Similarity Hub Frequently Asked Questions

- What is Similarity Hub?
    - Similarity Hub is a joint database between More Like US and AllSides that highlights common ground and areas of agreement between Democrats, Republicans, and all Americans. It includes hundreds of survey results from highly-regarded survey providers including Gallup, Pew Research, and YouGov, across more than 20 policy areas.
- What are Similarity Hub's goals?
    - Similarity Hub aims to show the frequent and widespread common ground between Republicans, Democrats, and all Americans. It achieves various goals:
        - Combats narratives of hopelessness and extreme division
        - Improves civil discourse, since Americans can start conversations by highlighting shared opinions, and Similarity Hub improves attitudes toward many potential conversation partners
        - Shows indirectly that news, facing perverse incentives, often portrays Americans in overly negative and stereotypical ways
        - Enhances the stability of America's system of government, since Americans can see that typical Americans across the political spectrum are actually less threatening than many believe
- How can I use Similarity Hub professionally?
    - Leaders in many professions can include Similarity Hub data in their work:
        - Journalists and journalism educators can include Similarity Hub data in their stories and instruction to portray an accurate picture of Americans beliefs. Professional and student journalists

can also follow AllSides's approach to highlight individual datapoints from Similarity Hub on webpages that cover specific topics, as AllSides does with topics including Criminal Justice and Economy and Jobs.

- Teachers and professors can include Similarity Hub data in their classrooms, along with More Like US's Perception Gap lesson plan and AllSides for Schools.
- Civic and political leaders can include Similarity Hub data in their public statements.
- Political leaders and advocacy groups can see which policies the public most widely supports, helping them prioritize efforts.
- Religious leaders can include Similarity Hub data to guide their community work and reference in their sermons.
- Those in the Arts can share results in creative ways across all sorts of media, also using More Like US's resources for those in the Arts.

- How can I use Similarity Hub personally?
    - You can use Similarity Hub to gain a better picture of fellow Americans, find better starting points for conversations, and gain hope about the future. Here are a couple of ideas:
        - Browse the survey results and find one that is surprising. Consider why it is surprising. Have you read an article on the topic that paints a picture of a very divided America, when there is actually substantial common ground in many cases?
        - Consider whether any friends, family, or people in your community would benefit from knowing about any of the survey results in Similarity Hub. Share Similarity Hub—or a couple key datapoints from Similarity Hub—with them. Find a way to include Similarity Hub or at least one of its key findings in a conversation with them.
- How frequently do you add new data to Similarity Hub?
    - We add a new batch of recent survey results on various topics every few months to Similarity Hub.
- Which surveys do you include in Similarity Hub? What data do you exclude?

    - Similarity Hub includes the following:
        - Information that corrects damaging political misperceptions and/or is useful for bipartisan policy
        - Survey data in which at least 70% of respondents agree, or in which at least 50% of Democratic-leaning respondents and 50% of Republican-leaning respondents agree
    - Similarity Hub does NOT include the following:
        - Data from surveys likely biased by recent events (Such as data about the Israel-Hamas War collected during a turning point in the war, which may vary significantly from other surveys.)
        - Survey questions based on loaded questions and/or unfounded assumptions (For instance, some survey research groups are essentially looking for a desired response, so they may force respondents to choose between a reasonable answer and an unreasonable one, and/or they may set the stage for a question with a biased introduction.)
        - Survey questions that make a value judgment about a specific identity group of people (This could include negative judgments, like “China has a negative impact on the world,” or positive judgments, like “Mexicans are hard workers.”)
- How do you collect data for Similarity Hub?
    - More Like US searches online for publicly available surveys related to various political topics, and then enters results that fit our inclusion criteria into the dataset. More Like US turns survey questions into statements to fit Similarity Hub’s format.
    - Each result then goes through a couple of rounds of review by both More Like US and AllSides. This review ensures alignment with the original survey and inclusion criteria.
- How has Similarity Hub data already been used?
    - AllSides features relevant Similarity Hub data on Topics & Issues pages.
    - More Like US used Similarity Hub data to create a slide deck and written overview of overlaps in views across the U.S. political spectrum about the Israel-Hamas War.

        - More Like US's Perception Gap lesson plan includes an optional activity specifically about Similarity Hub.
- Where else can I find information on political divides in the U.S., and how to reduce misconceptions about them?
    - There are many excellent resources. Here are a few, grouped by sub-topic:
        - For information that provides general background on political divides in the U.S.:
            - Pew Research Center's growth of partisan antipathy and use of negative character traits to describe those in the other party
            - An academic discussion of trends in affective polarization
            - Much of the data the Polarization Research Lab generates weekly
        - For information specifically about political misperceptions:
            - More Like US's detailed guide to existing Perception Gap data and resources
            - More in Common's original Perception Gap study
            - Beyond Conflict's report "America's Divided Mind"
        - For approaches for how to reduce toxic polarization:
            - More Like US's About and Media pages
            - The results of Strengthening Democracy Challenge led by Stanford
- I am interested in getting in touch with More Like US and AllSides regarding Similarity Hub. What is the best way to do that?
    - Great! Reach out to info@morelikeus.org. We also welcome survey submissions that look like a great fit for Similarity Hub.