

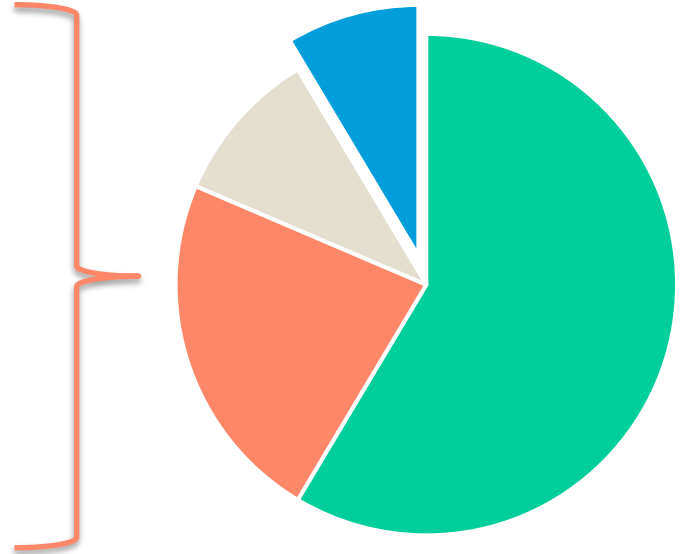
Measuring Identity with MaxDiff Instead of Rating Data

Edward Paul Johnson,
Harris Poll

Identity is Multi-Dimensional and Hard to Parse Out Because we are Unique Individuals



- Male
- Dominican
- Father of 2 Children
- Married
- Catholic
- White Collar Worker
- Yale Graduate
- Politically Moderate
- Loves Fishing





Some Previous Examples

Indirect Questions on Behavior/Attitudes Related to Identity Aspects

You regularly make new friends.

Agree



Disagree

Direct Importance Questions

How important is your religion to your life?

- Not at all important
- Slightly important
- Somewhat important
- Very important
- Extremely important





What is Maximum Difference Scaling?

People identify themselves in many different ways. Below are a few aspects of identity that might be important to you. On each screen, please select the one aspect of yourself that matters **most** to your identity and the one that matters **least** to your identity.

My Personality

My Religion

My Generation

My Profession



Does Adaptive Language for Specific Nomenclature Change Things



Generic Nomenclature

People identify themselves in many different ways. Below are a few aspects of identity that might be important to you. On each screen, please select the one aspect of yourself that matters **most** to your identity and the one that matters **least** to your identity.

My Personality

My Religion

My Generation

My Profession

Specific Nomenclature

People identify themselves in many different ways. Below are a few aspects of identity that might be important to you. On each screen, please select the one aspect of yourself that matters **most** to your identity and the one that matters **least** to your identity.

Cheerful

Agnostic

Millennial (30-45)

Teacher

Adaptive Survey Logic for Those Interested



BASE: ALL QUALIFIED

QHID1: Split sample for presentation of MaxDiff

[RANDOMLY ASSIGN]

1. Generic nomenclature
2. Specific nomenclature

BASE: ALL QUALIFIED

QX 1 to QX 12 [DISPLAY ON FIRST SCREEN ONLY: People identify themselves in many different ways. Below are a few aspects of identity that might be important to you. On each screen, please select the one aspect of yourself that **matters** most to your identity and the one that matters least to your identity.

GENERIC nomenclature list

1. My profession
2. My gender
3. My ethnicity
4. My income bracket/economic class
5. My religion
6. My sexual orientation
7. My personality
8. My hobbies
9. My age bracket/generation
10. My desire to socialize (introvert vs extravert)
11. My political philosophy (conservative vs liberal)
12. My neighborhood type (rural vs urban)
13. My marital status
14. My parental status

SPECIFIC nomenclature list

1. [PIPE IN FROM QPROF]
2. [PIPE IN RANDOM SELECTION FROM dmGenM IF dmGenM=1-5, IF dmGenM=13 PIPE IN TEXT BOX RESPONSE, IF dmGenM=9 "My gender"]
3. [IF dmHispUS=1 AND Q905 NE 98 OR 99 PIPE IN Q905 ,IF dmHispUS=2 AND dmRaceM NE 13 PIPE IN RANDOM SELECTION FROM dmRaceMUS, IF dmHispUS= 1 AND Q905=98 OR 99 PIPE IN "Hispanic, Latino, or Spanish", IF dmHispUS = 2 AND dmRaceM=13 PIPE IN TEXT BOX RESPONSE]
4. [PIPE IN "Income of dmHhIncUS]
5. [IF Q200=1-10 PIPE IN Q200, IF Q200 = 12 "No religion in particular", if Q200 = 11 PIPE IN TEXT BOX RESPONSE]
6. [IF dmSxOr = 1-8 PIPE IN dmSxOr, IF dmSxOr = 98 PIPE IN TEXT BOX RESPONSE, IF dmSxOr=9 OR 99 "My sexual orientation"]
7. [PIPE IN QPERS]
8. [PIPE IN QHOBB]
9. [IF netAge<=5 PIPE IN "Age between" netAge, IF netAge=6 PIPE IN "Age" netAge]
10. [PIPE IN QSOCIAL]
11. [PIPE IN Q325]
12. [PIPE IN dmUrbanUS]
13. [PIPE IN dmMarStat]
14. [PIPE IN QPARENT]



What Insights Can We Develop by Incorporating Tradeoffs

Our Research Objectives

When respondents are forced to chose, What Matters Most?

- Use MaxDiff to Proportion Identity

How Important is it to use Specific vs Generic language?

- Split Sample Down Language Use

Can we verify the relationship between Group Size and Importance?

- Compare population proportion to Identity Strength

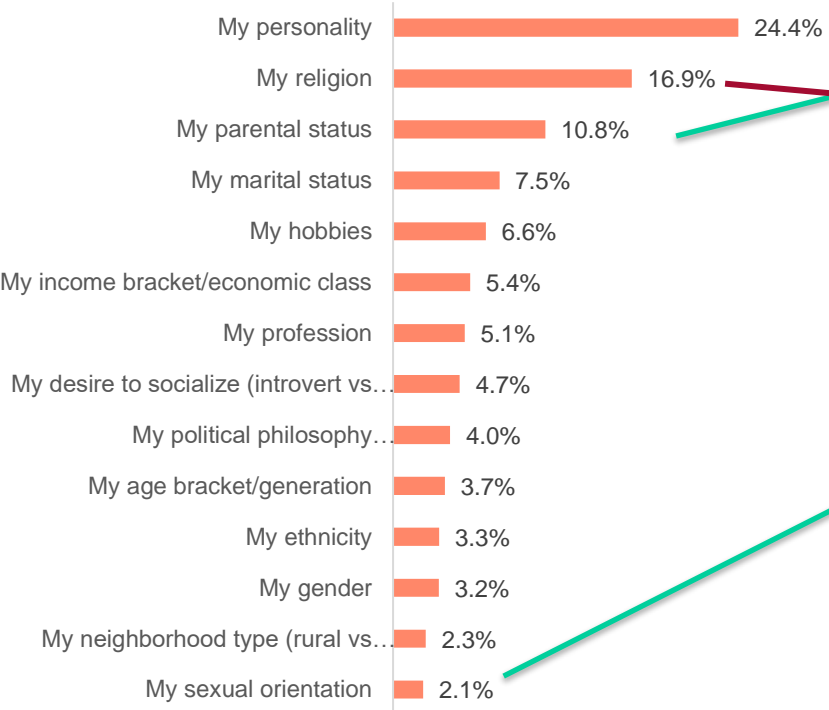
Sample Specifications

- Online non-probability opt-in panel sample of 11,469
- Fielded August 17th - September 10th 2023
- Weighted to US population on age, gender, ethnicity, region, and education

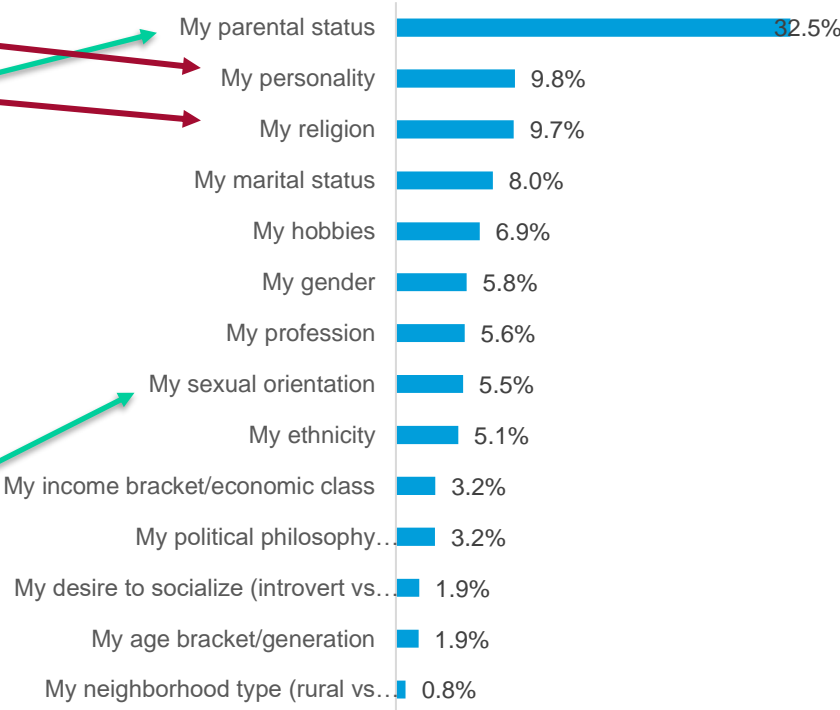
Large Shifts in Responses by Nomenclature Used When Interviewing



Generic Nomenclature



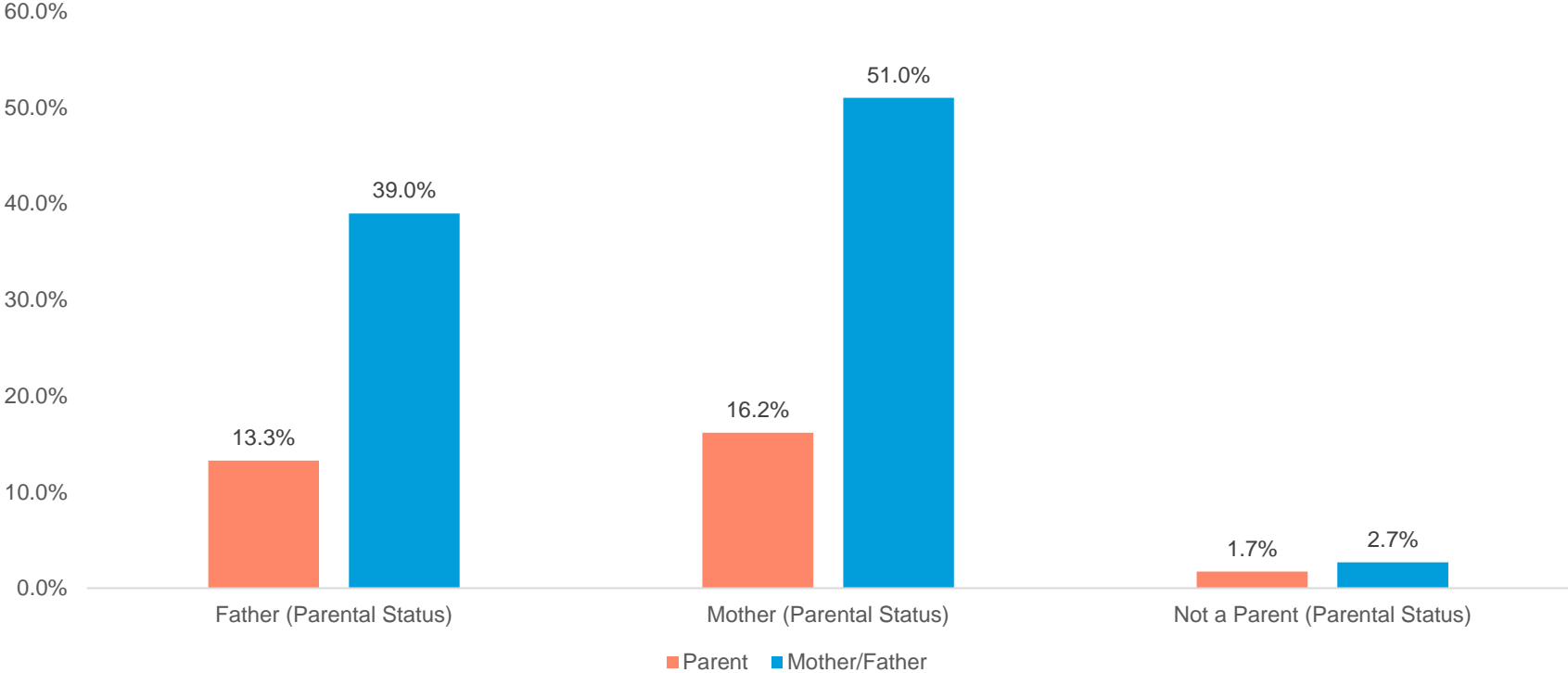
Specific Nomenclature



Parental Status Intrinsically Tied to Gender (Mothers in Particular)



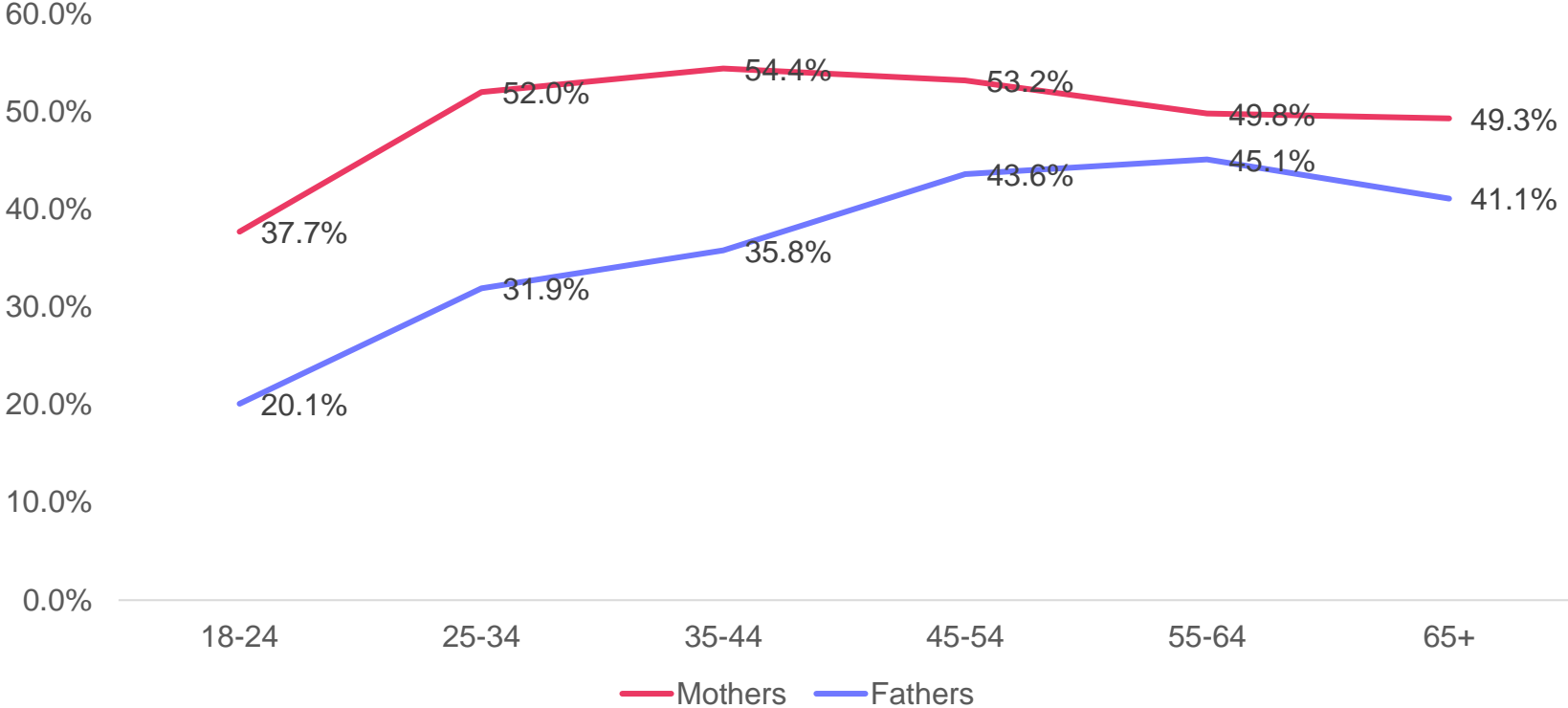
Parental Status By Nomenclature



Parental Status Importance by Age Unique by Gender and a Dominate Aspect of Identity Even In Older Generations



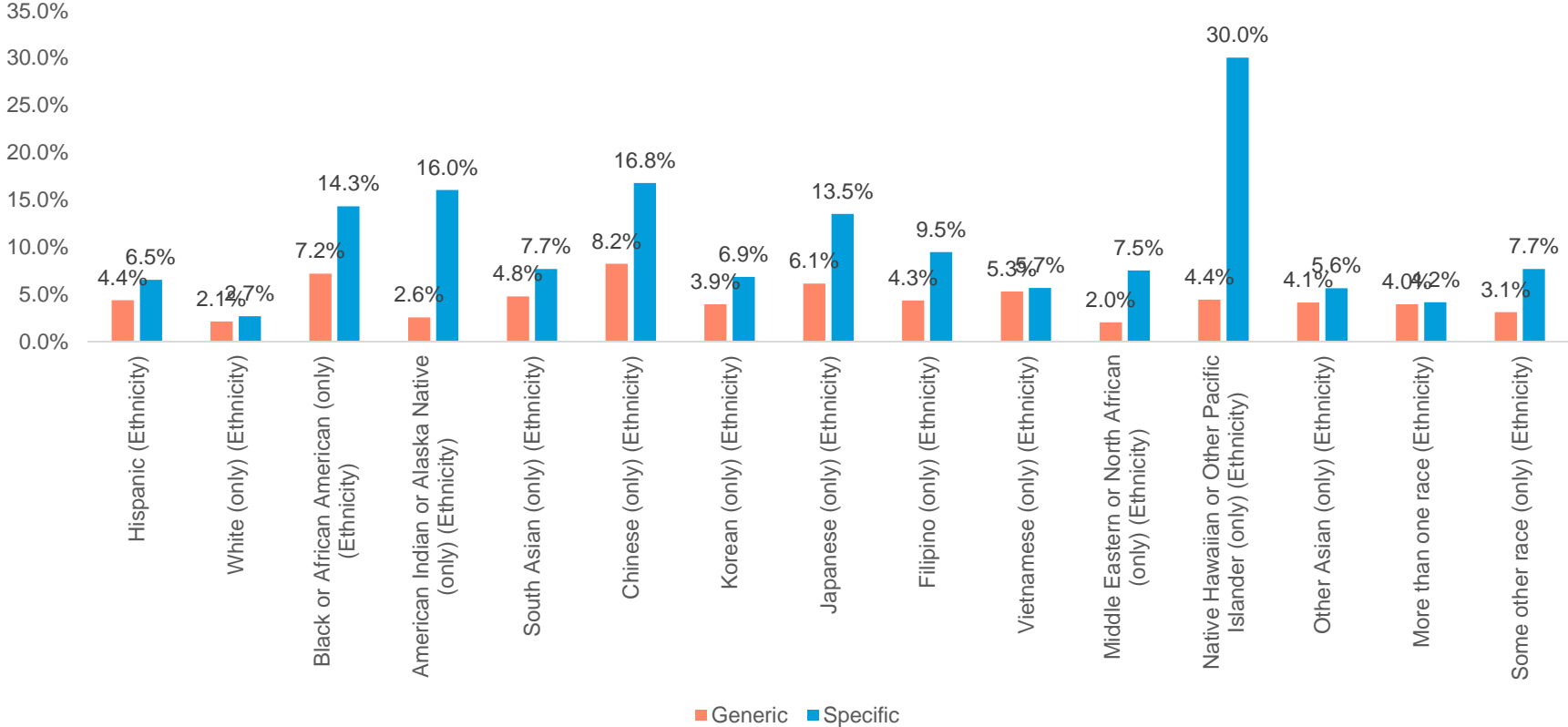
Parental Status Importance by Gender and Age Range



Using Specific Ethnic Language Great Increases Importance for Minorities



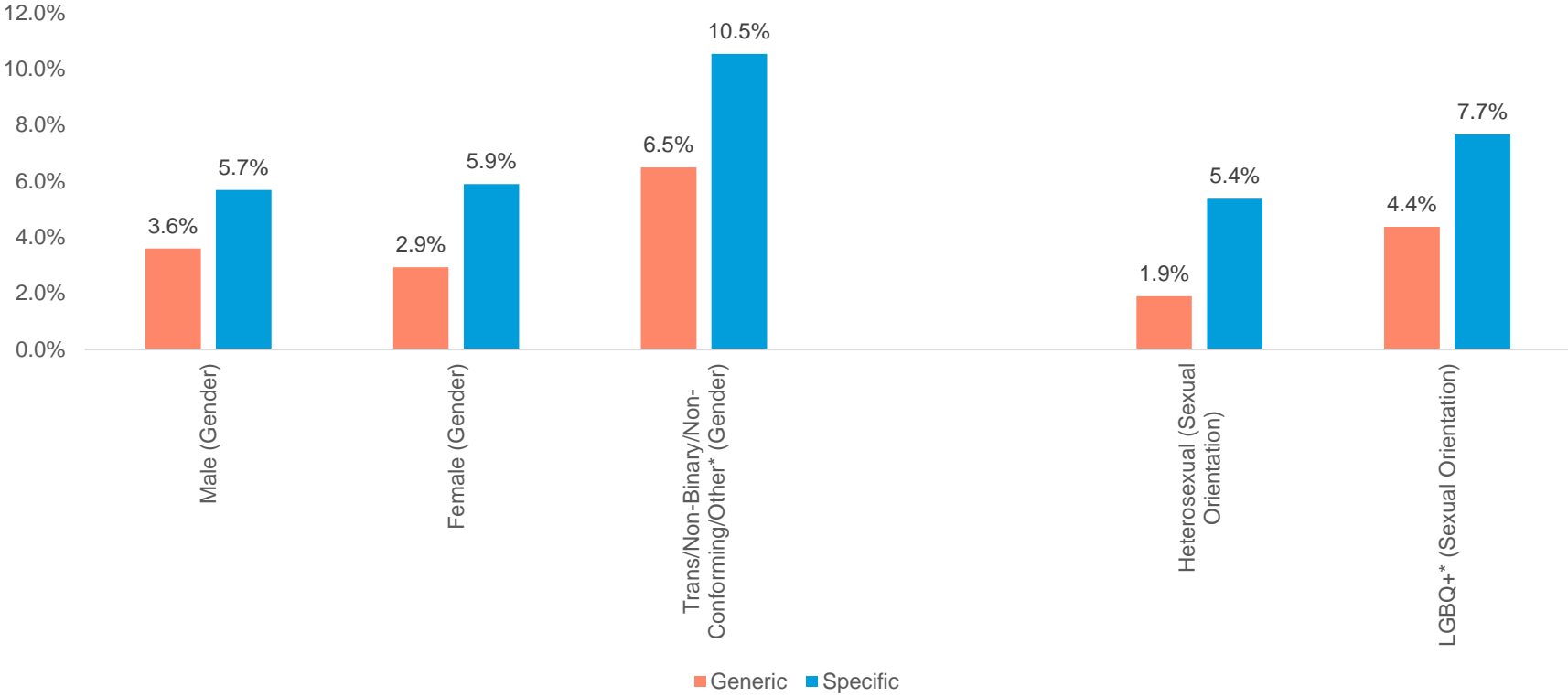
Ethnicity Importance by Nomenclature



Specific Language Increases Gender and Sexual Orientation Importance



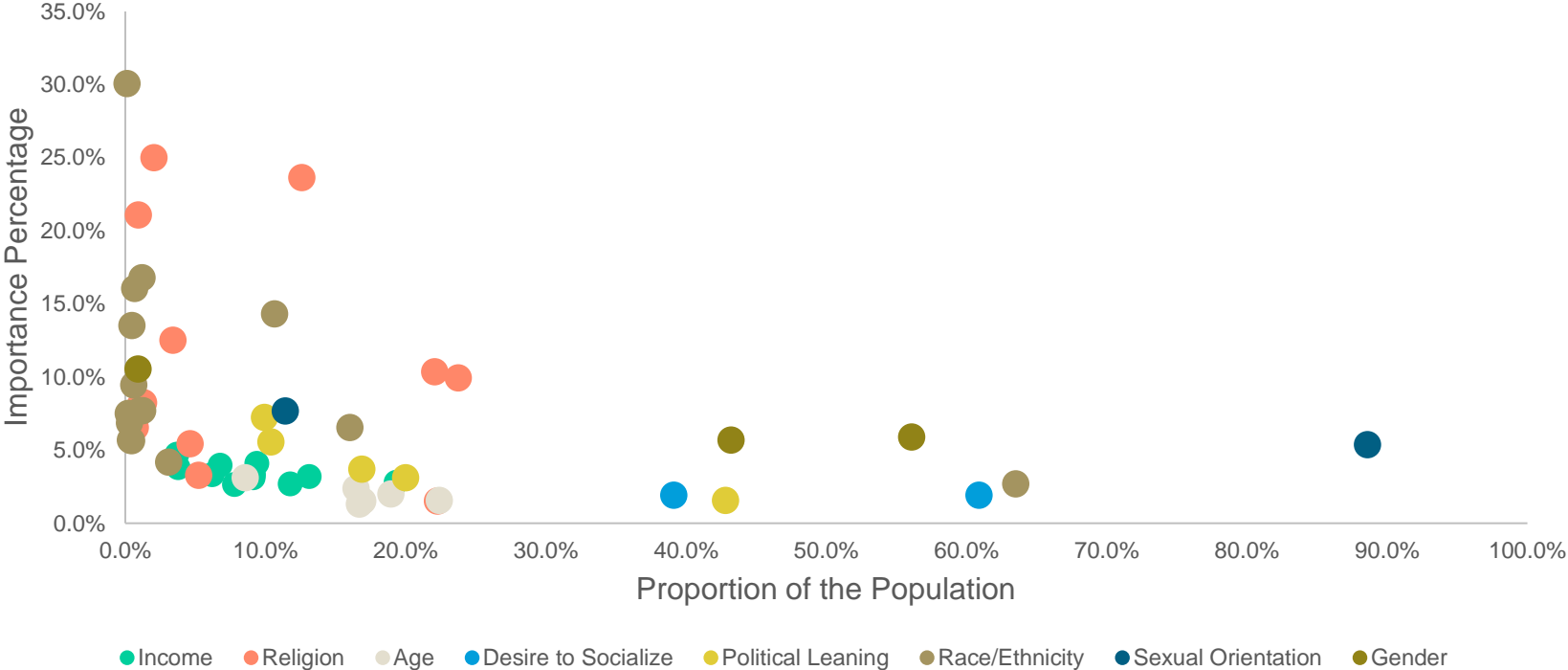
Gender and Sexual Orientation Importance by Nomenclature



*collapsed due to sample size rather than prior belief that groups are similar



With the Exception of Urbanicity, Marital Status, and Parental Status Smaller Group Have Increased Importance to Identity



Conclusions:



1. Max Diff Methodology Did a Great Job at Proportioning Identity

2. The Type of Language You Use Matters a LOT

3. Recommend Adaptive Language to Create Stronger Tie to Identity

4. Smaller Groups Did Have Relatively Higher Importance than Larger Ones

5. Gender Roles Highly Tied to Importance of Parental Status

6. Parental Status Importance Doesn't Drop When Children Leave the House



Limitations (Opportunity for Future Research):

1. Just United States / Would Love to Compare Globally

2. Online Opt-in Probability Panel / Would Love to See Other Sources

3. No Validation Afterwards / Would Love Confirmation Baseline of Results

4. Some Ethnicities such as Hispanic Probably Should be Split

5. Love to See Adaptive but Holistic Approach to Personality

6. Only Tested 14 Dimensions / Would Love to See Things Like Nationality