AAPOR
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

70th Annual Conference

Paradata
Adaptive Design / Responsive Design
Health and Health Care
Language Translation
Qualitative Research
Interviewers and Interviewing
Questionnaire Pretesting
Nonprobability Sampling
Non-Response
Exit Polls
Incentives
Total Survey Error
Aging
Gender
Online Panel Surveys
Longitudinal Data Collection
Big Data / Administrative Data / Auxiliary Data
Media and Public Opinion
Measurement Error
Cell Phone Sampling
Multimode Data Collection
Questionnaire Design
Environment and Climate Change
Small Area Estimation
Race and Ethnicity
Immigration
Standards / Regulations / Ethics
Sensitive Topics
LGBT
Election Polling
International Public Opinion Research
Social Media
Mobile Device Data Collection
Fit for Purpose
Polling and Society
Internet Data Collection
Address Based Sampling
Response Rate and Other Quality Metrics
Methods to Maximize Participation
Proxy Responding
Sampling / Weighting
Cross-Cultural Research

A Meeting Place

Conference Program

May 14 – 17, 2015

The Diplomat • Hollywood, Florida

www.aapor.org

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AAPOR
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
70th Annual Conference

Greetings!

Welcome to Hollywood, Florida! And thank you for attending the 70th annual conference of the American Association for Public Opinion Research (AAPOR). We appreciate your participation and contributions to this annual gathering.

We have a wonderful, full program this year and our Florida beach location could not be better. This year's conference theme, A Meeting Place, recognizes the important role our annual conference plays for so many in our field, especially now when public opinion, marketing science and survey researchers are facing considerable challenge and change. Embracing this theme, the conference program features an array of discussions and research debates that will appeal to diverse intellectual tastes. The near record number of abstract submissions this year is testament to the depth and breadth of our research endeavors and the vibrancy of our association.

A very special feature this year is a "mini-conference," sponsored by AAPOR's Task Force on Reassessing Today's Survey Methods. The mini-conference will operate as a separate track of 11 sessions within the larger conference and has been designed to serve as a platform and forum for new research on the rapidly changing landscape of survey methodology.

Back by popular demand, ResearchHack 2.0 kicks off at noon on Thursday, with teams pitching their proposals at 4 p.m. that same day. The event is designed to challenge the great minds of new AAPOR members to innovate research methodology. The winning team will be announced at the Awards Banquet on Saturday and will receive bragging rights and a prize.

New offerings at our 2015 conference include an expanded poster session, a student poster competition, and a small-scale fundraiser during our post-banquet Casino Night to help reduce student expenses at the 2016 AAPOR Conference in Austin, Texas.

Networking opportunities, short courses, demonstrations, "Meet the Author" sessions and an outstanding exhibit hall will offer additional opportunities for attendees to develop expertise to ensure maximum educational benefits.

Our annual conference is truly a meeting place, where people come together to share experiences in a common venue. We hope you will find the next four days informative, thought-provoking, engaging and rewarding. And remember to enjoy some fun in the sun!

Dawn V. Nelson,
Conference Chair

David Dutwin,
Associate Conference Chair

Back By Popular Demand!
AAPOR ResearchHack 2.0

Sponsored by nielsen URBAN INSTITUTE

AAPOR will be hosting ResearchHack 2.0 to challenge the great minds of new members to innovate research methodology. Participants will create a research proposal, including an innovative research methodology, data collection tools, and analysis plans, based on the real-world research problems. A distinguished panel of judges will determine a winner.

ResearchHack 2.0 Kickoff!

Thursday, May 14, Noon – 12:45 p.m.
Diplomat Ballroom 3

ResearchHack 2.0: Team Challenge Research Proposal Presentations

Thursday, May 14, 4:00 – 5:30 p.m.
Regency Ballroom 1

ResearchHack 2.0 Winning Pitch Announced at AAPOR Awards Banquet

Saturday, May 16, 7:45 – 10:00 p.m.
Great Hall 1-3

Want to learn more about the piloted solution from last year's ResearchHack 1.0 challenge? A group of finalists and AAPOR volunteers from University of Michigan, Nielsen and SSRS have teamed up with our research partner, Feeding America, and executed a series of research studies since last May. We will be presenting our learnings and recommendations from the proof-of-concept research including online surveys, usability testing and pilots at agency partners of food banks on using Instagram as a data collection tool. Come join us at the kick-off of ResearchHack 2.0 and visit our website for more updates to come!

The ResearchHack Kickoff will take place starting at noon on Thursday, May 14. The teams will pitch their proposals at 4:00 p.m. on May 14. The winning team will be announced at the Awards Banquet on Saturday, May 16, and will receive bragging rights and a prize!

See more on the ResearchHack Facebook page at www.facebook.com/aaporresearchhack or the ResearchHack website at http://aaporresearchhack.tumblr.com/.

Conference App

A big thank you to RTI International for developing and donating a conference app containing AAPOR annual meeting 2015 program information and a terrific scheduling tool. The AAPOR 2015 app is available for download for both Apple (iPhone/iPad) and Android devices from the app stores. Please see the Conference Page on www.aapor.org for more information.

RTI INTERNATIONAL

About AAPOR

Founded in 1947, AAPOR is a professional society of individuals engaged in public opinion research, market research and social policy research. Our membership includes people from all sectors of the research community: academic institutions, commercial organizations, government agencies and non-profit organizations.

AAPOR
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

General Information

The AAPOR Registration Desk is located at The Diplomat in the Great Hall Registration area.

Short Course Registration Hours

Wednesday, May 13	Noon – 3:00 p.m.

AAPOR General Registration Hours

Wednesday, May 13	4:00 p.m. – 6:00 p.m.
Thursday, May 14	7:00 a.m. – 5:00 p.m.
Friday, May 15	7:30 a.m. – 4:30 p.m.
Saturday, May 16	7:30 a.m. – 3:00 p.m.
Sunday, May 17	8:00 a.m. – 10:15 a.m.

Badges

Participation in the annual conference is limited to registered attendees. The official conference badge is required for admission to all sessions, social activities and the exhibit hall. Stop by the registration desk for changes to your badge.

Meal Tickets

Tickets will be collected at each core meal function. Be sure to bring your ticket with you.

Speaker Materials

New

Presenters who plan to use PowerPoint® and the data projector must load their presentation using a flash drive to the laptop in their session room prior to the start of the session. Please plan on arriving at the session room at least 15-minutes prior to the start of the session.

Conference Materials

The final program and abstracts are available on the conference website www.aapor.org.

Messages

A message board will be maintained in the registration area during registration hours.

Exhibit Hall Hours

Thursday, May 14	3:00 p.m. – 5:30 p.m.
Friday, May 15	7:00 a.m. – 4:30 p.m.
Saturday, May 16	7:00 a.m. – 2:00 p.m.

The AAPOR Exhibit Hall, located in Great Hall 4-6, is your best source of information about products, services, survey planning and design from key vendors interested in the important issues facing the public opinion and survey research community.

WiFi

Please note that WiFi is not available in the conference meeting rooms. In-Room WiFi is included in the AAPOR negotiated rate for attendees staying at The Diplomat.

Win a $100 gift card by visiting the AAPOR Exhibit Hall! Drop off your business card near the entrance to the exhibit hall. The drawing will be held during Saturday's lunch, located in the Great Hall 4-6. Exhibit personnel are not eligible to win.

Highlights

Education – Short Courses

Seven in-depth short courses are offered to enhance your learning experience.

Course 1: R for Survey Researchers: Getting Started

Course 2: Applying Quality Standards to the Conceptualization, Implementation and Interpretation of Qualitative Research

Course 3: Survey Experiments

Course 4: Survey Response Formats

Course 5: Elements of Model Based, Non-Probability Sampling (Mini-Conference Short Course)

Course 6: Introduction to Election Polling: From Basic Principles to Current Practice

Course 7: A Small Course on Big Data for Survey Researchers

There is still time to register for a short course. Sign up at the registration desk.

For course descriptions see pages 37 – 38, 41 and 103.

Highlights

New Member & All-Chapter Reception

Thursday, May 14, 5:45 – 7:00 p.m.
Great Hall 1–2 Foyer

Places to go and people to meet – that's what this reception is all about! First-time attendees get the chance to mix and mingle with long-time AAPORites, get a feel for what AAPOR is all about, and learn what's going on at each of AAPOR's seven regional chapters.

New This Year: A"Meeting Place" Dinner

Thursday, May 14, 7:00 – 9:00 p.m.
Great Hall 1-3

Keeping with AAPOR's "A Meeting Place" theme, our Thursday evening kick-off dinner will provide the opportunity to meet and mingle with friends, old and new. We are excited to be trying something a little different this year by starting off the conference with a relaxed social event.

Starting at 7:00 p.m., following the New Member & All-Chapter Reception, dining stations and tables will be set up in Great Hall 1-3 so conference attendees can select their evening meal while continuing conversations started at the reception or earlier in the day during the Thursday afternoon sessions. This format will also allow extended time for the AAPOR Conference Docent Program and other activities held at the reception.

Presidential Address and Luncheon

Friday, May 15, 11:45 a.m. – 1:45 p.m.
Great Hall 1-3

Join fellow attendees for lunch and an insightful Presidential Address from AAPOR President Michael Link.

Student/Early Career Meet-Up

Friday, May 15, 6:00 p.m. – ?
Meet in Hotel Lobby

Calling all students and early career attendees! Join us for a Student/Early Career Meet-Up hosted by the AAPOR Membership & Chapter Relations Committee. Meet in the hotel lobby at 6:00 p.m. to head out for an informal dinner offsite. Meet and mingle with other students and early career attendees, learn more about AAPOR's resources and share your thoughts about how AAPOR can best serve our student members.

Luncheon and Activities Awards Ceremony

Saturday, May 16, 11:45 a.m. – 1:00 p.m.
Great Hall 1-3

Meet up with old and new friends. The Saturday lunch is all about networking, and we always make time to celebrate the accomplishments of AAPOR's Fun Run/Walk and Annual Golf Outing participants. Join us!

"How To" Texas Hold'em – Beginner's Demonstration

Saturday, May 16, 1:00 – 2:00 p.m. • Great Hall 4-6

If you would love to play poker with a pro, but don't know a thing about the game, Lee Childs will be holding a FREE "how to play" Texas Hold'em demonstration for beginners in the Exhibit Hall Demonstration area.

AAPOR Membership and Business Meeting

Saturday, May 16, 4:00 – 6:00 p.m.
Regency Ballroom 2

AAPOR members are encouraged to attend the annual business meeting to learn more about the past year's accomplishments and future initiatives of the association.

This year, members are invited to share their comments about the proposed amendments to AAPOR's By-Laws.

President's Reception & AAPOR Awards Banquet

Saturday, May 16, 6:30 – 10:00 p.m.
Great Hall 1-2 Foyer and Great Hall 1–3

President's Reception Sponsored by Marketing Systems Group

AAPOR's traditional Saturday night program is a chance to enjoy a cool drink before joining colleagues for a delicious meal and spirited idea exchange.

Awards Banquet Sponsored by

Join us as we welcome the newly elected Executive Councilors and toast the award winning accomplishments of AAPOR members and friends.

New This Year!

Fundraiser for AAPOR's Student Members

We incorporated a fundraiser into some of our social activities at this year's conference. The proceeds from the fundraiser will help reduce student expenses for the 2016 AAPOR Conference. We hope you will find our fundraising events to be fun and an easy way to expand financial support for our students at next year's conference.

There are three fundraiser opportunities:

1. **"Casino Night"** - Purchase additional tokens
   Saturday, May 16, 10:00 p.m. – 1:00 a.m.
   Great Hall 5

Everyone will start the Casino Night with FREE tokens to play blackjack, craps and roulette. If you run out of tokens, you will have the option of purchasing additional tokens. All token sales will support students.

2. **Texas Hold'em Charity Poker Tournament**
   Saturday, May 16, 10:30 p.m. – 1:00 a.m.
   Great Hall 5

For a $30 entry fee, conference attendees can try their best to beat professional poker player Lee Childs* at AAPOR's first-ever "Texas Hold'em Poker Charity Tournament." The tournament will take place in Great Hall 5, as part of AAPOR's Casino Night. The winner of the poker tournament will take home a trophy and a year's worth of bragging rights. There is still time to register as player in the charity poker tournament - sign up at the AAPOR Registration Desk.

*Lee is best known for finishing 7th place in the 2007 World Series of Poker Main Event, but throughout his poker career, he has well over $1 Million in earnings in live poker as well as over $1 Million in online poker earnings. He has a World Series of Poker Circuit Ring and is known in the poker world as one of the "nicest guys" playing poker today. Furthermore, he is married to AAPOR's Membership and Chapter Relations Chair, Jenny Hunter Childs!

3. **Texas Hold'em Advanced Strategies Workshop**
   Friday, May 15, 6:00 – 7:30 p.m.
   Conference Rooms 212-213

For advanced Texas Hold'em poker players who want to improve their game, Lee Childs is offering a workshop on Friday evening, from 6:00 p.m. to 7:30 p.m. The $50 workshop fee includes a **free player** entry to Saturday's charity poker tournament where you can put your new skills to the test as you take on the pro himself. There is still time to register for this special offering — sign up at the AAPOR Registration Desk.

Student Activities

Student/Early Career Lunch

Thursday, May 14
11:00 a.m. – 1:00 p.m.

Meet in The Diplomat Lobby

New Member & All-Chapter Reception

Thursday, May 14
5:45 – 7:00 p.m.

Great Hall 1–2 Foyer

Student/Early Career Meet-Up

Friday, May 16
6:00 p.m. – ?

Informal student/early career dinner off site. Meet in The Diplomat Lobby

Email Clarissa Steele to RSVP
crsteele@wisc.edu

Things to Do, Places to Go: AAPOR Social Activities

Fun Run/Walk

Saturday, May 16, 7:00 a.m.

Sponsored by nielsen

The run/walk will depart from the southside of the pool deck, by the beach entrance.

If you would like to enter into some competitive early morning exercise, or simply enjoy some fresh air, this is just for you! All participants will receive bottled water. Volunteers will be available on Saturday morning to guide participants to the starting line. Advance registration is not required. A waiver must be signed on site to participate. Awards will be given to the top runners and to record-breaking walkers.

Golf

Thursday, May 14, 6:00 a.m.

Sponsored by RTI INTERNATIONAL

Meet at 6:00 a.m. in the hotel lobby.

The annual AAPOR golf outing will be held at The Diplomat Golf Course in Hollywood, with tee times starting at 7:00 a.m. The beautiful Diplomat Golf Course includes 18 holes of championship golf designed by Joe Lee. Enjoy a pleasurable, even-paced round of golf on this spectacular course.

Advanced registration is required.

Speed Networking – Two Sessions

Session 1: Friday, May 15, 3:15 – 4:15 p.m. and
Session 2: Saturday, May 16, 12:45 – 2:15 p.m.

Conference Room 307

Two Speed Networking sessions are offered each year at the annual conference. These interview opportunities are designed for anyone who are exploring career possibilities. These sessions are not intended for commercial activities. A list of participating companies and a sign-up sheet for 15-minute sessions will be available at the AAPOR registration desk. Be sure to bring plenty of business cards!

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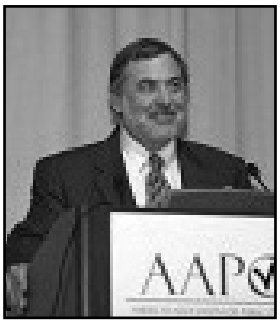

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Rutgers University, John J. Heldrich Center for Workforce Development, the Edward J. Bloustein School of Planning and Public Policy, and the Eagleton Institute of Politics at Rutgers

Councilor-at-Large

Joe Lenski
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2015 – 2016

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Morgan Earp
Bureau of Labor Statistics, Office of Survey Methods Research

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1950-51 Julian L. Woodward
1951-52 Bernard Berelson
1952-53 Archibald M. Crossley
1953-54 Samuel A. Stouffer
1954-55 George H. Gallup
1955-56 Harry Alpert
1956-57 Gerhart D. Wiebe
1957-58 Frederick F. Stephan
1958-59 David Wallace
1959-60 Herbert H. Hyman
1960-61 Robert O. Carlson
1961-62 John W. Riley, Jr.
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1963-64 Charles Y. Glock
1964-65 Herbert E. Krugman
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1967-68 Paul B. Sheatsley
1968-69 Robert N. Ford
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1970-71 Richard H. Baxter
1971-72 W Phillips Davison
1972-73 Sidney Hollander
1973-74 Harold Mendelsohn
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1977-78 Hope Lunin Klapper
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1980-81 Helen J. Kaufmann
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1988-89 Warren J. Mitofsky
1989-90 Philip Meyer
1990-91 Joan S. Black
1991-92 Norman M. Bradburn
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1993-94 Stanley Presser
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2001-02 Don A. Dillman
2002-03 Mark A. Schulman
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2008-09 Richard A. Kulka
2009-10 Peter V. Miller
2010-11 Frank M. Newport
2011-12 Scott Keeter
2012-13 Paul J. Lavrakas
2013-14 Robert L. Santos
2014-15 Michael W. Link

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Jeanne L. Anderson
Ronald E. Anderson
Valentine Appel
Earl Babbie
Janice M. Ballou
Allen Barton
Rena Bartos
George Bishop
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Peyton M. Craighill, *The Washington Post*
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Jamie Firth, *The Kaiser Family Foundation*
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Paul Beatty, *U.S. Census Bureau* - **Abstract Review**
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Jennifer H. Childs, *U.S. Census Bureau* - **Abstract Review and Student & Chapter Events**
Sarah Cho, *SurveyMonkey* - **Short Courses**
Peyton Craighill, *The Washington Post* - **Abstract Review**
Jennifer Dykema, *University of Wisconsin* - **Abstract Review**
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*In March 2015, the Executive Council acted on the recommendation of past Archives and Heritage Interview Committee Chair, Mike Mokrzycki and merged the committees to create the AAPOR History Committee.

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Lilli Japec, *Statistics Sweden,* **Co-Chair**

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AAPOR Award for Exceptionally Distinguished Achievement

The Association's highest honor, this award recognizes lifetime achievement and outstanding contributions to the field of public opinion research. The winner will be announced during the Saturday evening banquet.

AAPOR Award Winners

2014 Jon A. Krosnick
2013 Floyd J. "Jack" Fowler, Jr.
2012 Daniel Yankelovich
2011 Stanley Presser
2010 Michael W. Traugott
2009 Elizabeth Martin
2008 Kathleen Frankovic
2007 Harry O'Neill
2006 Norman H. Nie
2005 Andrew Kohut
2004 Benjamin I. Page
2003 Don A. Dillman
Frank Stanton
2002 Tom W. Smith
2001 Robert Groves
2000 Philip Meyer
1999 Charles Cannell
1999 Warren J. Mitofsky
1998 Albert E. Gollin
1997 Irving Crespi
1996 Eleanor Singer
1995 Herbert I. Abelson
1994 Howard Schuman
1993 Jack Elinson
1992 James Davis
1991 Joe Belden
1990 Herbert E. Krugman
1989 Gladys Engel Lang
Kurt Lang
1988 Burns W. Roper
1987 Norman Bradburn
Seymour Sudman
1986 Philip Converse
1985 Daniel Katz
1984 Ithiel de Sola Pool
1983 Paul K. Perry
1982 Paul B. Sheatsley
Matilda White Riley
John R. Riley, Jr.
Wilbur Schramm
1981 Lester R. Frankel
1980 Shirley A. Starr
1979 Mervin D. Field
1978 W. Phillips Davison
1977 Leo Bogart
1976 Joseph T. Klapper
1975 Raymond A. Bauer
1974 Bernard Berelson
1973 Rensis Likert
1972 Jean Stoetzel
1971 Walter Lippman
1970 Archibald M. Crossley
1969 Roper Public Opinion Research Center
1968 Elmo C. Wilson
1967 Hans Zeisel
1966 Hadley Cantril
1965 Harry H. Field
1964 Harold D. Lasswell
1963 George H. Gallup
1962 Angus Campbell

2015 Award Winners

Book Award

The AAPOR Book Award seeks to recognize influential books that have stimulated theoretical and scientific research in public opinion; and/or influenced our understanding or application of survey research methodology.

Winner:
Peter V. Marsden, *Department of Sociology, Harvard University*

Social Trends in American Life: Findings from the General Social Survey since 1972, Princeton University Press, 2012

Warren J. Mitofsky Innovators Award

The Warren J. Mitofsky Innovators Award is designed to recognize accomplishments in the fields of public opinion and survey research that occurred in the past ten years or that had their primary impact on the field during the past decade. These innovations could consist of new theories, ideas, applications, methodologies or technologies.

Winner:
Nate Silver, *ESPN,* for his website FiveThirtyEight.com and his contribution to public education in statistical thinking.

Policy Impact Award

The AAPOR Policy Impact Award was developed to acknowledge that a key purpose of opinion and other survey research is to facilitate better informed decisions. The award recognizes outstanding research that has had a clear impact on improving policy decisions, practice, and discourse, either in the public or private sectors.

Winner:
The Henry J. Kaiser Family Foundation for the Kaiser Health Tracking Polls

Burns "Bud" Roper Fellows

The Burns "Bud" Roper Fellow Award is named for the late Burns "Bud" Roper who provided a substantial bequest in his will to establish the Roper Award Fund. Roper Fellows are people whose primary work responsibilities are related to survey research or public opinion and who have recently started their careers.

Winners:
Christopher Becker, *Castleton Polling Institute*
Andrew Hurwitz, *Mathematica Policy Research*
Lisa Johns, *The Opportunity Agenda*
Morgan Jones, *Applied Social Research Lab*
Nicole Lee, *Abt SRBI*
Katie Morrison, *Mathematica Policy Research*
Jack Pold, *American Institute of Physics*
Nicolas Ruther, *Abt SRBI*

2015 Award Winners

Seymour Sudman Student Paper Competition Award

The Seymour Sudman Student Paper Competition Award is in memory of Seymour Sudman; it recognizes his many important contributions to AAPOR as well as his teaching and mentoring students in the survey research profession.

Winner:

Christopher Antoun, *University of Michigan Program in Survey Methodology*

"Effects of Mobile versus PC Web on Survey Response Quality: A Crossover Experiment in a Probability Web Panel"

Student Travel Award

The AAPOR Student Travel Award was established to support student attendance at the AAPOR Annual Conference. The Student Travel Awards are offered to students who are in need of financial support so that they may attend the annual conference and experience this important educational and collegial event for survey methodology and public opinion researchers.

Winners:

Ashley Amaya, *University of Maryland*

Dias Amreyev, *University of Michigan*

Alexa Bankert, *Stony Brook University*

Justine Bulgar-Medina, *University of Massachusetts at Boston*

Jen Durow, *University of Michigan*

David Eagle, *Duke University*

Elizabeth Kantor, *Rutgers, The State University of New Jersey*

Soyon Kim, *Stony Brook University*

Anil Kumar Chaudhary, *University of Florida*

Herschel Sanders, *University of Maryland*

Malaena Taylor, *University of Connecticut*

Congratulations
AAPOR Annual T-Shirt Contest Winner

Tancy Vandecar-Burdin

The Social Science Research Center

Old Dominion University in Norfolk, VA

for

"Practice random acts of dialing"

Committee Meetings

Thursday, May 14

Time	Event	Location
11:45 a.m. – 1:30 p.m.	**WAPOR Executive Council**	Conference Room 220
5:30 p.m. – 6:30 p.m.	**ResearchHack Judges Discussion**	Conference Room 319

Friday, May 15

7:00 a.m. – 8:00 a.m.	**Financial Oversight Committee**	Conference Room 214
7:00 a.m. – 8:00 a.m.	**Membership and Chapter Relations Committee**	Conference Room 212-213
7:00 a.m. – 8:00 a.m.	**Transparency Initiative Coordinating Committee**	Conference Room 220
11:30 a.m. – 12:45 p.m.	**POQ Editorial Team**	Conference Room 220
3:45 p.m. – 5:45 p.m.	**Address-Based Sampling Task Force**	Conference Room 319

Saturday, May 16

7:00 a.m. – 8:00 a.m.	**AAPOR History Committee**	Conference Room 220
7:00 a.m. – 8:00 a.m.	**Investment Committee**	Conference Room 319
7:00 a.m. – 8:00 a.m.	**Standards Committee**	Conference Room 212-213
11:30 a.m. – 12:45 p.m.	**Communications Committee**	Conference Room 214
11:30 a.m. – 12:45 p.m.	**Education Committee**	Conference Room 314
11:30 a.m. – 12:45 p.m.	**Membership and Chapter Relations – Chapter Reps**	Conference Room 212-213
11:30 a.m. – 12:45 p.m.	**AASRO Luncheon**	Conference Room 312-313

Schedule of Events

Wednesday, May 13

Time	Event		Location
Noon – 3:00 p.m.	**Short Course Registration Desk Open**		Great Hall Registration
2:30 p.m. – 6:00 p.m.	**Short Courses**		
	Course 1:	**R for Survey Researchers: Getting Started**	Diplomat Ballroom 1
	Course 2:	**Applying Quality Standards to the Conceptualization, Implementation and Interpretation of Qualitative Research**	Diplomat Ballroom 2
	Course 3:	**Survey Experiments**	Diplomat Ballroom 4
4:00 p.m. – 6:00 p.m.	**AAPOR Registration Desk Open**		Great Hall Registration

Thursday, May 14

6:00 a.m. – 1:00 p.m.	**Golf Outing** *Sponsored by* RTI INTERNATIONAL		Hotel Lobby
7:00 a.m. – 5:00 p.m.	**AAPOR Registration Desk Open**		Great Hall Registration
8:00 a.m. – 11:30 a.m.	**Short Courses**		
	Course 4:	**Survey Response Formats**	Diplomat Ballroom 1
	Course 5:	**Elements of Model Based, Non-Probability Sampling (Mini-Conference Short Course)**	Diplomat Ballroom 2
	Course 6:	**Introduction to Election Polling: From Basic Principles to Current Practice**	Diplomat Ballroom 4
Noon – 12:45 p.m.	**ResearchHack 2.0 Kickoff!** *Sponsored by* nielsen URBAN INSTITUTE		Diplomat Ballroom 3
1:30 p.m. – 3:00 p.m.	**Concurrent Sessions A**		
3:00 p.m. – 5:30 p.m.	**Exhibit Hall Open**		Great Hall 4-6
3:00 p.m. – 4:00 p.m.	**Beverage Break in the Exhibit Hall**		Great Hall 4-6
	"Meet the Author" Session #1		
	Demonstration Session #1		
	Poster Session #1		
4:00 p.m. – 5:30 p.m.	**Concurrent Sessions B**		
5:45 p.m. – 7:00 p.m.	**New Member & All-Chapter Reception**		Great Hall 1-2 Foyer
7:00 p.m. – 9:00 p.m.	**"A Meeting Place" Dinner**		Great Hall 1-3

Schedule of Events

Friday, May 15

7:00 a.m. – 8:00 a.m.	**Committee Meetings** (see page 26)	
7:00 a.m. – 4:30 p.m.	**Exhibit Hall Open**	Great Hall 4-6
7:00 a.m. – 8:00 a.m.	**Continental Breakfast in the Exhibit Hall**	Great Hall 4-6
7:30 a.m. – 4:30 p.m.	**AAPOR Registration Desk Open**	Great Hall Registration
8:00 a.m. – 9:30 a.m.	**Concurrent Sessions C**	
9:30 a.m. – 10:00 a.m.	**Beverage Break in the Exhibit Hall** *Sponsored by* BRI	Great Hall 4-6
10:00 a.m. – 11:30 a.m.	**Concurrent Sessions D**	
11:45 a.m. – 1:45 p.m.	**Presidential Address and Luncheon**	Great Hall 1-3
1:45 p.m. – 3:15 p.m.	**Concurrent Sessions E**	
3:15 p.m. – 4:15 p.m.	**Dessert Break in the Exhibit Hall** *Sponsored by* RTI INTERNATIONAL	Great Hall 4-6
	"Meet the Author" Session #2	
	Demonstration Session #2	
	Poster Session #2	
3:15 p.m. – 4:15 p.m.	**Speed Networking Session 1**	Conference Room 307
4:15 p.m. – 5:45 p.m.	**Concurrent Sessions F**	
6:00 p.m. – 7:30 p.m.	**Texas Hold'em Advanced Strategies Poker Class**	Conference Rooms 212-213
6:00 p.m. – ?	**Student/Early Career Meet-Up**	Hotel Lobby
6:00 p.m.	**Dinner on your own**	

Saturday, May 16

7:00 a.m. – 8:00 a.m.	**Fun Run/Walk** *Sponsored by* nielsen	Southside of pool by beach entrance
7:00 a.m. – 8:00 a.m.	**Committee Meetings** (see page 26)	
7:00 a.m. – 2:00 p.m.	**Exhibit Hall Open**	Great Hall 4-6
7:00 a.m. – 8:00 a.m.	**Continental Breakfast in the Exhibit Hall**	Great Hall 4-6
7:30 a.m. – 3:00 p.m.	**AAPOR Registration Desk Open**	Great Hall Registration
8:00 a.m. – 9:30 a.m.	**Concurrent Sessions G**	
9:30 a.m. – 10:00 a.m.	**Beverage Break in the Exhibit Hall** *Sponsored by* RTI INTERNATIONAL	Great Hall 4-6
10:00 a.m. – 11:30 a.m.	**Concurrent Sessions H**	
11:45 a.m. – 1:00 p.m.	**Luncheon and Activities Awards Ceremony**	Great Hall 1-3
11:45 a.m. – 1:00 p.m.	**Committee Meetings** (see page 26)	
12:45 p.m. – 2:15 p.m.	**Speed Networking Session 2**	Conference Room 307

Schedule of Events

Saturday, May 16 (continued)

Time	Event	Location
1:00 p.m. – 2:00 p.m.	**Dessert Reception in the Exhibit Hall**	Great Hall 4-6
	"Meet the Author" Session #3	
	Beginner Texas Hold'em Demonstration	
	Poster Session #3	
2:15 p.m. – 3:45 p.m.	**Concurrent Sessions I**	
4:00 p.m. – 6:00 p.m.	**Membership & Business Meeting**	Regency Ballroom 2
6:30 p.m. – 7:30 p.m.	**President's Reception** *Sponsored by* Marketing Systems Group	Great Hall 1-2 Foyer
7:30 p.m. – 10:00 p.m.	**Awards Banquet** *Sponsored by*	Great Hall 1-3
10:00 p.m. – 1:00 a.m.	**Casino Night and Texas Hold'em Charity Poker Tournament**	Great Hall 5

Sunday, May 17

8:00 a.m. – 10:15 a.m.	**AAPOR Registration Desk Open**	Great Hall Registration
8:00 a.m. – 11:30 a.m.	**Short Course**	
	Short Course 7: A Small Course on Big Data for Survey Researchers	Conference Room 212-213
8:30 a.m. – 10:00 a.m.	**Concurrent Sessions J**	
10:15 a.m. – 11:45 a.m.	**Concurrent Sessions K**	

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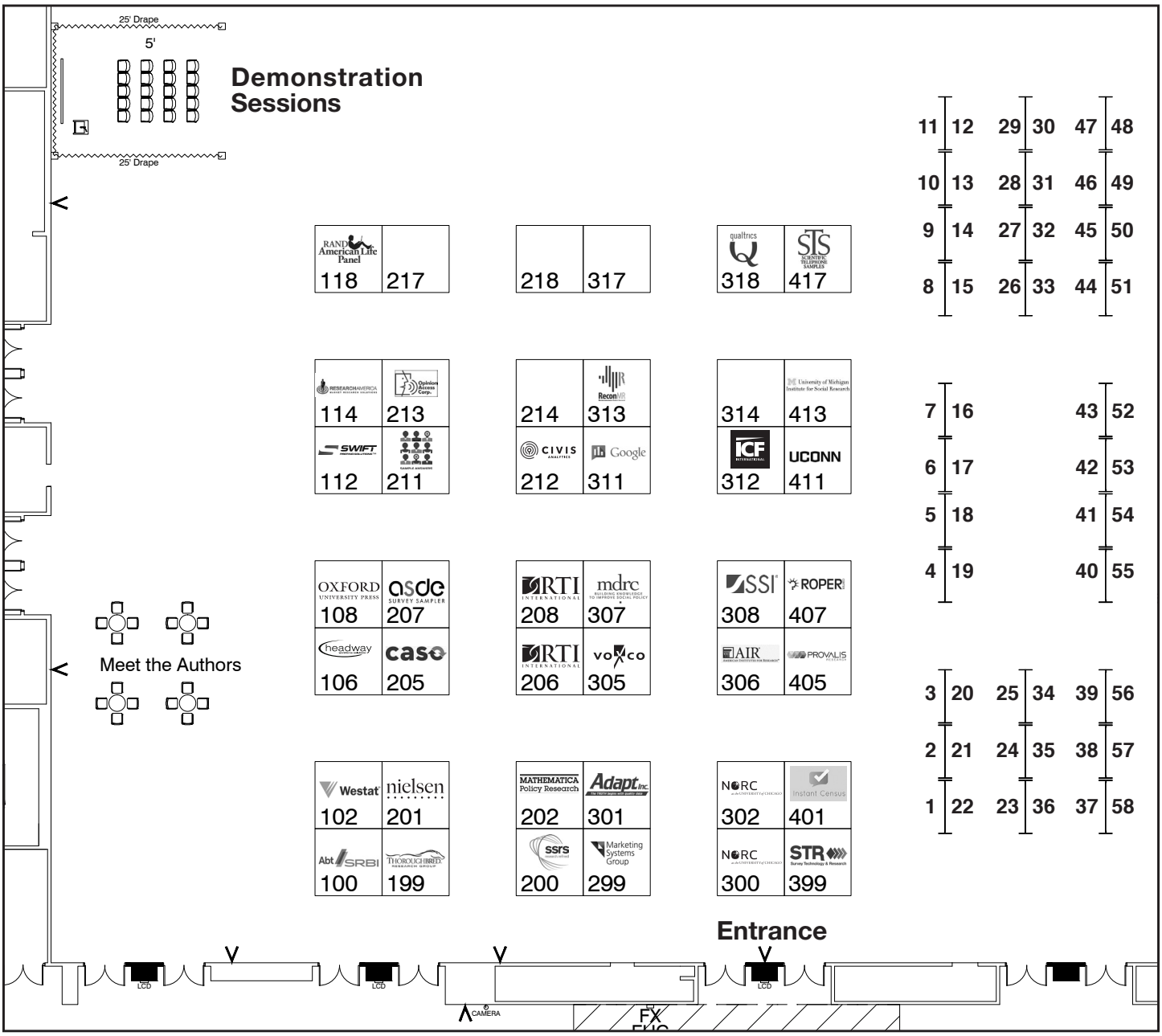
Exhibit Hall



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- and more.

AAPOR Day-at-a-Glance

Wednesday, May 13

Time	Event		Location
Noon – 5:00 p.m.	**Executive Council Meeting**		Conference Room 307
Noon – 3:00 p.m.	**Short Course Registration Open**		Great Hall Registration
2:30 p.m. – 6:00 p.m.	**Short Courses**		
	Course 1:	**R for Survey Researchers: Getting Started**	Diplomat Ballroom 1
	Course 2:	**Applying Quality Standards to the Conceptualization, Implementation and Interpretation of Qualitative Research**	Diplomat Ballroom 2
	Course 3:	**Survey Experiments**	Diplomat Ballroom 4
4:00 p.m. – 6:00 p.m.	**AAPOR Registration Desk Open**		Great Hall Registration

Short Course 1, 2 & 3 Descriptions

Wednesday, May 13, 2:30 p.m. – 6:00 p.m.

Course 1: R for Survey Researchers: Getting Started

Instructor: Brady T. West, *Institute for Social Research*
Location: Diplomat Ballroom 1

Course Overview:

The software package known as R is an interactive computing language and environment for statistical analysis, computing, and graphics. R is a freely downloadable, open source software package: the source code behind the software is free for all to look at / modify / play around with, and R in fact grows by leaps and bounds as people from all fields develop new functions for use within R's computing environment. This is part of what makes R extremely useful! Several extremely complex statistical routines not available in other software packages have been programmed in R, and these routines are freely available for use by anyone.

The software provides users with a wide array of powerful and enlightening graphical techniques, and this is why many researchers love using R; the graphical capabilities are tremendous, and easy to implement. Once you are able to grasp how to work with R's graphical facilities, you will have a limitless supply of graphical tools at your fingertips that will enhance the appearance of your research presentations in many ways.

This short course will provide survey researchers attending the AAPOR annual conference with a broad, practical introduction to the use of the R software, and discuss specific tools within R that have been developed for survey research. Participants will be provided with presentation slides, several examples of working R code and access to data sets that will be used in the examples.

It is highly recommended (but not required) that participants bring their own laptops with R downloaded to this course.

Please note that WiFi is not available in the meeting rooms.

Short Course 1, 2 & 3 Descriptions

Wednesday, May 13, 2:30 p.m. – 6:00 p.m.

Course 2: Applying Quality Standards to the Conceptualization, Implementation and Interpretation of Qualitative Research

Instructors: Margaret R. Roller, M.A., *Roller Marketing Research*
Paul J. Lavrakas, *Independent Consultant*
Location: Diplomat Ballroom 2

Course Overview:

Qualitative research embraces the notion that valid research involving human beings cannot be anything but complex and that delving beyond the obvious or the expedient is a necessity to understanding how one facet of something adds meaning to some other facet. It is making these connections and savoring the nuances of human reality that are at the heart of what it means to conduct qualitative research.

Yet, these nuances and complexities present unique challenges to qualitative researchers who strive to conceptualize and then implement research designs that result in rich contextual data while incorporating quality measures so as to try to maximize the ultimate usefulness of their research. Possibly due to these challenges the debate and discussion concerning quality-design issues – such as coverage, nonresponse and researcher bias – has been relatively modest among qualitative researchers. There is an approach, however, that brings greater rigor to qualitative research without stifling or squelching the creative methods and interpretations utilized by skilled qualitative researchers. That approach is through use of the Total Quality Framework (TQF), an approach developed by the instructors over the past three+ years and the focus of their new book, Applied Qualitative Research Design: A Total Quality Framework Approach (Guilford Press).

The TQF provides qualitative researchers a flexible way to (a) give explicit attention to quality issues, (b) critically examine the possible sources of variability and bias in their qualitative methods, (c) incorporate features into their designs that try to mitigate these effects, (d) acknowledge and take their implications into consideration when drawing conclusions, and (e) thereby maximize quality outcomes. Integral to the TQF is the idea that all qualitative research must be: credible, analyzable, transparent, and useful. These four components are fundamental to the TQF and its ability to help researchers identify the strengths and limitations of qualitative research studies (their own and those of other researchers) and the methods that are deployed to gather and interpret data.

The primary goal of this short course is to present the TQF as a comprehensive and principled approach to conceptualizing, implementing, and interpreting qualitative research – one that is likely to maximize data quality and help instill users' confidence in the research outcomes. This course will cover (a) the distinctive attributes and important constructs in qualitative research, (b) the TQF – the rationale behind the framework and an explanation of each component, (c) how to apply the TQF to five specific qualitative research methods – in-depth interviewing, focus group discussions, ethnography, content analysis, and multi-method research; and (d) other applications of the TQF, such as in the design and evaluation of qualitative research pr osals and the conduct of rigorous literature reviews.

Course 3: Survey Experiments

Instructor: Samara Klar, *University of Arizona*
Location: Diplomat Ballroom 4

Course Overview:

This short course introduces and expands on the conceptual framework of survey experiments (that is, experiments embedded within surveys), their usefulness for scholars and practitioners alike, and the most recent developments in the field of survey-embedded experiments. After briefly reviewing the methodological advantages of this approach and how it is used in a variety of disciplines, the course will provide participants the tools to conducting their own experiments.

The majority of the course will employ a hands-on approach, teaching participants how to effectively design and administer their own survey experiments

AAPOR Day-at-a-Glance

Thursday, May 14

Time	Event		Location
7:00 a.m. – 5:00 p.m.	**AAPOR Registration Desk Open**		Great Hall Registration
6:00 a.m. – 1:00 p.m.	**Golf Outing** *Sponsored by* RTI INTERNATIONAL		Depart from the hotel lobby
8:00 a.m. – 11:30 a.m.	**Short Courses**		
	Course 4:	**Survey Response Formats**	Diplomat Ballroom 1
	Course 5:	**Elements of Model Based, Non-Probability Sampling (Mini-Conference Short Course)**	Diplomat Ballroom 2
	Course 6:	**Introduction to Election Polling: From Basic Principles to Current Practice**	Diplomat Ballroom 4
11:00 a.m. – 1:00 p.m.	**Student/Early Career Lunch**		Meet in hotel lobby
11:45 a.m. – 1:30 p.m.	**Committee Meetings**		
	WAPOR		Conference Room 220
12:00 p.m. – 12:45 p.m.	**ResearchHack 2.0 Kickoff!** *Sponsored by* nielsen URBAN INSTITUTE		Diplomat Ballroom 3
1:30 p.m. – 3:00 p.m.	**Concurrent Sessions A**		
	Session 1:	**Mini-Conference: The Future of Survey Research**	Regency Ballroom 2
	Session 2:	**Cross Cultural Measurement**	Regency Ballroom 1
	Session 3:	**New Direction in Sampling**	Diplomat Ballroom 3
	Session 4:	**Healthcare and the ACA: Enrollment, Transitions and Public Opinion**	Regency Ballroom 3
	Session 5:	**Welcome to the Mainstream? Same-Sex Marriage, Sexual Orientation and Gender Identity**	Diplomat Ballroom 1
	Session 6:	**Web: Metrics, Usability and Quality**	Diplomat Ballroom 2
	Session 7:	**Methodological Briefs: Advances in Designing Questions in Brief**	Diplomat Ballroom 4
	Session 8:	**Panel: Methodological Challenges and Strategies for Veteran and Active Duty Military Survey Research**	Diplomat Ballroom 5
3:00 p.m. – 5:30 p.m.	**Exhibit Hall Open**		Great Hall 4-6
3:00 p.m. – 4:00 p.m.	**Beverage Break in the Exhibit Hall**		Great Hall 4-6
	"**Meet the Author" Session #1** Mario Callegaro Katja Lozar Manfreda Vasja Vehovar *Web Survey Methodology* (SAGE Publications, Ltd., 2015)		
	Poster Session #1		
	Demonstration Session #1		

AAPOR Day-at-a-Glance

Thursday, May 14

Time	Event		Location
4:00 p.m. – 5:30 p.m.	**Concurrent Sessions B**		
	Session 1:	**Mini-Conference: Concerning Quality in Opt-In Panels**	Regency Ballroom 2
	Session 2:	**ResearchHack 2.0: Team Challenge Research Proposal Presentations**	Regency Ballroom 1
	Session 3:	**Panel: Polling in the 2014 Election: A Recap - Dedicated to the Memory of Mike Mokrzycki**	Diplomat Ballroom 3
	Session 4:	**Measurement Error and Questionnaire Design**	Regency Ballroom 3
	Session 5:	**Panel: Measurement of Sexual/Gender Identity, Sexual Orientation and Same-Sex Relationship and Marital Status**	Diplomat Ballroom 1
	Session 6:	**Panel: Improving Surveys with Usability Testing**	Diplomat Ballroom 2
	Session 7:	**The Web Option: Response Rate Cost and Quality Implications**	Diplomat Ballroom 4
	Session 8:	**Evaluating and Compensating for Non-Response Bias**	Diplomat Ballroom 5
5:30 p.m. – 6:30 p.m.	**ResearchHack Judges Discussion**		Conference Room 319
5:45 p.m. – 7:00 p.m.	**New Member & All-Chapter Reception**		Great Hall 1-2 Foyer
7:00 p.m. – 9:00 p.m.	**"A Meeting Place" Dinner**		Great Hall 1-3

Short Course 4, 5 & 6 Descriptions

Thursday, May 14, 8:00 a.m. – 11:30 a.m.

Course 4: Survey Response Formats

Instructor: Allyson L. Holbrook, *University of Illinois at Chicago*
Location: Diplomat Ballroom 1

Course Overview:

This course considers response formats in survey questions, or the ways in which survey respondents are asked to report their answers to survey questions. A taxonomy of different response formats will be presented with a discussion of when each is suitable (e.g., types of constructs, survey mode), the advantages and disadvantages of each, and the potential implications of each for survey data quality.

Course 5: Elements of Model Based, Non-Probability Sampling (Mini-Conference Short Course)

Instructor: John Bremer, *Toluna*
Location: Diplomat Ballroom 2

Course Overview:

There have been many debates within AAPOR about the appropriateness of non-probability sampling via Internet based survey panels, with the first debates dating back to the late 1990s. As a result of these debates, the last fifteen years have witnessed a tremendous amount of work that has gone into developing model based non-probability sampling and weighting techniques that are designed to produce representative samples of populations that extend beyond the sampling frame represented by online respondent panels. This course will present an overview of these techniques. Starting with an overview of the theory behind probability samples and how they differ from model based samples, various classes of techniques will be examined and critiqued.

Various topics will include the pros and cons surrounding the simple application of demographic quotas for non-probability samples, the effect of the addition of attitudinal and behavioral variables into sampling procedures, sample matching algorithms, the application of selection bias models, and the use of weighting algorithms as a substitute to various sampling procedures, among other topics.

Course 6: Introduction to Election Polling: From Basic Principles to Current Practice

Instructors: David Dutwin, *SSRS*; John Lapinski, *University of Pennsylvania* and *NBC News*; Dan Merkle, *ABC News*; and Anthony M. Salvanto, *CBS News*
Location: Diplomat Ballroom 4

Course Overview:

Of all the varied topical research objectives and genres within the field of survey research, none arguably experiences greater scrutiny and publicity than election polling. Indeed, there are few domains in survey research in which polls are fielded to gain official estimates on phenomenon that are unknown at the time of interviewing, but are then known with absolute certainty perhaps just a day later, once election results are in. For this reason and others, election polling faces considerable pressure to produce highly accurate estimates. Yet at the same time, they are often constrained by pressures to maintain a cap on costs, and constrained by the necessity to be in and out of the field in very short timeframes. For these reasons, election polls often find themselves limited in enacting best practices to reduce nonresponse, despite the overwhelming need to control nonresponse and other survey errors as much as possible.

Election polling has evolved throughout the decades, and in that time, a substantial body of research and knowledge has been accrued. This course will serve as an introduction to not just the state of the art, but the history as well, detailing approaches of sampling and weighting; choices made with regard to questionnaire design; question wording alternatives for voter registration, horserace, and other questions; RDD vs RBS approaches; likely voter modeling; tracking over time; handling undecided voters; introducing both cut-off and probabilistic models; modeling from past elections; the growth of non-probabilistic sampling sources; the history and techniques of exit polling; and considerations of future challenges in election polling.

Concurrent Session A

Thursday, May 14, 1:30 p.m. – 3:00 p.m.

Session 1

The Future of Survey Research

Organizer: Scott Keeter, *Pew Research Center*

Moderator: Dawn V. Nelson, *U.S. Census Bureau*

Location: Regency Ballroom 2

Reassessing Today's Survey Methods Mini-Conference Introduction

Scott Keeter, *Pew Research Center*

AAPOR 2025 Initiative Update

Michael W. Link, *The Nielsen Company*

Transparency in Our Industry

Timothy Johnson, *University of Illinois - Chicago*

Session 2

Cross Cultural Measurement

Moderator: Colleen Porter, *University of Florida*

Location: Regency Ballroom 1

Mixing Modes in Cross-National Research: Effects on Measurement and Comparability

Ana Villar, *City University London*
Rory Fitzgerald, *City University London*

Innovative Uses of Paradata across Diverse Contexts

Beth Ellen Pennell, *Institute for Social Research, University of Michigan*
Gina Cheung, *Institute for Social Research, University of Michigan*

Culturally-Related Response Styles for Attitude Questions: A Comparative Analysis of Chinese and American Respondents

Mengyang Wang, *University of Nebraska–Lincoln*

Religion in the Soviet Bloc After the Fall of the Iron Curtain

Neli Esipova, *Gallup*
Dato Tsabutashvili, *Gallup*

Cognitive Testing of Survey Translations: Does Respondent Language Proficiency Matter?

Patricia L. Goerman, *U.S. Census Bureau*
Mikelyn Meyers, *U.S. Census Bureau*
Hyunjoo Park, *RTI International*
Alisu Schoua-Glusberg, *Research Support Services, Inc.*
Mandy Sha, *RTI International*

Concurrent Session A

Thursday, May 14, 1:30 p.m. – 3:00 p.m.

Session 3

New Directions in Sampling

Moderator: Eran Ben-Porath, *SSRS*

Location: Diplomat Ballroom 3

Venue-Based and Real-Time Sampling Methodologies in an Intercept Survey of Cyclists

Olivia Saucier, *ICF International*
Ronaldo Iachan, *ICF International*
Heather Driscoll, *ICF International*

Sampling Wealthy Families in the Survey of Consumer Finances

Jesse Bricker, *Federal Reserve Board*
Alice Henriques, *Federal Reserve Board*
John Sabelhaus, *Federal Reserve Board*

Surveying the District of Columbia GLBT Community Using Respondent-Driven Sampling

Clyde Tucker, *American Institutes for Research*
Michael P. Cohen, *American Institutes for Research*
Angelina KewalRamani, *American Institutes for Research*
Sandy Eyster, *American Institutes for Research*

Developing a Sampling Design for Exit Polls in States with Election Day In-Person, Early, and By-Mail Voting

David B. Magleby, *Brigham Young University*
Geoff Cannon, *Brigham Young University*
Joseph Olsen, *Brigham Young University*
Daniel E. Williams, *Brigham Young University Statistics Department*

Geo-Sampling: From Design to Implementation

Safaa R. Amer, *RTI International*

Cell RDD Respondents Unmasked: Progress Report on Geo and Demo Appends to the Wireless Frame

Missy Mosher, *SSI*
Charles DiSogra, *Abt SRBI*
Courtney Kennedy, *Abt SRBI*

Session 4

Healthcare and the ACA: Enrollment, Transitions and Public Opinion

Moderator: Jen Sauer, *AARP*

Location: Regency Ballroom 3

The Concentration of Health Care Expenditures in the U.S. and the Impact of Attitudes on Future Spending Levels

Steven B. Cohen, *Agency for Healthcare Research and Quality*

Opinions on Health Care Quality and Cost during ACA Implementation: Results from Three Surveys of the American Public and Employers

Jennifer Benz, *The Associated Press-NORC Center for Public Affairs Research*
Nicole E. Willcoxon, *The Associated Press-NORC Center for Public Affairs Research*
Trevor Tompson, *The Associated Press-NORC Center for Public Affairs Research*
Emily Alvarez, *The Associated Press-NORC Center for Public Affairs Research*
Dan Malato, *The Associated Press-NORC Center for Public Affairs Research*
Becky Reimer, *The Associated Press-NORC Center for Public Affairs Research*
David Sterrett, *The Associated Press-NORC Center for Public Affairs Research*

The Affordable Care Act (ACA): Public Opinion Trends and Data Collection Challenges

Stephanie Marken Kafka, *Gallup*
Dan Witters, *Gallup*

Tracking Health Insurance Transitions Under the Affordable Care Act

Katherine Grace Carman, *RAND Corporation*
Christine Eibner, *RAND Corporation*

Concurrent Session A

Thursday, May 14, 1:30 p.m. – 3:00 p.m.

Session 4 (continued)

Healthcare and the ACA: Enrollment, Transitions and Public Opinion (continued)

ZIP Code Tabulation Level Data: A New Way to Locate the Remaining Uninsured or Too Flawed to Be Useful?

Brett M. Fried, *University of Minnesota/SHADAC*
Michel Boudreaux, *University of Maryland*
Lynn Blewett, *University of Minnesota/SHADAC*
Elizabeth Lukanen, *University of Minnesota/SHADAC*
Karen Turner, *University of Minnesota/SHADAC*

Promises and Perils of Re-Contact Surveys: Strategies for Studies of Low Incidence and Hard-to-Reach Populations

Alisha Baines Simon, *Minnesota Department of Health - Health Economics Program*
Susan Sherr, *SSRS*
Robyn Rapoport, *SSRS*
Lewis Raynor, *Oregon Health Authority, State of Oregon*
Rebekah Gould, *Oregon Health Authority, State of Oregon*
Kathleen Thiede Call, *State Health Access Data Assistance Center (SHADAC), University of Minnesota*

Session 5

Welcome to the Mainstream? Same-Sex Marriage, Sexual Orientation and Gender Identity

Moderator: Brad Edwards, *Westat*

Location: Diplomat Ballroom 1

Changing Attitudes Toward Same-Sex Marriage in the United States – 1988 to 2012

Duane F. Alwin, *Penn State University*
Kyler J. Sherman-Wilkins, *Penn State University*

U.S. Hispanic Receptivity to Self-Reported Measure of Sexual Orientation

Christine Kudisch, *Experian Marketing Services*
Max Kilger, *Experian Marketing Services*
Josephine Leonard, *Experian Marketing Services*
Charles D. Palit, *University of Wisconsin*

Assessing Progress in the Measurement of Sexual Orientation and Gender Identity in Population Surveys

Stuart Michaels, *NORC at the University of Chicago*
Michael Stern, *NORC at the University of Chicago*

What Sex Were You Assigned At Birth on Your Original Birth Certificate? Methods of Identifying Transgender Respondents in a District of Columbia Health Survey

Angelina N. KewalRamani, *American Institutes for Research*
Clyde Tucker, *American Institutes for Research*
Sandy Eyster, *American Institutes for Research*
Jeffrey Poirier, *American Institutes for Research*

Patterns of Response and Nonresponse to Sexual Orientation Measures

Jennifer M. Bouterse, *Experian Marketing Services*
Max Kilger, *Experian Marketing Services*
Josephine Leonard, *Experian Marketing Services*

Concurrent Session A

Thursday, May 14, 1:30 p.m. – 3:00 p.m.

Session 5 (continued)

Welcome to the Mainstream? Same-Sex Marriage, Sexual Orientation and Gender Identity (continued)

HIV/AIDS in the Lives of Gay and Bisexual Men in the US: Factors Associated with Getting Tested

Mira Norton, *Kaiser Family Foundation*
Jamie Firth, *Kaiser Family Foundation*
Sarah Levine, *Kaiser Family Foundation*
Elizabeth Hamel, *Kaiser Family Foundation*
Tina Hoff, *Kaiser Family Foundation*
Jennifer Kates, *Kaiser Family Foundation*
Mollyann Brodie, *Kaiser Family Foundation*

Session 6

Web: Metrics, Usability and Quality

Moderator: Lin Wang, *U.S. Census Bureau*

Location: Diplomat Ballroom 2

Comparing Field and Laboratory Usability Tests to Assess the Consistency and Mistakes in Web Survey Navigation

Nicole Gonzalez, *NORC at the University of Chicago*
Michael Stern, *NORC at the University of Chicago*
Abigail Jones, *NORC at the University of Chicago*
Reem Ghandour, *Office of Epidemiology & Research, MCHB Health Resources & Services Administration*
Alyson Roen, *NORC at the University of Chicago*

Evaluating Visual Design Elements for Data Collection and Panelist Engagement

Leah Christian, *The Nielsen Company*
Casey Langer Tesfaye, *The Nielsen Company*
Tom Wells, *The Nielsen Company*
Darin Harm, *The Nielsen Company*

The Use of Mobile Devices to Track Family Interactions

Faith M. Lewis, *Abt SRBI*
Ricki Jarmon, *Abt SRBI*
JoAnna Hunter, *MDRC*
Donna DeMarco, *Abt Associates*
Debi McInnis, *Abt Associates*
Ray Hildonen, *Abt SRBI*

Return To Sender: An Evaluation of Undeliverable (e)Mail in the Modern Age

Jenny Marlar, *Gallup*
Daniela Yu, *Gallup*

Concurrent Session A

Thursday, May 14, 1:30 p.m. – 3:00 p.m.

Session 7

Methodological Briefs: Advances in Designing Questions in Brief

Moderator: Carl Ramirez, *US Government Accountability Office*

Location: Diplomat Ballroom 4

Using Item Response Theory Modeling to Evaluate Question Items for Multi-Item Scales in the School Climate Surveys

Cong Ye, *American Institutes for Research*
Yan Wang, *American Institutes for Research*
Sandra Eyster, *American Institutes for Research*

Measurements of Adiposity: Methodologies, Potential Measurement Error and New Measurement Techniques

Heidi Guyer, *Survey Research Center, University of Michigan*

Asking Sensitive Questions in a GLBT Health Survey: Does Instruction Placement and Length Matter?

Mark Masterton, *American Institutes for Research*
Mengmeng Zhang, *American Institutes for Research*

Who Really Thinks Global Warming is Happening: An Experiment on Response Order Effects in Attitude towards Global Warming

Sujata Pal, *Abt SRBI*
Mindy Rhindress, *Abt SRBI*
Gemma Natori, *Abt SRBI*
Geoffrey Feinberg, *Yale University*

Varying Administration of a Sensitive Question to Reduce Item Nonresponse in a Telephone Survey

Julie Pacer, *Abt SRBI*
Martina Smith, *Abt SRBI*
Kelly Daley, *Abt SRBI*

Questionnaire Length and Response Rates: A Nationwide Experiment Across Three Modes of Administration

Rene Bautista, *NORC at the University of Chicago*
Reem Ghandour, *Maternal and Child Health Bureau at the Health Resources and Services Administration*
Alyson Croen, *NORC at the University of Chicago*

Potential Applications of Text Analytics and Math-Based Coding Strategies for Write-In Responses

Tina Norris, *Kent State University*
Casey Tesfaye, *The Nielsen Company*
Jack Pold, *American Institute of Physics*

Can a Follow-Up Shortened Survey Increase Response Without Impacting Data Quality?

Jocelyn Newsome, *Westat*
Stephanie Beauvais Dennig, *Westat*
Kerry Levin, *Westat*
Brenda Schafer, *Internal Revenue Service*
Pat Langetieg, *Internal Revenue Service*
Ahmad Qadri, *Internal Revenue Service*
Ron Hodge, *Internal Revenue Service*

Changing Unbalanced Scales to Balanced Scales in the Peace Corps Annual Volunteer Survey: Experimental Study Results

Marina Murray, *Peace Corps*

Concurrent Session A

Thursday, May 14, 1:30 p.m. – 3:00 p.m.

Session 8

Panel: Methodological Challenges and Strategies for Veteran and Active Duty Military Survey Research

Organizer: Alisha H. Creel, *Abt SRBI*

Moderator: Robert Bossarte, *Department of Veterans Affairs*

Location: Diplomat Ballroom 5

Nonresponse Analysis and Adjustment in the Follow-Up Study of a National Cohort of Gulf War and Gulf War Era Veterans (Wave 3)

Heather Hammer, *Abt SRBI*
Erin Dursa, *Department of Veterans Affairs*
Aaron I. Schneiderman, *Department of Veterans Affairs*
Stanislav Kolenikov, *Abt SRBI*

The National Vietnam Veterans Longitudinal Study (NVVLS)

Nida Corry, *Abt Associates*
William Schlenger, *Abt Associates*

When Research Impels Action: Balancing Evidence, Environment, and Ethics in Studies of US Veterans

Aaron I. Schneiderman, *Department of Veterans Affairs*
Victoria Davey, *Department of Veterans Affairs*
Erin Dursa, *Department of Veterans Affairs*
Robert Bossarte, *Department of Veterans Affairs*

The Impact of Retirement on Attrition in Military Service Cohort Research

Mark Morgan, *Abt SRBI*
Sandro Galea, *Boston University*
Joseph Calabrese, *University Hospitals Case Medical Center*
Marijo Tamburrino, *University of Toledo*
Israel Liberzon, *University of Michigan*
Gregory Cohen, *Boston University*
Daniel Loew, *Abt SRBI*
Laura Sampson, *Boston University*

Contribution of Methodological Differences to Variations in Reported Military Suicide and Suicidal Ideation Rates

Alisha Creel, *Abt SRBI*
Mark Mattiko, *U.S. Coast Guard*
Stephen Axelrad, *Booz Allen Hamilton*

Challenges in Surveying Wounded Warriors

Suzanne B. Lederer, *ICF International*
Bradford Booth, *ICF International*
John Kunz, *ICF International*
Ronaldo Iachan, *ICF International*

Demonstration Session #1

Thursday, May 14, 3:00 p.m. – 4:00 p.m.

Demonstration Session 1

Location: Great Hall 4-6

Use of Precinct-Level Historical Election Results Data as a Post-Survey Adjustment Technique in Political Polls

Nigel Adrian Ronald Henry, *Solution by Simulation*

Poster Session I

Thursday, May 14, 3:00 p.m. – 4:00 p.m.

Location: Great Hall 4-6

1. **Respondent Driven Sampling with Online Recruitment and Adaptive Follow-Ups**
   Ronaldo Iachan, *ICF International*
   Naomi Freedner, *ICF International*
   Christian Evans, *ICF International*
   Karen Trocki, *ARG*

2. **Using Paradata to Manage and Monitor Collection and Assess Strategy**
   Christian Bertrand, *Statistics Canada*

3. **Are Tailored Outreach Efforts Too Costly? An Assessment of a Responsive Design Approach to Control Costs and Nonresponse Bias**
   David P. Getman, *Decision Information Resources, Inc.*
   Sylvia Epps, *Decision Information Resources, Inc.*
   Leslyn Hall, *Redstone Research*
   JoAnna Hunter, *MDRC*

4. **A Mail Survey Experiment Using Gallup's Annual Crime Survey**
   Jeffrey M. Jones, *Gallup*
   Lydia Saad, *Gallup*
   Frank Newport, *Gallup*
   Stephanie Kafka, *Gallup*

5. **Measuring Water Governance: The Potential Impacts of Politics on Public Perceptions**
   Michelle L. Edwards, *Texas Christian University*

6. **Observed Differences between Hispanic and Non-Hispanic White Public Opinion Affecting Transportation Policy in the Lone Star State**
   Chris L. Simek, *Texas A&M Transportation Institute*

7. **Corporate Political Behavior in a Post Citizens United Democracy: Examining Public Opinion of Super PACs, Campaign Finance, and Brands that Donate to Political Elections**
   Heather LaMarre, *Temple University*

8. **A New Look at the American Culture and Political Landscape**
   Daniel Cox, *Public Religion Research Institute*
   Rachel Lienesch, *Public Religion Research Institute*
   David Dutwin, *SSRS*

9. **Measuring a Mayor's First Year**
   Micheline Blum, *Baruch College, CUNY*
   Douglas Muzzio, *Baruch College, CUNY*
   Eugene Averkiou, *Baruch College, CUNY*

10. **Public Opinion and "Reforming the Energy Vision" (REV) in New York State**
    Carla Jackson, *Abt SRBI*
    Tracey DeSimone, *NYSERDA*

11. **For-Profit College Graduates: Profiting From Their Education?**
    Andrew B. Dugan, *Gallup*
    Stephanie Marken Kafka, *Gallup*

12. **Comparing Perspectives on Choice in K-12 Education**
    Paul DiPerna, *Friedman Foundation for Educational Choice*

13. **Student Perception Surveys and Educator Evaluation: Considerations for States and Districts Choosing or Developing a Student Feedback Survey of Teaching Practices**
    Clarissa Steele, *University of Wisconsin-Madison*

14. **Analyzing Open-Ended Survey Questions Using Unsupervised Learning Methods**
    Fang Wang, *NORC at the University of Chicago*
    Edward Mulrow, *NORC at the University of Chicago*

Poster Session I

Thursday, May 14, 3:00 p.m. – 4:00 p.m.

Location: Great Hall 4-6

15. Big Data vs. Panel Data: The Importance of Representative Panels for Big Data Calibration

Shelli Kashriel, *The Nielsen Company*
Lindsey Rabhan, *The Nielsen Company*
Oana Dan, *The Nielsen Company*

16. Assessing the Use of Cell-Wins to Screen Nonworking Cellphone Numbers in Ohio

Kimberly Peterson, *RTI International*
Marcus Berzofsky, *RTI International*
Bo Lu, *Ohio State University*
Caroline Blanton, *RTI International*
Lance Couzens, *RTI International*
Jamie Ridenhour, *RTI International*
Tim Sahr, *Ohio State University*
Robert Ashmead, *Ohio State University*
Amy Ferketich, *Ohio State University*
Thomas Duffy, *RTI International*

17. Designing a Phone Sample from Previous Face-to-Face Surveys

Kien Trung Le, *Qatar U. Social & Economic Survey Research Institute (SESRI)*
Abdoulaye Diop, *Qatar U. Social & Economic Survey Research Institute (SESRI)*
John Lee Pratt Holmes, *Qatar U. Social & Economic Survey Research Institute (SESRI)*
Yara Qutteina, *Qatar U. Social & Economic Survey Research Institute (SESRI)*
Haneen B.K Alqassass, *Qatar U. Social & Economic Survey Research Institute (SESRI)*

18. A Comparison of Internet and Telephone Election Polls in the Illinois Gubernatorial Election

Kirby Goidel, *Texas A&M University*
Ashley Kirzinger, *University of Illinois - Springfield*

19. Looking Ahead to 2016: An Analysis of the Exit Poll 2016 Questions

Gregory Holyk, *Langer Research Associates*
Gary Langer, *Langer Research Associates*

20. Rally in Russia: National Pride Surges in 2014

Julie A. Ray, *The Gallup Organization*
Neli Esipova, *The Gallup Organization*
Dato Tsabutashvili, *The Gallup Organization*

21. Measuring Public Opinion in Tunisia

Anita Pugliese, *The Gallup Organization*
Travis Owen, *The Gallup Organization*

22. Crisis in Iraq: A View from the Ground

Nina R. Sabarre, *D3 Systems, Inc.*
Alicia Boyd, *D3 Systems, Inc.*

23. Inter-Community Relations and Security in Kenya

Alicia Boyd, *D3 Systems, Inc*
Timothy Van Blarcom, *D3 Systems, Inc*

24. In Search of "Yugo-Nostalgia": An Examination of Public Attitudes in Post-Yugoslavian Nations

Elizabeth Keating, *The Gallup Organization*
Neli Esipova, *The Gallup Organization*

25. Differences in Political Opinions Between Arab and Jewish Israelis

Travis Owen, *The Gallup Organization*
Anita Pugliese, *The Gallup Organization*

26. Bystander Effects: How Does the Presence of Others Affect Response Distributions and Data Quality in Africa?

Charles Q. Lau, *RTI International*
Curtiss Cobb, *Facebook*
Michael Corey, *Facebook*
Andrew Fiore, *Facebook*
Diana Greene, *RTI International*
Min K. Lieskovsky, *Facebook*
Emilia Peytcheva, *RTI International*

Poster Session I

Thursday, May 14, 3:00 p.m. – 4:00 p.m.

Location: Great Hall 4-6

27. The Nasty (and Engaged) Citizen: Associations Between Media Use, Political Incivility and Political Participation

Chance York, *Kent State University*
Danielle Sarver Coombs, *Kent State University*
Kirby Goidel, *Texas A&M University*

28. High-Intensity Media Coverage and the Impact on Public Opinion: A Study of Media, Murder, and Public Sentiments

Ashley N. Cano, *East Tennessee State University*
Shonetra Walker, *East Tennessee State University*
Kelly Foster, *East Tennessee State University, Applied Social Research Lab*

29. Archive as Dataset: Using the Roper Center Archive to Understand Polling and Public Opinion

Kathleen J. Weldon, *Roper Center for Public Opinion Research*
Elise M. Dunham, *Roper Center for Public Opinion Research*
Malaena Taylor, *Roper Center for Public Opinion Research*

30. Egotropic & Sociotropic Values, Media Choices and Public Engagement in a Digital Age

Ann E. Williams, *Georgia State University*

31. A Systematic Generation of an Email Pool for Web Surveys

Henning Silber, *Göttingen University, Center of Methods in Social Sciences*
Jürgen Leibod, *Göttingen University, Center of Methods in Social Sciences*
Julia Lischewski, *Göttingern University, Center of Methods in Social Sciences*
Stephan Schlosser, *Göttingen University, Center of Methods in Social Sciences*

32. Combining Statewide BRFSS Data to Produce National Prevalence Estimates

Kristie M. Healey, *ICF International*
Ronaldo Iachan, *ICF International*

33. Out, Out, Damn Duplicates!

Marc I. Roemer, *Agency for Healthcare Research and Quality*

34. Are Some Interviewer Actions Increasing Interview Length?

Rebecca Gatward, *University of Michigan*
Piotr Dworak, *University of Michigan*

35. Changing 'Who' or 'Where': Implications for Data Quality in the American Time Use Survey

Caitlin E. Deal, *University of Nebraska-Lincoln*
Antje Kirchner, *University of Nebraska-Lincoln*
Ana Lucia Cordova Cazar, *University of Nebraska-Lincoln*
Lissandra Ellyne, *University of Nebraska-Lincoln*
Robert Belli, *University of Nebraska-Lincoln*

36. Who's Missing What on the American Community Survey?

Sandra Luckett Clark, *U.S. Census Bureau*

37. An Effective Recruitment Model: Recruiting Hard-to-Reach Populations

Christopher John Scott, *NORC at the University of Chicago*
David Gleicher, *NORC at the University of Chicago*

38. Covers and Grids – Two Questionnaire Design Experiments in a Mail Survey

Andrew R. Caporaso, *Westat*
Aaron Maitland, *Westat*
David Cantor, *Westat*

39. Response Rates for Small Areas of Geography in the American Community Survey

Stephanie Baumgardner, *U.S. Census Bureau*

40. Measuring the Effects of Operational Designs on Response Rates and Nonresponse Bias

Kevin Ulrich, *University of Chicago Survey Lab*
Nora Henrikson, *Group Health Research Institute*
Melissa Anderson, *Group Health Research Institute*
Deborah King, *Group Health Research Institute*

Poster Session I

Thursday, May 14, 3:00 p.m. – 4:00 p.m.

Location: Great Hall 4-6

41. Matching the Voice to the Voter: The Effects of Agent and Respondent Race in Automated (IVR) Surveys

Julie Martinez Ortega, *American Majority Policy Research*
Seth A. Rosenthal, *Yale Project on Climate Change Communication*
Matthew Fitch, *Merriman River Group*
Luke Henrici, *Merriman River Group*

42. Data Collection Challenges in Targeting Small Geographic Areas

Andrew M. Evans, *Abt SRBI*
Amy S. Lightstone, *Los Angeles County Department of Public Health Health Assessment Unit*
Nicole C. Lee, *Abt SRBI*
Tara Merry, *Abt SRBI*

43. Applying SAE Methods to Sporting Event Audience Measurement

Jiaquan Fan, *The Nielsen Company*
Etienne Josserand, *The Nielsen Company*
William Waldron, *The Nielsen Company*

44. How Many is Too Many? An Examination of Call Design in Western Europe

Kenneth Kluch, *Gallup*
Sofia Kluch, *Gallup*
Bob Tortora, *Gallup*

45. Respondent Reporting Patterns for Questionnaire Items with Unknown Response Categories

Kimberly L. Ault, *RTI International*
Rachel Harter, *RTI International*
Jiantong Wang, *RTI International*
Patricia Green, *RTI International*
Peter Einaudi, *RTI International*

46. Opportunity Survey: Understanding the Roots of Inequality

Eleni Delimpaltadaki Janis, *The Opportunity Agenda*

Concurrent Session B

Thursday, May 14, 4:00 p.m. – 5:30 p.m.

Session 1

Mini-Conference: Concerning Quality in Opt-In Panels

Moderator: Martin Barron, *NORC at the University of Chicago*

Location: Regency Ballroom 2

An Evaluation of Online Quality Control Questions

Keith Phillips, *SSI*

The Key Factor of Opinion Poll Quality

Shaw Tao, *Environics Analytics*

Applying New Technology to Global Population Insights Capture

Eric Meerkamper, *RIWI Corp*

Exploring Causal Effects in Laboratory, Survey, and Field Experiments with Nonrandom Study Participation

Jason Barabas, *Stony Brook University*
Jennifer Jerit, *Stony Brook University*
Carlos Paez, *Harvard University*

Public Opinion Research in the 21st Century - Scientific Surveys Based on Incomplete Sampling Frames and High Rates of Nonresponse

Mansour Fahimi, *GfK*
Frances M. Barlas, *GfK*
Randall K. Thomas, *GfK*
Annie Weber, *GfK*

A Comparative Evaluation of Questionnaire Biases Across Online Sample Providers

Aaron Sedley, *Google, Inc.*
Victoria Sosik, *Google, Inc.*
David Huffaker, *Google, Inc.*
Sunny Consolvo, *Google, Inc.*
Elie Bursztein, *Google, Inc.*

Session 2

ResearchHack 2.0: Team Challenge Research Proposal Presentations

Moderator: Chuck D. Shuttles, *GfK*

Location: Regency Ballroom 1

Charles D. Shuttles, *GfK*
Anna Wiencrot, *NORC at the University of Chicago*
Jordon Peugh, *SSRS*

Session 3

Panel: Polling in the 2014 Election: A Recap – Dedicated to the Memory of Mike Mokrzycki

Organizer and Moderator: David J. Dutwin, *SSRS*

Location: Diplomat Ballroom 3

The 2014 Election Experience: ABC

Dan Merkle, *ABC*

The 2014 Election Experience: CBS

Anthony Salvanto, *CBS*

The 2014 Election Experience: NBC

John Lapinski, *NBC*

The 2014 Election Experience: National Election Pool

Joe Lenski, *Edison Research*

Concurrent Session B

Thursday, May 14, 4:00 p.m. – 5:30 p.m.

Session 4

Measurement Error and Questionnaire Design

Moderator: Angie Jasczak, *Mathematica Policy Research*

Location: Regency Ballroom 3

Assessing the Reliability of Measurement in the General Social Survey

Duane F. Alwin, *Penn State University*
Brett A. Beattie, *Penn State University*
Erin M. Baumgartner, *Penn State University*

Item Nonresponse, Heaping and Response Certainty in Subjective Probability Questions

Sunghee Lee, *University of Michigan*
Florian Keusch, *University of Mannheim*
Colleen McClain, *Michigan Program in Survey Methodology*

Comparing Direct and Filtered Frequency Questions: Which Produces More Accurate Measurements?

Rajesh Srinivasan, *Gallup*
Annabel Suh, Stanford University
Jon Krosnick, Stanford University

Priming Mindful Responding: Relationships Between Survey Instructions, Mindfulness, and Data Quality in a Telephone Survey

Colleen A. McClain, *University of Michigan*
Florian Keusch, *University of Mannheim, Germany*
Ting Yan, *Westat*
David L. Vannette, *Stanford University*
James M. Lepkowski, *University of Michigan*

The Effects of Social Distance on the Construct Validity of Proxy Responses

Paul J. Scanlon, *National Center for Health Statistics*

Session 5

Panel: Measurement of Sexual/Gender Identity, Sexual Orientation and Same-Sex Relationship and Marital Status

Organizer and Moderator: Philip S. Brenner, *University of Massachusetts Boston*

Location: Diplomat Ballroom 1

Development and Resulting Data of a Sexual Identity Measure for the National Health Interview Survey

Kristen Miller, *National Center for Health Statistics*
Jim Dahlhamer, *National Center for Health Statistics*

Testing Sexual Orientation Questions in the National Survey on Drug Use and Health

Grace O'Neill, *SAMHSA*
Rachel Lipari, *SAMHSA*
David Dean, Jr., *SAMHSA*

Using Verbal Paradata Monitoring and Behavior Coding to Pilot Test Gender Identity Questions in the California Health Interview Survey: The Role of Qualitative and Quantitative Feedback

Matt Jans, *UCLA Center for Health Policy Research*
David Grant, *UCLA Center for Health Policy Research*
Royce Park, *UCLA Center for Health Policy Research*
Jane Kil, *UCLA Center for Health Policy Research*
Joe Viana, *UCLA Center for Health Policy Research*
Elaine Zahnd, *UCLA Center for Health Policy Research*
Sue Holtby, *UCLA Center for Health Policy Research*

One Question or Two? Measuring Gender Identity and Sexual Orientation Using a Mark-All-That-Apply Question Format

Justine Bulgar-Medina, *University of Massachusetts Boston*
Philip S. Brenner, *University of Massachusetts Boston*

Putting the "T" in LBGT: A Transgender Question Pilot Test in the California Health Interview Survey

David Grant, *UCLA Center for Health Policy Research*
Matt Jans, *UCLA Center for Health Policy Research*
Royce Park, *UCLA Center for Health Policy Research*
Ninez Ponce, *UCLA Fielding School of Public Health*

Concurrent Session B

Thursday, May 14, 4:00 p.m. – 5:30 p.m.

Session 5 (continued)

Panel: Measurement of Sexual/Gender Identity, Sexual Orientation and Same-Sex Relationship and Marital Status (continued)

It's So Simple, So Why Is It So Hard? Results from Tests to Reduce Measurement Error in Counting Same-Sex Couples

Nancy Bates, *U.S. Census Bureau*
Daphne Lofquist, *U.S. Census Bureau*
Jamie M. Lewis, *U.S. Census Bureau*
Matthew Streeter, *U.S. Census Bureau*

Session 6

Panel: Improving Surveys with Usability Testing

Organizer and Moderator: Jennifer C. Romano Bergstrom, *Facebook*

Location: Diplomat Ballroom 2

Making Usability-Testing a Standard Survey Pretesting Methodology

Emily M. Geisen, *RTI International*

Incorporating Usability Testing for Survey Applications Used by Interviewers

Temika Holland, *U.S. Census Bureau*

The Effect Usability Testing has on Data Quality: A Design of an Online Diary

Yelena Pens, *The Nielsen Company*
Robin Gentry, *The Nielsen Company*

Challenging Survey Screen Designs on Smartphones

Erica Olmsted-Hawala, *U.S. Census Bureau*
Elizabeth Nichols, *U.S. Census Bureau*

Young Guns: An Experimental UX Design among 18-20 Year Olds

Paul Schroeder, *Abt SRBI*
Healey Whitsett, *Fors Marsh Group*
Melanie Wilbur, *Abt SRBI*
Brian Griepentrog, *Fors Marsh Group*

Session 7

The Web Option: Response Rate Cost and Quality Implications

Moderator: Rene Bautista, *NORC at the University of Chicago*

Location: Diplomat Ballroom 4

Trade-Offs in a Survey of HealthPartners Patient Members

Jeanette Y. Ziegenfuss, *HealthPartners Institute for Education and Research*
Juliana Tillema, *HealthPartners Institute for Education and Research*
Kayla Dean, *HealthPartners Institute for Education and Research*
Tom Kottke, *HealthPartners Institute for Education and Research*

Web Respondents and Sample Coverage: Is the Gap Between Educational Attainment and Income Closing for the Web Mode? Findings from One National Study

Katie Morrison, *Mathematica Policy Research*
Daniel Friend, *Mathematica Policy Research*
', *Mathematica Policy Research*

Web Survey Response Examined from the Perspective of Leverage-Saliency Theory Within a Longitudinal Survey

Yamil Gustavo Nares, *University of Essex*

Adding a Web Mode to Phone Surveys: Effectiveness and Cost Implications

Rebecca Lien, *Professional Data Analysts, Inc.*
Harlan Luxenberg, *Professional Data Analysts, Inc.*
Julie Rainey, *Professional Data Analysts, Inc.*
', *Stephenson Cancer Center*

Surveying Low Income Parents: Will a "Web-Push" Approach Produce More Web Completes Than a "Web-Choice"?

Sara Skidmore, *Mathematica Policy Research*
Melissa Dugger, *Mathematica Policy Research*
Jessica DeSantis, *Mathematica Policy Research*
Annalee Kelly, *Mathematica Policy Research*
Jerry West, *Mathematica Policy Research*

Concurrent Session B

Thursday, May 14, 4:00 p.m. – 5:30 p.m.

Session 7 (continued)

The Web Option: Response Rate Cost and Quality Implications (continued)

Hope Springs Eternal: Will a Probability Sample of Schools and Principals Respond by Web and Provide Email Addresses?

Cleo D. Redline, *National Center for Education Statistics*
Andrew Zukerberg, *National Center for Education Statistics*

Session 8

Evaluating and Compensating for Non-Response Bias

Moderator: Thomas Marshall, *University of Texas at Arlington*

Location: Diplomat Ballroom 5

Identification and Reduction of Nonresponse Bias in Address-Based Sample Surveys

Burton Levine, *RTI International*

Examining Differences in Response Propensities and Satisficing among Medical Providers

Daniel G. Harwell, *American Institutes for Research*
Tandrea Hilliard, *American Institutes for Research*
Alison Huang, *American Institutes for Research*
Melissa Mannon, *American Institutes for Research*

Weighting Adjustments Using Substantive Survey Variables

Andy Peytchev, *RTI International*

Studying Nonresponse Bias with a Follow-Up Survey of Initial Nonresponders in a National Dual Frame RDD Survey

Paul J. Lavrakas, *Independent Consultant*
McKenzie Ballou, *Morris Davis and Company, Inc.*
Deanne W. Swan, *Institute of Museum and Library Services*
Carlos A. Manjarrez, *Institute of Museum and Library Services*

When a Single Number Won't Do: Methods for Evaluating the Risk of Nonresponse Bias

James Wagner, *University of Michigan*

AAPOR Day-at-a-Glance

Friday, May 15

Time	Event		Location
7:00 a.m. – 8:00 a.m.	**Committee Meetings**		
	Financial Oversight Committee		Conference Room 214
	Membership and Chapter Relations Committee		Conference Room 212-213
	Transparency Initiative Coordinating Committee		Conference Room 220
7:00 a.m. – 4:30 p.m.	**Exhibit Hall Open**		Great Hall 4-6
7:00 a.m. – 8:00 a.m.	**Continental Breakfast in the Exhibit Hall**		Great Hall 4-6
7:30 a.m. – 4:30 p.m.	**AAPOR Registration Desk Open**		Great Hall Registration
8:00 a.m. – 9:30 a.m.	**Concurrent Sessions C**		
	Session 1:	**Mini-Conference Panel: Designing National Election Studies for the 21st Century**	Regency Ballroom 2
	Session 2:	**Advances in Cognitive Interviewing**	Regency Ballroom 1
	Session 3:	**Cells Only and Cell Weighting**	Diplomat Ballroom 3
	Session 4:	**Health Surveys and Self Reports: Exploring Reliability and Validity**	Regency Ballroom 3
	Session 5:	**Measuring Race and Ethnicity**	Diplomat Ballroom 1
	Session 6:	**Panel: Using Paradata During Data Collection and in Data Analysis: New Metrics to Address Perennial Problems**	Diplomat Ballroom 2
	Session 7:	**Evaluating "Response Rates" for Web Surveys**	Diplomat Ballroom 4
	Session 8:	**Factors Related to Survey Participation**	Diplomat Ballroom 5
9:30 a.m. – 10:00 a.m.	**Beverage Break in the Exhibit Hall** *Sponsored by* BRI		Great Hall 4-6
10:00 a.m. – 11:30 a.m.	**Concurrent Sessions D**		
	Session 1:	**Mini-Conference Panel: Innovation in Federal Surveys – Opportunities, Progress and Challenges**	Regency Ballroom 2
	Session 2:	**The Economy, Engagement and Political Participation**	Regency Ballroom 1
	Session 3:	**ABS Refinements**	Diplomat Ballroom 3
	Session 4:	**Innovations in Reducing Respondent Burden and Fatigue**	Regency Ballroom 3
	Session 5:	**Race: Attitudes, Measurement and Effects**	Diplomat Ballroom 1
	Session 6:	**Uses of Paradata**	Diplomat Ballroom 2
	Session 7:	**Longitudinal Surveys**	Diplomat Ballroom 4
	Session 8:	**Determinants of Survey Participation**	Diplomat Ballroom 5
11:30 a.m. – 12:45 p.m.	**Committee Meetings**		
	POQ Editorial Team		Conference Room 220
11:45 a.m. – 1:45 p.m.	**Presidential Address and Luncheon**		Great Hall 1-3

AAPOR Day-at-a-Glance

Friday, May 15

Time	Event		Location
11:45 p.m. – 3:15 p.m.	**Concurrent Sessions E**		
	Session 1:	**Mini-Conference: Comparing Probability and Non-Probability Samples**	Regency Ballroom 2
	Session 2:	**Challenges and Applications of Machine Learning, Record Linkage, Administrative and Auxiliary Data in Survey Research**	Regency Ballroom 1
	Session 3:	**Perspectives on Polling**	Diplomat Ballroom 3
	Session 4:	**ACA Implementation — Data from Year 1 and Continuing Research Challenges**	Regency Ballroom 3
	Session 5:	**Cross-National Research on Income and Economy**	Diplomat Ballroom 1
	Session 6:	**Tradeoffs between Response and Accuracy**	Diplomat Ballroom 2
	Session 7:	**Using Propensity Scores, Sequencing Interventions, Subsampling and Other Strategies to Implement Responsive Designs**	Diplomat Ballroom 4
	Session 8:	**Coverage and Survey Participation**	Diplomat Ballroom 5
3:15 p.m. – 4:15 p.m.	**Dessert Break in the Exhibit Hall** *Sponsored by* RTI INTERNATIONAL		Great Hall 4-6
	"**Meet the Author" Friday Session #2** **Editors:** Roger Tourangeau Brad Edwards Timothy P. Johnson Kirk M. Wolter Nancy Bates *Hard-to-Survey Populations* (Cambridge University Press, October 2014)		
	Poster Session #2		
	Demonstration Session #2		
3:15 p.m. – 4:15 p.m.	**Speed Networking Session 1**		Conference Room 307
3:45 p.m. – 5:45 p.m	**Committee Meetings**		
	Address-Based Sampling Task Force		Conference Room 319

AAPOR Day-at-a-Glance

Friday, May 15

Time	Event		Location
4:15 p.m. – 5:45 p.m.	**Concurrent Sessions F**		
	Session 1:	**Mini-Conference Panel: Says Who? Effects of Survey Sampling Methods on Respondent Characteristics and Survey Findings**	Regency Ballroom 2
	Session 2:	**Novel Uses of Social Media for Survey Application**	Regency Ballroom 1
	Session 3:	**Building Better Election Polls**	Diplomat Ballroom 3
	Session 4:	**Reducing "Grid"-Lock: Advances in Formatting Questions in Grids Versus Alternative Formats**	Regency Ballroom 3
	Session 5:	**Sensitivity, Privacy and IRBs**	Diplomat Ballroom 1
	Session 6:	**Monitoring and Evaluating Survey Quality**	Diplomat Ballroom 2
	Session 7:	**Panel: Public Opinion and Energy Policy: Pipelines, Nuclear Power and Fracking**	Diplomat Ballroom 4
	Session 8:	**Methodological Briefs: I'll Do Anything for a Better Response Rate**	Diplomat Ballroom 5
6:00 p.m. – 7:30 p.m.	**Texas Hold'em Advanced Strategies Poker Class** *(additional registration fee)*		Conference Rooms 212-213
6:00 p.m. – ?	**Student/Early Career Meet-Up**		Hotel Lobby
6:00 p.m.	**Dinner on your own**		

Concurrent Session C

Friday, May 15, 8:00 a.m. – 9:30 a.m.

Session 1

Mini-Conference Panel: Designing National Election Studies for the 21st Century

Organizer: Lynn Vavreck, *UCLA Political Science*

Moderator: Simon Jackman, *Stanford University*

Location: Regency Ballroom 2

Design Challenges and Opportunities for National Election Studies: The Tradeoffs

Simon Jackman, *Stanford University*

Differences in Non-Response and Inference: Evidence from a Randomized Trial Assigning Face-to-Face and Self-Complete Survey Modes

Lynn Vavreck, *UCLA Political Science*

Dual-Frame Sampling as an Alternative for National Election Studies

Douglas Rivers, *YouGov*

Reaching Hard-to-Reach, Yet Growing Populations: Technical Tools and Cultural Competence

Matt Barreto

Session 2

Advances in Cognitive Interviewing

Moderator: Jessica Holzberg, *U.S. Census Bureau*

Location: Regency Ballroom 1

Analyzing Cognitive Interviews for Cross-National Studies

Jennifer Kelley, *University of Michigan*
Kristen Cibelli Hibben, *University of Michigan*
Ting Yan, *Westat*

Tools to Improve Cognitive Interviewing: Q-Bank and Q-Notes

Candace D. Sibley, *National Center for Health Statistics*
Sheba K. Dunston, *National Center for Health Statistics*
Justin Mezetin, *National Center for Health Statistics*

Investigating Bias in Survey Measures of Normative Behavior Using Cognitive Interviews

Philip S. Brenner, *University of Massachusetts Boston*
Jessica L. LeBlanc, *University of Massachusetts Boston*

Analytic Techniques to Examine Construct Validity in Cognitive Interviewing Studies

Kristen S. Miller, *National Center for Health Statistics*

The Value of Pretest Subjects That Don't Represent the Population of Interest

Steven R. Putansu, *George Washington University*

How Respondents Report Their Health Status: Cognitive Interviews of Self-Rated Health Across Race, Ethnicity, Gender, Age and Socioeconomic Status

Dana Garbarski, *Loyola University Chicago*
Jennifer Dykema, *University of Wisconsin-Madison*
Kenneth D. Croes, *University of Wisconsin-Madison*
Tara Piche, *University of Wisconsin-Madison*
Dorothy F. Edwards, *University of Wisconsin-Madison*

Concurrent Session C

Friday, May 15, 8:00 a.m. – 9:30 a.m.

Session 3

Cells Only and Cell Weighting

Moderator: Robert Tortora, *ICF International*

Location: Diplomat Ballroom 3

Cell Phone Multiplicity: Should Polls Correct for Adults with More than One Cell Phone?

Courtney Kennedy, *Abt SRBI*
Kyley McGeeney, *Pew Research Center*

How Can We Produce Estimates When We Can't Call You?: Revisiting Keeter's Method to Adjust for the Phoneless Population

Meena Khare, *National Center for Health Statistics, CDC*
Nadarajasundaram Ganesh, *NORC at the University of Chicago*
Kennon R. Copeland, *NORC at the University of Chicago*
Wei Zeng, *NORC at the University of Chicago*
Xian Tao, *NORC at the University of Chicago*
James A. Singleton, *Centers for Disease Control and Prevention*

Testing Dual Frame RDD Surveying of the Japanese General Population

Yasuyuki Saito, *The Asahi Shimbun Opinion Poll Research Center*
Paul J. Lavrakas, *Independent Consultant*

The Effects of Overlapping RDD Sampling on the BRFSS

Carol A. Pierannunzi, *Centers for Disease Control and Prevention*
Pranesh Chowdhury, *Centers for Disease Control and Prevention*
Machell Town, *Centers for Disease Control and Prevention*

Transition from Landline-Cell to Cell Frame Design: Surveys of Consumers

Charley Jiang, *University of Michigan*
James M. Lepkowski, *University of Michigan*
Tuba Suzer-Gurtekin, *University of Michigan*
Michael Sadowsky, *University of Michigan*
Richard Curtin, *University of Michigan*
Rebecca McBee, *University of Michigan*
Dan Zahs, *University of Michigan*

Session 4

Health Surveys and Self Reports: Exploring Reliability and Validity

Moderator: Elizabeth Hamel, *Kaiser Family Foundation*

Location: Regency Ballroom 3

Examining Measurement Error in Self-Reports of Receiving Financial Assistance under the ACA

Daniel G. Harwell, *American Institutes for Research*

Reliability and Validity of Self-Reported Health Status: Two Measures of Self-Reported General Health Status in the National Health and Nutrition Examination Survey (NHANES)

Hee-Choon Shin, *National Center for Health Statistics*
Jibum Kim, *Sungkyunkwan University*

Physical Activity: Measurement and Self-Reports

Arie Kapteyn, *USC*
Tania Gutsche, *USC*
Bas Weerman, *USC*

Four Well-Being Dimensions Predict the Obesity and Disease Burden

Diana Liu, *Gallup*
Andrew Dugan, *Gallup*

Vietnam Population Health Survey

Judith M. Tanur, *Stony Brook University*

The "Good Enough" Respondent: Using Sufficiently Knowledgeable Adults as Respondents in a Survey about the Health of Young Children

Alicia M. Frasier, *NORC at the University of Chicago*
Jennifer Vanicek, *NORC at the University of Chicago*
Andrea Mayfield, *NORC at the University of Chicago*
Ying Li, *NORC at the University of Chicago*
Ned English, *NORC at the University of Chicago*
Joelle Greene, *Harder+Company Community Research*
Melinda Leidy, *First 5 LA*

Concurrent Session C

Friday, May 15, 8:00 a.m. – 9:30 a.m.

Session 5

Measuring Race and Ethnicity

Moderator: Jennifer Benz, *NORC at the University of Chicago*

Location: Diplomat Ballroom 1

Exploring Changes in Race and Ethnicity Reporting in the California Health Interview Survey

Jennifer Kali, *Westat*
Ismael Flores Cervantes, *Westat*
Matt Jans, *UCLA Center for Health Policy Research, California Health Interview Survey*

Mixed-Race Americans: Who Counts and How Do We Count Them?

Eileen Patten, *Pew Research Center*
Juliana Horowitz, *Pew Research Center*
Rich Morin, *Pew Research Center*
Scott Keeter, *Pew Research Center*

Race and Ethnicity: Cognitive Testing of a Combined Item for the American Community Survey

Darby M. Steiger, *Westat*
Martha Stapleton, *Westat*
Hyon Shin, *U.S. Census Bureau*
Merays Rios, *U.S. Census Bureau*

Comparing Methods and Findings of 2020 Census Research on American Indians' Responses to Alternative Race Question Instructions

Rodney L. Terry, *U.S. Census Bureau*
Leticia E. Fernandez, *U.S. Census Bureau*
Laurie K. Schwede, *U.S. Census Bureau*

Comparing Methods and Findings Across Focus Group Projects with Alaska Natives to Improve the Race Question for the 2020 Census

Laurie Schwede, *U.S. Census Bureau*
Rodney L. Terry, *U.S. Census Bureau*
Leticia Fernandez, *U.S. Census Bureau*

Comparison of Focus Group Methods and Findings Among Mexican, Central and South American Individuals Answering Questions About Race and Identity

Leticia Fernandez, *U.S. Census Bureau*
Laurel Schwede, *U.S. Census Bureau*
Rodney Terry, *U.S. Census Bureau*

Session 6

Panel: Using Paradata During Data Collection and in Data Analysis: New Metrics to Address Perennial Problems

Organizer and Moderator: Julia F. Coombs, *U.S. Census Bureau*

Discussant: Gabriele B. Durrant, *University of Southampton*

Location: Diplomat Ballroom 2

Locating Respondents: Designing a Scale to Rate Interviewer Effort

Julia Coombs, *U.S. Census Bureau*
Rachael Walsh, *U.S. Census Bureau*

Use of Doorstep Concerns to Examine Trade-Offs Between Error and Costs

Ting Yan, *Westat*
Shirley Tsai, *Bureau of Labor Statistics*

The Use of Paradata to Evaluate Interview Complexity and Data Quality (in Calendar and Time Diary Surveys)

Ana Lucía Córdova Cazar, *University of Nebraska-Lincoln*
Robert Belli, *University of Nebraska-Lincoln*

A Tailored Respondent Approach: Developing a Response Propensity Model for a National Building Survey

Carolyn Hronis, *U.S. Energy Information Administration*
Katie Lewis, *U.S. Energy Information Administration*

Concurrent Session C

Friday, May 15, 8:00 a.m. – 9:30 a.m.

Session 7

Evaluating "Response Rates" for Web Surveys

Moderator: John Kennedy, *Indiana University*

Location: Diplomat Ballroom 4

Do Response Rates Matter in Online Panels? Comparing the Representativity at Different Levels of Cumulative Response Rates in a Probability Based Online Panel During Several Consecutive Waves

Johan Martinsson, *University of Gothenburg*
Karolina Riedel, *University of Gothenburg*

Boosting Probability-Based Web Survey Response Rates via Nonresponse Follow-Up

Angela Fontes, *NORC at the University of Chicago*
Kean Chew, *NORC at the University of Chicago*
Paul J. Lavrakas, *NORC at the University of Chicago*

Testing Email Invitations in a Non-Probability Panel

Elizabeth M. Nichols, *U.S. Census Bureau*
Ryan W. King, *U.S. Census Bureau*
Jennifer Hunter Childs, *U.S. Census Bureau*

Does Providing an Email Address in an Initial Contact Study Indicate Respondents Will be Cooperators in a Subsequent Online Panel Study?

TraShawna Boals, *Experian Marketing Services*
Kevin Jean, *Experian Marketing Services*

The Effect of Respondent Commitment on Response Quality in an Online Survey

Kristen Cibelli Hibben, *University of Michigan*
Frederick Conrad, *University of Michigan*

Predictors of Completion Rates in Online Surveys

Noble Kuriakose, *SurveyMonkey*
Jon Cohen, *SurveyMonkey*
Sarah Cho, *SurveyMonkey*
Mingnan Liu, *SurveyMonkey*

Session 8

Factors Related to Survey Participation

Moderator: Kevin Ulrich, *University of Chicago Survey Lab*

Location: Diplomat Ballroom 5

The Intersection of Sampling and Nonresponse: Does Repeated Sampling of Some Individuals Affect Nonresponse Bias?

Jennifer Sinibaldi, *University of Maryland, JPSM*
Anton Örn Karlsson, *Statistics Iceland*

Assessing Survey Cooperation Among Landline and Cell Phone Populations

Diane Morovati, *The Nielsen Company*
Antonia Toupet, *The Nielsen Company*

Envelope Features and Interviewer Training in a Large Advance Letter Experiment

Paul J. Lavrakas, *NORC at the University of Chicago*
Christopher Ward, *NORC at the University of Chicago*
Can Geng, *NORC at the University of Chicago*
Vince Welch, *NORC at the University of Chicago*
Benjamin Skalland, *NORC at the University of Chicago*
Jenny Jeyarajah, *Carter Consulting Inc.*
Cynthia Knighton, *Centers for Disease Control and Prevention*

An Evaluation of the Potential to Reduce Nonresponse and Bias Using the Census Planning Database in Preparation for a Household Survey

Sarah Grady, *National Center for Education Statistics*
Cameron McPhee, *American Institues for Research*
Celeste Stone, *American Institutes for Research*

Experience of Multiple Approaches to Increase Response Rate in a Mixed-Mode Implementation of a Population-Based Health Survey

Urban E. Landreman, *Hennepin County Public Health Department*
David C. Johnson, *Hennepin County Public Health Department*
Mei Ding, *Hennepin County Public Health Department*
Amy K. Leite-Bennett, *Hennepin County Public Health Department*
Komal Mehrotra, *Hennepin County Public Health Department*
Emily Thompson, *Hennepin County Public Health Department*
Meghan Rosenkranz, *Hennepin County Public Health Department*

Concurrent Session D

Friday, May 15, 10:00 a.m. – 11:30 a.m.

Session 1

Mini-Conference Panel: Innovation in Federal Surveys - Opportunities, Progress and Challenges

Organizer and Moderator:
Peter V. Miller, *U.S. Census Bureau*

Location: Regency Ballroom 2

Innovating in Federal Surveys: Invention's Mother Meets "The Way We Do Things Here"

Peter V. Miller, *U.S. Census Bureau*

2015 National Survey of College Graduates: Enhancing the Use of Adaptive Design

John Finamore, *National Science Foundation*
Stephanie Coffey, *U.S. Census Bureau*
Benjamin Reist, *U.S. Census Bureau*

Adaptive Design for the National Teacher Principal Survey

Minsun Riddles, *Westat*
David A. Marker, *Westat*
Louis Rizzo, *Westat*
Erin Wiley, *Westat*
Andrew Zukerberg, *National Center for Education Statistics*

Responsiveness and Representativeness in an Establishment Survey of Manufacturers

Eric Fink, *U.S. Census Bureau*
Joanna Fane Lineback, *U.S. Census Bureau*

Challenges to Innovation in Face-to-Face Surveys Posed by Interviewer Noncompliance

Gina K. Walejko, *U.S. Census Bureau*
James Wagner, *University of Michigan*

Session 2

The Economy, Engagement and Political Participation

Moderator: Masahiko Aida, *Civis Analytics*

Location: Regency Ballroom 1

Grievance Asymmetry in Economic Voting and Voter Sophistication

Ju Yeon Park, *New York University*

Improving on the Standard Prospective Economic Evaluation Question

Marco Morales, *New York University*

Public Support for a Balanced Federal Budget

Andrew W. Crosby, *University of Illinois at Chicago*
Allyson L. Holbrook, *University of Illinois at Chicago*

The Nitty Gritty: The Relationship Between Non-Cognitive Skills and Civic Engagement

Steven Andrew Snell, *Duke University*
D. Sunshine Hillygus, *Duke University*
John Holbein, *Sanford School of Public Policy, Duke University*

Prospective Economic Evaluations: Do They Measure What We Think They Do?

Marco Morales, *New York University*

Concurrent Session D

Friday, May 15, 10:00 a.m. – 11:30 a.m.

Session 3

ABS Refinements

Moderator: Missy Mosher, *SSI*

Location: Diplomat Ballroom 3

Exploring the Feasibility of Conducting a Two-Stage Mail Survey in a Single Stage

Rebecca Medway, *American Institutes for Research*
Danielle Battle, *American Institutes for Research*

Tracking and Evaluating Updates to the ABS Frame over Time

Jennifer Unangst, *RTI International*
Joe McMichael, *RTI International*

Elements of Non-Response across Mode in ABS Surveys: The Use of GIS-Based Modeling to Understand the Importance of Space

Ned English, *NORC at the University of Chicago*
Ilana Ventura, *NORC at the University of Chicago*
Ipek Bilgen, *NORC at the University of Chicago*
Michael Stern, *NORC at the University of Chicago*

Can I Get Your Phone Number? Examining the Relationship Between Household, Geographic and Census-Related Variables and Phone Append Propensity for ABS Samples

Kristen Olson, *University of Nebraska-Lincoln*
Trent D. Buskirk, *Marketing Systems Group*

DPV Codes and Response Rates in the National Children's Study

Rachel Carpenter, *NORC at the University of Chicago*
Erin Tanenbaum, *NORC at the University of Chicago*
Lauren Bishop, *NORC at the University of Chicago*

Session 4

Innovations in Reducing Respondent Burden and Fatigue

Moderator: Janice Ballou, *Independent Consultant*

Location: Regency Ballroom 3

A Data-Driven Evaluation of the Burden and Benefits of the Questions Included in the American Community Survey

James B. Treat, *U.S. Census Bureau*
Gary B. Chappell, *U.S. Census Bureau*
Sarah K. Heimel, *U.S. Census Bureau*
Todd R. Hughes, *U.S. Census Bureau*

Respondent Burden: Lessons Learned from a Mixed-Methods Approach to Assessing Measures of Perceived Burden

Morgan Earp, *Bureau of Labor Statistics*
Scott Fricker, *Bureau of Labor Statistics*

Current and Future Life Evaluation: Results of Experiments in the Gallup World Poll to Reduce the Length of the Question Wording

Robert D. Tortora, *Gallup*
Sofia P. Kluch, *Gallup*
Ken Kluch, *Gallup*

Can Survey Instructions Relieve Respondent Burden?

Erica C. Yu, *Bureau of Labor Statistics*

The Effects of Total Navigational Burden, Length of Instrument and Page Complexity on Item Non-Response

Josephine P. Leonard, *Experian Marketing Services*
Max F. Kilger, *Experian Marketing Services*
Jennifer M. Bouterse, *Experian Marketing Services*

Concurrent Session D

Friday, May 15, 10:00 a.m. – 11:30 a.m.

Session 5

Race: Attitudes, Measurement and Effects

Moderator: Kenneth Fernandez, *Elon University*

Location: Diplomat Ballroom 1

Understanding the Roots of Attitudes on Inequality

Damla Ergun, *Langer Research Associates*
Julie Phelan, *Langer Research Associates*
Gary Langer, *Langer Research Associates*

Developing Innovative Methods for Community-Based Research: The Toronto Black Experience Project

Keith Neuman, *The Environics Institute for Survey Research*

The Booker Effect – The Sequel: A Comprehensive Investigation of Race of Interviewer Effects in New Jersey U.S. Senate Elections

Ashley A. Koning, *Rutgers University*
David P. Redlawsk, *Rutgers University*

Examining Acquiescent and Extreme Response Styles between Face-to-Face and Web Surveys

Mingnan Liu, *SurveyMonkey*
Frederick Conrad, *University of Michigan*
Sunghee Lee, *University of Michigan*

Session 6

Uses of Paradata

Moderator: Nancy Mathiowetz, *University of Wisconsin-Milwaukee*

Location: Diplomat Ballroom 2

Effective Observational Strategies for Face-to-Face Survey Interviewers

Brady T. West, *University of Michigan-Ann Arbor*
Dan Li, *The Search Agency*
Yimeng Ma, *University of Michigan-Ann Arbor*

Can Interviewers Tell? Using Post-Survey Interviewer Observations to Assess Survey Data Quality

Michael Josten, *University of Mannheim*

Investigating Respondent Multitasking in Web Surveys with Paradata

Anže Sendelbah, *University of Ljubljana*

Determining Potential for Breakoff in Time Diary Survey Using Paradata

Douglas Wettlaufer, *University of Nebraska-Lincoln*
Hariharan Arunachalam, *University of Nebraska-Lincoln*
Gregory Atkin, *University of Nebraska-Lincoln*
Adam Eck, *University of Nebraska-Lincoln*
Leen-Kiat Soh, *University of Nebraska-Lincoln*
Robert F. Belli, *University of Nebraska-Lincoln*

Predicting Breakoff Using Sequential Machine Learning Methods

Leen-Kiat Soh, *University of Nebraska-Lincoln*
Adam Eck, *University of Nebraska-Lincoln*
Allan L. McCutcheon, *University of Nebraska-Lincoln*

Using Paradata for Instrument Evaluation and Refinement

Amanda Reiter, *Mathematica Policy Research*
Sarah Forrestal, *Mathematica Policy Research*

Concurrent Session D

Friday, May 15, 10:00 a.m. – 11:30 a.m.

Session 7

Longitudinal Surveys

Moderator: Jeanette Ziegenfuss, *HealthPartners Institute for Education and Research*
Location: Diplomat Ballroom 4

How Stable Are Religious Identities?

Becka A. Alper, *Pew Research Center*
Claire Gecewicz, *Pew Research Center*
Jessica Martinez, *Pew Research Center*

The Effect of Initial Recruitment Efforts on Completion Rates of Subsequent Waves in a Longitudinal Panel Study

Eran N. Ben-Porath, *SSRS*
MollyAnn Brodie, *The Kaiser Family Foundation*
Bianca DiJulio, *The Kaiser Family Foundation*

Affluent Colleges: Which Students Become Politically Active?

Brianna White, *Wellesley College*

Predicting Panel Attrition on a National Study: How We Can Optimize Locating Resources and Methods

Lauren M. McNamara, *NORC at the University of Chicago*
Ned English, *NORC at the University of Chicago*
Melissa Heim Viox, *NORC at the University of Chicago*
Katie Dekker, *NORC at the University of Chicago*
Ron Hazen, *NORC at the University of Chicago*

As We (Still) Like It: Social, Religious and Kid's Activities Remain Americans' Favorite Activities

John Robinson, *University of Maryland*

Session 8

Determinants of Survey Participation

Moderator: Wendy Hicks, *Westat*
Location: Diplomat Ballroom 5

Understanding Dynamics of Consent Requests in Surveys: Consent to Biomarker Data Collection and Administrative Data Linkage in the Health and Retirement Study

Colleen A. McClain, *University of Michigan*
Sunghee Lee, *University of Michigan*
Jessica Faul, *University of Michigan*
Stefany Barba, *University of Michigan*

Predictors of Nonresponse to Physical Assessments in a Population-Based Survey of Older Adults

Yuan Zhang, *University of Southern California*
Eileen Crimmins, *University of Southern California*
Jennifer Ailshire, *University of Southern California*

Who Would Refuse? An Exploration of Data Quality Trends and Demographic Characteristics on the General Social Survey (GSS)

Jodie Daquilanea, *NORC at the University of Chicago*
Beth Fisher, *NORC at the University of Chicago*

Examining Sexual Orientation, Race/Ethnicity and Interview Language as Correlates of Nonresponse Using Paradata

Sunghee Lee, *University of Michigan*
Colleen McClain, *University of Michigan*
Karen Fredriksen, *University of Washington*
Hyun-Jun Kim, *University of Washington*
Tuba Suzer Gurtekin, *University of Michigan*

Concurrent Session E

Friday, May 15, 1:45 p.m. – 3:15 p.m.

Session 1

Mini-Conference: Comparing Probability and Non-Probability Samples

Moderator: Curtiss Cobb III, *Facebook*

Location: Regency Ballroom 2

Survey Estimation: How Different Are Probability and Non-Probability Survey Designs?

Jill A. Dever, *RTI International*
Bonnie E. Shook-Sa, *RTI International*

A Comparison of Surveys Based on Probability Versus Non-Probability Sampling Approaches

Gordon B. Willis, *National Cancer Institute, NIH*
Sadeq R. Chowdhury, *Agency for Healthcare Research and Quality*
Janet S. de Moor, *National Cancer Institute, NIH*
Donatus Ekwueme, *Centers for Disease Control and Prevention*
Erin Kent, *National Cancer Institute, NIH*
Benmei Liu, *National Cancer Institute, NIH*
Steven Machlin, *Agency for Healthcare Research and Quality*
Lisa Mirel, *Agency for Healthcare Research and Quality*
Stephanie Nutt, *LIVESTRONG Foundation*
Juan Rodriguez, *Centers for Disease Control and Prevention*
Anita Soni, *Agency for Healthcare Quality and Research*
Katherine S. Virgo, *Emory University*
Maggie Wilson, *National Cancer Institute, NIH*
K. Robin Yabroff, *National Cancer Institute, NIH*

A Model-Over-Design Integration Approach in Estimation from Purposive Supplements to Probability Samples

Avinash C. Singh, *NORC at the University of Chicago*

Revisiting Sample Frame and Mode Effects: A Comparison of Point Estimates

Nancy Mathiowetz, *University of Wisconsin-Milwaukee*
J. Michael Brick, *Westat*
Sarah Cho, *SurveyMonkey*
Jon Cohen, *SurveyMonkey*
Kyley McGeeney, *Pew Research Center*
Scott Keeter, *Pew Research Center*

Fit for Purpose Community Health Surveys: An Experiment in Three Communities

John M. Boyle, *ICF International*
Lew Berman, *ICF International*
James Dayton, *ICF International*
Tala Fakhouri, *ICF International*
Ronaldo Iachan, *ICF International*
Melanie Courtright, *Research Now*
Kartik Pashupati, *Research Now*

Concurrent Session E

Friday, May 15, 1:45 p.m. – 3:15 p.m.

Session 2

Challenges and Applications of Machine Learning, Record Linkage, Administrative and Auxiliary Data in Survey Research

Moderator: Colleen Porter, *University of Florida*

Location: Regency Ballroom 1

Using Machine Learning Techniques to Predict Respondent Type from A Priori Demographic Information

Gregory Scott Atkin, *University of Nebraska – Lincoln*
Hariharan Arunachalam, *University of Nebraska – Lincoln*
Adam Eck, *University of Nebraska – Lincoln*
Douglas Wettlaufer, *University of Nebraska – Lincoln*
Leen-Kiat Soh, *University of Nebraska – Lincoln*
Robert F. Belli, *University of Nebraska – Lincoln*

I Know What You Did Next: Predicting Respondent's Next Activity Using Machine Learning

Hariharan Arunachalam, *University of Nebraska-Lincoln*
Gregory Scott Atkin, *University of Nebraska-Lincoln*
Adam Eck, *University of Nebraska-Lincoln*
Doug Wettlaufer, *University of Nebraska-Lincoln*
Leen-Kiat Soh, *University of Nebraska-Lincoln*
Robert F. Belli, *University of Nebraska-Lincoln*

Privacy, Data Linkage and Informed Consent

Frauke Kreuter, *University of Maryland, JPSM*
Joe Sakhaug, *University of Mannheim*
Alexandra Schmucker, *IAB*
Eleanor Singer, *University of Michigan*
Mick Couper, *University of Michigan*

Auxiliary Data as Correlates of Survey Nonresponse: An Examination for Landline and Cell Phone Sampling Frames

Rajesh Srinivasan, *Gallup*
Manas Chattopadhyay, *Gallup*
Jenny Marlar, *Gallup*

A Meeting of Data: Linking Data Across Survey Sources to Estimate Improper Payments of Housing Rental Assistance

Davia Spado, *ICF International*
Kelly Martin, *ICF International*
Sup Thanasombat, *ICF International*
Sophia Zanakos, *ICF International*

Session 3

Perspectives on Polling

Moderator: Natalie Jackson, *Huffington Post/Pollster.com*

Location: Diplomat Ballroom 3

How Would We Measure Public Opinion If We Didn't Have Public Opinion Polls? (And Would We Be Better or Worse Off?)

Tom W. Smith, *NORC at the University of Chicago*

Explaining Variations in Election Surveys: Identifying Contest, Year and Election Type Trends by Combining GAM and HLM Models

Josh Pasek, *University of Michigan*

Polling the Pollsters: A Survey of State Polling Organization Directors

Kenneth Fernandez, *Elon University*
Jason Husser, *Elon University*
Maggie MacDonald, *Elon University*

New Entrances for Exit Polls: Comparing Voter Response in Pre-Election Online Surveys to Traditional Exit Polling

Jennifer J. Agiesta, *The Associated Press*
Randall K. Thomas, *GfK Custom Research, LLC*
Annie Weber, *GfK Custom Research, LLC*
Emily Swanson, *The Associated Press*

2014: Right Turn on a Bumpy Road

Gary Langer, *Langer Research Associates*
Damla Ergun, *Langer Research Associates*
Julie Phelan, *Langer Research Associates*
Gregory Holyk, *Langer Research Associates*

Concurrent Session E

Friday, May 15, 1:45 p.m. – 3:15 p.m.

Session 4

Panel: ACA Implementation - Data from Year 1 and Continuing Research Challenges

Organizer: Robyn Rapoport, *SSRS*

Moderator: Joanne Pascale, *U.S. Census Bureau*

Location: Regency Ballroom 3

Following the Impact of the ACA in Minnesota

Kathleen Thiede Call, *SHADAC*
Alisha Simon, *Minnesota Department of Health*
Elizabeth Lukanen, *SHADAC*
Jessie Pintor, *SHADAC*
Giovann Alarcon, *SHADAC*
Stefan Gildemeister, *Minnesota Department of Health*
Mollyann Brodie, *Kaiser Family Foundation*

The ACA's First Years: Focusing In On Non-Group Purchasers and the Uninsured In California

Bianca DiJulio, *Kaiser Family Foundation*
Elizabeth Hamel, *Kaiser Family Foundation*

Tracking Change in the Quality of Health Insurance Coverage: The Commonwealth Fund's Surveys on Underinsurance and Affordability

Sara R. Collins, *The Commonwealth Fund*
Petra Rasmussen, *The Commonwealth Fund*
Robyn Rapoport, *SSRS*

Evaluating Reported Health Insurance Coverage in the National Health Interview Survey

Stephen J. Blumberg, *National Center for Health Statistics*
Robin Cohen, *National Center for Health Statistics*

Early Assessments of the ACA

Joanne Pascale, *U.S. Census Bureau*

Session 5

Cross-National Research on Income and Economy

Moderator: Edward "Paul" Johnson, *SSI*

Location: Diplomat Ballroom 1

Legal Authority and Crime Control: A Comparative, Cross-National Analysis

Jonathan Jackson, *London School of Economics & Political Science*
Mike Hough, *Birkbeck College, London*
Ben Bradford, *University of Oxford*
Jouni Kuha, *London School of Economics & Political Science*

Assessing Tax Compliance in Europe Through Public Opinion: Quantitative Methods and Qualitative Considerations

Joseph M. Goldman, *Gallup*

Closing Data Gaps in Global Employment Metrics

Benjamin Ryan, *Gallup*

Assessment of Community Basics: Evaluating Country Development Using Local Citizen Ratings

Cynthia English, *Gallup*
Elizabeth Steele, *Gallup*

Estimating the Joint Effect of the Corporate Hegemony in Labor Relations and Democratic Public Perception on Income Inequality

Soyon Kim, *SUNY-Stony Brook University*

Assessing Social Desirability Bias in the Face of Restricted Freedom of Speech

Jenna Levy, *Gallup*
Neli Esipova, *Gallup*

Concurrent Session E

Friday, May 15, 1:45 p.m. – 3:15 p.m.

Session 6

Tradeoffs Between Response and Accuracy

Moderator: Yvonne Shands, *Survey Technology & Research*

Location: Diplomat Ballroom 2

Eliciting Financial Information on Surveys: The Tradeoff Between Precision and Nonresponse

Brooke Helppie McFall, *University of Michigan*
Michael Gideon, *University of Chicago*
Joanne W. Hsu, *Federal Reserve Board of Governors*

Item Nonresponse in a Mixed-Mode Household Travel Survey

Reyna J. Peña, *Abt SRBI*
Melanie Wilbur, *Abt SRBI*
Stas Kolenikov, *Abt SRBI*

Estimating Change in Telephone Survey Bias in an Era of Declining Response Rates and Transition to Wireless Telephones - Evidence from the National Immunization Survey (NIS), 1995-2013

James A. Singleton, *Centers for Disease Control and Prevention*
Laurie Elam-Evans, *Centers for Disease Control and Prevention*
Meena Khare, *Centers for Disease Control and Prevention*
Holly Hill, *Centers for Disease Control and Prevention*
David Yankey, *Centers for Disease Control and Prevention*
Vicki Pineau, *NORC at the University of Chicago*
Kirk Wolter, *NORC at the University of Chicago*

Response Rates vs. Representative Data: Is the Oversampling of Listed Sample on the BRFSS Survey Helping Response While Reducing Data Quality?

Piper Jean DuBray, *ICF International*
Randy ZuWallack, *ICF International*
Kristie Healey, *ICF International*

Innovations in Nonresponse Bias Measurement and Reporting for Probability-Based Web Surveys

Martin Barron, *NORC at the University of Chicago*
Ned English, *NORC at the University of Chicago*
Paul J. Lavrakas, *Independent Consultant*

Session 7

Using Propensity Scores, Sequencing Interventions, Subsampling and Other Strategies to Implement Responsive Designs

Moderator: Josh de la Rosa, *U.S. Census Bureau*

Location: Diplomat Ballroom 4

Adaptive Design in an Establishment Survey: Applying Data Collection Procedures Strategically in the Agricultural Resource Management Survey

Jaki S. McCarthy, *USDA/ National Agricultural Statistics Service*
Tyler Wilson, *USDA/National Agricultural Statistics Service*

Evaluating Sequence of Responsive Design Interventions on the Health and Retirement Study Using the Sequential Multiple Assignment Randomized Trial (SMART)

Piotr Dworak, *University of Michigan*
Inbal Nahum-Shani, *University of Michigan*
Wen Chang, *University of Michigan*

The Use of a Calibration Sample in a Responsive Survey Design

David Wilson, *RTI International*
Jennifer Wine, *RTI International*
Bryan Shepherd

Predicting Completed Interviews in a National Panel Survey

Travis Pape, *U.S. Census Bureau*
Barbara C. O'Hare, *U.S. Census Bureau*
James Lawrence, *U.S. Census Bureau*

Exploring the Impact of Design Choices on Propensity Model Performance and Stability

James Lawrence, *U.S. Census Bureau*
Barbara C. O'Hare, *U.S. Census Bureau*
Chandra Erdman, *U.S. Census Bureau*
Travis Pape, *U.S. Census Bureau*

Concurrent Session E

Friday, May 15, 1:45 p.m. – 3:15 p.m.

Session 8

Coverage and Survey Participation

Moderator: Ahuva Jacobowitz, *NYC Department of Housing Preservation and Development*

Location: Diplomat Ballroom 5

The Common Cause Model, Coverage, and Key Outcomes from the National Crime Victimization Survey

Rachel Michelle Bray, *University of Maryland, JPSM; U.S. Census Bureau*

Are the Hard-to-Cover Also Less Likely to Respond?

Stephanie Eckman, *Institute for Employment Research*
Frauke Kreuter, *University of Maryland, JPSM*

Smartphone and Internet Coverage in the National Survey of Family Growth

Mick P. Couper, *University of Michigan*
Jennifer Kelley, *University of Michigan*
William G. Axinn, *University of Michigan*
Heidi Guyer, *University of Michigan*
James Wagner, *University of Michigan*
Brady T. West, *University of Michigan*

Exploring Nonresponse and Coverage in a Web Study

Ipek Bilgen, *NORC at the University of Chicago*
Michael J. Stern, *NORC at the University of Chicago*
David Sterrett, *NORC at the University of Chicago*

Demonstration Session #2

Friday, May 15, 3:15 p.m. – 4:15 p.m.

Location: Great Hall 4-6

Creating an Electronic Cognitive and Usability Testing Protocol: Decision-Making and Tradeoffs

Libby Snow, *NORC at the University of Chicago*
Rene Bautista, *NORC at the University of Chicago*

Poster Session 2

Friday, May 15, 3:15 p.m. – 4:15 p.m.

Location: Great Hall 4-6

Student Poster Competition Entries

1. **Reducing Skip Errors: Analysis of Visually Grouping Skip Patterns by Question Type**
   Rebecca J. Powell, *University of Nebraska-Lincoln*

2. **Cross-Cultural Perceptions of Youth: A Comparison Between the United States and Syria**
   Laura Allen, *University of Nebraska-Lincoln*

3. **Effects of the 2010 Haiti Earthquake on Haitian Public Opinion**
   Devin Van't Hof, *University of Nebraska*

4. **Relationship Between Key Estimates and Assent Comprehension in the National Survey of Youth in Custody**
   Maura Spiegelman, *Westat*

5. **Assessing Mental Health Care Disparity Using Behavioral Risk Factor Surveillance System Data**
   Jin Liu, *University of South Carolina-Columbia*
   Amy Z. Fan, *Centers for Disease Control and Prevention*

6. **"Screen and Go" Interviews and Broken Appointments in a National Survey: Trends and Implications**
   Maura Bardos, *University of Michigan*
   Heather Schroeder, *University of Michigan*
   Brady T. West, *University of Michigan*

7. **Reversed Spiral of Silence: A Case Study of Fang-Han Debate on the Outspokenness of Deviant Opinions on the Internet in China**
   Qian Liu, *City University of Hong Kong*

8. **The Benefits of an Increased Cellphone Allocation to Target Low Socioeconomic (SES) Persons**
   Jamie Ridenhour, *RTI International*
   Marcus Berzofsky, *RTI International*
   Bo Lu, *The Ohio State University*
   Caroline Blanton, *RTI International*
   G. Lance Couzens, *RTI International*
   Kimberly Peterson, *RTI International*
   Timothy Sahr, *The Ohio State University*
   Robert Ashmead, *The Ohio State University*
   Amy Ferketich, *The Ohio State University*
   Tom Duffy, *RTI International*

9. **Do Late, Reluctant Respondents Give Poor Data Quality?**
   Herschel Lisette Sanders, *University of Maryland*

10. **Framing the Conservative Case for Same-Sex Marriage: Atypical Republican Issue Advocacy and the Effects of "Conflicting Cue" Value Frames on Same-Sex Marriage Attitudes Within the Republican Party**
    Ashley A. Koning, *Rutgers University*

11. **Partisan Flocks: The Influence of Congregation on Vote Choice**
    Steven Andrew Snell, *Duke University*

12. **The Polarization of Global Climate Change Attitudes: Differential Effects of Comedy, Science and Political Media Content**
    Hyoyeun Jun, *University of Georgia*
    Hanyoung Kim, *University of Georgia*
    Michael A. Cacciatore, *University of Georgia*

13. **Measuring In-Partisan Premium vs. Out-Partisan Discount in Economic Perception**
    Ju Yeon Park, *New York University*

Poster Session 2

Friday, May 15, 3:15 p.m. – 4:15 p.m.

Location: Great Hall 4-6

Student Poster Competition Entries

14. Revisiting the Measurement of Partisanship - A Latent Trait Approach

Alexa Bankert, *Stony Brook University*
Leonie Huddy, *Stony Brook University*

15. Methodological Considerations in the Use of Name Generators and Interpreters

David E. Eagle, *Duke University*
Rae Jean Proeschold Bell, *Duke University*

16. Is Mandatory Drug-Testing for Welfare Recipients Grounded in Evidence or Public Sentiment?

Lillian Reed Walsh, *East Tennessee State University*
Nikki M. Bare, *East Tennessee State University*

17. Offline Data Collection in Sub-Saharan Africa Using SMS Surveys: Lessons Learned

Carsten Broich, *Sample Solutions*
Daniel Boonman, *Sample Solutions*

18. Can Labeling Participants in a Survey Cover Letter Affect Response Rates?

Jessica Jordan Sykes, *East Tennessee State University*
Kelly N. Foster, *East Tennessee State University*

19. Assessing the Influence of Importance Prompt and Box Size on Response to Open-Ended Questions in the Mixed-Mode Surveys: Evidence on Response Rate and Response Quality

Anil Kumar Chaudhary, *University of Florida*
Glenn Douglas Israel, *University of Florida*

20. Inconsistencies in Population Level Diabetes Data and Implications for Health Literacy

Sarah E. Lessem, *University of Wisconsin- Madison*

21. Linking Mindfulness to Social Desirability Bias: Do Mindful Respondents Tend to Give Socially Desirable Answers?

Ji Qi, *University of Michigan*
Ting Yan, *Westat*
Florian Keusch, *University of Mannheim*
James Lepkowski, *University of Michigan*
David L. Vannette, *Stanford University*

Poster Session 2

Friday, May 15, 3:15 p.m. – 4:15 p.m.

Location: Great Hall 4-6

Mini-Conference Posters

23. How Does Your Family Use Mobile Devices?: A Case Study on the Proxy Response

Vera Kurmlavage, *The Nielsen Company*
Kumar Rao, *The Nielsen Company*
Anh Thu Burks, *The Nielsen Company*
Jennifer Haskell, *The Nielsen Company*

24. How to Maintain an Internal Do Not Contact (DNC) List? Finding the Best Practices for Companies and Organizations

Yelena Pens, *The Nielsen Company*
Robert DeHaan, *The Nielsen Company*
Colin King, *The Nielsen Company*

25. Money Matters: How Financially Literate Are Our U.S. Teens?

David C. Miller, *American Institutes for Research*
Teresa Kroeger, *American Institutes for Research*

26. Comparing Methods for Correcting Nonresponse Bias in a School Climate Survey

Elisabeth Davis, *American Institutes for Research*
Daniel Harwell, *American Institutes for Research*
Samantha Neiman, *American Institutes for Research*
Sandy Eyster, *American Institutes for Research*

27. County Level Targeting in the 2014 Maryland Healthier Communities Survey (MHCS)

Marilyn I. Wilkinson, *Abt SRBI*
Rachel Martonik, *Abt SRBI*
Robert Fiedler, *Maryland Department of Health and Mental Hygiene*
Courtney Kennedy, *Abt SRBI*

28. Let's Talk About Sex: Achieving High Response Rates When Asking Teens About Sexual Behaviors

Meredith Kelsey, *Abt Associates*
René E. Nutter, *Decision Information Resources, Inc.*

29. Geographical Predictors of GPS-Based Survey Response Rates

Dara Seidl, *Abt SRBI*
Timothy Michalowski, *Abt SRBI*

30. A Novel Approach to Coding Qualitative Survey Responses in a Health Survey: Harnessing the Power of Natural Language Processing (NLP)

Andrew Hurwitz, *Mathematica Policy Research*
Jeremy Biggs, *Mathematica Policy Research*
Kate Dovgala, *Mathematica Policy Research*
Martha Kovac, *Mathematica Policy Research*

31. The Results Are Only as Good as the Sample: Assessing the Accuracy of Three National Physician Sampling Frames

Rachel Kogan, *Mathematica Policy Research*
Catherine DesRoches, *Mathematica Policy Research*
Kirsten Barrett, *Mathematica Policy Research*
Bonnie Harvey, *Mathematica Policy Research*
James Reschovsky, *Mathematica Policy Research*
Bruce Landon, *Harvard Medical School*
Steve Shortell, *University of California, Berkeley*
Lawrence Casalino, *Cornell University Medical School*
Eugene Rich, *Mathematica Policy Research*

32. Advancing Towards a Set of Best Practices in Managing Large Scale Qualitative Research Projects

Martha Stapleton, *Westat*
Darby Steiger, *Westat*

33. Mindfulness in the Survey Context: Who are Mindful and Who are Mindless?

Ting Yan, *Westat*
Florian Keusch, *University of Mannheim, Germany*
James Lepkowski, *University of Michigan*

Poster Session 2

Friday, May 15, 3:15 p.m. – 4:15 p.m.

Location: Great Hall 4-6

Mini-Conference Posters

34. Enough is Enough: The Optimal Number of Contacts for a Multi-Mode Survey

Stephanie A. Beauvais Dennig, *Westat*
Jocelyn Newsome, *Westat*
Kerry Levin, *Westat*
Brenda Schafer, *Internal Revenue Service*
Jose Colon de la Matta, *Internal Revenue Service*

35. Getting the Right Place in the Right Time: How Updates to a Survey Locating Section Created Efficiencies in Survey Completion Time and Data Quality

Natasha Janson, *RTI International*
Nicole M. Tate, *RTI International*
Jamie Wescott, *RTI International*

36. Who's Going Mobile: The Impact of Expanding an Established Web Survey to the Mobile Web

Nicole M. Tate, *RTI International*
Jordan P. Hudson, *RTI International*
Jeff W. Franklin, *RTI International*

37. Where Does the Platform Matter: The Impact of Geographic Clustering in Device Ownership and Internet Access in Web Surveys

Ilana Ventura, *NORC at the University of Chicago*
Ned English, *NORC at the University of Chicago*
Ipek Bilgen, *NORC at the University of Chicago*
Michael Stern, *NORC at the University of Chicago*

38. An App to Facilitate Real Time Reporting of Interviewer Activities: Revelations and Outcomes

Catherine C. Haggerty, *NORC University of Chicago*
Kymn Kochanek, *NORC University of Chicago*
Micah R. Sjoblom, *NORC University of Chicago*

39. The Immigration Issue in Mexican Public Opinion: How Do They See Us? How Do We See Them?

Francisco Abundis Luna, *Parametria S.A. de C.V.*
Jose Alberto Vera Mendoza, *Parametria S.A. de C.V.*
Diana Paola Penagos Vasquez, *Parametria S.A. de C.V.*

40. Innovations in Registration Based Sampling for Public Opinion Research

Jonathan Robinson, *Catalist, LLC*

41. Forecasting in Low Information Elections: Evaluating an Election Forecasting Model which Aggregates Across Countries to Other Approaches

Julia Clark, *Ipsos Public Affairs*
Clifford Young, *Ipsos Public Affairs*
Neale El-Dash, *Sleek Data*

42. Building a Robust Methodology to Measure Media Ratings Through Mobile Phones

Max Richman, *GeoPoll*
King Beach, *GeoPoll*
Jamal Boubakri, *GeoPoll*
Roxana Elliott, *GeoPoll*

43. Experimenting with Advance Text Messages for Increasing Response Rates in an Australian RDD Mobile Frame Health Survey

Darren W. Pennay, *The Social Research Centre Pty Ltd*
Paul J. Lavrakas, *Independent Consultant*

44. Testing the Effect of an Email Reminder to Reduce Breakoff Rates in the American Community Survey's Internet Data Collection Mode

Rachel Horwitz, *U.S. Census Bureau*
Mary Frances Zelenak, *U.S. Census Bureau*

45. Effects of Acculturation on Question Comprehension

Marina Stavrakantonaki, *University of Illinois at Chicago*
Timothy P. Johnson, *University of Illinois at Chicago*
Allyson L. Holbrook, *University of Illinois at Chicago*
Young Ik Cho, *University of Wisconsin-Milwaukee*
Sharon Shavitt, *University of Illinois at Urbana/Champaign*
Saul Weiner, *University of Illinois at Chicago*
Noel Chavez, *University of Illinois at Chicago*

Poster Session 2

Friday, May 15, 3:15 p.m. – 4:15 p.m.

Location: Great Hall 4-6

Mini-Conference Posters

46. Is One More Reminder Worth It? If So, Pick Up the Phone: Findings From a Web Survey

Lisa Lin-Freeman, *IMPAQ International*

47. Representativeness of a Mixed-Mode Panel Across Time: Evidence from the GESIS Panel

Michael Bosnjak, *GESIS - Leibniz Institute for the Social Sciences*
Tobias Enderle, *GESIS - Leibniz Institute for the Social Sciences*
Klaus Pforr, *GESIS - Leibniz Institute for the Social Sciences*

48. Measures of Sleep: Methodologies, Potential Measurement Error and New Measurement Techniques

Heidi Guyer, *University of Michigan*

49. Comparing Manual and Automated Industry and Occupation Coding: Accuracy and Cost from the Perspective of the California Health Interview Survey

David Grant, *UCLA Center for Health Policy Research*
Royce Park, *UCLA Center for Health Policy Research*
Matthew Jans, *UCLA Center for Health Policy Research*
John Rauch, *Westat*
Marisol Frausto, *UCLA Center for Health Policy Research*

50. Top of the Mind or Cognitive Probing--Assessing Survey Data Quality in a Survey to Identify the Unmet Civil Legal Needs of Hard to Reach Low Income Households

Danna L. Moore, *Social and Economic Sciences Research Center*
Arina Gertseva, *Social and Economic Sciences Research Center*
Nathan Palmer, *Social and Economic Sciences Research Center*

51. Interview Quality in In-Depth Interviews: Findings from CDC's iQual Insight Study

Alisu Schoua-Glusberg, *Research Support Services*
Katherine Kenward, *Research Support Services*
Susan Berkowitz, *Impaq International*
Elizabeth Gall, *Impaq International*
James W. Carey, *Centers for Disease Control*

52. Using Paradata to Predict Mobile Usage in Online Surveys

Kristin L. Cavallaro, *SSI*

53. The Effect of Providing Think-Aloud Examples and Practice on Cognitive Interviewing in Nepal

Kristen Cibelli Hibben, *University of Michigan*
Jennifer Kelley, *University of Michigan*
Ting Yan, *Westat*

54. Patterns of NonResponse to Health, Diet and Exercise Measures Conditioned on Body Mass Index

Rossi Dobrikova, *Experian Marketing Services*
Josephine Leonard, *Experian Marketing Services*
Jennifer Bouterse, *Experian Marketing Services*

55. Using Pre-Incentives to Increase BRFSS Response Rates

Piper Jean DuBray, *ICF International*
Jessie Hammond, *Vermont Department of Health*

56. Zeroing In On Critical Respondents: Effectiveness of the Census Bureau's Low Response Score in Recruitment for a Media Measurement Panel

Jeffrey W. Shand-Lubbers, *GfK*
Chuck Shuttles, *GfK*

57. Modeling Uninsurance Estimates at the County Level

Joanna Turner, *University of Minnesota, SHADAC*
Peter Graven, *Oregon Health & Science University*
Brett Fried, *University of Minnesota, SHADAC*
Donna Spencer, *University of Minnesota, SHADAC*
Kathleen Call, *University of Minnesota, SHADAC*

Concurrent Session F

Friday, May 15, 4:15 p.m. – 5:45 p.m.

Session 1

Mini Conference Panel: Says Who? Effects of Survey Sampling Methods on Respondent Characteristics and Survey Findings

Organizer and Moderator: Elizabeth M. Nichols, *U.S. Census Bureau*

Location: Regency Ballroom 2

A Census-Affinity Nonprobability Panel: Uptake and Characteristics of the Participants

Jennifer Hunter Childs, *U.S. Census Bureau*
Elizabeth M. Nichols, *U.S. Census Bureau*
Kathleen Kephart, *U.S. Census Bureau*

Building a Quality Nonprobability Panel: Methods, Problems and Doing It All Innovatively

Annie Pettit, *Peanut Labs*

Non-Probability Surveys Online: Does "Empanelment" Affect Results?

Sarah Cho, *SurveyMonkey*
Noble Kuriakose, *SurveyMonkey*

Context Clues: The Impact of Questionnaire Content on Self-Selection Bias and Context Effects in a Probability-Based Sample

Casey Eggleston, *U.S. Census Bureau*

Selected or Self-Selected? Part 1: A Comparison of Methods for Reducing the Impact of Self-Selection Biases from Non-Probability Surveys

David J. Dutwin, *SSRS*
Trent D. Buskirk, *Marketing Systems Group*

Selected of Self-Selected? Part 2: Exploring Non-Probability and Probability Samples from Response Propensities to Participant Profiles to Outcome Distributions

Trent D. Buskirk, *Marketing Systems Group*
David J. Dutwin, *SSRS*

Session 2

Novel Uses of Social Media for Survey Application

Moderator: Joanne Binette, *AARP*

Location: Regency Ballroom 1

How We Data Mined Social Media to Predict the World's Largest Music Poll

David Quach, *The Nielsen Company*

Linking Individuals' Twitter Data with Survey Data: Challenges and Approaches

Ellen Wagner, *University of Michigan*
Josh Pasek, *University of Michigan*
Darren Stevenson, *University of Michigan*

Putting Social Media Data in a Probability Frame Context

Edward Paul Johnson, *Survey Sampling International*
Lisa M. Drew, *Two.42.Solutions*
Mohammad Hamid, *Two4.2.Solutions*

Can We Leverage Facebook's Social Structures for Survey Recruitment?

Thomas M. Guterbock, *University of Virginia Center for Survey Research*
Rupa S. Valdez, *University of Virginia Department of Public Health Sciences*
Deborah L. Rexrode, *University of Virginia Center for Survey Research*
Ishan C. Williams, *University of Virginia School of Nursing*

How Important is the Visual?: Differences in Click-Through Rates for Social Media Ads Using Various Visuals

Ashley M. Schaad, *ICF International*
Rikki Welch, *ICF International*

Concurrent Session F

Friday, May 15, 4:15 p.m. – 5:45 p.m.

Session 3

Building Better Election Polls

Moderator: Mark A. Schulman, *Abt SRBI*

Location: Diplomat Ballroom 3

It's My Party: Comparing Actual Party Registration, Self-Reported Registration and Self-Identification

Steven M. Koczela, *The MassINC Polling Group*
Richard Parr, *The MassINC Polling Group*

Again and Again and Again: Dynamic Bayesian Forecasting of Election Polling Data

Robert A. Petrin, *Ipsos Public Affairs*
Alan Roshwalb, *Ipsos Public Affairs*
Neale El-Dash, *Sleek Data*
Marcus Maher, *Ipsos Public Affairs*

Model Based Inference using RBS Survey, Machine Learning and Voter List

Masahiko Aida, *Civis Analytics*

Does Candidate Order Matter? Impact of Matching Ballot Order on Pre-Election Poll Accuracy

Scott Clement, *The Washington Post; University of Maryland, JPSM*
Jon A. Krosnick, *Stanford University*

Early Voting Effects on Pre-Election Poll Estimates

Michael P. McDonald, *University of Florida*
Michael Martinez, *University of Florida*
Christopher McCarty, *University of Florida*
Daniel Smith, *University of Florida*

The Timeline of Elections: A Comparative Perspective

Christopher Wlezien, *University of Texas at Austin*
Will Jennings, *University of Southampton*

Session 4

Reducing "Grid"-Lock: Advances in Formatting Questions in Grids Versus Alternative Formats

Moderator: Paul C. Beatty, *U.S. Census Bureau*

Location: Regency Ballroom 3

Gridlocked: The Impact of Adapting Survey Grids for Smartphones

Ashley Richards, *RTI International*
Rebecca Powell, *RTI International*
Joe Murphy, *RTI International*
Shengchao Yu, *New York City Department of Health and Mental Hygiene*
Mai Nguyen, *RTI International*

Grids and Online Panels: A Comparison of Device Type from a Survey Quality Perspective

Mengyang Wang, *University of Nebraska–Lincoln*
Allan L. McCutcheon, *University of Nebraska–Lincoln*
Laura Allen, *University of Nebraska–Lincoln*

The Effects of Grids on Web Surveys Completed with Mobile Devices

David Sterrett, *NORC at the University of Chicago*
Michael J. Stern, *NORC at the University of Chicago*
Gwendolyn Rugg, *Cultural Policy Center at the University of Chicago*
Ethan Raker, *Columbia University*
Jiwon Baek, *Yonsei University*
Ipek Bilgen, *NORC at the University of Chicago*

Beyond the Yes-No Grid: Expanding Consideration of Events Leads to Higher Endorsement

Randall K. Thomas, *GfK Custom Research*
Frances M. Barlas, *GfK Custom Research*

Using Grids Versus Mark All that Apply in a 2014 National Mail Survey

Danielle Battle, *American Institutes for Research*
Brett Bejcek, *The Ohio State University*
Mahi Megra, *American Institutes for Research*

Concurrent Session F

Friday, May 15, 4:15 p.m. – 5:45 p.m.

Session 5

Sensitivity, Privacy and IRBs

Moderator: Timothy Triplett, *Urban Institute*

Location: Diplomat Ballroom 1

Overzealous Institutional Review Boards vs. Frustrated Academic Researchers

Don A. Dillman, *Washington State University*

A Qualitative and Quantitative Exploration of the Use of Text Messaging and Emailing on Perceptions of Privacy and Confidentiality

Jessica L. Holzberg, *U.S. Census Bureau*
Aleia Clark Fobia, *U.S. Census Bureau*
Ryan King, *U.S. Census Bureau*
Jennifer Hunter Childs, *U.S. Census Bureau*

The Value of Personal Information and Privacy: Evidence from Discrete Choice Surveys

Sarah Butler, *NERA Economic Consulting*
Garrett Glasgow, *NERA Economic Consulting*

Measuring Sensitivity

Robin Kaplan, *Bureau of Labor Statistics*
Erica Yu, *Bureau of Labor Statistics*

Reassessing and Communicating Concepts of Value and Risk Associated with Survey Data Quality

John L. Eltinge, *U.S. Bureau of Labor Statistics*

Disclosure Avoidance Techniques at the U.S. Census Bureau: Current Practices and Research

Amy Lauger, *U.S. Census Bureau*
Billy Wisniewski, *U.S. Census Bureau*
Laura McKenna, *U.S. Census Bureau*

Session 6

Monitoring and Evaluating Survey Quality

Moderator: Daniel G. Harwell, *American Institutes for Research*

Location: Diplomat Ballroom 2

Establishment of a Quality Management Program: Strategies and Challenges to Implementation

Robyn Sirkis, *USDA National Agricultural Statistics Service*
Pamela McGovern, *USDA National Agricultural Statistics Service*

A New Computational Tool to Detect Random Responses in Surveys

Delia Dumitrescu, *University of Gothenburg*
Johan Martinsson, *University of Gothenburg*
Sebastian Lundmark, *University of Gothenburg*
Razvan Gurau, *CPHT, Ecole Polytechnique*

A Demographic Data Quality Monitoring System at the U.S. Census Bureau

Rachel Bray, *U.S. Census Bureau*
Adriana Hernandez Viver, *U.S. Census Bureau*

Alternative Data Quality Indicators and Tools to Guide Adaptive Design

Debra L. Wright, *Mathematica Policy Research*
Amang Sukasih, *Mathematica Policy Research*
Michael Sinclair, *Mathematica Policy Research*
Shilpa Khambhati, *Mathematica Policy Research*
Brendan Kirwan, *Mathematica Policy Research*

Explaining Variation in Monitors' Detection of Interviewing Errors in Telephone Surveys

Doug Currivan, *RTI International*
Paul Biemer, *RTI International*
Tamara Terry, *RTI International*
Gordon Brown, *RTI International*

Concurrent Session F

Friday, May 15, 4:15 p.m. – 5:45 p.m.

Session 7

Panel: Public Opinion and Energy Policy: Pipelines, Nuclear Power and Fracking

Organizer: Timothy B. Gravelle, *University of Essex*

Moderator: Geoffrey Feinberg, *Yale University*

Location: Diplomat Ballroom 4

Framing Trans-Border Energy Transportation: Media's Impact on Public Opinion

Andrea Lawlor, *King's University College, Western University*

Framing and the Pipeline: Analyzing the Persuasiveness of Arguments For and Against the Keystone XL Energy Pipeline in Canada and the United States

Erick Lachapelle, *Université de Montréal*
Timothy B. Gravelle, *University of Essex*
Christopher Borick, *Muhlenberg College*

Energy Knowledge as a Predictor of Attitudes toward Nuclear Power

Joe Murphy, *RTI International*
Brian Southwell, *RTI International*
Sarah Parvanta, *RTI International*

Same Old NIMBY Phenomenon? The Effect of Proximity on Americans' Perceptions about Hydrofracking

Matthew Barnes, *West Virginia University*

Developing and Testing a Framework for Understanding Public Support of "Fracking"

Jessica Alcorn, *Indiana University*
Olga Schenk, *Indiana University*
John D. Graham, *Indiana University*
John Rupp, *Indiana University*
Sanya Carley, *Indiana University*
Michelle Lee, *Indiana University*
Yu Zhang, *Indiana University*
Ashley Clark, *Indiana University*

Session 8

Methodological Briefs: I'll Do Anything for a Better Response Rate

Moderator: Dawn V. Nelson, *U.S. Census Bureau*

Location: Diplomat Ballroom 5

Using the Study Sponsor Name in CATI Introductions: Effects on Call Outcomes and Eligibility Rates

Mehera Baugher, *Abt SRBI*
Martina Smith, *Abt SRBI*
Kelly Daley, *Abt SRBI*

Does a Pre-Notice Letter Affect Response in the Internet Collection Mode in the American Community Survey?

Padraic A. Murphy, *U.S. Census Bureau*
Andrew W. Roberts, *U.S. Census Bureau*

The Effects of Persuasion Messages in the Advance Letter

Cong Ye, *American Institutes for Research*

Formal or Friendly: Does Messaging Style Impact Survey Response?

Kerry Y. Levin, *Westat*
Jocelyn Newsome, *Westat*
Stephanie Beauvais Dennig, *Westat*
Brenda Schafer, *Internal Revenue Service*
Pat Langetieg, *Internal Revenue Service*
Melissa Vigil, *Internal Revenue Service*
Michael Sebastiani, *Internal Revenue Service*

Maximum Bang for Minimum Buck: Using Complex Incentive Targeting Strategies to Improve Panel Compliance

Darin D. Harm, *The Nielsen Company*
Christine Heiss, *The Nielsen Company*

Concurrent Session F

Friday, May 15, 4:15 p.m. – 5:45 p.m.

Session 8 (continued)

Methodological Briefs: I'll Do Anything for a Better Response Rate

Can a Magnet Attract Respondents? Incentive Type and Monetary Value Effects in an RDD Survey

Matt Jans, *UCLA Center for Health Policy Research*
John Rauch, *Westat*
Sherman Edwards, *Westat*
David Grant, *UCLA Center for Health Policy Research*
Royce Park, *UCLA Center for Health Policy Research*

Investigating the Relationship Between Nonmonetary Incentives, Questionnaire Length and Response Rates in a Physician Survey

Eric Jamoom, *National Center for Health Statistics*
Paul C. Beatty, *Bureau of Census*

A Response Rate That Was Too Good to be True: Detecting and Explaining Fraud in a Pharmacy Based Consumer Web Survey

Peter Batra, *College of Pharmacy University of Michigan*

Finding the Best Time to Make Contact Attempts for Face-to-Face Interviews

Dato Tsabutashvili, *Gallup*
Neli Esipova, *Gallup*

AAPOR Day-at-a-Glance

Saturday, May 16

Time	Event		Location
7:00 a.m. – 8:00 a.m.	**Fun Run/Walk** (Check in at 6:30 a.m.) *Sponsored by* nielsen		Southside of pool by beach entrance
7:00 a.m. – 8:00 a.m.	**Committee Meetings**		
	AAPOR History Committee		Conference Room 220
	Investment Comittee		Conference Room 319
	Standards Committee		Conference Room 212-213
7:00 a.m. – 2:00 p.m.	**Exhibit Hall Open**		Great Hall 4-6
7:00 a.m. – 8:00 a.m.	**Continental Breakfast in the Exhibit Hall**		Great Hall 4-6
7:30 a.m. – 3:00 p.m.	**AAPOR Registration Desk Open**		Great Hall Registration
8:00 a.m. – 9:30 a.m.	**Concurrent Sessions G**		
	Session 1:	**Mini-Conference: Combining Probability and Non-Probability Samples**	Regency Ballroom 2
	Session 2:	**Incentive Effects**	Regency Ballroom 1
	Session 3:	**Evaluating Polling Accuracy**	Diplomat Ballroom 3
	Session 4:	**The Most Important Problem: Immigration or Energy?**	Regency Ballroom 3
	Session 5:	**Surveying Children and Teens**	Diplomat Ballroom 1
	Session 6:	**Field Effects, Survey Participation and Data Quality**	Diplomat Ballroom 2
	Session 7:	**Multi-Mode Surveys Minimizing Cost While Maintaining Quality**	Diplomat Ballroom 4
	Session 8:	**Twitter Data for Social Research: Empirical Evidence**	Diplomat Ballroom 5
9:30 a.m. – 10:00 a.m.	**Beverage Break in the Exhibit Hall** *Sponsored by* RTI INTERNATIONAL		Great Hall 4-6
10:00 a.m. – 11:30 a.m.	**Concurrent Sessions H**		
	Session 1:	**Mini-Conference: Matching and Weighting Opt-In Panels**	Regency Ballroom 2
	Session 2:	**Computer-Administered Self-Interviewing (CASI): Impact of Setting, Interviewer and Voice Characteristics**	Regency Ballroom 1
	Session 3:	**Building and Evaluating Likely Voter Models**	Diplomat Ballroom 3
	Session 4:	**Freedom and Other Hot Topics in Public Opinion**	Regency Ballroom 3
	Session 5:	**Professional Development Panel: Training for Survey Research: Who We Need? Where We Train Them? And, How Are We Going to Fill the Jobs of the Future?**	Diplomat Ballroom 1
	Session 6:	**Weighting and Imputation**	Diplomat Ballroom 2
	Session 7:	**Methodological Briefs: Online Surveying and Recruiting - Recent Developments and Technological Innovations**	Diplomat Ballroom 4
	Session 8:	**Mobile Effects in Panel Surveys**	Diplomat Ballroom 5

AAPOR Day-at-a-Glance

Saturday, May 16

Time	Event		Location
11:45 a.m. – 1:00 p.m.	**Committee Meetings**		
	Communications Committee		Conference Room 214
	Education Committee		Conference Room 319
	Membership and Chapter Relations – Chapter Reps		Conference Room 212-213
	AASRO Luncheon		Conference Room 312-313
11:45 a.m. – 1:00 p.m.	**Luncheon and Activities Awards Ceremony**		Great Hall 1-3
12:45 p.m. – 2:15 p.m.	**Speed Networking Session 2**		Conference Room 307
1:00 p.m. – 2:00 p.m.	**Dessert Reception in the Exhibit Hall**		Great Hall 4-6
	"Meet the Author" Session #3 **2015 AAPOR Book Award Winner** Ed.: Peter V Marsden *Social Trends in American Life: Findings from the General Social Survey since 1972* (Princeton University Press, 2012)		
	Demonstration Session #3: "How to" Texas Hold'em Beginners Demo		
	Poster Session #3		
2:15 p.m. – 3:45 p.m.	**Concurrent Sessions I**		
	Session 1:	**Mini-Conference Panel: AAPOR Big Data Task Force Panel**	Regency Ballroom 2
	Session 2	**Mode Effects**	Regency Ballroom 1
	Session 3:	**Scrub-A-Dub: Telephone Sampling Scrubbing and Working Rates**	Diplomat Ballroom 3
	Session 4:	**Media Influence on Public Opinion**	Regency Ballroom 3
	Session 5:	**Cultural Consideration of Interviewing in Africa and the Middle East**	Diplomat Ballroom 1
	Session 6:	**Panel Survey Refinements**	Diplomat Ballroom 2
	Session 7:	**Panel: Interviewer-Respondent Interactions in a Total Survey Error Framework**	Diplomat Ballroom 4
	Session 8:	**Experimenting and Developing Mobile Device Questionnaires**	Diplomat Ballroom 5
4:00 p.m. – 6:00 p.m.	**Membership & Business Meeting**		Regency Ballroom 2
6:30 p.m. – 7:30 p.m.	**President's Reception** *Sponsored by* Marketing Systems Group		Great Hall 1-2 Foyer
7:30 p.m. – 10:00 p.m.	**Awards Banquet** *Sponsored by*		Great Hall 1-3
10:00 p.m. – 1:00 a.m.	**Casino Night and Texas Hold'em Charity Poker Tournament**		Great Hall 5

Concurrent Session G

Saturday, May 16, 8:00 a.m. – 9:30 a.m.

Session 1

Mini-Conference: Combining Probability and Non-Probability Samples

Moderator: Brady T. West, *University of Michigan-Ann Arbor*

Location: Regency Ballroom 2

Combining a Probability Based Telephone Sample with an Opt-in Web Panel

Randal ZuWallack, *ICF International*
James Dayton, *ICF International*
Naomi Freedner-Maguire, *ICF International*
Katherine J. Karriker-Jaffe, *Alcohol Research Group*
Thomas K. Greenfield, *Alcohol Research Group*

Fit for Purpose: Supplementing RDD Surveys with Online Opt-In Panels

Robert P. Agans, *University of North Carolina at Chapel Hill*

A Comparison of Online Panels with GSS and ANES Data

Elizabeth S. Zack, *Indiana University*
John M. Kennedy, *Indiana University*

Can a Non-Probability Sample Be Used to Measure Emerging Tobacco Product Use Among Young Adults?

James J. Dayton, *ICF International*
Tala Fakhouri, *ICF International*

Evaluating a Propensity Score Adjustment for Combining Probability and Non-Probability Samples in a National Survey

Kurt R. Peters, *ICF International*
Heather Driscoll, *ICF International*
Pedro Saavedra, *ICF International*

Session 2

Incentive Effects

Moderator: Ryan Hubbard, *Westat*

Location: Regency Ballroom 1

Non-Monetary Incentives Related to the Survey Topic and Survey Participation

Nicholas Ruther, *Abt SRBI*
Dianne Rucinski, *Abt SRBI*
David P. Eisenman, *UCLA; Los Angeles City Dept of Public Health*

The Effect of Large Monetary Incentives on Survey Completion Costs: Evidence from a Randomized Experiment

Maximilian Schmeiser, *Federal Reserve Board*
Joanne Hsu, *Federal Reserve Board*
Catherine C. Haggerty, *NORC at the University of Chicago*
Shannon Nelson, *NORC at the University of Chicago*

The Effectiveness of Using Prepaid Incentives in a Mixed-Mode Survey

Linda S. Mendenko, *Mathematica Policy Reserach*
Heinrich Hoch, *Mathematica Policy Research*
Priyanka Anand, *Mathematica Policy Research*
Rebecca DiGiuseppe, *Mathematica Policy Research*
Ryan McInerney, *Mathematica Policy Research*

Preliminary Results from an Incentive Experiment for Ohio PRAMS

Marilyn I. Wilkinson, *Abt SRBI*
Rebecca Devlin, *Abt SRBI*
Melissa VonderBrink, *Ohio Department of Health*
Connie Geidenberger, *Ohio Department of Health*
Katie Labrecque, *Abt SRBI*

Concurrent Session G

Saturday, May 16, 8:00 a.m. – 9:30 a.m.

Session 2 (continued)

Incentive Effects

Are Incentive Effects on Response Rates and Nonresponse Bias in Large-Scale, Face-to-Face Surveys Generalizable to Germany? Evidence from Ten Experiments

Klaus Pforr, *GESIS – Leibniz-Institute for the Social Sciences*
Michael Blohm, *GESIS – Leibniz-Institute for the Social Sciences*
Annelies G. Blom, *University of Mannheim*
Barbara Erdel, *German Federal Employment Agency*
Barbara Felderer, *University of Mannheim*
Mathis Fräßdorf, *DIW Berlin*
Kristin Hajek, *Ludwig-Maximilians-Universität München*
Susanne Helmschrott, *University of Mannheim*
Corinna Kleinert, *Institut für Arbeits- und Berufsforschung*
Achim Koch, *GESIS – Leibniz-Institute for the Social Sciences*
Ulrich Krieger, *University of Mannheim*
Martin Kroh, *DIW Berlin*
Silke Martin, *GESIS – Leibniz-Institute for the Social Sciences*
Denise Saßenroth, *DIW Berlin*
Claudia Schmiedeberg, *Ludwig-Maximilians-Universität München*
Eva-Maria Trüdinger, *Universität Stuttgart*
Beatrice Rammstedt, *GESIS – Leibniz-Institute for the Social Sciences*

Incentive Use Tracking and the Effect of Incentives on Interview Completion for the General Social Survey

Beth Fisher, *NORC at the University of Chicago*
Michael Buha, *NORC at the University of Chicago*

Session 3

Evaluating Polling Accuracy

Moderator: Mary McDougall, *CfMC Survox Solutions*

Location: Diplomat Ballroom 3

Evaluation of Mid-Term Election Polling in Georgia

Seth Brohinsky, *Abt SRBI*
Dean Williams, *Abt SRBI*
Courtney Kennedy, *Abt SRBI*

Sources of Error in the 2014 Midterm Pre-Election Polls

Natalie Jackson, *Huffington Post/Pollster.com*
Mark Blumenthal, *Huffington Post/Pollster.com*

Judging The Accuracy of Public Opinion Polls in Referendums

Thomas R. Marshall, *University of Texas at Arlington*

Measurements and Determinants of Polling Accuracy: Comparing Measures of Accuracy and Assessing Effects of Polling Practices

Jacob Sohlberg, *University of Gothenburg, Department of Political Science*
Mikael Gilljam, *University of Gothenburg, Department of Political Science*

Evaluation of Methods for Polling Third Party Candidates

Joseph W. Lenski, *Edison Research*
Randy Brown, *Edison Research*

What Happened in North Carolina? The 2014 Elections Through the Lens of the High Point University Poll

Martin J. Kifer, *High Point University*
Brian McDonald, *High Point University*

Concurrent Session G

Saturday, May 16, 8:00 a.m. – 9:30 a.m.

Session 4

The Most Important Problem: Immigration or Energy?

Moderator: Larry Luskin, *ICF International*

Location: Regency Ballroom 3

Problems with the "Most Important Problem Question:" How Question Wording and Format Impact the American Public's Priorities

Trevor Tompson, *NORC at the University of Chicago*
David Sterrett, *NORC at the University of Chicago*
Jennifer Benz, *NORC at the University of Chicago*
Dan Malato, *NORC at the University of Chicago*
Becky Reimer, *NORC at the University of Chicago*
Emily Alvarez, *NORC at the University of Chicago*
Nicole Willcoxon, *NORC at the University of Chicago*

Contact, Contexts, and Public Attitudes Toward Illegal Immigration

Timothy B. Gravelle, *University of Essex*

Beyond Innumeracy: Examining Qualitative Misperceptions About Immigrants in Finland

Daniel E. Herda, *Merrimack College*

Visual Framing of Unconventional Energy: How Support Shapes Interpretations of Environmental Risk and Economic Opportunity

Erik P. Bucy, *Texas Tech University*
Amber Krause, *Texas Tech University*
Matthew Van Dyke, *Texas Tech University*
Andy King, *Texas Tech University*
Melanie Sarge, *Texas Tech University*

Session 5

Surveying Children and Teens

Moderator: Dianne Rucinski, *Abt SRBI*

Location: Diplomat Ballroom 1

A New Tool to Collect Ego-Centered Network Data in Online Surveys

Tobias H. Stark, *Utrecht University*
Jon Krosnick, *Stanford University*

Luck of the Draw: A Comparison of Probability-Based Samples for Youth

Jennifer Cantrell, *American Legacy Foundation*
Elizabeth C. Hair, *American Legacy Foundation*
Valerie Williams, *American Legacy Foundation*
Alexandria A. Smith, *American Legacy Foundation*
Randall K. Thomas, *GfK*
Donna M. Vallone, *American Legacy Foundation*

Does Modality Matter? Comparing Smoking Behavior Among 18-21 Year Olds Across Online, In-Person and Telephone Surveys

Peter Messeri, *Mailman School of Public Health, Columbia University*
Jennifer Cantrell, *American Legacy Foundation*
Valerie Williams, *American Legacy Foundation*
Haijun Xiao, *American Legacy Foundation*
Alexandria Smith, *American Legacy Foundation*
Paul Mowery, *Biostatistics, Inc*
Donna Vallone, *American Legacy Foundation*

Implementing a Large Scale Population-Based Youth Online Health Survey in a Non-School Setting

Amy Kristen Leite Bennett, *Hennepin County Public Health Department*
Mei Ding, *Hennepin County Public Health Department*
David C. Johnson, *Hennepin County Public Health Department*
Urban Landreman, *Hennepin County Public Health Department*
Komal Mehrotra, *Hennepin County Public Health Department*
Emily Thompson, *Hennepin County Public Health Department*

Concurrent Session G

Saturday, May 16, 8:00 a.m. – 9:30 a.m.

Session 5 (continued)

Surveying Children and Teens (continued)

Discrimination and Digital Abuse Among Socially Networked Teenagers and Young Adults in the United States

Emily R. Alvarez, *NORC at the University of Chicago*
Jennifer Benz, *NORC at the University of Chicago*
Trevor Tompson, *NORC at the University of Chicago*
Jennifer Agiesta, *Associated Press*

Testing Alternative Methods to Enhance the Validity and Feasibility of Internet Based Research Among Children and Their Parents

Keisha Miles, *Institute for Survey Research - Temple University*
Rachel Teneralli, *The Children's Hospital of Philadelphia*
Heidi Gunwald, *Institute for Survey Research - Temple University*
Nina Hoe, *Institute for Survey Research - Temple University*

Session 6

Field Effects, Survey Participation and Data Quality

Moderator: Carla Jackson, *Abt SRBI*

Location: Diplomat Ballroom 2

Evaluating Two Differential Survey Treatment Strategies

Gerry Dirksz, *Experian Marketing Services*
Karen Swift, *Experian Marketing Services*
Pat Pellegrini, *Experian Marketing Services*
Charlie Palit, *University of Wisconsin*
Christine Kudisch, *Experian Marketing Services*
David Lustig, *Experian Marketing Services*

Fieldwork Effort, Response Rate and the Distribution of Survey Outcomes: A Multi-Level Meta-Analysis

Patrick Sturgis, *University of Southampton*
Ian Brunton-Smith, *University of Surrey*
Joel Williams, *TNS-BMRB*

Is it Worth the Effort? Contact Attempts and Nonresponse Bias Reduction in a Large-Scale Cross-National Survey

Tanja Kunz, *Darmstadt University of Technology*
Marek Fuchs, *Darmstadt University of Technology*

The Workload, Effort, and Quality Associated with Collecting Data on Vacant American Community Survey Addresses

Gina K. Walejko, *U.S. Census Bureau*

Towards Determining an Optimal Contact Attempt Threshold for a Large-Scale Personal Visit Survey

Adam Safir, *U.S. Bureau of Labor Statistics*
Lucilla Tan, *U.S. Bureau of Labor Statistics*

Concurrent Session G

Saturday, May 16, 8:00 a.m. – 9:30 a.m.

Session 7

Multi-Mode Surveys Minimizing Cost While Maintaining Quality

Moderator: Martin Wulfe, *MWulf Consulting*

Location: Diplomat Ballroom 4

Telephone Prompting to Obtain Survey Participation via Less Expensive Modes: Results from an Experiment in a Nationally Representative Mixed-Mode Establishment Survey

Lauren D. Harris-Kojetin, *National Center for Health Statistics*
Manisha Sengupta, *National Center for Health Statistics*
Melissa Hobbs, *RTI International*
Angela Greene, *RTI International*
Vincent Rome, *National Center for Health Statistics*

Knowing When to Stop: Evaluating First 5 LA Family Survey Data Based on Data Collection Mode and Difficulty to Complete an Interview

Andrea Mayfield, *NORC at the University of Chicago*
Ying Li, *NORC at the University of Chicago*
Alicia Frasier, *NORC at the University of Chicago*
Ned English, *NORC at the University of Chicago*
Jeni Vanicek, *NORC at the University of Chicago*
Joelle Greene, *Harder+Company Community Research*
Melinda Leidy, *First 5 LA*

Assessing Differences in Web versus Telephone Survey/Interview Respondents and Responses in a Multimode Survey among a Low Eligibility Population

Michael J. Stern, *NORC at the University of Chicago*
Zhen Zhao, *Centers for Disease Control*
Meena Khare, *National Center for Health Statistics*
Holly Hill, *Centers for Disease Control*
Sarah Reagan-Steiner, *Centers for Disease Control*
David Yankey, *Centers for Disease Control*

Benefits and Challenges of Web Surveys in Mix-Mode Designs: Demographic and Data Quality Differences Across Modes in Survey of Households Recovering From Superstorm Sandy

David Sterrett, *NORC at the University of Chicago*
Dan Malato, *NORC at the University of Chicago*
Michael J. Stern, *NORC at the University of Chicago*
Trevor Tompson, *NORC at the University of Chicago*
Jennifer Benz, *NORC at the University of Chicago*
Becky Reimer, *NORC at the University of Chicago*

Mixed-Mode Experiment - Evaluation of Effects on Data Quality, Response Rates and Cost Reduction

Mikaela Johanna Jarnbert, *Statistics Sweden*
Johan Eklund, *Statistics Sweden*

SAPOR Student Paper Winner

Panel Attrition: What's Sex Got to Do With It?

Laura L. Frankel, *Duke University*

Concurrent Session G

Saturday, May 16, 8:00 a.m. – 9:30 a.m.

Session 8

Panel: Twitter Data for Social Research: Empirical Evidence

Organizer and Moderator: Josh Pasek, *University of Michigan*

Discussant: Michael Stern, *NORC at the University of Chicago*

Location: Diplomat Ballroom 5

Total Twitter Error? A Discussion of Surveys and Twitter for Examining Attitudes toward Marijuana Legalization

Yuli Patrick Hsieh, *RTI International*
Joe Murphy, *RTI International*

Using Twitter Data to Calibrate Retrospective Assessments in Surveys

Josh Pasek, *University of Michigan*
Elizabeth Hou, *University of Michigan*
Michael F. Schober, *New School for Social Research*
Frederick G. Conrad, *University of Michigan*
Cliff Lampe, *University of Michigan*
Lauren Guggenheim, *University of Michigan*

A "Collective-vs-Self" Hypothesis for When Twitter and Survey Data Tell the Same Story

Frederick G. Conrad, *University of Michigan*
Michael F. Schober, *New School for Social Research*
Josh Pasek, *University of Michigan*
Lauren Guggenheim, *University of Michigan*
Cliff Lampe, *University of Michigan*
Elizabeth Hou, *University of Michigan*

Opportunities of Social Media in Personal and Societal Wellbeing

Munmun De Choudhury, *Georgia Tech*
Scott Counts, *Microsoft Research*
Eric Horvitz, *Microsoft Research*
Andres Monroy-Hernandez, *Microsoft Research*
Gloria Mark, *University of California, Irvine*

Concurrent Session H

Saturday, May 16, 10:00 a.m. – 11:30 a.m.

Session 1

Mini-Conference: Matching and Weighting Opt-In Panels

Moderator: Jill A. Dever, *RTI International*

Location: Regency Ballroom 2

Matching an Internet Panel Sample of Health Care Personnel to a Probability Sample

Charles DiSogra, *Abt SRBI*
Stacie Greby, *Centers for Disease Control and Prevention*
K.P. Srinath, *Abt SRBI*
Andrew Burkey, *Abt SRBI*
Carla Black, *Centers for Disease Control and Prevention*
John Sokolowski, *Abt SRBI*
Xin Yue, *Centers for Disease Control and Prevention*
Sarah Ball, *Abt Associates*
Sara Donahue, *Abt Associates*

Weighting and Sample Matching Effects for an Online Sample

J. Michael Brick, *Westat*
Jon Cohen, *SurveyMonkey*
Sarah Cho, *SurveyMonkey*
Scott Keeter, *Pew Research*
Kyley McGeeney, *Pew Research*
Nancy Mathiowetz, *University of Wisconsin-Milwaukee*

Can Surveys Posted on Government Websites Give Fair Representations of Public Opinion?

Michelle Kobayashi, *National Research Center, Inc.*

Matching an Internet Panel Sample of Pregnant Women to a Probability Sample

Andrew M. Burkey, *Abt SRBI*
Charles DiSogra, *Abt SRBI*
Stacie Greby, *Centers for Disease Control and Prevention*
K.P. Srinath, *Abt SRBI*
Carla Black, *Centers for Disease Control and Prevention*
John Sokolowski, *Abt SRBI*
Helen Ding, *Centers for Disease Control and Prevention*
Sarah Ball, *Abt Associates*
Sara Donahue, *Abt Associates*

Concurrent Session H

Saturday, May 16, 10:00 a.m. – 11:30 a.m.

Session 1 (continued)

Mini-Conference: Matching and Weighting Opt-In Panels

Weighting Web Panel Data at the Community Level

Ronaldo Iachan, *ICF International*
John M. Boyle, *ICF International*
James Dayton, *ICF International*
Lew Berman, *ICF International*

Session 2

Computer-Administered Self-Interviewing (CASI): Impact of Setting, Interviewer and Voice Characteristics

Moderator: David A. Raglin, *U.S. Census Bureau*

Location: Regency Ballroom 1

Can Interviewer Behaviors During ACASI Affect Data Quality?

Emilia Peytcheva, *RTI International*
Brady West, *University of Michigan*

Effects of ACASI Voice Choice and Voice Persona on Reports to Questions About Sensitive Behaviors Among Young Adults

Kerryann DiLoreto, *University of Wisconsin Survey Center*
Jennifer Dykema, *University of Wisconsin Survey Center*
Karen Jaques, *University of Wisconsin Survey Center*
Nadia Assad, *University of Wisconsin Survey Center*

Race-of-Interviewer Effect in the Computer-Assisted Self-Interview Module in a Face-To-Face Survey

Yichen Wang, *NERA Economic Consulting*
Mingnan Liu, *SurveyMonkey*

How Interview Location Affects Respondent's Disclosure of Sensitive Information

H. Yanna Yan, *University of Michigan*

Comparison of Text-To-Speech with Human Voice Recordings on Comprehension of Survey Questions in Audio Computer-Assisted Self-Interviewing

Emily McFarlane Geisen, *RTI International*
Gretchen McHenry, *RTI International*
Patty LeBaron, *RTI International*
Gil Rodriguez, *RTI International*
Grace O'Neill, *SAMHSA*
Peggy Barker, *SAMHSA*
Dicy Painter, *SAMHSA*
Joel Kennet, *SAMHSA*

Concurrent Session H

Saturday, May 16, 10:00 a.m. – 11:30 a.m.

Session 3

Building and Evaluating Likely Voter Models

Moderator: G. Evans Witt, *PSRAI*

Location: Diplomat Ballroom 3

The Choice is Yours: Comparing Alternative Likely Voter Models within Probability and Non-Probability Samples

Robert Benford, *GfK*
Randall K. Thomas, *GfK*
Jennifer Agiesta, *Associated Press*
Emily Swanson, *Associated Press*

Voter Turnout Sensitivity Analysis: Towards a More Parsimonious Combinatorial Likely Voter Model

Joseph Chris Jackson, *Ipsos Public Affairs*
Julia Clark, *Ipsos Public Affairs*
Clifford Young, *Ipsos Public Affairs*

The Effects and Effectiveness of Likely Voter Models in Pre-Election Surveys

David L. Vannette, *Stanford University*
Jon A. Krosnick, *Stanford University*

Using Voter File Validation to Improve Likely Voter Models: The Case of 2014

Ruth Igielnik, *Pew Research Center*
Scott Keeter, *Pew Research Center*
Michael Dimock, *Pew Research Center*
Jocelyn Kiley, *Pew Research Center*
Kenneth M. Goldstein, *University of San Francisco*

Estimating the 2014 National House Vote: What Can Be Learned

Lydia Saad, *Gallup*
Frank Newport, *Gallup*
Jeffrey M. Jones, *Gallup*
Stephanie Kafka, *Gallup*

Session 4

Freedom and Other Hot Topics in Public Opinion

Moderator: Barbara Robles, *Federal Reserve Board*

Location: Regency Ballroom 3

Global Approval of U.S., EU and Russia's Leadership on the Brink of a New Cold War

Julie Ray, *Gallup*
Neli Esipova, *Gallup*
Anita Pugliese, *Gallup*

A Cross-Cultural Look at Religious Tolerance

Caitlin E. Deal, *University of Nebraska-Lincoln*
Allan L. McCutcheon, *University of Nebraska-Lincoln*

Afghanistan: After the Presidential Transition

Matthew Warshaw, *Afghan Center for Socio-Economic and Opinion Research*
Gary Langer, *Langer Research Associates*
Stephen Hornbeck, *D3 Systems Inc.*
Amanda Bajkowski, *D3 Systems Inc.*
Christopher Weiss, *Langer Research Associates*

Public Opinion and Media Coverage about Freedom – The Case of Germany

Thomas Roessing, *University of Mainz*
Thomas Petersen, *Institut fuer Demoskopie Allensbach*

Ukraine and the West vs. Russia and the Rest: The Media Battle for Public Opinion

Neli Esipova, *Gallup*
Julie Ray, *Gallup*
Dato Tsabutashvili, *Gallup*

What Defines Democracy? Public and Elite Perceptions of Democratic Norms and Structures

Frank Louis Rusciano, *Rider University*
Josephine Boyle, *Rider Univesity*
Michael Brogan, *Rider University*

Concurrent Session H

Saturday, May 16, 10:00 a.m. – 11:30 a.m.

Session 5

Professional Development Panel: Training for Survey Research: Who We Need? Where We Train Them? And, How Are We Going to Fill the Jobs of the Future?

Organizer: Stanislav Kolenikov, *Abt SRBI*

Moderator: Frauke Kreuter, *University of Maryland, JPSM*

Location: Diplomat Ballroom 1

Training Needs in Survey Research Methods: An Overview

Graham Kalton, *Westat*

Training for the Modern Survey Statistician

Stanislav Kolenikov, *Abt SRBI*

Social Science Survey Methodology Training: Understanding the Past and Assessing the Present to Shape Our Future

Scott Fricker, *Bureau of Labor Statistics*
Matt Jans, *UCLA*
Mikelyn Meyers, *U.S. Census Bureau*

On-the-Job: What to Expect and How to Succeed

Mikelyn Meyers, *U.S. Census Bureau*
Barbara C. O'Hare, *U.S. Census Bureau*
Stanislav Kolenikov, *Abt SRBI*
Matt Jans, *UCLA*

Survey Informatics: The Future of Survey Methodology and Survey Statistics Training in the Academy?

Allan L. McCutcheon, *University of Nebraska-Lincoln*
Jill Dever, *RTI International*

Session 6

Weighting and Imputation

Moderator: Timothy Triplett, *Urban Institute*

Location: Diplomat Ballroom 2

Multiple Imputation for Complex Surveys: An Overview of the State of the Art

Joseph L. Schafer, *United States Census Bureau*

The Influence of Attrition Weights on the Evaluation of Measurement Reactivity in an Intensive Longitudinal Study

Jamie Griffin, *University of Michigan*
Megan E. Patrick, *University of Michigan*

PANJAAPOR Student Paper Award Winner

Examining Best Practices for Sampling and Weighting Dual-Frame Surveys

Elizabeth Kantor, *Rutgers School of Arts and Sciences*

Not So Standard: The Impact of Audience Imputation on Standard Errors of TV Ratings

Lukasz Chmura, *The Nielsen Company*
Scott Bell, *The Nielsen Company*
Victoria Tsay, *The Nielsen Company*

Concurrent Session H

Saturday, May 16, 10:00 a.m. – 11:30 a.m.

Session 7

Methodological Briefs: Online Surveying and Recruiting - Recent Developments and Technological Innovations

Moderator: Florian Keusch, *University of Mannheim, Germany*

Location: Diplomat Ballroom 4

How Fast Can I Get Survey Results? Assessing Demographics Differences in Cumulative Daily Response Rates to Web Panel Surveys

Kirti N. Kanitkar, *Gallup*
Jenny Marlar, *Gallup*

A Systematic Approach to Usability Evaluation of Web Survey

Lin Wang, *U.S. Census Bureau*
Temika Holland, *U.S. Census Bureau*
Marylisa Gareau, *U.S. Census Bureau*

Attrition in a Probability-Based Mixed-Mode Panel: Does Survey Mode Matter?

Bella Struminskaya, *GESIS - Leibniz Institute for the Social Sciences*
Michael Bosnjak, *GESIS - Leibniz Institute for the Social Sciences*

What Day of Week Would You Like to Answer Our Survey? A Large-Scale Randomized Experiment

Maria Andreasson, *University of Gothenburg*

Boosting Response Rates in Online Longitudinal Studies: A Dose of Funny

Jessica M. Rath, *Legacy*
Andrea C. Villanti, *Legacy*
Valerie Williams, *Legacy*
Molly Green, *Legacy*
Paul Mowery, *Biostatistics Inc*
Donna M. Vallone, *Legacy*

Comparing Social Media and Traditional Recruitment Methods: Which is Most Effective?

Jennifer Anderson, *Westat*
Jocelyn Newsome, *Westat*
Kerry Levin, *Westat*
April Oh, *National Cancer Institute*

Session 8

Mobile Effects in Panel Surveys

Moderator: Alice Robbin, *Indiana University*

Location: Diplomat Ballroom 5

Seymour Sudman Student Paper Award Winner

Effects of Mobile Versus PC Web on Survey Response Quality: A Crossover Experiment in a Probability Web Panel

Christopher Antoun, *University of Michigan*

The Changing Landscape of Technology and Its Effects on Online Survey Data Quality

Nicole Mitchell, *Survey Sampling International*

The Effects of Adding a Mobile-Compatible Design to the American Life Panel

Alerk Amin, *RAND Corporation*
Vera Toepoel, *Utrecht University*
Peter Lugtig, *Utrecht University*

Purposefully Mobile: Experimentally Assessing Device Effects in an Online Survey

Frances M. Barlas, *GfK*
Randall K. Thomas, *GfK*
Patricia Graham, *GfK*

The Mobile Influence: How Mobile Participants Affect Survey Results

Frances M. Barlas, *GfK*
Randall K. Thomas, *GfK*

App vs. Web for Surveys of Smartphone Users

Kyley McGeeney, *Pew Research Center*
Ruth Igielnik, *Pew Research Center*

Demonstration Session #3

Saturday, May 16, 1:00 p.m. - 2:00 p.m.

Location: Great Hall 4-6

"How to" Texas Hold'em – Beginner's Demonstration

Lee Childs

Poster Session 3

Saturday, May 16, 1:00 p.m. - 2:00 p.m.

Location: Great Hall 4-6

1. **Influences on Response Latency in a Web Survey**
   Benjamin Phillips, *Abt SRBI*
   Stanislav Kolenikov, *Abt SRBI*
   Elaine Howard Ecklund, *Rice University*
   Allison Ackermann, *Abt SRBI*
   Ho Won Cheng, *Abt SRBI*

2. **Reducing Attrition Among a Sample of At Risk Teens**
   Tiffany Henderson, *Abt SRBI*
   Dianne Rucinski, *Abt SRBI*
   Kim Francis, *Abt Associates*
   Michelle Woodford Martin, *Abt Associates*

3. **Reducing Coverage Error in a Web Survey of College Students**
   Julie Pacer, *Abt SRBI*
   Kelly Daley, *Abt SRBI*

4. **Use of Continuation and Call-Back Interview Options to Increase the BRFSS Asthma Survey Response Rate**
   Barbara M. Fernandez, *Abt SRBI*
   Marilyn Wilkinson, *Abt SRBI*
   Dennis Daly, *Abt SRBI*
   Andrew Burkey, *Abt SRBI*

5. **Comparing Results from Telephone Reinterview with Unmoderated, Online Cognitive Interviewing**
   William P. Mockovak, *Bureau of Labor Statistics*

6. **Contrasting Stylized Questions of Sleep with Diary Measures from the American Time Use Survey**
   Robin L. Kaplan, *Bureau of Labor Statistics*
   Brandon Kopp, *Bureau of Labor Statistics*
   Polly Phipps, *Bureau of Labor Statistics*

7. **Only for the Young at Heart: Co-Viewing on Mobile Devices and Viewing on the Go?**
   Anh Thu Burks, *The Nielsen Company*
   Jennifer Haskell, *The Nielsen Company*
   Kumar Rao, *The Nielsen Company*
   Helena Mendrisova, *The Nielsen Company*

8. **English or Español? Examining the Relationship between Language Choice and Survey Quality among Bilingual Respondents?**
   Jennifer Haskell, *The Nielsen Company*
   Anh Thu Burks, *The Nielsen Company*
   Vera Kurmlavage, *The Nielsen Company*
   Kumar Rao, *The Nielsen Company*

9. **Doubling Down: Examining Survey Response Rates After Increasing Questionnaire Length**
   Amanda Libman, *The Nielsen Company*
   Kelly Bristol, *The Nielsen Company*
   Leah Christian, *The Nielsen Company*

10. **The Paradox of Postcards: Examining the Effectiveness in Study Recruitment**
    Kay Ricci, *The Nielsen Company*
    Lauren Walton, *The Nielsen Company*
    Tracie Yancey, *The Nielsen Company*

11. **Crimes of Consolidation: Findings for Combining Household Communications**
    Kay Ricci, *The Nielsen Company*
    Lauren Walton, *The Nielsen Company*
    Jennifer Romano Bergstrom, *Fors Marsh Group*
    Tracie Yancey, *The Nielsen Company*
    Robin Gentry, *The Nielsen Company*

12. **Text That: SMS for Survey Data Collection in Developing Markets**
    Jeff Scagnelli, *The Nielsen Company*
    Jacques Human, *The Nielsen Company*
    Janice Linnane, *The Nielsen Company*

13. **Estimating Store Sales Using Photography**
    David Quach, *The Nielsen Company*
    Lukasz Chmura, *The Nielsen Company*
    Choongkoo Lee, *The Nielsen Company*
    Victoria Tsay, *The Nielsen Company*

Poster Session 3

Saturday, May 16, 1:00 p.m. - 2:00 p.m.

Location: Great Hall 4-6

14. Validation of Metrics: A Comparative Analysis of Predictive- and Criterion-Based Validation Tests in a Qualitative Study

Erin Michele Fordyce, *NORC at the University of Chicago*
Sabrina Bauroth, *NORC at the University of Chicago*
Catherine Vladutiu, *Maternal and Child Health Bureau, Health Resources and Services Administration*

15. Leveraging Area Probability Sampling in Recruiting Households for Web Surveys

Steven Pedlow, *NORC at the University of Chicago*
Al Tupek, *NORC at the University of Chicago*
Kennon Copeland, *NORC at the University of Chicago*

16. When "Number 1" is "The Best!" Experiment to Assess Scale Understanding Across Cultures

John Lee Pratt Holmes, *Qatar U. Social & Economic Survey Research Institute (SESRI)*
Abdoulaye Diop, *Qatar U. Social & Economic Survey Research Institute (SESRI)*
Kien Trung Le, *Qatar U. Social & Economic Survey Research Institute (SESRI)*
Buthaina Al Khulaifi, *Qatar U. Social & Economic Survey Research Institute (SESRI)*
Rima Charbaji Elkassem, *Qatar U. Social & Economic Survey Research Institute (SESRI)*
Semsia Al-Ali Mustafa, *Qatar U. Social & Economic Survey Research Institute (SESRI)*

17. Labor Migration in the GCC and Workers' Rights

Abdoulaye Diop, *Qatar U. Social & Economic Survey Research Institute (SESRI)*
Kien Trung Le, *Qatar U. Social & Economic Survey Research Institute (SESRI)*
John Lee Pratt Holmes, *Qatar U. Social & Economic Survey Research Institute (SESRI)*
Mohamed Al Ansari, *Qatar U. Social & Economic Survey Research Institute (SESRI)*
Engi Assaad Ahmed Elmaghraby, *Qatar U. Social & Economic Survey Research Institute (SESRI)*
Catherine Nasrallah, *Qatar U. Social & Economic Survey Research Institute (SESRI)*

18. RTI Mobile Maps Application for Field Surveys

Katherine Morton, *RTI International*
Charles Loftis, *RTI International*
Bonnie Shook-Sa, *RTI International*

19. Fit for Purpose: An Enhanced Quality Perspective for the National Internet Flu Survey

Michael Bostwick, *RTI International*
Jill A. Dever, *RTI International*
M. Christopher Stringer, *RTI International*
Tammy A. Santibanez, *Centers for Disease Control*
Anup Srivastav, *Centers for Disease Control*
Stacie Greby, *Centers for Disease Control*
Peng-Jun Lu, *Centers for Disease Control*
Mansour Fahimi, *GfK*
Michael Lawrence, *GfK*

20. Effect of the Mode of Collection in Statistics Canada's Fuel Consumption Survey

Agnes Waye, *Statistics Canada*
Serge Godbout, *Statistics Canada*
Pierre Daoust, *Statistics Canada*

21. Challenges in Developing a New Collection Strategy for the Canadian Community Health Survey (CCHS) Redesign

Marie-Claude Duval, *Statistics Canada*

22. Experiences in Improving Response Rates for Household Surveys

Sylvie Bonhomme, *Statistics Canada*

23. The Redesigned Canadian General Social Survey: Our First Experience in a Multi-Mode Collection Environment

Pierre Caron, *Statstics Canada*
Marie-Hélène Miville, *Statistics Canada*
Patrick St-Cyr, *Statistics Canada*

24. Assessing the Validity of Two Methods of Collecting the Number of Rooms in Housing Units: Is there a Measure of Truth?

Mikelyn V. Meyers, *U.S. Census Bureau*
Dawn V. Nelson, *U.S. Census Bureau*

Poster Session 3

Saturday, May 16, 1:00 p.m. - 2:00 p.m.

Location: Great Hall 4-6

25. Interviewer Compliance and Data Accuracy: Evidence from the Field

Mandi Martinez, *U.S. Census Bureau*
Dawn V. Nelson, *U.S. Census Bureau*

26. Distribution of Characteristics by Mode in a Sequential Multi-Modal Survey

David A. Raglin, *U.S. Census Bureau*

27. What are the Effects of Proposed Changes to the American Community Survey Internet Instrument?

Mary Frances E. Zelenak, *U.S. Census Bureau*
Rachel T. Horwitz, *U.S. Census Bureau*

28. Are You Still There? Using Respondent-Provided Email Addresses to Send Invitations for an On-Line Survey

Jonathan Hoechst, *Tetra Tech*
Mandy Pom, *Tetra Tech*
Peg Krecker, *Tetra Tech*

29. A Randomized Pilot Study of Three Approaches to Increase Participation in the GuLF STUDY Follow-Up Interview

Polly P. Armsby, *Social & Scientific Systems, Inc.*
Matthew D. Curry, *Social & Scientific Systems, Inc.*
Carley L. Prynn, *Social & Scientific Systems, Inc.*
Ryan J. Chaffee, *Social & Scientific Systems, Inc.*
John A. McGrath, *Social & Scientific Systems, Inc.*
Richard R. Kwok, *National Institute of Environmental Health Sciences*
Larry S. Engel, *University of North Carolina-Chapel Hill*
Dale P. Sandler, *National Institute ofEnvironmental Health Sciences*

30. Will Personalized Graphics Help Improve Response Rates in Distrustful Populations?

Morgan S. Jones, *East Tennessee State University*
Stephanie P. Elliott, *East Tennessee State University*

31. Money Talks: Purposeful Incentive Increases in a Longitudinal RCT

Ronald E. McCowan, *Decision Information Resources, Inc.*
Sylvia R. Epps, *Decision Information Resources, Inc.*
Ronald H. Bass, *Approximetrix*

32. Your Money's No Good Here: Who Returns a Prepaid Incentive?

Ashley Kaiser, *American Institutes for Research*
Danielle Battle, *American Institutes for Research*

33. Differential Reporting of Administrative Record Data by Cell Respondent Location

Becky Reimer, *NORC at the University of Chicago*
Dan Malato, *NORC at the University of Chicago*
Christopher Ward, *NORC at the University of Chicago*
Jennifer Benz, *NORC at the University of Chicago*
Jenny Kelly, *NORC at the University of Chicago*
Trevor Tompson, *NORC at the University of Chicago*

34. Going It Alone: Experiences of a Volunteer Helping a Not-for-Profit Organization to Conduct a Survey

Karen L. Goldenberg, *Retired*

35. Examining Survey Response with a "Choose Your Own Adventure" Approach

Tami Buhr, *Opinion Dynamics*
Melanie Munroe, *Opinion Dynamics*

36. Mode Effect for Minimally Invasive Questions Compared to Invasive Questions

Sari E. Schy, *NORC at the Univesity of Chicago*
Alyssa Ghirardelli, *NORC at the University of Chicago*

37. How Much Do You Hate the Other Guy? More So On the Web Than On the Phone

Jeffrey Gottfried, *Pew Research Center*
Ruth Igielnik, *Pew Research Center*

Poster Session 3

Saturday, May 16, 1:00 p.m. - 2:00 p.m.

Location: Great Hall 4-6

38. Recruitment into a Clinical Trial: Comparison of Two Online Sample Sources

Jordon Peugh, *SSRS*
Ellen Meier, *Medical University of South Carolina*
Amy Boatright, *Medical University of South Carolina*
Amy Wahlquist, *Medical University of South Carolina*
Matthew Carpenter, *Medical University of South Carolina*

39. Using Non-Probability Sampling Techniques to Track Seasonal Flu Activity

Zachary H. Lewis, *Ipsos Public Affairs*
Mary Choi, *Ipsos Public Affairs*

40. The AARP National and State Online Fraud Survey

Jennifer Sauer, *AARP*
Joanne Binette, *AARP*

41. Korean Occupational Prestige Scale: From KGSS (Korean General Social Survey)

Hong Joon Yoo, *Sungkyunkwan University*
Shin Jin, *Sungkyunkwan University*

42. A Neighborhood-Based Approach to Understanding Health and Healthy Living in Urban Communities

Katelyn Duffy, *Westat*
Denise St. Clair, *Westat*
Vasudha Narayanan, *Westat*
Ismael Flores Cervantes, *Westat*

43. How to Code School Names More Efficiently: Common Sense, Scripting and a Novel SAS Application

Matt Jans, *University of California Los Angeles*
Akbar Akbari Esfahani, *University of California Los Angeles*
Ninez Ponce, *University of California Los Angeles*

44. The Influence of Question Order on Social Desirability Bias in a Telephone Survey

Florian Keusch, *University of Mannheim*
Ting Yan, *Westat*
David L. Vannette, *Stanford University*
James Lepkowski, *University of Michigan*

45. An Exploration of Survey Questions that Implicitly Categorize Respondents and Implications for Empirically Based Question Design Principles

Stephanie Willson, *National Center for Health Statistics*

46. Can An Importance Prompt Reduce Item Nonresponse For Demographic Items Across Web and Mail Modes?

Glenn D. Israel, *University of Florida*

47. The Problem of Double Confounding of Interviewer and Area Effects

Koen Beullens, *Centre for Sociological Research - KU Leuven*
Geert Loosveldt, *Centre for Sociological Research - KU Leuven*

Concurrent Session I

Saturday, May 16, 2:15 p.m. – 3:45 p.m.

Session 1

Mini-Conference Panel: AAPOR Big Data Task Force Panel

Organizer and Moderator: Frauke Kreuter, *University of Maryland, JPSM*

Location: Regency Ballroom 2

Examples for Big Data Use in Official Statistics and Public Opinion Research

Frauke Kreuter, *University of Maryland, JPSM*
Lilli Japec, *Statistics Sweden*

Paradigm Shift and Risks Involved

Julia Lane, *American Institutes for Research*

Big Data Process and Data Quality

Paul Biemer, *RTI International*

Skills Required to Integrate Big Data into Public Opinion Research

Abe Usher, *HumanGeo*

How to Gain Insights from Big Data

Paul Decker, *Mathematica*

Session 2

Mode Effects

Moderator: Ryan Hubbard, *Westat*

Location: Regency Ballroom 1

From Telephone to the Web: The Challenge of Mode of Interview Effects In Public Opinion Polls

Scott Keeter, *Pew Research Center*
Nancy Mathiowetz, *University of Wisconsin-Milwaukee*
Kyley McGeeney, *Pew Research Center*
Ruth Igielnik, *Pew Research Center*

An Evaluation of the Effect of Mode-Switching in Panel Surveys Using Recall Data

Nick Allum, *University of Essex*
Frederick G. Conrad, *University of Michigan*

Characteristics of Web, Mail and Phone Responders to a Survey About the Health Insurance Marketplace

HarmoniJoie Noel, *American Institutes for Research*
Stacey Bielick, *American Institutes for Research*
Daniel Harwell, *American Institutes for Research*
Steven Garfinkel, *American Institutes for Research*

Mode Effects on Response to Religion-Related Survey Questions

Gregory Smith, *Pew Research Center*
Elizabeth Sciupac, *Pew Research Center*
Jessica Martinez, *Pew Research Center*

Evaluating Mixed-Mode Redesigns Strategies Against Single-Mode and Hybrid-Mode Benchmarks: The Case of the Crime Victimization Survey

Thomas Klausch, *Utrecht University*
Joop Hox, *Utrecht University*
Barry Schouten, *Statistics Netherlands*

Concurrent Session I

Saturday, May 16, 2:15 p.m. – 3:45 p.m.

Session 3

Scrub-A-Dub: Telephone Sampling Scrubbing and Working Rates

Moderator: Katie Dekker, *NORC at the University of Chicago*

Location: Diplomat Ballroom 3

Landline Frame Changes From 2010 Through 2014 And Their Implications

Marilyn Wilkinson, *Abt SRBI*
Dennis Daly, *Abt SRBI*
Barbara Fernandez, *Abt SRBI*
Andrew Burkey, *Abt SRBI*

Use of Phone Number Usability Indicators to Improve Calling Efficiency and Reduce Cost

Robin J. Gentry, *The Nielsen Company*

Is That a Good Phone Number? Scrubbing Phone Numbers Appended to an ABS Sample

Lawnzetta T. Yancey, *The Nielsen Company*
David Malarek, *Marketing Systems Group*

Implications for Weighted Survey Estimates When Flagged-Inactive Cell Phones Are Excluded or Subsampled

Marci Schalk, *Abt SRBI*
Kyley McGeeney, *Pew Research Center*
Courtney Kennedy, *Abt SRBI*
Chintan Turakhia, *Abt SRBI*
Dean Williams, *Abt SRBI*

Predicting Sample Performance in Telephone Surveys

Kristie Healey, *ICF International*
Joshua Brown, *ICF International*

Session 4

Media Influence on Public Opinion

Moderator: Samara Klar, *University of Arizona*

Location: Regency Ballroom 3

Do Polls Drive the News or Does News Drive the Polls? A Meta-Analysis of Polling Questions and Big News Stories

Malaena Jo Taylor, *University of Connecticut*

What's Wrong With the News? Perceptions of News Coverage Among African Americans and Hispanics

Jennifer Benz, *NORC at the University of Chicago*
Nicole Willcoxon, *NORC at the University of Chicago*
Emily Alvarez, *NORC at the University of Chicago*
Tom Rosenstiel, *The American Press Institute*
Trevor Tompson, *NORC at the University of Chicago*
Jennifer Agiesta, *Associated Press*

Political Conspiracies: Who Believes What and Why?

Dan Cassino, *Fairleigh Dickinson University PublicMind Poll*
Krista Jenkins, *Fairleigh Dickinson University PublicMind Poll*
Peter Woolley, *Fairleigh Dickinson University PublicMind Poll*

Real-World Agenda-Setting: Linking Different Types of Voters to Media Reporting on Political Events

Evelyn Bytzek, *University of Koblenz-Landau*
Ina E. Bieber, *Goethe-University Frankfurt*
Sigrid Rossteutscher, *Goethe-University Frankfurt*
Philipp Scherer, *Goethe-University Frankfurt*

Transparency, Survey Literacy and Motivated Reasoning in the Public Interpretation of Poll Results

Ozan Kuru, *University of Michigan-Ann Arbor*
Michael Traugott, *University of Michigan-Ann Arbor*
Josh Pasek, *University of Michigan-Ann Arbor*

A Comparative Study of Public Opinion Regarding Digital Technologies and Information Privacy

Ann E. Williams, *Georgia State University*

Concurrent Session I

Saturday, May 16, 2:15 p.m. – 3:45 p.m.

Session 5

Cultural Consideration of Interviewing in Africa and the Middle East

Moderator: Alisu Schoua-Glusberg, *Research Support Services Inc.*

Location: Diplomat Ballroom 1

Third Party Presence During Face-to-Face Interviews: Interviewer-Level Predictors and Effect on Reporting Sensitive Attitudes

Zeina Mneimneh, *University of Michigan*
Julie de Jong, *University of Michigan*
Mansoor Moaddel, *University of Maryland*

How Does Interviewer Social Status Affect Self-Reported Attitudes About Democracy? Evidence from 20 African Countries

Charles Q. Lau, *RTI International*

The Implications of Gender-Matching on Survey Research in Egypt

Jessica M. Beaird, *D3 Systems, Inc.*
Samuel Solomon, *D3 Systems, Inc.*

Research in Afghanistan: Strategies for Overcoming Methodological Challenges

Parwez Besmel, *Northern Arizona University*
Frederic Solop, *Northern Arizona University*

Interviewer Nationality Effects: Assessing the Impact of Non-Citizen Interviewers on Survey Response in Qatar

Kien Trung Le, *SESRI*
Jill Wittrock, *University of Michigan*
Justin Gengler, *SESRI*
Anna Cotter, *University of Michigan*

Do The Media Construct Gender? A Comparative Study of Traditional and New Media's Role in Constructing Egyptian Youth Gender's Perceptions

Souraya Ahmad El Badaoui, *Cairo University*

Session 6

Panel Survey Refinements

Moderator: Ronaldo Iachan, *ICF International*

Location: Diplomat Ballroom 2

Let Me Tell You What You Told Me: Dependent Interviewing in Establishment Surveys

Heather Ridolfo, *National Agricultural Statistics Service*
Jennifer Edgar, *Bureau of Labor Statistics*

Flexible Stratification

Etienne Josserand, *The Nielsen Company*
William Waldron, *The Nielsen Company*

Using Paradata to Predict Case Completion Outcomes on the General Social Survey (GSS)

Jodie Daquilanea, *NORC at the University of Chicago*

Generating Synthetic Longitudinal Data for Radio Reach

Ekaterina Sotiris, *The Nielsen Company*
Jiaquan Fan, *The Nielsen Company*
Etienne Josserand, *The Nielsen Company*
William Waldron, *The Nielsen Company*

Attrition in Digital Ratings Panels

Tim L. Oltman, *The Nielsen Company*

Challenges of Building and Maintaining Consistent Panels in Emerging Markets

Max Richman, *GeoPoll*
King Beach, *GeoPoll*
Matthew Harber, *GeoPoll*
Roxana Elliott, *GeoPoll*

Concurrent Session I

Saturday, May 16, 2:15 p.m. – 3:45 p.m.

Session 7

Panel: Interviewer-Respondent Interactions in a Total Survey Error Framework

Organizer and Moderator: Kristen Olson, *University of Nebraska-Lincoln*

Location: Diplomat Ballroom 4

Comparing the Interviewer Variance Introduced by Standardized and Conversational Interviewing

Brady T. West, *University of Michigan*
Frederick G .Conrad, *University of Michigan*
Frauke Kreuter, *Joint Program in Survey Methodology/ IAB*
Felicitas Mittereder, *University of Michigan*

Refusal Conversions across Calls: Interviewer's Actions in Initial Calls and Their Consequences

Nora Cate Schaeffer, *University of Wisconsin-Madison*
Dana Garbarski, *Loyola University Chicago*
Jennifer Dykema, *University of Wisconsin-Madison*
Douglas W. Maynard, *University of Wisconsin-Madison*
Bo Hee Min, *University of Wisconsin-Madison*
Ellen Dinsmore, *University of Wisconsin-Madison*

Why Do Interviewers Speed Up? An Examination of Changes in Interviewer Behaviors Over the Course of the Survey Field Period

Kristen Olson, *University of Nebraska-Lincoln*
Jolene D. Smyth, *University of Nebraska-Lincoln*

The Effect of Question Characteristics on Respondent and Interviewer Behaviors

Allyson L. Holbrook, *University of Illinois at Chicago*
Timothy P. Johnson, *University of Illinois at Chicago*
Young Ik Cho, *University of Wisconsin-Milwaukee*
Sharon Shavitt, *University of Illinois at Urbana-Champaign*
Noel Chavez, *University of Illinois at Chicago*
Saul Weiner, *University of Illinois at Chicago*

Recording What the Respondent Says: Does Question Format Matter?

Jolene D. Smyth, *University of Nebraska-Lincoln*
Kristen Olson, *University of Nebraska-Lincoln*

Session 8

Experimenting and Developing Mobile Device Questionnaires

Moderator: Don A. Dillman, *Washington State University*

Location: Diplomat Ballroom 5

Response Option Order Effects for Different Scale Lengths in Online Surveys Using Different Response Devices

Johan Martinsson, *University of Gothenburg*

What They Can't See Can Hurt You: Improving Grids for Online Surveys on Mobile Devices

Randall K. Thomas, *GfK*
Frances M. Barlas, *GfK*
Patricia Graham, *GfK*
Thomas Subias, *GfK*

The Impact of Screen Size on Data Quality

Douglas Williams, *Westat*
Aaron Maitland, *Westat*
Andrew Mercer, *Westat*
Roger Tourangeau, *Westat*

Examining the Impact of Mobile First and Responsive Web Design on Desktop and Mobile Respondents

Kevin Tharp, *Indiana University*

What Is The Impact of Smartphone Optimization on Long Surveys?

Jennifer Brooks, *Indiana University*
Shimon Sarraf, *Indiana University*
James S. Cole, *Indiana University*

Mobile Devices for the Collection of Sensitive Information

Roger Tourangeau, *Westat*
Doug Williams, *Westat*
Aaron Maitland, *Westat*
Andrew Mercer, *Westat*

AAPOR Day-at-a-Glance

Sunday, May 17

Time	Event		Location
8:00 a.m. – 10:15 a.m.	**AAPOR Registration Desk Open**		Great Hall Registration
8:00 a.m. – 11:30 a.m.	Short Course 7:	**A Small Course on Big Data for Survey Researchers**	Conference Room 212-213
8:30 a.m. – 10:00 a.m.	**Concurrent Sessions J**		
	Session 1:	**Mini-Conference Panel: Using Latent Class Analysis to Evaluate Survey Quality**	Regency Ballroom 2
	Session 2:	**Partisan Identity and Ideological Formulation**	Regency Ballroom 1
	Session 3:	**Sampling Local Areas With Cell Phones**	Diplomat Ballroom 3
	Session 4:	**Polling Potpourri: Tobacco, Alcohol and Firearms**	Regency Ballroom 3
	Session 5:	**Topical Issues in Measuring Sexual Violence and Victimization: Effects of Questions, Interviewers and Context**	Diplomat Ballroom 1
	Session 6:	**Building Probability Based Web Panels**	Diplomat Ballroom 2
	Session 7:	**Interviewers, Interviewing and Data Quality**	Diplomat Ballroom 4
	Session 8:	**Social Media Data Mining: Staying on the Cutting Edge**	Diplomat Ballroom 5
10:15 a.m. – 11:45 a.m.	**Concurrent Sessions K**		
	Session 1:	**Mini-Conference: Nonprobability Samples in Election Surveys and Beyond**	Regency Ballroom 2
	Session 2:	**Applications from Market Research to the Survey World**	Regency Ballroom 1
	Session 3:	**Methodological Briefs: Sampling and Frame Building**	Diplomat Ballroom 3
	Session 4:	**Surveys on Science, Energy and Climate Change**	Regency Ballroom 3
	Session 5:	**Panel: Quality of Qualitative Research: Setting Standards for Qualitative Public Opinion Research and Pretesting**	Diplomat Ballroom 1
	Session 6:	**Web Panels: Recruitment and Retention**	Diplomat Ballroom 2
	Session 7:	**Conversation, Rapport and Interaction: Effects of Interviewers and Respondents on Data Quality**	Diplomat Ballroom 4
	Session 8:	**Maximizing Telephone and Cell Phone Survey Participation**	Diplomat Ballroom 5

Short Course 7 Description

Sunday, May 17, 8:00 a.m. – 11:30 a.m.

Course 7: A Small Course on Big Data for Survey Researchers

Instructor: Trent D. Buskirk, *Marketing Systems Group* and
Frauke Kreuter, *University of Mannheim; University of Maryland, JPSM*

Location: Conference Room 212-213

Course Overview:

The amount of data generated as a by-product in society is growing fast, e.g., data from satellites, sensors, transactions, social media and smartphones. Such data are often referred to as Big Data, and can be used to create value in different areas such as health and crime prevention, commerce and fraud detection. An emerging practice in many areas is to append or link Big Data sources with more specific and smaller scale sources that often contain more limited information. This practice has been used for some time by survey researchers in constructing frames by appending auxiliary information that is often not directly available on the frame, but could be obtained from an external source. Using Big Data has the potential to go beyond the sampling phase for survey researchers and in fact has the potential to influence the social sciences in general. Big Data is of interest for public opinion researchers and agencies that produce statistics to find alternative data sources either to reduce cost, to improve estimates or to produce estimates in a more timely fashion. However, Big Data pose several interesting and new challenges to survey researchers and others who want to extract information from data. As Robert Groves (2012) pointedly commented, the era is "appropriately called Big Data and not Big Information", because there is a lot of work for analysts before information can be gained from "auxiliary traces of some process that is going on in society."

In this course we explore how Big Data concepts, processes and methods can be used within the context of Survey Research. Throughout this course we will illustrate key concepts using specific survey research examples including tailored survey designs and nonresponse adjustments and evaluation.

Concurrent Session J

Sunday, May 17, 8:30 a.m. – 10:00 a.m.

Session 1

Mini-Conference: Using Latent Class Analysis to Evaluate Survey Quality

Organizer and Moderator: Clyde Tucker, *American Institutes for Research; CNN*

Location: Regency Ballroom 2

Latent Class Analysis: What, Why and How

Paul Biemer, *RTI International*

Survey Measurement Errors That Are Not All One-Way: Applying the Latent Class MTMM Model

Daniel Oberski

Using a Two-Part Markov Latent Class Model to Examine the Quality of Consumer Expenditure Reports

Brian Meekins, *Bureau of Labor Statistics*
Clyde Tucker, *American Institutes for Research; CNN*

Using Latent Class Models to Identify Problem Items: An Empirical Appraisal

Roger Tourangeau, *Westat*
Frauke Kreuter, *University of Maryland, JPSM*
Ting Yan, *University of Michigan*

Comparison of Ratings and Rankings for Measuring Work Values Preferences: A Latent Class Segmentation Approach

Guy Moors, *Tilburg University*
Ingrid Vriens, *Tilburg University*
John Gelissen, *Tilburg University*

Session 2

Partisan Identity and Ideological Formulation

Moderator: Kirby Goidel, *Texas A&M*

Location: Regency Ballroom 1

Ideological Self-Identification, Political Values and Partisanship

Jocelyn Kiley, *Pew Research Center*
Scott Keeter, *Pew Research Center*
Alec Tyson, *Pew Research Center*

Is There An Implicit Agreement about the Terms of Public Debate? New Methodology and Findings

Andrei Boutyline, *University of California, Berkeley*

The Gendered Roots of Political Engagement

Laura Lazarus Frankel, *Duke University*

Political Polarization and Public Attitudes About Science: Beyond Climate Change

Cary Funk, *Pew Research Center*
Jocelyn Kiley, *Pew Research Center*

Why Americans Deny their Partisan Identities and What It Means for Politics

Samara Klar, *University of Arizona*
Yanna Krupnikov, *Stony Brook University*

Concurrent Session J

Sunday, May 17, 8:30 a.m. – 10:00 a.m.

Session 3

Sampling Local Areas With Cell Phones

Moderator: Karol Krotki, *RTI International*

Location: Diplomat Ballroom 3

Use of Small Area Analysis in Survey Analysis for Health Policy: Example from the 2015 Ohio Medicaid Assessment Survey

Daniel Joseph Weston, *The Ohio Colleges of Medicine Government Resource Center*
Marcus Berzofsky, *RTI International*
Bo Lu, *The Ohio State University*
Timothy Sahr, *The Ohio Colleges of Medicine Government Resource Center*
Lance Couzens, *RTI International*
Chengzhou Zhang, *The Ohio Colleges of Medicine Government Resource Center*

Reducing Cell Phone Coverage Bias in Geographically Targeted RDD Samples By Weighting for Residential Mobility

Rachel Martonik, *Abt SRBI*
Tara Merry, *Abt SRBI*
Stephen Immerwahr, *New York City Department of Health and Mental Hygiene*
Michael Sanderson, *New York City Department of Health and Mental Hygiene*
Andy Weiss, *Abt SRBI*
Michael Battaglia, *Battaglia Consulting Group, LLC*
Rachel Martonik, *Abt SRBI*
Josh Appelbaum, *Abt SRBI*

Methods to Account for Classification Error in County Assignment Based on Rate Center in a Periodic Survey

Caroline W. Blanton, *RTI International*
Marcus Berzofsky, *RTI International*
Bo Lu, *Ohio State University*
Kimberly Peterson, *RTI International*
Lance Couzens, *RTI International*
Jamie Ridenhour, *RTI International*
Timothy Sahr, *Ohio State University*
Robert Ashmead, *Ohio State University*
Amy Ferketich, *Ohio State University*
Thomas Duffy, *RTI International*

Cellphone Sampling at the State Level: Geographic Accuracy and Coverage Concerns

Stephanie Kafka, *Gallup*
Brad Hoffmann, *Gallup*
Manas Chattopadhyay, *Gallup*

Session 4

Polling Potpourri: Tobacco, Alcohol and Firearms

Moderator: Heidi Guyer, *University of Michigan*

Location: Regency Ballroom 3

Views about Marijuana – Analyzing the Correlates of Support for Legalization

Alec Tyson, *Pew Research Center*
Jocelyn Kiley, *Pew Research Center*

Gun Ownership in the United States: Measurement Issues and Trends

Tom W. Smith, *NORC at the University of Chicago*
Jaesok Son, *NORC at the University of Chicago*

When Do Religion and Science Conflict?

Besheer Mohamed, *Pew Research*
Cary Funk, *Pew Research Center*
Becka Alper, *Pew Research Center*

A Population-Based Smartphone Survey on Tobacco Use

Sean Hu, *Centers for Disease Control and Prevention*
Naomi Freedner-Maguire, *ICF International*
James Dayton, *ICF International*
Linda Neff, *Centers for Disease Control and Prevention*

The Powerful Effects of Social Resources on Community Resilience: An In-Depth Study of Twelve Neighborhoods' Recovery from Superstorm Sandy

Daniel Malato, *The Association Press – NORC Center*
Trevor Tompson, *The Association Press – NORC Center*
Jennifer Benz, *The Association Press – NORC Center*
Becky Reimer, *The Association Press – NORC Center*
David Sterrett, *The Association Press – NORC Center*
Emily Alvarez, *The Association Press – NORC Center*

Concurrent Session J

Sunday, May 17, 8:30 a.m. – 10:00 a.m.

Session 5

Topical Issues in Measuring Sexual Violence and Victimization: Effects of Questions, Interviewers and Context

Moderator: Clarissa R. Steele, *University of Wisconsin-Madison*

Location: Diplomat Ballroom 1

Interviewer Effects and the Administration of Sensitive Behaviorally Specific Questions

Reanne L.M. Townsend, *Westat*
Aaron Maitland, *Westat*
Antonia Warren, *Westat*
David Cantor, *Westat*

Comparing Three Measures of Sexual Assault

David Cantor, *Westat*
Darby Steiger, *Westat*
Shannan Catalano, *U.S. Department of Justice*
Reanne Townsend, *Westat*

Improving Recall of Crime for the National Crime Victimization Survey

Rene Bautista, *NORC at the University of Chicago*
Lisa Lee, *NORC at the University of Chicago*
Pamela Loose, *NORC at the University of Chicago*
Stephanie Poland, *NORC at the University of Chicago*
Shannan Catalano, *U.S. Department of Justice*

Do the Self-Report Data Reflect the Real Burden of Lifetime Exposure to Sexual Violence Among Girls Aged 13 to 24 Years in Malawi?

Amy Z. Fan, *Centers for Disease Control and Prevention*
Howard Kress, *Centers for Disease Control and Prevention*
James Mercy, *Centers for Disease Control and Prevention*

Designing a Companion Survey to the NCVS Using a Mail Questionnaire

Sherman Edwards, *Westat*
Pamela Giambo, *Westat*
Pamela Broene, *Westat*
Michael Planty, *U.S. Department of Justice*
J. Michael Brick, *Westat*
Sharon Lohr, *Westat*

Session 6

Building Probability Based Web Panels

Moderator: Chuck Shuttles, *GfK*

Location: Diplomat Ballroom 2

Establishing the Probability-Based American Trends Panel

Chintan Turakhia, *Abt SRBI*
Nick Bertoni, *Abt SRBI*
Molly Caldaro, *Abt SRBI*
Charles DiSogra, *Abt SRBI*
Scott Keeter, *Pew Research Center*
Kyley McGeeney, *Pew Research Center*

Advance Postcard Mailing Improves Web Panel Survey Participation

Charles DiSogra, *Abt SRBI*
Kyley McGeeney, *Pew Research Center*
Scott Keeter, *Pew Research Center*
Andrew Burkey, *Abt SRBI*
Nick Bertoni, *Abt SRBI*
Molly Caldaro, *Abt SRBI*

Participation Effects in Panel Surveys: Evidence From Two Randomized Experiments

Sebastian Lundmark, *University of Gothenburg*
Mikael Gilljam, *University of Gothenburg*

Web Survey Invitations: Design Features to Improve Response Rates

Jon Hughes, *Gallup*
Jenny Marlar, *Gallup*

Concurrent Session J

Sunday, May 17, 8:30 a.m. – 10:00 a.m.

Session 7

Interviewers, Interviewing and Data Quality

Moderator: John Stevenson, *University of Wisconsin Survey Center*

Location: Diplomat Ballroom 4

Examining Interviewers' Ratings of Respondents' Health: Associations with Health Correlates, Respondents' Self-Rated Health, and Mortality

Dana Garbarski, *Loyola University Chicago*
Nora Cate Schaeffer, *University of Wisconsin-Madison*
Jennifer Dykema, *University of Wisconsin-Madison*

Understanding Paralinguistic and Linguistic Strategies in Research Interviews

Casey Langer Tesfaye, *The Nielsen Company*
Darin Harm, *The Nielsen Company*

Accessing Quality of Interviewer Observations in Measuring Subjective Questions

Mengmeng Zhang, *American Institutes for Research*
Lindsay Ryan, *University of Michigan*
Jacqui Smith, *University of Michigan*

A New Method for the Analysis of Interviewer Variance, With an Empirical Application

Patrick Sturgis, *University of Southampton*
Ian Brunton-Smith, *University of Surrey*
George Leckie, *University of Bristol*

Interviewer Effects: Gender, Islamic Hijab, and Respondents' Sociopolitical and Cultural Attitudes in a Nationally Representative Survey in Tunisia

Zeina Mneimneh, *University of Michigan*
Kristen Cibelli, *University of Michigan*
Julie de Jong, *University of Michigan*
Mansoor Moaddel, *University of Maryland*

DC-AAPOR Student Paper Award Winner

Do Interviewer Effects Matter: Evidence from European Social Survey

Ashley Amaya, *JPSM at University of Maryland*
Delancey Gustin, *University of Maryland*
Herschelle Lisette Sanders, *University of Maryland*
Ji Qi, *University of Michigan*

Session 8

Panel: Social Media Data Mining: Staying on the Cutting Edge

Organizer: Jennifer H. Childs, *U.S. Census Bureau*
Moderator: Kathleen Kephart, *U.S. Census Bureau*

Location: Diplomat Ballroom 5

Assessing Brand Perceptions with Social Media

David A. Schweidel, *Goizueta Business School, Emory University*

Digital Research on Climate Change: Turning to Social Media

Jason Boxt, *Glover Park Group*
Colleen Campbell, *Glover Park Group*

Development of Age-Prediction Algorithms for Twitter Followers

Antonio Morgan-Lopez, *RTI International*

Topic Discovery in Text-Driven Social Science Research

Philip Resnik, *University of Maryland*

Concurrent Session K

Sunday, May 17, 10:15 a.m. – 11:45 a.m.

Session 1

Mini-Conference: Non-Probability Samples in Election Surveys and Beyond

Moderator: Mark A. Schulman, *Abt SRBI*

Location: Regency Ballroom 2

Reaching Wider, Going Deeper: Incorporating Sample Source Variation and Other Considerations into MRP Adjustments of Polling Estimates for Blended River Samples

Robert A. Petrin, *Ipsos Public Affairs*
Neale A. El-Dash, *Sleek Data*

Self-Reported Voting Patterns on the Day of the Election

Zachary H. Lewis, *Ipsos Public Affairs*
Alan Roshwalb, *Ipsos Public Affairs*

Acing the Midterms: A Unique Approach to Pre-Election Polling

Jon Cohen, *SurveyMonkey*
Sarah Cho, *SurveyMonkey*
Noble Kuriakose, *SurveyMonkey*

Weighting to Scale: The Nature and Measurement of Selection Effects in Online Sample

Yannick Dufresne, *Université Laval*
Charles Tessier, *Université Laval*
Clifton van der Linden, *Vox Pop Lab*

Meta-Analysis of Online Panel and Non-Panel Sampling: Electoral and Non-Electoral Behavior Metrics

Julia Clark, *Ipsos Public Affairs*
Clifford Young, *Ipsos Public Affairs*
Robert Petrin, *Ipsos Public Affairs*

Session 2

Applications from Market Research to the Survey World

Moderator: Dawn V. Nelson, *U.S. Census Bureau*

Location: Regency Ballroom 1

Digging Deeper: Exploring Consumers' Subconscious Perceptions in Survey Research

Megan Peitz, *Gongos, Inc.*
Joe Cardador, *Gongos, Inc*

"Quality" in CATI Surveys: What does it Mean to Market Research Practitioners?

Wojciech Jablonski, *University of Lodz*

Adapting Conjoint Techniques to the CATI Environment

Edward Paul Johnson, *Survey Sampling International*
Pete Booth, *Infosurv*

Activating Implicit Memory in a Survey through Priming

Samantha Mower, *The Nielsen Company*
Thomas Wells, *The Nielsen Company*
Antonia Toupet, *The Nielsen Company*

Audience Segmentation to Support Consumer Engagement in Using Healthcare Benefits

Frank Funderburk, *Centers for Medicare and Medicaid Services*
Diane Field, *Centers for Medicare and Medicaid Services*
Clarese Astrin, *Centers for Medicare and Medicaid Services*

Concurrent Session K

Sunday, May 17, 10:15 a.m. – 11:45 a.m.

Session 3

Methodological Briefs: Sampling and Frame Building

Moderator: Paul B. Schroeder, *Abt SRBI*

Location: Diplomat Ballroom 3

Probabilistic Record Linkage to the National Plan and Provider Enumeration System for Data Recovery and Validation in Physician Sampling Frames

Akash A. Desai, *American Institutes for Research*
Grace Wang, *American Institutes for Research*
Sarah Ng, *Amgen*

Comparing Surveys Based on RDD and ABS Samples Draw to Represent the Same Populations: Are There Demographic and Health Differences?

David R. Johnson, *Pennsylvania State University*
Yunfeng Shi, *Pennsylvania State University*
Donald S. Miller, *Pennsylvania State University*

Use of Chain Referral Sampling to Build a Panel of Latino Families

Christine Cowles, *Abt SRBI*
Mary Haan, *University of California, San Francisco*
Allison Aiello, *University of North Carolina, Chapel Hill*

A Validation of R-Indicators as a Measure of the Risk of Bias Using Data from a Nonresponse Follow-Up Survey

Caroline Roberts, *University of Lausanne*
Caroline Vandenplas, *Katholieke Universiteit Leuven*

Are Women Less Likely to Answer Cell Phones?

Sarah Dipko, *Westat*
Darby Steiger, *Westat*
David Cantor, *Westat*

Comparing Eligibility Rates and Demographic Characteristics Across Multiple Online Recruitment Methods in a Smoking Cessation Study

Derick Brown, *RTI International*
Linda Squiers, *RTI International*
Jill Dever, *RTI International*
Janice Tzeng, *RTI International*
Brian Southwell, *RTI International*
Suzanne Dolina, *RTI International*
Sidney Holt, *George Washington University*
Amy Sanders, *ICF Interactive*
Erik Augustson, *National Institutes of Health*

To Re-Mail Or Not to Re-Mail: Evaluating Occupancy Status in an Address-Based Household Mail Survey

Cameron Brook McPhee, *American Institutes for Research*
Michelle Cantave, *American Institutes for Research*
Mark Masterton, *American Institutes for Research*

Automated SMS Text Messaging as a Tool in Public Opinion Research

Nina DePena Hoe, *Temple University*
Heidi Grunwald, *Temple University*
Keisha Miles, *Temple University*

Using Auxiliary Data to Increase Efficiency of Sampling Rental Units

Randal ZuWallack, *ICF International*
Joshua Brown, *ICF International*
Thomas Brassell, *ICF International*
Davia Spado, *ICF International*

Concurrent Session K

Sunday, May 17, 10:15 a.m. – 11:45 a.m.

Session 4

Surveys on Science, Energy and Climate Change

Moderator: Richard L. Clark, *Castleton College*

Location: Regency Ballroom 3

The Influence of Political Ideology on Politicized Beliefs About Science

Rebecca R. Donaway, *Middle Tennessee State University*
Jason B. Reineke, *Middle Tennessee State University*

Attitudes Toward Unconventional Energy Production: An Emerging Political Prism?

Erik P. Bucy, *Texas Tech University*
Melissa R. Gotlieb, *Texas Tech University*
Bryan McLaughlin, *Texas Tech University*

Climate Change Policy and Public Opinion in Canada

Keith Neuman, *The Environics Institute for Survey Research*

Saving Energy: The Vital Role of Survey Research in Evaluating Low-Income Energy Efficiency Programs

Daniel Bausch, *APPRISE*
Kevin McGrath, *APPRISE*

The Effect of Question Wording on Measurement of Science Literacy

Aaron Maitland, *Westat*
Roger Tourangeau, *Westat*
Hanyu Sun, *Westat*
Yanna Yan, *University of Michigan*

Session 5

Panel: Quality of Qualitative Research: Setting Standards for Qualitative Public Opinion Research and Pretesting

Organizer: Jennifer H. Childs, *U.S. Census Bureau*

Moderator: Casey Langer Tesfaye, *The Nielsen Company*

Discussant: Margaret Roller, *Roller Marketing Research*

Location: Diplomat Ballroom 1

Ensuring Quality in Qualitative Research through Content Analysis: The GAO Approach

S. Andrew Stavisky, *Government Accountability Office*

Collaborative Approaches to Qualitative Reliability and Validity: Examples from Evaluation and Policy Research

Diane Purvin, *Yale University School of Medicine/The Consultation Center*

Using Conjoint Analysis to Improve the Validity of Focus Group Results

Rebecca Quarles, *QSA Research*

The NSF Interdisciplinary Standards for Systematic Qualitative Research: Their Relevance Ten Years Later

Ronald Chenail, *Abraham S. Fischler School of Education Nova Southeastern University*

International Development of a Quality Framework in the Qualitative Context

Karen Kellard, *The Social Research Centre*

Concurrent Session K

Sunday, May 17, 10:15 a.m. – 11:45 a.m.

Session 6

Web Panels: Recruitment and Retention

Moderator: Rossi Dobrikova, *Experian Marketing Services*

Location: Diplomat Ballroom 2

The Implications of Survey Experience and Panel Conditioning on Data Quality

Michael Henderson, *Louisiana State University*
D. Sunshine Hillygus, *Duke University*

The Role of Device Type and Respondent Characteristics in Internet Panel Survey Breakoff

Allan L. McCutcheon, *Gallup Research Center*

Impact of Images on Survey Participation, Respondents and Online Panel Recruitment

Mingnan Liu, *SurveyMonkey*
Noble Kuriakose, *SurveyMonkey*
Jon Cohen, *SurveyMonkey*
Sarah Cho, *SurveyMonkey*

Session 7

Conversation, Rapport and Interaction: Effects of Interviewers and Respondents on Data Quality

Moderator: Beth Ellen Pennell, *Institute for Social Research, University of Michigan*

Location: Diplomat Ballroom 4

Effects of Interviewer and Respondent Behavior on Data Quality: An Investigation of Question Types and Interviewer Learning

Antje Kirchner, *University of Nebraska - Lincoln*
Kristen Olson, *University of Nebraska - Lincoln*

The Impact of Rapport on Data Quality in CAPI and Video-Mediated Interviews: Disclosure of Sensitive Information and Item Nonresponse

Hanyu Sun, *Westat*

Interviewer Voice Characteristics and Data Quality

Nuttirudee Charoenruk, *Survey Research and Methodology Program, University of Nebraska-Lincoln*

Using Data Mining to Examine Interviewer-Respondent Interactions in Calendar Interviews

Robert F. Belli, *University of Nebraska*
L. Dee Miller, *University of Nebraska*
Leen-Kiat Soh, *University of Nebraska*
Tarek Al Baghal, *University of Essex*

Interviewer-Respondent Interactions in Conversational and Standardized Interviewing: Results from a National Face-to-Face Survey in Germany

Felicitas Mittereder, *Michigan Program in Survey Methodology, University of Michigan-Ann Arbor*
Jen Durow, *Michigan Program in Survey Methodology, University of Michigan-Ann Arbor*
Brady T. West, *Institute for Social Research, University of Michigan-Ann Arbor*
Frauke Kreuter, *Joint Program in Survey Methodology-University of Maryland*
Frederick G. Conrad, *Institute for Social Research, University of Michigan-Ann Arbor*

Concurrent Session K

Sunday, May 17, 10:15 a.m. – 11:45 a.m.

Concurrent Session K

Session 7 (continued)

Conversation, Rapport and Interaction: Effects of Interviewers and Respondents on Data Quality (continued)

Does an Introductory Sentence in an Opinion Question Cause Acquiescence Response Bias?

Jon A. Krosnick, *Stanford University*
Bo MacInnis, *Stanford University*
Ana Villar, *City University London*

Concurrent Session K

Session 8

Maximizing Telephone and Cell Phone Survey Participation

Moderator: Wendy Hicks, *Westat*

Location: Diplomat Ballroom 5

Inclusion of Cell Phone Households in the 2014 FDA Health and Diet Survey

Alan Roshwalb, *Ipsos Public Affairs*
Chung-Tung Lin, *U.S. Food and Drug Administration*
Agnélé S. Lawson, *Ipsos Public Affairs*

I Think I Know You: Matching Local Area Codes in National Telephone Surveys

Heather Knappen, *Metrix Matrix Inc.*
Chris Horn, *Metrix Matrix Inc.*

Impact of Pre-Notices on Response Rate in a National RDD study in Norway

Sofia Pinero Kluch, *Gallup*
Robert Tortora, *Gallup*
Ken J. Kluch, *Gallup*

The Effect of Varying Incentive Amounts on Physician Survey Response

HarmoniJoie Noel, *American Institutes for Research*
Grace Wang, *American Institutes for Research*
Akash Desai, *American Institutes for Research*
Alison Huang, *American Institutes for Research*

Use of a Reimbursement to Increase the Proportion of Pay-As-You-Go Cellphone Respondents

Marcus E. Berzofsky, *RTI International*
Bo Lu, *Ohio State University*
George L. Couzens, *RTI International*
Caroline Blanton, *RTI International*
Kimberly Peterson, *RTI International*
Jamie Ridenhour, *RTI International*
Tim Sahr, *The Ohio State University*
Robert Ashmead, *The Ohio State University*
Amy Ferketich, *The Ohio State University*
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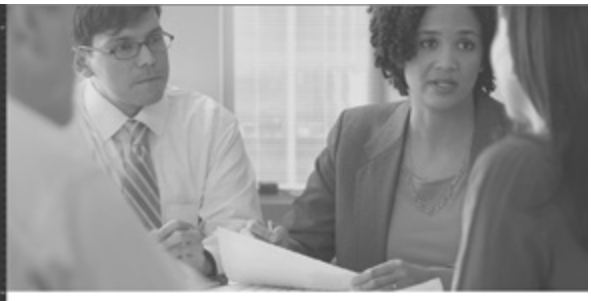

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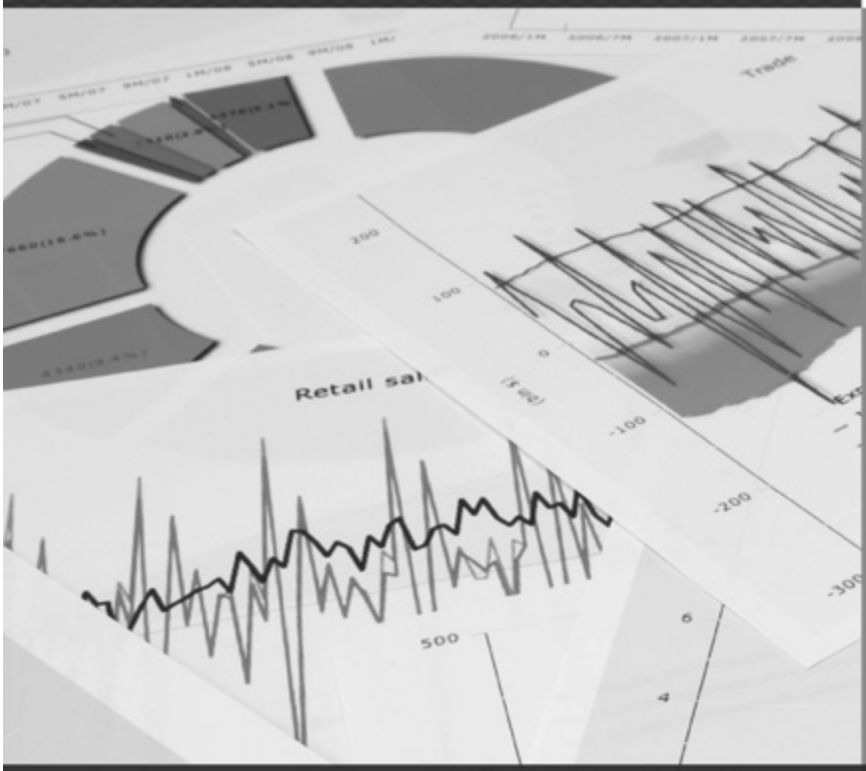

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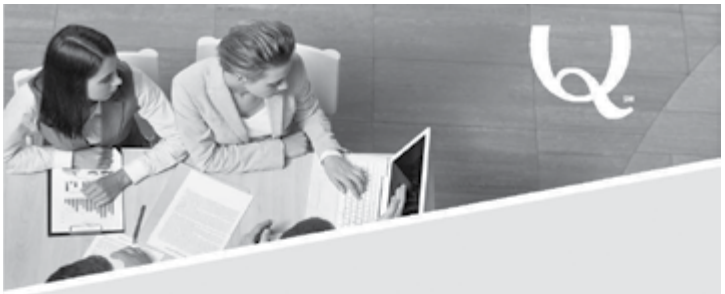

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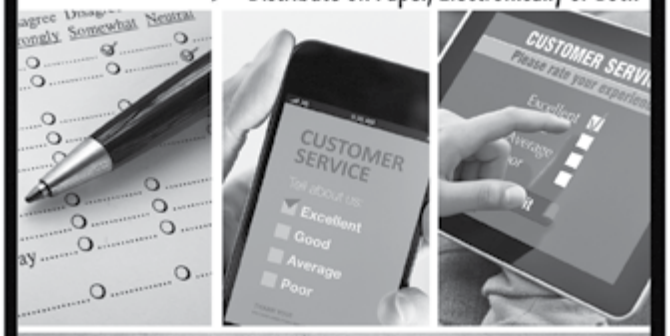

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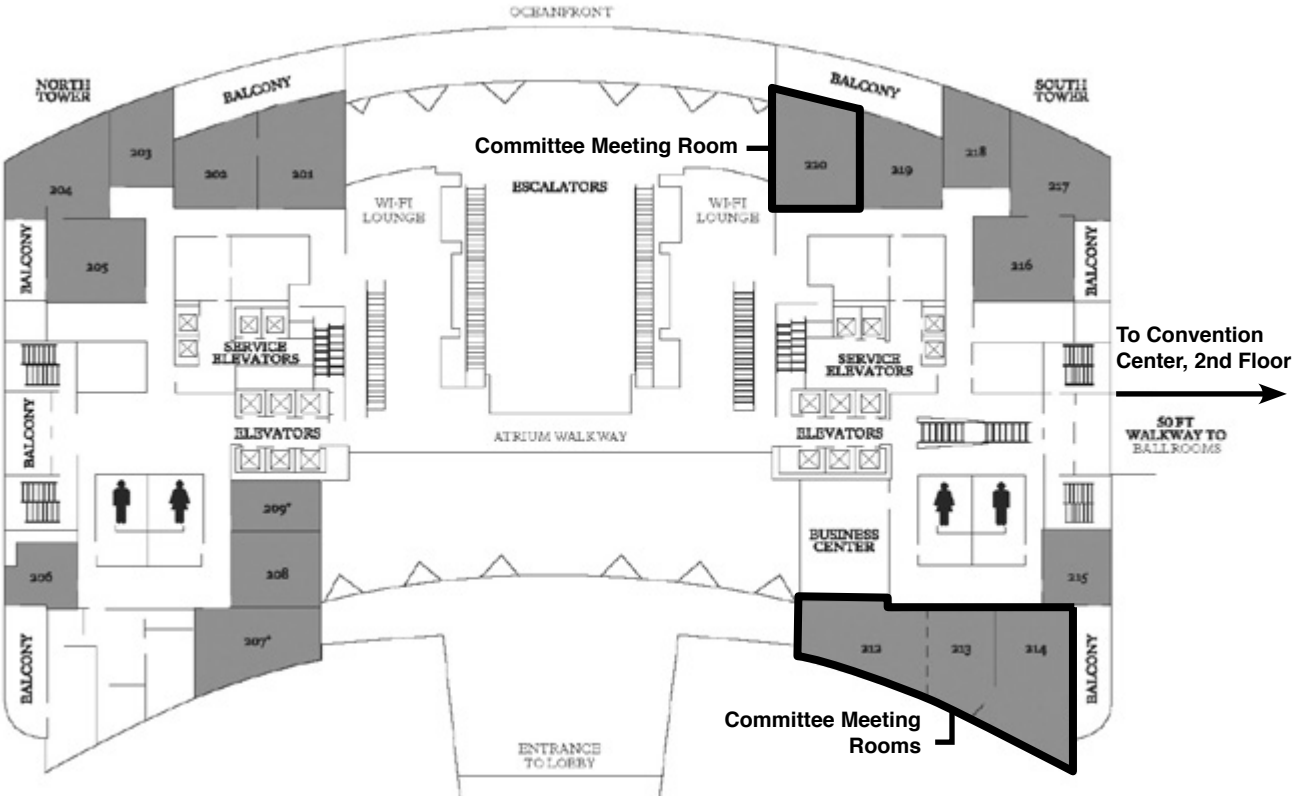
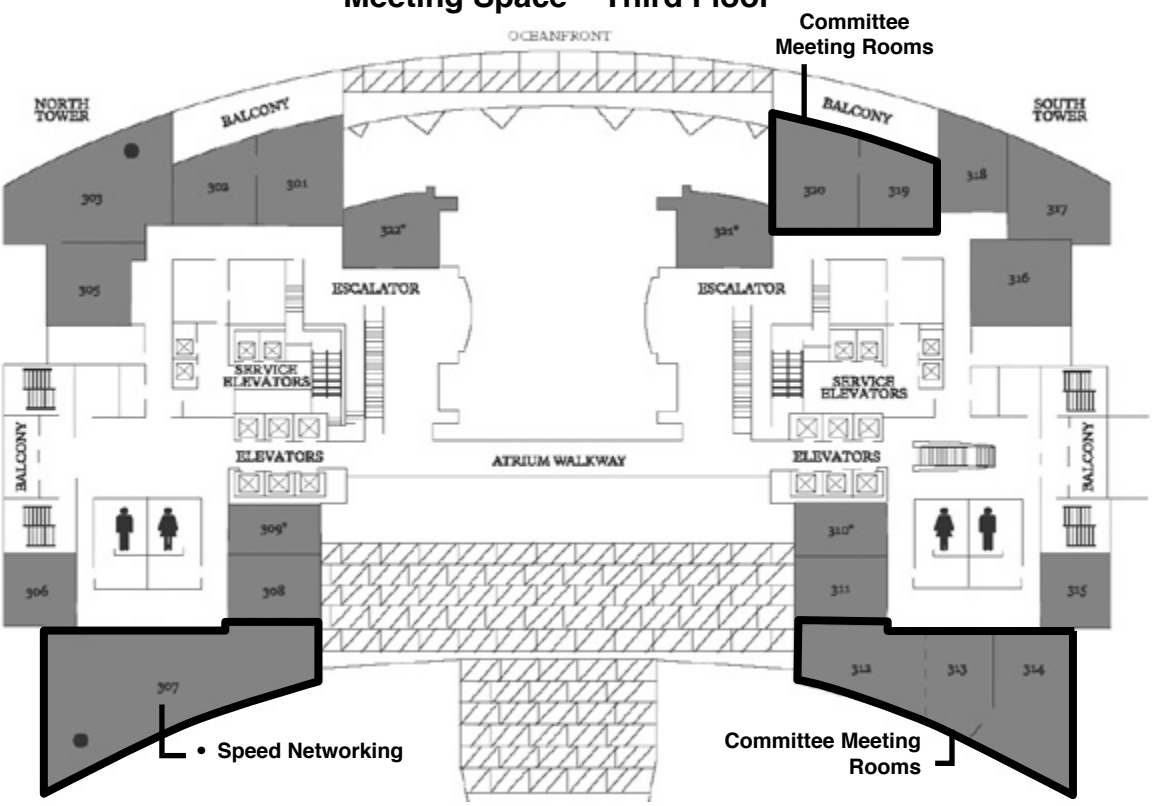
Floor Plans

Meeting Space – Second Floor

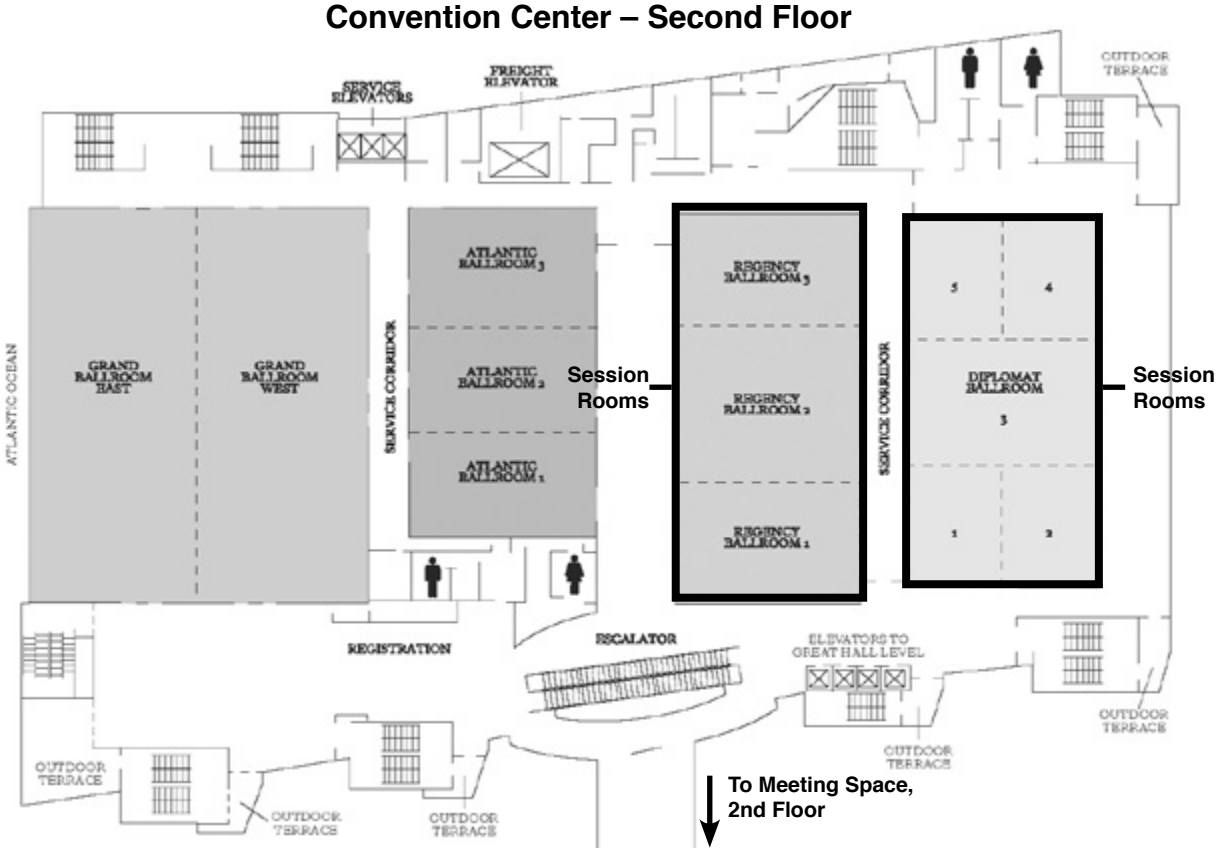


Meeting Space – Third Floor

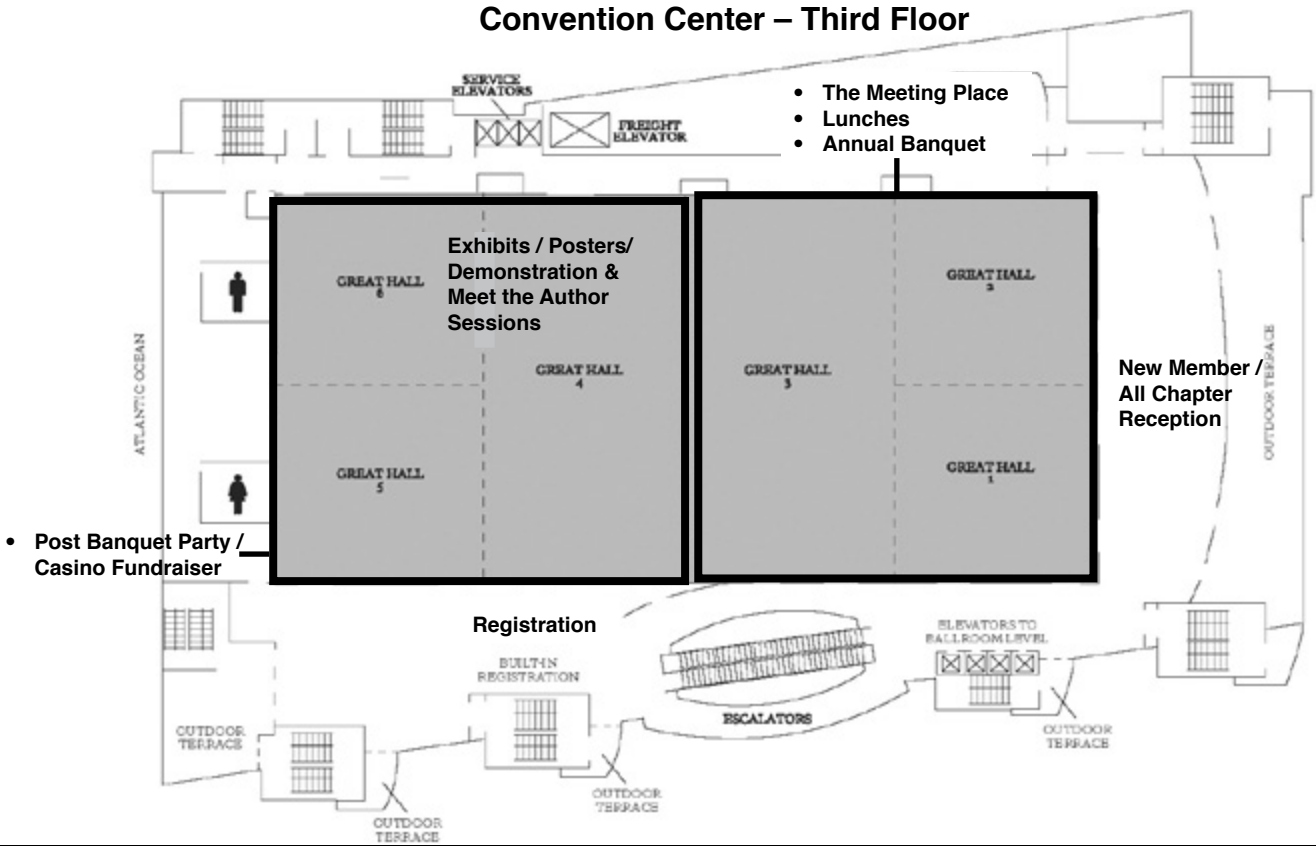


Floor Plans

Convention Center – Second Floor



Convention Center – Third Floor



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