

Call for proposals

YouGov's [Scientific Research Group](#) is accepting proposals for experimental research on web survey methods. Proposals will be accepted in the form of [preregistered research designs](#). Accepted proposals will be run (at no cost to you) on the YouGov panel among a representative sample of U.S. adults. Authors of accepted proposals will have the opportunity to coauthor a short article published to the YouGov website describing the results of their study. They will also receive the data for academic use. We encourage researchers from any field to apply.

YouGov takes issues of data quality and survey validity seriously and conducts ongoing research in an effort to continuously improve its ability to serve a wide range of academic, government and commercial clients, as well as to contribute to the profession's knowledge by sharing insights at conferences, in scholarly publications and on our website. We invite scholars to work with us toward this goal.

In this first round of proposals, we are particularly interested in testing hypotheses relating to data quality and improving the respondent experience.

If you are interested in submitting a proposal, please complete a [preregistered research design](#). Please pay special attention to:

- Stating a clear and testable hypothesis (or set of hypotheses)
- Describing the experimental design and manipulations required to test the hypothesis
- Any additional data that will be necessary for the analysis
- A clear description of the methods to be used to evaluate the hypotheses and the evaluation criteria

An example of a preregistered design testing a hypothesis about survey methodology can be found [here](#).

Proposals will be primarily evaluated on the substantive importance of the hypothesis being tested and the feasibility of conducting the study within the constraints available. The hypothesis should be testable with less than 2 minutes of questionnaire time and 3,000 respondents or fewer.

Proposals will be accepted on a rolling basis.

Submit your proposal [here](#).

Alternatively you may, email your completed design (there is no need to submit the design to OSF prior to approval, but the key information should all be in the document) to brad.jones@yougov.com