

## Guidelines for Paid Supplements to the GSS 2026

The General Social Survey (GSS) project regularly includes topical modules developed by investigators and research groups in the user community, supported by investigator-raised funds from outside the GSS budget. While the GSS will consider proposals from users for some project-supported topical modules ([https://gss.norc.org/content/dam/gss/get-documentation/pdf/other/GSS 2026 Module Competition Call.pdf](https://gss.norc.org/content/dam/gss/get-documentation/pdf/other/GSS%2026%20Module%20Competition%20Call.pdf)), the project will continue to seek and include externally-funded topical modules as well. This document sets out guidelines for developing such “paid supplements” to the GSS, making proposals for such supplements, and the processes for developing them in interaction with the GSS Principal Investigators and Board of Overseers.

The GSS is a nationally representative survey of non-institutionalized adults in the United States, conducted primarily via face-to-face interviews and supplemented with other modes of data collection. A National Science Foundation (NSF) grant provides foundational support for the GSS but does not cover all costs of data collection; other sources provide supplementary support, typically for the costs of fielding topical modules. GSS data are collected every two years (i.e., 2012, 2014, (...), 2022, 2024, 2026), and made available to the research community and the public as soon as possible after data collection is complete. Until 2004, the GSS was designed as a repeated cross-sectional survey. From 2006 to 2014, a three-wave panel component was part of the GSS design in addition to the cross section survey. In 2020-2021, the GSS conducted a panel survey based on 2016 and 2018 respondents, as well as a web-based ABS cross-sectional survey (though most data were collected in 2021, hence the 2021 GSS). Beginning in 2022, the GSS has adopted a multi-mode design where respondents may be interviewed via F2F CAPI or web-administered SAQ. Through the use of appropriate sampling weights, each biennial GSS provides nationally representative estimates of distributions of survey items measuring a wide variety of social and political attitudes, opinions, and behaviors of U.S. adults. For additional information about the GSS and its study design, please consult the official NORC/GSS website at <http://www.gss.norc.org>.

A major advantage of the GSS as a vehicle for data collection for topical modules is the large amount of other information collected in each GSS. The survey assembles unusually rich demographic information on all respondents, together with data on a “replicating core” of items measuring a wide variety of attitudes, opinions, and behaviors (see <https://gss.norc.org/content/dam/gss/get-documentation/pdf/other/2020%20GSS%20Replicating%20Core.pdf> for these items). Further synergies are often generated by

administering modules on related topics to the same respondents. Investigators who place a small number of items on the GSS will be able to contextualize them using other items covering a broad set of issues, measured during more than an hour of interview time. The data are made available to researchers in a timely manner after a careful set of consistency checks, other cleaning, and documentation. Most of the infrastructural tasks of preparing data so that they can be disseminated to other researchers (as required of federally funded projects, for example) are accomplished as part of data preparation and require no additional efforts on the investigator's part.

### Developing Proposals for Paid Supplements (Sponsored Modules)

Proposals for paid supplements may be initiated at any time. Investigators interested in submitting proposals for outside-funded items are encouraged to contact Rene Bautista, co-Principal Investigator of the GSS at NORC ([bautista-rene@norc.org](mailto:bautista-rene@norc.org); phone (312) 201-6847) to discuss initial plans, methodological issues and scope of work.

Proposals for sponsored modules may suggest content of varying length—as short as a single survey question, or as long as a topical module involving a series of interrelated items, which depending on the mode may be as long as 15 minutes (longer instruments can be discussed with the GSS Principal Investigators). Initial proposals may include specific items, suggestions of types of items and their conceptual basis, or only general topics to be investigated; the less specific the proposed items, however, the longer the development sequence that will likely be required before the items can appear in a GSS. Investigators should consider how large a sample size they require to investigate the ideas of interest to them (some topical modules are administered to the full GSS sample; others are asked of some randomly selected subset of respondents), whether the questions need to be asked only of some well-defined subset of respondents (e.g. married persons, currently employed persons, persons who have attended religious services within the past year), and whether they wish to administer their items within one annual GSS cross-section (e.g. in 2024) or to obtain repeated observations on them for a set of empaneled respondents to be interviewed in three consecutive GSSs (for example, 2024, 2026, and 2028). Investigators proposing panel content should address the value of having data measuring within-individual change on the proposed items. Proposals for survey experiments that administer alternative question wordings (or other manipulations of survey protocols) to randomly designated subsets of respondents are also welcome; such experiments may address substantive social science questions, issues of survey methodology, or both.

Proposals should articulate the scientific objectives that would be met if the proposed items were to be added to the GSS and the specific research questions that the investigator would seek to address using them. Ideally, proposals will include the specific wording of survey items, available evidence of their past use and performance in other surveys, and evidence bearing on the quality of data (validity, reliability, item nonresponse, etc.) they elicit. Demonstrating that items have proved fruitful in past published work, or that their inclusion would contribute to better understanding in key social science domains, can strengthen all proposals. Items having synergies with existing GSS content and are of interest to GSS users, over and beyond addressing the research questions posed by a proposal's investigators, are of particular interest to the GSS Board and PIs. Proposals for supplements should indicate the source of funding that will support field costs (if already secured), or the status (e.g. in preparation, under consideration) of proposals to obtain such funding. The GSS typically acknowledges sponsors collectively.

Usually, questions on the GSS are standardized to work on several modes of data collection (including face to face and phone). Other formats are also possible, and they can be discussed with the GSS PI team (e.g., self-administered items, open-ended items, card sort tasks, or stimulus materials provided via audio or video) but such variations often increase time, complexity and cost (coding costs are substantial for open-ended items, for example). Hence, items with such formats must serve an important scientific purpose, and typically require additional funding beyond basic interviewing and processing costs; proposals to add such items should address this consideration.

Initial proposals should address the following points:

1. The background and the scientific, theoretical, or methodological motivation for inclusion of the topic in the GSS. Proposals for repeated/panel content should address the gains to be realized by obtaining data on within-individual change on the subject;
2. The specific topics, and ideally the specific items or questions, that would be included in the GSS, together with any evidence of the quality of the data they elicit;
3. Previous usage of the proposed items, or items on similar topics, in the GSS or other surveys;
4. The appropriateness of the GSS for the proposed items, and any synergies they may involve with GSS project objectives or existing GSS items.
5. Information about sources, or prospective sources, of support for field costs.
6. The submitter is responsible for covering any fees, if proposed survey items are copyrighted or licensed, or if revisions need to be conducted by a third party.

## Criteria for Inclusion of Paid Supplements

Over and above serving the research needs of investigators proposing to add paid supplements, a primary mission of the GSS is to provide high quality data in a timely manner to a large and broad social science user community. Proposals to add content will be evaluated with this latter objective in mind by the GSS Board and the principal investigators of the GSS.

The Board and PIs refer to the following criteria while developing and encouraging new content for the GSS:

1. Above all, new content must be of high scientific quality, appropriate to the GSS, and justified on substantive, theoretical or methodological grounds.
2. New content should be useful to a wide range of users (e.g., researchers, teachers, policymakers, etc.) that extends beyond the investigator(s) setting forth a proposal. New content ideally will enhance the understanding and/or usefulness of GSS items in the replicating core, GSS data previously collected as part of a topical module, or data from other sources (e.g., to be used for comparisons).
3. New content must meet human subjects protections, in compliance with the GSS project's IRB approval, NSF and NORC policies. Investigators should determine whether they must also obtain IRB approval at their own institutions.
4. New content must fit within the overall time framework of the survey and must not interfere with respondent cooperation and the integrity of responses to questions later in the survey.

## Timeline for Proposals and Development of Items

Significant lead time is required before new material can be included on a GSS survey. The GSS is currently conducted in even-numbered years (2024, 2026, 2028, etc.) To be considered for inclusion in the 2026 GSS (or possibly future years), for example, investigators should, if possible, submit proposals to Rene Bautista, co-Principal Investigator of the GSS at NORC ([bautista-rene@norc.org](mailto:bautista-rene@norc.org); phone (312) 201-6847) as soon as possible, and no later than March 5th, 2023. Proposals submitted earlier have a competitive advantage. Interested researchers may also wish to consult with the chair of the Board (currently Kim Weeden at Indiana University ([kw74@cornell.edu](mailto:kw74@cornell.edu))) or with academic PIs (Jeremey Freese at Stanford University ([jfreese@stanford.edu](mailto:jfreese@stanford.edu)), Stephen Morgan at Johns Hopkins University ([stephen.morgan@jhu.edu](mailto:stephen.morgan@jhu.edu)) and Pamela Herd at the University of Michigan

([pherd@umich.edu](mailto:pherd@umich.edu))), but it is essential that investigators speak or correspond with Rene Bautista for coordination purposes.

Each proposal is circulated to the GSS Board and PIs and discussed at the first bi-annual Board meeting following submission; meetings are usually held in mid-fall (September or October) and early spring (late March-early May). The initial review focuses primarily on the compatibility of the proposed supplement with the GSS mission and format. Subsequently the GSS PIs and Board report back to the investigator proposing the supplement, to convey a general assessment of the project's potential for inclusion in a future GSS. Several forms of collaboration can ensue, from least to most intense:

1. The investigator may receive encouragement and congratulations for an appropriate, important, and fully developed idea.
2. The investigator might be encouraged to work with the GSS PIs to modify items such that they better suit the GSS format and mission.
3. The GSS Board might suggest that one or more of its members (and possibly additional outside scholars) serve as a liaison between the supplement's investigator and the GSS PIs, to further develop ideas and items.
4. The GSS Board may suggest that the supplement's investigators be part of a module development committee centered on a general topic or area linked to the general topic or idea of the supplement. Such committees could consult substantive experts and survey research specialists, and hold meetings, workshops, or collaborative conferences, to refine theoretical ideas, develop survey items that will elicit meaningful evidence, and explore prospects for funding costs of fieldwork.

For further information, contact Rene Bautista at [bautista-rene@norc.org](mailto:bautista-rene@norc.org) or (312) 201-6847.