



## 2016-2017 Annual Report



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## President's Report

This year the AAPOR Council is introducing an Annual Report that describes the Association's activities over the last year and its current financial status. We hope the report is informative and that it represents a new level of transparency with our members and colleagues in our industry.

From my vantage point, AAPOR has had a very successful year. Here are some of the highlights:



- **Membership is up.** We have almost five percent more members than we did at this time last year. We have made new efforts to reach out to sectors of the survey and opinion communities that are currently underrepresented in AAPOR.
- **The budget is balanced.** Although we were projecting a deficit at the beginning of the year, solid financial management (and a rising stock market) have put us in the black. We achieved a surplus of \$87,000 at the end of 2016.
- **Fundraising has gone exceptionally well.** AAPOR received more than \$20,000 in gifts this year, more than double what we raised last year.
- Because our finances were so strong, we were able to double the number of student travel grants for the 2017 Annual Conference in New Orleans.
- The conference in New Orleans is on track to be the biggest AAPOR conference ever. Our allotment of rooms at the conference hotel has sold out and we arranged for two overflow hotels. The program features many innovations and is full of great sessions.
- We have carried out internal reviews of the AAPOR awards, our standards procedures, and a particularly dicey issue — how to deal with court orders to turn over respondent identifiers in litigation settings without violating the AAPOR code. Recommendations are forthcoming on all three fronts.
- We have initiated an ambitious long-term effort to increase the diversity of AAPOR's membership. A new coordinating committee formed to enhance diversity activities throughout AAPOR programs will be announced soon, along with a detailed scope of work.
- We have launched two new task forces, both of them joint efforts with the American Statistical Association. One is charged to develop recommendations regarding data falsification including best practices for detection and standards for reporting it. The other is charged with making recommendations for improving the climate for surveys in the United States. Stay tuned for more from these task forces.
- Finally, two other task forces have completed or are nearing completion of their work. The final report from the Task Force on the Future of U.S. Telephone Survey Research was released in late April. And an initial draft of the report of the Ad Hoc Committee on 2016 Election Polling was also completed in April.

As you can see, Council has had a very busy and productive year! My thanks to everyone for their hard work, and particularly the volunteers whose efforts are reflected in these accomplishments. See you at the Business Meeting.

*Roger Tourangeau*

Roger Tourangeau  
2016-2017 President

## Who We Are

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The American Association for Public Opinion Research (AAPOR) is a professional organization dedicated to advancing the science and practice of survey and opinion research to give people a voice in the decisions that affect their daily lives.

We strive to:

- Educate policy makers, the media and the public at large to help them make better use of surveys and survey findings;
- Educate practitioners on new developments affecting our field;
- Advocate the highest standards of ethical conduct for survey and opinion research;
- Encourage and disseminate research and innovations that improve our methods;
- Encourage and disseminate systematic analyses of public opinion on the major issues of the day;
- Promote best practices in collecting, analyzing, and interpreting survey data;
- Provide opportunities for our members to exchange views and promote the values of our organization; and
- Act as an advocate for survey and opinion research and its practitioners.

## Executive Council and Staff

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### 2016-2017 Executive Council

- Roger Tourangeau, President, Westat
- Timothy P. Johnson, Vice President, University of Illinois at Chicago
- Mollyann Brodie, Past President, Kaiser Family Foundation
- Allyson L. Holbrook, Secretary-Treasurer, University of Illinois at Chicago
- Janet L. Streicher, Associate Secretary-Treasurer, Baruch College
- Sandra L. Bauman, Communications Chair, Bauman Research & Consulting LLC
- Jennifer H. Childs, Associate Communications Chair, U.S. Census Bureau
- Jennifer Dykema, Conference Chair, University of Wisconsin, Madison
- Trent D. Buskirk, Associate Conference Chair, University of Massachusetts Boston
- Sarah Cho, Education Chair, SurveyMonkey
- Brady T. West, Associate Education Chair, University of Michigan
- Anna F. Wiencrot, Membership/Chapter Relations Chair, NORC at the University of Chicago
- Morgan Earp, Associate Membership/Chapter Relations Chair, U.S. Bureau of Labor Statistics
- John D. Loft, Standards Chair, RTI International
- Andy Peytchev, Associate Standards Chair, University of Michigan
- Nancy J. Belden, Councilor-at-Large, Belden Russonello Strategists
- Richard Morin, Councilor-at-Large, Pew Research Center

## Executive Council and Staff

### 2017-2018 Executive Council

- Timothy P. Johnson, President, University of Illinois at Chicago
- David Dutwin, Vice President, SSRS
- Roger Tourangeau, Past President, Westat
- Janet L. Streicher, Secretary-Treasurer, Baruch College
- Jordon Peugh, Associate Secretary-Treasurer, SSRS
- Jennifer H. Childs, Communications Chair, U.S. Census Bureau
- Jennifer Agiesta, Associate Communications Chair, CNN
- Trent D. Buskirk, Conference Chair, University of Massachusetts Boston
- Courtney Kennedy, Associate Conference Chair, Pew Research Center
- Brady T. West, Education Chair, University of Michigan
- Matt Jans, Associate Education Chair, Abt Associates
- Morgan Earp, Membership/Chapter Relations Chair, U.S. Bureau of Labor Statistics
- Emily Geisen, Associate Membership/Chapter Relations Chair, RTI
- Andy Peytchev, Standards Chair, University of Michigan
- Stephanie Eckman, Associate Standards Chair, RTI
- Nancy Belden, Councilor-at-Large, Belden Russonello Strategists
- David Wilson, Councilor-at-Large, University of Delaware

### Staff

- Adam Thocher, Executive Director
- Eric Bailey, Marketing Communications Manager
- Tonya Cabrera, Coordinator, Meetings & Expositions
- Heidi Diederich, Administrative Director
- Lyn Maddox, Manager, Meetings and Exhibitions
- Zach Rogers, Staff Accountant
- Kismet Saglam, Education Director
- Crystal Stone, Administrator

## Past President's Report

As past president, I had the privilege, as laid out in our Bylaws, to form and lead the Nominations Committee who provides a list of potential candidates for Executive Council to consider for our AAPOR Executive Council elections. The vast scope and breadth of amazing volunteers willing to serve our organization in various roles left me believing that our future is bright. In addition, I worked with a fabulous group of AAPOR volunteers to establish a long term diversity implementation plan for AAPOR. And, finally, as I was charged with leading the Policy Impact Award Committee, where I had the pleasure of learning about a variety of incredible research projects that are making tangible contributions to a range of policy debates affecting the U.S. and abroad. See below for more details and links for each of these activities.

It has been one of the great honors of my career to serve AAPOR these past three years. Thank you all for allowing me this incredible opportunity and experience.

### Next Steps for AAPOR's Long-Term Diversity Efforts – Establishing an Implementation Plan

- As past president, I chaired a work group that included Councilor-at-Large Rich Morin, MCR Chair Anna Wiencrot, MCR Diversity Subcommittee Chair Ana Gonzalez, former MCR Chair Kristen Olson, and former AAPOR President Rob Santos. I want to thank them all for their hard work and commitment on this important topic.
- The work group proposed an ambitious, multidimensional implementation plan with short, medium, and long-term action items, which the AAPOR Executive Council formally adopted in March of 2017.
- The Implementation Plan consists of seven priority action areas requiring efforts across a variety of AAPOR committees. In order to assure that appropriate coordination and effective implementation occurs, Executive Council approved the establishment of a Diversity Coordinating Committee, following on the success of AAPOR Transparency Initiative Coordinating Committee, under the leadership of Dianne Ruciniski. Thank you, Dianne, for taking on this new responsibility!

**Nominating Committee:** A shout out and thank you to Mandy Sha, Ginger Blazier, Jolene Smyth, Mario Callegaro, Paul Braun and Roger Tourangeau for serving on the Nominations Committee this year. And, thank you to AAPOR staff member Crystal Stone who helped us so much in the process.

- After reviewing and considering almost 250 individuals, the Committee put forward its recommendations to Executive Council in January of 2017.
- At the instigation (and largely under the execution) of Mandy Sha the Committee also submitted to the Executive Council a Nominations Committee Reference Guide that lays out the process, values and principles under which the AAPOR Nominations Committee will operate in the future.
- A hearty congratulations to our new Executive Council Members and an immense thank you to all who agreed to stand for the election.

**Policy Impact Award Committee:** A shout out and thank you to Benjamin Messer, Chintan Turakhia, Diane Colasanto, Jennifer Agiesta, and Ronald Langley for serving on the Award Committee. And, again, a shout out to AAPOR staff member Crystal Stone for all her help!

- We received a number of incredibly strong submissions for the Policy Impact Award. I want to thank everyone who submitted and encourage those who were not recognized this year to consider applying again in the future. The Committee had a tough time making its decision given the high quality of nominations.
- A huge congratulations to The International Tobacco Control Policy Evaluation Project for research that has so clearly demonstrated an impact worldwide on Tobacco Policy debates.

Mollyann Brodie  
2016-2017 Past President

## Vice President's Report

This has been a very productive year for AAPOR's Executive Council and I am extremely grateful to them, and to AAPOR's staff, for their dedication and collegiality. I also greatly appreciate and thank AAPOR President Roger Tourangeau for his steady and proactive leadership of the Council and AAPOR throughout this past year. Looking forward, I'm excited for the opportunity to work with the 2017-2018 AAPOR Executive Council that will soon be taking office. Some of the specific plans for the upcoming year that I hope to accomplish as President, with the Council's support, include the following:

- Appoint Ad Hoc Committees to quickly review two important problems confronting our research community and providing recommendations for actions that AAPOR can take to begin confronting each. These include the issues of: (1) Sugging (selling under the guise of research) and Frugging (fund-raising under the guise of research), and (2) the growing problem of discrediting public opinion surveys as a partisan political strategy.
- Monitor and strongly support the activities and initiatives of all AAPOR Standing Committees.
- Work with the leaders of AAPOR's two ongoing Task Forces (Data Falsification and Survey Climate) to complete their reports by the May 2018 Conference.
- Monitor and strongly support the ongoing activities of AAPOR's Diversity and Transparency Initiative Coordinating Committees, and the Ad Hoc Committee on Public Opinion.
- Monitor and strongly support AAPOR's ongoing activities towards meeting each of our AAPOR2025 goals.
- Identify opportunities for all members to become meaningfully involved in AAPOR activities and initiatives.

Tim Johnson  
2016-2017 Vice President



## Secretary-Treasurer's Report

### Leadership:

**Allyson Holbrook** (Secretary-Treasurer), University of Illinois at Chicago

**Janet Streicher** (Associate Secretary-Treasurer), Baruch College

### 2016 Budget Overview:

- Budgeted for a net loss of (\$29,608)
- Actual was a net gain of \$87,000
  - Conference performance was strong
  - Reduced committee expenses (travel and conference calls)
  - Investment performance in the latter months of 2016 was strong
  - Combination of higher revenues and lower expenses than budgeted
- Revenue Highlights
  - Actual revenues of \$1,562,732 were higher than budgeted revenues of \$1,528,311
  - Higher than budgeted: membership and administration, publications and career center, conference
  - Lower than budgeted: distance education, TI (fees waived), and OUP Journals
- Expense Highlights
  - Actual expenses of \$1,473,112 were lower than budgeted expenses of \$1,557,919
  - Less than budgeted: TI, conference, leadership and committees
  - As budgeted: membership and administration, distance education, publications, OUP Journals

### Current Accounts and Investments: (as of 2/28/17)

- Cash balance = \$371,162
- Short-term investment balance = \$108,585
- Temporarily unrestricted investments = \$158,052
- Total unrestricted investments = \$1,297,872
- 12 months of budgeted operating expenses (unrestricted reserves)

### Notable Accomplishments in Sponsorship, Development, and Investment

**Sponsorship:** AAPOR launched its Sustaining Sponsorship Initiative for 2017. This initiative involves providing and promoting opportunities for year-round sponsorship opportunities (e.g., the webinar series, Survey Practice) and allowing sponsors to qualify as Sustaining Sponsors. Sustaining Sponsors, whose total annual sponsorship exceeds \$20,000, receive additional recognition on AAPOR's website and at the conference.

**Development:** AAPOR's Presidential Matching Development Campaign in 2016 resulted in record-breaking levels of giving from AAPOR members both in terms of number of members who donated and in terms of amount donated. This enabled us to sponsor an unprecedented number of conference travel awards!

**Investments:** AAPOR's investments continue to flourish with a focus on long-term stability and growth. One innovation initiated this year was to invest portions of cash reserves that are not immediately needed into short term CDs on a rotating basis. This balances the need to have some liquid assets with the ability to maximize returns.

## Finance Committees: Thank you to all these volunteers for their service!

### Development Committee:

- Nancy Mathiowetz (Chair), University of Wisconsin-Milwaukee
- Paul Beatty, U.S. Census Bureau
- Diane O'Rourke, Retired
- Mark Schulman, Abt Associates Inc.

### Sponsorship Committee:

- Kelly Foster (Chair), East Tennessee State University
- Dawn V. Nelson, U.S. Census Bureau
- Ginger Blazier, Issues & Answers Network
- John Stevenson, University of Wisconsin-Madison
- Mary McDougall, Survox Inc.




### Investment Committee:

- Jeffrey Stec (Chair), Charles River Associates
- Larry Cohen, Strategic Business Insights
- Murray Edelman, Edelman Research
- Joseph Lenski, Edison Research
- Chintan R. Turakhia, SSRS
- Jenny Benz, NORC at the University of Chicago
- Evans Witt, Princeton Survey Research Associates International

## AAPOR2025 Report

AAPOR is committed to keeping you updated on our progress to our long-term vision. This chart demonstrates our activity over the last year.

AAPOR2025 GOAL	KEY ACCOMPLISHMENT	GRADE
Promote Core Values	Continued growth of the Transparency Initiative; comprehensive review of the AAPOR awards	
Support Multidisciplinary Membership	Long-term diversity plan approved; affinity group applications are live with three affinity groups already forming.	
Assess New Public Opinion Theories & Methods	Election Polling, Data Falsification, and Enhancing the Climate for Survey Research Task Forces formed and underway.	
Promote Scientific Approaches		
Provide Professional Development & Education	Webinars and short courses-offered new pricing options to engage larger number of members; doubled student travel awards to annual meeting; hosted pilot Washington, D.C. based Short Course.	
Educate Public and Other Key Groups on Importance of Quality Measurement	Election Polling Task Force and Media Release; press releases on SUGGING and FRUGGING by political parties; multiple interviews with media outlets globally	
Advocate Support of Essential Public Opinion Related Activities & Organizations	Launched two task forces jointly with American Statistical Association; Active board participation with COSSA, COPAFS, Census Project	
Collaborate Globally	WAPOR/ESOMAR/AAPOR Journalist Course	

 = Meeting Goals
  Yellow = in progress
  = no progress

[Click here to view the AAPOR2025 Strategic Vision](#)

## AAPOR Awards Committees Report

### 2017 AAPOR Award for Exceptionally Distinguished Achievement

#### Winner Announced at AAPOR Conference

The award is given for outstanding contribution to the field of public opinion research including: advances in theory, empirical research and methods; improvements in ethical standards; and promotion of understanding among the public, media and/or policy makers.

### 2017 AAPOR Book Award

**Susan Herbst**, University of Connecticut

***Numbered Voices: How Opinion Polling Has Shaped American Politics***

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. Eligibility for the AAPOR Book Award includes any book in the field that is at least three years old (to allow time for books to be read and reviewed), including any books published before or during the period covered by the list of the Fifty Books that Have Significantly Shaped Public Opinion Research 1946-1995. (The books on the "Fifty Books" list have already been recognized by AAPOR and are not eligible for the annual book award.)

### 2017 AAPOR Policy Impact Award

#### The International Tobacco Control Policy Evaluation Project

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.

### 2017 AAPOR Student Travel Award

**Isabel Anadon**, University of Wisconsin-Madison

**Ruben Bach**, Institute for Employment Research

**Shakari Byerly**, University of California-Los Angeles

**Hyesun Choung**, University of Wisconsin-Madison

**Beth Cochran**, University of Nebraska-Lincoln

**Britany Gatewood**, Howard University

**Rebecca Grady**, University of California-Irvine

**Jan Karem Höhne**, University of Göttingen

**Tom Holub**, University of California-Berkeley

**David Houston**, Columbia University

**Eunji Kim**, University of Pennsylvania

**Carli Lessof**, University of Southampton

**Kathleen Rogers**, Rutgers University

**Mazen Sarwar**, University of Nebraska-Lincoln

**Sharan Sharma**, University of Michigan

**Enrijeta Shino**, University of Florida

**Marina Stavrakantonaki**, University of Illinois at Chicago

**Alexander Wenz**, University of Essex

The AAPOR Student Travel Award was established to fund students to attend 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.

### 2017 Warren J. Mitofsky Innovators Award

**Don A. Dillman**, Washington State University, **Leah Melani Christian**, Nielsen, **Michelle Edwards**, Texas Christian University, **Benjamin Messer**, Research-Into-Action, **Morgan M. Millar**, University of Utah and **Jolene D. Smyth**, University of Nebraska for web-push data collection methodology that uses postal mail contacts to request a web response while withholding alternative response modes until later in the data collection process. Their methodology is now being used by the U.S. Census Bureau and in many countries to conduct major surveys relevant to public policy decisions.

The Warren J. Mitofsky Innovators Award recognizes 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. The innovations could consist of new theories, ideas, applications, methodologies or technologies. To be considered for the award, innovations must be publicly documented. The award can be given to individuals, groups or institutions.

### 2017 Burns “Bud” Roper Fellow Award

**Audris Campbell**, Gallup

**Kerry Driscoll**, Claritas

**Kristin Dwan**, NORC at the University of Chicago

**Kyle Endres**, Duke Initiative on Survey Methodology

**Dana Garbarski**, Loyola University

**Bevin Mory**, Mathematica

**Jocelyn Reynolds**, Oppenheim Research

**Luis Sanchez-Conde**, Civis Analytics

The Burns “Bud” Roper Fellow Award is named for the late Burns “Bud” Roper who provided a substantial bequest in his will to endow 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. They receive financial assistance to help them attend the annual conference and/or participate in conference short courses; most are first-time conference attendees.

### 2017 Seymour Sudman Student Paper Competition Award

**Ozan Kuru**, University of Michigan

**“Complexity of Public Opinion in the Digital Age:**

**What do Ordinary Citizens Make of Diverse Quantifications”**

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

### 2017 AAPOR Student Poster Award

#### Winner Announced at AAPOR Conference

The Student Poster Competition honors the best student poster presented at the AAPOR annual conference. To be eligible for the award, students must have their poster abstracts accepted for presentation at the conference. The award committee will consider all posters that relate to the study of public opinion, whether they focus on theory, substantive findings, research methods, and/or statistical techniques used in such research.

### 2017 Harkness Student Paper Award

**Katharina Meitinger**, GESIS

**“Necessary but Insufficient:**

**Why Measurement Invariance Tests Need Online Probing as a Complementary Tool”**

This award is given in memory of Dr. Harkness, distinguished cross-cultural survey methodologist, who passed away in 2012.

## Annual Conference Committee Report

### Leadership:

**Jennifer Dykema** (Chair), University of Wisconsin-Madison

**Trent Buskirk** (Associate Conference Chair), University of Massachusetts-Boston

### AAPOR Staff Liaison:

**Heidi Diederich**, Administrative Director

The Conference Committee plans and organizes the annual conference held in May. The committee identifies the conference theme, creates the conference structure and program, plans and executes activities for the conference, and coordinates member involvement. While the committee is largely made up of members from AAPOR's Executive Council, considerable support is also provided through the efforts of the Conference Support Committee whose members help develop and implement many of the social and networking activities at the conference.

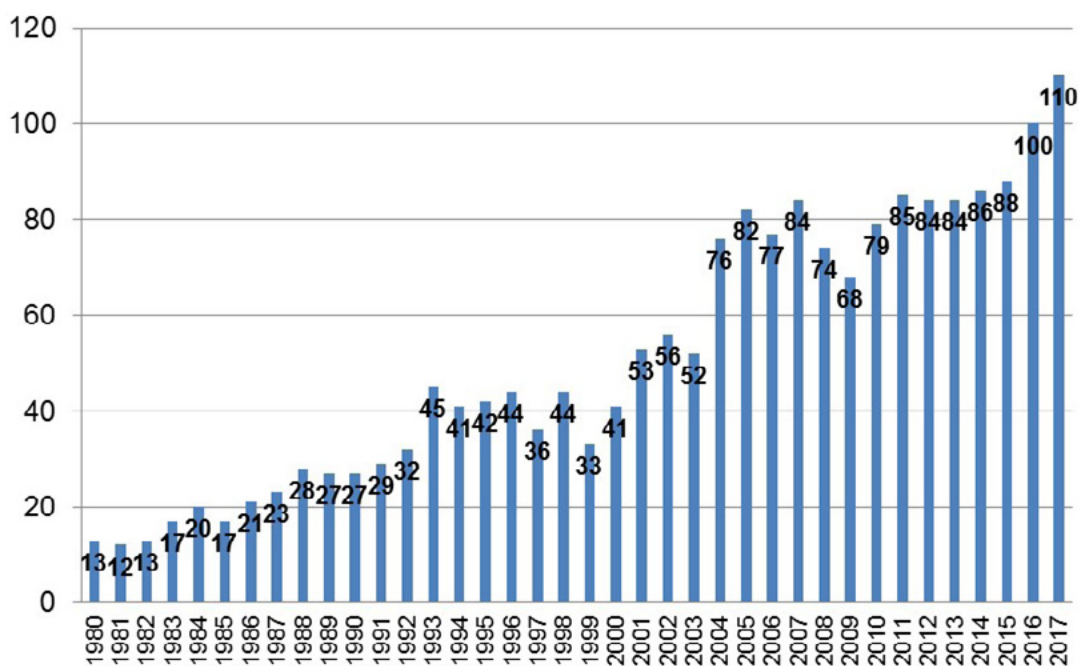
### Registration

Year	Conference City	Final Registration
2017	New Orleans	--
2016	Austin (WAPOR)	1,308
2015	Hollywood	1,137
2014	Anaheim	1,037
2013	Boston (WAPOR)	1,152
2012	Orlando	1,026
2011	Phoenix	967
2010	Chicago (WAPOR)	1,093

## Sessions

Since 2011 (approximately), we have selected hotels in anticipation of accommodating 88 breakout sessions (i.e., 11 concurrent sessions that run throughout the conference and feature eight simultaneous sessions). In 2017, we featured a record number of breakout sessions at the conference (N = 110; see chart below). We were able to include 110 sessions by adding an additional concurrent session to the program on Saturday and by adding two additional breakout sessions to each concurrent session.

Number of sessions at conference, 1980-2017



1

## Submissions

We received the highest number of submissions for individual presentations and the highest number of abstract submissions for a non-WAPOR year.<sup>1</sup>

Submissions: Overview, 2010-2017					
	Submission Type		Totals		
	Panel	Paper, Brief, or Poster	Abstract Submissions	Individual Presentations <sup>a</sup>	Weighted Acceptance Rate <sup>b</sup>
2010 (WAPOR)					
Received	29	594	623	725	92%
Accepted	26	548	574	665	
2011					
Received	28	567	595	693	92%
Accepted	27	514	541	636	
2012					
Received	12	594	606	648	91%
Accepted	10	542	552	587	
2013 (WAPOR)					
Received	19	719	738	805	75%
Accepted	15	533	548	601	
2014					
Received	32	607	639	751	72%
Accepted	30	408	438	543	
2015					
Received	31	619	650	759	82%
Accepted	19	538	557	624	
2016 (WAPOR)					
Received	34	699	733	852	79%
Accepted	28	547	575	673	
2017 <sup>c</sup>					
Received	39	691	730	867	88%
Accepted	35	601	675	759	
<sup>a</sup> Estimated as: ("Panel" * 4.5) + "Paper, Brief, or Poster" <sup>b</sup> Calculated as: "Presenter Submissions Received"/"Presenter Submissions Accepted" <sup>c</sup> The final acceptance rate is higher than that shown here because we replaced (where possible) withdrawn submissions with alternative submissions.					

In 2015 and 2016, AAPOR implemented a two-phase abstract selection process (full panels first, followed by submissions for individual presentations a month later). The two-phase process ended up presenting more problems than it solved, and in 2017, we reverted back to a single-phase model.

<sup>1</sup> An abstract submission for a panel presentation, which typically consists of four to five individual presentations, can be counted as a single submission or it can be counted as the total number of individual presentations.



### Seymour Sudman Student Paper Competition and Student Poster Competition

- We received a total of six eligible submissions for the paper competition. The committee awarded one winner and one honorable mention. The winner was Ozan Kuru for his paper entitled “Complexity of Public Opinion in the Digital Age: What do Ordinary Citizens Make of Diverse Quantifications” and the Honorable Mention winner was Sarah Lessem for her paper entitled “Evaluation of Algorithms to Determine Diabetes Type in Health Surveys.” Both winners will attend the 2017 AAPOR conference and will present their work.
- The Sudman Student paper committee had seven AAPOR members including:
  - David Barker, Institute for Social Research
  - Ipek Bilgen, NORC at the University of Chicago
  - Trent D. Buskirk, University of Massachusetts-Boston
  - David Dutwin, SSRS
  - Dana Garbarski, Loyola University Chicago
  - Matt Jans, Abt Associates Inc.
  - Leora Lawton, TechSociety Research
- Note: In order to be eligible for the paper competition in 2015 and 2016, students were required to submit an abstract during the formal submission process. In an attempt to increase submissions, we eliminated this process, and returned to the traditional model in which students submitted full papers by the January deadline. While the traditional process is easier to manage, it did not seem to increase submissions.
- We had a total of seven student entrants for the Student Poster Competition for the 2017 AAPOR Annual Conference.
- Judges for the Student Paper competition included:
  - Trent D. Buskirk, University of Massachusetts-Boston
  - John Stevenson, University of Wisconsin-Madison
  - Ashley Hyon, Marketing Systems Group
  - Dana Garbarski, Loyola University Chicago

## 2017 Highlights

- We received a record number of submissions for individual presentations and the conference featured a record number of sessions!
- We also received an unprecedented number of submissions related to the election and polling, ensuring that conference was the premier place to unpack key substantive and methodological issues about the 2016 vote.
- The conference theme “Embracing Change and Diversity in Public Opinion and Social Science Research” was selected to signal AAPOR’s understanding and willingness to welcome both the challenges as well as opportunities presented by a rapidly changing public opinion and research methodology landscape. The conference theme was reflected throughout the conference program and we also featured a professional development session on “The Intersection of Inclusive Leadership and Unconscious Bias.”
- One of our big decisions was what to do about a plenary session. From 2009-2014 the conference featured an all-conference Thursday evening session in which a small, select number of guests discussed a topic of interest. In 2015 and 2016 the plenary was replaced by other activities. However, 58% of those responding to the 2016 AAPOR Survey said they wanted a plenary. We attempted to improve the timing of the plenary by moving it to the first session in the conference, and rather than focus on a single topic, the session attempted to offer something engaging for everyone. “Assessing the Climate for Surveys and Social Science Data Collection: A Conversation,” featured experts from a range of disciplines addressing: 1) the changing climate for surveys and social science data collection; 2) societal and other forces shaping that climate; and 3) steps we might take to brighten the forecast.
- Every year AAPOR members tell us that the New Member & All-Chapter reception is one of their favorite events at the conference. This year we extended the length of the reception and combined it with an opportunity to sample New Orleans inspired cuisine.
- Through coordination with the Conference Support Committee and Membership and Chapter Relations Committee, we increased efforts to reach out to and engage new members, student members, and early-career members.
- We increased AAPOR’s social media presence at the conference by experimenting with live and recorded streaming of the conference via Facebook and increasing AAPOR’s voice on Twitter.
- We worked with RTI to add enhancements to the AAPOR conference app, such as including presenters’ Twitter handles and hyperlinking to presenters’ emails to allow for more immediate and accessible communication among members.

## 2018 Conference

73rd Annual Conference  
May 16-19, 2018  
Sheraton Denver Downtown Hotel  
Denver, Colorado

### Conference Steering Committee Members

- Jennifer Dykema, University of Wisconsin-Madison
- Trent Buskirk, University of Massachusetts-Boston
- Ashley Amaya, RTI International
- Sandra Bauman, Bauman Research & Consulting LLC
- Anh Thu Burks, Nielsen
- Sarah Cho, SurveyMonkey
- Morgan Earp, U.S. Bureau of Labor Statistics
- Kelly N. Foster, East Tennessee State University
- Allyson Holbrook, University of Illinois at Chicago
- Tim Johnson, University of Illinois at Chicago
- Janet Streicher, Baruch College
- Roger Tourangeau, Westat
- Marielle Weindorf, DataStat Inc.
- Anna Wiencrot, NORC at the University of Chicago

### Subcommittees

#### Conference Support Committee

- Anh Thu Burks (Chair), Nielsen
- Marielle Weindorf (Associate Chair), DataStat Inc.
- Craig Hill, RTI International
- Ashley Hyon, Marketing Systems Group
- Lisa Lin-Freeman, IMPAQ International
- Peg Kreckler, Tetra Tech
- Michael Lawrence, GfK
- Tiana Pyer-Pereira, University of Illinois at Chicago
- Mandy Sha, RTI International
- Yvonne Shands, SSRS
- Mengmeng Zhang, American Institutes for Research

#### Conference Abstract Review Committee

- Peyton Craighill, U.S. Dept. of State
- Heidi Diederich, AAPOR Administrative Director
- Nora Cate Schaeffer, University of Wisconsin-Madison
- Mandy Sha, RTI International
- John Stevenson, University of Wisconsin-Madison
- Adam Thocher, AAPOR Executive Director
- Vince Welch, NORC at the University of Chicago

### **Seymour Sudman Student Paper Competition Judges**

- Trent Buskirk (Chair), University of Massachusetts-Boston
- Matt Jans, Abt Associates Inc.
- David Barker, Institute for Social Research CSU Sacramento
- Leora Lawton, TechSociety Research
- Dana Garbarski, Loyola University
- Ipek Bilgen, NORC at the University of Chicago
- David Dutwin, SSRS

### **Student Poster Competition Judges**

- Trent Buskirk (Chair), University of Massachusetts-Boston
- Ashley Hyon, Marketing Systems Group
- John Stevenson, University of Wisconsin-Madison
- Dana Garbarski, Loyola University

### **Kick-off Session Contributors**

- Claudia Deane, Pew Research Center
- John Dick, Civic Science
- Michael Link, Abt Associates Inc.
- Peter Miller, U.S. Census Bureau
- Margie Omero, Momentum Analysis LLC
- Steve Blixt, Bank of America

### **AAPOR Staff Liaisons**

- Adam Thocher, Executive Director
- Eric Bailey, Marketing Communications Manager
- Tonya Cabrera, Coordinator, Meetings & Expositions
- Heidi Diederich, Administrative Director
- Lyn Maddox, Meetings and Exhibitions Manager
- Crystal Stone, Administrator

### **AAPOR would also like to thank**

- Exhibitors and sponsors for their support of AAPOR
- The thousands of presenters who shared their research with the AAPOR community
- The hundreds of moderators who worked to keep sessions running smoothly
- The organizations that made it possible for the many volunteers to support the organization

## Communications Committee Report

### Leadership:

**Sandra L. Bauman** (Chair), Bauman Research & Consulting, LLC

**Jennifer H. Childs** (Associate Chair), U.S. Census Bureau

### AAPOR Staff Liaison:

**Eric Bailey**, Marketing Communications Manager

The Communications Committee is charged with the responsibility for all matters concerning the public face of AAPOR. This committee assists the President and the Executive Council in disseminating information relating to public opinion and survey research, and the policies and activities of AAPOR. The newsletter, website, and social media presence all fall under the Communications Committee as does the Pre-Election Polling Task Force.

This year has been a busy one for Communications, where we continued to build off the great work of past leadership while continuing to make improvements in AAPOR's primary communications platforms and expand our involvement through a network of liaisons to other AAPOR committees and initiatives.

Our committee consists of about 25 members who join monthly status conference calls to share progress and exchange ideas. This is our second year with Marketing Communications Manager Eric Bailey, who does a lot of the behind the scenes work on behalf of AAPOR and the committee. Some highlights and metrics that illustrate the committee's work:

### Social Media

This subcommittee, expertly led by Jennifer Agiesta, is very active in engaging membership and the public in AAPOR's activities. Some key metrics:

- On Facebook we have nearly 3,000 likes – an increase of 427 over this time last year. Our posts reached an average of 206 people every day nearly double our reach from the previous year.
- On Twitter we have more than 3,600 followers; about 600 more than last year. Our tweets are viewed on average 914 times a day. And our retweets have reached over 100,000 people.
- We recently started an Instagram account (aapor\_conference) for sharing member activity during our annual conference.

### Website

This subcommittee chaired by Elizabeth Nichols continued work on making content changes to the website throughout the year, to make sure the content is fresh and up-to-date. This included revamps of the Election Resources materials, integrating sponsorship opportunities, and updating AAPOR historical information from static PDF material so that it is easily accessible and searchable. Some key metrics:

- AAPOR.org gets about 114 active users per day, with the expected spike in usage around the conference registration and throughout the conference.

### Newsletter

Chaired by Doug Currivan, the newsletter is a bi-monthly e-newsletter that goes out to membership (a total of six issues per year). Since we migrated to the e-format, we have seen a great deal of engagement from membership in the newsletter.

- Our open rate has increased by more than 21 percent and our click throughs have increased by nearly 42 percent. Overall, our newsletter engagement rates are consistently higher than the industry average.

## Conference

A big part of the committee's work in the last four months has been in planning the communications strategy around the annual conference. Our goals were to create engagement among conference attendees, help promote conference activities, and to create interesting content for non-attendees to follow so they can have a "virtual" experience. Building off of last year's very successful "Twitter Team," we expanded our efforts beyond Twitter to include Facebook Live video streaming of conference presentations and activities.

## Liaisons

A key goal of our committee was to "infiltrate" other committees with the goal of assisting where appropriate with any communication needs. As such, we had the following liaisons:

- Ned English, MCR
- Matt Jans, AAPORnet & TCPA
- Nicole Lee, Conference
- Jordan Peugh, Education
- Dianne Rucinski and Mary McDougall, Transparency Initiative
- Janet Streicher, International Subgroup
- Tamara Terry, Education
- Jennifer H. Childs, Diversity
- Ken Winneg, Conference

## Press Inquiries

Being an election year, 2016 brought a large number of press inquiries.

- Fielded 25 requests by news media for comment on various survey research topics throughout the year. AAPOR was mentioned in 103 news articles since the last conference.

**AAPORnet** continues to be a vibrant place for member engagement:

- This year we had 918 posts with 830 total replies this past year. The top posts were about:
  - 2016 Election Polling Review
  - Race/Ethnicity question
  - Analyzing survey datasets where data have been gathered by more than one mode

## Goals for 2017-2018

- Build on **website** success with continued section reviews for content accuracy and relevancy.
- Build on new **e-newsletter** approach with interim news updates between issues as warranted.
- Develop a comprehensive and integrated **communications calendar**.
- Continue building AAPOR presence in **social media** – beyond conference!
- Proactively work with other **committees** (MCR, TI, Conference, TCPA, etc.) to be a communications resource in disseminating information to membership.
- Work with Council on **AAPOR Identity** initiative, led by Roger Tourangeau.
- Work with **Diversity** Committee on communicating AAPOR commitment.
- Create unified branding of AAPOR **task force reports** and other white papers.
- Shepherd the ad hoc committee to evaluate pre-election polling.

## Committee Members

- Jennifer J. Agiesta (Chair, Social Media Subcommittee), CNN
- Mark M. Blumenthal, SurveyMonkey
- James R. Caplan, U.S. Dept of Defense DCPAS
- Dan Cassino, Farleigh Dickinson University
- Jon Cohen, SurveyMonkey
- Douglas B. Currivan (Chair, Newsletter Subcommittee), RTI International
- Josue De La Rosa, Abt Associates Inc.
- Ned English, NORC at the University of Chicago
- Kathleen Frankovic, Retired, Independent Consultant
- Natalie M. Jackson, Huffington Post / POLLSTER.COM
- Matt Jans, Abt Associates Inc.
- Nicole Lee, Abt Associates Inc.
- Ariel Edwards-Levy, Huffington Post
- Brittany Link, Equality Florida
- Mary McDougall, Survox
- Elizabeth Nichols (Chair, Website Subcommittee), U.S. Census Bureau
- Raphael Nishimura, Abt Associates Inc.
- Jordon Peugh, SSRS
- Leo G. Simonetta, Art & Science Group, LLC
- Lynn Stalone, IHR Research
- Janet L. Streicher, Baruch College, CUNY
- Tamara Terry, RTI International
- Ken Winneg, University of Pennsylvania
- Sue York, The University of Queensland

## Education Committee Report

### Leadership:

**Sarah Cho** (Chair), SurveyMonkey

**Brady West** (Associate Chair), University of Michigan

### AAPOR Staff Liaison:

**Crystal Stone**, Administrator

The Education Committee is presently defined by five subcommittees, and this annual report outlines the accomplishments of each subcommittee during the 2016-2017 operating year.

### Committee Members

- Laura Allen, University of Nebraska-Lincoln
- Ashley Amaya, RTI International
- Amanda Barry, Nielsen
- Emily Ann Bedoya, George Washington University
- Rachel Caspar, RTI International
- Floyd Ciruli, Ciruli Associates
- Doug Currivan, RTI International
- Jennifer Dineen, University of Connecticut
- Rachel Gauvin, NORC at the University of Chicago
- Emily Guskin, Washington Post
- Patrick Habecker, University of Nebraska-Lincoln
- Hannah Hartig, University of Pennsylvania
- Melissa J. Herrmann, SSRS
- Jennifer Kelley, University of Michigan
- Florian Keusch, University of Mannheim
- Antje Kirchner, RTI International
- Allison Kopicki
- Jennie Lai, Google, Inc.
- Jocelyn I. Landau, Netflix
- YuChieh (Jay) Lin, University of Michigan
- Mingnan Liu, Facebook
- Linda Lomelino, SSRS
- Kyley McGeeney, PSB Research
- Jonathan Mendelson, Fors Marsh Group
- Mira Norton, Dropbox
- Jordon Peugh, SSRS
- Emilia Peytcheva, RTI International
- Susan Pinkus, S.H. Pinkus Research Associates
- Stephanie Psyllos, NBC News
- Maura Spiegelman, National Center for Education Statistics
- Martha Stapleton, Westat
- Clyde Tucker, CNN
- Kevin Ulrich, University of Chicago
- Yanna Yan, University of Michigan



### Online Education Subcommittee

**Kyley McGeeney** (Chair), PSB Research

The Online Education Subcommittee is responsible for the AAPOR webinar series. Key accomplishments over the past year include:

- Increasing webinar revenue by 35% and participation by 36%
- Introducing discounted annual subscription for individual members, which has 53 subscribers to date
- Finalizing documentation of roles and responsibilities for subcommittee chair and members chair, and created best practices guidelines for webinar presenters on how to develop effective webinars

The subcommittee finalized the 2017 webinar schedule after carefully analyzing member feedback and past performance data. Webinar topics focused on innovations in survey research, such as questionnaires for surveys on mobile devices, mixed mode surveys, and web scraping using R, and continued to offer webinars on recent advances in traditional methods such as telephone surveys.

Looking forward to 2017, the subcommittee will finalize the 2018 schedule using similar but improved data from revamped questions on both the AAPOR membership survey and webinar evaluation surveys. Additionally, the subcommittee will promote books referenced during webinars at the 2017 annual conference book sale.

### Short Course Subcommittee

**Ashley Amaya** (Chair), RTI International

The Short Course Subcommittee is responsible for organizing seven half-day short courses providing more in-depth coverage of state-of-the-art methodologies at the annual conference. Key accomplishments over the past year include:

- Organizing short courses on topics ranging from accessing big data sets to mixed mode surveys to text analytics for qualitative surveys
- Finalizing a "How-To" document for future subcommittee chairs and members to ensure efficient knowledge transfer
- Establishing a process to send a tangible certificate of participation for enrollees

To select the short courses offered this year, the subcommittee analyzed participant feedback from prior short courses, sent out a call for abstracts on AAPORnet, solicited abstracts from individuals known to have extensive experience with topics that the committee felt were important. After selecting the courses, the subcommittee reviewed short course content to ensure that it is practical and easy to understand.

Over the next year, the short course subcommittee will promote books referenced during the short courses at the 2017 annual conference book sale and schedule the short courses offered for the 2018 conference.

### Journalist Education Subcommittee

**Emily Guskin** (Chair), *The Washington Post*

The Journalist Education Subcommittee is responsible for educating journalists on the basics of survey research and polling. Accomplishments this year include:

- Finalizing and disseminating the updated course for the Poynter NewsU course on Understanding and Interpreting Polls
- Recruiting a new subcommittee chair for journalism education

A large portion of this subcommittee's tasks over the following year will be to re-think the mission and roles of this subcommittee.

## ResearchHack Subcommittee

**Jennifer Kelley** (Chair), University of Michigan

The AAPOR ResearchHack (RH) Subcommittee's main goal is to design an event that involves collaborative development of a proposal to solve a particular research problem that appeals to a broad class of AAPOR members. Key accomplishments include:

- Selecting a hacker's challenge: developing a framework for user-friendly tools/apps that draw on the information contained in the U.S. Census Bureau's Planning Database to improve survey research
- Recruiting an esteemed set of judges, advisors and mentors
- Redesigning the event to appeal to a broader audience
- Planning a RH luncheon to increase networking opportunities
- Designing ways to increase post-conference activity: Awarding winning teams mentorships and also a free 2018 short course.

At the time that this report is being prepared, we are actively recruiting participants for this year's RH event, with the assistance of the MCR and Communication committees. Looking ahead, the subcommittee will develop and execute an impact evaluation of this year's RH.

## Professional Development Subcommittee

**Mira Norton** (Chair), Dropbox

The Professional Development Subcommittee is tasked with organizing professional development activities for AAPOR members. Key accomplishments include:

- Organizing a webinar on writing for peer-reviewed journals, with panelists Trent Buskirk, Patricia Moy, and Kristen Olson
- Sponsoring and organizing a workshop on unconscious bias at AAPOR annual conference that will provide participants with concrete steps on how to build, implement, and strengthen diversity and inclusion principles within themselves and their organizations

Over the next year, the subcommittee will finalize details on the 2017 webinar, "How to write a winning AAPOR abstract," and scope out a plan for a fellowship program for AAPOR members.

## 2017-18 Initiatives

This is the second year with Education having a seat at the Executive Council table and over the past year, the committee chairs have focused on the development of documentation for each subcommittee that would clearly define roles for both the chair and the subcommittee members. In addition, roles were clearly defined for the Chair and the Associate Chair (which was a newly defined executive council position for this year).

In addition to refining the roles and responsibilities for all parties on the committee, the Chair and Associate Chair also participated in the following:

- Re-thinking the role of *Survey Practice* and recruiting a new editor
- Collaborating with MCR to develop DC-AAPOR short courses that would attract new members from the federal statistical system
- Establish groundwork for the role of the Education Committee in new diversity initiatives

## For 2017-2018, the committee is targeting the following initiatives:

- Recruit a rockstar team of volunteers.
- Clearly define the role of the Education Committee in furthering the DC-AAPOR short course series that was started in 2016-2017, potentially adding this as an additional responsibility onto the short course subcommittee.
- Create and define a Diversity Subcommittee under Education, whose chair is the Education liaison to the broader Diversity Steering Committee.

## Membership and Chapter Relations Committee Report

### Leadership:

**Anna F. Wiencrot** (Chair), NORC at the University of Chicago

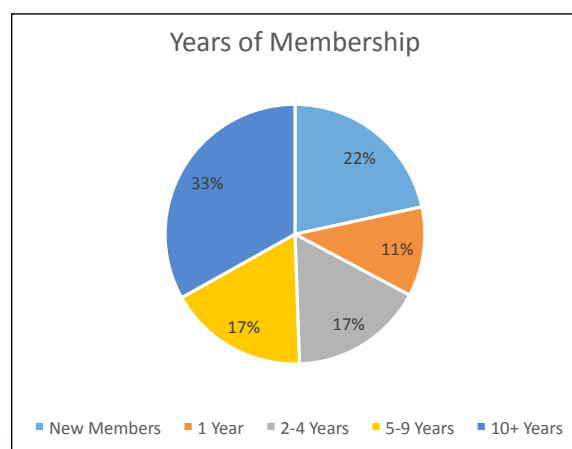
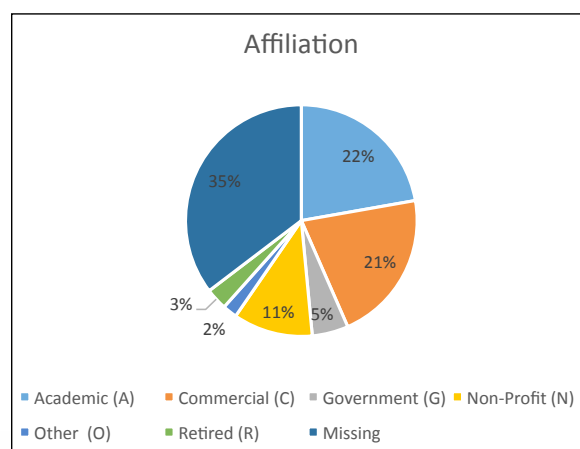
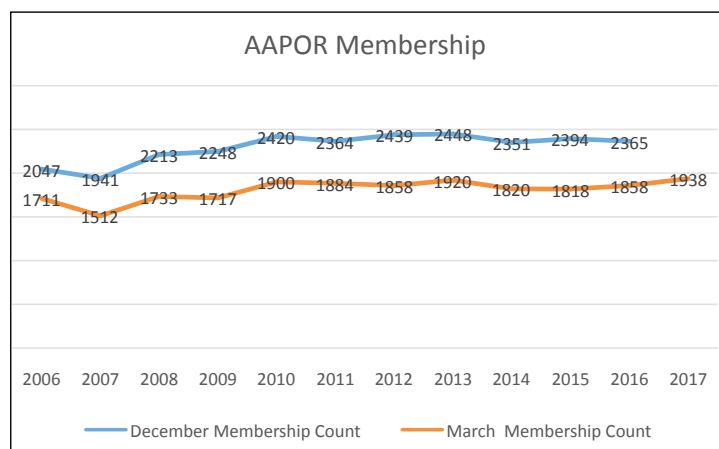
**Morgan Earp** (Associate Chair), U.S. Bureau of Labor Statistics

### AAPOR Staff Liaison:

**Heidi Diederich**, Administrative Director

The Membership and Chapter Relations Committee (MCR) is charged with the responsibility of getting and retaining members, communicating and supporting the chapters, and connecting volunteers with committees. MCR regularly reports to Council on membership trends, composition, and retention. MCR identifies new member benefits, serves as primary contact for regional AAPOR chapters, conducts surveys of AAPOR members, and provides committees with information about potential volunteers. The Membership and Chapter Relations Committee is a volunteer committee invited by the Membership and Chapter Relations chairs and approved by Executive Council.

### 2016 Membership



## 2016-17 Accomplishments

- Increased offerings for students and early career members and conference attendees, including hosting a “Student and Early Career Focus Group” at the conference
- Worked with the Conference Committee to combine the New Member and All Chapter Reception with the dinner afterwards into one larger event in order to maximize attendance at the event and give chapters more exposure.
- Profiled the chapters in the member newsletter through “Chapter Spotlights”
- Created a formal mechanism to recognize affinity groups: <http://www.aapor.org/Membership/Affinity-Groups.aspx>
- Fielded the 2016 AAPOR Membership and Conference Attendee Annual Survey with a response rate of 29.5 percent
- Conducted a comprehensive review and revision of the membership drive and new member materials
- Collaborated with the AAPOR Education Committee and DC-AAPOR to create an DC-based short course program
- Partnered with University of Maryland Joint Program in Survey Methodology (JPSM) to seek student input on ways to improve response rates for the annual survey

## 2017-18 Initiatives

- Implement improvements to the annual survey from the partnership with JPSM
- Continue work to improve the quality and completeness of the AAPOR membership data
- Evaluate the success of the Affinity Groups program
- Evaluate the success of the DC-based short course program

## Committee Members

- |  |   |
|--|---|
| ■ Emily A. Bedoya, George Washington University                  | ■ Ashley Koning, Rutgers University                         |
| ■ Ipek Bilgen, NORC at the University of Chicago                 | ■ Yu-Chieh (Jay) Lin, University of Michigan                |
| ■ Justine A. Bulgar-Medina, University of Massachusetts-Boston   | ■ Mingnan Liu, Facebook                                     |
| ■ Reyasini Calistes, Indiana University                          | ■ Gretchen McHenry, RTI International                       |
| ■ Aleia Clark Fobia, U.S. Census Bureau                          | ■ HarmoniJoie Noel, American Institutes for Research        |
| ■ Matthew Courser, Pacific Institute for Research and Evaluation | ■ Kristen Olson, University of Nebraska-Lincoln             |
| ■ Caitlin Deal, University of Nebraska-Lincoln                   | ■ Ana P. Petras, Nielsen                                    |
| ■ Theresa DelVecchio Dys, Feeding America                        | ■ Heather Ridolfo, National Agricultural Statistics Service |
| ■ Emily Geisen, RTI International                                | ■ Susan A. Sherr, SSRS                                      |
| ■ Karen L. Goldenberg  | ■ David Sterrett, NORC at the University of Chicago         |
| ■ Ana L. Gonzalez-Barrera, Pew Research Center                   | ■ Celeste N. Stone, American Institutes for Research        |
| ■ Chase H. Harrison, Harvard University                          | ■ Gina K. Walejko, U.S. Census Bureau                       |
| ■ Gregory Holyk, Langer Research Associates                      | ■ Sara Walsh, NORC at the University of Chicago             |
| ■ Jessica Holzberg, U.S. Census Bureau                           | ■ Stephanie Willson, National Center for Health Statistics  |
| ■ Edward P. Johnson, SSI   | ■ Ting Yan, Westat  |
| ■ Samara Klar, University of Arizona                             |   |
| ■ Stanislav Kolenikov, Abt Associates Inc.                       |   |

### **Chapter Liaison and Support Subcommittee**

**David Sterrett** (Chair), NORC at the University of Chicago

### **Data Analysis and Reporting Subcommittee**

**Greg Holyk** (Chair), Langer Associates

### **Diversity Subcommittee**

**Ting Yan** (Chair), Westat

### **Membership Communications Subcommittee**

**Emily Geisen** (Chair), RTI International

### **Student Engagement Subcommittee**

**Justine Bulgar-Medina** (Chair), University of Massachusetts-Boston

### **Survey Subcommittee**

**HarmoniJoie Noel** (Chair), American Institutes for Research

### **Volunteer Coordination Subcommittee**

**Gretchen McHenry** (Chair), RTI International

### **Roper and Student Travel Awards**

**Anna Wiencrot** (Chair), NORC at the University of Chicago

## Standards Committee Report

### Leadership:

**John Loft** (Chair), RTI International

**Andy Peytchev** (Associate Chair), University of Michigan

### AAPOR Staff Liaison:

**Crystal Stone**, Administrator

Charged with the responsibility to maintain, monitor and improve professional standards in the field of public opinion and survey research, the Standards Committee promotes the AAPOR Code of Professional Ethics and Practices, helps oversee the Transparency Initiative, guides AAPOR Task Forces, and provides members with resources on professional ethics and best practices. The Standard Definitions Committee and the Transparency Initiative Coordinating Committee report to the Standards Chair. The Standards Committee is a volunteer committee invited by the Standards Chairs and approved by Executive Council.

### 2016-17 Accomplishments

- Processed two formal complaints
- Reviewed and updated content on the AAPOR website
- Supported activities of the Transparency Initiative
- Supported activities of the Standards Definitions Committee
- In response to an invitation from ESOMAR, reviewed and commented on that organization's draft code of professional ethics
- Created a subcommittee of former standards chairs to review standards complaint procedures

### 2017-18 Initiatives

- Support activities of the Transparency Initiative
- Support activities of the Standards Definitions Committee

### Committee Members

- |  |   |
|--|---|
| ■ Eran Ben-Porath, SSRS                          | ■ Kiley McGeeney, PSB Research                            |
| ■ Ipek Bilgen, NORC at the University of Chicago | ■ Peter Miller, U.S. Census Bureau                        |
| ■ Leah Christian, Nielsen                        | ■ Linda Owens, University of Illinois at Urbana-Champaign |
| ■ Curtiss Cobb, Facebook                         | ■ Vicki Pineau, NORC at the University of Chicago         |
| ■ Charles DiSogra, Abt Associates Inc.           | ■ Andy Smith, University of New Hampshire                 |
| ■ Stephanie Eckman, RTI International            | ■ Tim Triplett, Urban Institute                           |
| ■ Jessica Holzberg, U.S. Census Bureau           | ■ Gina Walejko, U.S. Census Bureau                        |
| ■ Ron Langley, University of Kentucky            | ■ Gordon Willis, National Cancer Institute                |

### **Standards Complaint Review Subcommittee**

- John Loft (Co-Chair), RTI International
- Andy Peytchev (Co-Chair), University of Michigan
- Stephen Blumberg, National Center for Health Statistics
- David Cantor, Westat
- Courtney Kennedy, Pew Research Center
- Ron Langley, University of Kentucky
- Nancy Mathiowetz, University of Wisconsin-Madison

## Transparency Initiative Committee Report

### Leadership:

**Ashley Kirzinger** (Co-Chair), Kaiser Family Foundation

**Timothy Triplett** (Co-Chair), Urban Institute

### AAPOR Staff Liaison:

**Crystal Stone**, Administrator

AAPOR's Transparency Initiative is designed to promote methodological disclosure through a proactive, educational approach that assists survey organizations in developing simple and efficient means for routinely disclosing the research methods associated with their publicly-released studies. The Transparency Initiative is an approach to the goal of an open science of survey research by acknowledging those organizations that pledge to practice transparency in their reporting of survey-based research findings. In doing so, AAPOR makes no judgment about the approach, quality or rigor of the methods being disclosed.

### 2016-17 Accomplishments

- AAPOR's Transparency Initiative welcomed five new members during the past year and is continuing to review applicants. Our current membership includes 81 organizations.
- The TI Coordinating Committee began conducting biennial reviews of the charter members of the TI and so far, 23 organizations have successfully completed the review process and reaffirmed their commitment to transparency, with 34 reviews currently underway.
- The TI's website has been updated in order for current members to more easily access pertinent information and for prospective members to submit applications. As part of the revamped website, the TI has begun spotlighting TI organizations and during the past year has highlighted the work of Sarah T. Hughes Field Politics Center at Goucher College, Quinnipiac University Poll, Langer Research Associates, and The National Research Center (NRC).
- The Transparency Initiative will have a stronger presence at the 2017 AAPOR Conference with an information booth in the exhibit hall as well as a panel focusing on current transparency issues in today's polling environment.

### 2017-18 Initiatives

- Collaborative effort with Survey Practice on educational materials focusing on the disclosure elements included in the TI.
- Continue biennial reviews of member organizations.

### Committee Members

- |  |   |
|--|---|
| ■ James Dayton, ICF International                    | ■ Peter Miller, U.S. Census Bureau              |
| ■ Timothy Johnson, University of Illinois at Chicago | ■ Thomas Miller, National Research Center, Inc. |
| ■ Scott Keeter, Pew Research Center                  | ■ Richard Morin, Pew Research Center            |
| ■ Ronald Langley, University of Kentucky             | ■ Andy Peytchev, University of Michigan         |
| ■ John Loft, RTI International                       | ■ Mandy Sha, RTI International                  |
| ■ Mary Losch, University of Northern Iowa            |   |



## Councilor-at-Large Report

### 2015-2017 Councilor at Large

**Rich Morin**, Pew Research Center

#### A Plan to Increase Diversity within AAPOR

Served with chair Molly Brodie and the other members of the Working Group on Long-Term Diversity to develop a plan and timetable for increasing diversity within the organization. That effort resulted in a report to the Executive Council that further reaffirmed AAPOR's commitment to diversity and proposed specific short-term, medium-term and long-term goals to increase diversity across a range of dimensions. Among the goals were to fix the membership database to better track member demographics, increase the visibility of AAPOR's diversity efforts within the organization, develop paths to leadership through professional development and initiate outreach efforts to other organizations. The report also included a timeline and my review of diversity efforts in other professional organizations, including the American Statistical Association, the American Political Science Association and the American Sociological Association. The report was accepted by the Executive Council at its March meeting.

#### Book Award Committee

Chaired the AAPOR Book Award Committee. Members included Kathy Frankovic, Allison Kopicki, Mike Dennis of NORC and Katie Simmons of the Pew Research Center. The committee selected *Numbered Voices: How Public Opinion Polling Has Shaped American Politics*, by Susan Herbst, published in 1993.

### 2016-2018 Councilor at Large

**Nancy Belden**, Belden, Russonello & Stewart

#### Review of AAPOR Awards with Nancy Belden

Completed a review of AAPOR awards to determine if the current roster best meets the needs of the organization and recommend how the award system might be improved. Our review identified several problems, including the lack of diversity in the makeup of the award committees as well as among the award winners and limited efforts to promote the awards and award winners. We offered specific changes to address each of these issues. The recommendations included setting a minimum number of committee members, staggering terms of committee members, requiring that each committee member nominate at least one individual, organization or group for the award and specified that no more than two committee members come from AAPOR's major membership sectors: academic, non-profit, commercial and government sectors. We also proposed specific steps that AAPOR should take to increase the visibility of award winners within the AAPOR community and outside the organization. The recommendations were unanimously adopted by the Executive Council at its March meeting.

#### Warren J. Mitofsky Innovators Award

Chaired the Innovators Award Committee, which included Jon Krosnick of Stanford University, Melissa Herrmann of SSRS and Jennifer Romano Bergstrom of Facebook. The committee selected Don A. Dillman of Washington State University and his colleagues Michelle Edwards, Benjamin Messer, Morgan M. Millar and Jolene D. Smyth as the 2017 winner for their work developing the web-push data collection method.

### Other Committees

Over the course of the past year I also participated in meetings of the History Committee, the Survey Litigation Committee and the Survey Practice Application Review Committee that appointed Ashley Amaya to be the new editor of *Survey Practice*.

### History Committee

- Janice M. Ballou (Chair)
- Stephen J. Blumberg, National Center for Health Statistics
- Kathleen Frankovic
- Richard Morin, Pew Research Center
- Robyn Rapoport, SSRS
- Tom W. Smith, NORC at the University of Chicago
- G. Evans Witt, Princeton Survey Research Associates International

## Public Opinion Quarterly Report

### New Editorial Team (transition period July-Dec 2016)

Patricia Moy and Eric Plutzer (co-editors); Phyllis Silverstein (managing editor); Rene Bautista, Allyson Holbrook, and Neil Malhotra (associate editors); Travis N. Ridout, Michael W. Traugott, Israel Waismel-Manor, and Christopher Wlezien (section editors)

### Oxford University Press Activities

Revamped website and interface for all OUP journals; targeted marketing of specific articles

### Special Issues

2017: "The Future of Survey Research," ed. Peter V. Miller

2018: "The Psychology of Politics and Elections," ed. Cindy D. Kam

### Virtual Issues

"Coloring Public Opinion," ed. David C. Wilson

"President Trump, the U.S. Supreme Court, and Public Opinion," ed. Michael J. Nelson & James L. Gibson

**Impact Factor:** 1.429 **Five-year Impact Factor:** 2.825

According to OUP, social science articles have a longer shelf life, so the five-year IF is more indicative of a journal's traction.

### Most Viewed Articles – as of April 1, 2017

"Filter bubbles, echo chambers, and online news consumption" (Flaxman, Goel, and Rao 2016)

"The agenda-setting function of mass media" (McCombs and Shaw 1972)

"Motivated reasoning and public opinion perception" (Nir 2011)

"Race and poverty in America: Public misperceptions and the American news media" (Gilens 1996)

"Affect, not ideology: A social identity perspective on polarization" (Iyengar, Sood, and Lelkes 2012)

### Regular POQ submissions received in 2016 – status as of April 1, 2017

	Received	Rejected (without external review)	Rejected (after external review)	Authors currently revising	Accepted	Outstanding
Research articles	190	55	111	11	10	3
Research notes	62	29	28	2	3	0
Poll reviews	1	0	0	1	0	0
Poll trends	7	2	1	1	3	
Research syntheses	1	1	0		0	
<b>Total</b>	<b>261</b>	<b>87</b>	<b>140</b>	<b>15</b>	<b>16</b>	<b>3</b>

### Average Days to Decision

Original manuscripts: 63 days (without external review); 90 days (with external review)

Revised manuscripts: 42 days

## *Journal of Survey Statistics and Methodology Report*

The journal went through some transitions. First, Ting Yan came aboard as Co-Editor-in-Chief in July 2016. She is charge of *survey methodology papers* whereas Rod Little serves as the Editor-in-Chief for *survey statistics papers*. Second, the journal switched to an Associate Editor system, where AEs recruit reviewers and recommend decisions. AEs for Survey Methodology include Annette Jäckle, Aaron Maitland, Daniel Oberski, Kristen Olson, Joseph Sakshaug, and Brady West. AEs for Survey Statistics are Rebecca Andridge, Jay Breidt, Joerg Drechsler, Michael Elliott, David Haziza, Graham Kalton, Isobel Molina, Eric Slud and Chris Skinner.

The Advisory Group consists of six members with three representing AAPOR and three representing ASA. Two members completed their term by December 31, 2016, and the journal is searching for two more members to replace them.

Starting in December 2016, OUP switched to a new online platform, "Silverlight." The journal is also now hosted on SilverLight.

From May 1, 2016, to April 5, 2017, a total of 117 manuscripts were submitted. Among the 117 manuscripts, 33 manuscripts were accepted at an acceptance rate of 28%. Fifty-six manuscripts were rejected and the rejection rate is 48%. In May, JSSAM plans to publish a special issue on recreation surveys, especially studies done to assess the impact of the 2010 spill.

### **Most Viewed Articles**

Baker, R., Brick, M. J., Bates, N. A., Battaglia, M., Couper, M. P., Dever, J. A., Gile, K. J., and Tourangeau, R. (2013). "Summary Report of the AAPOR Task Force on Non-probability Sampling."

West, B. T., and Blom, A. G. (2016). "Explaining Interviewer Effects: A Research Synthesis."

Aronow, P.M., Coppock, A., Crawford, F. W., and Green, D. G. (2015). "Combining List Experiment and Direct Question Estimates of Sensitive Behavior Prevalence."

Battaglia, M., Dillman, D. A., Frankel, M. R., Harter, R., Buskirk, T. D., McPhee, C. B., DeMatthies, J. M., and Yancey, T. (2016). "Sampling, Data Collection, and Weighting Procedures for Address-Based Sample Surveys."

Berg, E., Kim, J-K, and Skinner, C. (2016). "Imputation Under Informative Sampling."

## Survey Practice Report

Editor: Drs. Kirby Goidel and Kumar Rao served as Co-Editors-in-Chief through December 31, 2016. Effective January 1, 2017, Dr. Ashley Amaya began a three-year term as the new Editor-in-Chief.

### Most Viewed Articles

The following are the three most viewed articles ever published in *Survey Practice*:

Buskirk, Trent & Charles Andres. (2012) "Smart Surveys for Smart Phones: Exploring Various Approaches for Conducting Online Mobile Surveys via Smartphones"

Millar, Morgan & Don Dillman. (2012) "Encouraging Survey Response via Smartphones"

Bandilla, Wolfgang, Mick Couper, & Lars Kaczmirek. (2012) "The Mode of Invitation for Web Surveys"

### 2016-17 Article Submissions Statistics

Between April 1, 2016, and March 27, 2017, 61 articles were submitted for review, 28 articles were published in four issues, and 29 articles are in the review process.

A fifth issue (the second in 2017) is planned to be published prior to the AAPOR conference. Two special issues are also under development. An issue dedicated to qualitative research methods (Editor: Mandy Sha) is scheduled for publication in July and a series of articles on machine learning (Editor: Antje Kirchner) will be published under the new format in January 2018.

### 2017-18 Initiatives

*Survey Practice* is preparing for a significant redesign with the aim of achieving three primary goals: a shorter timeframe between submission and publication, publication of a broader set of topics, and incitement of more discussion of the published articles. By the end of 2017, *Survey Practice* will:

- Increase its editorial board from four members to 10
- Improve the diversity of the editors on the board
- Redesign the website to improve usability and encourage comments to articles
- Eliminate publication of issues – articles will be published on an as-ready basis
- Shift toward the publication of blog-like articles, instead of journal-like articles
- Encourage authors to submit interactive graphics, video, and code to capitalize on the benefits of *Survey Practice*'s paperless format
- Identify gaps in the literature that *Survey Practice* may be in a unique position to fill. In 2018, we will begin to solicit articles and blog posts to fill the identified gaps.

The above list of changes is ambitious, and this type of redesign will be, to our knowledge, the first of its kind in survey research. There are many details that we are sorting out, many ideas that we have yet to consider, and, in general, we still have a long way to go. If you have questions, concerns, or ideas, please email Ashley Amaya: [aamaya@rti.org](mailto:aamaya@rti.org).

## Pre-Election Polling Task Force

**Courtney Kennedy** (Chair), Pew Research Center

### Task Force Members

- Mark M. Blumenthal, SurveyMonkey
- Scott F. Clement, *The Washington Post*
- Joshua D. Clinton, Vanderbilt University
- Claire Durand, University De Montreal
- Charles Franklin, Marquette University
- Kyley McGeeney, PSB Research
- Lee Miringoff, Marist College Institute for Public Opinion
- Kristen Olson, University of Nebraska-Lincoln
- Douglas Rivers, YouGov
- G. Evans Witt, Princeton Survey Research Associates International
- Christopher Wlezien, University of Texas-Austin

### Task Force Charge

- Election years present particularly high profile moments for survey research. This is a time when polls dominate the media and the accuracy of polls can be confirmed or refuted by the actual poll vote outcome. Frequently, there comes with it a chorus of concerns about “a crisis in polling.” And polling mistakes make better headlines than do on-target polls.
- Pre-election polling is critical to our industry. Such polling can support the democratic process and it offers a very public opportunity to showcase the benefits, and weaknesses, of survey research. Therefore, understanding and being able to articulate the overall outcomes of election polling, the changing methodologies being used, and the potential for variation in the accuracy of polls is vital for our industry.
- To support the collection and dissemination of such information, AAPOR will convene a panel of survey research and election polling experts to conduct a post-hoc analysis of the 2016 pre-election polls. The goal of this committee is to prepare a report that summarizes the accuracy of 2016 pre-election polling (for both primaries and the general election), reviews variation by different methodologies, and identifies differences from prior election years.
- We envision a concise report with the Committee’s findings and evaluation that is written for a general audience. Ideally, this report will help the industry, the media, and other interested parties to have a clearer picture of the successes and the misses, and what likely caused each, during the 2016 election polling cycle and provide groundwork for discussion of polling in the 2020 election cycle. A secondary objective would be to have this report completed within six months of the general election and prior to the May 2017 AAPOR conference. We would like the resulting report submitted for publication in *POQ* or *JSSAM*. Potentially this report could be a continuation and expansion of the past analyses conducted by the National Council on Public Polls (NCPP). (<http://www.ncpp.org/?q=node/137>)
- The first task of the Committee would be to develop a work plan and schedule. We ask that the Committee identify the steps needed to achieve the goals outlined here, including committee structure, data acquisition, planned analyses, report writing procedures, and any supplemental analyses, partnerships, or needed support. We request that the Committee present to Council the work plan and timeline for review at the July 2016 Council meeting.

## Data Fabrication Task Force

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**Jill Montaquila DeMatteis** (AAPOR Co-Chair), Westat

**Linda Young** (ASA Co-Chair), Pacific Institute for Research & Evaluation

### Task Force Members

- Mario Callegaro, Google Inc.
- Jim Dahlgren, National Center for Health Statistics
- Ronald E. Langley, University of Kentucky
- Michael Larsen, George Washington University
- Yan Li, University of Maryland
- Joe Murphy, RTI International
- Kristen Olson, University of Nebraska-Lincoln

### Task Force Charge

The goal of this Task Force is to produce a white paper on data falsification. The paper would review empirical efforts to assess the level of the problem, present brief case studies of highly publicized or highly damaging examples of data falsification (e.g., the Diederik Stapel case), examine and evaluate the various methods currently used for detecting falsification of survey data, and make recommendations regarding best practices for detecting falsification, including traditional ongoing monitoring efforts and more recent methods involving data analytic methods.

## Improving Survey Climate Task Force

**Peter V. Miller** (Chair), U.S. Census Bureau

### Task Force Members

- Ashley E. Amaya, RTI International
- Cynthia Z. Clark, National Agricultural Statistics Service
- Timothy P. Johnson, University of Illinois at Chicago
- Stanley Presser, University of Maryland, College Park
- Katherine Smith, Council of Professional Associations on Federal Statistics
- Gina K. Walejko, U.S. Census Bureau

### Task Force Charge

- Both the American Association for Public Opinion Research (AAPOR) and the American Statistical Association (ASA) are concerned with the downward trend in response rates for surveys and other data collection. The two organizations would like to sponsor a task force with the following short-term goals:
  - To assess what is known about the climate for surveys and likely causes for declining response rates;
  - To suggest specific systemic countermeasures (such as large-scale advertising efforts) that might help halt or reverse these trends;
  - To recommend specific lines of research that should be carried out;
  - To assess the feasibility of obtaining foundation grants or other funding to support a long-term effort to change the climate for data collection in the U.S.; and
  - To recommend any changes in practice that might, if widely adopted, produce changes in the climate for data collection.
- The Task Force will focus first on how to improve the climate for federal surveys. These data collections are fundamental to the entire survey enterprise, providing benchmark statistics for academic and commercial efforts. Declining participation in federal surveys therefore threatens the validity of population inferences in all sample survey data collection. Lessons from study of federal survey participation will be extended to surveys in other domains.







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