

Appendix I. Methodology

Hindu Nationalism in America:
**Assessing the Influence of
Hindutva Ideology in the U.S.**



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Our team developed the questionnaire for this study and commissioned Qualtrics for the sampling and fielding. Before fielding, the survey was reviewed by the project advisors. Qualtrics fielded the survey to a non-probability online sample of self-identified Hindus residing in the U.S. and members of the general public in the U.S. We did not limit the analysis to American citizens in order to include the broadest sample of Hindus in the U.S. Qualtrics samples have been shown to outperform other non-probability samples and to be useful for surveying small subpopulations.¹ In our analysis, we make comparisons between the Hindu and general public samples. We also compare among samples by gender, generation status (Hindu only), and political affiliation. ISPU owns all data and intellectual property related to this study.

Qualtrics fielded the survey of self-identified Hindus residing in the U.S. and members of the U.S. general public from May 4, 2023 through May 26, 2023. Both samples were given identical surveys except members of the general public, who were not shown questions relevant to the experiences of Hindus (e.g., questions about caste) or questions related to India. ISPU programmed the survey into the Qualtrics platform, which was then reviewed by the Qualtrics project management team. A total of 1,308 surveys were completed, 604 among Hindus in the U.S. and 704 among the general U.S. population.

ISPU commissioned Qualtrics to provide national samples of Hindus and the general public in the U.S. Demographic quotas for the Hindu sample were set on gender, age, and generation status using estimates from the [Carnegie Endowment for Peace's 2020 survey](#) of Indian Americans.² We note that our sample contained a higher percentage of Hindi speaking Hindus than exists in the United States according to the [Carnegie survey](#). Demographic quotas for the general public were set on gender, age, region, race, and ethnicity based on estimates from the U.S. Census.

About Qualtrics Sampling

Qualtrics has been providing online samples for over ten years. Qualtrics partners with over 20 online sample providers to supply a network of diverse, quality respondents to their worldwide client base. The majority of samples come from traditional, actively managed, double-opt-in

market research panels. Social media is occasionally also used to gather respondents. Qualtrics maintains the highest quality by strategically selecting sample partners. Sample blend can be replicated across multiple projects when required for reliability. To exclude duplication and ensure validity, Qualtrics checks every IP address and uses unique and sophisticated digital fingerprinting technology that is continuously being improved. In addition, every strategic sample partner uses deduplication technology to provide the most reliable results and retain the integrity of the survey data. The panelists Qualtrics leverages are used for corporate and academic market research only. For hard-to-reach groups, Qualtrics utilizes niche panels brought about through specialized recruitment campaigns. Qualtrics benefits from a rich partner network to gain access to many hard-to-reach groups. The profiling attributes included in their panels give detailed knowledge of respondents, assisting in reaching niche targets. Qualtrics regularly adds new specialized panels and works with partners to increase reach to difficult targets. Respondents are invited to surveys in various ways. Often, potential respondents are sent an email invitation informing them that the survey is for research purposes only, how long the survey is expected to take, and what incentives are available. Members may unsubscribe at any time. Other times, respondents will see surveys they are likely to qualify for upon signing into a panel portal. Other common invitation methods include in-app notifications and SMS notifications. To avoid self-selection bias, survey invitations do not include specific details about the contents of the survey and are instead kept very general. Respondents will receive an incentive based on the length of the survey, their specific panelist profile, and target acquisition difficulty, among other factors. The specific rewards vary and may include cash, airline miles, gift cards, redeemable points, charitable donations, sweepstakes entrance, and vouchers.³

Limitations

ISPU recognizes the limitations of using a non-probability sample in terms of potential bias in the sample due to respondents not being randomly selected. We attempted to mitigate the issue of generalizability by implementing demographics quotas to our samples. The sample contains a larger percentage of individuals who speak Hindi, compared to the [total](#) in the United States.

¹ Elizabeth Zack, John Kennedy, and J. Scott Long, "Can Nonprobability Samples Be Used for Social Science Research? A Cautionary Tale," *Survey Research Methods* 13, no. 2 (June 2019): 215–27, <https://doi.org/10.18148/srm/2019.v13i2.7262>; Carry A. Miller et al., "A Tale of Two Diverse Qualtrics Samples: Information for Online Survey Researchers," *Cancer Epidemiol Biomarkers Prev* 29, no. 4 (2020): 731–35, <https://doi.org/10.1158/1055-9965.EPI-19-0846>.

² Sumitra Badrinathan et al., *Social Realities of Indian Americans: Results From the 2020 Indian American Attitudes Survey* (Carnegie Endowment for International Peace, 2021), <https://carnegieendowment.org/2021/06/09/social-realities-of-indian-americans-results-from-2020-indian-american-attitudes-survey-pub-84667>.

³ [Qualtrics ESOMAR 28 Questions](#). Qualtrics: 2019.