

AAPOR

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH



**Annual
Conference**

Evaluating New Frontiers in Public Opinion and Social Research

Conference Program

May 17 – 20, 2012

JW Marriott Orlando Grande Lakes • Orlando, Florida

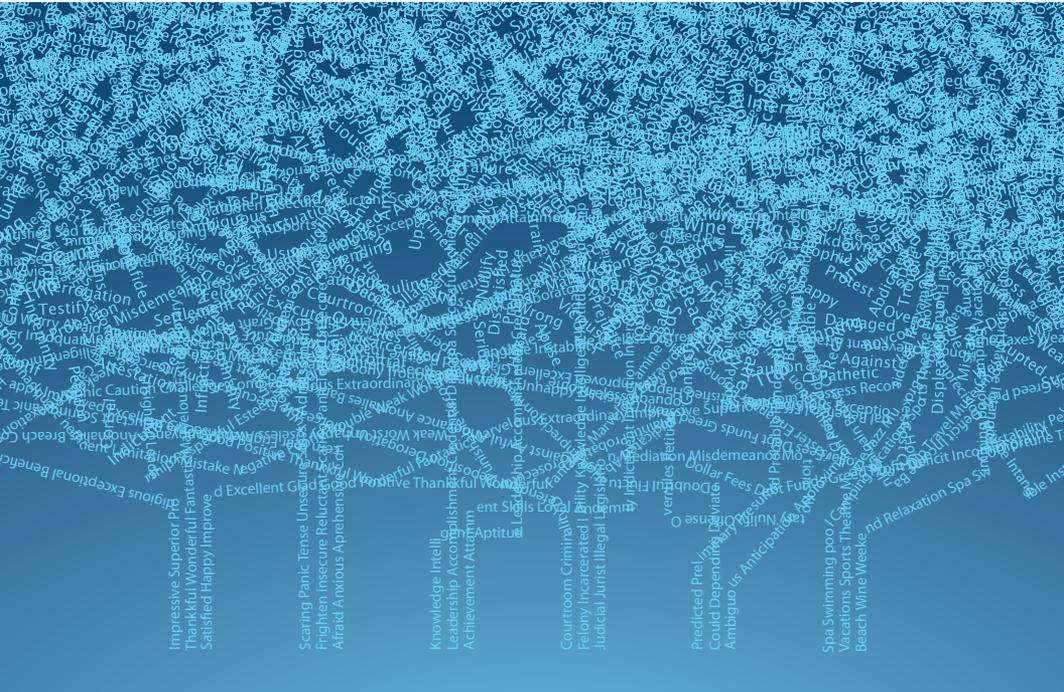


www.aapor.org



PROVALIS
RESEARCH

PROVEN ANALYTICS
PLATFORMS



TRENDS

WE SEE ANALYSIS DIFFERENTLY.
SO WILL YOU.

The intangible becomes insightful. From disorder, we create structure. To confusion, we bring clarity. And the formerly invisible is brought into focus as superior knowledge and understanding.

EXPLORE OUR SOFTWARE.
DISCOVER OUR EDGE.
SHARPEN YOURS.

VISIT BOOTH #309



PROSUITE

ADVANCED AND COMPREHENSIVE SOFTWARE COLLECTION
FEATURING POWERFUL TOOLS FOR SEAMLESS ANALYSIS OF TEXT,
NUMERICAL DATA, AND IMAGES.



QDA MINER

QUALITATIVE AND MIXED-METHODS SOFTWARE WITH
UNPARALLELED COMPUTER-ASSISTED CODING, ANALYSIS,
AND REPORT WRITING CAPABILITIES.



WORDSTAT

CONTENT ANALYSIS AND TEXT MINING ADD-ON MODULE
FOR FAST AND PRECISE PROCESSING OF LARGE AMOUNTS
OF UNSTRUCTURED INFORMATION.



SIMSTAT

POWERFUL AND USER-FRIENDLY SOFTWARE
FOR STATISTICAL ANALYSIS AND BOOTSTRAPPING.

PROVALISRESEARCH.COM

INFO@PROVALISRESEARCH.COM - +1.514.899.1672

Table of Contents

Welcome to Orlando, Florida.....	5
General Meeting Information.....	6
Plenary Session.....	7 – 9
Highlights.....	10 – 11
Things to Do, Places to Go: AAPOR Social Activities.....	12
AAPOR Executive Council.....	13 – 16
Chapter Presidents.....	16
Past Presidents.....	17
Honorary Life Members.....	18
Executive Office Staff.....	19
Committees/Task Forces.....	19 – 29
Award Winners.....	30 – 32
Committee Meetings & Social Activities.....	33 – 34
Schedule of Events.....	35 – 36
Conference Sponsors.....	37 – 38
Exhibitor Listing & Exhibit Hall Floor Plan.....	39 – 40
Advertiser Index.....	41
Donors.....	42
Blue Book Organizations.....	43 – 45
Upcoming Events.....	46
Wednesday, May 16	
Wednesday-at-a-Glance.....	47
Wednesday Schedule of Events.....	49
Note Pages.....	50
Thursday, May 17	
Thursday-at-a-Glance.....	51 – 52
Thursday Schedule of Events.....	53 – 79
Note Pages.....	80

Table of Contents

Friday, May 18

Friday-at-a-Glance	81 – 83
Friday Schedule of Events	85 – 129
Note Pages	130

Saturday, May 19

Saturday-at-a-Glance	131 – 133
Saturday Schedule of Events	135 – 169
Note Pages	170

Sunday, May 20

Sunday-at-a-Glance	171 – 172
Sunday Schedule of Events	173 – 189
Note Pages	190

Advertisements	191 – 217
Index	218 – 231
Sponsor and Exhibitor Directory	232 – 243
Meeting Room Floor Plans	246 & Inside Back Cover
Save the Date – AAPOR Future Conferences	Back Cover

Greetings!

Welcome to Orlando and the 67th Annual Conference of the American Association for Public Opinion Research (AAPOR)! This year's conference includes four days of provocative sessions, a cutting-edge panel featuring nationally prominent thought leaders and in-depth short courses. Take advantage of the fabulous family-friendly location, social activities and events planned for our attendees.

Our theme this year is **Evaluating New Frontiers in Public Opinion and Social Research**. The focus will be on how the continued proliferation of new communication media and technologies presents increased opportunities as well as challenges for public opinion, marketing science and survey researchers. Our conference theme focuses on evaluating the strengths and weaknesses of new methodologies and modes of data collection and exploring the implications of our profession. This includes new methods of measuring opinion and behavior such as the analysis of social media content (e.g., Facebook), blogs, microblogs (e.g., Twitter) and Internet searches.

Also related to the conference theme is the use of newer technologies in research such as smartphones, tablets, (e.g., iPad®), texting, webcams (e.g., Skype), avatars (e.g., Second Life®) and other advances in Internet surveys. In this rapidly changing communication environment, this year's conference theme will provide a forum to discuss the implications of these myriad changes for the public opinion, marketing science and survey research professions.

In keeping with long standing AAPOR tradition, the 2012 conference will be rich with discussion on how public opinion is shaped and its consequences for individuals and collectives. Numerous presentations will address all aspects of survey research methodology. More than 500 papers and posters will be presented during the conference. Networking opportunities, short courses, "meet the author" sessions and an outstanding exhibit hall will offer additional opportunities for attendees to develop expertise to ensure maximum educational benefits.

We hope that you will find the next four days informative, engaging and thought-provoking.

Dan Merkle,
Conference Chair

Paul Beatty,
Associate Conference Chair



Dan Merkle,
Conference Chair



Paul Beatty,
Associate Conference Chair

General Information

The AAPOR Registration is located at the Mediterranean Registration Desk.

Hours:

Wednesday, May 16	4:00 p.m. – 6:00 p.m.
Thursday, May 17	7:00 a.m. – 5:00 p.m.
Friday, May 18	7:30 a.m. – 4:30 p.m.
Saturday, May 19	7:30 a.m. – 3:00 p.m.
Sunday, May 20	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

Presenters who plan to use PowerPoint® and the data projector must bring their presentation on a flash drive or CD-ROM to the AV technician at the registration desk 24 hours prior to their session or earlier. The presentations will be loaded onto the computer in the designated meeting room.

Conference Materials

The final program and abstracts will be available on the conference website.

Messages

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

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.

Plenary Session

Thursday, May 17, 8:00 p.m. – 9:30 p.m.

Examining the Value of Non-Probability Sampling in Social Research

Location: Palazzo Ballroom

A distinguished panel of experts will explore the value of non-probability sampling to public opinion and survey research and to science more generally. The plenary will explore the circumstances under which non-probability sampling can and cannot be used effectively and with confidence. Two panelists will present the case for the value of non-probability sampling, outlining the strengths of the approach, when it can be used effectively and with confidence and when it cannot.

The panelists, who have been at the forefront of research in this area, will be Doug Rivers, professor of political science at Stanford University and chief innovations officer at YouGov, and George Terhanian, Toluna's North American president and group chief strategy officer. The plenary will also include two discussants who will evaluate the panelists' arguments. The discussants will be Robert M. Groves, director of the U.S. Census Bureau, and Elizabeth Stasny, professor of statistics at Ohio State University. The session will be moderated by Nancy Mathiowetz, professor of sociology at the University of Wisconsin-Milwaukee.

Plenary Session participants include:



Doug Rivers, Panelist

Doug Rivers is a professor of political science at Stanford University, a senior fellow at the Hoover Institution and chief innovations officer at YouGov. Most of his academic research has been on the application of statistics to political science and economics, covering diverse topics ranging from voting to unemployment insurance and international trade flows. He has also done pioneering

work on simultaneous probit models, causal inference in social experiments and model selection for time series published in the *American Political Science Review*, the *American Economic Review* and the *Journal of Econometrics*. He was awarded the Innovators Award from AAPOR in 2001. In his spare time, Doug has started three companies, including Knowledge Networks and Polimetrix, and was named Executive of the Year by *Research Business Report* in 2000.

Plenary Session

Thursday, May 17, 8:00 p.m. – 9:30 p.m.



George Terhanian, Panelist

George Terhanian is Toluna's North American President and group chief strategy officer. He is a member of the board of directors of the Advertising Research Foundation. Through the years, Dr. Terhanian has also served on committees or advisory groups for organizations such as the European Society for Opinion and Marketing Research, the U.S. Department of Education (USDE), the British Polling Council and the American Social Health Association. Prior to joining Toluna in 2011, he served in a variety of roles for nearly 14 years at Harris Interactive, including as president, Global Solutions; president, Harris Interactive Europe; and president, Global Internet Research. He also oversaw the Harris Poll. Earlier in his career, Dr. Terhanian taught in elementary and secondary schools and worked briefly in the Inspector General's Office of the USDE. He also served an appointment as an American Educational Research Association (AERA) fellow at the National Center for Educational Statistics and received a dissertation fellowship from the AERA. Dr. Terhanian earned a Ph.D. from the University of Pennsylvania, and Ed.M. from Harvard University, and a Bachelor of Arts degree from Haverford College. His methodological expertise lies in the design and analysis of multi-mode studies.



Robert M. Groves, Discussant

Robert Groves is currently the director of the U.S. Census Bureau, having been nominated by President Barack Obama on April 2, 2009, and confirmed by the U.S. Senate on July 13, 2009. Groves is on leave as a professor at the University of Michigan. Mr. Groves has authored or co-authored seven books and scores of scientific articles. His book, *Survey Errors and Survey Costs*, was named one of the 50 most influential books in survey research and another titled, *Nonresponse in Household Interview Surveys*, with Mick Couper, received the 2008 AAPOR Book Award. His edited book, *Survey Nonresponse*, with Don Dillman, John Eltinge and Rod Little won the 2011 AAPOR Book Award. Mr. Groves is a member of the U.S. National Academy of Sciences. He is an elected fellow of the American Academy of Arts and Sciences, the American Statistical Association, the Midwest Association for Public Opinion Research and the International Statistical Institute. He is also the recipient of the distinguished achievement award of the American Association for Public Opinion Research and the Julius Shiskin Memorial Award, in recognition of contributions in the development of economic statistics. Mr. Groves has an A.B. from Dartmouth College and M.A. and Ph.D. degrees in statistics and sociology, respectively, from the University of Michigan.

Plenary Session

Thursday, May 17, 8:00 p.m. – 9:30 p.m.



Elizabeth A. Stasny, Discussant

Elizabeth Stasny is professor and vice chair for graduate studies in statistics and biostatistics in the Department of Statistics at The Ohio State University. For more than 25 years, her main research area has been in handling missing data in sample surveys, with applications mainly in the social sciences. Ms. Stasny has expertise in large-scale government surveys, such as the National Crime

Victimization Survey, the Current Population Survey, and the National Longitudinal Surveys, as well as with RDD, mail and email surveys. She is a fellow of the American Statistical Association, associate editor for *Survey Methodology* and is currently a member of the U.S. Attorney General's Office of Justice Programs (OJP) Science Advisory Board. Ms. Stasny served a six-year term on the Census Advisory Committee leading up to the 2000 census. Recently she has been working on ranked set sampling problems, especially with applications to sample surveys.



Nancy A. Mathiowetz, Moderator

Nancy Mathiowetz is a professor in the Department of Sociology at the University of Wisconsin-Milwaukee (UWM). Prior to joining the faculty at UWM, she was on the faculty at the University of Maryland/University of Michigan Joint Program in Survey Methodology, spent 10 years in the service of the federal government and worked as a consultant at Westat, Inc. Ms. Mathiowetz

received her B.S. in sociology from the University of Wisconsin-Madison and an M.S. in biostatistics and a Ph.D. in sociology from the University of Michigan. She teaches graduate courses in survey methodology, questionnaire design, statistics and data analysis. In addition, she has published articles on various topics related to the quality of survey data in journals such as the *Journal of Business and Economic Statistics*, *Handbook of Econometrics* and the *American Journal of Public Health*. Ms. Mathiowetz currently serves as co-editor of *Public Opinion Quarterly*. She is an active member of the American Statistical Association and the American Association for Public Opinion Research (AAPOR), serving as AAPOR president in 2007-2008.

Highlights

Education – Short Courses

Six in-depth short courses are offered to enhance your learning experience. Course offerings include:

Course 1: Single and Multi-Mode Surveys Using Address-Based Sampling

Course 2: Unlocking the Potential of Conjoint Analysis/Discrete Choice Modeling and MaxDiff Scaling in Public Opinion Research

Course 3: Maximizing the Accuracy of Online Surveys: Comparisons of Methods and Recommendations of Optimal Procedures

Course 4: Improving Surveys With Paradata: Making Use of Process Information

Course 5: Designing Web Questionnaires

Course 6: The Role of New Technologies in Powering, Augmenting, or Replacing Traditional Surveys

There is still time to register for a short course. Sign up at the registration desk! For course descriptions see pages 49, 53, 54 and 173.

Exhibit Hall Hours

Thursday, May 17 3:00 p.m. – 5:30 p.m.

Friday, May 18 7:00 a.m. – 4:30 p.m.

Saturday, May 19 7:00 a.m. – 2:30 p.m.

The AAPOR Annual Conference Exhibit Hall located in Mediterranean 4 & 5 is your best source of information about products, services, survey planning and design from key vendors interested in the important issues facing the survey community.

New Member & All-Chapter Reception

Thursday, May 17, 6:00 p.m. – 7:00 p.m.

Valencia Lawn & Terrace

Places to go and people to meet – that's what this reception is all about! Sponsor, exhibitor, first-time attendee or old hand, this is your opportunity to get started on the right foot, balancing AAPOR educational sessions with the satisfaction of meeting colleagues who share your interests.

Highlights

Dinner and Plenary Session

Thursday, May 17, 7:00 p.m. – 9:30 p.m.

Palazzo Ballroom

Enjoy a great meal and the mental stimulation that only the AAPOR conference can deliver! Debate the big issues with your tablemates, open your mind and listen to our panel of experts weigh in on the value of non-probability sampling. The floor will be open for questions following the plenary presentation.

Presidential Address and Luncheon

Friday, May 18, 11:45 a.m. – 1:45 p.m.

Palazzo Ballroom

Join fellow attendees for lunch and an insightful keynote address from AAPOR President Scott Keeter.

AAPOR Membership and Business Meeting

Saturday, May 19, 4:00 p.m. – 5:30 p.m.

Mediterranean 1

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.

President's Reception & AAPOR Awards Banquet

Saturday, May 19, 6:00 p.m. – 9:30 p.m.

Valencia Lawn and Terrace

Palazzo Ballroom

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. Join us as we welcome the newly elected executive councilors and toast the award-winning accomplishments of AAPOR members.

Post-Banquet Party

Saturday, May 19, 9:30 p.m. – Midnight

Citrus Garden

Don't miss this much anticipated event, to be held in the Citrus Garden, where you can enjoy a specialty cocktail and catch up with friends while listening to "unplugged" acoustic entertainment.

Things to Do, Places to Go: AAPOR Social Activities

Golf

Thursday, May 17, 7:30 a.m.

The Annual AAPOR Golf Outing will be held at the Grande Pines Golf Club, with tee times starting at 7:30 a.m. Nestled among lakes, tall pines, oaks and palms, Grande Pines peacefully coexists with the native flora and wetlands. Each hole of Grande Pines was created to be a strategic challenge that will bring out the best in each player's game.

Fun Run/Walk

Saturday, May 19, 7:00 a.m.

The Fun Run/Walk will take place on two miles of the jogging/fitness trails on the resort grounds. If you would like to enter into some competitive early morning exercise, this is just for you! All participants will receive bottled water. More information will be posted on the message board at the conference and volunteers will be available on Saturday morning to guide participants to the starting line. A waiver must be signed on site to participate. Awards will be given to the top runners and to those record-breaking walkers. Fun Run/Walk participants should meet at the Primo Garden, just behind Citron Restaurant.

Applied Probability

Saturday, May 19, 9:30 p.m.

Cordova 5 & 6

Few games better illustrate elementary probability theory than poker. The derivation of an optimal game strategy appears to be beyond current game theory and has confounded mathematicians, statisticians and AAPORites for years. If you want to ponder one of the most popular practical applications of probability, join us Saturday night after the awards banquet for our annual applied probability session.

Speed Networking – Two Sessions

Friday, May 18, 3:15 p.m. – 4:15 p.m.

Saturday, May 19, 12:45 p.m. – 2:15 p.m.

Palazzo F, G, H Foyer

Sign up to participate at the AAPOR registration desk or during the networking session. Sessions run for 15 minutes with the organizations represented. Spend your time discussing the details of the company/organization with your new contact and then quickly move on to the next networking opportunity. Be sure to bring plenty of business cards!

AAPOR Executive Council

2011–2012



President
Scott Keeter,
Pew Research Center



Vice President/President-Elect
Paul J. Lavrakas,
Independent Consultant



Past President
Frank M. Newport,
Gallup, Inc.



Secretary-Treasurer
Joseph Lenski,
Edison Media Research



Associate Secretary-Treasurer
Rachel Caspar,
RTI International



Standards Chair
Timothy Johnson,
University of Illinois at Chicago

AAPOR Executive Council

2011–2012



Associate Standards Chair

David Cantor,
Westat



Conference Chair

Daniel Merkle,
ABC News



Associate Conference Chair

Paul Beatty,
National Center for Health Statistics



**Membership and Chapter
Relations Chair**

Joseph Murphy,
RTI International



**Associate Membership and
Chapter Relations Chair**

Liz Hamel,
*The Henry J. Kaiser Family
Foundation*



Communications Chair

Richard Morin,
Pew Research Center

AAPOR Executive Council

2011–2012



Associate Communications Chair
Marjorie Connelly,
The New York Times



Councilor-at-Large
Linda Piekarski,
Survey Sampling International



Councilor-at-Large
Patricia Moy,
University of Washington

AAPOR Executive Council

2012–2013

President

Paul J. Lavrakas,
Independent Consultant

Vice President/President-Elect

Rob Santos,
The Urban Institute

Past President

Scott Keeter,
Pew Research Center

Secretary-Treasurer

Rachel Caspar,
RTI International

Associate Secretary-Treasurer

Nancy Bates,
U.S. Census Bureau

Standards Chair

David Cantor,
Westat

Associate Standards Chair

Courtney Kennedy,
Abt SRBI, Inc.

Conference Chair

Paul Beatty,
National Center for Health Statistics

Associate Conference Chair

Susan Pinkus,
S.H. Pinkus Research & Associates

Membership and Chapter Relations Chair

Liz Hamel,
The Henry J. Kaiser Family Foundation

Associate Membership and Chapter Relations Chair

Jennifer Dykema,
University of Wisconsin, Survey Center

Communications Chair

Marjorie Connelly,
The New York Times

Associate Communications Chair

Peyton M. Craighill,
The Washington Post

Councilor-at-Large

Patricia Moy,
University of Washington

Councilor-at-Large

Michael W. Link,
The Nielsen Company

Chapter Presidents

Midwest Chapter (MAPOR)

Michael Traugott,
University of Michigan

New England Chapter (NEAPOR)

Chase Harrison,
Harvard University

New Jersey Chapter (NJAPOR)

Karen Cybulski,
Mathematica Policy Research

New York Chapter (NYAAPOR)

Sandra Bauman,
Bauman Research & Consulting

Pacific Chapter (PAPOR)

Bob Davis,
Davis Research

Southern Chapter (SAPOR)

Mansour Fahimi,
Marketing Systems Group

Washington/Baltimore Chapter (DC-AAPOR)

Stephen Blumberg,
National Center for Health Statistics

AAPOR Past Presidents

1947-48 Clyde W. Hart	1980-81 Helen J. Kaufmann
1948-49 Elmo C. Wilson	1981-82 Seymour Sudman
1949-50 Paul F. Lazarsfeld	1982-83 Burns W. Roper
1950-51 Julian L. Woodward	1983-84 Laure M. Sharp
1951-52 Bernard Berelson	1984-85 Albert E. Gollin
1952-53 Archibald M. Crossley	1985-86 Howard Schuman
1953-54 Samuel A. Stouffer	1986-87 J. Ronald Milavsky
1954-55 George H. Gallup	1987-88 Eleanor Singer
1955-56 Harry Alpert	1988-89 Warren J. Mitofsky
1956-57 Gerhart D. Wiebe	1989-90 Philip Meyer
1957-58 Frederick F. Stephan	1990-91 Joan S. Black
1958-59 David Wallace	1991-92 Norman M. Bradburn
1959-60 Herbert H. Hyman	1992-93 Kathleen A. Frankovic
1960-61 Robert O. Carlson	1993-94 Stanley Presser
1961-62 John W. Riley, Jr.	1994-95 Andrew Kohut
1962-63 Joseph T. Klapper	1995-96 Robert M. Groves
1963-64 Charles Y. Glock	1996-97 Diane Colasanto
1964-65 Herbert E. Krugman	1997-98 James R. Beniger
1965-66 Raymond A. Bauer	1998-99 Michael R. Kagay
1966-67 Leo Bogart	1999-00 Michael W. Traugott
1967-68 Paul B. Sheatsley	2000-01 Murray Edelman
1968-69 Robert N. Ford	2001-02 Don A. Dillman
1969-70 Robert T. Bower	2002-03 Mark A. Schulman
1970-71 Richard H. Baxter	2003-04 Elizabeth (Betsy) Martin
1971-72 W. Phillips Davison	2004-05 Nancy Belden
1972-73 Sidney Hollander	2005-06 Cliff Zukin
1973-74 Harold Mendelsohn	2006-07 Robert P. Daves
1974-75 Herbert I. Abelson	2007-08 Nancy A. Mathiowetz
1975-76 Richard Maisel	2008-09 Richard A. Kulka
1976-77 Irving Crespi	2009-10 Peter V. Miller
1977-78 Hope Lunin Klapper	2010-11 Frank M. Newport
1978-79 Reuben Cohen	2011-12 Scott Keeter
1979-80 Jack Elinson	

AAPOR Honorary Life Members

Herbert I. Abelson	Toby Goldberg	Susan Pinkus
Jeanne L. Anderson	Fred Goldner	Martin Plissner
Ronald E. Anderson	Lester Guest	John S. Reed
Valentine Appel	Harry E. Heller	David E. RePass
Earl Babbie	Joseph R. Hochstim	Henry W. Riecken
Janice M. Ballou	Sidney Hollander	Glenn H. Roberts
Rena Bartos	K. David Inouye	John P. Robinson
Richard H. Baxter	Michael Kagay	Theresa F. Rogers
George Bishop	Corinne Kirchner	Bernard Roshco
Joan S. Black	Sidney Kraus	Sydney Roslow
Ann Brunswick	Herbert E. Krugman	Howard Schuman
Barbara Bryant	Gladys E. Lang	James M. Sears
Robert Carlson	Kurt Lang	David L. Sills
Peter Case	Gove Laybourn	Eleanor Singer
Helen M. Crossley	Barbara Lee	Edwin H. Sonnecken
Ronald Czaja	Robert S. Lee	Joe L. Spaeth
Morton David	Seymour Lieberman	Charlotte G. Steeh
W. Phillips Davison	Walter Lindenmann	James W. Swinehart
John A. Dimling	Robert Mason	Larry Ulin
Diana Druker	Harold Mendelsohn	Marilyn Watts
Murray Edelman	Philip Meyer	Margaret Weidenhamer
Jack Elinson	J. Ronald Milavsky	Tibor Weiss
Mervin Field	David W. Moore	Jan M. Werner
Raymond Fink	Paul Neurath	Gerhart D. Wiebe
Kathleen Frankovic	William L. Nicholls	Isabelle N. Woodrow
Robert N. Ford	Robert C. Nuckols	Charles R. Wright
G. Ray Funkhouser	Walt Owens	Anne S. Zanes
F. Chris Garcia	C. Robert Pace	Ilse Zeisel
Melvin Goldberg	Alice Padawer-Singer	Pearl R. Zinner

AAPOR Executive Office Staff

Susan L. Tibbitts, *Executive Director*
Donna Tieberg, *Administrative Director*
Jacky Schweinzger, *CMP, Conference Director*
Shalini D'Souza, *Exhibit & Support Manager*
Lindsay Arends, *Marketing Communications Manager*
Kismet Sağlam, *MSed, Education Director*
Tonya Cabrera, *Membership Specialist*
Andrew Massengill, *Accountant*
John Waxman, *Managing Partner*

AAPOR Committees

Conference Steering Committee

Dan Merkle, *ABC News, Chair*
Paul Beatty, *National Center for Health Statistics, Associate Chair*
Deborah Rexrode, *University of Virginia*
M. Mandy Sha, *RTI International*
Rachel Caspar, *RTI International*
Melissa Herrmann, *Social Science Research Solutions*
Chuck Shuttles, *Knowledge Networks*
Scott Keeter, *Pew Research Center*
Paul J. Lavrakas, *Independent Consultant*

Conference Program Subcommittee

Dan Merkle, *ABC News, Chair*
Janice Ballou, *Independent Consultant*
Paul Beatty, *National Center for Health Statistics*
Murray Edelman, *CBS News*
Mike Mokrzycki, *Mokrzycki Survey Research Services*
Melissa Herrmann, *SSRS/Social Science Research Solutions*
Chuck Shuttles, *Knowledge Networks, Inc.*

Conference Development Subcommittee

Rachel Caspar, *RTI International*
Deborah Rexrode, *University of Virginia*
Paul Beatty, *National Center for Health Statistics*

AAPOR Committees

Conference Support Subcommittee



Deborah Rexrode,
University of Virginia
Chair



M. Mandy Sha,
RTI International
Associate Chair

Conference Support Subcommittee

David Chearo, *University of Chicago Survey Lab*

Steve Everett, *The Everett Group*

Craig Hill, *RTI International*

AAPOR Award Committee

Scott Keeter, *Pew Research Center*, **Chair**

Nancy Belden, *Belden Russonello Strategists*

Andrew Kohut, *Pew Research Center*

Richard Kulka, *Independent Consultant*

Mark Schulman, *Abt SRBI, Inc.*

AAPOR Committees

Book Award Committee

Patricia Moy, *University of Washington*, **Chair**
Sandra Bauman, *Bauman Research & Consulting*
Michael X. Delli Carpini, *University of Pennsylvania*
Kate Kenski, *University of Arizona*
Frauke Kreuter, *University of Maryland*
Andy Peytchev, *RTI International*
Rob Santos, *The Urban Institute*
David C. Wilson, *University of Delaware*

Communications Committee

Richard Morin, *Pew Research Center*, **Chair**
Marjorie Connelly, *The New York Times*, **Associate Chair**
Mark M. Blumenthal, *The Huffington Post-Pollster.com*
James R. Caplan, *United States Department of Defense*
Jon Cohen, *The Washington Post*
Claudia Deane, *The Henry J. Kaiser Family Foundation*
Michael J. Mokrzycki, *Mokrzycki Survey Research Services*
Colleen K. Porter, *University of Florida*
Leo G. Simonetta, *Art & Science Group, LLC*
Shapard Wolf, *Arizona State University*

AAPOR Committees

Education Committee

Melissa J. Herrmann, *SSRS/Social Science Research Solutions*, **Co-chair**
 Chuck D. Shuttles, *Knowledge Networks, Inc.*, **Co-chair**

Journalist Education Subcommittee Chair

Chuck Shuttles, *Knowledge Networks, Inc.*

Online Education Subcommittee Chair

Katie Dekker, *NORC at the University of Chicago*

Professional Development Subcommittee Chair

Anna Wiencrot, *NORC at the University of Chicago*

Short Course Subcommittee Chair

Eran Ben-Porath, *SSRS/Social Science Research Solutions*

Mollyann Brodie, *The Henry J. Kaiser Family Foundation*

Scott Clement, *The Washington Post*

Mick P. Couper, *University of Michigan*

Katie Dekker, *NORC at the University of Chicago*

Allyson L. Holbrook, *University of Illinois at Chicago*

Karol Krotki, *RTI International*

Jennie Lai, *The Nielsen Company*

Jocelyn I. Landau, *FTI Consulting*

Richard Morin, *Pew Research Center*

Jordon Peugh, *Knowledge Networks, Inc.*

Nancy Stock, *EMSL Analytical, Inc.*

Clyde Tucker, *CNN*

Michael W. Traugott, *University of Michigan*

Cliff Zukin, *Rutgers University*

Endowment Committee

Barbara O'Hare, *U.S. Census Bureau*, **Chair**

Rachel Caspar, *RTI International*

Joe Lenski, *Edison Media Research*

Dawn V. Nelson, *Mathematica Policy Research*

Dianne Rucinski, *Abt Associates*

Joe Sakshaug, *University of Michigan*

AAPOR Committees

Heritage and Archives Committee

Mike Mokrzycki, *Mokrzycki Survey Research Service*, **Co-chair**
 Claudia Deane, *The Henry J. Kaiser Family Foundation*, **Co-chair**
 Herb Abelson, *Retired*
 David Dutwin, *SSRS/Social Science Research Solutions*
 Jon Cohen, *The Washington Post*
 Kathleen Frankovic, *Consultant*
 Dawn V. Nelson, *Mathematica Policy Research*
 Adam Safir, *U.S. Bureau of Labor Statistics*
 Janet L. Streicher, *Citibank*

Investment Committee

Janet L. Streicher, *Citibank*, **Chair**
 Murray Edelman, *CBS News*
 Joe Lenski, *Edison Research*
 Dan Merkle, *ABC News*
 Barbara O'Hare, *U.S. Census Bureau*
 Trevor Tompson, *The Associated Press*

Membership & Chapter Relations Committee

Joe Murphy, *RTI International*, **Chair**
 Liz Hamel, *The Henry J. Kaiser Family Foundation*, **Associate Chair**
 Ana Lucia Cordova-Cazar, *University of Nebraska-Lincoln*
 Meredith Czaplewski, *NORC at the University of Chicago*
 Edward M. English, *NORC at the University of Chicago*
 Adria Gallup-Black, *FHI 360*
 Holly M. Matulewicz, *Mathematics Policy Research*
 Rebecca Medway, *Joint Program in Survey Methodology*
 Haisong Peng, *The Center for Association Leadership*
 Polly A. Phipps, *The Bureau of Labor Statistics*
 David J. Roe, *RTI International*
 Paul B. Schroeder, *Abt SRBI, Inc.*
 Clarissa R. Steele, *University of Wisconsin-Madison*
 Stephanie Stolzenberg, *RTI International*
 Sabrina Stukowski, *Student*
 Timothy Triplett, *The Urban Institute*
 Randall S. ZuWallach, *ICF International*

AAPOR Committees

Nominations Committee

Frank M. Newport, *Gallup, Inc.*, **Chair**

Floyd Ciruli, *Ciruli Associates*

Allyson L. Holbrook, *University of Illinois at Chicago*

Scott Keeter, *Pew Research Center*

Dawn V. Nelson, *Mathematica Policy Research*

Eileen O'Brien, *Energy Information Administration*

Policy Impact Award Committee

Frank M. Newport, *Gallup, Inc.*, **Chair**

Don A. Dillman, *Washington State University*

Sarah L. Dutton, *CBS News*

Darby M. Steiger, *Gallup, Inc.*

Public Opinion Quarterly Advisory Committee

Robert Y. Shapiro, *Columbia University*, **Chair**

Nora Cate Schaeffer, *University of Wisconsin-Madison*

Robert Erikson, *Columbia University*

D. Sunshine Hillygus, *Duke University*

E. Deborah Jay, *Field Research Corporation*

Lindsay Piekarski, *Survey Sampling International*

Public Opinion Quarterly Editors

James N. Druckman, *Northwestern University*, **Editor**

Nancy A. Mathiowetz, *University of Wisconsin-Milwaukee*, **Editor**

Patricia Moy, *University of Washington*, **Associate Editor**

Survey Practice Editors

John Kennedy, *Indiana University*, **Editor**

Diane O'Rourke, *O'Rourke Associates*

Andy Peytchev, *RTI International*

David Moore, *University of New Hampshire*

AAPOR Committees

Standards Committee

Timothy Johnson, *University of Illinois at Chicago*, **Chair**

Reg Baker, *Market Strategies International*

Stephen Blumberg, *National Center for Health Statistics*

Diane Burkom, *Battelle Memorial Institute*

Mario Callegaro, *Google, UK*

David Cantor, *Westat*

Jill Darling, *Jill E. Darling Research*

David Dutwin, *SSRS/Social Science Research Solutions*

Edward English, *NORC at the University of Chicago*

Allyson Holbrook, *University of Illinois at Chicago*

Courtney Kennedy, *Abt SRBI, Inc.*

Ron Langley, *University of Kentucky*

John Loft, *RTI International*

Emilia Peytcheva, *RTI International*

Vicki Pineau, *NORC at the University of Chicago*

Carl Ramirez, *United States Government Accountability Office*

Trevor Tompson, *The Associated Press*

Jim Wolf, *Indiana University-Purdue University Indianapolis*

Andrew Zukerberg, *National Center for Education Statistics*

Transparency Initiative Steering Committee

Paul J. Lavrakas, *Independent Consultant*, **Chair**

David Cantor, *Westat*

Leah Christian, *Pew Research Center*

Marjorie Connelly, *The New York Times*

Liz Hamel, *The Henry J. Kaiser Family Foundation*

Melissa Herrmann, *Social Science Research Solutions*

Timothy Johnson, *University of Illinois at Chicago*

Scott Keeter, *Pew Research Center*

Courtney Kennedy, *Abt SRBI, Inc.*

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

Joe Murphy, *RTI International*

Rich Morin, *Pew Research Center*

Chuck Shuttles, *Knowledge Networks, Inc.*

AAPOR Committees

Seymour Sudman Student Paper Award Committee

Paul Beatty, *National Center for Health Statistics*, **Chair**

Mark Blumenthal, *The Huffington Post-Pollster.com*

David Dutwin, *SSRS/Social Science Research Solutions*

Jennifer Dykema, *University of Wisconsin*

Allyson Holbrook, *University of Illinois at Chicago*

Carl Ramirez, *United States Government Accountability Office*

Warren J. Mitofsky Innovators Award Committee

Linda Piekarski, *Survey Sampling International*, **Chair**

Jennifer Agiesta, *The Washington Post*

Stephen Blumberg, *National Center for Health Statistics*

Mark Blumenthal, *The Huffington Post/Pollster.com*

Mick Couper, *University of Michigan*

Darby M. Steiger, *Gallup, Inc.*

Dawn V. Nelson, *Mathematica Policy Research*

Roger Tourangeau, *Westat*

AAPOR Task Forces

AAPOR Journals Review Task Force

Peter V. Miller, *U.S. Census Bureau*, **Chair**
Rachel Caspar, *RTI International*
Paul J. Lavrakas, *Independent Consultant*
Roderick Little, *Texas Poll Watch*
Patricia Moy, *University of Washington*
Joseph Sedransk, *Case Western Reserve University*
Roger Tourangeau, *Westat*

Governance Review Task Force

Patricia Moy, *University of Washington*, **Co-chair**
Mark Schulman, *Abt SRBI, Inc.*, **Co-chair**
Nancy Belden, *Belden Russonello Strategists*
Donald A. Dillman, *Washington State University*
Scott Keeter, *Pew Research Center*
Peter V. Miller, *U.S. Census Bureau*
Barbara O'Hare, *U.S. Census Bureau*
Linda Piekarski, *Survey Sampling International*

Non-Probability Task Force

Reg Baker, *Market Strategies International*, **Co-chair**
Mike Brick, *Westat*, **Co-chair**
Nancy Bates, *U.S. Census Bureau*
Mike Battaglia, *Abt Associates, Inc.*
Robert Boruch, *The Wharton School*
Mick P. Couper, *University of Michigan*
Jill Dever, *RTI International*
Mitch Eggers, *Global Market Insite*
Krista Gile, *University of Massachusetts*
Kristen Olson, *University of Nebraska, Lincoln*
Roger Tourangeau, *Westat*

AAPOR Task Forces

Public Opinion and Leadership Task Force

Frank M. Newport, *Gallup, Inc.*, **Co-chair**

Robert Y. Shapiro, *Columbia University*, **Co-chair**

Whit Ayres, *Ayres, McHenry & Associates*

Nancy Belden, *Belden Russonello Strategists*

James Fishkin, *Stanford University*

Archon Fung, *Harvard University*

Susan Herbst, *University of Connecticut*

Celinda Lake, *Lake Research Partners*

Benjamin Page, *Northwestern University*

Susan Page, *USA Today*

James Pinkerton, *New America Foundation and Fox News*

J. Ann Selzer, *Selzer & Company*

Mark Warren, *University of British Columbia*

Survey-Based Legal Evidence Task Force

Paul J. Lavrakas, *Independent Consultant*, **Chair**

Andy Beveridge, *Queens College – CUNY*

Sarah Butler, *NERA Economic Consulting*

Johnnie Daniel, *Howard University*

Eugene Erickson, *Temple University*

Tom Guterbock, *University of Virginia*

Sean Hogan, *RTI International*

Deborah Jay, *Field Research Corporation*

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

Jeffrey Stec, *Charles River Associates International*

John Tarnai, *Washington State University*

Kent Van Liere, *NERA Economic Consulting*

Cheryl Wiese, *University of Michigan*

AAPOR Task Forces

Survey Refusal Task Force

David Dutwin, *SSRS/Social Science Research Solutions*, **Co-chair**

John Loft, *RTI International*, **Co-chair**

Jill Darling, *Department of Veteran Affairs*

Allyson L. Holbrook, *University of Illinois at Chicago*

Timothy Johnson, *University of Illinois at Chicago*

Ronald Langley, *University of Kentucky*

Paul J. Lavrakas, *Independent Consultant*

Emilia Peytcheva, *RTI International*

Jeffrey Stec, *CRA International*

Timothy Triplett, *The Urban Institute*

Andrew Zukerberg, *National Center for Education Statistics*

Award Winners

Burns “Bud” Roper Fellows

The Burns “Bud” Roper AAPOR Fund was established to help early-career individuals working in survey research or public opinion research. Awards are used to help recipients with the cost of travel and registration fees to attend the AAPOR annual conference and/or participate in short courses.

Burns “Bud” Roper Fellows

Matthew Anderson, *Mathematica Policy Research*

Wojciech Jablonski, *University of Lodz, Poland*

Su Li, *University of California, Berkeley*

Jessie Kemmick Pintor, *University of Minnesota*

Christopher Werner, *University of South Carolina*

Lindsay Wood, *Mathematica Policy Research*

Seymour Sudman Student Paper Award

This award recognizes excellence in the study of public opinion, broadly defined, or the theory and methods of survey research, including statistical techniques used in such research.

30

WINNER:

Christopher J. Ojeda, *The Pennsylvania State University*

“Who Rallies? The Impact of 9/11 on the Heritability of Political Trust”

HONORABLE MENTION:

Rebekah Young, *The Pennsylvania State University*

“Men Don’t Know Everything:

Gender Difference in ‘Don’t Know’ Responses”

Student Travel Scholarships Award

These awards make it possible for more graduates students to attend and engage in the AAPOR annual conference.

Michael Barthel, *University of Washington*

Kristen Cyffka, *University of Wisconsin-Madison*

Ashley Koning, *The State University of New Jersey, Rutgers*

Julia Lee, *University of Michigan*

Amanda Libman, *University of Nebraska, Lincoln*

Stephanie Morain, *Harvard University*

Elizabeth Roodhouse, *The University of Pennsylvania*

David Vanette, *Stanford University*

Award Winners

AAPOR Book Award

This award was established 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.

WINNERS:

Sidney Verba, Kay Lehman Schlozman and Henry E. Brady,
Voice and Equality: Civic Voluntarism in American Politics
(Harvard University Press, 1995)

AAPOR Policy Impact Award

This award recognizes outstanding research that has had a clear impact on improving policy decisions, practice or discourse, either in the public or private sectors.

WINNER:

State Health Access Data Assistance Center (SHADAC)
at the University of Minnesota

Award Winners

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.

Past AAPOR Award Winners

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

**Congratulations
AAPOR Annual T-shirt Contest Winner!**

Adam Enders

Michigan State University

For "AAPOR: We are the 99% (± 1)"

*T-shirts are available for purchase
at the registration desk.*

AAPOR Committee Meetings

Wednesday, May 16

Noon – 5:00 p.m.	AAPOR Executive Council Meeting	Del Lago 1 & 2
------------------	--	----------------

Friday, May 18

7:00 a.m. – 8:00 a.m.	Membership Committee	Amarante 2
-----------------------	-----------------------------	------------

7:00 a.m. – 8:00 a.m.	Survey Practice Editorial Board	Amarante 2
-----------------------	--	------------

Saturday, May 19

11:45 a.m. – 1:15 p.m.	Association of Academic Survey Research Organizations	Cordova 5 & 6
------------------------	--	---------------

11:45 a.m. – 1:15 p.m.	Chapter Representatives	Amarante 3
------------------------	--------------------------------	------------

11:45 a.m. – 1:15 p.m.	Communications Committee	Marbella 3
------------------------	---------------------------------	------------

11:45 a.m. – 1:15 p.m.	Education Committee	Cordova 1
------------------------	----------------------------	-----------

11:45 a.m. – 1:15 p.m.	Endowment Committee	Seguara 2
------------------------	----------------------------	-----------

11:45 a.m. – 1:15 p.m.	JOS Editorial Meeting	Amarante 1
------------------------	------------------------------	------------

11:45 a.m. – 1:15 p.m.	Standards Committee	Amarante 2
------------------------	----------------------------	------------

AAPOR Social Activities

Thursday, May 17

7:30 a.m.	Golf Outing	Grande Pines Golf Club
6:00 p.m. – 7:00 p.m.	AAPOR New Member/ All-Chapter Reception	Valencia Lawn and Terrace
9:30 p.m. – 10:30 p.m.	Dessert Reception	Valencia Lawn and Terrace

Saturday, May 19

7:00 a.m.	Fun Run/Walk	Primo Garden
6:00 p.m. – 7:00 p.m.	President's Reception	Valencia Lawn and Terrace
9:30 p.m. – Midnight	Post-Banquet Party	Citrus Garden
9:30 p.m. – 2:00 a.m.	Applied Probability	Cordova 5 and 6

Schedule of Events

Wednesday, May 16

1:00 p.m. – 3:00 p.m.	Short Course Registration Desk Open
2:30 p.m. – 6:00 p.m.	Short Courses
4:00 p.m. – 6:00 p.m.	Registration Desk Open

Thursday, May 17

7:00 a.m. – 5:00 p.m.	Registration Desk Open
7:30 a.m. – 1:00 p.m.	Golf Outing
8:00 a.m. – 11:30 a.m.	Short Courses
1:30 p.m. – 3:00 p.m.	Concurrent Session A
3:00 p.m. – 5:30 p.m.	Exhibit Hall and Book Exhibit Open
3:00 p.m. – 4:00 p.m.	Refreshment Break in the Exhibit Hall
	Meet the Author Sessions
	Poster Session 1
	Demonstration Session 1
4:00 p.m. – 5:30 p.m.	Concurrent Session B
6:00 p.m. – 7:00 p.m.	AAPOR New Member/All-Chapter Reception
7:00 p.m. – 8:00 p.m.	Dinner
8:00 p.m. – 9:30 p.m.	Plenary Session
9:30 p.m. – 10:30 p.m.	Dessert Reception

Friday, May 18

7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings
7:00 a.m. – 8:00 a.m.	Continental Breakfast in the Exhibit Hall
7:00 a.m. – 4:30 p.m.	Exhibit Hall and Book Exhibit Open
7:30 a.m. – 4:30 p.m.	Registration Desk Open
8:00 a.m. – 9:30 a.m.	Concurrent Session C
9:30 a.m. – 10:00 a.m.	Refreshment Break in the Exhibit Hall
10:00 a.m. – 11:30 a.m.	Concurrent Session D
11:45 a.m. – 1:45 p.m.	Luncheon and Presidential Address
1:45 p.m. – 3:15 p.m.	Concurrent Session E
3:15 p.m. – 4:15 p.m.	Dessert Break in the Exhibit Hall
	Meet the Author Sessions
	Poster Session 2
	Demonstration Session 2
3:15 p.m. – 4:15 p.m.	Speed Networking Session 1
4:15 p.m. – 5:45 p.m.	Concurrent Session F
6:00 p.m.	Dinner on your own

Schedule of Events

Saturday, May 19

7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings
7:00 a.m. – 8:00 a.m.	Continental Breakfast in the Exhibit Hall
7:00 a.m. – 2:30 p.m.	Exhibit Hall and Book Exhibit Open
7:30 a.m. – 3:00 p.m.	Registration Desk Open
8:00 a.m. – 9:30 a.m.	Concurrent Session G
9:30 a.m. – 10:00 a.m.	Refreshment Break in the Exhibit Hall
10:00 a.m. – 11:30 a.m.	Concurrent Session H
11:45 a.m. – 1:15 p.m.	Lunch
12:45 p.m. – 2:15 p.m.	Speed Networking Session 2
1:15 p.m. – 2:15 p.m.	Dessert Reception in the Exhibit Hall Book Sale Meet the Author Sessions Poster Session 3 Demonstration Session 3
2:15 p.m. – 3:45 p.m.	Concurrent Session I
4:00 p.m. – 5:30 p.m.	AAPOR Membership and Business Meeting
6:00 p.m. – 7:00 p.m.	President's Reception
7:00 p.m. – 9:30 p.m.	Awards Banquet
9:30 p.m. – Midnight	Post-Banquet Party
9:30 p.m. – 2:00 a.m.	Applied Probability

Sunday, May 20

8:00 a.m. – 10:15 a.m.	Registration Desk Open
8:00 a.m. – 11:30 a.m.	Short Course 6
8:30 a.m. – 10:00 a.m.	Concurrent Session J
10:15 a.m. – 11:45 a.m.	Concurrent Session K

Conference Sponsors

AAPOR acknowledges and gratefully expresses our appreciation to the following organizations for sponsoring the 67th Annual Conference. Their commitment and support helps to ensure that AAPOR can continue to hold excellent educational programs for our attendees year after year.

Platinum Sponsors



Awards Banquet Wine Sponsor

President's Reception Sponsor



Fun Run/Walk Sponsor

Lanyard Sponsor

PewResearchCenter



Twitter Board and Golf Sponsor



Conference Sponsors

Gold Sponsors



Silver Sponsors



Saturday Dessert Break



Bronze Sponsors



Note Pad Sponsor



Conference Supporter



Award Banquet Presentation Sponsor

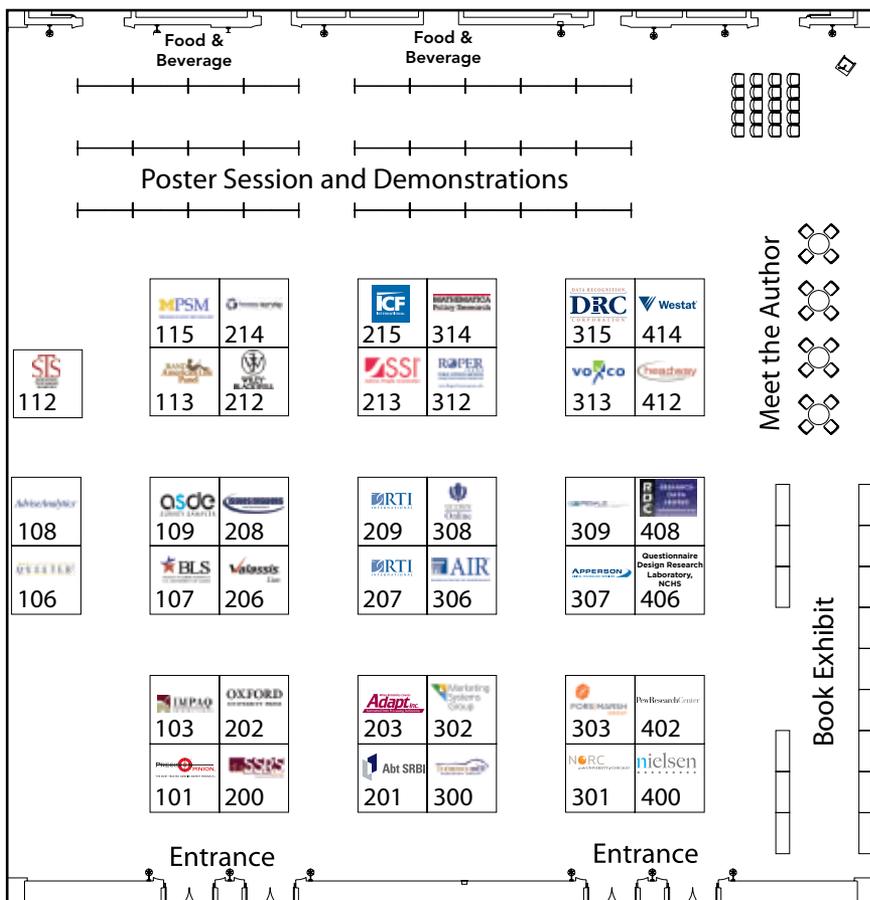
AAPOR 67th Annual Conference Exhibitors

Company	Booth	Company	Booth
Abt SRBI	201	PEW Research Center.....	402
ADAPT Inc.	203	Precision Opinion	101
Advise Analytics	108	Program in Survey Methodology	115
American Institutes for Research.....	306	Provalis Research	309
Apperson.....	307	Quester®	106
ASDE Survey Sampler, Inc.....	109	Questionnaire Design Research Laboratory, NCHS	406
Bureau of Labor Statistics.....	107	RAND Labor and Population.....	113
Data Recognition Corporation (DRC).....	315	Roper Center for Public Opinion Research.....	312
Fors Marsh Group.....	303	RTI International	207/209
Headway Workforce Solutions...	412	Scientific Telephone Samples....	112
ICF International.....	215	Social Science Research Solutions	200
IMPAQ International.....	103	SSI.....	213
Issues and Answers Network, Inc.....	208	Thoroughbred Research Group.....	300
Kinesis Survey Technologies.....	214	University of CT Graduate Program Survey Research	308
Marketing Systems Group.....	302	Valassis	206
Mathematica Policy Research....	314	Voxco.....	313
NCHS Research Data Center.....	408	Westat	414
Nielsen	400	Wiley-Blackwell.....	212
NORC at the University of Chicago.....	301		
Oxford University Press	202		

Publishers/Book Exhibitors

Ashgate Publishing	Harvard University Press	Princeton University Press
Brookings Institution Press	LSU Press	Routledge-Taylor & Francis
Cambridge University Press	National Academics Press	SAGE
Chapman & Hall/CRC	Paramount Market Publishing, Inc.	University of Chicago Press
Guilford Publications	Philip Meyer	

Exhibit Hall



Advertiser Index

Company	Page	Company	Page
A. Reddix and Associates (ARDX).....	197	Nielsen	210
AASRO	209	NORC at the University of Chicago.....	217
Abt SRBI	191	Oxford University Press	197
ADAPT Inc.	194	PEW Research Center.....	212
American Institutes for Research	200	Precision Opinion	214
Apperson.....	199	Provalis Research.....	Inside Front Cover
D3 Systems, Inc.	201	RAND Corporation Survey Research Group.....	209
Data Recognition Corporation (DRC).....	192	RAND Labor and Population.....	193
Fors Marsh Group.....	207	Roper Center for Public Opinion Research.....	215
George Washington University..	202	RTI International	213
GFK	203	Social Science Research Solutions	211
Groeneman Research & Consulting.....	209	SSI.....	196
ICF International.....	198	Survey Technology & Research	197
IMPAQ International.....	195	University of CT Graduate Program Survey Research	216
Kinesis Survey Technologies.....	216	Valassis	204
Marketing Systems Group.....	206	Westat	205
Mathematica Policy Research.....	208		

AAPOR Donors

2011 – 2012

General Fund

Janice M. Ballou	Donald Hinckley	Gregg Peterson
Nancy Bannister	Vincent Iannacchione	Alice Robbins
Nancy Belden	Richard Kulka	Jennifer Rothgeb
Robert Blendon	Gary Langer	Dianne Rucinski
Michael Bucuvalas	Paul J. Lavrakas	Robert Santos
Rachel Caspar	Mary Losch	Mark Schulman
Chris Chapman	Bo Macinnis	John Shanks
James R. Chromy	Nancy Mathiowetz	Robert Simmons
Asaph Young Chun	Daniel Merkle	Robert Tortora
Mick P. Couper	Peter Miller	Martha Von Haitsma
Eugene Erickson	Mike Mokrzycki	Kent Van Liere
Michael Fallig	Dawn V. Nelson	Satoro Yasuno
Laura Flicker	Diane O'Rourke	Cliff Zukin

Heritage Fund

Nancy Belden	Don Dillman	Jay Leve
Ann Bostrom	James Ellis	Dawn V. Nelson
Asaph Young Chun	Syed Idid	Shapard Wolf

Roper Fund

Asaph Young Chun	Dawn V. Nelson
Thomas Guterbock	Jennifer Rothgeb

Seymour Sudman Fund

Angela A. Aidala	Donald Hinckley	Eileen O'Brien
Johnny Blair	Timothy Johnson	Diane O'Rourke
Ann Bostrom	Ariela Keyser	Linda Owens
Jacqueline Brushkin	Sunghee Lee	Eric Plutzer
Asaph Young Chun	Paul J. Lavrakas	Jennifer Rothgeb
Aneta Guenova	John Loft	Robert Santos
Martha Von Haitsma	Dawn V. Nelson	Diane Willimack
Robert Groves	Elizabeth Nichols	Shapard Wolf

Blue Book Organizations

A

Abt SRBI, Inc.
New York, NY

Adapt, Inc.
Hopkins, MN

American Institutes for Research
Washington, DC

Anderson, Niebuhr & Associates, Inc.
Arden Hills, MN

B

Bauman Research & Consulting, LLC
Glen Rock, NJ

Belden, Russonello & Stewart
Washington, DC

Blum & Weprin Associates, Inc.
New York, NY

Braun Research, Inc.
Princeton, NJ

C

CAE at Education Development
Center, Inc.
Newton, MA

California Survey Research Services,
Inc.
Van Nuys, CA

Caucasus Research Resource Centers
Georgia

Charlton Research Co.
Grants Pass, OR

Clearwater Research, Inc.
Boise, ID

Computers for Marketing Corp.
(CFMC)
San Francisco, CA

Confirmit
New York, NY

Customer Research International
San Marcos, TX

D

D3 Systems, Inc.
Vienna, VA

Decision Analyst, Inc.
Arlington, TX

DeFoe, Experts on Social Reporting,
S.C.
Mexico

Directions in Research
San Diego, CA

E

Edison Research
Somerville, NJ

Employee Motivation &
Performance Assessment
Chelsea, MI

Ernst & Young Quantitative
Economics & Statistics Group
Washington, DC

F

Field Research Corp.
San Francisco, CA

H

Headway Workforce Solutions
Raleigh, NC

I

ICF International, Survey Research
Center
Fairfax, VA

Indiana University, Center for Survey
Research
Bloomington, IN

Infinite Insight
Nairobi

Interviewing Service of America
Van Nuys, CA

Blue Book Organizations

J

Juarez & Associates, Inc.
Los Angeles, CA

K

Knowledge Networks, Inc.
Menlo Park, CA

M

Mail Survey Solutions
Stillwater, MN

Marketing Systems Group
Ft. Washington, PA

Marketwise, Inc.
Charlotte, NC

Mathematica Policy Research
Princeton, NJ

Mktg., Inc.
East Islip, NY

N

The Nielsen Company
New York, NY

NORC at the University of Chicago
Chicago, IL

NSON Opinion Strategy,
Salt Lake City, UT

O

Oxford University Press
Cary, NC

P

Pacific Consulting Group
Palo Alto, CA

Princeton Survey Research
Associates International, LLC
Princeton, NJ

R

RAND Survey Research Group
Santa Monica, CA

Renaissance Research & Consulting
New York, NY

RTI International
Raleigh, NC

S

San Diego State University,
Social Science Research Lab
San Diego, CA

The Social Research Centre,
PTY, LLD
North Melbourne, Australia

Scientific Telephone Samples
Foothill Ranch, CA

Society for Human Resource
Management
Alexandria, VA

SSRS/Social Science Research
Solutions
Media, PA

Stony Brook University, Center for
Survey Research
Stony Brook, NY

Survey Sampling International, LLC
Fairfield, CT

T

Temple University Institute for
Survey Research
Philadelphia, PA

Thoroughbred Research Group
Louisville, KY

Blue Book Organizations

U

University of California - Santa
Barbara, Social Science Survey
Center
Santa Barbara, CA

University of Connecticut, Roper
Center for Public Opinion Research
Storrs, CT

University of Idaho, Social Science
Research Unit
Moscow, ID

University of Michigan,
Survey Research Center
Ann Arbor, MI

University of North Carolina, Odum
Institute for Research in Social
Science
Chapel Hill, NC

University of Northern Iowa, Center
for Social & Behavioral Research
Cedar Falls, IA

University of South Carolina
Survey Research Lab
Columbia, SC

University of Wisconsin,
Survey Center
Madison, WI

University of Wyoming, Wyoming
Survey & Analysis Center (WYSAC)
Laramie, WY

W

Washington State University, Social
& Economic Sciences Research
Center
Pullman, WA

Upcoming Events

Annual Conferences

68th Annual Conference

May 16 – 19, 2013

Seaport Boston Hotel & Seaport World Trade Center • Boston, Massachusetts

69th Annual Conference

May 15 – 18, 2014

Anaheim Marriott • Anaheim, California

70th Annual Conference

May 14 – 17, 2015

Westin Diplomat Resort & Spa • Hollywood, Florida

71st Annual Conference

May 12 – 15, 2016

Hilton Austin • Austin, Texas

72nd Annual Conference

May 18 – 21, 2017

Sheraton New Orleans • New Orleans, Louisiana

Webinars

Single and Multi-Mode Surveys Using Address-Based Sampling

Colm O'Muircheartaigh, PhD

Thursday, June 7, 2012

Noon - 1:30 p.m., Central Time

Population-Based Survey Experiments: How to Do Them and What They're Good For

Diana C. Mutz, PhD

Thursday, August 30, 2012

Noon - 1:30 p.m., Central Time

Weighting Approaches for Dual Frame RDD Surveys

Courtney Kennedy, PhD

Thursday, October 11, 2012

Noon - 1:30 p.m., Central Time

Leveraging New Technologies: What We Know So Far

Michael W. Link, PhD

Wednesday, December 5, 2012

Noon - 1:30 p.m., Central Time

Go to aapor.org to register.

Day-at-a-Glance

Wednesday, May 16

Time	Event	Location
Noon – 5:00 p.m.	AAPOR Executive Council Meeting	Del Lago 1 & 2
1:00 p.m. – 3:00 p.m.	Short Course Registration Open	Mediterranean Registration Desk
2:30 p.m. – 6:00 p.m.	AAPOR Short Courses	
	Course 1: Single and Multi-Mode Surveys Using Address-Based Sampling	Cordova 5 & 6
	Course 2: Unlocking the Potential of Conjoint Analysis/Discrete Choice Modeling and MaxDiff Scaling in Public Opinion Research	Amarante 2 & 3
4:00 p.m. – 6:00 p.m.	AAPOR Registration Open	Mediterranean Registration Desk

Short Course 1 & 2 Descriptions

Wednesday, May 16, 2:30 p.m. – 6:00 p.m.

Course 1: Single and Multi-Mode Surveys Using Address-Based Sampling

Instructors: Colm A. O'Muircheartaigh
Edward English

Location: Cordova 5 & 6

Course Overview:

This course will include an overview of address-based sampling (ABS) for survey design within its historical context. Emphasis will be given to the typical and specialized challenges encountered in ABS surveys in real-world situations.

The following themes will be presented during the course:

- Historical context with traditional listing and random-digit dial surveys
- An introduction to address-databases, including the United States Postal Service delivery sequence files (DSF) and its vendors
- The importance of geographic information systems (GIS) and geocoding
- The coverage properties of lists
- Costs and benefits of enhancing commercial databases
- Examples of ABS and the DSF in survey research include National Opinion Research Center (NORC) studies such as Making Connections as well as the American Community Survey
- Challenges of ABS including rural areas, invisible boundaries for local area samples, telephone matching, drop points, community samples and targeted minority samples

Course 2: Unlocking the Potential of Conjoint Analysis/ Discrete Choice Modeling and MaxDiff Scaling in Public Opinion Research

Instructor: Joe Curry

Location: Amarante 2 & 3

Course Overview:

Conjoint Analysis/Discrete Choice Modeling (CA/DCM) and MaxDiff Scaling (MD) are quantitative research techniques that determine the tradeoffs people are willing to make in complex choice situations. Their results let decision makers effectively match the resources and capabilities of an organization to the needs and preferences of its constituents. These techniques have been applied in the areas of transportation theory, economics, marketing research, and, most recently, health science. This course will identify the research objectives CA/DCM and MD are designed to address and will underscore the advantages and insights these techniques offer. It will also work through how data is collected and analyzed and how results are interpreted and presented. A list of resources for getting started will also be included.

Day-at-a-Glance

Thursday, May 17

Time	Event	Location
7:00 a.m. – 5:00 p.m.	Registration Open	Mediterranean Registration Desk
7:30 a.m. – 1:00 p.m.	Golf Outing	Grand Pines Golf Club
8:00 a.m. – 11:30 a.m.	Short Courses	
	Course 3: Maximizing the Accuracy of Online Surveys: Comparisons of Methods and Recommendations of Optimal Procedures	Cordova 5 & 6
	Course 4: Improving Surveys with Paradata: Making Use of Process Information	Amarante 2 & 3
	Course 5: Designing Web Surveys	Del Lago 3 & 4
1:30 p.m. – 3:00 p.m.	Concurrent Session A	
	Session 1: New Frontiers: Interactive and Gaming Techniques to Improve Surveys	Mediterranean 1
	Session 2: Advances in Survey Sampling and Weighting	Mediterranean 2
	Session 3: Cell Phones and Non-Sampling Error	Mediterranean 3
	Session 4: Improving Questionnaire Design	Mediterranean 6
	Session 5: Predicting and Adjusting for Nonresponse Bias	Mediterranean 7
	Session 6: The External Survey Environment: Measuring and Monitoring the Public	Mediterranean 8
	Session 7: Exploring the Immigration Issue	Marbella 4
	Session 8: Alternative Interviewing Approaches	Marbella 1 & 2
3:00 p.m. – 5:30 p.m.	AAPOR Exhibit Hall and Book Exhibit Open	Mediterranean 4 & 5
3:00 p.m. – 4:00 p.m.	Refreshment Break in the Exhibit Hall	Mediterranean 4 & 5
	Meet the Author Sessions Robert Y. Shapiro Lawrence R. Jacobs <i>The Oxford Handbook of America Opinion and the Media</i> (Oxford University Press, 2011)	
	Poster Session #1	
	Demonstration Session #1	

Day-at-a-Glance

Thursday, May 17

Time	Event	Location
4:00 p.m. – 5:30 p.m.	Concurrent Session B	
	Session 1: New Frontiers: Challenges in Using Twitter to Measure Public Opinion	Mediterranean 1
	Session 2: Expanding the Frontiers of Survey Research Through the Collection of Biological Data	Mediterranean 2
	Session 3: Operational Issues in Cell Phone Surveys	Mediterranean 3
	Session 4: Web Survey Questionnaire Design	Mediterranean 6
	Session 5: Assessing the Impact of Nonresponse on Survey Estimates	Mediterranean 7
	Session 6: Election and Opinion Polling Methods	Mediterranean 8
	Session 7: Public Opinion and Survey Research in Afghanistan	Marbella 4
	Session 8: Conference Chair's Potpourri: Interesting Papers That Didn't Quite Fit Elsewhere in the Conference Program	Marbella 1 & 2
6:00 p.m. – 7:00 p.m.	AAPOR New Member/ All-Chapter Reception	Valencia Lawn & Terrace
7:00 p.m. – 8:00 p.m.	Dinner	Palazzo Ballroom
8:00 p.m. – 9:30 p.m.	Plenary Session	Palazzo Ballroom
9:30 p.m. – 10:30 p.m.	Dessert Reception	Valencia Lawn & Terrace

Short Course 3, 4 & 5 Descriptions

Thursday, May 17, 8:00 a.m. – 11:30 a.m.

Course 3: Maximizing the Accuracy of Online Surveys: Comparisons of Methods and Recommendations of Optimal Procedures

Instructor: Jon A.Krosnick

Location: Cordova 5 & 6

Course Overview:

As survey research marches into the 21st century, the Internet offers exciting opportunities for data collection, alone and in coordination with data collection via other methods. This course is designed to provide guidance to researchers on how to obtain the most useful results using the Internet mode of data collection, whether one's goals are to document the prevalence of characteristics in a population, to explore covariation between attributes of individuals, to explore the impact of manipulations or to explore trends over time.

During the last 15 years, a body of studies has accumulated (1) comparing interviewer administration with computer self-administration in laboratory experiments, and (2) comparing the results of Internet surveys of general population samples with results obtained from parallel administrations by interviewers with the same populations.

In addition, a large number of regional and national elections have now been preceded by polls of potential voters conducted via the Internet and similar polls conducted by interviewers, allowing comparison of their performance in anticipating election outcomes. These various studies permit exploration of specific implementation issues, such as how best to construct weights to correct for known sample departures from population distributions, whether lower response rates yield less accuracy and whether heroic efforts to increase response rates toward the ends of field periods improve survey accuracy. The course will review all of this evidence and offer assessments of the opportunities currently afforded by Internet survey data collection, identifying methods that appear to produce the most accurate measurements and the most useful application of various methodologies for various purposes.

Short Course 3, 4 & 5 Descriptions

Thursday, May 17, 8:00 a.m. – 11:30 a.m.

Course 4: Improving Surveys With Paradata: Making Use of Process Information

Instructor: Frauke Kreuter

Location: Amarante 2 & 3

Course Overview:

During the last 20 years, survey data have been increasingly collected through computer assisted modes. As a result, a new class of data, called paradata, is now available to survey methodologists. Typical examples are key-stroke files, capturing the navigation through the questionnaire and time stamps, providing information such as date and time of each call attempt or the length of a question-answer sequence. While the type of available paradata varies by mode, all share one feature—they are a by-product of the data collection process capturing information about that process. This course covers the great potential of paradata for social survey research. The course will give an introduction and overview of methodological issues involved in the conceptualization, collection and analysis of paradata. Selected research examples for various total survey error components (in particular measurement error and nonresponse bias) will also be discussed.

54

Course 5: Designing Web Questionnaires

Instructor: Mick P. Couper

Location: Del Lago 3 & 4

Course Overview:

The course will cover various aspects of instrument design for Web surveys, including the appropriate use of widgets (e.g., radio buttons, check boxes, drop boxes), general formatting and layout issues (e.g., alignment, font, color), movement through the instrument (e.g., action buttons, navigation, error messages) and so on. The course will draw on empirical results from experiments on alternative design approaches as well as practical experience in the design and implementation of Web surveys. The course will not address the technical aspects of Web survey implementation (such as hardware, software or programming) and will also not focus on question wording, sampling or recruitment issues.

Concurrent Session A

Thursday, May 17, 1:30 p.m. – 3:00 p.m.

New Frontiers: Interactive and Gaming Techniques to Improve Surveys

Location: Mediterranean 1

Organizer: Elizabeth Dean, *RTI International*

Chair: Elizabeth Dean, *RTI International*

Discussant: Peter Miller, *U.S. Census Bureau*

Emerging Techniques of Respondent Engagement: Leveraging Game and Social Mechanics for Mobile Application Research

Jennie W. Lai, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Lorelle Vanno, *The Nielsen Company*

King Me! How Anyone Can Easily Gamify Their Next Survey

Jeffrey Henning, *Affinova, Inc.*

Facebook Applications as a Data Collection Platform

Adam Sage, *RTI International*

Gaming the System: Inaccurate Responses to Randomized Response Technique Items

Ashley Richards, *RTI International*

Elizabeth Dean, *RTI International*

Concurrent Session A

Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Advances in Survey Sampling and Weighting

Location: Mediterranean 2

Chair: Linda Piekarski, *Survey Sampling International*

Probability-Based Sampling Using Split-Frames With Listed Households

Mary E. Losch, *University of Iowa Center for Social & Behavioral Research*

Mansour Fahimi, *Marketing Systems Group*

Surveying Katrina Survivors – Challenges and Solutions

Karol Krotki, *RTI International*

Darryl Creel, *RTI International*

Joseph R. McMichael, *RTI International*

Marjorie Hinsdale-Shouse, *RTI International*

To Weight, or Not to Weight, That is the Question: Survey Weights and Multivariate Analysis

Rebekah Young, *The Pennsylvania State University*

David R. Johnson, *The Pennsylvania State University*

Item-Specific Weights: A Proposal

Hee-Choon Shin, *NORC at the University of Chicago*

Jibum Kim, *NORC at the University of Chicago*

Fang Wang, *NORC at the University of Chicago*

Optimal Sample Allocation – A Portable Tool for Estimating Design Effect

Mansour Fahimi, *Marketing Systems Group*

Concurrent Session A

Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Cell Phones and Non-Sampling Error

Location: Mediterranean 3

Chair: Kathleen T. Call, *University of Minnesota*

Nonsampling Error Attributable to Sampled Cell Phone Numbers in the American Time Use Survey

Brian Meekins, *U.S. Bureau of Labor Statistics*

Stephanie Denton, *U.S. Bureau of Labor Statistics*

Exploring Direct Calibration of NIS Weights Using Cell Telephone Status From the NHIS

Meena Khare, *NCHS/CDC*

Nadarajasundaram Ganesh, *NORC at the University of Chicago*

Kennon R. Copeland, *NORC at the University of Chicago*

Abera Wouhib, *NCHS/CDC*

Assessment of Bias in the National Immunization Survey – Teen: Benchmarking to the National Health Interview Survey, 2009-2010

Christina Dorell, *U.S. Centers for Disease Control and Prevention*

Kennon R. Copeland, *NORC at the University of Chicago*

Reiping Huang, *NORC at the University of Chicago*

Benjamin Duffey, *NORC at the University of Chicago*

The Impact of Cell Phones in Longitudinal Studies

Daniel Loew, *Abt SRBI, Inc.*

Mark Morgan, *Abt SRBI, Inc.*

Concurrent Session A

Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Improving Questionnaire Design

Location: Mediterranean 6

Chair: Rachel Caspar, *RTI International*

Discussant: Colleen Porter, *University of Florida*

The Effects of Question Design Features on the Cognitive Processing of Survey Questions Across Cultural Groups

Timothy P. Johnson, *Survey Research Laboratory*

Allyson L. Holbrook, *Survey Research Laboratory*

Young I. Cho, *University of Wisconsin-Milwaukee*

Sharon Shavitt, *University of Illinois at Urbana-Champaign*

Noel Chávez, *University of Illinois at Chicago*

Saul Weiner, *University of Illinois at Chicago*

Exploring the Associations of Question, Respondent, and Interviewer Characteristics With Survey Data Quality

Aaron Maitland, *Westat*

Heather Ridolfo, *National Center for Health Statistics*

James Dahlhamer, *National Center for Health Statistics*

Mechanisms of Misreporting to Filter Questions

Frauke Kreuter, *Joint Program in Survey Methodology*

Stephanie Eckman, *Institute for Employment Research*

Annette Jaeckle, *ISER*

Antje Kirchner, *Institute for Employment Research*

Stanley Presser, *Joint Program in Survey Methodology*

Roger Tourangeau, *Joint Program in Survey Methodology*

Turn That Frown Upside-Down: The Effects of Smiley Faces as Symbolic Language in Self-Administered Surveys

Amanda Libman, *University of Nebraska-Lincoln*

Jolene D. Smith, *University of Nebraska-Lincoln*

Concurrent Session A

Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Predicting and Adjusting for Nonresponse Bias

Location: Mediterranean 7

Chair: Barry Radler, *University of Wisconsin-Madison*

Discussant: Trent D. Buskirk, *The Nielsen Company*

Anticipatory Survey Design: Reduction of Nonresponse Bias Through Bias Prediction Models

Andy Peytchev, *RTI International*

Sarah Riley, *University of North Carolina at Chapel Hill*

Jeff Rosen, *RTI International*

Joe Murphy, *RTI International*

Mark Lindblad, *University of North Carolina at Chapel Hill*

Accounting for Nonresponse Bias in the Nebraska Behavioral Health Consumer Survey

Brian M. Wells, *University of Nebraska-Lincoln*,

MAPOR Student Paper Award Winner

From Analysis to Action: Use of Paradata in a CAPI Environment

Barbara C. O'Hare, *U.S. Census Bureau*

Concurrent Session A

Thursday, May 17, 1:30 p.m. – 3:00 p.m.

The External Survey Environment: Measuring and Monitoring the Public

Location: Mediterranean 8

Organizer: Nancy Bates, *U.S. Census Bureau*

Chair: Nancy Bates, *U.S. Census Bureau*

The 2010 Census Integrated Communications Program: A Comprehensive Effort to Alter the External Survey Environment

Rupa Datta, *NORC at the University of Chicago*

Ting Yan, *NORC at the University of Chicago*

Did the 2010 Census Social Marketing Campaign Shift Public Mindsets?

Nancy Bates, *U.S. Census Bureau*

Mary Mulry, *U.S. Census Bureau*

Mindsets Revisited: Results of the Second Iteration of the Census Barriers, Attitudes and Motivators Survey

Monica J. Wroblewski, *U.S. Census Bureau*

Development of the Federal Statistical System Public Opinion Survey

Jennifer Hunter Childs, *U.S. Census Bureau*

Stephanie Willson, *National Center for Health Statistics*

Shelly Wilkie Martinez, *U.S. Office of Management and Budget*

Laura Rasmussen, *Internal Revenue Service*

Monica Wroblewski, *U.S. Census Bureau*

Factors of Trust in Statistics That Influence Public Perceptions of Use of Administrative Records

Morgan Earp, *U.S. Bureau of Labor Statistics*

Melissa Mitchell, *U.S. National Agricultural Statistics Service*

Jenny Hunter Childs, *U.S. Census Bureau*

Peter Miller, *U.S. Census Bureau*

Shelly Wilkie Martinez, *U.S. Office of Management and Budget*

Concurrent Session A

Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Exploring the Immigration Issue

Location: Marbella 4

Chair: Linda Dimitropoulos, *RTI International*

Immigration Policy Attitudes at the Local Level: What's Threat Got to do With it?

Maria Krysan, *University of Illinois at Chicago*

Applying the "Contact Hypothesis" to White Anglos' Views About Latinos and Immigration: Evidence From Five Chicago-Area Communities

Marylee C. Taylor, *The Pennsylvania State University*

Immigration Policy, A Non-Border State, and the Nation – A View From the Midwest

Amy S. Goodin, *University of Oklahoma Public Opinion Learning
Laboratory*

Natalie M. Jackson, *Duke University*

Integration of Migrants

Neli Esipova, *Gallup, Inc.*

Anita Pugliese, *Gallup, Inc.*

Leaving Home: Examining the Influence of Social Ties on Latin American Immigration

Ana Lucia Cordova Cazar, *Gallup Research Center,
University of Nebraska-Lincoln*

Matt Hastings, *Gallup Research Center,
University of Nebraska-Lincoln*

Allan L. McCutcheon, *Gallup Research Center,
University of Nebraska-Lincoln*

Concurrent Session A

Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Alternative Interviewing Approaches

Location: Marbella 1 & 2

Chair: Jennifer Marlar, *University of Nebraska*

Cumulative Effects of Dependent Interviewing on Measurement Error: Results From a Four-Wave Validation Study

Johannes Eggs, *Institute for Employment Research*

Annette Jaeckle, *Institute for Social and Economic Research*

Mark Trappmann, *Institute for Employment Research*

Exploring Conversational Interviewing in the American Time-Use Survey

Jennifer Edgar, *U.S. Bureau of Labor Statistics*

Stephanie Denton, *U.S. Bureau of Labor Statistics*

Scott Fricker, *U.S. Bureau of Labor Statistics*

Polly Phipps, *U.S. Bureau of Labor Statistics*

Conversational Interviewing and the Comprehension of Opinion Questions

Frost A. Hubbard, *Survey Research Center, University of Michigan*

Chris Antoun, *Survey Research Center, University of Michigan*

Frederick G. Conrad, *Survey Research Center, University of Michigan*

Language Barriers to Conversational Interviewing: Results From the 2010 & 2011 SIPP-EHC Tests

Rachael Walsh, *U.S. Census Bureau*

Conducting Surveys With Proxies: Evaluating a Standardized Measure to Determine Need

Kirsten A. Barrett, *Mathematica Policy Research*

Debra Wright, *Mathematica Policy Research*

Jennifer Gardner, *Mathematica Policy Research*

Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

Location: Exhibit Hall – Mediterranean 4 & 5

**1. Web Survey With ABS Sample –
A Viable Alternative to RDD?**

Jun Suzuki, *Research Into Action, Inc.*

**2. Reuniting With Retirees: Determining the
Effectiveness of Locating Older Adults Through
Milestone Reunions**

Sabine K. Horner, *American Institutes for Research*

**3. Changing Survey Modes: Does it Matter How
You Get There?**

Felicia LeClere, *NORC at the University of Chicago*
Jennifer Vanicek, *NORC at the University of Chicago*
Kanru Xia, *NORC at the University of Chicago*
Amaya Ashley, *NORC at the University of Chicago*
Whitney Murphy, *NORC at the University of Chicago*
Kari Carris, *NORC at the University of Chicago*

**4. Multiple Email Reminders and Response Rate for
an Internet-Based Survey**

Robert Brackbill, *New York City Department of Health and
Mental Hygiene*
Shengchao Yu, *New York City Department of Health and
Mental Hygiene*
Deborah Walker, *New York City Department of Health and
Mental Hygiene*
Lennon Turner, *New York City Department of Health and
Mental Hygiene*
Sara Miller, *New York City Department of Health and Mental
Hygiene*
Mark Farfel, *New York City Department of Health and Mental
Hygiene*
Steven Stellman, *New York City Department of Health and Mental
Hygiene*

**5. Trends in Residential Energy Use Attitudes and
Behaviors, 2002-2010: Did the Great Recession
Have an Impact?**

Carla Jackson, *Abt SRBI, Inc.*

Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

6. Targeting Precise Geographic or Localized Areas Using an Address-Based Sample Frame

Anna Fleeman, *Abt SRBI, Inc.*

Tiffany Henderson, *Abt SRBI, Inc.*

John M. Boyle, *Abt SRBI, Inc.*

Kenneth J. Ruggiero, *Medical University of South Carolina*

7. Effective Recruitment and Coaching Method for Long Term Panels: Using Testimonial Videos to Gain Cooperation and Improve Task Compliance

Ana P. Petras, *The Nielsen Company*

Anh Thu Burks, *The Nielsen Company*

Rosemary Holden, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

8. Response Effects of Symbolic Images in Satisfaction Scales

Ziv Tepman, *Google*

Vani Henderson, *Google*

9. The Relation Between Visual Imagery and Attitudes About Social Issues and Types of People

John D. Edwards, *Loyola University Chicago*

Patrick R. Harrison, *Loyola University Chicago*

10. Do Respondents' Self-Reported Behavior Differ Over Time?

Marla D. Cralley, *Arbitron Inc.*

11. The Social Economic Determinants of Suicide Rates of the Elderly in Taiwan's Aging Society

Wen-jen Hsieh, *National Cheng Kung University*

12. The Role of Narrative in Cognitive Interviewing

Caroline Gray, *National Center for Health Statistics*

13. Dual Frame Sample and Mixed-Mode Survey Strategy for Improving Coverage Error

John Tarnai, *Social & Economic Sciences Research Center*

Lori Pfingst, *Washington State Budget & Policy Center*

David Solet, *Public Health-Seattle & King County*

Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

14. Electronic Democracy for Whom? Understanding Demand of Brazil's Chamber of Deputies Website

Max Stabile, *University of Brasilia*
Carlos Batista, *University of Brasilia*
Deborah C. Celentano, *University of Brasilia*

15. Effects of Progress Indicators on Short Questionnaires

Aaron Sedley, *Google*
Mario Callegaro, *Google*

16. An Examination of the 2010 Census Be Counted Program and its Effects on Census Coverage and Duplication

Geoffrey I. Jackson, *U.S. Census Bureau*
Keith M. Wechter, *U.S. Census Bureau*

17. Breaking Ground: Using Qualitative Data Analysis for Survey Development of an Under-Researched Topic

Clarissa R. Steele, *Value-Added Research Center, University of Wisconsin-Madison*

18. Nonresponse in a Census of Chicago Public Schools Students: Relative Impacts of Schools, Principals and Students

Rachel Levenstein, *Chicago Consortium on School Research, University of Chicago*
Marisa de la Torre, *Chicago Consortium on School Research, University of Chicago*
Susan Sporte, *Chicago Consortium on School Research, University of Chicago*

19. Home or Work or Both? Assessing the Role of Duplication of Website Visitations Using an Online Metered Panel

Cristina Ion, *The Nielsen Company*
Kumar Rao, *The Nielsen Company*
Seema Varma, *The Nielsen Company*
Pengfei Yi, *The Nielsen Company*

Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

20. Is Past, the Future? Resampling Past Respondents to Improve Current Sample Quality

Lawnzetta T. Yancey, *The Nielsen Company*

Lukasz Chmura, *The Nielsen Company*

Kumar Rao, *The Nielsen Company*

David Kurzynski, *The Nielsen Company*

Scott Bell, *The Nielsen Company*

Tim Dolson, *The Nielsen Company*

21. The Opinion Dynamics Surrounding Nuclear Energy in the U.S.: Exploring the Interplay of Risk Perceptions and Values on Public Support for Nuclear Energy

Sara Yeo, *University of Wisconsin-Madison*

Kristin Runge, *University of Wisconsin-Madison*

Nan Li, *University of Wisconsin-Madison*

Dominique Brossard, *University of Wisconsin-Madison*

Dietram A. Scheufele, *University of Wisconsin-Madison*

Michael Xenos, *University of Wisconsin-Madison*

22. Gender Pre-Specified Sampling for Cost Control

Kien Le, *Qatar University*

Abdoulaye Diop, *Qatar University*

Darwish Alemadi, *Qatar University*

Jill Wittrock, *University of Michigan*

23. Drop-Off Point for Undergraduate Students on a Web-Based Alcohol and Tobacco Use Questionnaire

Ananda Mitra, *Department of Communication,*

Wake Forest University

24. Cost Implications of New Address Listing Technology: Implications for Efficiency and Data Quality

Katie Dekker, *NORC at the University of Chicago*

Edward English, *NORC at the University of Chicago*

Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

25. Assessing Quality of Care Through Medical Record Reviews in Mesoamerica

Gulnoza Usmanova, *University of Washington*
 Catherine M. Wetmore, *University of Washington*
 Ali Mokdad, *University of Washington*
 K. Ellicott Colson, *University of Washington*
 Emily Carnahan, *University of Washington*
 Dharani Ranganathan, *University of Washington*
 Emma M. Iriarte, *Inter-American Development Bank*
 Paola Zúñiga Brenes, *Inter-American Development Bank*
 Sebastian Martinez, *Inter-American Development Bank*
 Jennifer Nelson, *Inter-American Development Bank*
 Brent Anderson, *University of Washington*
 Tasha B. Murphy, *University of Washington*
 Bernardo Hernández Prado, *University of Washington*
 Rafael Lozano, *University of Washington*
 Ali H. Mokdad, *University of Washington*

26. The Latino God Gap and Partisanship 1990-2008

Juhem Navarro-Rivera, *University of Connecticut*
 Ariela Keysar, *Trinity College*
 Barry A. Kosmin, *Trinity College*

27. Use of Ignored Data in Existing Datasets to Evaluate and Enhance the Representativeness of Survey Responses

David Fan, *University of Minnesota*

28. Measuring the Number of Government Contractors on the Annual Survey of Public Employment and Payroll

Rebecca L. Morrison, *U.S. Census Bureau*
 Jennifer Beck, *U.S. Census Bureau*
 Kenneth L. Long, *U.S. Census Bureau*
 Lisa Miller, *U.S. Census Bureau*
 Regina Padgett, *U.S. Census Bureau*

29. Complementing Survey Data With Observational Methods: The Role of Video Coding

Cleo Jacobs Johnson, *Mathematica Policy Research*

Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

30. A Typology and Review of Web Evaluation Strategies

Bryan Wiggins, *Fors Marsh Group*
Jennifer Romano Bergstrom, *Fors Marsh Group*
Scott Turner, *Fors Marsh Group*

31. Can We Interview Your Teenager? Parent Permission Scripts and Teen Participation

David Grant, *UCLA Center for Health Policy Research*
Royce Park, *UCLA Center for Health Policy Research*
May Aydin, *UCLA Center for Health Policy Research*
Yu-Chiech (Jay) Lin, *Institute for Social Research, University of Michigan*

32. The Effects of Vignette Placement on Survey Estimates: A Split Ballot Experiment

Charles Q. Strohm, *RTI International*
Judith A. Seltzer, *UCLA*
Suzanne M. Bianchi, *UCLA*

33. Behavioral Comparison for Originally Designated vs. Replacement Sample

Ryan McKinney, *Arbitron Inc.*
Kelly Dixon, *Arbitron Inc.*

34. Using the iPad®2 as a Prize-Based Incentive to Boost Response Rates

Richard McClendon, *Brigham Young University*
Eric Jenson, *Brigham Young University*
Danny Olsen, *Brigham Young University*

35. Understanding How Technology Changes Have Influenced How Students Interact With Surveys in a University Environment

Steve Wygant, *Brigham Young University*
Richard McClendon, *Brigham Young University*
Eric Jenson, *Brigham Young University*

Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

- 36. New Frontiers in Political Advertising Research: The Interaction Among Candidate Position, Electoral System and the Effects of Negative Political Advertisements**
Bin Xing, *Kent State University*
- 37. Viability of Using Facebook to Increase Response Rates in an ABS Survey**
Paul Ruggiere, *University of North Texas Survey Research Center*
Ashton Sams, *University of North Texas Survey Research Center*
Ashley Niermann, *University of North Texas Survey Research Center*
Enrique Romero, *University of North Texas Survey Research Center*
- 38. The DRC Model for Hot Comment Processing**
Valerie Waller, *Data Recognition Corporation (DRC)*
Paula Eckel, *Data Recognition Corporation (DRC)*
Ann Davies, *Data Recognition Corporation (DRC)*
Anna Chandonnet, *Data Recognition Corporation (DRC)*
- 39. Breaking Down the Tailored Design Method**
Leslyn M. Hall, *Redstone Research, LLC*
Randall ZuWallack, *ICF*
Fred J. Eggers, *Econometrica*
- 40. Multi-Mode or Multi-Choice**
Leslyn M. Hall, *Redstone Research, LLC*
Randall ZuWallack, *ICF*
Fred J. Eggers, *Econometrica*
- 41. Age Influences on Attitudes Towards Information Privacy and Consent to Record Linkage**
Kristen L. Cibelli, *Program in Survey Methodology, University of Michigan*
Jenna Fulton, *Joint Program in Survey Methodology, University of Maryland*
- 42. A Revised Framework for Survey Participation: An NSI Perspective**
Boris Lorenc, *Statistics Sweden*

Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

43. Evaluating New Incentives: The Efficacy of Grand Prize Sweepstakes and Participant Compliance

Ekua Kendall, *Arbitron Inc.*
Arianne Buckley, *Arbitron Inc.*

44. Evaluating the Validity of Age-Targeted List in an ABS Mix-Mode Survey

Ting Yan, *NORC at University of Chicago*
Rupa Datta, *NORC at the University of Chicago*
Joshua Borton, *NORC at the University of Chicago*

45. Results from the National Survey of Fishing, Hunting, and Wildlife Association Recreation (FHWAR) Cell Phone and Debit Card Test: Response Rates

Matthew Herbstritt, *U.S. Census Bureau*

46. Technologies Used to Interview Youth Who are Deaf or Have Hearing Impairments: Results From the National Longitudinal Transition Study 2012

Holly H. Matulewicz, *Mathematica Policy Research*
Daniel J. Friend, *Mathematica Policy Research*
Anne B. Ciemnecki, *Mathmatica Policy Research, Inc.*

47. Exploring the Gender Gap and the Impact of Stressed Environment Residence on Environmental Risk Tolerance Using Observational and Experimental Data

Marc Weiner, *Rutgers University*

Demonstration Session #1

Thursday, 3:00 p.m. – 4:00 p.m.

Location: Exhibit Hall - Mediterranean 4 & 5

Chair: Marek Fuchs, *Darmstadt University of Technology*

Completing Complex Intercept Surveys on Cell-Enabled iPads®

James J. Dayton, *ICF*

Heather Driscoll, *ICF*

Robert S. Pels, *ICF*

A Demonstration of a Multi-Platform Mobile Survey Application: SurveyPulse™, by RTI International

David James Roe, *RTI International*

Yuying Zhang, *RTI International*

Michael Keating, *RTI International*

Sociometric Badges: Using Wearable Sensors to Measure Behavior

Ben Waber, *Harvard Business School*

Concurrent Session B

Thursday, May 17, 4:00 p.m. – 5:30 p.m.

New Frontiers: Challenges in Using Twitter to Measure Public Opinion

Location: Mediterranean 1

Chair: Nancy Belden, *Belden Russonello Strategists*

Discussant: Gary Langer, *Langer Research Associates*

Methodological Considerations in Analyzing Twitter Data

Annice Kim, *RTI International*

Heather Hansen, *RTI International*

Joe Murphy, *RTI International*

The Challenges in Analyzing Twitter Data for Public Opinion Researchers

Masahiko Aida, *Greenberg Quinlan Rosner*

Do Social Media Affect Public Discourses? A Sentiment Analysis of Political Tweets During the French Presidential Election Campaign

Steve Schwarzer, *Marie Curie Initial Training Network ELECDEM*

Leendert de Voogd, *TNS (Political & Social)*

Pascal Chelala, *TNS Opinion*

Can Automated Sentiment Analysis of Twitter Data Replace Human Coding?

Annice Kim, *RTI International*

Ashley Richards, *RTI International*

Joe Murphy, *RTI International*

Adam Sage, *RTI International*

Heather Hansen, *RTI International*

Concurrent Session B

Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Expanding the Frontiers of Survey Research Through the Collection of Biological Data

Location: Mediterranean 2

Organizer: Angela Jaszczak, *NORC at the University of Chicago*

Chair: Angela Jaszczak, *NORC at the University of Chicago*

Methods of Collecting Biological Data: Considerations, Challenges and Implications

Samantha Clemens, *National Centre for Social Research*

Lisa Given, *National Centre for Social Research*

Susan Purdon, *National Centre for Social Research*

Integrating Biological Data Collection and Retaining Survey Subjects in a Longitudinal Workplace Survey

Leslie Erickson, *RTI International*

Frank Mierzwa, *RTI International*

Collecting Saliva Samples for DNA Extraction From Children and Parents on the Fifth Wave Pilot of the Millennium Cohort Study

Nickie Rose, *Ipsos MORI*

Lisa Calderwood, *Institute of Education*

Kirsty Burston, *Ipsos MORI*

Collecting Physical Measures and Biomarkers Over the Years: Longitudinal Experiences

Heidi Guyer, *University of Michigan*

Mary Beth Ofstedal, *University of Michigan*

Monitoring Biological Specimen Data Quality During Data Collection in a Population-Based Survey

Angela Jaszczak, *NORC at the University of Chicago*

Katie Lundeen, *NORC at the University of Chicago*

Jane McPhillips, *NORC at the University of Chicago*

Concurrent Session B

Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Operational Issues in Cell Phone Surveys

Location: Mediterranean 3

Chair: Jonathan Wivagg, Westat

Why We No Longer Need Cell Phone Incentives

Thomas M. Guterbock, *Center for Survey Research,
University of Virginia*

John Lee P. Holmes, *Center for Survey Research,
University of Virginia*

Robin A. Bebel, *Center for Survey Research, University of Virginia*

Peter A. Furia, *Center for Survey Research, University of Virginia*

Geographical Accuracy of Cell Phone Samples and the Effect on Telephone Survey Bias, Variance and Cost

Benjamin Skalland, *NORC at the University of Chicago*

Meena Khare, *National Center for Health Statistics*

Carolyn Furlow, *National Center for Immunization and
Respiratory Diseases*

Distractions, Privacy, Costs: What are Cell Phone Respondents Concerned About?

Gene M. Lutz, *Center for Social and Behavioral Research,
University of Northern Iowa*

Mary E. Losch, *Center for Social and Behavioral Research,
University of Northern Iowa*

The Impact of Telephone Number Churn on Dual-Frame (Landline/Cell) RDD Response Rates

Heather M. Morrison, *NORC at the University of Chicago*

Kathleen Santos, *NORC at the University of Chicago*

Robert H. Montgomery, *NORC at the University of Chicago*

Concurrent Session B

Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Web Survey Questionnaire Design

Location: Mediterranean 6

Chair: Natalie M. Jackson, *Duke University*

Using Adaptive Questionnaire Design in Open-Ended Questions: A Field-Experimental Study on the Size of Answer Boxes in Web Surveys

Marek Fuchs, *Darmstadt University of Technology*
Matthias Emde, *Darmstadt University of Technology*

Yes-No vs. Checkboxes Response Options in Web Surveys: What Form is Closer to Benchmarks?

Mike Murakami, *Google*
Mario Callegaro, *Google*
Vani Henderson, *Google*
Ziv Tepman, *Google*
Qi Dong, *Google*

Optimal Response Formats for Online Surveys: Branch, Grid or List?

Matthew DeBell, *Stanford University*
Catherine Wilson, *Stanford University*
Simon Jackman, *Stanford University*
Lucila Figueroa, *Stanford University*
Kyle Dropp, *Stanford University*

Investigating the Impact of the Number of Grid Items on Web Survey Responses

Fan Guo, *Survey Research Center, University of Michigan*
Elizabeth Nunge, *Google*

Positioning of Clarification Features in Web Surveys: Evidence From Eye Tracking Data

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

Concurrent Session B

Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Assessing the Impact of Nonresponse on Survey Estimates

Location: Mediterranean 7

Chair: Kristen Cyffka, *University of Wisconsin*

Effects of Nonresponse on Survey Estimates of Political Participation

Richard Ohrvall, *Statistics Sweden*

Mikaela Jarnbert, *Statistics Sweden*

Nonresponse and the Validity of Estimates From National Telephone Surveys

Leah M. Christian, *Pew Research Center for the People & the Press*

Scott Keeter, *Pew Research Center*

Michael Dimock, *Pew Research Center*

Examining the Impact of Nonresponse on Estimates From the 2006-2010 Continuous NSFG

James Wagner, *University of Michigan/Survey Research Center*

James M. Lepkowski, *University of Michigan/Survey*

Research Center

Brady T. West, *University of Michigan/Survey Research Center*

Mick P. Couper, *University of Michigan/Survey Research Center*

Nicole Kirgis, *University of Michigan/Survey Research Center*

William Axinn, *University of Michigan/Survey Research Center*

William Mosher, *National Center for Health Statistics*

Investigating Nonresponse Bias in a Nonresponse Bias Study

Paul J. Lavrakas, *Independent Consultant*

J. Michael Dennis, *Knowledge Networks, Inc.*

Jordon Peugh, *Knowledge Networks, Inc.*

Jeffrey Shand-Lubbers, *Knowledge Networks, Inc.*

Elissa Lee, *Google*

Owen Charlebois, *Google*

Nonresponse in Recontact Surveys of Hard to Reach Populations

Gregory A. Smith, *Pew Research Center*

Leah M. Christian, *Pew Research Center*

Concurrent Session B

Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Election and Opinion Polling Methods

Location: Mediterranean 8

Chair: Jon Cohen, *The Washington Post*

Probabilistic Turnout Reporting for Upcoming Elections: An Analysis

Catherine Wilson, *American National Election Studies*

Identifying Likely Voters in Pre-Election Polls: Comparing Methods to Find the Best One

David Vannette, *Stanford University*

Reducing Overreporting Voter Turnout in Seven European Countries – Results From a Survey Experiment

Steve Schwarzer, *TNS Opinion*

Sylvia Kritzing, *University of Vienna, Department of Methods in the Social Sciences*

Eva Zeglovits, *University of Vienna, Department of Methods in the Social Sciences*

Breaking Bad? Method and Meaning of the “Breaking News” Question in Exit Polling

Jennifer Agiesta, *The Associated Press*

Patrick J. Moynihan, *Harvard University*

Lillian Nottingham, *Harvard University*

Data Quality From Low Cost Data Collection Methodologies

Michael W. Traugott, *University of Michigan*

Concurrent Session B

Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Public Opinion and Survey Research in Afghanistan

Location: Marbella 4

Chair: Jenny Korn, *University of Illinois at Chicago*

Prospects for Taliban Reconciliation in Afghanistan

Matthew Warshaw, *D3 Systems, Inc.*

John Richardson, *D3 Systems, Inc.*

Effects of the 2009 Afghani Presidential Election on Public Opinion

Jill M. Heese, *University of Nebraska-Lincoln*

Ann M. Arthur, *University of Nebraska-Lincoln*

Pashtun Women in Pakistan and Afghanistan

Anne D. Pessala, *D3 Systems, Inc.*

The Unique Challenges of Polling in a War Zone

Pamela Hunter, *Glevum Associates*

Concurrent Session B

Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Conference Chair's Potpourri: Interesting Papers That Didn't Quite Fit Elsewhere in the Conference Program

Location: Marbella 1 & 2

Chair: Dawn V. Nelson, *Mathematica Policy Research*

Emotional Risks of Survey Research: Experimental Evidence

Susan Labott, *University of Illinois at Chicago*

Timothy P. Johnson, *University of Illinois at Chicago*

Emotion, Neuroscience and Responses to Survey Questions

George F. Bishop, *University of Cincinnati*

Stephen T. Mockabee, *University of Cincinnati*

Investigating Automated Coding of Open-Ended Survey Questions

Rebecca J. Weiss, *Stanford University*

Matthew Berent, *Stanford University*

Jon A. Krosnick, *Stanford University*

Arthur Lupia, *University of Michigan*

Guidelines for Matching Ethnographers to Targeted Race/Ethnic Sites in Cross-Cultural Survey Evaluations: How Well Did They Work in a 2010 Census Evaluation?

Laurie Schwede, *U.S. Census Bureau*

Rodney Terry, *U.S. Census Bureau*

A Case Study of Developing Translation Standards for Consumer Research in Emerging Markets

Jennie W. Lai, *The Nielsen Company*

Mandy Sha, *RTI International*

Teresa (Ye) Jin, *The Nielsen Company*

Day-at-a-Glance

Friday, May 18

Time	Event	Location
7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings	
7:00 a.m. – 8:00 a.m.	Continental Breakfast in the Exhibit Hall	Mediterranean 4 & 5
7:00 a.m. – 4:30 p.m.	Exhibit Hall and Book Exhibit Open	Mediterranean 4 & 5
7:30 a.m. – 4:30 p.m.	Registration Open	Mediterranean Registration Desk
8:00 a.m. – 9:30 a.m.	Concurrent Sessions C	
	Session 1: New Frontiers: Social Media Use, Public Opinion and Behavior	Mediterranean 1
	Session 2: Methodological Issues in Mail Surveys	Mediterranean 2
	Session 3: Address-Based Sampling: Issues and Challenges	Mediterranean 3
	Session 4: Questions on Sensitive Topics and Social Desirability Bias	Mediterranean 6
	Session 5: Issues in Survey Nonresponse	Mediterranean 7
	Session 6: Using Qualitative Methods to Study Census Coverage Issues	Mediterranean 8
	Session 7: Public Opinion and Political Behavior	Marbella 4
	Session 8: Methodological Briefs: Issues in Cell Phone and Landline Surveys	Marbella 1 & 2
9:30 a.m. – 10:00 a.m.	Refreshment Break in the Exhibit Hall	Mediterranean 4 & 5
10:00 a.m. – 11:30 a.m.	Concurrent Sessions D	
	Session 1: New Frontiers: Advances in Mobile Data Collection – New Methods, New Opportunities, New Challenges	Mediterranean 1
	Session 2: Furthering the Debate on Non-Probability Sampling	Mediterranean 2
	Session 3: Frame and Coverage Issues in Address-Based Sampling	Mediterranean 3
	Session 4: Reliability and Validity of Survey Self Reports	Mediterranean 6

Day-at-a-Glance

Friday, May 18

Time	Event	Location
10:00 a.m. – 11:30 a.m.	Concurrent Sessions D (continued)	
	Session 5: Using Incentives to Increase Survey Participation and Decrease Bias	Mediterranean 7
	Session 6: Assessing the Accuracy of Election Prediction Methods	Mediterranean 8
	Session 7: Cross-National Survey Research – WAPOR-Sponsored Session	Marbella 4
	Session 8: Methodological Briefs: Methods for Improving Response Rates	Marbella 1 & 2
11:45 a.m. – 1:45 p.m.	Luncheon & Presidential Address	Palazzo Ballroom
1:45 p.m. – 3:15 p.m.	Concurrent Sessions E	
	Session 1: New Frontiers: Advances in Web Surveys	Mediterranean 1
	Session 2: Investigating Mode Effects	Mediterranean 2
	Session 3: Targeting Sub-Populations Using Address-Based Sampling	Mediterranean 3
	Session 4: Recall and Measurement Error in Surveys	Mediterranean 6
	Session 5: Interviewer Communication and Survey Participation	Mediterranean 7
	Session 6: Perspectives on the 2008 and 2010 General Elections	Mediterranean 8
	Session 7: Consumer Confidence and Economic Issues	Marbella 4
	Session 8: Methodological Briefs: Questionnaire Design Issues	Marbella 1 & 2
3:15 p.m. – 4:15 p.m.	Dessert Break in the Exhibit Hall	Mediterranean 4 & 5
	Meet the Author Sessions	
	Jennifer Madans	
	Kristen Miller	
	Aaron Maitland	
	Gordon Willis	
	Questions Evaluation Methods (John Wiley & Sons, 2011)	
	Meet the Incoming Public Opinion Quarterly Editors	
	Patricia Moy	
	Tom W. Smith	
	(Oxford University Press)	

Day-at-a-Glance

Friday, May 18

Time	Event	Location
3:15 p.m. – 4:15 p.m.	Poster Session #2 Demonstration Session #2	
3:15 p.m. – 4:15 p.m.	Speed Networking Session 1	Palazzo F/G/H Foyer
4:15 p.m. – 5:45 p.m.	Concurrent Sessions F	
	Session 1: New Frontiers: Design Issues for Surveys Using Mobile Devices	Mediterranean 1
	Session 2: Internet Data Collection for the American Community Survey and Census	Mediterranean 2
	Session 3: Addressing the Challenges of Address-Based Sampling Designs	Mediterranean 3
	Session 4: Improving Self-Administered Questionnaire Design	Mediterranean 6
	Session 5: Maximizing Survey Response Rates	Mediterranean 7
	Session 6: Implementing the AAPOR Transparency Initiative	Mediterranean 8
	Session 7: Understanding Public Opinion on Health Care	Marbella 4
	Session 8: The Role of the Interviewer in Survey Data Quality	Marbella 1 & 2
6:00 p.m.	Dinner on your own – dine at the resort or explore Orlando	

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

New Frontiers: Social Media Use, Public Opinion and Behavior

Location: Mediterranean 1

Chair: Peyton M. Craighill, *The Washington Post*

Discussant: Shelly Boulianne, *Grant MacEwan University*

Facebook User Estimates Based on a Large, Representative, Probability Sample

Tom Wells, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Social Media, News Exposure and Political Expression: Facebook as a Venue for Political Participation

Narayanan Iyer, *Southern Illinois University-Carbondale*

Aaron S. Veenstra, *Southern Illinois University-Carbondale*

Mohammad D. Hossain, *Southern Illinois University-Carbondale*

Chee Youn Kang, *Southern Illinois University-Carbondale*

Benjamin Lyons, *Southern Illinois University-Carbondale*

Changsup Park, *Southern Illinois University-Carbondale*

Rajvee Subramanian, *Southern Illinois University-Carbondale*

Yanfang Wu, *Southern Illinois University-Carbondale*

Wikipedia and Political Communication: The Role of the Online Encyclopedia in the German 2009 National Election Campaign

Thomas Roessing, *Institut fuer Publizistik, University of Mainz*

Nicole Podschuweit, *University of Mainz*

Opening Up Online: Social Networking and Online Survey Response Behaviors

Matthew Lackey, *Fors Marsh Group*

Nicholas Irwin, *Fors Marsh Group*

Scott Turner, *Fors Marsh Group*

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Methodological Issues in Mail Surveys

Location: Mediterranean 2

Chair: Missy Koppelman, *NORC at the University of Chicago*

Addressing Topic Salience Bias by Questionnaire Design

Pat D. Brick, *Westat*

J. Michael Brick, *Westat*

Rob Andrews, *NOAA*

Nancy A. Mathiowetz, *University of Wisconsin*

Lynne Stokes, *Southern Methodist University*

Alternative Questionnaire Effects on Response in Mail Surveys

Douglas Williams, *Westat*

J. Michael Brick, *Westat*

Jill M. Montaquila, *Westat*

Daifeng Han, *Westat*

An Experimental Examination of Four Within-Household Selection Methods in Household Mail Surveys

Kristen Olson, *University of Nebraska-Lincoln*

Jolene Smyth, *University of Nebraska-Lincoln*

Stacia Jorgensen, *University of Nebraska-Lincoln*

Evaluating Methods to Select a Respondent for a General Population Mail Survey

Wendy Hicks, *Westat*

David Cantor, *Westat*

Reaching Medical Professionals: A Review of the Methodology for a Mail Survey of Physicians and Residents

Kinsey Gimbel, *Fors Marsh Group*

Fahima Vakalia, *Fors Marsh Group*

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Address-Based Sampling: Issues and Challenges

Location: Mediterranean 3

Chair: Ronald Langley, *University of Kentucky*

Effectiveness of Address-Based Sampling for Recruiting Into a Longitudinal Panel

Darby Steiger, *Gallup, Inc.*

Kyley McGeeney, *Gallup, Inc.*

Yongwei Yang, *Gallup, Inc.*

Sampling From the Abyss? Exploring Biases Inherent in Address-Based Sampling With Marketing Data

S. Mo Jang, *University of Michigan*

Josh Pasek, *University of Michigan*

Curtiss Cobb, *Knowledge Networks*

Charles A. DiSogra, *Knowledge Networks*

J. Michael Dennis, *Knowledge Networks*

Two Years of Seasonal Yield Variation and Response Patterns in Address-Based Mail Samples

Charles A. DiSogra, *Knowledge Networks*

Erlina Hendarwan, *Knowledge Networks*

ABS – Address-Based Sampling – A Better Sample? Exploring the Benefits of Using Address-Based Sampling in a State-Wide Targeted Sub-Population

James M. Ellis, *University of Virginia Center for Survey Research*

Deborah L. Rexrode, *University of Virginia Center for Survey Research*

Redesigning Fair Market Rent Surveys

Randal ZuWallack, *ICF*

Leslyn M. Hall, *Redstone Research*

Doray Sitko, *Econometrica*

Charles Hanson, *Econometrica*

Fred J. Eggers, Jr., *Econometrica*

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Questions on Sensitive Topics and Social Desirability Bias

Location: Mediterranean 6

Chair: Larry Luskin, *ICF International*

Discussant: Robert Simmons, *U.S. Army Research Institute*

Towards a More Objective Measure of Socially Desirable Reporting in Survey Research

Zeina Mneimneh, *University of Michigan*

Item Sum: A New Technique for Asking Quantitative Sensitive Questions

Antje Kirchner, *Institute for Employment Research (IAB)*

Mark Trappmann, *Institute for Employment Research (IAB)*

Ivar Krumpal, *Universität Leipzig*

Ben Jann, *University of Bern*

The Relationship Between the Accuracy of Self-Reported Data and the Availability of Respondent Financial Records

Emily Geisen, *RTI International*

Charles Q. Strohm, *RTI International*

Brandon Kopp, *U.S. Bureau of Labor Statistics*

Ashley Richards, *RTI International*

2011 New York City HIV/Sexual Practices Survey

Micheline Blum, *Baruch College*

Douglas Muzzio, *Baruch College*

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Issues in Survey Nonresponse

Location: Mediterranean 7

Chair: Rene Bautista, *NORC at University of Chicago*

Who Doesn't Respond When a Survey is Voluntary?

Deborah H. Griffin, *U.S. Census Bureau*

Actualization of Respondents' Participation in "Isolated" Conditions

Jason Minser, *Abt SRBI, Inc.*

Mindy Rhindress, *Abt SRBI, Inc.*

Marci Schalk, *Abt SRBI, Inc.*

Trends in Mail Survey Response Rates: An Analysis of Monthly Response Rates in a Satisfaction Survey Conducted in Oregon Since 1994

Virginia M. Lesser, *Department of Statistics-Survey Research Center*

Daniel Yang, *Oregon State University-Survey Research Center*

Lydia Newton, *Oregon State University-Survey Research Center*

Exploring the Effects of a Shorter Interview on Data Quality, Nonresponse and Respondent Burden

Scott Fricker, *U.S. Bureau of Labor Statistics*

An Analysis of the AAPOR 2011 Membership Survey Nonresponse and Paradata

Heather Hammer, *Abt, SRBI, Inc.*

Joe Murphy, *RTI International*

Liz Hamel, *The Henry J. Kaiser Family Foundation*

Chase Harrison, *Harvard Business School*

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Using Qualitative Methods to Study Census Coverage Issues

Location: Mediterranean 8

Organizer: M. Mandy Sha, *RTI International*

Chair: Jennifer Hunter Childs, *U.S. Census Bureau*

Characteristics of People Overcounted in the Census

Sarah Heimel, *U.S. Census Bureau*

The Coverage Follow-Up Operation and Duplication in the Census

Ryan King, *U.S. Census Bureau*

Resolving Duplication: Success of Applying Census Residency Rule to Census 2010 Duplicates' Data

Emilia Peytcheva, *RTI International*

M. Mandy Sha, *RTI International*

Ryan King, *U.S. Census Bureau*

Interviewing Proxy Versus Suspected Duplicate Respondents to Obtain Information Regarding Potential Duplicate Living Situations

Tiffany King, *RTI International*

Sarah Cook, *RTI International*

Jennifer Hunter Childs, *U.S. Census Bureau*

Duplication in the Decennial Census: Using Ethnographic Methods to Understand Duplication of Children

Alisú Schoua-Glusberg, *Research Support Services*

Eleanor Gerber, *Research Support Services*

Jennifer Hunter Childs, *U.S. Census Bureau*

Managing Quality on a Large Qualitative Research Study With Complex Respondent Recruitment Criteria

M. Mandy Sha, *RTI International*

Katherine Kenward, *Research Support Services*

Julie Feldman, *RTI International*

Sarah Heimel, *U.S. Census Bureau*

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Public Opinion and Political Behavior

Location: Marbella 4

Chair: Megan Scott, *Prudential Financial*

Issue Indifference and Policy Opinion: When Not Caring is Consequential

Justine G. Ross, *University of California, Riverside*

Generations in American Politics

Jocelyn Kiley, *Pew Research Center*

Michael Dimock, *Pew Research Center*

Scott Keeter, *Pew Research Center*

Gaps in Americans' Political Interest: Following Politics in Surveys From Gallup, Pew and the ANES

Joshua Robison, *Northwestern University*

POPTOP: How Public Opinion is Related to Public Policy

Cliff Zukin, *Rutgers University*

Who Rallies! The Impact of 9/11 on the Heritability of Political Trust

Christopher Ojeda, *The Pennsylvania State University*,

2012 Seymour Sudman Student Paper Competition Winner

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Methodological Briefs: Issues in Cell Phones and Landline Surveys

Location: Marbella 1 & 2

Chair: Vicki Pineau, NORC at the University of Chicago

Geographic Differences Between RDD Cell and Landline Frames and Self-Report

Robert Benford, *GfK Custom Research North America*

Linda Piekarski, *Survey Sampling International*

John Lien, *GfK Custom Research North America*

Trevor Tompson, *The Associated Press*

Increasing Response Rates in Cell Frames: Results From an Incentive and Voicemail Experiment

Kathleen T. Call, *University of Minnesota, SHADAC*

Jessie K. Pintor, *University of Minnesota, SHADAC*

Stefan Gildemeister, *Minnesota Department of Health*

David Dutwin, *SSRS/Social Science Research Solutions*

Robyn Rapoport, *SSRS/Social Science Research Solutions*

Cell Phones in Smaller Geographies: Are You Reaching the Right People?

Meghann Crawford, *Siena College Research Institute*

Impact of a Reduced Pre-Recruitment Incentive on Nonresponse in Cell Phone Surveys

Vrinda Nair, *Arbitron Inc.*

Robin Gentry, *Arbitron Inc.*

Are Design Effects Increasing in Telephone Surveys? A Study of Design Effects in the Behavioral Risk Factors Survey

Veronica Roth, *The Pennsylvania State University*

David Johnson, *The Pennsylvania State University*

Disproportionate Stratification to Increase Incidence of Finding Minorities in RDD Landline and Cell Frames

Robert Benford, *GfK Custom Research North America*

Linda Piekarski, *Survey Sampling International*

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Predictors of Survey Length

Eran N. Ben-Porath, *SSRS/Social Science Research Solutions*

Melissa J. Herrmann, *SSRS/Social Science Research Solutions*

Concurrent Session D

Friday, May 18, 10:00 a.m. – 11:30 a.m.

New Frontiers: Advances in Mobile Data Collection— New Methods, New Opportunities, New Challenges

Location: Mediterranean 1

Organizer: David James Roe, *RTI International*

Discussant: Craig Hill, *RTI International*

Mobile Technology and Survey Research: Lessons From Early Implementations and the Consumer Marketplace

Michael Keating, *RTI International*

Online Surveys Aren't Just for Computers Anymore! Exploring Potential Mode Effects Between Smartphone vs. Computer-Based Online Surveys

Trent D. Buskirk, *The Nielsen Company*

SMS-Adjunct to Support Data Quality and Compliance in Health Survey Research

Robert Furberg, *RTI International*

Capturing In-the-Moment Insights via Mobile Data Collection

Patricia Graham, *Knowledge Networks*

Smartphone Applications: The Next (and Most Important?) Evolution in Data Collection

Michael W. Link, *The Nielsen Company*

Jennie W. Lai, *The Nielsen Company*

Lorelle Vanno, *The Nielsen Company*

Concurrent Session D

Friday, May 18, 10:00 a.m. – 11:30 a.m.

Furthering the Debate on Non-Probability Sampling

Location: Mediterranean 2

Chair: Justin T. Bailey, *The Nielsen Company*

Discussant: Murray Edelman, *CBS News*

Comparison of Dual Frame Telephone and Non-Probability Online Panels Regarding Accuracy of Political Opinion Polling

Clifford Young, *Ipsos*

Chris Jackson, *Ipsos*

Jon A. Krosnick, *Stanford University*

A Systematic Review of Studies Investigating the Quality of Data Obtained With Online Panels

Mario Callegaro, *Google UK*

Ana Villar, *Independent Consultant*

Jon A. Krosnick, *Stanford University*

David S. Yeager, *Stanford University*

Some Thoughts on a Framework for Statistical Inference From Non-Probability Samples

Robert Santos, *The Urban Institute*

In Defense of Probability: Are the Times a-Changing?

Gary Langer, *Langer Research Associates*

Concurrent Session D

Friday, May 18, 10:00 a.m. – 11:30 a.m.

Frame and Coverage Issues in Address-Based Sampling

Location: Mediterranean 3

Chair: Anna Fleeman, *Abt SRBI, Inc.*

Modeling Coverage Error in Address Lists Due to Geocoding Error: The Impact on Survey Operations and Sampling

Lee Fiorio, *NORC at the University of Chicago*

Sub-National Coverage Profile of U.S. Housing Units Using the USPS Computerized Delivery Sequence File

Joseph P. McMichael, *RTI International*

Rachel Harter, *RTI International*

Bonnie E. Shook-Sa, *RTI International*

Vincent G. Iannacchione, *RTI International*

Predicting When to Adopt Given Frame Construction Methods: Modeling Coverage and Cost Benefits

Edward English, *NORC at the University of Chicago*

Colm O'Muircheartaigh, *NORC at the University of Chicago*

Katie Dekker, *NORC at the University of Chicago*

Ipek Bilgen, *NORC at the University of Chicago*

Lee Fiorio, *NORC at the University of Chicago*

Mark Clausen, *NORC at the University of Chicago*

Tamara Brooks, *NORC at the University of Chicago*

Assessing Coverage and Accuracy of an Address-Based Frame for Subgroups of the Population

Kelly Dixon, *Arbitron Inc.*

Dan Estersohn, *Arbitron Inc.*

Al Tupek, *Arbitron Inc.*

Mike Kwanisai, *Arbitron Inc.*

Missy Mosher, *Survey Sampling International*

Linda Piekarski, *Survey Sampling International*

Jessica Smith, *Survey Sampling International*

Concurrent Session D

Friday, May 18, 10:00 a.m. – 11:30 a.m.

Reliability and Validity of Survey Self Reports

Location: Mediterranean 6

Chair: Holly H. Matulewicz, *Mathematica Policy Research*

Lying vs. Fail-to-Match: Self-Reported Turnout and Validated Turnout in the 2008-2009 ANES Panel Study

Matthew Berent, *Stanford University*

Jon A. Krosnick, *Stanford University*

Arthur Lupia, *University of Michigan*

The Validity of Adolescents' Self-Reported Data

Jill Walston, *American Institutes for Research*

Findings From a Split-Ballot Experiment on a New Approach to Measuring Health Insurance in the Current Population Survey

Joanne Pascale, *U.S. Census Bureau*

How Likely? Comparisons of Behavioral Intention Measurement Validity

John Bremer, *Toluna USA Inc.*

Randall K. Thomas, *ICF International*

Are You Sure You Didn't See Our Ad? Factors Affecting Recall Inconsistencies in an Advertising Tracking Study

Lindsey Brewer, *Fors Marsh Group LLC*

Ashton Jacobe, *Fors Marsh Group LLC*

Scott Turner, *Fors Marsh Group LLC*

Concurrent Session D

Friday, May 18, 10:00 a.m. – 11:30 a.m.

Using Incentives to Increase Survey Participation and Decrease Bias

Location: Mediterranean 7

Chair: James Caplan, *U.S. Department of Defense*

What are the Odds? Lotteries vs. Cash Incentives. Response Rates, Cost and Data Quality for a Web Survey of Low-Income Former and Current College Students

John Stevenson, *University of Wisconsin Survey Center*
 Jennifer Dykema, *University of Wisconsin Survey Center*
 Lisa Klein, *Mathematica Policy Research*
 Kristen Cyffka, *University of Wisconsin Survey Center*
 Sara Goldrick-Rab, *University of Wisconsin-Madison*

Experimenting With Noncontingent and Contingent Incentives in a Media Measurement Panel

Paul J. Lavrakas, *Independent Consultant*
 J. Michael Dennis, *Knowledge Networks*
 Jordon Peugh, *Knowledge Networks*
 Jeffrey Shand-Lubbers, *Knowledge Networks*
 Elissa Lee, *Google*
 Owen Charlebois, *Google*

Incentives Effects on Nonresponse Bias: Can Monetary Incentives Be Used to Decrease Nonresponse Bias in Measuring Wealth-Related Quantities?

Barbara Felderer, *Institute for Employment Research*
 Gerrit Müller, *Institute for Employment Research*
 Frauke Kreuter, *Institute for Employment Research*

Survey Research of Economic Incentives: Do Incentives Given Prior to a Survey Affect Participation in the Survey?

Aaron Hill, *MDRC*

Maximizing Survey Participation for Retail Customers by Understanding Survey Mode and Incentive Preferences

Joe Cardador, *Service Management Group*

Concurrent Session D

Friday, May 18, 10:00 a.m. – 11:30 a.m.

Assessing the Accuracy of Election Prediction Methods

Location: Mediterranean 8

Chair: Andrew Smith, *University of New Hampshire*

Discussant: Michael W. Traugott, *University of Michigan*

Maximizing the Accuracy of Final Pre-Election Polls Predicting the Outcomes of Races for Seats in the U.S. Senate and the House of Representatives: A Meta-Analysis

Sam Storey, *Stanford University*

Jon A. Krosnick, *Stanford University*

How Accurate are Robo Polls? And Why?

Scott F. Clement, *The Washington Post*

Peyton M. Craighill, *The Washington Post*

Jon Cohen, *The Washington Post*

Online Exit Polls: The Canadian Experience

Darrell J. Bricker, *Ipsos Public Affairs*

Fundamental Models for Forecasting Elections

David Rothschild, *Yahoo! Research*

Concurrent Session D

Friday, May 18, 10:00 a.m. – 11:30 a.m.

Cross-National Survey Research – WAPOR Sponsored Session

Location: Marbella 4

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

Chair: Jibum Kim, *NORC at the University of Chicago*

The International Social Survey Program, 1985-2012

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

Explaining Electoral Participation in Non-Democracies: Evidence From the Arab Barometer

Mark Tessler, *University of Michigan*

Amaney Jamal, *Princeton University*

Carolina DeMiquel, *University of Michigan*

A Decade of Cross-National Attitude Measurement: Innovations and Findings From the European Social Survey

Roru Fitzgerald, *ESS*

The Comparative Study of Electoral Systems (CSES)

David Howell, *University of Michigan*

The International Workshop on Comparative Survey Design and Implementation (CSDI): Contributions of a Voluntary Research Initiative to Comparative Methodology

Jane Harkness, *University of Nebraska*

Peter D. Mohler, *University of Mannheim, Germany*

Beth-Ellen Pennell, *University of Michigan*

Lars Lyberg, *Lyberg Survey Quality Management, Inc.*

Concurrent Session D

Friday, May 18, 10:00 a.m. – 11:30 a.m.

Methodological Briefs: Methods for Improving Response Rates

Location: Marbella 1 & 2

Chair: Jamie L. Marincic, *Mathematica Policy Research*

Response Rate Effects in an ABS Survey for Stamped vs. Business Reply Return Envelopes, With and Without Incentives, and Medium vs. Standard Size Outgoing Envelopes

John Tarnai, *Social & Economic Sciences Research Center*

David Schultz, *Social & Economic Sciences Research Center*

David Solet, *Public Health-Seattle & King County*

Lori Pfingst, *Washington State Budget & Policy Center*

Mail Survey as a Nonresponse Follow Up? Experience From the 2010 Health and Retirement Study

Piotr Dworak, *ISR*

Heidi Guyer, *Institute for Social Research University of Michigan*

James Wagner, *Institute for Social Research University of Michigan*

The Effect of Personalized Address Labels on Response Rates and Postal Deliverability Rates

Vrinda Nair, *Arbitron Inc.*

Yelena Pens, *Arbitron Inc.*

Combining Prepaid and Promised Incentives: Impact of Prepaid Amount in a Mail Survey of Young Adults

Luciano Viera, *Fors Marsh Group, LLC*

Scott Turner, *Fors Marsh Group, LLC*

Sean Marsh, *Fors Marsh Group, LLC*

Response Rate and Recall Effects of Using a Tailored Stamp on Advance Materials in a General Population Telephone Study

Grant D. Benson, *University of Michigan Institute for Social Research*

Sunghee Lee, *University of Michigan Institute for Social Research*

Toby Jayaratne, *University of Michigan School of Public Health*

Paul Schulz, *University of Michigan Institute for Social Research*

Alicia Giordimaina, *University of Michigan School of Public Health*

Concurrent Session D

Friday, May 18, 10:00 a.m. – 11:30 a.m.

SHOW Me the Money? Effects of Preincentives, Differential Incentives, and Envelope Messaging in an ABS Mail Survey

Kristen Cyffka, *University of Wisconsin Survey Center*

Jennifer Dykema, *University of Wisconsin Survey Center*

John Stevenson, *University of Wisconsin Survey Center*

Kelly Elver, *University of Wisconsin Survey Center*

Karen Jaques, *University of Wisconsin Survey Center*

Cash Incentives vs. Sweepstakes: What Works Best?

Charles D. Harm, *Arbitron Inc.*

Courtney N. Mooney, *Arbitron Inc.*

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

New Frontiers: Advances in Web Surveys

Location: Mediterranean 1

Chair: Rodney Terry, *U.S. Census Bureau*

Discussant: Chris Ellis, *RTI International*

Information-Communication Technology Support for Online Surveys: A Need for Integration

Vasja Vehovar, *University of Ljubljana*

Ana Slavec, *University of Ljubljana*

Nejc Berzelak, *University of Ljubljana*

Katja Lozar Manfreda, *University of Ljubljana*

The Effect of Mode on Participant Responses to Qualitative Research in Virtual Worlds

Sarah Dipko, *Westat*

Catherine Billington, *Westat*

Pat D. Brick, *Westat*

Designing Interactive Interventions in Web Surveys: Humanness, Social Presence and Data Quality

Chan Zhang, *Institute for Social Research, University of Michigan*

The Persistence of Attentiveness in Web Surveys: A Panel Study

Adam Berinsky, *MIT*

Samantha Luks, *YouGov*

Doug Rivers, *Stanford University and YouGov*

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

Investigating Mode Effects

Location: Mediterranean 2

Chair: Eric Jodts, Westat

Mode Effects Measurement and Correction: A Case Study

Courtney Kennedy, *Abt SRBI, Inc.*

Allison Ackermann, *Abt SRBI, Inc.*

Chintan Turakhia, *Abt SRBI, Inc.*

Michael O. Emerson, *Rice University*

Adele James, *Rice University*

Disentangling Mode and Nonresponse Effects in the World Trade Center Health Registry

Joe Murphy, *RTI International*

Robert Brackbill, *New York City Department of Health and
Mental Hygiene*

Shengchao Yu, *New York City Department of Health and
Mental Hygiene*

David Wu, *New York City Department of Health and
Mental Hygiene*

Deborah Walker, *New York City Department of Health and
Mental Hygiene*

Lennon Turner, *New York City Department of Health and
Mental Hygiene*

Steven Stellman, *New York City Department of Health and
Mental Hygiene*

Sara Miller, *New York City Department of Health and
Mental Hygiene*

Erica Saleska, *RTI International*

Assessing Measurement Equivalence and Bias of Questions in Mixed-Mode Surveys Under Controlled Sample Heterogeneity

Thomas Klausch, *Utrecht University*

Joop Hox, *Utrecht University*

Barry Schouten, *Statistics Netherlands*

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

Mixed-Mode Design and Mode Effect in Surveying Military Veterans

Wendy Wang, *Pew Research Center*

Rich Morin, *Pew Research Center*

Kim Parker, *Pew Research Center*

Estimating Mode Effects Without Bias: A Randomized Experiment to Compare Mode Differences Between Face-to-Face Interviews and Web Surveys

Doug Rivers, *Stanford University and YouGov*

Lynn Vavreck, *UCLA, Department of Political Science*

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

Targeting Sub-Populations Using Address-Based Sampling

Location: Mediterranean 3

Chair: Ashley Amaya, *NORC at The University of Chicago*

Discussant: Mansour Fahimi, *Marketing Systems Group*

Using Qualitative and Quantitative Testing to Improve Response From Hispanic Households

Michelle A. Cantave, *Arbitron Inc.*

Robin Gentry, *Arbitron Inc.*

Targeting Minority Populations Using Demographic-Appended Address-Based Sampling

Kyley McGeeney, *Gallup, Inc.*

Manas Chattopadhyay, *Gallup, Inc.*

Jennifer Marlar, *Gallup, Inc.*

Does Ethnically Stratified Address-Based Sample Result in Both Ethnic and Class Diversity? Case Studies in Oregon and Houston

Robyn Rapoport, *SSRS/Social Science Research Solutions*

Susan Shorr, *SSRS/Social Science Research Solutions*

Using Ancillary Information to Stratify and Target Young Adults and Hispanics in National ABS Samples

J. Michael Dennis, *Knowledge Networks, Inc.*

Charles A. DiSogra, *Knowledge Networks, Inc.*

Erlina Hendarwan, *Knowledge Networks, Inc.*

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

Recall and Measurement Error in Surveys

Location: Mediterranean 6

Chair: Murrey Olmsted, *RTI International*

Measurement Errors in Self-Reports of Consumer Expenditures: Are Errors Attributable to Respondents or Expenditure Types?

Charles Q. Strohm, *RTI International*

Emily Geisen, *RTI International*

Ashley Richards, *RTI International*

Brandon Kopp, *U.S. Bureau of Labor Statistics*

Examination of Recall Error in Reports of H1N1 and Seasonal Flu Vaccination

Ipek Bilgen, *NORC at the University of Chicago*

Kennon R. Copeland, *NORC at the University of Chicago*

Tammy A. Santibanez, *U.S. Centers for Disease Control and Prevention*

Nicholas Davis, *NORC at the University of Chicago*

A Pilot Study to Validate Health Measures on the Behavior Risk Factor Surveillance System

Andrew Caporaso, *Westat*

Wendy Hicks, *Westat*

David Cantor, *Westat*

Sean Hu, *U.S. Centers for Disease Control and Prevention*

Carol Pierannunzi, *U.S. Centers for Disease Control and Prevention*

Lina Balluz, *U.S. Centers for Disease Control and Prevention*

Inconsistency in Reporting Health Conditions: Is Measurement Error to Blame?

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

Rosa M. Avila, *National Center for Health Statistics*

The Impact of Relationship Quality in Parent-Child Dyads on the Accuracy of Matches in Proxy Reports Mediated by Question Characteristics of Sensitivity, Abstraction and Mutability

Jennifer Benoit-Bryan, *University of Illinois at Chicago*

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

Interviewer Communication and Survey Participation

Location: Mediterranean 7

Chair: Jeanette Y. Ziegenfuss, *Mayo Clinic*

Discussant: Patricia Gallagher, *University of Massachusetts-Boston*

An Interactional Model of the Call for Participation in the Survey Interview

Nora Cate Schaeffer, *University of Wisconsin Survey Center, University of Wisconsin-Madison*

Dana Garbarski, *Department of Sociology, University of Wisconsin-Madison*

Jeremy Freese, *Northwestern University*

Douglas W. Maynard, *Department of Sociology, University of Wisconsin-Madison*

Using Interviewer Observations of Door Step Concerns to Characterize Reluctance of Survey Respondents

Shirley Tsai, *U.S. Bureau of Labor Statistics*

Ting Yan, *NORC at University of Chicago*

Jay Lin, *University of California at Los Angeles*

How Telephone Interviewers' Approaches Impact Their Success

Jessica Broome, *University of Michigan*

It's About Time: Examining the Effect of Interviewer-Quoted Survey Completion Time Estimates on Nonresponse

Bess Welch, *NORC at the University of Chicago*

Stacie Greby, *National Center for Immunization and Respiratory Diseases*

Christopher Ward, *NORC at the University of Chicago*

Kathleen George, *NORC at the University of Chicago*

Kathleen S. O'Connor, *U.S. Centers for Disease Control and Prevention, National Center for Health*

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

Perspectives on the 2008 and 2010 General Elections

Location: Mediterranean 8

Chair: Kimberly Downing, *University of Cincinnati*

American Pride and Prejudice: Public Opinion on the Meaning of Obama's Election as President

David C. Wilson, *University of Delaware*

Race of Interviewer Effects in the 2008 Presidential Election

Nuri Kim, *Stanford University*

Yphtach Lelkes, *Stanford University*

Jon A. Krosnick, *Stanford University*

The Impact of Climate Change Issue in the 2008 U.S. Presidential Election

Bo MaInnis, *Stanford University*

Jon Krosnick, *Stanford University*

Candidates, Campaigns, and Policy Issues: Original Panel Data From the 2010 Midterms

Andrew Therriault, *Vanderbilt University, Center for the Study of
Democratic Institutions*

What Actually Happened in the 2010 Midterm Elections?

Scott F. Clement, *The Washington Post*

Peyton M. Craighill, *The Washington Post*

Jon Cohen, *The Washington Post*

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

Consumer Confidence and Economic Issues

Location: Marbella 4

Chair: Ekua Kendall, *Arbitron Inc.*

Discussant: Cliff Zukin, *Rutgers University*

Americans' Economic Confidence and Objective Economic Indicators

Lydia Saad, *Gallup, Inc.*

Christopher Wlezien, *Temple University*

Confidently Partisan: Consumer Views and Political Attitudes in Good Times and Bad

Dan Cassino, *Fairleigh Dickinson University's PublicMind Poll*

Peter J. Woolley, *Fairleigh Dickinson University's PublicMind Poll*

Krista Jenkins, *Fairleigh Dickinson University's PublicMind Poll*

Deliberate Decisions About the 2012 Federal Budget: How the American Public Would Reduce Spending and Increase Taxes to Shrink the Projected Budget Deficit

Curtiss Cobb, *Knowledge Networks*

Norman Nie, *Revolution Analytics*

Saar Golde, *Revolution Analytics*

County Elected Officials, Partisanship and the Economy

Richard L. Clark, *Castleton State College*

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

Methodological Briefs: Questionnaire Design Issues

Location: Marbella 1 & 2

Chair: Kristen A. Barrett, *Mathematica Policy Research*

The Direction of Rating Scales and Its Influence on Response Behavior in Web Surveys

Florian Keusch, *WU Vienna University of Economics and Business, Austria*

Asking Sensitive Questions in Labour Market Surveys: A Comparison of Survey and Register Data

Antje Kirchner, *Institute for Employment Research (IAB)*

The Accuracy of Retrospective Reports of Residence and Employment

Lisa Lee, *NORC at the University of Chicago*

Catherine C. Haggerty, *NORC at the University of Chicago*

Nola du Toit, *NORC at the University of Chicago*

A Comparison of Extreme Response Styles Between Non-Hispanic and Hispanic Populations in United States

Jennifer Kelley, *University of Michigan*

Sunghee Lee, *University of Michigan*

Student Effort on Large-Scale, Low-Stakes Assessments: Comparing Results From NAEP and PISA

Pia Peltola, *American Institutes for Research*

David Miller, *American Institutes for Research*

Rhonda Baylor, *Optimal*

Laura Warren, *American Institutes for Research*

Do Longer Questionnaires Yield Lower Response Rates?

Stephanie Lloyd, *Center for Survey Research, University of Massachusetts Boston*

Patricia Gallagher, *Center for Survey Research*

Carol Cosenza, *Center for Survey Research*

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

Location: Exhibit Hall – Mediterranean 4 & 5

- 1. The Utility of the Integrated Design of the Medical Expenditure Panel Survey to Inform Mortality Related Studies**
Steven B. Cohen, *Agency for Healthcare Research and Quality*
- 2. Predicting the Success of Brand Launch Using Retail Index**
Shahzad Muhammad, *The Nielsen Company*
Ravish Khare, *The Nielsen Company*
- 3. Uncooperative Respondents in Japan, Korea and the U.S.: Using the General Social Surveys in Japan, Korea and the United States**
Jibum Kim, *NORC at the University of Chicago*
Noriko Iwai, *Osaka University of Commerce*
Tom W. Smith, *NORC at the University of Chicago*
- 4. Comparing Face-to-Face and Online Approach: Household Recruitment of Consumer Panel Research in China**
Teresa (Ye) Jin, *The Nielsen Company*
Yu-Chieh (Jay) Lin, *Institute for Social Research, University of Michigan*
Shu Duan, *University of Michigan*
Jennie W. Lai, *The Nielsen Company*
- 5. The Challenge of Going National: An Experimental Evaluation of the Effects of Local vs. Distant Survey Sponsorship on General Public Internet and Mixed-Mode Response Rates**
Michelle L. Edwards, *Washington State University*
Don A. Dillman, *Washington State University*
- 6. Adjusting the Response Bias in RES ACV: An Analysis of Propensity Score Matching for Comparing RES and Panel Data**
Muhammad Usman Sikander, *The Nielsen Company*
Muhammad Shahzad, *The Nielsen Company*

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

- 7. Assessing Housing Conditions:
The Validity of a Mixed-Mode Research Design**
Amy Donley, Institute for Social and Behavioral Sciences
Rachel Morgan, Institute for Social and Behavioral Sciences
- 8. Language Measurement, Trends, and Media
Usage Among Hispanics**
Marla D. Cralley, Arbitron Inc.
Kate Williams, Arbitron Inc.
- 9. Using Dual Sample Surveys to Examine the
Relationship Between Response Rate and Bias**
Graham Wright, Brandeis University
Theadora Fisher, Brandeis University
Leonard Saxe, Brandeis University
- 10. What is Quality of Life and Can Polling
Measure It?**
Thomas Lamatsch, Monmouth University Polling Institute
Patrick Murray, Monmouth University Polling Institute
Tyler Breder, Monmouth University Polling Institute
- 11. Evaluating New Technologies for Retention of
Rural Youth in Longitudinal Survey Research**
Eleanor M. Jaffee, University of New Hampshire
Meghan L. Mills, University of New Hampshire
- 12. Public Opinion and Uncertain Science: Exploring
the Dynamics Behind Real and Perceived
Knowledge Gaps in Nanotechnology**
Leona Yi-Fan Su, University of Wisconsin-Madison
Dominique Brossard, University of Wisconsin-Madison
Ashley A. Anderson, University of Wisconsin-Madison
Dietram A. Scheufele, University of Wisconsin-Madison
Michael Xenos, University of Wisconsin-Madison
- 13. E-Government 2.0: Overview of Social Media
Utilization by South American Federal Executives**
Leonardo C. Rodrigues, Universidade de Brasilia
Max Stabile, Universidade de Brasilia

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

- 14. The Effects of Survey Design Features on Answers to Sensitive Questions**
Lindsey Witt, *Bureau of Social Research,
University of Nebraska-Lincoln*
- 15. Predictive Validity of Vague Quantifier and Numeric Responses for Frequency Estimation**
Tarek Baghal, *University of Nebraska*
- 16. The Digital Divide in Rural Louisiana: Broadband Access and Adoption**
Robert K. Goidel, *Louisiana State University*
- 17. Survey Mode Preference Among Enrollees in the World Trade Center Health Registry**
Shengchao Yu, *New York City Department of Health and
Mental Hygiene*
Robert Brackbill, *New York City Department of Health and
Mental Hygiene*
Deborah Walker, *New York City Department of Health and
Mental Hygiene*
Lennon Turner, *New York City Department of Health and
Mental Hygiene*
Mark Farfel, *New York City Department of Health and
Mental Hygiene*
Steven Stelman, *New York City Department of Health and
Mental Hygiene*
Sara Miller, *New York City Department of Health and
Mental Hygiene*
Jiehui Li, *New York City Department of Health and Mental Hygiene*
- 18. Using State Variation to Assess the Association Between Social Change and Odds of Recontact in a Longitudinal Study**
Julia McQuillan, *University of Nebraska-Lincoln*
Anna Bellatorre, *University of Nebraska-Lincoln*
Andrew Bedrous, *University of Nebraska-Lincoln*
Ashley J. Frear-Cooper, *University of Nebraska-Lincoln*

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

19. Where Did We Go Wrong? Using Multiple Regression to Identify Budgeting Errors

Julia McQuillan, *University of Nebraska-Lincoln, Sociology*

Chan W. Kok, *University of Nebraska-Lincoln*

Stacia Jorgensen, *University of Nebraska-Lincoln*

Jacob E. Cheadle, *University of Nebraska-Lincoln, Sociology*

Amanda Richardson, *Bureau of Social Research, University of Nebraska-Lincoln*

Nicole R. Bryner, *Bureau of Social Research, University of Nebraska-Lincoln*

20. Statistical Uses of Administrative Records in the 2010 Census of Group Quarters Population

Young Chun, *U.S. Census Bureau*

Andre Williams, *U.S. Census Bureau*

Diane Barrett, *U.S. Census Bureau*

21. Would You Like a Receipt With That? Availability of Respondent Records When Collecting Expenditure Information

Amy Hendershott, *RTI International*

Jennifer Edgar, *U.S. Bureau of Labor Statistics*

Christopher Stringer, *U.S. Census Bureau*

Emily Geisen, *RTI International*

22. Expectation: Intention, Social Network and Central Signal

David Rothschild, *Yahoo! Research*

Zeljka Buturovic, *IBOPE Zogby*

23. The Impact of a Reminder Postcard in a Multi-Mode Survey of Rental Units

Stephanie Dion, *ICF International*

Katelyn Muir, *ICF International*

Randal ZuWallack, *ICF International*

Leslyn M. Hall, *Redstone Research, LLC*

24. Sleep Diary Feasibility and Mode Study: Paper vs. Electronic

Jaki Brown, *RTI International*

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

- 25. Intensifying the Request: Results From an Experiment on Improving Internet Response Rates for Address-Based Samples of the General Public**
Benjamin L. Messer, *Washington State University*
Don A. Dillman, *Washington State University*
- 26. East-West Differences in German Household Telephone Ownership: A Replication of 'Phone Home'?**
Volker Hüfken, *Heinrich-Heine-University of Duesseldorf, Institute of Social Sciences*
- 27. Tracking Residential Mobility at the Household Level**
Kate Bachtell, *NORC at the University of Chicago*
Edward English, *NORC at the University of Chicago*
Catherine C. Haggerty, *NORC at the University of Chicago*
- 28. Sports Fanship: Assessing Behaviors, Their Meaning and Impact**
Don Levy, *Siena Research Institute*
- 29. Putting the "Social" in Exploring the Social Media Frontier: Collaborating to Investigate Social Media's Past, Present and Future**
Jennifer C. Romano Bergstrom, *Fors Marsh Group*
Caitlin Krulikowski, *Fors Marsh Group*
Megan Fischer, *Fors Marsh Group*
Sarah Evans, *Fors Marsh Group*
Sean Marsh, *Fors Marsh Group*
Shawn Bergman, *Appalachian State University; Fors Marsh Group*
- 30. Social Seniors: Determining the Viability of Reaching American Seniors Through Social Media**
Melissa Wentzel, *American Institutes for Research*
- 31. Conducting Research on Native American Reservations: Challenges and Solutions From the Field**
Robynne A. Locke, *ICF International*

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

32. A Multi-Mode Approach for Assessing Key Health Indicators in Resource-Limited Settings via Household and Health Facility Surveys

Catherine M. Wetmore, *University of Washington*
 Emily Carnahan, *University of Washington*
 K. Ellicott Colson, *University of Washington*
 Ali Mokdad, *University of Washington*
 Gulnoza Usmanova, *University of Washington*
 Dharani Ranganathan, *University of Washington*
 Sebastian Martinez, *Inter-American Development Bank*
 Paola Zúñiga Brenes, *Inter-American Development Bank*
 Emma M. Iriarte, *Inter-American Development Bank*
 Ana Pérez Expósito, *Inter-American Development Bank*
 Jennifer Nelson, *Inter-American Development Bank*
 Pablo Ibararán, *Inter-American Development Bank*
 Brent Anderson, *University of Washington*
 Tasha B. Murphy, *University of Washington*
 Bernardo Hernández Prado, *University of Washington*
 Rafael Lozano, *University of Washington*
 Ali H. Mokdad, *University of Washington*

33. Rapid Roll-Out of Household Surveys to Assess Monitoring and Impact Evaluation Indicators Pertaining to Reproductive Health, Child Nutrition and Immunization in Mesoamerica

Catherine M. Wetmore, *Institute for Health Metrics and Evaluation*
 Emily Carnahan, *Institute for Health Metrics and Evaluation*
 K. E. Colson, *Institute for Health Metrics and Evaluation*
 Ali Mokdad, *Institute for Health Metrics and Evaluation*
 Gulnoza Usmanova, *Institute for Health Metrics and Evaluation*
 Dharani Ranganathan, *Institute for Health Metrics and Evaluation*
 Sebastian Martínez, *Inter-American Development Bank*
 Paola Zúñiga Brenes, *Inter-American Development Bank*
 Ana Pérez Expósito, *Inter-American Development Bank*
 Maria F. Merino, *Inter-American Development Bank*
 Luis Tejerina, *Inter-American Development Bank*
 Emma Margarita Iriarte, *Inter-American Development Bank*
 Brent Anderson, *Institute for Health Metrics and Evaluation*
 Tasha B. Murphy, *Institute for Health Metrics and Evaluation*
 Bernardo Hernández Prado, *Institute for Health Metrics and Evaluation*
 Rafael Lozano, *Institute for Health Metrics and Evaluation*
 Ali H. Mokdad, *Institute for Health Metrics and Evaluation*

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

34. Collecting Biomedical Specimens in Health Research

Kevin Ulrich, *Group Health Research Institute*

35. An Experiment Among U.S. Hispanics Regarding Contextual Identity With Survey Research Design Implications

Martin Cerda, *Encuesta, Inc.*

36. To Lead or Not to Lead, That is the Question: Is the Job of a Legislative Leader to Lead the Caucus Where It Should Go, or Rather, to Follow It?

Debbie Borie-Holtz, *Rutgers University*

37. Communication Inequality and Fatalistic Beliefs About Cancer Prevention: The Role of Numeracy in Explaining the Socio-Economic Disparities in Response to Cancer Information Seeking

Sungjong Roh, *Cornell University*

38. How Do Respondent Behaviors Reflect and Influence Perceptions of Surveys?

Allyson L. Holbrook, *Survey Research Laboratory, University of Illinois at Chicago*

Timothy P. Johnson, *Survey Research Laboratory, University of Illinois at Chicago*

Young I. Cho, *School of Public Health, University of Wisconsin Milwaukee*

Noel Chávez, *University of Illinois at Chicago*

Saul J. Weiner, *University of Illinois at Chicago*

Sharon Shavitt, *University of Illinois*

39. Predictions of the Effects of Individual Media Messages on the Time Trend of Public Opinion About the Toyota Brand

David Fan, *University of Minnesota-Twin Cities*

David Geddes, *Institute for Public Relations*

Felix Flory, *evolve24, A Maritz Research Company*

Carrie Lu, *evolve24, A Maritz Research Company*

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

- 40. Open-Ended Questions in Web Surveys: One Large vs. Ten Small Boxes**
Florian Keusch, *WU Vienna University of Economics and Business, Austria*
- 41. Definitions Matter: Selective Processing of Mediated Messages in Online Environments**
Jiyoun Kim, *University of Wisconsin-Madison*
Dominique Brossard, *University of Wisconsin-Madison*
Michael Xenos, *University of Wisconsin-Madison*
Dietram A. Scheufele, *University of Wisconsin-Madison*
- 42. The Effects of Race/Ethnicity, Cultural Values, and Language of Interview on Socially Desirable Responding**
Sharon Shavitt, *University of Illinois*
Timothy P. Johnson, *Survey Research Laboratory*
Allyson L. Holbrook, *Survey Research Laboratory*
Young I. Cho, *School of Public Health*
Saul J. Weiner, *University of Illinois at Chicago*
Noel Chávez, *Survey Research Laboratory*
- 43. The River Flows: Comparison of Experimental Effect Replicability With Different Sample Sources**
Randall K. Thomas, *ICF International*
John Bremer, *Toluna USA Inc.*
- 44. Model Based Targeted Address Canvassing: A Simulation Based on the 2009 Address Canvassing Program**
John L. Boies, *U.S. Census Bureau*
Kevin M. Shaw, *U.S. Census Bureau*
- 45. Getting News From Non-News Outlets: How Incidental News Exposure on the Internet Promotes Young Adults' Political Participation**
JungHwan Yang, *University of Wisconsin-Madison*

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

- 46. Methuselah and the Internet Survey: How the Aging Population is Eluding Research in the Technological Age**
Amy Flowers, *Analytic Insight*
Andrea Libby, *Analytic Insight*
- 47. Age Effects on Measurement Error and Data Quality in Surveys**
Jonathan Mendelson, *Fors Marsh Group*
Fahima Vakalia, *Fors Marsh Group*
Jennifer C. Romano Bergstrom, *Fors Marsh Group*
Scott Turner, *Fors Marsh Group*
- 48. Incorporating Computer-Assisted and Real-Time Data Collection Methods Into a Field Survey in a Developing Country Setting: Lessons Learned From a Longitudinal Maternal-Child Health Survey in Eight Mesoamerican Countries**
Ali Mokdad, *Institute for Health Metrics and Evaluation*
Catherine M. Wetmore, *Institute for Health Metrics and Evaluation*
Dharani Ranganathan, *Institute for Health Metrics and Evaluation*
Emily Carnahan, *Institute for Health Metrics and Evaluation*
Gulnoza Usmanova, *Institute for Health Metrics and Evaluation*
Sebastian Martínez, *Inter-American Developmental Bank*
Paola Zúñiga Brenes, *Inter-American Developmental Bank*
Emma M. Iriarte, *Inter-American Developmental Bank*
Ana Pérez Expósito, *Inter-American Developmental Bank*
María F. Merino, *Inter-American Developmental Bank*
Luis Tejerina, *Inter-American Developmental Bank*
Brent Anderson, *Institute for Health Metrics and Evaluation*
Tasha G. Murphy, *Institute for Health Metrics and Evaluation*
Rafael Lozano, *Institute for Health Metrics and Evaluation*
Ali H. Mokdad, *Institute for Health Metrics and Evaluation*
- 49. Using Longitudinal Multilevel Analysis to Analyze Trends in Surveys**
Claire Durand, *Universite de Montreal*
Francois Yale, *ASSSMM*
- 50. An Examination of the Effect of Third Person vs. First Person Item Wording**
Valerie Waller, *Data Recognition Center*
Jack Fentress, *Data Recognition Center*
Colleen Rasinowich, *Data Recognition Center*

Demonstration Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

Location: Exhibit Hall – Mediterranean 4 & 5

Chair: Michael Lawrence, *Knowledge Networks, Inc.*

Issue Publics in the Digital Age: Estimating the Influence of Ideologues Through Social Media Polling

William S. Isaac, *Resources for the Future*

Leveraging Social Media Monitoring for Market Research

Marie-Eve St-Arnaud, *Voxco*
Alkis Papadopoulos, *Voxco*

Concurrent Session F

Friday, May 18, 4:15 p.m. – 5:45 p.m.

New Frontiers: Design Issues for Surveys Using Mobile Devices

Location: Mediterranean 1

Chair: Susan Willis-Walton, *Virginia Tech Center for Survey Research*

Response Quality and Demographic Characteristics of Respondents Using a Mobile Device on a Web-Based Survey

Kevin R. Guidry, *Indiana University*

Use of Mobile Devices to Access Computer-Optimized Web Instruments: Implications for Respondent Behavior and Data Quality

Colleen A. McClain, *Survey Sciences Group, LLC*

Scott D. Crawford, *Survey Sciences Group, LLC*

John P. Dugan, *Loyola University Chicago*

Scale Orientation, Number of Scale Points and Grids in Mobile Web Surveys

Keith Chrzan, *Maritz Research*

Ted Saunders, *Maritz Research*

Jamin Brazil, *Decipher, Inc.*

Understanding Smartphone Usage to Take Web Surveys: A Cross Country Analysis

Carey Stapleton, *Service Management Group*

Better (Quality), Faster, Cheaper? Completing Web Surveys on Cell-Enabled iPads®

James J. Dayton, *ICF*

Heather Driscoll, *ICF*

Robert S. Pels, *ICF*

Concurrent Session F

Friday, May 18, 4:15 p.m. – 5:45 p.m.

Internet Data Collection for the American Community Survey and Census

Location: Mediterranean 2

Organizer: Jennifer Guarino Tancreto, *U.S. Census Bureau*

Chair: Jennifer Guarino Tancreto, *U.S. Census Bureau*

The 2010 Census Quality Survey: Results from a Mixed-Mode Mail and Internet Reinterview

Michael Bentley, *U.S. Census Bureau*

Joan Hill, *U.S. Census Bureau*

Samantha Stokes, *U.S. Census Bureau*

Methods for Incorporating an Internet Response Mode into American Community Survey Mailings: A Comparison of Approaches

Michelle Ruitter, *U.S. Census Bureau*

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

Jennifer Guarino Tancreto, *U.S. Census Bureau*

Mary Davis, *U.S. Census Bureau*

Take Two: Can We Do Better the Second Time Around?

Mary Davis, *U.S. Census Bureau*

Brenna Matthews, *U.S. Census Bureau*

Jennifer Guarino Tancreto, *U.S. Census Bureau*

Why Do Survey Participants Choose to Report by Web, Paper or Not at All? Results From an American Community Survey Qualitative Study

Elizabeth Nichols, *U.S. Census Bureau*

Use of Paradata to Assess the Quality and Functionality of the American Community Survey Internet Instrument

Rachel Horwitz, *U.S. Census Bureau*

Jennifer Guarino Tancreto, *U.S. Census Bureau*

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

Concurrent Session F

Friday, May 18, 4:15 p.m. – 5:45 p.m.

Addressing the Challenges of Address-Based Sampling Designs

Location: Mediterranean 3

Chair: Yvonne Shands, *Survey Technology & Research Center*

Discussant: Michael W. Link, *The Nielsen Company*

The Public According to Marketers: Imputing National Demographics From Marketing Data Linked to Address-Based Samples

Josh Pasek, *University of Michigan*

S. Mo Jang, *University of Michigan*

Curtiss Cobb, *Knowledge Networks*

Charles A. DiSogra, *Knowledge Networks*

J. Michael Dennis, *Knowledge Networks*

Handling Records With Missing Information in an Address-Based Sample With Appended Demographic Characteristics

Dan Estersohn, *Arbitron Inc.*

Kelly Dixon, *Arbitron Inc.*

Mike Kwanisai, *Arbitron Inc.*

Al Tupek, *Arbitron Inc.*

Linda Piekarski, *Survey Sampling International*

Missy Mosher, *Survey Sampling International*

Jessica Smith, *Survey Sampling International*

Methods to Deal With Non-Working “Matched” Phone Numbers in an Address-Based Sample Survey

Anna Fleeman, *Abt SRBI, Inc.*

Tiffany Henderson, *Abt SRBI, Inc.*

Removal of Address Types to Improve the Effectiveness of Address-Based Sampling Frame

Lawnzetta T. Yancey, *The Nielsen Company*

Lukasz Chmura, *The Nielsen Company*

Scott Bell, *The Nielsen Company*

Concurrent Session F

Friday, May 18, 4:15 p.m. – 5:45 p.m.

Improving Self-Administered Questionnaire Design

Location: Mediterranean 6

Chair: Ellen Denzen, *National Marrow Donor Program*

Discussant: Dianne Rucinski, *Abt Associates*

Understanding the Relationship Between Literacy and Data Quality in Self-Administered Surveys

Jolene Smyth, *University of Nebraska-Lincoln*

Kristen Olson, *University of Nebraska-Lincoln*

Rebecca Powell, *University of Nebraska-Lincoln*

Amanda Libman, *University of Nebraska-Lincoln*

Questionnaire Instructions and Respondent Behavior: A Cross-Survey Comparison

Brett E. McBride, *Westat*

David Cantor, *Westat*

An Examination of Visual Design Effects in a Self-Administered Mail Survey

Sarah Hastedt, *National Center for Education Statistics*

Douglas Williams, *Westat*

Following the Yellow Brick Road: Two Experiments in Formatting Skip Instructions

Carol Cosenza, *Center for Survey Research/UMass Boston*

Patricia Gallagher, *Center for Survey Research/UMass Boston*

Stephanie Lloyd, *Center for Survey Research/UMass Boston*

Concurrent Session F

Friday, May 18, 4:15 p.m. – 5:45 p.m.

Maximizing Survey Response Rates

Location: Mediterranean 7

Chair: Brian M. Wells, *University of Nebraska-Lincoln*

The Effect on Differential Mailing Methodologies on Response Rates: Testing Advanced Notices, Package Design, Postage and Personalization

Yelena Pens, *Arbitron Inc.*

Robin Gentry, *Arbitron Inc.*

Implementing Timely Data Collection Interventions Based on Response Rates and Key Survey Estimates

Donsig Jang, *Mathematica Policy Research*

Flora F. Lan, *National Science Foundation*

Ananth Koppikar, *Mathematica Policy Research*

Exploring the Effect of an Advance Letter on Response Rates: A Meta-Analysis Study for the National Immunization Survey

Abera Wouhib, *CDC/NCHS*

Meena Khare, *CDC/NCHS*

Vicki Pineau, *NORC at the University of Chicago*

Jie Zhao, *NORC at the University of Chicago*

Use of a Second Reminder Mailing, Quick Response Code and Optimized Mobile Survey to Increase Response to a Screener Questionnaire

Michelle A. Cantave, *Arbitron Inc.*

Robin Gentry, *Arbitron Inc.*

New Reminder Methods and Their Effect on Response Rates for an Establishment Survey

Matthew G. Anderson, *Mathematica Policy Research*

Melissa Krakowiecki, *Mathematica Policy Research*

Lawrence Vittoriano, *Mathematica Policy Research*

Cathie E. Alderks, *SAMHSA*

Karen CyBulski, *Mathematica Policy Research*

Concurrent Session F

Friday, May 18, 4:15 p.m. – 5:45 p.m.

Implementing the AAPOR Transparency Initiative

Location: Mediterranean 8

Organizer: Paul J. Lavrakas, *Independent Consultant*

Chair: Paul J. Lavrakas, *Independent Consultant*

Panelists:

David Cantor, *Westat*

Leah M. Christian, *Pew Research Center*

Marjorie Connelly, *The New York Times*

Liz Hamel, *The Henry J. Kaiser Family Foundation*

Melissa J. Herrmann, *Social Science Research Solutions*

Timothy P. Johnson, *University of Illinois at Chicago*

Scott Keeter, *Pew Research Center*

Courtney Kennedy, *Abt SRBI, Inc.*

Peter Miller, *Northwestern University*

Joe Murphy, *RTI International*

Rich Morin, *Pew Research Center*

Chuck Shuttles, *Knowledge Networks, Inc.*

Concurrent Session F

Friday, May 18, 4:15 p.m. – 5:45 p.m.

Understanding Public Opinion on Health Care

Location: Marbella 4

Chair: Timothy B. Gravelle, *PriceMetrix, Inc.*

Discussant: Claudia Deane, *The Henry J. Kaiser Family Foundation*

Public Knowledge and Misunderstanding About Health Reform: A Geographical Analysis

Gerald M. Kosicki, *School of Communication, The Ohio State University*

The Affordable Care Act and the Republican Presidential Primaries

Bianca DiJulio, *The Henry J. Kaiser Family Foundation*

Sarah Cho, *The Henry J. Kaiser Family Foundation*

Liz Hamel, *The Henry J. Kaiser Family Foundation*

Claudia Deane, *The Henry J. Kaiser Family Foundation*

Mollyann Brodie, *The Henry J. Kaiser Family Foundation*

Sampling Low-Income Californians to Assess Their Healthcare Preferences

Julie Phelan, *Langer Research Associates*

Gregory Holyk, *Langer Research Associates*

Gary Langer, *Langer Research Associates*

David Dutwin, *SSRS/Social Science Research Solutions*

Eran N. Ben-Porath, *SSRS/Social Science Research Solutions*

Public Opinion on “New Frontier” Policy Efforts to Combat Chronic Disease

Stephanie Morain, *Harvard University*

Jordon Peugh, *Knowledge Networks, Inc.*

Concurrent Session F

Friday, May 18, 4:15 p.m. – 5:45 p.m.

The Role of the Interviewer in Survey Data Quality

Location: Marbella 1 & 2

Chair: Jeanne Wintz, *Gilmore Research Group*

Discussant: Janice Ballou, *Independent Consultant*

Do Interviewers Influence Respondent Propensity to 'Satisfice'?

Gosia Turner, *University of Southampton, UK*

Patrick Sturgis, *University of Southampton, UK*

Chris Skinner, *London School of Economics*

Observational Strategies Associated With Increased Accuracy of Interviewer Observations in Employment Research

Brady T. West, *Institute for Social Research*

Frauke Kreuter, *Joint Program in Survey Methodology (JPSM)*

Mark Trappmann, *Institute for Employment Research (IAB)*

The Utility of Interviewer Observations as a Measure of Survey Data Quality

Chris Antoun, *Institute for Social Research, University of Michigan*

Using Behavior Coding to Diagnose Education Question Problems in Telephone Interviewing

Fan Guo, *Program in Survey Methodology, University of Michigan*

James M. Lepkowski, *Survey Research Center, University of Michigan*

Joe Matuzak, *Survey Research Center, University of Michigan*

Day-at-a-Glance

Saturday, May 19

Time	Event	Location
7:00 a.m.	Fun Run/Walk	Primo Garden
7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings	
7:00 a.m. – 8:00 a.m.	Continental Breakfast in the Exhibit Hall	Mediterranean 4 & 5
7:00 a.m. – 2:30 p.m.	Exhibit Hall and Book Exhibit Open	Mediterranean 4 & 5
7:30 a.m. – 3:00 p.m.	Registration Open	Mediterranean Registration Desk
8:00 a.m. – 9:30 a.m.	Concurrent Sessions G	
	Session 1: New Frontiers: Data Collection Using Smartphones and Other Mobile Devices	Mediterranean 1
	Session 2: Evaluating Online Non-Probability Samples	Mediterranean 2
	Session 3: Issues in Cell Phone Surveys	Mediterranean 3
	Session 4: Questionnaire Design: Experiments on Demographic Questions	Mediterranean 6
	Session 5: Examining Item Nonresponse and Missing Data	Mediterranean 7
	Session 6: Analyzing Trends and Issues Concerning the 2012 Elections	Mediterranean 8
	Session 7: Cross-National Research on Public Opinion	Marbella 4
	Session 8: Methodological Briefs: Issues in Survey Nonresponse	Marbella 1 & 2
9:30 a.m. – 10:00 a.m.	Refreshment Break in the Exhibit Hall	Mediterranean 4 & 5
10:00 a.m. – 11:30 a.m.	Concurrent Sessions H	
	Session 1: New Frontiers: Survey Responses vs. Tweets — New Choices for Social Measurement	Mediterranean 1
	Session 2: Mixed-Mode Methods of Data Collection	Mediterranean 2
	Session 3: Sampling and Weighting Dual Frame Cell Phone/Landline Surveys	Mediterranean 3
	Session 4: Questionnaire Design: Experiments on Rating Scales	Mediterranean 6

Day-at-a-Glance

Saturday, May 19

Time	Event	Location
10:00 a.m. – 11:30 a.m.	Concurrent Sessions H (continued)	
	Session 5: Nonresponse, Reluctant Respondents and Data Quality	Mediterranean 7
	Session 6: Considering Changing Sectors in the Research Industry? Advice From Those Who Have Done It!	Mediterranean 8
	Session 7: Confidence and Trust in Institutions	Marbella 4
	Session 8: Examining Partisanship and Ideology	Marbella 1 & 2
11:45 a.m. – 1:15 p.m.	Lunch	Palazzo Ballroom
12:45 p.m. – 2:15 p.m.	Speed Networking Session 2	Palazzo F/G/H Foyer
1:15 p.m. – 2:15 p.m.	Dessert Reception in the Exhibit Hall	Mediterranean 4 & 5
	Book Sale	
	Meet the Author Sessions	
	Robert Blendon	
	Mollyann Brodie	
	Drew E. Altman	
	John Benson	
	<i>American Public Opinion and Health Care</i> (CQ Press, 2010)	
	2012 AAPOR Book Award Winners	
	Sidney Verba	
	Kay Lehman Scholzman	
	Henry Brady	
	<i>Voice and Equality: Civic Volunteerism in America Politics</i> (Harvard University Press, 1995)	
	Poster Session #3	
	Demonstration Session #3	

Day-at-a-Glance

Saturday, May 19

Time	Event	Location
2:15 p.m. – 3:45 p.m.	Concurrent Sessions I	
	Session 1: New Frontiers: Smarter Data Collection – Innovations in the Use of Smartphones	Mediterranean 1
	Session 2: The Impact of Survey Mode on Nonresponse	Mediterranean 2
	Session 3: Weighting and Design Issues in Dual Frame Cell Phone/Landline Surveys	Mediterranean 3
	Session 4: Questionnaire Design: Question Wording and Order Effects	Mediterranean 6
	Session 5: Experimenting With Incentives	Mediterranean 7
	Session 6: Advancing the Methodology for Cognitive Pretesting and Evaluation of Multilingual Survey Instruments	Mediterranean 8
	Session 7: Societal Change Across a Generation: The General Social Survey at 40 (1972-2012)	Marbella 4
	Session 8: Methodological Briefs: New Technologies and Web Surveys	Marbella 1 & 2
4:00 p.m. – 5:30 p.m.	AAPOR Membership and Business Meeting	Mediterranean 1
6:00 p.m. – 7:00 p.m.	President's Reception	Valencia Lawn & Terrace
7:00 p.m. – 9:30 p.m.	Awards Banquet	Palazzo Ballroom
9:30 p.m. – Midnight	Post-Banquet Party	Citrus Garden
9:30 p.m. – 2:00 a.m.	Applied Probability	Cordova 5 & 6

Concurrent Session G

Saturday, May 19, 8:00 a.m. – 9:30 a.m.

New Frontiers: Data Collection Using Smartphones and Other Mobile Devices

Location: Mediterranean 1

Chair: Alicia Frazier, *NORC at University of Chicago*

Assessing Data Quality and Respondent Compliance in a Smartphone App Survey

Lorelle Vanno, *The Nielsen Company*

Jennie W. Lai, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Using Smart Phones to Capture Objective Data on Caregiver Child Dyads: Lesson Learned From New York City

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

Elyzabeth Gaumer, *NYC Department of Housing Preservation and Development*

Jeanne Brooks Gunn, *Columbia University*

A Focus Group Pilot Study of Use of Smartphone to Collect Information About Health Behaviors

Shanta Dube, *U.S. Centers for Disease Control and Prevention*

Sean Hu, *U.S. Centers for Disease Control and Prevention*

Naomi Freedner-Maguire, *ICF MACRO*

Gathering User Experience on Metering Technology for iPhone®/iPad® Users

Kelly L. Bristol, *The Nielsen Company*

Tom Wells, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

The Effectiveness of Collecting and Transmitting Data Via Cell Phones in Poor Cell Coverage Areas

Courtney N. Mooney, *Arbitron Inc.*

Arianne Buckley, *Arbitron Inc.*

135

Concurrent Session G

Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Evaluating Online Non-Probability Samples

Location: Mediterranean 2

Chair: Kathy Krey, *Baylor University*

Discussant: Reg Baker, *Market Strategies, Inc.*

The Challenge of Measuring Political Engagement With Online Surveys: An Analysis of Data From the British Election Study

Jeffrey Karp, *University of Exeter*

Maarja Luhiste, *University of Exeter*

Using Probability-Based Online Samples to Calibrate Non-Probability Opt-In Samples

Charles A. DiSogra, *Knowledge Networks, Inc.*

Curtiss L. Cobb, *Knowledge Networks, Inc.*

Elisa Chan, *Knowledge Networks, Inc.*

J. Michael Dennis, *Knowledge Networks, Inc.*

How Representative is a Self-Selected Web Panel? The Effect on Representation of Different Sampling Procedures and Survey Modes!

Stefan Dahlberg, *University of Gothenburg*

Johan Martinsson, *University of Gothenburg*

Sebastian Lundmark, *University of Gothenburg*

Using Online Panels for National Surveys of Low Incidence Populations: Findings From the CDC Influenza Vaccination Monitoring Survey of Pregnant Women

John M. Boyle, *Abt SRBI, Inc.*

Sarah Ball, *Abt Associates*

Helen Ding, *Chenega Government Consulting/CDC*

Gary Euler, *U.S. Centers for Disease Control and Prevention*

K. P. Srinath, *Abt Associates*

Concurrent Session G

Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Issues in Cell Phone Surveys

Location: Mediterranean 3

Chair: Eran N. Ben-Porath, *SSRS/Social Science Research Solutions*

Discussant: Karol Kroti, *RTI International*

Cell Phone Operational Efficiencies for a Survey of Young Adults

Ashley Mark, *ICF International*

Randal ZuWallack, *ICF International*

Cristine Delnevo, *University of Medicine and Dentistry of New Jersey*

Daniel Gundersen, *University of Medicine and Dentistry of New Jersey*

Michelle Bover Manderski, *University of Medicine and Dentistry of New Jersey*

Cell Phone Usage in the United States – Estimation From the 2010 Behavioral Risk Factor Surveillance System (BRFSS)

Pranesh P. Chowdhury, *U.S. Centers for Disease Control and Prevention*

Carol Pierannunzi, *U.S. Centers for Disease Control and Prevention*

Machell Town, *U.S. Centers for Disease Control and Prevention*

Lina Balluz, *U.S. Centers for Disease Control and Prevention*

The Telephone Point of Purchase Survey Cell Phone Hit Rate Test

Aniekan Okon, *U.S. Census Bureau*

James Arthur, *U.S. Census Bureau*

Cognitive Lessons From Telephone Status Questions

Vincent E. Welch, *NORC at the University of Chicago*

Concurrent Session G

Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Questionnaire Design: Experiments on Demographic Questions

Location: Mediterranean 6

Chair: Matthew Berent, *Stanford University*

Discussant: Theresa Demaio, *U.S. Census Bureau*

Effects of Conceptual Variability Among Response Category Options on Classification of Employment—Implications for Data Quality

Scott Fricker, *U.S. Bureau of Labor Statistics*

Religious Identification: The Impact of Survey Questions on Estimates of Religious Groups

David Dutwin, *SSRS/Social Science Research Solutions*

Robyn Rapoport, *SSRS/Social Science Research Solutions*

Ron Miller, *JPAR*

Collecting Information About Every Kind of Household From a Self-Administered Questionnaire

Sarah K. Grady, *American Institutes for Research*

Jeremy Redford, *American Institutes for Research*

Demographic Question Placement and Its Effect on Item Response Rates and Means of a Veterans Health Administration Survey

Robert Teclaw, *VHA National Center for Organization Development*

Mark Price, *VHA National Center for Organization Development*

Katerine Osatuke, *VHA National Center for Organization Development*

Concurrent Session G

Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Examining Item Nonresponse and Missing Data

Location: Mediterranean 7

Chair: Clarissa R. Steele, *University of Wisconsin–Madison*

A Tradeoff Between Quality and Quantity. An Examination of the Negative Relationship Between Unit and Item Nonresponse in Survey Research

Johan Martinsson, *University of Gothenburg*

Elias Markstedt, *The SOM-Institute, University of Gothenburg*

Mikael Gilljam, *University of Gothenburg*

Trends of Income Nonresponse: Forty Years of the General Social Survey

Jibum Kim, *NORC at the University of Chicago*

Jaesok Son, *NORC at the University of Chicago*

Jodie Daquilanea, *NORC at the University of Chicago*

Lauren Doerr, *NORC at the University of Chicago*

Faith Laken, *University of Chicago*

Peter P. Kwok, *NORC at the University of Chicago*

Steven Pedlow, *NORC at the University of Chicago*

Hee-Choon Shin, *NORC at the University of Chicago*

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

Nonresponse in Open-Ended Questions

Bradford H. Bishop, *Duke University*

D. Sunshine Hillygus, *Duke University*

Natalie M. Jackson, *Duke University*

Visualizing Multiply Imputed Data for Quality Review

Darryl Creel, *RTI International*

Coping With Missing Data: Assessing Methods for Logically Assigning Race/Ethnicity

Jessica Knoerzer, *NORC at the University of Chicago*

Lance Selfa, *NORC at the University of Chicago*

Lynn Milan, *National Science Foundation*

Karen Grigorian, *NORC at the University of Chicago*

Concurrent Session G

Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Analyzing Trends and Issues Concerning the 2012 Elections

Location: Mediterranean 8

Chair: Samara M. Klar, *Northwestern University*

The 2012 Republican Primaries: What the Heck Was That All About?

Gary Langer, *Langer Research Associates*

Damla Ergun, *Langer Research Associates*

Patrick J. Moynihan, *Institute for Quantitative Social Science-
Kennedy School of Government*

Key Insights on the 2012 Republican Presidential Nomination Contest From Gallup Tracking

Jeffrey M. Jones, *Gallup, Inc.*

Altogether Different: Understanding Dynamics of Primary and General Elections

Andrew Smith, *University of New Hampshire Survey Center*

The Tea Party and Perot Voters: Kindred Spirits?

Larry Hugick, *Princeton Survey Research Associates International*

Jessica Starace, *Princeton Survey Research Associates International*

The End of Dempire: An Examination of Party Registration Shifts in Pennsylvania

Christopher P. Borick, *Muhlenberg College Institute of
Public Opinion*

Concurrent Session G

Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Cross-National Research on Public Opinion

Location: Marbella 4

Chair: Angela Fontes, *NORC at the University of Chicago*

**Post-Conflict but not Post-Communist:
Using Surveys to Measure Moldova's Transition
From War to Stability**

Karl G. Feld, *Abt SRBI, Inc.*

**Spin the Tale of the Donkey: Networked
Authoritarianism and Social Media in Azerbaijan**

Katy E. Pearce, *University of California, Santa Barbara*

Sarah Kendzior, *Washington University,*

DC-AAPOR Student Award Winner

**Cross-Border Public Opinion: Canadian and
American Attitudes Toward Canada-United States
Relations**

Timothy B. Gravelle, *PriceMetrix, Inc.*

Agenda Setting in Qatar

Jill Wittrock, *University of Michigan*

Michael W. Traugott, *University of Michigan*

Amina Albloshi, *Social and Economic Survey Research Institute*

Sara Zikri, *Social and Economic Survey Research Institute*

Kaltham Khalifa Al-Suwaidi, *Social and Economic Survey
Research Institute*

Fatimah Ali Al-Khaldi, *Social and Economic Survey Research
Institute*

**The Public Agenda in Mexico 2007–2012:
The Evaluation of the Public Agenda in 14
National Phone Surveys Between October 2007
and April 2012**

Paul F. Valdes Cervantes, *Parámetro Investigación*

Jorge M. García, *Parámetro Investigación*

Jesús Irineo C. Rodríguez, *Parámetro Investigación*

Concurrent Session G

Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Methodological Briefs: Issues in Survey Nonresponse

Location: Marbella 1 & 2

Chair: Chuck Shuttles, *GFK Research*

Interviewer Assessments of Response Propensity

Stephanie Eckman, *Institute for Employment Research*

Jennifer Sinibaldi, *Institute for Employment Research*

The Effect of Events Between Waves on Panel Attrition

Mark Trappmann, *Institute for Employment Research (IAB)*

An Examination of Cohort Retention Efforts on the National Survey of Child and Adolescent Well-Being

Jennifer W. Keeney, *RTI International*

Melissa Dolan, *RTI International*

Orin Day, *RTI International*

Keith Smith, *RTI International*

Alison Kowalski, *RTI International*

Best Approaches to Mode Order and Nonresponse Prompting in a Multi-Mode Survey

Jocelyn Newsome, *Westat*

Kerry Levin, *Westat*

Pat D. Brick, *Westat*

Brenda Schafer, *Internal Revenue Service*

Melissa Vigil, *Internal Revenue Service*

Increasing Mail Survey Response Using Automated Phone Call Reminders (Robocalls)

Michael D. Kaplowitz, *Michigan State University*

Fank Lupi, *Michigan State University*

Scott Weicksel, *Michigan State University*

Min Chen, *Michigan State University*

Increasing the Student Response Rate to University Sponsored Survey Research

Eric Jenson, *Brigham Young University*

Danny Olsen, *Brigham Young University*

Steve Wygant, *Brigham Young University*

Concurrent Session H

Saturday, May 19, 10:00 a.m. – 11:30 a.m.

New Frontiers: Survey Responses vs. Tweets – New Choices for Social Measurement

Location: Mediterranean 1

Organizers: Frederick G. Conrad, *University of Michigan*
Michael F. Schober, *New School for Social Research*

Chairs: Frederick G. Conrad, *University of Michigan*
Michael F. Schober, *New School for Social Research*

Social Media and Implications for Public Opinion and Survey Research

Jeff Hancock, *Cornell University*
Jamie Guillory, *Cornell University*

From Tweets to Polls: Linking Text Sentiment to Public Opinion Time Series

Brendan O'Connor, *Carnegie Mellon University*

New Data Sources for Statistics: Experiences at Statistics Netherlands

Piet Daas, *Statistics Netherlands*
Marko R. Roos, *Statistics Netherlands*
Chris de Blois, *Statistics Netherlands*
Rutger Hoekstra, *Statistics Netherlands*
Olav Ten Bosch, *Statistics Netherlands*

Text Mining and Lightweight Online Surveys in Facebook

Roddy Lindsay, *Facebook*

When Twitter Predicts: Philosophical and Empirical Considerations for Population Inferences

Josh Pasek, *University of Michigan*

Concurrent Session H

Saturday, May 19, 10:00 a.m. – 11:30 a.m.

Mixed-Mode Methods of Data Collection

Location: Mediterranean 2

Chair: Geri Mooney, *Mathematica Policy Research*

The Effect of Mixed-Mode Designs on Nonresponse Bias

Brian M. Wells, *University of Nebraska-Lincoln*

Kristen Olson, *University of Nebraska-Lincoln*

When More Gets You Less: A Meta-Analysis of the Effect of Concurrent Web Options on Mail Survey Response Rates

Jenna Fulton, *Joint Program in Survey Methodology, University of Maryland*

Rebecca Medway, *Joint Program in Survey Methodology, University of Maryland*

Recruitment and Retention in Multi-Mode Survey Panels

Allan L. McCutcheon, *University of Nebraska-Lincoln, Survey Research and Methodology*

Kumar Rao, *The Nielsen Company*

Olena Kaminska, *University of Essex*

Question or Mode Effects in Mixed-Mode Surveys: A Cross-Cultural Study in the Netherlands, Germany and the UK

Edith de Leeuw, *Utrecht University*

Gerry Nicolaas, *Natcen*

Pamela Campanelli, *The Survey Coach*

Joop Hox, *Utrecht University*

Making a Match: Exploring the Impact of Mode Preference on Measurement

Alian Kasabian, *University of Nebraska-Lincoln*

Kristen Olson, *University of Nebraska-Lincoln*

Jolene Smyth, *University of Nebraska-Lincoln*

Concurrent Session H

Saturday, May 19, 10:00 a.m. – 11:30 a.m.

Sampling and Weighting Dual-frame Cell Phone/ Landline Surveys

Location: Mediterranean 3

Chair: Julie Paasche, *Artemis Strategy Group*

Cell Sample Demographics Under Alternative Dual-Frame Sample Designs

Robert H. Montgomery, *NORC at the University of Chicago*

Wei Zeng, *NORC at the University of Chicago*

Heather M. Morrison, *NORC at the University of Chicago*

Kirk Wolter, *NORC at the University of Chicago*

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

Kathy O'Connor, *National Center for Health Statistics*

Telephone Status, Attitudes Toward Participation in Future Surveys, and Willingness to Join a Local Survey Panel: Data From Two Dual-Frame RDD Landline/Cell Phone Surveys

Scott Beach, *University of Pittsburgh*

Donald Musa, *University of Pittsburgh*

Evaluating Where Overlap Occurs in a Landline and Cell Phone Dual-Frame

Piper Dubray, *ICF International*

Randal ZuWallack, *ICF International*

Kristie Hannah, *ICF International*

Naomi Freedner-Maguire, *ICF International*

Using Iterative Proportional Fitting Techniques to Improve Estimates for RDD Phone Surveys

Haci Akcin, *CDC/OSELS/PHSPO*

Practical Considerations in Design and Analysis of Dual-Frame Telephone Surveys: A Simulation Perspective

Timothy R. Sahr, *Ohio Colleges of Medicine Government
Resource Center*

Bo Lu, *The Ohio State University*

Jung Peng, *The Ohio State University*

Ronaldo Iachan, *ICF MACRO*

Concurrent Session H

Saturday, May 19, 10:00 a.m. – 11:30 a.m.

Questionnaire Design: Experiments on Rating Scales

Location: Mediterranean 6

Chair: Scott Turner, *Fors Marsh Group*

What Number of Scale Points in an Attitude Question Optimizes Response Validity and Administration Practicality?

David S. Yeager, *Stanford University*

Sowmya Anand, *University of Illinois at Chicago*

Jon A. Krosnick, *Stanford University*

I Got a Feeling: Comparison of Feeling Thermometers With Verbally Labeled Scales in Attitude Measurement

Randall K. Thomas, *ICF International*

John Bremer, *Toluna USA Inc.*

Where is Neutral? Using Negativity Biases to Interpret Thermometer Scores

Stuart Soroka, *McGill University*

Quinn Albaugh, *McGill University*

A Visual Personification of Personalities

John Magnus Roos, *Ergonomidesign*

Tracking Economic Confidence: Effects of Response Format in Trend Sensitivity and Correspondence With National Measures

Frances M. Barlas, *ICF International*

Randall K. Thomas, *ICF International*

Concurrent Session H

Saturday, May 19, 10:00 a.m. – 11:30 a.m.

Nonresponse, Reluctant Respondents and Data Quality

Location: Mediterranean 7

Chair: Yu-Chieh Lin, *Institute for Social Research*

Do We Really Want Everyone? Evaluating the Data Quality of NCS Respondents Based on the Difficulty to Complete an Interview

Bradley Parsell, *NORC at the University of Chicago*
Andrea Mayfield, *NORC at the University of Chicago*
Lee Lucas, *Center for Outcomes Research and Evaluation, Maine Medical Center*

Straight-Lining and Survey Reluctance: Prevalence and Implications

James Cole, *Indiana University*
Ashley Bowers, *Indiana University*
Heather Brummett-Carter, *Center for Survey Research*
Alex McCormick, *Indiana University*

A Comparison of Estimates From Respondents Chosen for In-Person Recruitment (IPR)

Kelly Dixon, *Arbitron Inc.*
Ryan McKinney, *Arbitron Inc.*
Al Tupek, *Arbitron Inc.*
William Waldron, *Arbitron Inc.*
Beth Webb, *Arbitron Inc.*

An Investigation of Nonresponse Error Due to Breakoffs in Telephone Surveys

Ana Villar, *Independent Consultant*
Jon A. Krosnick, *Stanford University*

First Response: Household Portraits by Timing of Response in a Mail Survey

Saida Mamedova, *American Institutes for Research*
Stacey Bielick, *American Institutes for Research*

Concurrent Session H

Saturday, May 19, 10:00 a.m. – 11:30 a.m.

Considering Changing Sectors in the Research Industry?: Advice From Those Who Have Done It!

Location: Mediterranean 8

Organizer: Jordan Peugh, *Knowledge Networks*

Chair: Michael W. Link, *The Nielsen Company*

Panelists:

Michael W. Link, *The Nielsen Company*

Gillian Steel Fisher, *Harvard Opinion Research Program*

John H. Thompson, *NORC at the University of Chicago*

Ali H. Mokdad, *University of Washington*

Paul J. Lavrakas, *Independent Consultant*

Concurrent Session H

Saturday, May 19, 10:00 a.m. – 11:30 a.m.

Confidence and Trust in Institutions

Location: Marbella 4

Chair: Ariela Keysar, *Trinity College, Hartford*

Trust in American Government: Assessing the Longitudinal Measurement Equivalence in the ANES, 1964–2008

Dmitriy Poznyak, *University of Cincinnati*
George F. Bishop, *University of Cincinnati*
Bart Meuleman, *University of Leuven*

Trust at the Federal, State and Local Levels: An Examination of the Similarities and Differences

Dean E. Bonner, *PPIC*
Mark Baldassare, *PPIC*

Is Confidence Really Declining? The Canadian Case

Isabelle Valois, *Université de Montréal, Département de Sociologie*
Claire Durand, *Université de Montréal, Département de Sociologie*
John Goyder, *University of Waterloo, Department of Sociology*

Public Confidence in Social Institutions and Media Coverage: A Case of Belarus

Dzmitry Yuran, *University of Tennessee*

Georgia on Their Minds: The Impact of War and Financial Crisis on Georgian Confidence in Social and Governmental Institutions

Andrea Lynn Phillips, *University of Nebraska-Lincoln, Survey Research and Methodology Program*
Davit Tsubutashvili, *University of Nebraska-Lincoln, Survey Research and Methodology Program*
Allan L. McCutcheon, *University of Nebraska-Lincoln*

Concurrent Session H

Saturday, May 19, 10:00 a.m. – 11:30 a.m.

Examining Partisanship and Ideology

Location: Marbella 1 & 2

Chair: Barry Feinberg, *BMF Research & Consulting*

The Dynamics of Partisanship Within Election Cycles

Curtiss Cobb, *Knowledge Networks, Inc.*

Norman Nie, *Revolution Analytics*

How Much Does “Moderate” Label Mask Mixed Views? Survey Experiments on Self-Described Ideology

Michael Mokrzycki, *Consultant, University of Massachusetts Lowell*

Jordon Peugh, *Knowledge Networks, Inc.*

Stephanie Jwo, *Knowledge Networks, Inc.*

Francis Talty, *University of Massachusetts Lowell*

When Do They Vote for Parties, Rather Than Issues?

Hyeonho Hahm, *University of Michigan, Ann Arbor*

Are We Really That Liberal? Evidence From the General Social Survey Spending Items

Robert W. Oldendick, *University of South Carolina*

Dennis N. Lambries, *University of South Carolina*

Chris Werner, *University of South Carolina*

Edwin Self, *University of South Carolina*

Poster Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

Location: Exhibit Hall – Mediterranean 4 & 5

- 1. Programme for the International Assessment of Adult Competencies Incentive Experiment**
Tom Krenzke, *Westat*

- 2. New Approaches to Health Facility Surveys**
Michael Hanlon, *University of Washington*
Catherine M. Wetmore, *University of Washington*
Ali H. Mokdad, *University of Washington*

- 3. A Survey Analysis of Identity Importance and Political Engagement Among American Independents**
Samara M. Klar, *Northwestern University*

- 4. Creating Mixed Internet and Mail Samples for Patient Satisfaction Surveys at Medical Practices**
Kristopher H. Morgan, *Press Ganey Associates*
Bradley R. Fulton, *Press Ganey Associates*

- 5. New Frontiers in Public Health Campaigns: Media Message Strategies and Psychological Reactance**
Bin Xing, *Kent State University*

- 6. Kenya: Cultural and Political Opinions From a National Survey**
Dameka T. Williams, *D3 Systems, Inc.*
Amanda Bajkowski, *D3 Systems, Inc.*

- 7. Who Seeks Stop-Smoking Help Online? Demographic and Tobacco Use Profiles at the National Cancer Institute Site SmokeFree.gov**
Janet Brigham, *SRI International*
Harold S. Javitz, *SRI International*
Ruth E. Krasnow, *SRI International*
Lisa M. Jack, *SRI International*
Gary E. Swan, *SRI International*

- 8. Usability and Computer Literacy in ACASI Survey for Spanish Speakers**
Anna Sandoval Giron, *National Center for Health Statistics*

Poster Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

- 9. Ask More, Get More? Comparing Responses to Detailed and Global Questions**
Jennifer Edgar, *Bureau of Labor Statistics*
- 10. Using Mixed-Mode Contacts to Facilitate Participation in Public Agency Client Surveys**
Glenn D. Israel, *University of Florida*
- 11. Differential Effects of Cash Incentives in Vulnerable Populations**
Tracy A. Keirns, *UNH Survey Center*
- 12. Order Manipulation of a Request to Validate Responses With Records in a Web Survey of Researchers**
Kelly Burmeister, *Children's Hospital Boston*
Stavroula Osganian, *Children's Hospital Boston – Harvard Medical School*
Sarah de Ferranti, *Children's Hospital Boston – Harvard Medical School*
Erica Denhoff, *Children's Hospital Boston*
Sarah Stelz, *Children's Hospital Boston*
- 13. "What's Happening?" Twitter for Diary Studies**
Sarah Cook, *RTI International*
Ashley Richards, *RTI International*
Elizabeth Dean, *RTI International*
Saira Haque, *RTI International*
- 14. Hispanic Self-Identification Among Spanish-Speakers in the U.S.**
Jennifer Leeman, *U.S. Census Bureau*
- 15. Factors Impacting the Accuracy of Interviewer Observations in the National Survey of Family Growth (NSFG)**
Brady T. West, *Institute for Social Research*
Frauke Kreuter, *Joint Program in Survey Methodology (JPSM)*

Poster Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

16. Evaluating the Impact of Emails and Landing Page on Web Survey Access

Amy E. Falcone, *ICF International*

Randall K. Thomas, *ICF International*

Amy R. Mack, *ICF International, SAMHSA DTAC Project Director*

17. Using Technology to Enhance the Quality of In-Depth Interview Data Collected by Telephone: A Study of Illicit Retail Methamphetamine Markets

Timothy M. Mulcahy, *NORC at the University of Chicago*

Kim Nguyen, *NORC at the University of Chicago*

Henry Brownstein, *NORC at the University of Chicago*

Fernandes-Huessy Johannes, *NORC at the University of Chicago*

18. Variable Selection Methods for Survey Data Analysis

Curtis Signorino, *University of Rochester*

19. Increasing the Utility of a Cell Phone Screener

Charles D. Harm, *Arbitron Inc.*

20. Challenges and Lessons Learned From Tracing Highly Select Postdoctoral Populations in the NIST RAP Study

Henry Tran, *Westat*

Kwang Kim, *Westat*

Kimberly Raue, *Westat*

Keith MacAllum, *Westat*

21. Five Golden Rings? The Impact of Number of Rings on Data Quality

Nicole R. Buttermore, *SSRS/Social Science Research Solutions*

Melissa J. Herrmann, *SSRS/Social Science Research Solutions*

Poster Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

22. Using a Multi-Method Approach for the Redesign and Testing of the 2012 Census of Governments: Finance Component Questionnaire Design

Heidi M. Butler, *U.S. Census Bureau*

23. Data Quality of Adolescent Reports on Person and Household Level Income and Program Participation

Patricia LeBaron, *RTI International*

Gretchen McHenry, *RTI International*

Lauren Klein Warren, *RTI International*

24. Comparison of the American Community Survey Voluntary vs. Mandatory Estimates

Karen E. King, *U.S. Census Bureau*

25. Facebook Ads: An Adaptive Convenience Sample-Building Mechanism

Adam Sage, *RTI International*

Elizabeth Dean, *RTI International*

Ashley Richards, *RTI International*

26. Measures of Neighborhood Quality: Self-Reports of Mothers of Infant Children

Melissa Clark, *Brown University, Program in Public Health*

Samantha Rosenthal, *Brown University, Program in Public Health*

Michelle Rogers, *Brown University, Program in Public Health*

Frances Saadeh, *Brown University, Program in Public Health*

Patrick Vivier, *Brown University, Program in Public Health*

27. Partial Interviews in the BRFSS Data Collection: Causes and Characteristics in Six States

Marilyn Wilkinson, *Abt SRBI, Inc.*

28. Effects of Technical Difficulties on Item Nonresponse and Response Favorability in a Mixed-Mode Survey

Jennifer L. Gibson, *Fors Marsh Group LLC*

Poster Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

- 29. Look Who's Screening? Participant Characteristics and Pregnancy Screening Outcomes in the National Children's Study**
 Keeshawna Brooks, *NORC at the University of Chicago*
 Andrea Mayfield, *NORC at the University of Chicago*
 Lee Lucas, *Center for Outcomes Research and Evaluation - Maine Medical Center*
- 30. Investigating Spouse/Partner Dyad Response in a Longitudinal Study of Older Adults**
 Meredith Czapslewski, *NORC at the University of Chicago*
 Jennifer Satorius, *NORC at the University of Chicago*
 Michael Colicchia, *NORC at the University of Chicago*
- 31. Siamese Triplets Neither With nor Without: Jewish Israelis, Palestinian-Israelis, and Palestinians of the Palestinian Territories**
 Meryem Ay, *University of Nebraska-Lincoln, Gallup Research Center*
 Tarek Baghal, *University of Nebraska-Lincoln, Gallup Research Center*
- 32. Telephone Quality Control Checks in a Mail Survey of Residential Utility Customers**
 Christine Ledoux, *Southern Company*
 Lincoln Wood, *Southern Company*
- 33. Understanding Nonresponse and Refusal to Participation in a Biobank**
 Jeanette Y. Ziegenfuss, *Mayo Clinic*
 Jennifer Ridgeway, *Mayo Clinic*
 Janet E. Olson, *Mayo Clinic*
 Timothy J. Beebe, *Mayo Clinic*
- 34. A National and Multistate Survey on Issues of Importance to the 50+ Population**
 Joanne Binette, *AARP*
 Jennifer H. Sauer, *AARP*
- 35. Measuring, Quantifying and Bemoaning Civic Health in America**
 Don Levy, *Siena Research Institute*

Poster Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

- 36. Assessing the Feasibility of Respondent-Driven Sampling: A Telephone Survey of African American Males in Georgia**
Robert P. Agans, *Carolina Survey Research Laboratory, Department of Biostatistics, UNC-CH*
- 37. Meeting Expectations: The Intersection of Issues, Traits, Party and Gender in the Candidate Evaluation Process**
Lindsey Meeks, *University of Washington*
- 38. Collecting Dried Blood Spots in a Sample of Cambodian Refugees**
Suzanne Perry, *RAND Corporation*
Emily Cansler, *RAND Corporation*
Judy Perlman, *RAND Corporation*
- 39. Gaining Knowledge From the Field: The Importance of Fact-Finding Trips Prior to the Design and Implementation of Health Evaluation Surveys in Central America**
Bernardo Hernández Prado, *Institute for Health Metrics and Evaluation, University of Washington*
Paola Zúñiga Brenes, *Inter-American Development Bank*
Catherine M. Wetmore, *Institute for Health Metrics and Evaluation, University of Washington*
Rafael Lozano, *Institute for Health Metrics and Evaluation, University of Washington*
Ali H. Mokdad, *Institute for Health Metrics and Evaluation, University of Washington*
- 40. Can Pre/Post Surveys Measure Media and High Visibility Enforcement Impact Towards Motivating Driver Behavior Change? Evaluation of Ticketing Aggressive Cars and Trucks Safety Campaign**
Danna L. Moore, *Social and Economic Sciences Research Center*
- 41. Update Your Status Lately? Then Why Not Respond to Our Survey!**
Debbie Borie-Holtz, *Rutgers University*
- 42. The Quality Pledge: Encouraging Accurate Reporting**
Inna Burdein, *NPD Group*

Poster Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

- 43. The Mobile Phone Revolution: Implications for Survey Research and Global Well-Being**
Jesus Rios, Gallup, Inc.
- 44. Priming Issue Agendas and Changes in Trust in Government Over Time: The Multilevel SEM Approach**
Dmitriy Poznyak, University of Cincinnati
Stephen T. Mockabee, University of Cincinnati
Bart Meuleman, University of Leuven
- 45. Cultural Differences in the Validity of Self-Reports of Chronic Health Conditions**
Young I. Cho, Zliber School of Public Health, University of Wisconsin-Milwaukee
Timothy P. Johnson, Survey Research Laboratory, University of Illinois at Chicago
Allyson L. Holbrook, Survey Research Laboratory, University of Illinois at Chicago
Sharon Shavitt, Business Administration, University of Illinois
Noel Chávez, School of Public Health, University of Illinois at Chicago
Saul J. Weiner, University of Illinois at Chicago
- 46. Does Supplying Definitions on Request to Opinion Questions on the Ethics of Assisted Reproductive Techniques Affect the Response Patterns? A Comparison of Two Telephone Surveys**
Brooke Long, Kent State University
Laurie K. Scheuble, The Pennsylvania State University
David R. Johnson, The Pennsylvania State University
- 47. Response Anchoring and Polarity Effects on Endorsement and Response Patterns**
William B. Higgins, ICF International
Randall K. Thomas, ICF International
- 48. A Shot in the Dark: Measurement Influence on Likelihood to Vaccination**
William B. Higgins, ICF International
Randall K. Thomas, ICF International

Poster Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

49. The Use of Online Methodology to Inform Public Policy Planning: A Case Study From San Francisco

Jeffrey Shand-Lubbers, *Knowledge Networks, Inc.*

J. Michael Dennis, *Knowledge Networks, Inc.*

Jordon Peugh, *Knowledge Networks, Inc.*

Liz Brisson, *San Francisco County Transportation Authority*

Elizabeth M. Bent, *San Francisco County Transportation Authority*

Demonstration Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

Location: Exhibit Hall – Mediterranean 4 & 5

Chair: Joseph McMichael, *RTI International*

Demonstration of an Integrated Sample Management System for a Mixed-Mode (Paper/Web) Survey

Esther Ullman, *Survey Research Center, ISR, University of Michigan*
Hueichun Peng, *Survey Research Center, ISR, University of Michigan*

Brooke Helppie McFall, *Survey Research Center, ISR, University of Michigan*

Demonstration of the International Cross-Time, Cross-System Database

David Miller, *American Institutes for Research*

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

New Frontiers: Smarter Data Collection – Innovations in the Use of Smartphones

Location: Mediterranean 1

Chair: Joseph P. McMichael, *RTI International*

Disclosure and Quality of Answers in Text and Voice Interviews on iPhones®

Michael F. Schober, *New School for Social Research*

Frederick G. Conrad, *University of Michigan*

Christopher Antoun, *University of Michigan*

David Carroll, *Parsons the New School for Design*

Patrick Ehlen, *AT&T Research*

Stefanie Fail, *New School for Social Research*

Andrew L. Hupp, *University of Michigan*

Michael Johnston, *AT&T Research*

Courtney Kellner, *New School for Social Research*

Kelly F. Nichols, *Parsons the New School for Design*

Leif Percifield, *Parsons the New School for Design*

Lucas Vickers, *Parsons the New School for Design*

Huiying Yan, *University of Michigan*

Chan Zhang, *University of Michigan*

Measurement and Methodological Challenges in Utilizing Passive Meter Technology on Smartphones

Max Kilger, *Experian Simmons*

TraShawna Boals, *Experian Simmons*

On the Run: In the Moment Smartphone Data Collection

Jeff M. Scagnelli, *The Nielsen Company*

Justin T. Bailey, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Hala Makowska, *The Nielsen Company*

Karen Benezra, *The Nielsen Company*

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Time Use Data Collection Using Smartphones: Results of a Pilot Study Among Experienced and Inexperienced Users

Annette C. Scherpenzeel, *CentERdata, Tilburg University*

Meike Morren, *CentERdata, Tilburg University*

Nathalie Sonck, *The Netherlands Institute for Social Research*

Henk Fernee, *The Netherlands Institute for Social Research*

What is That Thing? Knowledge and Usage of Quick Response Codes

Jonathan Mendelson, *Fors Marsh Group*

Matthew Lackey, *Fors Marsh Group*

Scott Turner, *Fors Marsh Group*

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

The Impact of Survey Mode on Nonresponse

Location: Mediterranean 2

Chair: Robert H. Montgomery, *NORC at the University of Chicago*

Assessing the Mode-Dependency of Survey Response and Nonresponse Bias

Thomas Klausch, *Utrecht University*

Joop Hox, *Utrecht University*

Barry Schouten, *Statistics Netherlands*

Are Multiple Modes Helpful? Balancing Reduction of Nonresponse and Sampling Error Against Mode Effects

Benjamin Phillips, *Abt SRBI, Inc.*

Chase Harrison, *Harvard Business School*

Chintan Turakhia, *Abt SRBI, Inc.*

Nonresponse and Mode Effects in a Two-Wave Randomized Mode Experiment

Scott Beach, *University of Pittsburgh*

Donald Musa, *University of Pittsburgh*

Developing a New Mixed Mode Methodology for a Provincial Park Camper Survey in British Columbia

Brian W. Dyck, *Ministry of Environment, British Columbia*

Phil Dearden, *Department of Geography, University of Victoria*

Rick Rollins, *Department of Recreation and Tourism Management, Vancouver Island University*

Influencing Mode Choice in a Mixed-Mode Survey

Geraldine Mooney, *Mathematica Policy Research, Inc.*

Flora F. Lan, *National Science Foundation*

Xiaoqing Lin, *Mathematica Policy Research, Inc.*

Andrew Hurwitz, *Mathematica Policy Research, Inc.*

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Weighting and Design Issues in Dual Frame Cell Phone/Landline Surveys

Location: Mediterranean 3

Chair: Edward P. Johnson, *Survey Sampling International*

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

In Search of a Method: Model-Based Approach to Weighting Overlapping Dual Frame RDD Samples

Paul Schroeder, *Abt SRBI, Inc.*

Brian Meekins, *BLS*

Randolph Atkins, *NHTSA*

Mike Battaglia, *Abt Associates*

Dual-Frame Weighting: Issues and Approaches for Incorporating an Undersampled Cell Phone Frame in a Dual-Frame Telephone Survey

Elizabeth Ormson, *NORC at the University of Chicago*

Allocation to Cell and Landline Frames for Various Dual Frame Telephone Survey Designs

Burton Levine, *RTI International*

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Questionnaire Design: Question Wording and Order Effects

Location: Mediterranean 6

Chair: Rebecca Quarles, *QSA Integrated Research Solutions*

Effects of Agree/Disagree vs. Construct-Specific Items on Reliability, Validity and Interviewer-Respondent Interaction

Jennifer Dykema, *University of Wisconsin Survey Center*

Nora C. Schaeffer, *University of Wisconsin Survey Center*

Dana Garbarski, *University of Wisconsin Department of Sociology*

Question-Wording Effect: Bias or Conceptual Difference?

Ward R. Kay, *Adirondack Communications*

Is President Obama Up or Down? The Impact of Question Wording and Universe Definition on Approval Ratings

Clifford Young, *Ipsos Public Affairs*

Julia Clark, *Ipsos Public Affairs*

Question Order Effects in Long Question Lists

Jamie L. Marincic, *Mathematica Policy Research*

Martha Kovac, *Mathematica Policy Research*

Hong Zhang, *Mathematica Policy Research*

Question Order Effect: A Web Survey Experiment With Paradata

Cong Ye, *University of Maryland*

Roger Tourangeau, *University of Maryland*

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Experimenting With Incentives

Location: Mediterranean 7

Chair: Pat Cagney, NORC at the University of Chicago

Discussant: Eleanor Singer, University of Michigan

Making the Money Count: Maximizing the Utility of Incentives in a Two-Stage Mail Survey

Cameron B. McPhee, *American Institutes for Research*

Address-Based Sampling: Census Block Group Data Used to Define Incentive Structure

Anh Thu Burks, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Want to be an Early Bird? Can Encouraging Respondents to Contact Interviewers to Make Appointments Boost Co-Operation Rates and Save Costs in the UK Context?

Matt Brown, *Centre for Longitudinal Studies*

Lisa Calderwood, *Centre for Longitudinal Studies*

Satisficing in Telephone Surveys: Do Prepaid Cash Incentives Make a Difference?

Rebecca Medway, *Joint Program in Survey Methodology, University of Maryland*

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Advancing the Methodology for Cognitive Pretesting and Evaluation of Multilingual Survey Instruments

Location: Mediterranean 8

Organizer: M. Mandy Sha, *RTI International*

Chair: Yuling Pan, *U.S. Census Bureau*

Discussant: Gordon Willis, *National Cancer Institute*

Efficiency of Recruitment Methods to Recruit Monolingual Asian Participants for Cognitive Interviews

Lu Liu, *RTI International*

M. Mandy Sha, *RTI International*

Hyunjoo Park, *RTI International*

Who is Truly a Monolingual Speaker?

Hyunjoo Park, *RTI International*

Jiyoung Son, *Independent Consultant*

Adapting and Improving Methodology of Managing Cognitive Pretesting of Multilingual Survey Instruments

M. Mandy Sha, *RTI International*

Yuling Pan, *U.S. Census Bureau*

Barbara Lazirko, *U.S. Census Bureau*

Evaluating Multilingual Survey Translation Quality

Yuling Pan, *U.S. Census Bureau*

Marissa Fond, *U.S. Census Bureau*

M. Mandy Sha, *RTI International*

Hyunjoo Park, *RTI International*

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Societal Change Across a Generation: The General Social Survey at 40 (1972–2012)

Location: Marbella 4

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

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

Trends in American Religion

Mark Chaves, *Duke University*

Crime, Punishment, and Social Disorder in 40 Years of the General Social Survey

James D. Wright, *University of Central Florida*

Jana L. Jasinski, *University of Central Florida*

Recent Trends in Social Issue Attitudes

Peter V. Marsden, *Harvard University*

Americans' Attitudes Toward Civil Liberties: Trends in Tolerance of Nonconformity Over the Past 40 Years

Allan L. McCutcheon, *University of Nebraska*

Overview

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

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Methodological Briefs: New Technologies and Web Surveys

Location: Marbella 1 & 2

Encouraging Survey Response via Smartphones: Effects on Respondents' Use of Mobile Devices and Survey Response Rates

Morgan M. Millar, *Washington State University*

Don A. Dillman, *Washington State University*

Using SMS Text Messaging to Collect Time Use Data

Philip Brenner, *University of Michigan*

John DeLamater, *University of Wisconsin-Madison*

Auto vs. Manual Login Today: Updating Early Research

Scott D. Crawford, *Survey Sciences Group, LLC*

Colleen A. McClain, *Survey Sciences Group, LLC*

John P. Dugan, *Loyola University, Chicago*

Using Text-to-Speech (TTS) for Audio-CASI

Mick P. Couper, *University of Michigan*

Nicole Kirgis, *University of Michigan*

Sarrah Buageila, *University of Michigan*

Patricia Berglund, *University of Michigan*

Designing an Instrument to Measure No-Notice Emergency Evacuations: The Case of the Emergency Evacuation Response Survey

Rene Bautista, *NORC at the University of Chicago*

Angela Fontes, *NORC at the University of Chicago/Illinois State University*

Joshua Auld, *Argonne National Laboratory*

Vadim Sokolov, *Argonne National Laboratory*

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

**Matrix vs. Single Question Formats in Web
Surveys: Results From a Large Scale Experiment**

Joop Hox, *Department Methods & Statistics, Utrecht University*

Thomas Klausch, *Utrecht University*

Edith de Leeuw, *Utrecht University*

**Professional Respondents in Internet Panels:
Who Are They and What Do They Do to Our Data?**

Edith de Leeuw, *Utrecht University*

Suzette Matthijsse, *Erasmus University*

Day-at-a-Glance

Sunday, May 20

Time	Event	Location
8:00 a.m. – 10:15 a.m.	Registration Open	Mediterranean Registration Desk
8:00 a.m. – 11:30 a.m.	Short Course	
	Course 6: The Role of New Technologies in Powering, Augmenting, or Replacing Traditional Surveys	Amarante 2 & 3
8:30 a.m. – 10:00 a.m.	Concurrent Sessions J	
	Session 1: AAPOR Presidents' Roundtable: Looking Ahead to New Frontiers in Public Opinion and Survey Research	Mediterranean 1
	Session 2: Comparing Data Collected Using Mobile Devices With Other Survey Modes	Mediterranean 2
	Session 3: Case Studies of Address-Based Sampling Designs	Mediterranean 3
	Session 4: Questionnaire Design: Experiments on Response Options and Format	Mediterranean 6
	Session 5: New Developments in Cognitive Interviewing	Mediterranean 7
	Session 6: Assessing Public Opinion on Social and Political Issues	Mediterranean 8
	Session 7: Explaining Public Attitudes About Science and Technology	Marbella 4
	Session 8: Addressing the Challenges of Surveying Hispanics	Marbella 1 & 2
10:15 a.m. – 11:45 a.m.	Concurrent Sessions K	
	Session 1: New Frontiers: Social Media Analysis	Mediterranean 1
	Session 2: Addressing the Challenges of Longitudinal Surveys	Mediterranean 2
	Session 3: Methods to Improve Web Surveys	Mediterranean 3
	Session 4: Investigating Privacy Concerns	Mediterranean 6
	Session 5: Interviewer Job Performance, Training, Satisfaction and Retention	Mediterranean 7

Day-at-a-Glance

Sunday, May 20

Time	Event	Location
10:15 a.m. – 11:45 a.m.	Concurrent Sessions K (continued)	
	Session 6: Media Effects on Political Views and Behaviors	Mediterranean 8
	Session 7: The Relationship Between Religion and Political Attitudes	Marbella 4
	Session 8: Cross-National Studies of Muslim Public Opinion	Marbella 1 & 2

Short Course 6 Description

Sunday, May 20, 8:00 a.m. – 11:30 a.m.

Course 6: The Role of New Technologies in Powering, Augmenting, or Replacing Traditional Surveys

Location: Amarante 2 & 3

Instructors: Michael W. Link and Trent D. Buskirk

Course Overview: New technology development and survey methods enhancement have powered survey research for more than 75 years. Never before, however, has the proliferation, complexity and growth of technology been as expansive and rapid as seen today. Smartphones and tablets, social networking, as well as application development and metering devices offer survey researchers an array of potential new techniques and approaches for the collection of behavioral, attitudinal and related data. This includes new modes for administering surveys; adjunct data collection techniques, which could augment survey data, and, in some instances, approaches that could replace traditional self-reported surveys with more real-time, electronic data capture.

This course provides an innovative look at both technologies and how these are (and may) be used to evolve survey research to the next level. The course will cover four broad areas. First, a framework will be provided to help assess and categorize new technologies and their impact on data collection. Second, we examine current and potential future uses of new technology devices and platforms. Current applications, known best practices and cautions will be discussed for a range of new data collection platforms, including smartphones (for surveys, GPS and visual data collection), Internet-based data capture (beyond Web surveys) and leveraging social network platforms (surveys and other forms of information). Third, we take a deep-dive into the uses of smartphone technology, both as a mode of conducting traditional surveys as well as data collection vehicles in their own right through the use of data collection applications.

We will discuss some of the current software and hardware available for Android™ and iPhone® smartphones that can be used as part of survey deployment and/or data collection. The final section of the course examines some of the impediments to research and development of new technologies within the field of survey research and provides some guidance on how such tools can be developed, tested and deployed in a more efficient and effective manner.

Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

AAPOR Presidents' Roundtable: Looking Ahead to New Frontiers in Public Opinion and Survey Research

Location: Mediterranean 1

Organizer: Dan Merkle, *ABC News*

Chair: Dan Merkle, *ABC News*

Panelists:

Nancy Belden, AAPOR President 2004-2005, *Belden Russonello Strategists*

Rob Daves, AAPOR President 2006-2007, *Daves and Associates Research*

Murray Edelman, AAPOR President 2000-2001, *CBS News*

Peter Miller, AAPOR President 2009-2010, *U.S. Census Bureau*

Mark Schulman, AAPOR President 2002-2003, *Abt SRBI*

Cliff Zukin, AAPOR President 2005-2006, *Rutgers University*

Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Comparing Data Collected Using Mobile Devices With Other Survey Modes

Location: Mediterranean 2

Chair: Annette C. Scherpenzeel, *CentERdata Tilburg University, The Netherlands*

The Reliability and Validity of Alternative Customer Satisfaction Measurement Scales in PC Web and Mobile Web Environments

Keith Chrzan, *Maritz Research*
Ted Saunders, *Maritz Research*

A Direct Comparison of Mobile vs. Online Survey Modes

Tom Wells, *The Nielsen Company*
Justin T. Bailey, *The Nielsen Company*
Michael W. Link, *The Nielsen Company*

Matching Data Collection Method to Purpose: In the Moment Data Collection With Mobile Devices for Occasioned Based Analysis

Edward P. Johnson, *Survey Sampling International*
Carol Shea, *Olivetree Research*

Effectiveness and Reliability of Student Response Systems (SRS) Devices for Evaluating an Adolescent Adventure Program

Jack Fentress, *Data Recognition Corporation (DRC)*
John J. Deyer, *United States Air Force*
Colleen Rasinowich, *Data Recognition Corporation (DRC)*

Do Surveys That Are Completed on Mobile Devices Differ From Surveys Completed Online, Over the Phone or via Mail?

Adam Gluck, *Arbitron Inc.*

Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Case Studies of Address-Based Sampling Designs

Location: Mediterranean 3

Chair: Anh Thu Burks, *The Nielsen Company*

Address-Based Sampling for In-Person Interviews: A Case Study in Low Coverage

Randal ZuWallack, *ICF*

Matthew Denker, *ICF*

Robynne A. Locke, *ICF*

William Robb, *ICF*

Paul Martino, *ICF*

Methodological Findings From a Two-Phase Address-Based Sample Fielded by Mail

Jill M. Montaquila, *Westat*

J. Michael Brick, *Westat*

Kwang Kim, *Westat*

The Use of Address-Based Sampling to Target Households With Children

John M. Boyle, *Abt SRBI, Inc.*

Anna Fleeman, *Abt SRBI, Inc.*

Andy Weiss, *Abt SRBI, Inc.*

Patricia Vanderwolf, *Abt SRBI, Inc.*

Ruvini Ratnayake, *Abt SRBI, Inc.*

Mode Differences Within an Address-Based Sample Survey of the Washington Area

Peyton M. Craighill, *The Washington Post*

Jon Cohen, *The Washington Post*

Scott F. Clement, *The Washington Post*

David Dutwin, *SSRS/Social Science Research Solutions*

Eran N. Ben-Porath, *SSRS/Social Science Research Solutions*

The 2011 National Survey of Fishing, Hunting, and Wildlife-associated Recreation (FHWAR) Cell Phone and Debit Card Test Study Logistics and Cost Analysis

Elke McLaren, *U.S. Census Bureau*

Aniekan Okon, *U.S. Census Bureau*

Denise Pepe, *U.S. Census Bureau*

Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Questionnaire Design: Experiments on Response Options and Format

Location: Mediterranean 6

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

Discussant: William McCready, *Knowledge Networks, Inc.*

Is More Better? 4 vs. 6 Response Options

Patricia Gallagher, *University of Massachusetts-Boston*

Carol Cosenza, *University of Massachusetts-Boston*

Stephanie Lloyd, *University of Massachusetts-Boston*

Ordering Your Attention: Response Order Effects in Parallel Phone and Online Surveys

Frances M. Barlas, *ICF International*

Randall K. Thomas, *ICF International*

Differences in Vague Quantifier Interpretation: Influences on and Detection by Latent Variable Models

Jamie L. Marincic, *Mathematica Policy Research*

Testing Questions on a Large-Scale Schools Omnibus Panel for the Fifth Wave of the UK Millennium Cohort Study

Kate Smith, *Centre for Longitudinal Studies, Institute of Education*

Lucinda Platt, *Centre for Longitudinal Studies, Institute of Education*

Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

New Developments in Cognitive Interviewing

Location: Mediterranean 7

Chair: Florian Keusch, *Wirtschafts University Vienna*

Towards a Cultural Sociology of Survey Response Data and Measurement

Valerie L. Chepp, *National Center for Health Statistics*

Caroline Gray, *National Center for Health Statistics*

Measuring Environmental Barriers as a Source of Disablement: Lessons Learned From Cognitive Interviewing

Heather Ridolfo, *National Center for Health Statistics*

Valerie Chepp, *National Center for Health Statistics*

Dynesha Brooks, *National Center for Health Statistics*

Another Use for Cognitive Interviews: Understandings Inconsistencies in Survey Data

HarmoniJoie Noel, *National Center for Health Statistics*

Cognitive Interviews Without the Cognitive Interviewer?

Jennifer Edgar, *U.S. Bureau of Labor Statistics*

Design, Development and Evaluation of a Sexual Identity Question for the NHIS

John M. Ryan, *National Center for Health Statistics*

Kristen Miller, *National Center for Health Statistics*

Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Assessing Public Opinion on Social and Political Issues

Location: Mediterranean 8

Chair: Jennifer Agiesta, *The Associated Press*

Public Opinion on Gun Control Revisited: Collective Consensus or Unbridgeable Ideological Divide?

Bryan C. Parkhurst, *University of Nebraska-Lincoln*

A Multi-Method Approach to Polling Same-Sex Marriage: Experiments in Question Wording, Framing and Implicit Attitudes

David P. Redlawsk, *Rutgers University*

Ashley A. Koning, *Rutgers University*

Examining the Growing Support for Same-Sex Marriage in California: What Factors are Driving the Change?

Sonja Petek, *Public Policy Institute of California*

Mark Baldassare, *Public Policy Institute of California*

Demographic Determinants of Trends in Public Opinion About Abortion in the United States

Jason Kevern, *Northwestern University*

Jeremy Freese, *Northwestern University*

Exploring the Gender Gap in Public Opinion Toward Global Climate Change

Marc D. Weiner, *Bloustein Center for Survey Research, Rutgers University*

Orin T. Puniello, *Bloustein Center for Survey Research, Rutgers University*

Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Explaining Public Attitudes About Science and Technology

Location: Marbella 4

Chair: Curtiss Cobb, *Knowledge Networks, Inc.*

Discussant: Josh Pasek, *University of Michigan*

Religious Beliefs, Knowledge About Science and Attitudes Towards Medical Genetics

Nick Allum, *University of Essex*

Elissa Sibley, *University of Essex*

Patrick Sturgis, *University of Southampton*

Paul Stoneman, *University of Southampton*

Disentangling Public Opinion of Nanotechnology: Exploring the Interactive Effects of News Media, Values, and Information Processing on Opinion Formation

Doo-Hun Choi, *University of Wisconsin-Madison*

Michael Cacciatore, *University of Wisconsin-Madison*

Dietram A. Scheufele, *University of Wisconsin-Madison*

Dominique Brossard, *University of Wisconsin-Madison*

Michael Xenos, *University of Wisconsin-Madison*

The Racial Gap in Confidence in Science

Eric Plutzer, *Penn State University*

Weather or Not? Examining the Impact of Meteorological Conditions on Public Opinion Regarding Climate Change

Christopher P. Borick, *Muhlenberg College*

Barry G. Rabe, *University of Michigan*

Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Addressing the Challenges of Surveying Hispanics

Location: Marbella 1 & 2

Chair: Michael Mitrano, *Transition Strategies Corporation*

Using a Hispanic Surname List to Tailor Contacts in an RDD Telephone Survey

Sherman Edwards, *Westat*

Sarah Dipko, *Westat*

Royce Park, *UCLA Center for Health Policy Research*

David Grant, *UCLA Center for Health Policy Research*

Speaking the Same Language: Effective Techniques for Reaching Spanish Speaking Households in a Mail Survey

Andrew Zukerberg, *National Center for Education Statistics*

Saida Mamedova, *American Institutes for Research*

Critical Lessons for Training Bilingual Assessors on a Longitudinal Study

Rebecca Weiner, *Mathematica Policy Research*

Quantitative Evaluation of Questionnaire Translation With Bilingual Speakers

Sunghee Lee, *University of Michigan*

Julia Lee, *University of Michigan*

Survey Error of Hispanics From Sample Design, Language and Effort

David Dutwin, *SSRS/Social Science Research Solutions*

Mark Lopez, *Pew Hispanic Center*

Melissa J. Herrmann, *SSRS/Social Science Research Solutions*

Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

New Frontiers: Social Media Analysis

Location: Mediterranean 1

Chair: Richard L. Clark, *Castleton State College*

Social Media Intelligence: Measuring Brand Sentiment From Online Conversations

David A. Schweidel, *University of Wisconsin-Madison*

Appealing to the Masses: How Crowdsourcing can be Effectively Used as a Data Collection Tool

Justin T. Bailey, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

The Brave New World of Social Communication: Exploring Patterns of Opinion Dissemination in Online News Environments

Kristin Runge, *University of Wisconsin-Madison*

Dominique Brossard, *University of Wisconsin-Madison*

Dietram A. Scheufele, *University of Wisconsin-Madison*

If You Ask Me I Won't Tell You, But I'll Tell the World When I Feel Like Doing So! The Frequency of Answering a Survey About a Specific Topic vs. Posting Comments About This Same Topic on Social Media Sites

Michael G. Elasmr, *Boston University*

Predicting the Future of Social Media Analysis

Peter P. Mohler, *University of Mannheim*

Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Addressing the Challenges of Longitudinal Surveys

Location: Mediterranean 2

Chair: Diane Burkom, *Battelle Centers for Public Health Research & Evaluation*

All Participants Being Unequal: A Bias Analysis of Three Contemporary Strategies for Locating Longitudinal Study Participants After an Extended Hiatus

Celeste Stone, *American Institutes for Research*

Jenny Bandyk, *University of Michigan, Survey Research Center*

Sandy Eyster, *American Institutes for Research*

Christopher Bradley, *American Institutes for Research*

Susan Lapham, *American Institutes for Research*

Modeling the Confounds of Divorce and Attrition in a 20-Year Panel Study: Chickens or Eggs?

Veronica Roth, *The Pennsylvania State University*

Parents' Participation in a Two-Generation Longitudinal Health Study

Amy Lucas, *University of North Carolina at Chapel Hill*

Judith A. Seltzer, *University of California, Los Angeles*

Kathleen M. Harris, *University of North Carolina at Chapel Hill*

Predicting Retention in a National Longitudinal Study of Health and Well-Being

Barry Radler, *University of Wisconsin Institute on Aging*

"I Still Don't Know": Non-Substantive Responses in Longitudinal Data

Rebekah Young, *The Pennsylvania State University*

David R. Johnson, *The Pennsylvania State University*

Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Methods to Improve Web Surveys

Location: Mediterranean 3

Chair: Chris Benson, *NORC at the University of Chicago*

Advanced Paradata in Web Surveys: What Can They Tell About the Response Process?

Nejc Berzelak, *University of Ljubljana*

Katja Lozar Manfreda, *University of Ljubljana*

Ana Slavec, *University of Ljubljana*

Vasja Vehovar, *University of Ljubljana*

Usability Issues From Testing a Census Web Survey: Results From Testing of the Census Quality Survey (CQS)

Kathleen T. Ashenfelter, *U.S. Census Bureau*

Effects of Pagination on Short Online Surveys

Aaron Sedley, *Google*

Mario Callegaro, *Google*

Testing Video Messages in Web Surveys: Effects on Sample Bias and Validity

Dina Shapiro, *Annenberg School for Communication, University of Pennsylvania*

Joseph Cappella, *Annenberg School for Communication, University of Pennsylvania*

Panel Conditioning: Results From Two Experiments in a Probability-Based Online Panel

Bella Struminskaya, *GESIS - Leibniz Institute for the Social Sciences*

Lars Kaczmirek, *GESIS - Leibniz Institute for the Social Sciences*

Ines Schaurer, *GESIS - Leibniz Institute for the Social Sciences*

Wolfgang Bandilla, *GESIS - Leibniz Institute for the Social Sciences*

Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Investigating Privacy Concerns

Location: Mediterranean 6

Chair: Andrew Stavisky, *United States Accountability Office*

Discussant: Dawn V. Nelson, *Mathematica Policy Office Research*

Predictors of Personal Data Privacy Attitudes and Behaviors and the Consequences for Survey Researchers

Max Kilger, *Experian Simmons*

Danica Jovanova, *Experian Simmons*

Privacy Concern: A Question of Age or the Ages?

Kristen L. Cibelli, *University of Michigan*

Respondent-Level Influences on Consent to Record Linkage: Effects of Privacy Attitudes and Consent Request Salience

Jenna Fulton, *Joint Program in Survey Methodology, University of Maryland*

Respondent Permission to Contact or Locate on Facebook: Findings From the National Longitudinal Transition Study 2012

Holly H. Matulewicz, *Mathematica Policy Research*

Stephanie Boraas, *Mathematica Policy Research*

Daniel J. Friend, *Mathematica Policy Research*

Anne B. Ciemnecki, *Mathematica Policy Research*

Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Interviewer Job Performance, Training, Satisfaction and Retention

Location: Mediterranean 7

Chair: Benjamin Phillips, *Abt SRBI, Inc.*

Investigating the Effect of Interviewer Job Attitudes on Turnover and Job Performance

Ashley Bowers, *University of Michigan and Indiana University*

Steven G. Heeringa, *University of Michigan*

Michael R. Elliott, *University of Michigan*

Alycia H. Cameron, *Indiana University*

Lilian Yahng, *Indiana University*

CATI Interviewers Job Satisfaction Level

Wojciech Jablonski, *University of Lodz*

Evaluating Interviewer Performance in Surveys of Early Care and Education

Rupa Datta, *NORC at University of Chicago*

Ting Yan, *NORC at the University of Chicago*

Jill Connelly, *NORC at the University of Chicago*

Training Data Collectors for Panel Surveys

Brad Edwards, *Westat*

Laura Branden, *Westat*

Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Media Effects on Political Views and Behaviors

Location: Mediterranean 8

Chair: Michael Binder, *University of North Florida*

Discussant: Kirby Goidel, *Louisiana State University*

Media Partisanship Scores: Developing a Holistic Measure for the Effects of Politically Relevant Media

Devra C. Moehler, *Annenberg School for Communication, University of Pennsylvania*

Elizabeth Roodhouse, *Annenberg School for Communication, University of Pennsylvania*

Douglas Allen, *Annenberg School for Communication, University of Pennsylvania*

The Effects of Media Localism on Political and Social Trust

Michael Barthel, *University of Washington, Department of Communication*

The Impacts of Fox News and Not-Fox Television News on Americans' Judgments About Global Warming

Bo MacInnis, *Stanford University*

Jon A. Krosnick, *Stanford University*

Effects of Televised Campaign Advertising: Considering the Accuracy of Retrospective Survey Self-Reports of Media Consumption

Sarah Niebler, *University of Wisconsin-Madison*

Carly Urban, *University of Wisconsin-Madison*

Ken Goldstein, *Campaign Media Analysis Group (CMAG)*

Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

The Relationship Between Religion and Political Attitudes

Location: Marbella 4

Chair: Maged Osman, *Information & Decision Support Center, Egypt*

Discussant: Matthew Corrigan, *University of North Florida*

Faith and Politics Around the World: A Cross-National Study of the Relation Between Religiosity and Political Attitudes

Ariel Malka, *Yeshiva University*

Yphtach Lelkes, *Stanford University*

A Secular Society? Examining the Religious Beliefs, Knowledge and Attitudes Among the Unaffiliated in the U.S.

Carolyn Funk, *Pew Research Center*

Besheer Mohamed, *Pew Research Center*

The Interplay Between Religiosity, Moral Values and Political Party Preference: What Are Americans Willing to Die For?

Ariela Keysar, *ISSSC Trinity College*

Barry A. Kosmin, *ISSSC Trinity College*

Benjamin Beit-Hallahmi, *University of Haifa*

Mormon Presidents and Mosques Next Door: An Examination of American Attitudes Toward Religious Minorities in 2012

Daniel Cox, *Public Religion Research Institute*

Robert P. Jones, *Public Religion Research Institute*

Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Cross-National Studies of Muslim Public Opinion

Location: Marbella 1 & 2

Chair: Darwish Alemadi, *Qatar University*

The Arab Spring: Roots of the Popular Uprisings

Meryem Ay, *University of Nebraska-Lincoln, Gallup Research Center*

Tarek Baghal, *University of Nebraska-Lincoln, Gallup Research Center*

The Fighting Factions Within the “Clash of Civilizations”: An Examination of the Latent Classes of Conflict

Lauren A. Walton, *University of Nebraska-Lincoln*

Brian M. Wells, *University of Nebraska-Lincoln*

Factors Shaping the Politics of American Muslims

Jessica Hamar Martinez, *Pew Forum on Religion & Public Life*

Gregory A. Smith, *Pew Forum on Religion & Public Life*

Love Thy Neighbor and Zakat: Religiosity and Positive Social Engagement in the Western and Islamic Worlds

Nicholas Ruther, *University of Nebraska-Lincoln*

Amanda Libman, *University of Nebraska-Lincoln*

Allan L. McCutcheon, *University of Nebraska-Lincoln*

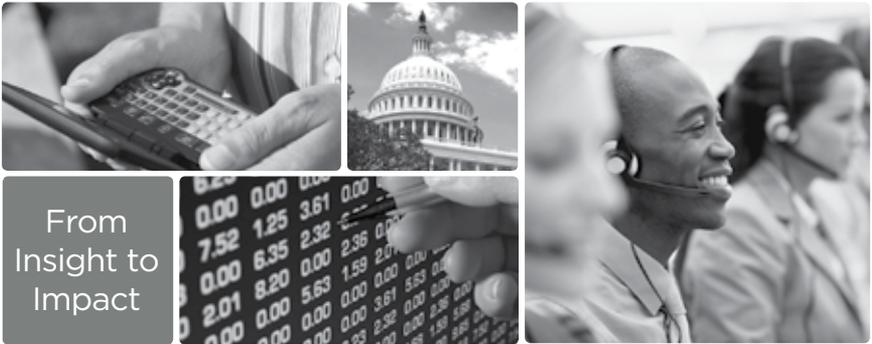
South Sudan: Voices From an Emerging Democracy

Brian M. Kirchhoff, *D3 Systems, Inc.*

Abt SRBI: Leader in Survey Research, Data Collection and Advanced Methods

Data Collection partner for 2012 American National Election Survey (ANES)

- Health, Social and Public Policy Expertise
- Survey Methods Research
- Sample Design and Estimation
- Multi-Mode data collection via CATI, Web, IVR, in-person
- Cognitive and Usability Testing
- Multi-Language Interviewing
- Respondent Location and Tracking
- Geographic Information Systems (GIS)



Proud Sponsor of the AAPOR Annual Conference



www.srbi.com

New York City • Washington, DC • Cambridge, MA • Chicago, IL
Cincinnati, OH • Durham, NC • New Jersey



THE **KNOWLEDGE** YOU NEED TO **ACT**

INTEGRATED SURVEY SOLUTIONS

LONGITUDINAL STUDIES

OPINION RESEARCH

ORGANIZATIONAL PERFORMANCE

WORKFORCE RESEARCH

CUSTOMER SATISFACTION

PROGRAM EVALUATION

DATA RECOGNITION
DRC
CORPORATION

DRC EXPERTLY DELIVERS MULTI-MODE SURVEY SOLUTIONS, INCLUDING CONTENT DEVELOPMENT, PRINTING, DISTRIBUTION AND DATA CAPTURE – ALL WITHIN A HIGHLY SECURE ENVIRONMENT.

TO LEARN MORE, VISIT BOOTH #315.

WWW.DATARECOGNITIONCORP.COM

Three Products to Make Your Research Easier, More Creative, and More Fun



RAND American Life Panel, MMIC, and Survey Meta Data Repository



American Life Panel

A nationally representative, probability-based, English/Spanish panel for your experiments

The panel of 5,000 members is used by researchers around the world to

- develop new survey instruments
- run experiments in decisionmaking or measurement (savings and investment strategies, choice incentives, response scales, recall)
- utilize endless randomization features
- explore preference elicitation
- high-frequency surveys (elections, health events)
- use visual representation (graphical displays, video) and sound
- improve results and save time with feedback and preloading
- combine data with information from hundreds of prior surveys taken by respondents since 2006.



Multimode Interviewing Capability

MMIC™ (Multimode Interviewing Capability)

A comprehensive information system developed by RAND, it integrates traditional modes of collecting interview data, including telephone interviewing, self-administered surveys, and personal interviewing.

MMIC™ is used to manage the whole data collection process from questionnaire design, sample management, and fieldwork monitoring to final dataset production. It has been used successfully for large-scale complex surveys in Asia, Europe, Latin America, and the United States.

Survey Meta Data Repository

RAND has developed a tool that organizes many health and retirement studies around the world, including a comprehensive digital library of survey questions and survey flow charts. It provides

- an intelligent search engine that utilizes keywords and domains
- a digital library of survey questions and contextual information
- a set of identically defined variables for cross-country analysis
- easy access to the download locations of the participating studies.

Sponsored by the National Institute on Aging, this tool is free of charge. Simply register at <http://metadata.rand.org>

For more information, go to <http://mmic.rand.org>, or email mmic@rand.org

When Reliability Counts
Adapt Inc.

SURVEY OUTSOURCE CENTER

Paper Surveys

- Full print and mail capabilities in US and Canada
- Automated inbound mailroom
- Postage Discounts
- Scanning/data entry
- CAHPS and HOS expertise
- Litigation Surveys
- Verbatim open end capture (30 languages)

Open End Comment Coding

- Computer assisted traditional coding
- Text analysis
- Over 30 languages
- Healthcare, financial and technical specialists

Transcription

- IVR and recorded CATI open ends
- Focus groups
- 1-on-1 interviews

Contact Dave Koch

dkoch@adaptdata.com ■ (952) 939-0538 ext.114



IMPAQ

INTERNATIONAL LLC

Offices in Columbia, MD • Washington, DC
www.impaqint.com

Making an

IMPACT

Public Policy Research

RESEARCH

Survey Data Collection and Analysis
Healthcare Policy
Labor and Workforce Policy
Education Policy
International Development

SOLUTIONS

Survey Administration
Impact Studies and Applied Research
Process Evaluations
Quantitative Data Analysis

OPPORTUNITIES

Agencies
Careers
Clients
Consultants
Teaming



Learn more about IMPAQ
at www.impaqint.com

Please visit our booth in the Exhibit Hall.

Linda is on a

MISSION

More than three decades ago, Linda Piekarski joined SSI—and became one of the pioneers **inventing** the sampling industry. Ever since, she has helped us continue to lead the way, constantly **innovating** and advancing the field we created. But no matter how much things change, Linda is on a mission to ensure one thing remains the same. SSI stays true to our heritage of rigorous science, methodological excellence and uncompromising quality. So you know every project you trust to us—whether online or offline, global or local—is in safe hands. Linda wouldn't have it any other way.

Linda Piekarski

Just one of the people working for you at SSI.



Science. People. Innovation

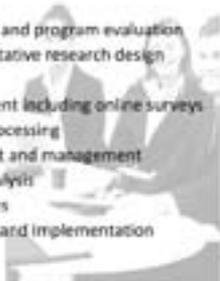
info@surveysampling.com | surveysampling.com



Healthcare Management Consulting Company

"Bringing simplicity to complexities" in health-related research including:

- ▶ Health policy research and program evaluation
- ▶ Quantitative and qualitative research design
- ▶ Mixed-mode surveys
- ▶ Instrument development including online surveys
- ▶ Data collection and processing
- ▶ Database development and management
- ▶ Complex statistical analysis
- ▶ Health communications
- ▶ Training development and implementation



For more information contact:

Sadie Bennett
Director, Research Services
sadie.bennett@ardu.net
(757) 410-7704, Ext. 106

Offices located in the
Virginia Beach and Washington, DC
Metropolitan Areas

Public Opinion Quarterly

The official publication of the
American Association for Public
Opinion Research



Celebrate
75
years of *POQ*

Pick up at the OUP booth
or read free online
Reflections and Speculations
on the 75th Anniversary of
Public Opinion Quarterly

poq.oxfordjournals.org

OXFORD
UNIVERSITY PRESS



The leaders in multi-mode data collection

We believe the best data collection method(s) are the ones that fit your project:

- ◆ Seamlessly Integrated Data Collection in Multiple modes
 - Mail, Scanning, Phone, IVR, Web
- ◆ Better Coverage utilizing Web, ABS, and dual frame
 - Reach Cell Only Respondents
 - Reach Households without internet access

Reach the Right People



The leaders in multi-mode data collection

Allentown . Philadelphia . Las Vegas

800.482.3550

www.STRCenter.com



survey research and evaluation

COMPLETE LIFECYCLE CAPABILITIES

Survey design

- Research plan
- Questionnaire development
- Sampling design

Survey administration

- Multiple data collection modes
- Tailored outreach campaigns

Data analysis and reporting

- Complex data weighting and imputation
- Multivariate and multilevel methods
- Online monitoring tools
- Automated and tailored reporting

icfi.com/aapor

Apperson **You're the Bun - We're the Burger!**

We Do Your Project YOUR WAY!



Select Your Project Needs From
Our Menu Of Services:

Survey Form Design

Survey Printing

Variable Print Respondent IDs

Kitting of Survey & Support Materials

Scanning

Data Delivery

Stop by our booth to enter for a chance
to win a \$50 Red Robin gift card.

To Learn More About Our Recipes to Success, Visit Us at **BOOTH #307**
or Visit www.appersoninc.com/go/AAPOR12



AIR[®]

AMERICAN INSTITUTES FOR RESEARCH[®]

Making Research Relevant

Survey Design and Development

Management of Survey Operations

Data Processing and Diagnostics

Statistical Analysis and Dissemination

Quality Assurance and Control



AIR's Survey Methods and Statistics program promotes the quality, relevance, and usability of data to inform discussion, drive debate, and shape policy.

To learn more about AIR's Survey Methods and Statistics program, please visit us at Booth 306.

For more information,
contact Susan Lapham at slapham@air.org

www.air.org



HARD TO REACH IS OUR REACH

For 26 years, D3 Systems has been conducting research where others often won't, to get answers many can't. Muslim women in remotest Afghanistan; elites in the European Union; radio listeners in Sudan; medical patients in Papua New Guinea; bloggers in Pakistan; water users in mountainous Mexico; young men in Iraq—we can handle challenging topics in challenging places.

When you need every dimension in your research, turn to D3 Systems. Contact us to learn how we extend your reach.



Responsible for research behind Emmy award winning ABC News Program "Iraq: Where Things Stand"



D³ Systems

designs • data • decisions

GLOBAL RESEARCH SINCE 1985

www.D3Systems.com

D3 Systems, Inc. • 8006 Towers Crescent Drive, Suite 1200 • Vienna, VA 22182 • ph.703.586.2480 • fx.703.586.2454

GW COLUMBIAN COLLEGE OF ARTS AND SCIENCES
ALEXANDRIA

GRADUATE CERTIFICATE IN SURVEY DESIGN & DATA ANALYSIS

Community of colleagues. Share experiences with students and faculty working in organizations that conduct survey research.

Faculty of Practitioners. Study with practicing professionals who utilize current real-world techniques in a variety of fields.

Earn credentials and refine skills. Learn sampling, designing, and conducting surveys, as well as compiling and analyzing data, in a variety of corporate, association, or government settings.

Four-course certificate program. May be completed in two or four semesters. Weekday evening classes.

Information Session

**Tuesday, May 22
6:30 pm**

Garage entrance
1925 Ballenger Ave.

Street entrance
413 John Carlyle St., Suite 250
Alexandria, VA 22314

Metro: Blue/Yellow Line
to King St.

Rsvp Today!

202.973.1130

www.nearyou.gwu.edu/survey

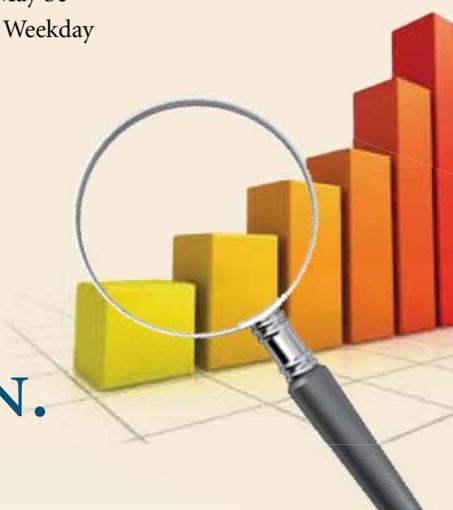
THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON DC

BRING US YOUR
AMBITION.

www.gwu.edu/gradapply

THE GEORGE WASHINGTON UNIVERSITY IS AN EQUAL OPPORTUNITY/
AFFIRMATIVE ACTION INSTITUTION CERTIFIED TO OPERATE IN VA BY SCHEV.

37400





KnowledgePanel®

The only probability-based online panel in the U.S.

“Researchers should avoid nonprobability online panels when one of the research objectives is to accurately estimate population values.”

— 2010 AAPOR Report on Online Panels

KnowledgePanel continues to innovate its methodology to represent high-demand but difficult-to-recruit subgroups.

GfK's industry-leading panel assets are growing stronger. We offer our clients superb access to international research, sector expertise, and innovation.



To learn more, contact Mike Dennis: mike.dennis@gfk.com



The best list resides with Valassis. Our All Inclusive Database provides superior coverage allowing you to survey every possible household in every neighborhood that you are targeting. It's the most comprehensive list available anywhere.

You'll achieve full address probability, targeting addresses at the block group and latitude and longitude level. Contact Valassis: the right place for all the right addresses.

Speak with a Valassis Lists Expert at 1.800.695.0957, or email datalicensing@valassis.com.

EXCELLENCE IN RESEARCH

Research Design & Analysis

Evaluation

Data Collection & Management

Communications

Information Systems

Training & Consulting

To learn more about Westat, please stop by **Booth 414** at the conference.

For further information about Westat, contact marketing@westat.com.

www.westat.com



THE PERFECT FIT



Marketing Systems Group

We can help you complete your research puzzle.
Call us now at **800.336.7674** or learn more at
www.m-s-g.com



GENESYS

Sampling



PRO-T-S

Predictive Dialing



ARCS

Panel Management, IVR & WEB



Interested in learning more about our analytical approach?

Stop by 'Speed Networking' or meet our research team in Booth #303.

Meticulous Research. Critical Insight. Reliable and Accurate Results.

We take pride in delivering a combination that is rare in the industry; proven expertise in research methodology matched with a highly educated staff that deeply understands the human decision-making process. Our clients receive customized research solutions steeped in scientific theory and methodological rigor.

Specializing in:

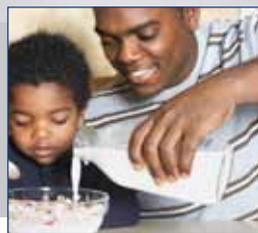
- Questionnaire Development
- Survey Administration and Operations
- Custom Research and Analysis
- Full Array of Data Analytic Techniques
- Policy Impact Analyses
- Field Study Design and Execution
- Cognitive and Usability Testing
- Strategic Consulting



FORS | MARSH
GROUP

www.forsmarshgroup.com

Combining Data and Research to Improve Public Well-Being



Our clients...

Know they can depend on our signature approach—combining high quality data collection with cutting-edge research—to deliver evidence they need for decisions that matter.

Our staff...

Know they can depend on a supportive, collegial work environment where employees can pursue their professional goals and make a difference.

At Mathematica, excellence, objectivity, and impact drive everything we do.

Stop by our booth #314 and visit our website to learn more.
www.mathematica-mpr.com

Need an Experienced Survey Pro for Project Assignments?

I assist companies needing occasional assistance with instrument development, data analysis, report preparation, and research planning and management. I can supplement your in-house resources when short-staffed or in need of senior-level expertise.

- ★ Quality research for 3 decades
- ★ Excellent analyst and writer
- ★ Fastidious about deadlines
- ★ Subject matter versatility
- ★ AAPOR member, Code of Ethics
- ★ Reasonable charges and contract flexibility

Sid Groeneman: 301-469-0813
Bethesda, MD, sid.grc@me.com,
www.groeneman.com



***Research Design and Data
Collection Since 1972.***

**We are proud to participate in
the 67th Annual AAPOR
Conference!**

Contact us at - srg@rand.org



AASRO – Association of Academic Survey Research Organizations

"Academic Centers Helping Each Other Help the Profession"

Founded in 2008, AASRO now has more than 60 member organizations. We invite additional academic survey units to join us to

- Stay on top of issues that affect academic survey organizations
- Exchange ideas with your peers
- Attend our annual director's conference
- See benchmark member survey results

For more information or to join, contact:
John Tarnai, President (tarnai@wsu.edu)
Kurt Johnson, Secretary (kdj11@psu.edu)
See our website at www.AASRO.org

The AASRO Mission:

- Promoting excellence and integrity in survey research
- Sharing information about effective management of academic survey units
- Promoting the value of academic survey research
- Advancing the role of survey research units within their universities

an uncommon
sense of the
consumer.™

No one offers a more complete understanding, worldwide, of what they watch and buy. We measure over half of all global advertising. Provide TV ratings for 30 countries around the world. Track 80 percent of all internet usage. Scan billions of purchases every year. All to provide the clearest picture of the relationship between content and commerce. Because the more you know, the closer you get.

nielsen
.....



social science research solutions



SSRS leads the industry with our innovative sample designs. Providing quality project management is the cornerstone of SSRS's work. From beginning to end, every project we manage is overseen by a staff of highly engaged professionals.

For more information, please visit us at www.ssrs.com



Social Science Research Solutions
53 West Baltimore Pike, Media, PA, 19063
484.840.4300
www.ssrs.com

Copyright 2012 SSRS. All rights reserved.

PewResearchCenter



NUMBERS, FACTS AND TRENDS SHAPING THE WORLD

Pew Research Center is a nonpartisan fact tank that conducts public opinion polling, demographic studies, media content analysis and other empirical social science research. It does not take positions on policy issues. It is a subsidiary of The Pew Charitable Trusts.

WWW.PEWRESEARCH.ORG | @PEWRESEARCH

Proud Supporter of AAPOR 2012



Improving the Human Condition

RTI provides full-scale survey research services using innovative methodologies to measure health behaviors, educational achievement, and other critical policy issues.

TO TRUST THE RESULTS,
YOU HAVE TO **TRUST THE TEAM.**



State-of-the-art data collection & focus facilities are only as good as the people who manage them. And for Market Research, Precision Opinion is cutting edge. For over 20 years, they have partnered with Fortune 500 companies, government agencies, Hollywood studios and market research firms in providing uncompromising customized research programs that have fostered fierce loyalty and trust from those that they serve.

As founder and President, Jim Medick still takes a very personal one-on-one approach. His hands-on approach and proven track record make him and the Precision Team a valuable market research partner. Call Jim personally at 702.483.4000 to discuss how cutting-edge phone, online and / or focus group facilities can meet - and exceed - your goals and objectives.

PRECISIONOPINION.COM | 702.483.4000

THE MOST TRUSTED NAME IN MARKET RESEARCH.®



PHONE | FOCUS+SM | ONLINE



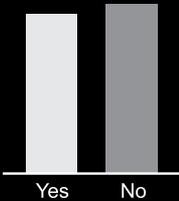
Showcasing YOUR Data

iPOLL *PLUS*?

Demographics in a Click!

Do you, personally, have your own page on Facebook, the social networking site found on the Internet, or not?

All	Education	Gender	Ideology	Age	Income	Party ID	Region
-----	-----------	--------	----------	-----	--------	----------	--------



	18-29	30-49	50-64	65+	Row Total
Yes	74%	58%	35%	18%	48%
No	26%	42%	65%	82%	52%
Column Total	100%	100%	100%	100%	100%

Source: USA Today/Gallup Organization, October 12-13, 2011.
2,013 telephone interviews with US adults.

ROPER
CENTER

PUBLIC OPINION ARCHIVES

Providing access to the world's voice since 1947

www.RoperCenter.UConn.edu

Archive with us!
Caring for your data for
more than 60 years!

Don't forget to come visit us
in the AAPOR Exhibit Hall!



**Future-proof
market research software
for every device.**



www.kinesissurvey.com



UConn's Graduate Program in Survey Research Online



Our Experts on Your Schedule

Choose the course of study to meet your goals:

- Certificate in Survey Research
- Master of Arts in Survey Research
- Graduate Courses for training in specific skill sets

Explore your options at
dpp.uconn.edu/academics/gpsr



at the UNIVERSITY of CHICAGO

Social Science Research in Action

Saluting 40 Years of the General Social Survey

Understanding our society—and taking action on the issues that confront it—requires insight gained through objective, high-quality social science research. That's why decision makers and policy leaders turn to NORC at the University of Chicago, an independent research organization known for excellence, innovation, and effective collaboration. Working with NORC experts, clients obtain the data and analysis needed to drive evidence-based decisions and improve public policy. Committed to serving the public good for more than 70 years, NORC's work continues to inform decision makers and provides the foundation for effective solutions.

Conducted by NORC since 1972, the landmark General Social Survey (GSS) has monitored societal change and studied the growing complexity of American society for 40 years. GSS data are referenced daily by legislators, policy makers, educators, and throughout the media and the study is used by approximately 400,000 students annually.



Downtown Chicago | University of Chicago | DC Metro | Atlanta | Boston | San Francisco

www.norc.org • info@norc.org



insight for informed decisions™

Index

A

Ackermann, Allison 104
 Agans, Robert P. 156
 Agiesta, Jennifer 77, 179
 Aida, Masahiko 72
 Akcin, Haci 145
 Albaugh, Quinn 146
 Albloshi, Amina 141
 Alderks, Cathie E. 126
 Alemadi, Darwish 66, 189
 Al-Khaldi, Fatimah Ali 141
 Allen, Douglas 187
 Allum, Nick 180
 Al-Suwaidi, Kaltham Khalifa 141
 Amaya, Ashley 106
 Anand, Sowmya 146
 Anderson, Ashley A. 113
 Anderson, Brent 67, 117, 120
 Anderson, Matthew G. 126
 Andrews, Rob 86
 Antoun, Christopher 62, 129, 160
 Arthur, Ann M. 78
 Arthur, James 137
 Ashenfelter, Kathleen T. 184
 Ashley, Amaya 63
 Atkins, Randolph 163
 Auld, Joshua 168
 Avila, Rosa M. 107
 Axinn, William 76
 Aydin, May 68
 Ay, Meryem 155, 189

B

Bachtell, Kate 116
 Baghal, Tarek 114, 155, 189
 Bailey, Justin T. 95, 160, 175, 182
 Bajkowski, Amanda 151
 Baker, Reg 136
 Baldassare, Mark 149, 179
 Ballou, Janice 129
 Ball, Sarah 136
 Balluz, Lina 107, 137
 Bandilla, Wolfgang 184
 Bandyk, Jenny 183
 Barlas, Frances M. 146, 177
 Barrett, Diane 115
 Barrett, Kirsten A. 62, 111
 Barron, Martin 163
 Barthel, Michael 187
 Bates, Nancy 60
 Batista, Carlos 65
 Battaglia, Mike 163
 Bautista, Rene 89, 168
 Baylor, Rhonda 111
 Beach, Scott 145, 162
 Bebel, Robin A. 74
 Beck, Jennifer 67
 Bedrous, Andrew 114
 Beebe, Timothy J. 155
 Beit-Hallahmi, Benjamin 188
 Belden, Nancy 72, 174
 Bellatorre, Anna 114
 Bell, Scott 66, 124
 Benezra, Karen 160
 Benford, Robert 92
 Benoit-Bryan, Jennifer 107
 Ben-Porath, Eran N. 93, 128, 137, 176
 Benson, Chris 184
 Benson, Grant D. 101
 Bent, Elizabeth M. 158
 Bentley, Michael 123
 Berent, Matthew 79, 97, 138
 Berglund, Patricia 168
 Bergman, Shawn 116
 Bergstrom, Jennifer C. Romano 116, 120

Index

- Berinsky, Adam 103
 Berzelak, Nejc 103, 184
 Bianchi, Suzanne M. 68
 Bielick, Stacey 147
 Bilgen, Ipek 96, 107
 Billington, Catherine 103
 Binder, Michael 187
 Binette, Joanne 155
 Bishop, Bradford H. 139
 Bishop, George F. 79, 149
 Blois, Chris de 143
 Blumberg, Stephen J. 107, 145
 Blum, Micheline 88, 119
 Boals, TraShawna 160
 Boies, John L. 119
 Bonner, Dean E. 149
 Boraas, Stephanie 185
 Borick, Christopher P. 140, 180
 Borie-Holtz, Debbie 118, 156
 Borton, Joshua 70
 Bosch, Olav Ten 143
 Boulianne, Shelly 85
 Bowers, Ashley 147, 186
 Boyle, John M. 64, 136, 176
 Brackbill, Robert 63, 104, 114
 Bradley, Christopher 183
 Branden, Laura 186
 Brazil, Jamin 122
 Breder, Tyler 113
 Bremer, John 97, 119, 146
 Brenes, Paola Zúñiga 67, 117, 120, 156
 Brenner, Philip 168
 Brewer, Lindsey 97
 Bricker, Darrell J. 99
 Brick, J. Michael 86, 176
 Brick, Pat D. 86, 103, 142
 Brigham, Janet 151
 Brisson, Liz 158
 Bristol, Kelly L. 135
 Brodie, Mollyann 128
 Brooks, Dynesha 178
 Brooks, Keeshawna 155
 Brooks, Tamara 96
 Broome, Jessica 108
 Brossard, Dominique 66, 113, 119, 180, 182
 Brown, Jaki 115
 Brown, Matt 165
 Brownstein, Henry 153
 Brummett-Carter, Heather 147
 Bryner, Nicole R. 115
 Buageila, Sarrah 168
 Buckley, Arianne 70, 135
 Burdein, Inna 156
 Burkorn, Diane 183
 Burks, Anh Thu 64, 165, 176
 Burmeister, Kelly 152
 Burston, Kirsty 73
 Buskirk, Trent D. 59, 94, 173
 Butler, Heidi M. 154
 Buttermore, Nicole R. 153
 Buturovic, Zeljka 115
-
- C**
-
- Cacciatore, Michael 180
 Cagney, Pat 165
 Calderwood, Lisa 73, 165
 Callegaro, Mario 65, 75, 95, 184
 Call, Kathleen T. 57, 92
 Cameron, Alycia H. 186
 Campanelli, Pamela 144
 Cansler, Emily 156
 Cantave, Michelle A. 106, 126
 Cantor, David 86, 107, 125, 127
 Caplan, James 98
 Caporaso, Andrew 107
 Cappella, Joseph 184
 Cardador, Joe 98
 Carnahan, Emily 67, 117, 120
 Carris, Kari 63
 Carroll, David 160
 Caspar, Rachel 58
 Cassino, Dan 110
 Cazar, Ana Lucia Cordova 61
 Celentano, Deborah C. 65
 Cerda, Martin 118
 Cervantes, Paul F. Valdes 141

Index

Chandonnet, Anna 69
 Chan, Elisa 136
 Charlebois, Owen 76, 98
 Chattopadhyay, Manas 106
 Chaves, Mark 167
 Chávez, Noel 58, 118, 119, 157
 Cheadle, Jacob E. 115
 Chelala, Pascal 72
 Chen, Min 142
 Chepp, Valerie L. 178
 Childs, Jennifer Hunter 60, 90
 Chmura, Lukasz 66, 124
 Choi, Doo-Hun 180
 Cho, Sarah 128
 Chowdhury, Pranesh P. 137
 Cho, Young I. 58, 118, 119, 157
 Christian, Leah M. 76, 127
 Chrzan, Keith 122, 175
 Chun, Young 115
 Cibelli, Kristen L. 69, 185
 Ciemnecki, Anne B. 70, 185
 Clark, Julia 164
 Clark, Melissa 154
 Clark, Richard L. 110, 182
 Clausen, Mark 96
 Clemens, Samantha 73
 Clement, Scott F. 99, 109, 176
 Cobb, Curtiss 87, 110, 124, 150, 180
 Cobb, Curtiss L. 136
 Cohen, Jon 77, 99, 109, 176
 Cohen, Steven B. 112
 Cole, James 147
 Colicchia, Michael 155
 Colson, K. Ellicott 67, 117
 Connelly, Jill 186
 Connelly, Marjorie 127
 Conrad, Frederick G. 62, 143, 160
 Cook, Sarah 90, 152
 Copeland, Kennon R. 57, 107
 Corrigan, Matthew 188
 Cosenza, Carol 111, 125, 177
 Couper, Mick P. 54, 76, 168
 Cox, Daniel 188
 Craighill, Peyton M. 85, 99, 109, 176

Cralley, Marla D. 64, 113
 Crawford, Meghann 92
 Crawford, Scott D. 122, 168
 Creel, Darryl 56, 139
 Curry, Joe 49
 CyBulski, Karen 126
 Cyffka, Kristen 98, 102
 Czaplewski, Meredith 155

D

Daas, Piet 143
 Dahlberg, Stefan 136
 Dahlhamer, James 58
 Daquilanea, Jodie 139
 Datta, Rupa 60, 70, 186
 Daves, Rob 174
 Davies, Ann 69
 Davis, Mary 123
 Davis, Nicholas 107
 Day, Orin 142
 Dayton, James J. 71, 122
 Deane, Claudia 128
 Dean, Elizabeth 55, 152, 154
 Dearden, Phil 162
 DeBell, Matthew 75
 Dekker, Katie 66, 96
 DeLamater, John 168
 Delnevo, Cristine 137
 Demaio, Theresa 138
 DeMiquel, Carolina 100
 Denhoff, Erica 152
 Denker, Matthew 176
 Dennis, J. Michael 76, 87, 98, 106, 124, 136, 158
 Denton, Stephanie 57, 62
 Denzen, Ellen 125
 Deyer, John J. 175
 DiJulio, Bianca 128
 Dillman, Don A. 112, 116, 168
 Dimitropoulos, Linda 61
 Dimock, Michael 76, 91
 Ding, Helen 136
 Dion, Stephanie 115

Index

Diop, Abdoulaye 66
 Dipko, Sarah 103, 181
 DiSogra, Charles A. 87, 106, 124, 136
 Dixon, Kelly 68, 96, 124, 147
 Doerr, Lauren 139
 Dolan, Melissa 142
 Dolson, Tim 66
 Dong, Qi 75
 Donley, Amy 113
 Dorell, Christina 57
 Downing, Kimberly 109
 Driscoll, Heather 71, 122
 Dropp, Kyle 75
 Duan, Shu 112
 Dube, Shanta 135
 Dubray, Piper 145
 Duffey, Benjamin 57
 Dugan, John P. 122, 168
 Durand, Claire 120, 149
 Dutwin, David 92, 128, 138, 176, 181
 Dworak, Piotr 101
 Dyck, Brian W. 162
 Dykema, Jennifer 98, 102, 164

E

Earp, Morgan 60
 Eckel, Paula 69
 Eckman, Stephanie 58, 142
 Edelman, Murray 95, 174
 Edgar, Jennifer 62, 115, 152, 178
 Edwards, Brad 186
 Edwards, John D. 64
 Edwards, Michelle L. 112
 Edwards, Sherman 181
 Eggers, Fred J. 69, 87
 Eggs, Johannes 62
 Ehlen, Patrick 160
 Elasmr, Michael G. 182
 Elliott, Michael R. 186
 Ellis, Chris 103
 Ellis, James M. 87
 Elver, Kelly 102
 Emde, Matthias 75

Emerson, Michael O. 104
 English, Edward 49, 66, 96, 116
 Ergun, Damla 140
 Erickson, Leslie 73
 Esipova, Neli 61
 Estersohn, Dan 96, 124
 Euler, Gary 136
 Evans, Sarah 116
 Expósito, Ana Pérez 117, 120
 Eyster, Sandy 183

F

Fahimi, Mansour 56, 106
 Fail, Stefanie 160
 Falcone, Amy E. 153
 Fan, David 67, 118
 Farfel, Mark 63, 114
 Feinberg, Barry 150
 Felderer, Barbara 98
 Feld, Karl G. 141
 Feldman, Julie 90
 Fentress, Jack 120, 175
 Fernee, Henk 161
 Ferranti, Sarah de 152
 Figueroa, Lucila 75
 Fiorio, Lee 96
 Fischer, Megan 116
 Fisher, Gillian Steel 148
 Fisher, Theadora 113
 Fitzgerald, Roru 100
 Fleeman, Anna 64, 96, 124, 176
 Flory, Felix 118
 Flowers, Amy 120
 Fond, Marissa 166
 Fontes, Angela 141, 168
 Frazier, Alicia 135
 Frear-Cooper, Ashley J. 114
 Freedner-Maguire, Naomi 135, 145
 Freese, Jeremy 108, 179
 Fricker, Scott 62, 89, 138
 Friend, Daniel J. 70, 185
 Fuchs, Marek 71, 75
 Fulton, Bradley R. 151

Index

Fulton, Jenna 69, 144, 185
 Funk, Carolyn 188
 Furberg, Robert 94
 Furia, Peter A. 74
 Furlow, Carolyn 74

Gundersen, Daniel 137
 Gunn, Jeanne Brooks 135
 Guo, Fan 75, 129
 Guterbock, Thomas M. 74
 Guyer, Heidi 73, 101

G

Gallagher, Patricia 108, 111, 125, 177
 Ganesh, Nadarajasundaram 57
 Garbarski, Dana 108, 164
 Garcia, Jorge M. 141
 Gardner, Jennifer 62
 Gaumer, Elyzabeth 135
 Geddes, David 118
 Geisen, Emily 88, 107, 115
 Gentry, Robin 92, 106, 126
 George, Jacqueline 108
 Gerber, Eleanor 90
 Gibson, Jennifer L. 154
 Gildemeister, Stefan 92
 Gilljam, Mikael 139
 Gimbel, Kinsey 86
 Giordimaina, Alicia 101
 Giron, Anna Sandoval 151
 Given, Lisa 73
 Gluck, Adam 175
 Goidel, Kirby 187
 Golde, Saar 110
 Goldrick-Rab, Sara 98
 Goldstein, Ken 187
 Goodin, Amy S. 61
 Goyder, John 149
 Grady, Sarah K. 138
 Graham, Patricia 94
 Grant, David 68, 181
 Gravelle, Timothy B. 128, 141
 Gray, Caroline 64, 178
 Greby, Stacie 108
 Griffin, Deborah H. 89
 Grigorian, Karen 139
 Groves, Robert M. 8
 Guidry, Kevin R. 122
 Guillory, Jamie 143

H

Haggerty, Catherine C. 111, 116
 Hahm, Hyeonho 150
 Hall, Leslyn M. 69, 87, 115
 Hamel, Liz 89, 127, 128
 Hammer, Heather 89
 Hancock, Jeff 143
 Han, Daifeng 86
 Hanlon, Michael 151
 Hannah, Kristie 145
 Hansen, Heather 72
 Hanson, Charles 87
 Haque, Saira 152
 Harkness, Jane 100
 Harm, Charles D. 102, 153
 Harris, Kathleen M. 183
 Harrison, Chase 89, 162
 Harrison, Patrick R. 64
 Harter, Rachel 96
 Hastedt, Sarah 125
 Hastings, Matt 61
 Heeringa, Steven G. 186
 Heese, Jill M. 78
 Heimel, Sarah 90
 Hendarwan, Erlina 87, 106
 Hendershott, Amy 115
 Henderson, Tiffany 64, 124
 Henderson, Vani 64, 75
 Henning, Jeffrey 55
 Herbstritt, Matthew 70
 Herrmann, Melissa J. 93, 127, 153, 181
 Hicks, Wendy 86, 107
 Higgins, William B. 157
 Hill, Aaron 98
 Hill, Craig 94
 Hill, Joan 123
 Hillygus, D. Sunshine 139

Index

Hinsdale-Shouse, Marjorie 56
 Hoekstra, Rutger 143
 Holbrook, Allyson L. 58, 118, 119, 157
 Holden, Rosemary 64
 Holmes, John Lee P. 74
 Holyk, Gregory 128
 Horner, Sabine K. 63
 Horwitz, Rachel 123
 Hossain, Mohammad D. 85
 Howell, David 100
 Hox, Joop 104, 144, 162, 169
 Hsieh, Wen-jen 64
 Huang, Reiping 57
 Hubbard, Frost A. 62
 Hüfken, Volker 116
 Hugick, Larry 140
 Hunter, Pamela 78
 Hupp, Andrew L. 160
 Hurwitz, Andrew 162
 Hu, Sean 107, 135

I

Iachan, Ronaldo 145
 Iannacchione, Vincent G. 96
 Ibarrarán, Pablo 117
 Ion, Cristina 65
 Iriarte, Emma M. 67, 117, 120
 Irwin, Nicholas 85
 Isaac, William S. 121
 Israel, Glenn D. 152
 Iwai, Noriko 112
 Iyer, Narayanan 85

J

Jablonski, Wojciech 186
 Jack, Lisa M. 151
 Jackman, Simon 75
 Jackson, Carla 63
 Jackson, Chris 95
 Jackson, Geoffrey I. 65
 Jackson, Natalie M. 61, 75, 139
 Jacobe, Ashton 97
 Jacobowitz, Ahuva 135
 Jaeckle, Annette 58, 62
 Jaffee, Eleanor M. 113
 Jamal, Amaney 100
 James, Adele 104
 Jang, Donsig 126
 Jang, S. Mo 87, 124
 Jann, Ben 88
 Jaques, Karen 102
 Jarnbert, Mikaela 76
 Jasinski, Jana L. 167
 Jaszczak, Angela 73
 Javitz, Harold S. 151
 Jayaratne, Toby 101
 Jenkins, Krista 110
 Jenson, Eric 68, 142
 Jin, Teresa (Ye) 79, 112
 Jodts, Eric 104
 Johannes, Fernandes-Huessy 153
 Johnson, Cleo Jacobs 67
 Johnson, David 92
 Johnson, David R. 56, 157, 183
 Johnson, Edward P. 163, 175
 Johnson, Timothy P. 58, 79, 118, 119, 127, 157
 Johnston, Michael 160
 Jones, Jeffrey M. 140
 Jones, Robert P. 188
 Jorgensen, Stacia 86, 115
 Jovanova, Danica 185
 Jwo, Stephanie 150

Index

K

Kaczmirek, Lars 184
 Kaminska, Olena 144
 Kang, Chee Youn 85
 Kaplowitz, Michael D. 142
 Karp, Jeffrey 136
 Kasabian, Alian 144
 Kay, Ward R. 164
 Keating, Michael 71, 94
 Keeney, Jennifer W. 142
 Keeter, Scott 76, 91, 127
 Keirns, Tracy A. 152
 Kelley, Jennifer 111
 Kellner, Courtney 160
 Kendall, Ekua 70, 110
 Kendzior, Sarah 141
 Kennedy, Courtney 104, 127
 Kenward, Katherine 90
 Keusch, Florian 111, 119, 178
 Kevern, Jason 179
 Keysar, Ariela 67, 149, 188
 Khare, Meena 57, 74, 126
 Khare, Ravish 112
 Kiley, Jocelyn 91
 Kilger, Max 160, 185
 Kim, Annice 72
 Kim, Jibum 56, 100, 112, 139
 Kim, Jiyoun 119
 Kim, Kwang 153, 176
 Kim, Nuri 109
 King, Karen E. 154
 King, Ryan 90
 King, Tiffany 90
 Kirchhoff, Brian M. 189
 Kirchner, Antje 58, 88, 111
 Kirgis, Nicole 76, 168
 Klar, Samara M. 140, 151
 Klausch, Thomas 104, 162, 169
 Klein, Lisa 98
 Knoerzer, Jessica 139
 Kok, Chan W. 115
 Koning, Ashley A. 179
 Kopp, Brandon 88, 107

Koppelman, Missy 86
 Koppikar, Ananth 126
 Korn, Jenny 78
 Kosicki, Gerald M. 128
 Kosmin, Barry A. 67, 188
 Kovac, Martha 164
 Kowalski, Alison 142
 Krakowiecki, Melissa 126
 Krasnow, Ruth E. 151
 Krenzke, Tom 151
 Kreuter, Frauke 54, 58, 98, 129, 152
 Krey, Kathy 136
 Kristen Cyffka 76
 Kritzinger, Sylvia 77
 Krosnick, Jon A. 53, 79, 95, 97, 99, 109, 146, 147, 187
 Kroti, Karol 137
 Krotki, Karol 56
 Krulikowski, Caitlin 116
 Krumpal, Ivar 88
 Krysan, Maria 61
 Kunz, Tanja 75
 Kurzynski, David 66
 Kwanisai, Mike 96, 124
 Kwok, Peter P. 139

L

Labott, Susan 79
 Lackey, Matthew 85, 161
 Lai, Jennie W. 55, 79, 94, 112, 135
 Laken, Faith 139
 Lamatsch, Thomas 113
 Lambries, Dennis N. 150
 Lan, Flora F. 126, 162
 Langer, Gary 72, 95, 128, 140
 Langley, Ronald 87
 Lapham, Susan 183
 Lavrakas, Paul J. 76, 98, 127, 148
 Lawrence, Michael 121
 Lazirko, Barbara 166
 LeBaron, Patricia 154
 LeClere, Felicia 63
 Ledoux, Christine 155

Index

- Lee, Elissa 76, 98
 Lee, Julia 181
 Lee, Lisa 111
 Leeman, Jennifer 152
 Lee, Sunghee 101, 111, 181
 Leeuw, Edith de 144, 169
 Le, Kien 66
 Lelkes, Yphtach 109, 188
 Lepkowski, James M. 76, 129
 Lesser, Virginia M. 89
 Levenstein, Rachel 65
 Levine, Burton 163
 Levin, Kerry 142
 Levy, Don 116, 155
 Libby, Andrea 120
 Libman, Amanda 58, 125, 189
 Lien, John 92
 Li, Jiehui 114
 Li, Nan 66
 Lindblad, Mark 59
 Lindsay, Roddy 143
 Lin, Jay 108
 Link, Michael W. 64, 85, 94, 124, 135, 148, 160, 165, 173, 175, 182
 Lin, Xiaojing 162
 Lin, Yu-Chieh (Jay) 68, 112, 147
 Liu, Lu 166
 Lloyd, Stephanie 111, 125, 177
 Locke, Robynne A. 116, 176
 Loew, Daniel 57
 Long, Brooke 157
 Long, Kenneth L. 67
 Lopez, Mark 181
 Lorenc, Boris 69
 Losch, Mary E. 56, 74
 Lozano, Rafael 67, 117, 120, 156
 Lu, Bo 145
 Lu, Carrie 118
 Lucas, Amy 183
 Lucas, Lee 147, 155
 Luhiste, Maarja 136
 Luks, Samantha 103
 Lundeen, Katie 73
 Lundmark, Sebastian 136
 Lupia, Arthur 79, 97
 Lupi, Fank 142
 Luskin, Larry 88
 Lutz, Gene M. 74
 Lyberg, Lars 100
 Lyons, Benjamin 85
-
- M**
-
- MacAllum, Keith 153
 MacInnis, Bo 109, 187
 Mack, Amy R. 153
 Maitland, Aaron 58
 Makowska, Hala 160
 Malka, Ariel 188
 Mamedova, Saida 147, 181
 Manderski, Michelle Bover 137
 Manfreda, Katja Lozar 103, 184
 Marincic, Jamie L. 101, 164, 177
 Mark, Ashley 137
 Markstedt, Elias 139
 Marlar, Jenny 62, 106
 Marsden, Peter V. 167
 Marsh, Sean 101, 116
 Martinez, Jessica Hamar 189
 Martínez, Sebastian 67, 117, 120
 Martinez, Shelly Wilkie 60
 Martino, Paul 176
 Martinsson, Johan 136, 139
 Mathiowetz, Nancy A. 9, 86
 Matthews, Brenna 123
 Matthijsse, Suzette 169
 Matulewicz, Holly H. 70, 97, 185
 Matuzak, Joe 129
 Mayfield, Andrea 147, 155
 Maynard, Douglas W. 108
 McBride, Brett E. 125
 McClain, Colleen A. 122, 168
 McClendon, Richard 68
 McCormick, Alex 147
 McCready, William 177
 McCutcheon, Allan L. 61, 144, 149, 167, 189
 McFall, Brooke Helppie 159

Index

- McGeeney, Kyley 87, 106
 McHenry, Gretchen 154
 McKinney, Ryan 68, 147
 McLaren, Elke 176
 McMichael, Joseph P. 56, 96, 160
 McPhee, Cameron B. 165
 McPhillips, Jane 73
 McQuillan, Julia 114, 115
 Medway, Rebecca 144, 165
 Meekins, Brian 57, 163
 Meeks, Lindsey 156
 Mendelson, Jonathan 120, 161
 Merino, María F. 117, 120
 Merkle, Dan 174
 Messer, Benjamin L. 116
 Meuleman, Bart 149, 157
 Michael Link 55
 Mierzwa, Frank 73
 Milan, Lynn 139
 Millar, Morgan M. 168
 Miller, David 111, 159
 Miller, Kristen 178
 Miller, Lisa 67
 Miller, Peter 55, 60, 127, 174
 Miller, Ron 138
 Miller, Sara 63, 104, 114
 Mills, Meghan L. 113
 Minser, Jason 89
 Mitchell, Melissa 60
 Mitra, Ananda 66
 Mitrano, Michael 181
 Mneimneh, Zeina 88
 Mockabee, Stephen T. 79, 157
 Moehler, Devra C. 187
 Mohamed, Besheer 188
 Mohler, Peter P. 100, 182
 Mokdad, Ali H. 67, 117, 120, 148, 151, 156
 Mokrzycki, Michael 150
 Montaquila, Jill M. 86, 176
 Montgomery, Robert H. 74, 145, 162
 Mooney, Courtney N. 102, 135
 Mooney, Geraldine 162
 Mooney, Geri 144
 Moore, Danna L. 156
 Morain, Stephanie 128
 Morgan, Kristopher H. 151
 Morgan, Mark 57
 Morgan, Rachel 113
 Morin, Rich 105, 127
 Morren, Meike 161
 Morrison, Heather M. 74, 145
 Morrison, Rebecca L. 67
 Mosher, Missy 96, 124
 Mosher, William 76
 Moynihan, Patrick J. 77, 140
 Muhammad, Shahzad 112
 Muir, Katelyn 115
 Mulcahy, Timothy M. 153
 Müller, Gerrit 98
 Mulry, Mary 60
 Murakami, Mike 75
 Murphy, Joe 59, 72, 89, 104, 127
 Murphy, Tasha B. 67, 117, 120
 Murphy, Whitney 63
 Murray, Patrick 113
 Musa, Donald 145, 162
 Muzzio, Douglas 88, 119
-
- N**
-
- Nair, Vrinda 92, 101
 Navarro-Rivera, Juhem 67
 Nelson, Dawn V. 79, 185
 Nelson, Jennifer 67, 117
 Newsome, Jocelyn 142
 Newton, Lydia 89
 Nguyen, Kim 153
 Nichols, Elizabeth 123
 Nichols, Kelly F. 160
 Nicolaas, Gerry 144
 Niebler, Sarah 187
 Nie, Norman 110, 150
 Niermann, Ashley 69
 Noel, HarmoniJoie 178
 Nottingham, Lillian 77
 Nunge, Elizabeth 75

Index

O

O'Connor, Brendan 143
 O'Connor, Kathleen S. 108
 O'Connor, Kathy 145
 Ofstedal, Mary Beth 73
 O'Hare, Barbara C. 59
 Ohrvall, Richard 76
 Ojeda, Christopher 91
 Okon, Aniekan 137, 176
 Oldendick, Robert W. 150
 Olmsted, Murrey 107
 Olsen, Danny 68, 142
 Olson, Janet E. 155
 Olson, Kristen 86, 125, 144
 O'Muircheartaigh, Colm A. 49, 96
 Ormson, Elizabeth 38
 Osatuke, Katerine 138
 Osgania, Stavroula 152
 Osman, Maged 188

P

Paasche, Julie 145
 Padgett, Regina 67
 Pan, Yuling 166
 Papadopoulos, Alkis 121
 Park, Changsup 85
 Park, Hyunjoo 166
 Park, Royce 68, 181
 Parker, Kim 105
 Parkhurst, Bryan C. 179
 Parsell, Bradley 147
 Pascale, Joanne 97, 177
 Pasek, Josh 87, 124, 143
 Pa, Yuling 166
 Pearce, Katy E. 141
 Pedlow, Steven 139
 Pels, Robert S. 71, 122
 Peltola, Pia 111
 Peng, Hueichun 159
 Peng, Jung 145
 Pennell, Beth-Ellen 100
 Pens, Yelena 101, 126

Pepe, Denise 176
 Percifield, Leif 160
 Perlman, Judy 156
 Perry, Suzanne 156
 Pessala, Anne D. 78
 Petek, Sonja 179
 Petras, Ana P. 64
 Peugh, Jordon 76, 98, 128, 148, 150, 158
 Peytcheva, Emilia 90
 Peytchev, Andy 59
 Pfgingst, Lori 64, 101
 Phelan, Julie 128
 Phillips, Andrea Lynn 149
 Phillips, Benjamin 162, 186
 Phipps, Polly 62
 Piekarski, Linda 56, 92, 96, 124
 Pierannunzi, Carol 107, 137
 Pineau, Vicki 92, 126
 Pintor, Jessie K. 92
 Platt, Lucinda 177
 Plutzer, Eric 180
 Podschuweit, Nicole 85
 Porter, Colleen 58
 Powell, Rebecca 125
 Poznyak, Dmitriy 149, 157
 Prado, Bernardo Hernández 67, 117, 156
 Presser, Stanley 58
 Price, Mark 138
 Pugliese, Anita 61
 Puniello, Orin T. 179
 Purdo, Susan 73

Q

Quarles, Rebecca 164

Index

R

Rabe, Barry G. 180
 Radler, Barry 59, 183
 Ranganathan, Dharani 67, 117, 120
 Rao, Kumar 65, 66, 144
 Rapoport, Robyn 92, 106, 138
 Rasinowich, Colleen 120, 175
 Rasmussen, Laura 60
 Ratnayake, Ruvini 176
 Raue, Kimberly 153
 Redford, Jeremy 138
 Redlawsk, David P. 179
 Rexrode, Deborah L. 87
 Rhindress, Mindy 89
 Richards, Ashley 55, 72, 88, 107, 152, 154
 Richardson, Amanda 115
 Richardson, John 78
 Ridgeway, Jennifer 155
 Ridolfo, Heather 58, 178
 Riley, Sarah 59
 Rios, Jesus 157
 Rivers, Doug 7, 103, 105
 Robb, William 176
 Robert K. Goidel 114
 Robison, Joshua 91
 Rodrigues, Leonardo C. 113
 Rodriguez, Jesús Irineo C. 141
 Roe, David James 71, 94
 Roessing, Thomas 85
 Rogers, Michelle 154
 Roh, Sungjong 118
 Rollins, Rick 162
 Romano, Jennifer 68
 Romero, Enrique 69
 Roodhouse, Elizabeth 187
 Roos, John Magnus 146
 Roos, Marko R. 143
 Rose, Nickie 73
 Rosen, Jeff 59
 Rosenthal, Samantha 154
 Ross, Justine G. 91
 Rothschild, David 99, 115

Roth, Veronica 92, 183
 Rucinski, Dianne 125
 Ruggiere, Paul 69
 Ruggiero, Kenneth J. 64
 Ruiter, Michelle 123
 Runge, Kristin 66, 182
 Ruther, Nicholas 189
 Ryan, John M. 178

S

Saadeh, Frances 154
 Saad, Lydia 110
 Sage, Adam 55, 72, 154
 Sahr, Timothy R. 145
 Saleska, Erica 104
 Sams, Ashton 69
 Santibanez, Tammy A. 107
 Santos, Kathleen 74
 Santos, Robert 95
 Satorius, Jennifer 155
 Sauer, Jennifer H. 155
 Saunders, Ted 122, 175
 Saxe, Leonard 113
 Scagnelli, Jeff M. 160
 Schaeffer, Nora C. 108, 164
 Schafer, Brenda 142
 Schalk, Marci 89
 Schaurer, Ines 184
 Scherpenzeel, Annette C. 161, 175
 Scheuble, Laurie K. 157
 Scheufele, Dietram A. 66, 113, 119, 180, 182
 Schober, Michael F. 143, 160
 Schoua-Glusberg, Alisu 90
 Schouten, Barry 104, 162
 Schroeder, Paul 163
 Schulman, Mark 174
 Schultz, David 101
 Schwarzer, Steve 72, 77
 Schwede, Laurie 79
 Schweidel, David A. 182
 Scott, Megan 91
 Sedley, Aaron 65, 184

Index

Selfa, Lance 139
 Self, Edwin 150
 Seltzer, Judith A. 68, 183
 Shahzad, Muhammad 112
 Sha, Mandy 79, 90, 166
 Shand-Lubbers, Jeffrey 76, 98, 158
 Shands, Yvonne 124
 Shapiro, Dina 184
 Shavitt, Sharon 58, 118, 119, 157
 Shaw, Kevin M. 119
 Shea, Carol 175
 Shengchao Yu 114
 Shin, Hee-Choon 56, 139
 Shook-Sa, Bonnie E. 96
 Shorr, Susan 106
 Shuttles, Chuck 127, 142
 Sible, Elissa 180
 Signorino, Curtis 153
 Sikander, Muhammad Usman 112
 Simmons, Robert 88
 Singer, Eleanor 165
 Sinibaldi, Jennifer 142
 Sitko, Doray 87
 Skalland, Benjamin 74
 Skinner, Chris 129
 Slavec, Ana 103, 184
 Smith, Andrew 99, 140
 Smith, Gregory A. 76, 189
 Smith, Jessica 96, 124
 Smith, Jolene D. 58
 Smith, Kate 177
 Smith, Keith 142
 Smith, Tom W. 100, 112, 139, 167
 Smyth, Jolene 86, 125, 144
 Sokolov, Vadim 168
 Solet, David 64, 101
 Sonck, Nathalie 161
 Son, Jaesok 139
 Son, Jiyoung 166
 Soroka, Stuart 146
 Spote, Susan 65
 Srinath, K. P. 136
 Stabile, Max 65, 113
 Stapleton, Carey 122

Starace, Jessica 140
 St-Arnaud, Marie-Eve 121
 Stasny, Elizabeth A. 9
 Stavisky, Andrew 185
 Steele, Clarissa R. 65, 139
 Steiger, Darby 87
 Stellman, Steven 63, 104, 114
 Stelz, Sarah 152
 Stevenson, John 98, 102
 Stoke, Samantha 123
 Stokes, Lynne 86
 Stone, Celeste 183
 Stonema, Paul 180
 Storey, Sam 99
 Stringer, Christopher 115
 Strohm, Charles Q. 68, 88, 107
 Struminskaya, Bella 184
 Sturgis, Patrick 129, 180
 Subramanian, Rajvee 85
 Su, Leona Yi-Fan 113
 Suzuki, Jun 63
 Swan, Gary E. 151

T

Talty, Francis 150
 Tancreto, Jennifer Guarino 123
 Tarnai, John 64, 101
 Taylor, Marylee C. 61
 Teclaw, Robert 138
 Tejerina, Luis 117, 120
 Tepman, Ziv 64, 75
 Terhanian, George 8
 Terry, Rodney 79, 103
 Tessler, Mark 100
 Therriault, Andrew 109
 Thomas, Randall K. 97, 119, 146, 153, 157, 177
 Thompson, John H. 148
 Toit, Nola du 111
 Tompson, Trevor 92
 Torre, Marisa de la 65
 Tourangeau, Roger 58, 164
 Town, Machell 137

Index

Tran, Henry 153
 Trappmann, Mark 62, 88, 129, 142
 Traugott, Michael W. 77, 99, 141
 Tsubutashvili, Davit 149
 Tsai, Shirley 108
 Tupek, Al 96, 124, 147
 Turakhia, Chintan 104, 162
 Turner, Gosia 129
 Turner, Lennon 63, 104, 114
 Turner, Scott 68, 85, 97, 101, 120, 146, 161

U

Ullman, Esther 159
 Ulrich, Kevin 118
 Urban, Carly 187
 Usmanova, Gulnoza 67, 117, 120

V

Vakalia, Fahima 86, 120
 Valois, Isabelle 149
 Vanderwolf, Patricia 176
 Vanicek, Jennifer 63
 Vannette, David 77
 Vanno, Lorelle 55, 94, 135
 Varma, Seema 65
 Vavreck, Lynn 105
 Veenstra, Aaron S. 85
 Vehovar, Vasja 103, 184
 Vickers, Lucas 160
 Viera, Luciano 101
 Vigil, Melissa 142
 Villar, Ana 95, 147
 Vittoriano, Lawrence 126
 Vivier, Patrick 154
 Voogd, Leendert de 72

W

Waber, Ben 71
 Wagner, James 76, 101
 Waldro, William 147
 Walker, Deborah 63, 104, 114
 Waller, Valerie 69, 120
 Walsh, Rachael 62
 Walston, Jill 97
 Walton, Lauren A. 189
 Wang, Fang 56
 Wang, Wendy 105
 Ward, Christopher 108
 Warren, Laura 111
 Warren, Lauren Klein 154
 Warshaw, Matthew 78
 Webb, Beth 147
 Wechter, Keith M. 65
 Weicksel, Scott 142
 Weiner, Marc D. 70, 179
 Weiner, Rebecca 181
 Weiner, Saul J. 58, 118, 119, 157
 Weiss, Andy 176
 Weiss, Rebecca J. 79
 Welch, Bess 108
 Welch, Vincent E. 137
 Wells, Brian M. 59, 126, 144, 189
 Wells, Tom 85, 135, 175
 Wentzel, Melissa 116
 Werner, Chris 150
 West, Brady T. 76, 129, 152
 Wetmore, Catherine M. 67, 117, 120, 151, 156
 Wiggins, Bryan 68
 Wilkinson, Marilyn 154
 Williams, Andre 115
 Williams, Dameka T. 151
 Williams, Douglas 86, 125
 Williams, Kate 113
 Willis, Gordon 166
 Willis-Walton, Susan 122
 Willson, Stephanie 60
 Wilson, Catherine 75, 77
 Wilson, David C. 109

Index

Wintz, Jeanne 129
 Witt, Lindsey 114
 Wittrock, Jill 66, 141
 Wivagg, Jonathan 74
 Wlezien, Christopher 110
 Wolter, Kirk 145
 Wood, Lincoln 155
 Woolley, Peter J. 110
 Wouhib, Abera 57, 126
 Wright, Debra 62
 Wright, Graham 113
 Wright, James D. 167
 Wroblewski, Monica 60
 Wroblewski, Monica J. 60
 Wu, David 104
 Wu, Yanfang 85
 Wygant, Steve 68, 142

X

Xenos, Michael 66, 113, 119, 180
 Xia, Kanru 63
 Xing, Bin 69, 151

Y

Yahng, Lilian 186
 Yale, Francois 120
 Yan, Huiying 160
 Yan, Ting 60, 70, 108, 186
 Yancey, Lawnzetta T. 66, 124
 Yang, Daniel 89
 Yang, JungHwan 119
 Yang, Yongwei 87
 Yeager, David S. 95, 146
 Ye, Cong 164
 Yeo, Sara 66
 Yi, Pengfei 65
 Young, Clifford 95, 164
 Young, Rebekah 56, 183
 Yuran, Dzmityr 149
 Yu, Shengchao 63, 104

Z

Zeglovits, Eva 77
 Zelenak, Mary Frances 123
 Zeng, Wei 145
 Zhang, Chan 103, 160
 Zhang, Hong 164
 Zhang, Yuying 71
 Zhao, Jie 126
 Ziegenfuss, Jeanette Y. 108, 155
 Zikri, Sara 141
 Zuckerberg, Andrew 181
 Zukin, Cliff 91, 110, 174
 ZuWallack, Randal 69, 87, 115, 137,
 145, 176

Sponsor and Exhibit Index

A. Reddix and Associates (ARDX)

Bronze Sponsor

5700 Lake Wright Drive, Suite 203
Norfolk, VA 23502
Phone: +1-757-410-7704
Fax: +1-877-460-2673
Email: sadie.bennett@ardx.net
Website: www.ardx.net

ARDX specializes in healthcare management consulting services grounded in rigorous research methodology and technical expertise. Primary practice areas include Research and Communications, Health Education and Training, and Health Information Technology. Our team of Survey Methodologists, Statisticians and Content Experts collaborate with government, commercial, non-profit and academic partners to assess and improve processes and outcomes.

Abt SRBI

Platinum Sponsor

Booth Number: 201
7431 College Parkway
Fort Myers, FL 33907
Phone: +1-239-278-4044
Fax: +1-239-278-3601
Email: info@srbi.com
Website: www.srbi.com

Abt SRBI, the survey research arm of Abt Associates, is a global leader in health, social and environmental policy research, transportation/household travel, energy/utilities, and customer satisfaction/brand equity research. Abt SRBI specializes in advanced methods, sampling of rare populations, sensitive surveys, in-person/telephone/web/IVR/mail interview modes, tracking, strategy analytics and GIS/GPS applications.

ADAPT Inc.

Silver Sponsor

Booth Number: 203
5610 Rowland Road,
Suite 160
Minnetonka, MN 55343
Phone: +1-952-939-0538
Fax: +1-952-939-0361
Email: dkoch@adaptdata.com
Website: www.adaptdata.com

ADAPT Inc. is a specialty processing company serving the Marketing and Opinion research industry for over 25 years. Our services include: survey print and mail, in-bound mail management, image scanning, data entry, transcription and open end comment coding. We can process comments in over 30 languages.

Advise Analytics

Booth Number: 108
225 W Washington Street, Suite 425
Chicago, IL 60606
Phone: +1-312-220-0574
Fax: +1-312-220-0070
Email: scott.fenstermaker@adviseanalytics.com
Website: www.adviseanalytics.com

Advise Analytics produces 'A Second Opinion,' a new statistics advisor unlike any other software available today. It makes intelligent observations about your data and chooses the appropriate analysis for you. It then explains all the analyses it ran and all the significant results it found. It's your own personal statistics expert!

Sponsor and Exhibit Index

American Institutes for Research

Platinum Sponsor

Booth Number: 306

1990 K ST, NW, Suite 500
Washington, DC 20006
Phone: +1-202-403-6140
Email: surveymethods@air.org
Website: www.air.org

AIR is dedicated to promoting the quality, relevance, and usability of data. With over 60 years of experience, we can assist in all your survey needs, including study design, sampling, cog labs, focus groups, cognitive item development, data collection and processing, data files, analysis, data security, data training, and dissemination.

Apperson

Silver Sponsor

Booth Number: 307

13910 Cerritos
Corporate Drive
Cerritos, CA 90703
Phone: +1-800-877-2341
Fax: +1-562-356-3310
Email: mpierce@appersonprint.com
Website: www.appersoninc.com/go/AAPOR12

Apperson creates smart, friendly and affordable data capture solutions to drive informed decision making in government, corporate and education organizations. Apperson's products and services meet varied assessment, survey and information collection needs through OMR and image scanners, reporting software, standard and custom form printing, and storage, fulfillment and distribution services.

ASDE Survey Sampler, Inc.

Booth Number: 109

729 St Joseph, Suite 201
Gatineau, QC J8Y 4B6
Phone: +1-819-770-3651
Fax: +1-819-770-3688

Survey professionals and research organizations have been relying on ASDE's expertise for over 17 years. For US and Canada, samples include RDD, Cell Phone, targeted Lists, Ethnic, Census Overlay, Custom Geography and Business. Also offer IVR hosting, list matching and sample cleaning. Certified ISO 9001:2008 for sampling and related services.

Braun Research, Inc.

Conference Supporter

271 Wall Street
Princeton, NJ 08540
Phone: +1-609-279-1600, Ext. 110

Braun Research, Inc. is a privately held Marketing and Public Opinion Research firm whose goal is to uphold the highest standards of data collection. We value the relationships that we establish with our clients and are dedicated to providing quality interviewing and effort to every research project. Since our establishment in 1995, Braun Research has been a rapidly growing company offering a wide range of alternatives individually tailored to meet the needs of our ever expanding clientele.

Sponsor and Exhibit Index

Bureau of Labor Statistics

Booth Number: 107

2 Massachusetts Ave, NE,
Room 2850
Washington, DC 20212
Phone: +1-202-691-5863
Fax: +1-202-691-7890
Email: newton.vanessa@bls.gov
Website: www.bls.gov

The Bureau of Labor Statistics of the U.S. Department of Labor is the principal Federal agency responsible for measuring labor market activity, working conditions, and price changes in the economy. Its mission is to collect, analyze, and disseminate essential economic information to support public and private decision-making. Vanessa W. Newton, Outreach & Marketing Services Bureau of Labor Statistics.

D3 Systems, Inc.

8280 Greensboro
Drive, Suite 105
McLean, VA 22102
Phone: +1-703-388-2450
Fax: +1-703-388-2454
Email: david.jodice@d3systems.com
Website: www.d3systems.com

D3 has conducted research in over 110 countries worldwide. We specialize in opinion research, international development evaluation, strategic communications research and media audience measurement in emerging and post-conflict environments. D3 works to build permanent indigenous expertise and capabilities including successful operations in locations such as Afghanistan, Iraq, Kenya, Bosnia and Mexico.

**Bronze
Sponsor**

Data Recognition Corporation (DRC)

Booth Number: 315
13490 Bass Lake Road
Maple Grove, MN 55311
Phone: +1-763-268-2487
Fax: +1-763-268-3000

Email: penstad@
datarecognitioncorp.com
Website:
www.datarecognitioncorp.com

Data Recognition Corporation (DRC), a full-service research company, is best known for high quality data and exceptional data security, as well as the capacity to administer very large-scale, multi-modal surveys for government, multinational corporations and not-for-profit institutions. The data collected, analyzed and reported supports policy and decision making at top levels. For more information, contact Lara Milavickas at 703.220.1565 or surveysinfo@datarecognitioncorp.com.

**Platinum
Sponsor**

Fors Marsh Group

Booth Number: 303
1010 N. Glebe Road, Suite 510
Arlington, VA 22201
Phone: +1-571-858-3750
Email: sturner@forsmarshgroup.com
Website: www.forsmarshgroup.com

Located in Arlington, VA, Fors Marsh Group is an applied research company that specializes in the business of measuring, understanding, and influencing the way people think and make decisions. We gather data, predict behavior, educate the market, and help our clients implement research results to improve their business.

**Gold
Sponsor**

Sponsor and Exhibit Index

GfK

2100 Geng Road,
Suite 210
Palo Alto, CA 94303
Phone: +1-650-289-2000
Fax: +1-650-289-2001
Email: edemme@
knowledgenetworks.com
Website:
www.knowledgenetworks.com

Platinum
Sponsor

GfK Knowledge Networks provides probability-based, nationally representative, online survey research for studies requiring GSA MOBIS approval, academia, foundations, non-profits, and PR firms. GfK KN excels in study design, complex samples, and custom panel creation for social/behavioral science research and public policy -- delivering affordable, statistically valid research through KnowledgePanel® and "calibrating" non-probability samples.

Headway Workforce Solutions

Booth Number: 412

421 Fayetteville Street, #1020
Raleigh, NC 27601
Phone: +1-919-376-4929
Fax: +1-919-424-5856
Email: lkolfat@headwaycorp.com
Website: www.headwaycorp.com

Headway improves data collection and survey operations by providing nationwide contingent labor and employment solutions for both Field and Call Center areas. Headway's proprietary database of 300,000 candidates includes; Interviewers, Supervisors, Enumerators and many other key positions. Focus on accelerating study & project goals while Headway manages your hiring and employment needs.

ICF International

Booth Number: 215

9300 Lee Highway
Fairfax, VA 20176
Phone: +1-703-934-3000
Fax: +1-703-934-3740
Email: info@icfi.com
Website: www.icfi.com

Platinum
Sponsor

Since 1969, ICF International has been serving government at all levels, major corporations, and multilateral institutions. With more than 4,000 employees worldwide, we bring deep domain expertise, problem-solving capabilities, and a results-driven approach to deliver strategic value across the life cycle of client programs.

IMPAQ International

Booth Number: 103

10420 Little Patuxent Parkway,
Suite 110
Columbia, MD 21044
Phone: +1-443-367-0088 x2262
Direct: +1-443-539-9767
Fax: +1-443-367-0032
Email: lfocarozzo@impaqint.com
Website: www.impaqint.com

IMPAQ International, LLC is an internationally recognized research/consulting firm, located in the Baltimore/Washington DC corridor, providing exemplary services for domestic/international government agencies and private sector clients. IMPAQ's core competencies include expertise in Impact Evaluations, Survey Research/Data Collection, Applied Research, Process Evaluation, Qualitative Research, Quantitative Data Analysis, and Technical Assistance.

235

Sponsor and Exhibit Index

Issues and Answers Network, Inc.

Booth Number: 208

5151 Bonney Road, Suite 100
Virginia Beach, VA 23455
Phone: +1-757-456-1100
Fax: +1-757-456-0377
Email: ice@issans.com
Website:
<http://www.issans.net/index/>

Issues & Answers is a marketing research company specializing in telephone data collection and all types of quantitative and qualitative research in the United States and more than 100 countries around the world. 400 CATI | focus groups | online | in-person | international. Query & CfMC.

Kinesis Survey Technologies

Booth Number: 214

8140 Mopac Expressway
Building 1, Suite 120
Austin, TX 78759
Phone: +1-512-590-8300
Fax: +1-512-851-0918
Email: sales@kinesisurvey.com
Website: www.kinesisurvey.com

Kinesis Survey Technologies is the industry leader for future-proof market research solutions. Offering multimode survey, panel management and online community software, the Kinesis solution suite provides seamless execution of research projects via desktop, tablet and/or mobile devices. Kinesis enables success for companies of all sizes; visit www.kinesisurvey.com to learn more.

Silver
Sponsor

Marketing Systems Group

Booth Number: 302

755 Business Center Drive,
Suite 200
Horsham, PA 19044
Phone: +1-215-653-7100
Fax: +1-215-653-7115
Email: alambert@m-s-g.com
Website: www.m-s-g.com

Marketing Systems Group provides innovative products and services designed specifically for the survey research industry. Products include: GENESYS Sampling, which provides full service sampling capabilities; PRO-T-S, a research predictive dialing system; and ARCS, a Panel Management, Web/IVR recruiting system. MSG resources include database development, management and analytical capabilities.

Platinum
Sponsor

Mathematica Policy Research

Booth Number: 314

P.O. Box 2393
Princeton, NJ 08543-2393
Phone: +1-609-275-2350
Fax: +1-609-799-0005
Email: info@mathematica-mpr.com
Website:
www.mathematica-mpr.com

Mathematica Policy Research is driven by a commitment to quality, objectivity, and collaboration in support of improving public well-being. These values permeate our full range of research and data collection services, including program evaluation and policy research, survey design and data collection, research assessment and interpretation, and program performance/data management. To learn more, visit our website at www.mathematica-mpr.com.

Sponsor and Exhibit Index

NCHS Research Data Center

Booth Number: 408

3311 Toledo Road, Metro IV
Hyattsville, MD 20782
Phone: +1-301-458-4089
Email: tmcneill@cdc.gov
Website: www.cdc.gov/rdc

The National Center for Health Statistics (NCHS) Research Data Centers (RDC) allows researchers access to restricted data. Today, in addition to providing access to NCHS data, the RDC also hosts restricted data from a variety of groups within the Department of Health and Human Services (DHHS).

Nielsen

Booth Number: 400

501 Brooker Creek Blvd.
Oldsmar, FL 34677
Phone: +1-813-366-4580
Email: michael.link@nielsen.com
Website: www.nielsen.com

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit www.nielsen.com.

Platinum
Sponsor

NORC at the University of Chicago

Booth Number: 301

55 E. Monroe Street, 30th Floor
Chicago, IL 60603
Phone: +1-312-759-4266
Fax: +1-312-759-4004
Email: hackett-jeffrey@norc.org
Website: www.norc.org

NORC at the University of Chicago is an independent social science research organization that provides data and analysis that support informed decision making in key areas including health, education, economics, crime, justice, energy, security, and the environment.

Platinum
Sponsor

Oxford University Press

Booth Number: 202

198 Madison Avenue
New York, NY 10016
Phone: +1-800-451-7556
Fax: +1-919-677-1305
Email: custserv.us@oup.com
Website: www.oup.com

Oxford University Press is a publisher of some of most respected and prestigious books and journals in the world, including Public Opinion Quarterly, the professional journal of AAPOR. Visit our stand to browse books and to pick up sample copies of our journals.

Silver
Sponsor

Sponsor and Exhibit Index

Pew Research Center

Platinum Sponsor

Booth Number: 402

1615 L Street NW, Suite 700
Washington, DC 20036
Phone: +1-202-419-4300
Fax: +1-202-419-4349
Email: info@pewresearch.org
Website: www.pewresearch.org

Pew Research Center is a nonpartisan fact tank that provides information on the issues, attitudes and trends shaping America and the world. The center conducts public opinion polling, demographic studies, media content analysis and other empirical social science research. It does not take position on policy issues.

Precision Opinion

Platinum Sponsor

Booth Number: 101

101 Convention Center Drive,
Plaza 124
Las Vegas, NV 89109
Phone: +1-702-483-4000
Fax: +1-702-483-4100
Email: info@precisionopinion.com
Website: www.precisionopinion.com

"Precision Opinion® is the Most Trusted Name in Market Research®. Precision Phone conducts telephone research for corporations and government agencies. Precision Online is the game changing online survey system Precision Engage. Precision Focus+SM offerings include focus groups, entertainment testing in a 48-seat theater; and product placement in Las Vegas."

Program in Survey Methodology

Booth Number: 115

426 Thompson St
Ann Arbor, MI 48104
Phone: +1-734-647-3592
Fax: +1-734-764-8263
Email: michpsm@isr.umich.edu

The University of Michigan's Program in Survey Methodology is a program where students learn the science of surveys. Our students study with some of the world's leading survey methodologists while pursuing their Master's or PhD degree. The Program provides a rich intellectual environment for study and work at one of the premier public universities in the world.

Provalis Research

Booth Number: 309

2997 Cedar Avenue
Montreal, QC H3Y1Y8 Canada
Phone: +1-514-899-1672
Fax: +1-514-899-1750
Email: adam@provalisresearch.com
Website: www.provalisresearch.com

Provalis Research is the world's leading developer of text analysis software with ground-breaking qualitative and quantitative analysis programs, such as QDA Miner, an innovative mixed-methods qualitative data analysis software; WordStat, a powerful add-on module for computer assisted content analysis and text mining and Simstat, an easy yet powerful statistical software.

Sponsor and Exhibit Index

Quester®

Booth Number: 106

1605 North Ankeny Blvd., Suite 100
Ankeny, IA 50023
Phone: +1-877-232-1005
Email: info@Quester.com
Website: www.quester.com

Quester is a leader in online qualitative. Since, 2001 Quester has leveraged its innovative software moderator to conduct in-depth qualitative one-one-one interviews. Quester combines this with linguistic analysts and proprietary analytic software to uncover the themes, ideas and nuances in consumer language and translates them into actionable insights.

Questionnaire Design Research Laboratory, NCHS

Booth Number: 406

3311 Toledo Road
Hyattsville, MD 20782
Phone: +1-301-458-4569
Fax: +1-301-458-4031
Email: kwhitaker@cdc.gov
Website: www.cdc.gov/qbank

Questionnaire Design Research Laboratory (QDRL) Cognitive Interviewing Analysis Tools support the structured collection and analysis of data and provides a database of evaluated questions and links each question to a report.

RAND American Life Panel, MMIC, and Survey Meta Data Repository a Labor and Population Center

Booth Number: 113

1776 Main Street
Santa Monica, CA 90407
Phone: +1-310-393-0411
Fax: +1-310-451-7084
Email: tania@rand.org
Website: <http://mmic.rand.org>

Three products: the ALP, a representative, probability-based, panel for your experiments; MMIC, A comprehensive information system which integrates traditional modes of collecting data and manages surveys from design, sample management, and fieldwork, to final datasets. The Survey Metadata Repository is a free tool which organizes global health and retirement studies.

RAND Corporation Survey Research Group

PO Box 2138
Santa Monica, CA
90407-2138
Phone: +1-310-393-0411 ext. 6212
Fax: +1-310-451-6921
Email: srg@rand.org
Website: www.rand.org/srg

RAND SRG provides research design, data collection and analytic services for quantitative and qualitative data collection (in-person, mail, phone, Internet, focus groups, cognitive interviews, usability testing). We work with domestic and international clients on research related to public policy including health, education, civil and criminal justice, and national security.

Silver
Sponsor

Sponsor and Exhibit Index

Roper Center for Public Opinion Research

Booth Number: 312

369 Fairfield Way UConn Unit 2164

Storrs, CT 06269-2164

Phone: +1-860-486-4440

Fax: +1-860-486-6308

Email: lois@uconn.edu

Website:

www.ropercenter.uconn.edu

The Roper Center, the largest archive of public opinion survey data, holds 20,000 surveys dating back to 1937 and as current as last month. The Center's mission is one of preservation and provision of access to its treasure trove of survey information. We take our stewardship of the data seriously.

RTI International

Booth Numbers: 207/209

3040 Cornwallis Rd.

Durham, NC 27709

Phone: +1-919-541-6327

Email: chill@rti.org

Website: www.rti.org

RTI International is an independent, nonprofit research institute based in Research Triangle Park, NC.

RTI provides full-scale survey research services using innovative methodologies to measure health behaviors, educational achievement, and other policy issues. Our expertise enables government and commercial clients to effectively design studies, implement data collection strategies, and analyze data.

SAS

100 SAS Campus Drive

Cary, NC 27513

Phone: +1-919-531-7172

Fax: +1-919-677-4444

Email: maura.stokes@sas.com

Website: www.sas.com

SAS provide an integrated environment for statistics, data mining, text analytics, forecasting, optimization, simulation, experimental design and more. From dynamic visualization to predictive modeling, model deployment and process optimization, SAS provides a range of techniques and processes for the collection, classification, analysis and interpretation of data.

Bronze Sponsor

Scientific Telephone Samples

Booth Number: 112

27121 Towne Centre Drive,

Suite 290

Foothill Ranch, CA 92610

Phone: +1-949-461-5400

Fax: +1-949-609-4577

Email: info@stssamples.com

Website: www.stssamples.com

Scientific Telephone Samples (STS) is a leading provider of RDD, listed, cell phone, and business sampling. Since 1988, our commitment to quality, outstanding customer service, accurate and productive sampling makes STS the smart choice. Fast turnaround, free business purging, demographic targeting, and radius sampling using state-of-the-art computer technology and database procedures.

Platinum Sponsor

Sponsor and Exhibit Index

Social Science Research Solutions

Gold
Sponsor

Booth Number: 200

53 W. Baltimore Pike
Media, PA 19063
Phone: +1-484-840-4404
Fax: +1-484-840-4599
Email: mherrmann@ssrs.com
Website: www.ssrs.com

SSRS is a full-service social science research firm located in Media, PA specializing in high quality telephone, mail and internet research, with specific foci in health, political attitudes, education, market research, and demography.

SSI

Silver
Sponsor

Booth Number: 213

6 Research Drive
Shelton, CT 06484
Phone: +1-203-567-7200
Fax: +1-203-567-7367
Email: info@surveysampling.com
Website: www.surveysampling.com

Bringing together Survey Sampling International and Opinionology, SSI is the premier global provider of world-leading sampling, data collection and data analytic solutions for survey research. SSI reaches respondents in 72 countries via Internet, telephone, mobile/wireless and mixed access offerings. Value-add services include questionnaire design consultation, programming and hosting, data processing and real-time reporting.

Survey Technology & Research Center

Bronze
Sponsor

894 Marcon Blvd., Suite 200
Allentown, PA 18109
Phone: +1-800-482-3550
Direct: +1-484-240-4815
Fax: +1-610-266-6642
Web: www.strcenter.com

Survey Technology & Research specializes in Multi Mode Data Collection. Our experienced project managers, programmers and interviewers and cutting edge technology provide our clients with an effortless data collection experience. STR partners with our clients to provide data collection solutions tailored to specific methodologies while working within the client's research budgets.

Thoroughbred Research Group

Booth Number: 300

1941 Bishop Lane, Suite 1017
Louisville, KY 40218
Phone: +1-215-501-7007
Email: brad.larson@torinc.net
Website: www.torinc.net

Thoroughbred Research Group is a full-service research firm with over 35 years of experience. Taking a consultative approach ensures the most appropriate methodology is employed, the correct population is surveyed and that the results are replicable. Services include questionnaire design, telephone interviews, programming and hosting web surveys, traditional and online focus groups, reporting and analytics.

Sponsor and Exhibit Index

University of Connecticut Graduate Program in Survey Research

Booth Number: 308

1800 Asylum Avenue, 4th Floor
W. Hartford, CT 06117

Phone: +1-860-570-9343

Fax: +1-860-570-9114

Email: diane.clokey@uconn.edu

Website:

dpp.uconn.edu/academics/gpsr

Our Experts On Your Schedule. The University of Connecticut's Online Graduate Program in Survey Research offers a Graduate Certificate or Master of Arts in Survey Research – allowing you to expand your skills and advance in your field. Check us out today!
dpp.uconn.edu/academics/gpsr

Gold
Sponsor

Voxco

Booth Number: 313

1134 Ste. Catherine Street,
Suite 600

Montreal, QC Canada H3B1H4

Phone: +1-514-861-9255

Email: vincent.auger@voxco.com

Website: www.voxco.com

Voxco is a provider of software solutions that enable research firms, enterprises, governments and institutions to make informed and better decisions by providing them with the necessary tools to collect, process and analyze data. Voxco is headquartered in Montreal, Canada, with offices in the USA, Europe and Australia.

Westat

Booth Number: 414

1600 Research Blvd

Rockville, MD 20850

Phone: +1-301-294-2021

Fax: +1-301-294-2038

Email: bradedwards@westat.com

Website: www.westat.com

Westat is one of the world's foremost statistical, health, and social science research organizations. We are expert in statistical sample design, developing and testing survey instruments, qualitative and quantitative studies, human factors research, and clinical trials management. Our global portfolio includes projects in more than 60 countries.

Platinum
Sponsor

Valassis

Booth Number: 206

One Targeting Centre

Windsor, CT 006095

Phone: +1-516-559-7169

Fax: +1-203-225-9449

Email: jmzaldiv@valassis.com

Website: www.valassislists.com

Valassis All Inclusive Database – offering data to survey companies trying to achieve full address probability for address based sampling.

Platinum
Sponsor

Sponsor and Exhibit Index

Wiley-Blackwell

Booth Number: 212

111 River St. 4-02

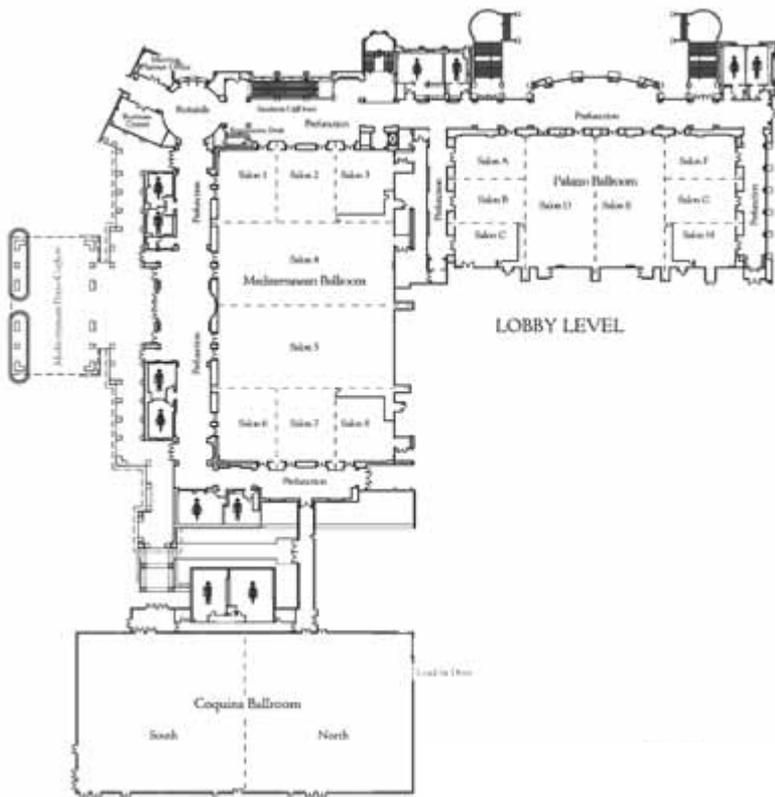
Hoboken, NJ 07030

Phone: +1-201-748-8893

Fax: +1-201-748-6617

Wiley-Blackwell publishes a vast array of seminal books in Statistics across various disciplines. Our international portfolio of books and journals provides applications among statisticians and researchers. Wiley-Blackwell publishes over 20 journals and partners with leading societies. Visit <http://www.wiley.com/WileyCDA/Section/id-351216.html> for book offerings and <http://onlinelibrary.wiley.com/subject/code/000113> for Journal and online information.

JW Marriott Grande Lakes Orlando



LOWER LEVEL

JW Marriott Grande Lakes Orlando



Save the Date

AAPOR

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

68th Annual Conference

May 16 – 19, 2013

Seaport Boston Hotel & Seaport
World Trade Center
Boston, Massachusetts



Save the date for these future conferences



Anaheim, California

69th Annual Conference

May 15 – 18, 2014

Anaheim Marriott

Anaheim, California



Austin, Texas

**71st Annual
Conference**

May 12 – 15, 2016

Hilton Austin

Austin, Texas



Hollywood, Florida

**70th Annual
Conference**

May 14 – 17, 2015

Westin Diplomat Resort & Spa

Hollywood, Florida



New Orleans, Louisiana

72nd Annual Conference

May 18 – 21, 2017

Sheraton New Orleans

New Orleans, Louisiana

www.aapor.org