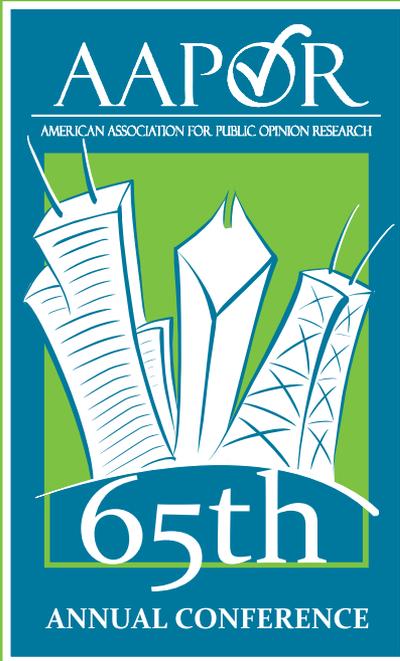


FINAL PROGRAM



OPPORTUNITY  
*through*  
DIVERSITY

---

**AAPOR 65th Annual Conference**  
May 13-16, 2010  
Chicago Marriott Downtown Magnificent Mile  
Chicago, IL

---

**WAPOR 63rd Annual Conference**  
May 11-13, 2010  
The Avenue Hotel | Chicago, IL

---

[www.aapor.org](http://www.aapor.org)



STAN PAKISTAN IRAQ BOSNIA-HERZEGOVINA MEXICO EGYPT SUDAN C

NIGERIA SENEGAL INDONESIA BANGLADESH THAILAND ERITREA UNI

SUDAN AFGHANISTAN BOSNIA-HERZEGOVINA MEXICO NIGERIA TURKEY P

AB EMIRATES EGYPT HAITI THAILAND BA

PAKISTAN IRAQ SUDAN COLOM

ERIA SENEGAL UNITED A

AFGHANI EY PAKIST

IRATES E NIGERIA



## HARD TO REACH IS OUR REACH



For 25 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"



**D<sup>3</sup> Systems**

designs • data • decisions

GLOBAL RESEARCH SINCE 1985

[www.D3Systems.com](http://www.D3Systems.com)



## AAPOR 65th Annual Conference

May 13-16, 2010

Chicago Marriott Downtown Magnificent Mile  
Chicago, IL

## WAPOR 63rd Annual Conference

May 11-13, 2010

The Avenue Hotel | Chicago, IL



### *Table of Contents*

Welcome to Chicago, Illinois.....	5
General Meeting Information.....	7 – 9
AAPOR Executive Council.....	10 – 13
Chapter Presidents.....	13
Past Presidents .....	14
WAPOR Executive Council .....	15
Honorary Life Members.....	16
Executive Office Staff.....	17
Committees/Task Forces .....	18 – 24
Committee Meetings & Social Activities .....	25 – 26
Networking Opportunities .....	26
Schedule of Events.....	27 – 29
Award Winners .....	30 – 31
Conference Sponsors .....	32 – 33
Exhibitor Listing & Exhibit Hall Floor Plan.....	34 – 36
Endowment Fund Contributors.....	37
Blue Book Supporters .....	38 – 40

# ***Table of Contents***

## **WEDNESDAY, MAY 12**

Wednesday Day-at-a-Glance ..... 42  
Wednesday Schedule of Events ..... 43 – 49  
Note Pages..... 50 – 51

## **THURSDAY, MAY 13**

Thursday Day-at-a-Glance..... 53 – 55  
Thursday Schedule of Events..... 57 – 83  
Note Pages..... 84 – 85

## **FRIDAY, MAY 14**

Friday Day-at-a-Glance..... 87 – 89  
Friday Schedule of Events..... 91 – 126  
Note Pages..... 127 – 128

## **SATURDAY, MAY 15**

Saturday Day-at-a-Glance..... 129 – 131  
Saturday Schedule of Events ..... 133 – 159  
Note Pages..... 160 – 161

## **SUNDAY, MAY 16**

Sunday Day-at-a-Glance ..... 163 – 164  
Sunday Schedule of Events ..... 165 – 179  
Note Pages..... 180 – 181  
Advertisements..... 182 – 201  
Save the Date – AAPOR Future Conferences..... 202  
Index..... 203 – 216  
Meeting Room Floor Plans ..... 217 – 223

## Greetings!

Welcome to Chicago! And thank you for attending the 65th Annual Conference of the American Association for Public Opinion Research (AAPOR).

**Your participation in and contributions to this annual gathering are deeply appreciated!**

We have an outstanding program this year and our location on the Magnificent Mile could not be better. This year's conference theme, "Opportunity Through Diversity" recognizes the many ways in which AAPOR, society and our profession have changed over time. While diversity can present challenges, it also offers great opportunity:

- *The populations we study:* Global interconnectivity increases interaction between diverse peoples. Learning from different races, cultures and backgrounds is vital to our profession.
- *The data we collect:* Demand for opinion, attitudinal, belief and behavioral data is greater than ever, extending to a broader range of issues, including health, politics, education, technology use and media consumption.
- *The methods we employ:* Researchers have a far greater range of data collection tools and approaches than at any point in the history of survey research. Yet we have much to learn.
- *The city in which we meet:* Like AAPOR, our host city of Chicago reflects the strength, vibrancy and purpose associated with diverse peoples coming together to form a community.

Our final program features discussions and research debates that appeal to diverse intellectual tastes. The papers, panels, posters and briefs reflect the depth and breadth of our research endeavors and the vibrancy of our association.

We have also transformed our exhibit space into an "AAPOR village," with a host of activities including research posters, the book exhibit, author small group discussions and an interesting mix of vendors and exhibitors. Be sure to visit the AAPOR Historical Exhibit and the AAPOR membership booth. (And don't forget the dessert breaks!)

Our conference offers a unique social forum for AAPOR members. We offer an array of activities, including the Annual Golf Outing (Thursday), New Member / All Chapter Reception and post-Plenary Dessert Reception (Thursday) and on Saturday we start the day with the Fun Run/Walk and end with the President's Reception, Awards Banquet and Applied Probability Session.

We believe that you will find the next few days rewarding, informative and thought-provoking. And remember to enjoy the sights and sounds of the Second City and the Magnificent Mile!

Michael W. Link  
Conference Chair

Robert L. Santos  
Associate Conference Chair



**AAPOR**

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

### 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.

## General Information

The AAPOR Registration Desk is located on the 7th floor of the Chicago Marriott Downtown Magnificent Mile.

### Hours:

Wednesday, May 12	4:00 p.m. – 8:00 p.m.
Thursday, May 13	7:00 a.m. – 5:00 p.m.
Friday, May 14	7:30 a.m. – 4:30 p.m.
Saturday, May 15	7:30 a.m. – 3:00 p.m.
Sunday, May 16	8:00 a.m. – 10:15 a.m.

The WAPOR Registration Desk is located on the 2nd floor of the Avenue Hotel.

### Hours:

Tuesday, May 11	4:00 p.m. – 6:00 p.m.
Wednesday, May 12	8:00 a.m. – 5:00 p.m.
Thursday, May 13	8:00 a.m. – Noon

## Badges

Participation in the Annual Conference is limited to registered delegates. The official conference badge is required for admission to all sessions, social activities and the exhibit hall. If there is an error on your badge, have it corrected at the registration desk.

## 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 area 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 are available on the flash drives in each attendee's tote bag, sponsored by ICF MACRO.

## Messages

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

## ***Highlights***

### **Education – Short Courses**

Six short courses are offered to enhance your learning experience.

The course offerings include:

- Course 1:** Weighting Survey Data - Advanced
- Course 2:** Multilingual, Multicultural & Multinational (3M) Survey Design Methods: Introduction
- Course 3:** Multilingual, Multicultural & Multinational (3M) Survey Design Methods: Applied
- Course 4:** The Benefits & Challenges of Address-Based Sampling Designs
- Course 5:** Multilevel Analysis
- Course 6:** Conducting Cell Phone Surveying in the U.S. Circa 2010

Sign up at the Registration Desk!

### **Exhibit Hall Hours**

Thursday, May 13, 3:00 p.m. – 5:30 p.m.

Friday, May 14, 7:00 a.m. – 4:15 p.m.

Saturday, May 15, 7:00 a.m. – 2:30 p.m.

The AAPOR Annual Conference Exhibit Hall in the Chicago Ballroom 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 13, 6:00 p.m. – 7:00 p.m./Grand Ballroom Foyer

Join other first-time attendees to learn the ins and outs of the AAPOR Annual Conference. Gather with old and new friends from AAPOR regional chapters. Make the most of your conference experience!

### **Networking Opportunities**

Several events are planned to provide attendees with a venue to network with colleagues from across the country. A 10-minute conversation during speed networking could make all the difference in your career. Gather with old friends and plan to meet new ones at evening dinners, dessert receptions, the Annual Golf Outing and Applied Probability.

## ***Things to Do, Places to Go: AAPOR-Planned Social Activities***

### **Golf**

Golf Coordinator Craig Hill has organized the Annual AAPOR Golf Outing on Thursday, May 13 at Harborside International, with tee times starting at about 8 a.m. Harborside, while only 16 miles from the Loop, offers a links-style layout and has been compared to Scottish tracks such as Muirfield. The course has elevated tees and greens with stunning views of Chicago's skyline. Golf club rentals are available at the course for \$40. More information can be found at [www.harborsideinternational.com](http://www.harborsideinternational.com).

### **Fun Run/Walk**

AAPOR's Fun Run/Walk will be held on Saturday, May 15 at 7 a.m., with shuttles departing from the Rush Street entrance of the Marriott at 6:30 a.m. Join fellow early risers for some friendly competitive exercise in our annual two-mile Fun Run/Walk. Transportation will be provided to and from the event, and all participants will receive bottled water. More information will be posted on the message board at the conference, and volunteers will be available Saturday morning to guide runners to the shuttles. A signed waiver form will be required for participation.

### **Applied Probability**

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. So, 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. Saturday, May 15 at 9:30 p.m./Lincolnshire, 6th Floor.

### **Speed Networking**

What better place than an AAPOR Annual Conference to meet people in the survey industry who can give you tips and suggestions for future career opportunities? This might include getting pointers to improve your resumé or actually learning about job openings that would fit your skills and interests. You will have two opportunities during the conference to spend 10-15 minutes meeting representatives from various organizations and learning about the work they do and the possibilities of upcoming openings.

## *AAPOR Executive Council*

2009-2010



**President**  
Peter V. Miller,  
*Northwestern University*



**Vice President**  
Frank M. Newport,  
*The Gallup Organization, Inc.*



**Past President**  
Richard A. Kulka,  
*Abt Associates, Inc.*



**Secretary-Treasurer**  
John Boyle,  
*Abt SRBI, Inc.*



**Associate Secretary-Treasurer**  
Barbara O'Hare,  
*U.S. Census Bureau*



**Standards Chair**  
Stephen Blumberg,  
*National Center for Health Statistics*

# ***AAPOR Executive Council*** **2009-2010**



**Associate Standards Chair**  
Reg Baker,  
*Market Strategies, Inc.*



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



**Associate Conference Chair**  
Robert Santos,  
*The Urban Institute*



**Membership and  
Chapter Relations Chair**  
Nancy Whelchel,  
*North Carolina State University*



**Associate Membership and  
Chapter Relations Chair**  
Kelly Foster,  
*University of Georgia*



**Communications Chair**  
Michael Mokrzycki,  
*Independent Consultant*

## *AAPOR Executive Council*

2009-2010



**Associate Communications Chair**

Jon Cohen,  
*Washington Post*



**Councilor-at-Large**

Paul J. Lavrakas,  
*Independent Consultant*



**Councilor-at-Large**

Roger Tourangeau,  
*University of Maryland*

## ***AAPOR Executive Council***

**2010-2011**

**President**

Frank M. Newport,  
*The Gallup Organization, Inc.*

**Vice President**

Scott Keeter, *Pew Research Center*

**Past President**

Peter V. Miller,  
*Northwestern University*

**Secretary-Treasurer**

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

**Associate Secretary-Treasurer**

Joseph Lenski, *Edison Media Research*

**Standards Chair**

Reg Baker, *Market Strategies, Inc.*

**Associate Standards Chair**

Timothy Johnson,  
*University of Illinois, Chicago*

**Conference Chair**

Robert Santos, *The Urban Institute*

**Associate Conference Chair**

Daniel Merkle, *ABC News*

**Membership and  
Chapter Relations Chair**

Kelly Foster, *University of Georgia*

**Associate Membership and  
Chapter Relations Chair**

Joseph Murphy, *RTI International*

**Communications Chair**

Jon Cohen, *Washington Post*

**Associate Communications Chair**

Richard Morin, *Pew Research Center*

**Councilor-at-Large**

Linda Piekarski,  
*Survey Sampling International*

**Councilor-at-Large**

Roger Tourangeau,  
*University of Maryland*

## ***Chapter Presidents***

**Midwest Chapter (MAPOR)**

Weiwu Zhang,  
*Texas Tech University*

**New England Chapter (NEAAPOR)**

Chase Harrison, *Harvard University*

**New Jersey Chapter (NJAPOR)**

Ed Freeland, *Princeton University*

**New York Chapter (NYAAPOR)**

Joe Lenski, *Edison Media Research*

**Pacific Chapter (PAPOR)**

Floyd Ciruli, *Ciruli Associates*

**Southern Chapter (SAPOR)**

Kristine Fahrney, *RTI International*

**Washington/Baltimore Chapter  
(DCAAPOR)**

Ryan Hubbard, *Westat*

## ***AAPOR Past Presidents***

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

## **WAPOR Executive Council**

### **President**

Thomas Petersen,  
*Institut für Demoskopie Allensbach,*  
*Germany*

### **Vice President & President Elect**

Tom W. Smith, *NORC, USA*

### **Past President**

Michael W. Traugott,  
*University of Michigan, USA*

### **Secretary-Treasurer**

Claire Durand,  
*University of Montréal, Canada*

### **Professional Standards Committee**

Patricia Moy,  
*University of Washington, USA*

### **Liaison Committee Chair**

Ting-yiu Robert Chung,  
*University of Hong Kong*

### **Publications Committee**

Alejandro Moreno,  
*Periodico Reforma, Mexico*

### **General Secretary**

Allan L. McCutcheon,  
*University of Nebraska, USA*

### **Conference Committee Chair**

Patricia Moy,  
*University of Washington, USA*

### **Membership Committee Chair**

Connie De Boer,  
*University of Amsterdam, Netherlands*

### **Media Relations Chair**

Alejandro Moreno,  
*Periodico Reforma, Mexico*

### **IJPOR Managing Editor**

Peter Neijens,  
*University of Amsterdam, Netherlands*

### **Historian**

Philip E. Meyer, *University of North Carolina, USA*

### **Chair, 2010 WAPOR**

### **Annual Conference**

Trevor Tompson,  
*Associated Press, USA*

## *AAPOR Honorary Life Members*

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

## *AAPOR Executive Office Staff*

Susan L. Tibbitts, *Executive Director*

Shalini D'Souza, *Conference Administrator*

Barbara Gunderson, *Administrative Director*

Tajuanna Laws, *Data Processing Specialist*

Deanna Marchetti, *Marketing Communications Manager*

Andrew Massengill, *Accountant*

Jacky Schweinzger, *CMP, Conference Director*

John Waxman, *Managing Partner*



## **AAPOR Committees**

### **Conference Steering Committee**

Michael W. Link, *The Nielsen Company*, **Chair**  
Robert Santos, *The Urban Institute*, **Associate Chair**  
David DesRoches, *Mathematica Policy Research*  
Deborah Rexrode, *University of Virginia*  
Barbara O'Hare, *U.S. Census Bureau*  
Melissa Herrmann, *Social Science Research Solutions*  
Peter V. Miller, *Northwestern University*  
Frank Newport, *The Gallup Organization, Inc.*  
Mandy Sha, *RTI International*

### **Conference Operations**



David DesRoches,  
*Mathematica Policy  
Research, Chair*



Deborah Rexrode,  
*University of Virginia,  
Associate Chair*

Craig Hill, *RTI International*  
Steve Everett, *The Everett Group*

### **Conference Program Subcommittee**

Michael W. Link, *The Nielsen Company*  
Robert Santos, *The Urban Institute*  
Tim Tripplet, *The Urban Institute*  
Mark Blumenthal, *Pollster.Com*  
Adam Safire, *Bureau of Labor Statistics*  
Melissa Herrmann, *Social Science Research Solutions*

### **Conference Development Sub-Committee**

Barbara O'Hare, *U.S. Census Bureau*, **Chair**  
Rob Santos, *The Urban Institute*  
John Boyle, *Abt SRBI, Inc.*  
David DesRoches, *Mathematica Policy Research*

## **AAPOR Committees**

### **AAPOR Award Committee**

Peter V. Miller, *Northwestern University*, **Chair**  
 Nancy Belden, *Belden Russonello & Stewart*  
 Don Dillman, *Washington State University*  
 Andrew Kohut, *Pew Research Center*  
 Mark Schulman, *Abt SRBI, Inc.*  
 Robert Shapiro, *Columbia University*  
 Eleanor Singer, *University of Michigan*

### **Book Award Committee**

Roger Tourangeau, *University of Maryland*, **Chair**  
 Chase Harrison, *Harvard University*  
 Allyson Holbrook, *University of Illinois at Chicago*  
 D. Sunshine Hillygus, *Duke University*  
 Frauke Kreuter, *University of Maryland*  
 Maria Krysan, *University of Illinois at Chicago*  
 Daniel Merkle, *ABC News*  
 Kristen Olson, *University of Nebraska, Lincoln*  
 Kate Stewart, *Belden, Russonello & Stewart*  
 Stewart Michael Traugott, *University of Michigan*

### **Communications Committee**

Michael Mokrzycki, *Independent Consultant*, **Chair**  
 Jon Cohen, *The Washington Post*, **Associate Chair**  
 Nancy Belden, *Belden Russonello & Stewart*  
 Mark Blumenthal, *Pollster.Com*  
 Mike Brick, *Westat*  
 Sasha Buscho, *The Henry J. Kaiser Family Foundation*  
 David Dutwin, *Social Science Research Solutions*  
 Colleen Porter, *University of Florida*  
 Leo Simonetta, *Art & Science Group, LLC*

## **AAPOR Committees**

### **Education Committee**

Melissa J. Herrmann, *SSRS*, **Chair**

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

**Journalist Education Subcommittee Chair**

Chuck Shuttles, *The Nielsen Company*, **Online Education Subcommittee Chair**

Eran N. Ben-Porath, *SSRS*, **Short Courses Subcommittee Chair**

Mick P. Couper, *University of Michigan*

Llorin Edwards, *Belden, Russonello & Stewart*

Gretchen Grabowski, *The Nielsen Company*

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

Karol Krotki, *RTI International*

Jocelyn Landau, *University of Pennsylvania*

Judith Mopsik, *Lewin Group*

Rich Morin, *Pew Research Center*

Kate Stewart, *Belden, Russonello & Stewart*

Michael W. Traugott, *University of Michigan*

Clyde Tucker, *Bureau of Labor Statistics*

Cliff Zukin, *Rutgers University*

### **Endowment Committee**

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

Jennifer Rothgeb, *Consultant*

Dianne Rucinski, *IHRP, University of Illinois, Chicago*

Dan Merkle, *ABC News*

John Boyle, *Abt SRBI, Inc.*

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

### **Finance Committee**

Daniel Merkle, *ABC News*, **Chair**

John Boyle, *Abt SRBI, Inc.*

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

Mark Schulman, *Abt SRBI, Inc.*

### **Heritage Interview Committee**

Janet L. Streicher, *Market and Strategic Research*, **Co-Chair**

Claudia Deane, *The Henry J. Kaiser Family Foundation*, **Co-Chair**

Herb Abelson, *Retired*

David Dutwin, *Social Science Research Solutions*

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

Dawn Von Thurn

Jon Cohen, *The Washington Post*

Kathy Frankovic, *Consultant*

## **AAPOR Committees**

### **Membership & Chapter Relations Committee**

Nancy Whelchel, *North Carolina State University*, **Chair**

Kelly Foster, *University of Georgia*, **Associate Chair**

Committee members to be confirmed at the 2010 Annual Conference

### **Newsletter Editor**

Michael Mokrzycki, *Independent Consultant*

### **Nominations Committee**

Richard A. Kulka, *Abt Associates, Inc.*, **Chair**

Don Dillman, *Washington State University*

Linda Dimitropoulos, *RTI International*

Deborah Jay, *Field Research Corporation*

Courtney Kennedy, *University of Michigan*

Gary Langer, *ABC News*

### **Policy Impact Award Committee**

Richard A. Kulka, *Abt Associates, Inc.*, **Chair**

Sandra H. Berry, *Rand Corporation*

J. Michael Brick, *Westat*

Michael W. Link, *The Nielsen Company*

Edward J. Spar, *Council of Professional Associations on Federal Statistics*

### **Public Opinion Quarterly Advisory Committee**

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

Nora Cate Schaeffer, *University of Wisconsin-Madison*

Robert Erikson, *Columbia University*

E. Deborah Jay, *Field Research Corporation*

Paul J. Lavrakas, *Independent Consultant*

Roger Tourangeau, *University of Maryland*

### **Public Opinion Quarterly Editors**

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

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

Daniel Merkle, *ABC News*, **Associate Editor**

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

## **AAPOR Committees**

### **Survey Practice Editors**

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

Diane O'Rourke, *O'Rourke Associates*

Andy Peytchev, *RTI International*

David Moore, *University of New Hampshire*

### **Standards Committee**

Stephen Blumberg, *National Center for Health Statistics*, **Chair**

Reg Baker, *Market Strategies International*, **Associate Chair**

Allyson Holbrook, *University of Illinois at Chicago*

Diane Burkom, *Battelle Memorial Institute*

Jill Darling, *Jill E. Darling Research*

Jim Wolf, *Indiana University-Purdue University Indianapolis*

John Loft, *RTI International*

Ron Langley, *University of Kentucky*

Trevor Tompson, *Associated Press*

### **Standards Definitions Committee**

Tom W. Smith, *Chair, NORC/University of Chicago*, **Chair**

Reg Baker, *Market Strategies International*

Jon Cohen, *Washington Post*

Mick Couper, *University of Michigan*

Rob Daves, *Daves and Associates Research*

Paul Lavrakas, *Consultant*

### **Seymour Sudman Student Paper Award Committee**

Robert Santos, *Urban Institute*, **Chair**

Dawn Nelson, *Mathematica Policy Research*

David Dutwin, *Social Science Research Solutions*

Timothy Johnson, *University of Illinois, Chicago*

Douglas Rivers, *Stanford University and Polimetrix, Inc.*

## AAPOR Committees

### Warren J. Mitofsky Innovators Award Committee

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

Jennifer Agiesta, *The Washington Post*

Mark Blumenthal, *Pollster.com*

Mick Couper, *University of Michigan*

Rob Daves, *Daves & Associates Research*

Fran Featherston, *National Science Foundation*

Dawn Nelson, *Mathematica Policy Research*

Kristin Olson, *University of Nebraska-Lincoln*

Linda Piekarski, *Survey Sampling International*

Roger Tourangeau, *University of Maryland*

## AAPOR Task Force

### Cell Phone Surveying Task Force

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

Stephen Blumberg, *U.S. Centers for Disease Control and Prevention*

Michael Battaglia, *Abt SRBI Inc.*

John Boyle, *Abt SRBI Inc.*

Michael Brick, *Westat*

Trent Buskirk, *St. Louis University*

Charles DiSogra, *Knowledge Networks*

David Dutwin, *SSRS*

Mansour Fahimi, *Genesis/MSG*

Howard Fienberg, *CMOR*

Anna Fleeman, *Arbitron*

Tom Guterbock, *University of Virginia*

John Hall, *Mathematica Policy Research*

Scott Keeter, *Pew Research Center*

Courtney Kennedy, *University of Michigan*

Michael Link, *The Nielsen Company*

Linda Piekarski, *Survey Sampling International*

Chuck Shuttles, *The Nielsen Company*

Charlotte Steeh, *U.S. Centers for Disease Control and Prevention*

Trevor Thomson, *The Associated Press*

Randall ZuWallack, *MACRO*

## ***AAPOR Task Force***

### **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 Ericksen, *Temple University*

Tom Guterbock, *University of Virginia*

Sean Hogan, *RTI International*

Deborah Jay, *Field Research Corporation*

Peter Miller, *Northwestern University*

Jeff Stec, *Charles River Associates International*

John Tarnai, *Washington State University*

Kent Van Liere, *NERA Economic Consulting*

Cheryl Wiese, *University of Michigan*

### **Online Panel Task Force**

Reg Baker, *Market Strategies International*, **Chair**

Stephen Blumberg, *U.S. Centers for Disease Control and Prevention*

J. Michael Brick, *Westat*

Mick P. Couper, *University of Michigan*

Melanie Courtright, *DMS Insights*

Mike Dennis, *Knowledge Networks*

Don Dillman, *Washington State University*

Martin R. Frankel, *Baruch College, CUNY*

Philip Garland, *Survey Sampling International*

Robert M. Groves, *University of Michigan*

Courtney Kennedy, *University of Michigan*

Jon Krosnick, *Stanford University*

Sunghee Lee, *UCLA*

Paul J. Lavrakas, *Independent Consultant*

Michael Link, *The Nielsen Company*

Linda Piekarski, *Survey Sampling International*

Kumar Rao, *Gallup*

Douglas Rivers, *Stanford University*

Randall K. Thomas, *ICF International*

Dan Zahs, *Market Strategies International*

## ***AAPOR Committee Meetings***

### **Wednesday, May 12**

12:00 p.m. – 5:00 p.m.	<b>AAPOR Executive Council Meeting</b>	Avenue Ballroom, 4th Floor
------------------------	--	-------------------------------

---

### **Thursday, May 13**

3:00 p.m. – 5:00 p.m.	<b>Public Opinion Quarterly Advisory Board</b>	Sheffield, 4th Floor
-----------------------	--	-------------------------

---

### **Friday, May 14**

7:00 a.m. – 8:00 a.m.	<b>Academic Survey Research Organizations (ASRO)</b>	McHenry, 3rd Floor
-----------------------	--	-----------------------

---

7:00 a.m. – 8:00 a.m.	<b>AAPOR Membership Committee</b>	DuPage, 3rd Floor
-----------------------	-----------------------------------	----------------------

---

7:00 a.m. – 8:00 a.m.	<b>National Network of State Polls (NNSP)</b>	Kane, 3rd Floor
-----------------------	---	-----------------

---

11:45 a.m. – 12:45 p.m.	<b>JOS Editorial Meeting</b>	Cook, 3rd Floor
-------------------------	------------------------------	-----------------

---

### **Saturday, May 15**

7:00 a.m. – 8:00 a.m.	<b>Heritage Committee</b>	Cook, 3rd Floor
-----------------------	---------------------------	-----------------

---

7:00 a.m. – 8:00 a.m.	<b>Academic Programs in Survey Methods</b>	Kane, 3rd Floor
-----------------------	--	-----------------

---

11:45 a.m. – 1:15 p.m.	<b>Endowment Committee</b>	Cook, 3rd Floor
------------------------	----------------------------	-----------------

---

11:45 a.m. – 1:15 p.m.	<b>Chapter Representatives</b>	Great America, 6th Floor
------------------------	--------------------------------	-----------------------------

---

11:45 a.m. – 1:15 p.m.	<b>Standards Committee</b>	DuPage, 3rd Floor
------------------------	----------------------------	----------------------

---

11:45 a.m. – 1:15 p.m.	<b>Education Committee</b>	Kane, 3rd Floor
------------------------	----------------------------	-----------------

---

11:45 a.m. – 1:15 p.m.	<b>Communications Committee</b>	McHenry, 3rd Floor
------------------------	---------------------------------	-----------------------

---

11:45 a.m. – 1:15 p.m.	<b>Multi Lingual Issues in Surveys</b>	Lincolnshire 6th Floor
------------------------	--	---------------------------

---

## *AAPOR Social Activities*

### **Thursday, May 13**

8:00 a.m. **Golf Outing, Harborside International**

---

6:00 p.m. – 7:00 p.m. **New Member/All Chapter Reception**

---

9:30 p.m. – 10:30 p.m. **Dessert Reception**

---

### **Saturday, May 15**

7:00 a.m. **Fun Run/Walk**

---

6:00 p.m. – 7:00 p.m. **President's Reception**

---

9:30 p.m. – 2:00 a.m. **Applied Probability**

---

## *Networking Opportunities*

**Speed Networking is back by popular demand.  
Put your AAPOR Network to Work!**

**Who Should Attend:** Those who are new to the field of survey research, those looking to make a change in their career or anyone interested in learning more about key organizations in our field.

**When:**

Friday, May 14 3:15 p.m. – 4:15 p.m.

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

**Where:**

Halsted, 4th Floor

**How:**

- Sign up to participate at the AAPOR registration desk or during the networking session. Participants will sign up for 15-minute sessions with the organizations represented.
- Spend 15 minutes discussing the details of the company/organization and then quickly move on to the next interview.
- Bring copies of your current resume.

This is not a substitute for a more formal interview, but these brief discussions could be the start of something big!

## Schedule of Events

### Tuesday, May 11

8:00 a.m. – 10:00 a.m.	IJPOR Editorial Board Meeting
9:00 a.m. – 5:00 p.m.	WAPOR Council Meeting
10:00 a.m. – 5:00 p.m.	WAPOR Executive Council Meeting
4:00 p.m. – 6:00 p.m.	WAPOR Registration Desk Open
6:00 p.m. – 7:30 p.m.	WAPOR Welcome Reception

### Wednesday, May 12

8:00 a.m. – 5:00 p.m.	WAPOR Registration Desk Open
9:30 a.m. – 11:30 a.m.	WAPOR Plenary Session
Noon – 1:30 p.m.	WAPOR Lunch
1:45 p.m. – 3:15 p.m.	WAPOR Concurrent Session A
2:30 p.m. – 6:00 p.m.	AAPOR Short Courses
3:15 p.m. – 3:45 p.m.	WAPOR Refreshment Break
3:45 p.m. – 5:15 p.m.	WAPOR Concurrent Session B
4:00 p.m. – 8:00 p.m.	AAPOR Registration Desk Open
6:00 p.m. – 7:00 p.m.	WAPOR Cocktails (Cash Bar)
7:00 p.m. – 9:00 p.m.	WAPOR Award Banquet

### Thursday, May 13

7:00 a.m. – 5:00 p.m.	AAPOR Registration Desk Open
8:00 a.m. – Noon	WAPOR Registration Desk Open
8:00 a.m. – 1:00 p.m.	AAPOR Golf Outing
8:00 a.m. – 11:30 a.m.	AAPOR Short Courses
8:15 a.m. – 9:45 a.m.	WAPOR Concurrent Session C
9:45 a.m. – 10:15 a.m.	WAPOR Refreshment Break
10:15 a.m. – 11:45 a.m.	WAPOR Concurrent Session D
Noon – 1:30 p.m.	WAPOR Lunch
1:30 p.m. – 3:00 p.m.	AAPOR Concurrent Session A
2:00 p.m. – 3:00 p.m.	WAPOR Business Meeting
3:00 p.m. – 4:00 p.m.	AAPOR Refreshment Break in the Exhibit Hall
	AAPOR Meet the Author Session
	AAPOR Poster Session 1
3:00 p.m. – 5:30 p.m.	AAPOR Exhibit Hall and Book Exhibit Open
4:00 p.m. – 5:30 p.m.	AAPOR Concurrent Session B

## *Schedule of Events*

### **Thursday, May 13** (continued)

6:00 p.m. – 7:00 p.m. **AAPOR New Member/All Chapter Reception**

---

7:00 p.m. – 8:00 p.m. **AAPOR Dinner**

---

8:00 p.m. – 9:30 p.m. **AAPOR Plenary Session**

---

9:30 p.m. – 10:30 p.m. **AAPOR Dessert Reception**

---

### **Friday, May 14**

7:00 a.m. – 8:00 a.m. **AAPOR Committee Meetings**

---

7:00 a.m. – 8:00 a.m. **Continental Breakfast**

---

7:00 a.m. – 4:15 p.m. **Exhibit Hall and Book Exhibit Open**

---

7:30 a.m. – 4:30 p.m. **AAPOR Registration Desk Open**

---

8:00 a.m. – 9:30 a.m. **AAPOR Concurrent Session A**

---

9:30 a.m. – 10:00 a.m. **AAPOR Refreshment Break**

---

10:00 a.m. – 11:30 a.m. **AAPOR Concurrent Session B**

---

11:45 a.m. – 1:45 p.m. **AAPOR Luncheon & Presidential Address**

---

1:45 p.m. – 3:15 p.m. **AAPOR Concurrent Session C**

---

3:15 p.m. – 4:15 p.m. **AAPOR Dessert Break in Exhibit Hall**

---

**AAPOR Meet the Author Session**

---

**AAPOR Poster Session 2**

---

3:15 p.m. – 4:15 p.m. **AAPOR Speed Networking Session 1**

---

4:15 p.m. – 5:45 p.m. **AAPOR Concurrent Session D**

---

### **Saturday, May 15**

6:30 a.m. **Fun Run/Walk Shuttle Departs**

---

7:00 a.m. **Fun Run/Walk**

---

7:00 a.m. – 8:00 a.m. **Continental Breakfast**

---

7:00 a.m. – 8:00 a.m. **AAPOR Committee Meetings**

---

7:00 a.m. – 2:30 p.m. **AAPOR Exhibit Hall and Book Exhibit Open**

---

7:30 a.m. – 3:00 p.m. **AAPOR Registration Desk Open**

---

8:00 a.m. – 9:30 a.m. **AAPOR Concurrent Session A**

---

9:30 a.m. – 10:00 a.m. **AAPOR Refreshment Break**

---

10:00 a.m. – 11:30 a.m. **AAPOR Concurrent Session B**

---

11:45 a.m. – 1:15 p.m. **AAPOR Lunch**

---

12:45 p.m. – 2:15 p.m. **AAPOR Speed Networking Session 2**

---

## Schedule of Events

### Saturday, May 15 (continued)

1:15 p.m. – 2:15 p.m. AAPOR Dessert Reception in Exhibit Hall

AAPOR Book Sale

AAPOR Meet the Author Session

AAPOR Poster Session 3

2:15 p.m. – 3:45 p.m. AAPOR Concurrent Session C

4:00 p.m. – 5:30 p.m. AAPOR Membership & Business Meeting

6:00 p.m. – 7:00 p.m. AAPOR President's Reception

7:00 p.m. – 9:30 p.m. AAPOR Awards Banquet

9:30 p.m. – 2:00 a.m. AAPOR Applied Probability

### Sunday, May 16

8:00 a.m. - 10:15 a.m. AAPOR Registration Desk Open

8:00 a.m. - 11:30 a.m. AAPOR Short Course 6

8:30 a.m. – 10:00 a.m. AAPOR Concurrent Session A

10:15 a.m. – 11:45 a.m. AAPOR Concurrent Session B



## ***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.

Jennifer Boldry, *National Analysts*

Philip Brenner, *University of Michigan, Survey Research Center*

David Flores, *University of Nevada, Reno -*

*The Grant Sawyer Center for Justice Studies*

Colleen McClain, *Survey Sciences Group, L.L.C.*

Frank Samson, *University of Miami, Department of Sociology*

Lori Shelby, *George Mason University, School of Recreation, Health, and Tourism*

Casey Tesfaye, *American Institute of Physics*

### **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.

**WINNER:** Courtney Kennedy, *University of Michigan*

*Use of Cognitive Shortcuts in Landline and Cell Phone Surveys*

**HONORABLE MENTION:** Jocelyn Landau, *Pennsylvania University*

*Framing the News about Health: Effects of Controllability Attributions in the Media on Public Opinion and Health Policy Preferences*

**HONORABLE MENTION:** Elizabeth Roodhouse, *Pennsylvania University*

*Socialization via Selectivity: Generational Difference and the Effects of Partisan Media on Political Participation*

### **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:** Seymour Sudman, Norman M. Bradburn, Norbert Schwarz

*Thinking About Answers: The Application of Cognitive Processes to Survey Methodology*

(Jossey-Bass, San Francisco, CA, 1996)

## ***Award Winners***

### **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:** *ABC News* and its international media partners for their work on Afghanistan and Iraq Polls: “Where Things Stand.”

### **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***

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

## Conference Sponsors

AAPOR acknowledges and gratefully expresses our appreciation to the following organizations for sponsoring the 65th Annual Conference. It is through their commitment and support that AAPOR can continue to hold quality educational programs for our attendees year after year.

---

### Platinum Sponsors

---



Hotel Key Card Sponsor



Lanyard Sponsor



Golf and Conference Program  
Flash Drive Sponsor



Fun Run/Walk Sponsor

---

### Gold Sponsors

---



Saturday Night  
President's Reception Sponsor



Friday Continental Breakfast /  
Educational Grant Sponsor

## Conference Sponsors

### Silver Sponsors



Audio/Visual Sponsor



Tote Bag Sponsor



PewResearchCenter



Highlighter Sponsor



### Bronze Sponsors



Cyber Café Sponsor



### Underwriting Contributors

AAPOR thanks the many organizations who provided additional support by underwriting an event or item in addition to their conference sponsorship.

## ***AAPOR 65th Annual Conference Exhibitors***

<b>Company</b>	<b>Booth #</b>	<b>Company</b>	<b>Booth #</b>
AAPOR Historical Exhibit .....	206	Mathematica Policy Research.....	103
AAPOR Membership & Chapter Relations.....	308	NORC at the University of Chicago .....	210
Abt SRBI.....	201	OCUCOM.....	111
Algenta Technologies.....	309	Oxford University Press .....	202
Apperson .....	204	Provalis Research .....	203
BayaSoft .....	107	RTI International .....	301 & 303
CDC/BRFSS.....	306	Scientific Telephone Samples .....	109
CfMC.....	304	SPSS Inc., an IBM Company.....	311
Confermit .....	205	SSRS/ Social Science Research Solutions.....	105
D3 Systems.....	200	Survey Sampling International....	207
DatStat, Inc.....	207	The Nielsen Company .....	101
ICF MACRO.....	300	The Roper Center for Public Opinion Research.....	305
Inter-University Consortium for Political and Social Research....	307	Voxco .....	208
Issues & Answers Network, Inc...	209	Westat .....	310
Marketing Systems Group .....	211		

## ***Publishers/Book Exhibitors***

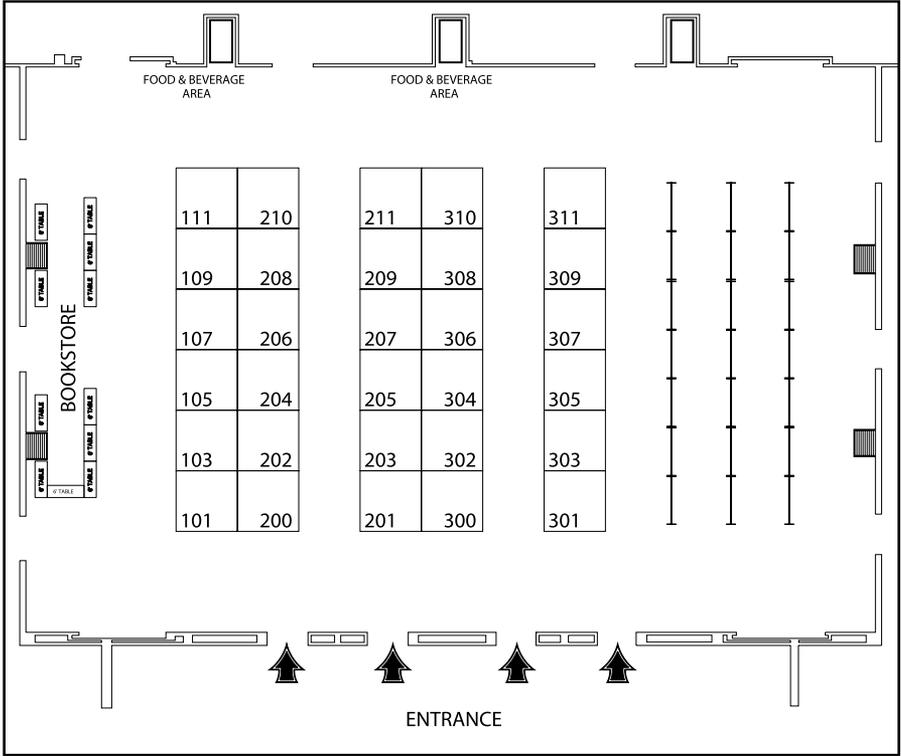
Cambridge University Press  
 Chapman & Hall/CRC  
 Guilford Publications  
 Harvard University Press  
 John Wiley & Sons  
 Oxford University Press

Potomac Books Inc.  
 Princeton University Press  
 SAGE  
 University of Chicago Press  
 Wiley/Jossey-Bass

## Advertiser Index

AASRO .....	194	Oxford University Press.....	196
Abt SRBI.....	185	PEW Research Center.....	192
Algenta Technologies.....	188	Provalis Research.....	193
Apperson .....	189	RAND Corporation.....	196
Arbitron Inc.....	195	Research Support Services.....	196
ASCOR .....	Back Cover	RTI International.....	182
Confirmit .....	196	SPSS Inc., an IBM Company .....	198
D3 Systems.....	Inside Front Cover	SSRS/Social Science	
Emerald Group Publishing		Research Solutions .....	192
Limited.....	197	Survey Sampling International ...	199
ICF MACRO.....	184	The George Washington	
Knowledge Networks .....	190	University .....	201
Marketing Systems Group .....	192	The Nielsen Company .....	186
Mathematica Policy Research.....	191	The Roper Center for Public	
NORC at		Opinion Research.....	200
The University of Chicago.....	183	University of Chicago Press .....	187
		Westat.....	194

# Exhibit Hall



Chicago Marriott Hotel  
Fifth Floor Chicago Ballroom

## *Endowment Fund Contributors*

2009 – 2010

### **General Endowment Fund**

Angela A. Aidala	Aneta Guenova	Diane M. O'Rourke
Janice M. Ballou	Ronald Hinckley	Alice Robbin
Dan Bernard	Richard A. Kulka	Jennifer M. Rothgeb
Michael J. Bucuvalas	Jay H. Leve	Robert L. Santos
James R. Chromy	Todd Luce	Robert O. Simmons
Floyd Ciruli	Allan L. McCutcheon	Barbara Simon
Don A. Dillman	Donald Musa	Clyde Tucker
Brad Edwards	Dawn V. Nelson	Martha A. Van Haitsma
Eugene P. Ericksen	Eileen M. O'Brien	Cliff Zukin

### **Seymour Sudman Fund**

Angela A. Aidala	Miguel Gomez-Barrantes	Eileen M. O'Brien
Barbara A. Bickart	Robert M. Groves	Diane M. O'Rourke
Johnny Blair	Ronald Hinckley	Eric Plutzer
Robert J. Blendon	Syed A. Idid	Jennifer M. Rothgeb
Lawrence D. Bobo	Timothy P. Johnson	Robert L. Santos
Ann H. Bostrom	Frauke Kreuter	Robert O. Simmons
Jacqueline Bruskin	Paul J. Lavrakas	Blanche Sudman
Joe Catania	Jay H. Leve	Martha A. Van Haitsma
Asaph Young Chun	John D. Loft	Diane K. Willimack
Mick P. Couper	Allan L. McCutcheon	Jacqueline H.
James L. Esposito	Dawn V. Nelson	Wolf-Enrione
	Elizabeth Nichols	

### **Heritage Endowment Fund**

Allan L. McCutcheon	James M. Ellis
Ann H. Bostrom	Janet L. Streicher
Asaph Young Chun	Jay H. Leve
Brad Edwards	Robert O. Simmons
Dawn V. Nelson	Thomas Guterbock
Eileen M. O'Brien	

## ***Blue Book Supporters***

### **A**

Abt - SRBI, Inc.  
*New York, NY*

American Institutes for Research  
*Washington, DC*

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

Arbitron, Inc.  
*New York, NY*

Apperson Print Resources  
*Cerritos, CA*

### **B**

Bauman Research & Consulting, LLC  
*Glen Rock, NJ*

Belden, Russonello & Stewart  
*Washington, DC*

Braun Research, Inc.  
*Princeton, NJ*

### **C**

California Survey Research Services, Inc.  
*Van Nuys, CA*

Charlton Research Co.  
*Grants Pass, OR*

Clearwater Research, Inc.  
*Boise, ID*

Computers for Marketing Corp.  
(CfMC)  
*San Francisco, CA*

Confermit  
*New York, NY*

### **D**

D3 Systems, Inc.  
*Vienna, VA*

DataStat  
*Ann Arbor, MI*

DataStat  
*Seattle, WA*

### **D**

Davis Research, LLC  
*Calabasas, CA*

Decipher  
*Fresno, CA*

Directions In Research  
*San Diego, CA*

The Dulchey Group, LLC  
*Atlanta, GA*

### **E**

Ernst & Young Quantitative  
Economics & Statistics Group  
*Washington, DC*

### **F**

Field Research Corp.  
*San Francisco, CA*

FLY Research Ltd.  
*London, United Kingdom*

### **G**

GlobeScan, Inc.  
*Toronto, ON, Canada*

Goodwin Simon Victoria Research  
*Oakland, CA*

### **I**

ICF International,  
Survey Research Center  
*Fairfax, VA*

ICR/International  
Communications Research  
*Media, PA*

Indiana University,  
Center for Survey Research  
*Bloomington, IN*

Insight Policy Research, Inc.  
*Arlington, VA*

Institut für Demoskopie Allensbach  
*Allensbach, Germany*

## Blue Book Supporters

### I

Interviewing Service of America *Van Nuys, CA*

Iowa State University, Center for Survey Statistics & Methodology  
*Ames, IA*

### K

KA Iraq.  
*Istanbul, Turkey*

Kiev International Institute of Sociology  
*Kiev, Ukraine*

Knowledge Networks, Inc.  
*Menlo Park, CA*

### M

Macro International, Inc.  
*Calverton, MD*

Marketing Systems Group  
*Ft. Washington, PA*

Mathematica Policy Research  
*Princeton, NJ*

Michigan State University,  
Office for Survey Research  
*East Lansing, MI*

Mktg., Inc.  
*East Islip, NY*

MORI Chile S.A.  
*Santiago, Chile*

### N

National Business Research Institute  
(NBRI)  
*Addison, TX*

The Nielsen Company  
*New York, NY*

NORC at the University of Chicago  
*Chicago, IL*

NORS Surveys, Inc.  
*Miami, FL*

### O

Ocucom  
*White Plains, NY*

ORCA  
*Kabul, Afghanistan*

### P

Pennsylvania State University,  
Survey Research Center University  
*Park, PA*

Princeton Survey Research Associates  
International, LLC .  
*Ft. Collins, CO*

### Q

QSA Integrated Research Solutions  
*Alexandria, VA*

### R

RAND Survey Research Group  
*Santa Monica, CA*

REDA International, Inc. .  
*Wheaton, MD*

Renaissance Research & Consulting  
*New York, NY*

Rentrak Corporation  
*Portland, OR*

Research Support Services  
*Evanston, IL*

RTI International  
*RTP, NC*

### S

Sawtooth Technologies, Inc.  
*Northbrook, IL*

Social Weather Stations  
*Quezon City, Philippines*

SSRS/Social Science Research  
Solutions  
*Media, PA*

## Blue Book Supporters

### S

Stony Brook University, Center for  
Survey Research  
*Stony Brook, NY*  
Survey Sampling International, LLC  
*Fairfield, CT*  
Survey Sciences Group, LLC  
*Ann Arbor, MI*  
Survey Technology &  
Research Center  
*Allentown, PA*

### T

TNS North America Polling &  
Social Research  
*Horsham, PA*  
TNS Philippines  
*Quezon City, Philippines*

### U

Ulrich Research Services, Inc.,  
d/b/a Concepts in Focus  
*Orange Park, FL*  
University of Arkansas,  
Survey Research Center  
*Fayetteville, AR*  
University of California - Berkeley,  
Survey Research Center  
*Berkeley, CA*  
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 Massachusetts - Boston,  
Center for Survey Research  
*Boston, MA*  
University of Michigan,  
Survey Research Center  
*Ann Arbor, MI*

### U

University of Nebraska - Lincoln,  
Survey Research & Methodology  
Program  
*Lincoln, NE*  
University of Nebraska –  
Lincoln, Survey Research &  
Methodology Program/and UNL  
Gallup Research Center  
*Lincoln, NE*  
University of New Hampshire  
*Durham, NH*  
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 Pittsburgh,  
University Center for Social &  
Urban Research  
*Pittsburgh, PA*  
University of Virginia,  
Center for Survey Research  
*Charlottesville, VA*  
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*  
Westat  
*Rockville, MD*

***Congratulations –  
AAPOR Annual T-Shirt  
Contest Winner!***

***Angela Knittle***

*Floyd Institute Center for Opinion Research*

*Franklin and Marshall College*

*for*

***“AAPOR:  
Freqs and Geeks”***

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

# *Day-at-a-Glance*

## **Tuesday, May 11**

<b>Time</b>	<b>Event</b>	<b>Location</b>
8:00 a.m. – 10:00 a.m.	<b>IJPOR Editorial Board Meeting</b>	Avenue Hotel
10:00 a.m. – 5:00 p.m.	<b>WAPOR Council Meeting</b>	Avenue Hotel
4:00 p.m. – 6:00 p.m.	<b>WAPOR Registration Desk Open</b>	Avenue Hotel
6:00 p.m. – 7:30 p.m.	<b>WAPOR Welcome Reception</b>	Avenue Hotel

## **Wednesday, May 12**

8:00 a.m. – 5:00 p.m.	<b>WAPOR Registration Desk Open</b>	Avenue Hotel
9:30 a.m. – 11:30 a.m.	<b>WAPOR Plenary Session</b>	Avenue Hotel
Noon – 1:30 p.m.	<b>WAPOR Lunch</b>	Avenue Hotel
Noon – 5:00 p.m.	<b>AAPOR Executive Council Meeting</b>	Avenue Ballroom, 4th Floor
1:45 p.m. – 3:15 p.m.	<b>WAPOR Concurrent Session A</b>	Avenue Hotel
	Session 1: <b>Elections Around the World</b>	Grand Ave A
	Session 2: <b>Multi Country Surveys</b>	Grand Ave B
	Session 3: <b>Methodology: Internet Surveys</b>	Grand Ave C
	Session 4: <b>Media and Public Opinion</b>	Michigan Ave
2:30 p.m. – 6:00 p.m.	<b>AAPOR Short Courses</b>	Chicago Marriott Downtown
	Course 1: <b>Weighting Survey Data – Advanced</b>	Addison, 4th Floor
	Course 2: <b>Multilingual, Multicultural &amp; Multinational (3M) Survey Design Methods: Introductory</b>	Clark, 4th Floor
3:15 p.m. – 3:45 p.m.	<b>WAPOR Refreshment Break</b>	Avenue Hotel
3:45 p.m. – 5:15 p.m.	<b>WAPOR Concurrent Session B</b>	Avenue Hotel
	Session 1: <b>Democratic Values</b>	Grand Ave A
	Session 2: <b>Religion</b>	Grand Ave B
	Session 3: <b>Methodology: Selection, Weighting and Non-Response</b>	Grand Ave C
	Session 4: <b>Media Effects</b>	Michigan Ave
4:00 p.m. – 8:00 p.m.	<b>AAPOR Registration Desk Open</b>	Chicago Marriott Downtown, 7th Floor Registration
6:00 p.m. – 7:00 p.m.	<b>WAPOR Cocktails (Cash Bar)</b>	Avenue Hotel
7:00 p.m. – 9:00 p.m.	<b>WAPOR Award Banquet</b>	Avenue Hotel

## **WAPOR Plenary Session**

**Wednesday, May 12 • 9:30 a.m. – 11:30 a.m.**

---

### **The Challenges and Opportunities of Multi-Country and Comparative Research in the Commercial Sector**

**Location:** Avenue Hotel

**Moderator:** Tom W. Smith, *NORC*

**Presenters:**

Marita Carballo, *Kantar*

Robert Manchin, *The Gallup Organization*

Vadim Volos, *Gfk Group*

Clifford Young, *Ipsos Public Affairs*

## **WAPOR Concurrent Session A**

**Wednesday, May 12 • 1:45 p.m. - 3:15 p.m.**

---

### **Elections Around the World**

**Location:** Grand Ave A

**Chair:** Allan L. McCutcheon, *University of Nebraska*

**Brazilian Electoral Scenario in 2010:**

**Changes and Continuities in Post-Lula Brazilian Voting Behavior**

Márcia C. Nuñez, *IBOPE Inteligência Pesquisa e Consultoria Ltda*

João F. Resende, *IBOPE Inteligência Pesquisa e Consultoria Ltda*

Malu Giani, *IBOPE Inteligência Pesquisa e Consultoria Ltda*

**Explaining the 2010 British General Election**

Mark Gill, *MORI Caribbean*

Robert Worcester, *Ipsos MORI*

**“War and Peace” and Elections in Sri Lanka**

Colin J. Irwin, *Institute of Irish Studies, University of Liverpool*

Pradeep Peiris, *Social Indicator, Centre for Policy Alternatives*

**AII (Anti Incumbency Index): New Evidences and Examples From Around the Globe to Understand the Hypothesis and Quantification**

Yashwant Deshmukh, *Cvoter Foundation*

## **WAPOR Concurrent Session A**

**Wednesday, May 12 • 1:45 p.m. – 3:15 p.m.**

---

### **Multi-Country Surveys**

**Location:** Grand Ave B

**Chair:** Tamas Bodor, *University of Wisconsin-Stevens Point*

#### **From Theory to Practice:**

#### **Towards a Means of Measuring World Opinion**

Frank L. Rusciano, *Rider University*

Michael Brogan, *Rider University*

#### **Changes in Support for European Integration in Five Political Systems**

Marijn van Klingeren, *University of Amsterdam (ASCoR)*

Hajo G. Boomgaarden, *University of Amsterdam (ASCoR)*

Claes H. de Vreese, *University of Amsterdam (ASCoR)*

#### **Status of Women in the Middle East and North Africa (SWMENA): A Grassroots Research and Advocacy Approach**

Rola Abdul-Latif, *IFES*

Lauren Serpe, *IFES*

#### **Paranormal Beliefs in East Asia**

Jibum Kim, *NORC*

Seokho Kim, *Sungkyunkwan University*

Hongjoon Yoo, *Sungkyunkwan University*

### **Methodology: Internet Surveys**

**Location:** Grand Ave C

**Chair:** Ali Mokdad, *University of Washington*

#### **How to Improve Response Rates to Web Surveys: Practical Guidance Based on Theory and Experimentation**

Don A. Dillman, *Washington State University*

Morgan Millar, *Washington State University*

Benjamin L. Messer, *Washington State University*

## **WAPOR Concurrent Session A**

**Wednesday, May 12 • 1:45 p.m. – 3:15 p.m.**

---

**Non-Internet Households Who Were Given Internet Access to Participate in an Online Panel: Where Do They Go From There?**

Annette C. Scherpenzeel, *CentERdata, Tilburg University*

Corrie Vis, *CentERdata*

Klaas De Vos, *CentERdata*

Jorna Leenheer, *CentERdata*

**Kids' Life and Times: Using the Internet to Give Children a Voice**

Katrina L. Lloyd, *Queen's University Belfast*

**The Influence of Response Sets on the Results and Quality of Multivariant Analyses**

Olaf Jandura, *Ludwig-Maximilians-Universität München*

Hans-Bernd Brosius, *Ludwig-Maximilians-Universität München*

## **Media and Public Opinion**

**Location:** Michigan Ave

**Chair:** Joachim Bruess, *Intermedia*

**Coverage of News Events Over Time**

Stefan Geiss, *Johannes Gutenberg-Universität Mainz*

**Need for Orientation, Media Use, and Agenda Melding**

David H. Weaver, *School of Journalism, Indiana University*

Donald L. Shaw, *School of Journalism, University of North Carolina*

Bartosz Wojdyski, *School of Journalism, University of North Carolina*

**Challenges in Spiral of Silence Research**

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

**Role of War Blogs During the Lebanese-Israeli War in 2006**

Dr. Ibrahim Saleh, *The Arab European Media Observatory*

## ***Short Course***

**Wednesday, May 12, 2010 • 2:30 p.m. – 6:00 p.m**

---

### **Course 1:**

#### **Weighting Survey Data – Advanced**

**Location:** Addison, 4th Floor

**Instructor:** Karol Krotki, *Senior Research Statistician, RTI International*

### **Course 2:**

#### **Multilingual, Multicultural & Multinational (3M)**

#### **Survey Design Methods: Introductory**

**Location:** Clark, 4th Floor

**Instructors:** Lars Lyberg, *Statistics Sweden, Stockholm, Sweden*  
Peter Mohler, *Mannheim University, Germany*  
Beth Ellen Pennell, *Survey Research Center,  
University of Michigan, Ann Arbor, Michigan, USA*

## **WAPOR Concurrent Session B**

**Wednesday, May 12 • 3:45 p.m. – 5:15 p.m.**

---

### **Democratic Values**

**Location:** Grand Ave A

**Chair:** Yashwant Deshmukh, *Team Cvoter*

#### **Rule of Law or Rule by Optimism?**

##### **The Case of the Andean Region**

AnaLucía Cordova Cazar,

*University of Nebraska-Lincoln, Gallup Research Center*

Francisco Lopez Bermudez, *ADA*

René Bautista, *UNL - Gallup Research Center*

Lei Huang, *UNL - Gallup Research Center*

Allan L. McCutcheon, *UNL - Gallup Research Center*

Tarek Albaghal, *UNL - Gallup Research Center*

#### **Support for Free Expression in Mexico:**

##### **A Nationwide Survey Compared With New U.S. Data**

Robert Wyatt, *Middle Tennessee State University*

Jorge Rojas, *Independent Political Consultant*

Jason Reineke, *Middle Tennessee State University*

Ken Blake, *Middle Tennessee State University*

#### **Albania 2009: Polling Challenges and Opportunities in Emerging Democracies**

Zeljka Buturovic, *Zogby International*

Katherine Schwalbe, *Zogby International*

Grace Ren, *Zogby International*

#### **Crime and Erosion of Democratic Values in Latin America: Evidence From the Americas Barometer 2008 Surveys**

Orlando J. Pérez, *Central Michigan University*

#### **Giving the Citizenry a Greater Voice in Government**

Steven Kull, *Program on International Policy Attitudes,  
University of Maryland*

## **WAPOR Concurrent Session B**

**Wednesday, May 12 • 3:45 p.m. – 5:15 p.m.**

---

### **Religion**

**Location:** Grand Ave B

**Chair:** Jibum Kim, *NORC*

#### **Religious Change Around the World**

Tom W. Smith, *NORC*

#### **Religious Commitment and Extremist Political Views in Nigeria**

Neha Sahgal, *Pew Research Center*

Kathleen Holzwart Sprehe, *Pew Research Center*

#### **The “Sufi-Sunnis”: Measuring Islamic Affiliation in Sub-Saharan Africa**

Allison Pond, *The Pew Forum on Religion & Public Life*

#### **A Measure of Religiosity Applicable to All Faiths**

Jon D. Miller, *Michigan State University*

Ronald Inglehart, *University of Michigan*

#### **Clashing Civilizations and the “Faith Factor”: The Influence of Religion on Anti-American Sentiment in Western Europe in the Post-9/11 Period**

Erin Carriere-Kretschmer, *Pew Research Center*

Jody C. Baumgartner, *East Carolina University*

### **Methodology: Selection, Weighting and Non-Response**

**Location:** Grand Ave C

**Chair:** Muzammil Hussain, *University of Washington*

#### **Investigating the Errors that Occur With Within-Unit Respondent Selection**

Paul J. Lavrakas, *Independent Consultant*

Trevor N. Tompson, *The Associated Press*

Robert G. Benford, *GfK Custom Research NA*

Christopher J. Fleury, *GfK Roper Public Affairs & Media*

## **WAPOR Concurrent Session B**

**Wednesday, May 12 • 3:45 p.m. – 5:15 p.m.**

---

**Weighing the Options: Are There Substantial Benefits to Weighting to the Number of Potential Respondents in a Household?**

Mark W. Andrews, *Survey Consultant*

**Optimizing Samples for Media Consumption in Sub-Saharan Africa**

Mark W. Andrews, *Survey Consultant*

**The Mahalanobis Distance as a Pre-Election Poll Accuracy Measure**

Stefanos Dris, *CERN and N.T.U. Athens*

### **Media Effect**

**Location:** Michigan Ave

**Chair:** David H. Weaver

**Managing Media and Political Opportunities at Home and Abroad: A Case Study of Mexican Americans**

Andrea E. Hickerson, *Rochester Institute of Technology*

**Cultivation and the Spiral of Silence: Theoretical and Empirical Intersections and Their Implications for Public Opinion Research**

James Shanahan, *Boston University*

Dietram Scheufele, *University of Wisconsin – Madison*

**Social Networks, Community Interaction, and Civic Participation of United States Immigrants**

Wenlin Liu, *Department of Communication, University of Washington*

**The Differential Role of Personal Contact for Generalized Perceived Threats Towards Muslims and Immigrants**

Anouk van Drunen, *University of Amsterdam*

Hajo Boomgaarden, *University of Amsterdam*

Rens Vliegenthart, *University of Amsterdam*

Claes H. de Vreese, *University of Amsterdam*





## Day-at-a-Glance

### Thursday, May 13

Time	Event	Location
7:00 a.m. – 5:00 p.m.	AAPOR Registration Desk Open	7th Floor Registration
8:00 a.m. – Noon	WAPOR Registration Desk Open	Avenue Hotel, 2nd Floor
8:00 a.m. – 1:00 p.m.	AAPOR Golf Outing Harborside	
8:00 a.m. - 11:30 a.m.	AAPOR Short Courses	Chicago Marriott Downtown
	Course 3: <b>Multilingual, Multicultural &amp; Multinational (3M) Survey Design Methods: Applied</b>	Addison, 4th Floor
	Course 4: <b>The Benefits &amp; Challenges of Address Based Sampling Designs</b>	Clark, 4th Floor
	Course 5: <b>Multilevel Analysis</b>	Avenue Ballroom, 4th Floor
8:15 a.m. – 9:45 a.m.	WAPOR Concurrent Session C	Avenue Hotel
	Session 1: <b>Trust and Society</b>	Grand Ave A
	Session 2: <b>Survey Research: Past, Present and Future</b>	Grand Ave B
	Session 3: <b>Methodology: Survey Response</b>	Grand Ave C
	Session 4: <b>Public Opinion Around the World</b>	Michigan Ave
9:45 a.m. – 10:15 a.m.	WAPOR Refreshment Break	Avenue Hotel
10:15 a.m. – 11:45 a.m.	WAPOR Concurrent Session D	Avenue Hotel
	Session 1: <b>Comparative Research</b>	Grand Ave A
	Session 2: <b>Election Polling</b>	Grand Ave B
	Session 3: <b>Challenges in Survey Methodology</b>	Grand Ave C
	Session 4: <b>New Media and Media Use</b>	Michigan Ave
Noon – 1:30 p.m.	WAPOR Lunch	Avenue Hotel
1:30 p.m. – 3:00 p.m.	AAPOR Concurrent Session A	Chicago Marriott Downtown
	Session 1: <b>Assessing Public Opinion in War Zones</b>	Grand Ballroom Salon 1, 7th Floor
	Session 2: <b>Lessons From Multilingual Cognitive Interviews</b>	Indiana, 6th Floor

# Day-at-a-Glance

## Thursday, May 13

Time	Event	Location
1:30 p.m. – 3:00 p.m.	AAPOR Concurrent Session A (cotinued)	Chicago Marriott Downtown
	Session 3: <b>Challenges of Including Cell Phone Households in Cross-National RDD Surveys</b>	Northwestern, 6th Floor
	Session 4: <b>Cross-National Research on Public Opinion</b>	Denver, 5th Floor
	Session 5: <b>Election Poll Forecasting &amp; Methodological Considerations</b>	Los Angeles, 5th Floor
	Session 6: <b>Address Based Sampling Issues &amp; Challenges</b>	Addison, 4th Floor
	Session 7: <b>Should Respondents Be Offered a Choice, No Choice or Their Preferred Survey Mode?</b>	Clark, 4th Floor
	Session 8: <b>Methodological Briefs: Improving Survey Questions &amp; Response Options</b>	Avenue Ballroom, 4th Floor
2:00 p.m. – 3:00 p.m.	WAPOR Business Meeting	Avenue Hotel
3:00 p.m. – 4:00 p.m.	AAPOR Refreshment Break in the Exhibit Hall	Chicago Ballroom, 5th Floor
	AAPOR Meet the Author Session Session 1: John Kennedy Diane O'Rourke David Moore Andy Peytchev <b>Meet the Editors of <i>Survey Practice</i></b> ( <a href="http://surveypractice.org">http://surveypractice.org</a> )	Chicago Ballroom, 5th Floor
	Session 2: Richard Sobel Peter Furia Bethany Barrett <b>Public Opinion and International Intervention: Lessons From the Iraq War</b> (Potomac Books Inc., 2010)	
	AAPOR Poster Session 1	Chicago Ballroom, 5th Floor
3:00p.m. – 5:00 p.m.	Public Opinion Quarterly Advisory Board Meeting	Sheffield, 4th Floor

## Day-at-a-Glance

### Thursday, May 13

Time	Event	Location
3:00 p.m. – 5:30 p.m.	AAPOR Exhibit Hall and Book Exhibit Open	Chicago Ballroom, 5th Floor
4:00 p.m. – 5:30 p.m.	<b>AAPOR Concurrent Session B</b>	
	Session 1: <b>AAPOR Task Force Report on Surveying Cell Phones in the U.S.</b>	Grand Ballroom Salon 1, 7th Floor
	Session 2: <b>Cross-National Attitudes &amp; Beliefs</b>	Indiana, 6th Floor
	Session 3: <b>Changing Attitudes and the Intensity of Public Opinion</b>	Northwestern, 6th Floor
	Session 4: <b>Political Knowledge and Attitudes</b>	Denver, 5th Floor
	Session 5: <b>Effect of Religion on Other Social &amp; Political Attitudes</b>	Los Angeles, 5th Floor
	Session 6: <b>Identifying &amp; Correcting Non-Response Bias</b>	Addison, 4th Floor
	Session 7: <b>Improving Questionnaire Design</b>	Clark, 4th Floor
	Session 8: <b>Methodological Briefs: Cell Phones, Internet Surveys and Response Rates</b>	Avenue Ballroom, 4th Floor
6:00 p.m. – 7:00 p.m.	<b>AAPOR New Member/ All Chapter Reception</b>	Grand Ballroom Foyer, 7th Floor
7:00 p.m. – 8:00 p.m.	<b>AAPOR Dinner</b>	Grand Ballroom, 7th Floor
8:00 p.m. – 9:30 p.m.	<b>AAPOR Plenary Session</b>	Grand Ballroom, 7th Floor
9:30 p.m. – 10:30 p.m.	<b>AAPOR Dessert Reception</b>	Grand Ballroom Foyer

## ***Short Courses***

**Thursday, May 13 • 8:00 a.m. – 11:30 a.m.**

---

### **Course 3:**

#### **Multilingual, Multicultural & Multinational (3M)**

#### **Survey Design Methods: Applied**

**Location:** Addison, 4th Floor

**Instructors:** Brad Edwards, *Westat*

Janet Harkness, *University of Nebraska-Lincoln, USA*

### **Course 4:**

#### **The Benefits & Challenges of Address Based**

#### **Sampling Designs**

**Location:** Clark, 4th Floor

**Instructors:** David Dutwin, *SSRS/Social Science Research Solutions*

Michael Link, *The Nielsen Company*

### **Course 5:**

#### **Multilevel Analysis**

**Location:** Avenue Ballroom, 4th Floor

**Instructor:** Joop Hox, *Utrecht University, The Netherlands*

## **WAPOR Concurrent Session C**

**Thursday, May 13 • 8:15 a.m. – 9:45 a.m.**

---

### **Trust and Society**

**Location:** Grand Ave A

**Chair:** Mark Gill, *MORI Caribbean*

#### **A Comparison of Women's Perceptions of Their Rights in Common Practice in Northern Sudan and Egypt**

Eric Chappell, *D3 Systems*

Brittany Shanks, *D3 Systems*

#### **Trust in Justice and the Legitimacy of Legal Authorities: Pilot Data From a Major Study of European Public Opinion**

Jonathan Jackson, *London School of Economics*

Mike Hough, *Kings College London*

Stephen Farrall, *University of Sheffield*

#### **Methodological Problems With Surveying Trust**

Susanne Lundasen, *Ersta Sköndal University College*

#### **Trust in Scientists: The Role of Media in Establishing Trust in Sources of Information About Nanotechnology**

Ashley A. Anderson, *University of Wisconsin-Madison*

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

Dominique Brossard, *University of Wisconsin-Madison*

### **Survey Research: Past, Present and Future**

**Location:** Grand Ave B

**Chair:** Dr. Ibrahim Saleh, *University of Cape Town*

#### **Does Familiarity Breed Contempt? Measuring and Comparing Survey Attitude Among New and Repeat Respondents Cross-Culturally**

Edith D. de Leeuw, *Utrecht University*

#### **Stability and Reliability in the General Social Survey Panel, 2006-2008**

Tom W. Smith, *NORC*

## **WAPOR Concurrent Session C**

**Thursday, May 13 • 8:15 a.m. – 9:45 a.m.**

---

**Time to Go Beyond Demography in Reporting Public Opinion**

Hans Zetterberg, *ValueScope AB*

### **Methodology: Survey Response**

**Location:** Grand Ave C

**Chair:** Andrea E. Hickerson, *Rochester Institute of Technology*

#### **Cultural Values and Survey Response Style**

Timothy Johnson, *Survey Research Laboratory*

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

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

Young I. Cho, *University of Illinois at Chicago Survey Research Laboratory*

Noel Chavez, *University of Illinois at Chicago*

Saul Weiner, *University of Illinois at Chicago*

Kelly Mazarno, *University of Illinois at Chicago Survey Research Laboratory*

#### **Branching Out: A Comparison of Branching Response Formats with Single Response Formats**

Randall K. Thomas, *ICF International*

William B. Higgins, *ICF International*

#### **Freelancers vs. Employees: Interviewer Employment Type and Data Quality on the Spanish Survey of Household Finances**

Sarah M. Hughes, *NORC*

#### **Pseudo-Opinions in Arts-Affairs: Prevalence and Social Determinants in Mail and Questionnaire Surveys**

Karl-Heinz Reuband, *University of Duesseldorf - Soziologie II*

## **WAPOR Concurrent Session C**

**Thursday, May 13 • 8:15 a.m. – 9:45 a.m.**

---

### **Public Opinion Around the World**

**Location:** Michigan Ave

**Chair:** Thomas Roessing, *Johannes Gutenberg-Universitat Mainz*

#### **Public Evaluation on the Leadership Performance of the United States and China in East Asia**

Lei Huang, *SRAM, University of Nebraska-Lincoln*

René Bautista, *SRAM, University of Nebraska-Lincoln*

Allan McCutcheon, *SRAM, University of Nebraska-Lincoln*

AnaLucía Cordova Cazar, *SRAM, University of Nebraska-Lincoln*

Tarek Albaghal, *SRAM, University of Nebraska Lincoln*

#### **A Survey of Iranians: Attitudes Toward the U.S. and Internal Political Issues**

Sara B. Elson, *RAND Corporation*

Alireza Nader, *RAND Corporation*

#### **The Impact of Military Operations on Afghan Optimism**

Karl G. Feld, *D3 Systems*

Anne Pessala, *D3 Systems*

John Richardson, *D3 Systems*

Brianna Augenreich, *D3 Systems*

#### **Gender, Policy, and Public Opinion in Syria and Lebanon**

John D. Willingham, *D3 Systems*

## WAPOR Concurrent Session D

Thursday, May 13 • 10:15 a.m. – 11:45 a.m.

---

### Comparative Research

Location: Grand Ave A

Chair: Roberta Fiske-Rusciano, *Rider University*

#### Measuring Economic Performance and Social Progress

Miguel E. Basáñez, *Cultural Change Institute, Fletcher School, Tufts University*

#### What Should Congress Members Do?

Using Survey Embedded Experiments to Study Citizens' Clientelistic Expectations in Mexico

Pablo Paras, *Data - OPM*

#### Mapping EU Attitudes: Conceptual Considerations and Empirical Evidence

Hajo G. Boomgarden, *Amsterdam School of Communications Research*

Andreas R. Schuck, *Amsterdam School of Communications Research*

Matthijs Elenbaas, *Amsterdam School of Communications Research*

Claes H. de Vreese, *Amsterdam School of Communications Research*

#### Beliefs and Misbeliefs About the Causes and Treatment of HIV/AIDS in Sub-Saharan Africa

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

Robert Tortora, *The Gallup Organization Ltd*

### Election Polling

Location: Grand Ave B

Chair: Orlando J. Pérez, *Central Michigan University*

#### The Role of Exit-Polls During Elections in Ukraine, 1998-2010

Vladimir I. Paniotto, *Kiev International Institute of Sociology*

Natalia N. Kharchenko, *Kiev International Institute of Sociology*

#### The 2004 U.S. Exit Poll Controversy Revisited: Why Were Bush Voters Reluctant to Participate in the Exit Polls?

Tamas Bodor, *University of Wisconsin-Stevens Point*

## **WAPOR Concurrent Session D**

**Thursday, May 13 • 10:15 a.m. – 11:45 a.m.**

---

**Should We Use Recall of Previous Vote(s) to Weight Electoral Polls?**

Claire Durand, *Universite de Montréal*

Isabelle Valois, *Universite de Montréal*

Mélanie Deslauriers, *Universite de Montréal*

**Once in a Lifetime Voters? “Defining Moments” and Their Impact on Electoral Turn-Out**

Colin McIlheney, *Price Waterhouse Coopers*

**The Unpredictability of Pundits and Predictable Elections: Using Public Opinion to Predict Political Disputes**

Clifford A. Young, *Ipsos Public Affairs*

### **Challenges in Survey Methodology**

**Location:** Grand Ave C

**Chair:** Harm't Hart

**Implementing Real-Time Surveys in Developing Countries: Lessons From a Cross-National Health Opinion Survey in Five Developing Countries**

Kana Fuse, *Institute for Health Metrics and Evaluation*

Ali Mokdad, *Institute for Health Metrics and Evaluation*

Emmanuela Gakidou, *Institute for Health Metrics and Evaluation*

Andrew Dyer, *ICF Macro*

Geoffrey Halsted, *ICF Macro*

**Privacy and Confidentiality Concerns of Respondents Who May Have Been Counted Twice in the Census**

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

Anissa Sorokin, *U.S. Census Bureau*

## **WAPOR Concurrent Session D**

**Thursday, May 13 • 10:15 a.m. – 11:45 a.m.**

---

### **Assessing Asian-Language Translated Questions About Self-Reported Racial/Ethnic Discrimination in a Health Survey**

Martha S. Kudela, *Westat*

Kerry Levin, *Westat*

Jocelyn Newsome, *Westat*

Salma Shariff-Marco, *National Cancer Institute*

Nancy Breen, *National Cancer Institute*

Gordon Willis, *National Cancer Institute*

### **Using Satellite Images for Urban Sampling:**

#### **The Case of Luanda, Angola**

Mark W. Andrews, *Survey Consultant*

## **New Media and Media Use**

**Location:** Michigan Ave

**Chair:** AnaLucia Cordova Cazar, University of Nebraska-Lincoln, SRAM

### **How Do Country Contexts Influence Media Use?**

Joachim Bruess, *InterMedia*

### **An Analysis of the Impact of Traditional News and New Media on the Knowledge of Current Events**

Thomas B. Christie, *University of Texas-Arlington*

### **Digital Literacy and the Gender Divide in Online Information Consumption: User-Sophistication and Susceptibility to Information-Overload**

Muzammil Hussain, *University of Washington*

### **Should I Support the Internet Censorship in China? Toward an Integrative Framework of the Theory of Reasoned Action, the Third-Person Perception, the Authoritarianism Personality, and the Unique Characteristics in China**

Guangchao Feng, *Hong Kong Baptist University*

## ***AAPOR Concurrent Session A***

**Thursday, May 13 • 1:30 p.m. – 3:00 p.m.**

---

### **Address Based Sampling Issues & Challenges**

Location: Addison, 4th Floor

Chair: Anh Thu Burks, *The Nielsen Company*

#### **Investigating Lister Error Associated With Units Added in Dependent Area Listing**

Aliza Kwiat, *U.S. Census Bureau*

#### **Your Home Was Specially Selected:**

#### **Using Address-Based Sampling as a Recruitment Technique**

Justin T. Bailey, *The Nielsen Company*

Gretchen Grabowski, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

#### **Non-Response Bias:**

#### **Recent Findings From Address-Based Panel**

Joe Garrett, *Knowledge Networks*

J. Michael Dennis, *Knowledge Networks*

Charles DiSogra, *Knowledge Networks*

#### **Address-Based Sampling Design and Coverage Rate:**

#### **The Case of REACH U.S.**

Kanru Xia, *NORC*

Kari Carris, *NORC*

Whitney Murphy, *NORC*

Hee-Choon Shin, *NORC*

#### **Undercoverage Error in List-Assisted RDD Surveys:**

#### **Evaluation and Adjustment**

Burton Levine, *RTI International*

## **AAPOR Concurrent Session A**

**Thursday, May 13 • 1:30 p.m. – 3:00 p.m.**

---

### **Assessing Public Opinion in War Zones**

**Location:** Grand Ballroom Salon I, 7th Floor

**Chair:** Barbara Bardes, *University of Cincinnati*

**Discussant:** Bruce Sherman, *Broadcasting Board of Governors*

#### **Afghanistan: Where Things Stand**

Gary Langer, *ABC News*

Matthew Warshaw, *D3 Systems and Afghan Center for Socio-Economic and Opinion Research*

### **Challenges of Including Cell Phone Households in Cross-National RDD Surveys**

**Location:** Northwestern, 6th Floor

**Chair:** Anna Fleeman, *Arbitron*

**Discussant:** Allan McCutcheon, *University of Nebraska – Lincoln*

#### **A Review of Developments and Associated Challenges With the Inclusion of Cell Phone Households in Cross National RDD Surveys**

Robert Manchin, *Gallup Europe*

Bob Tortora, *Gallup London*

Rajesh Srinivasan, *Gallup Organization*

Femke De Keulenaer, *Gallup Europe*

Gergely Hideg, *Gallup Hungary*

Marek Fuchs, *Institut für Soziologie Technische Universität Darmstadt*

Vasja Vehovar, *University of Ljubljana*

Allan McCutcheon, *UNL*

#### **Sharing of Mobile Phones – Consequences for Sampling and Weighting**

Marek Fuchs, *Darmstadt University of Technology*

Britta Busse, *Darmstadt University of Technology*

#### **Differential Call Scheduling in Dual Frame Telephone Surveys: Should We Be Concerned About “Timing Effects”?**

Femke De Keulenaer, *Gallup Europe*

Robert Manchin, *Gallup Europe*

## **AAPOR Concurrent Session A**

**Thursday, May 13 • 1:30 p.m. – 3:00 p.m.**

---

### **Study of the Dynamics Of Cell-Phone Ownership and Usage Patterns and its Application to the Design of Dual-Frame Methods**

Rajesh Srinivasan, *Gallup*

Manas Chattopadhyay, *Gallup*

Steve Hanway, *Gallup*

## **Cross-National Research on Public Opinion**

**Location:** Denver, 5th Floor

**Chair:** Carolina Gutierrez, *Henry J. Kaiser Family Foundation*

### **Latent Support for Sub-National Military Groups in Pakistan**

Tarek Albaghal, *University of Nebraska*

Lei Huang, *University of Nebraska*

Ana Lucia Cordova Cazar, *University of Nebraska*

Allan McCutcheon, *University of Nebraska*

Rene Bautista, *University of Nebraska*

### **Inequality of National Exam and Participation in Higher Education in China – Results From a Pilot Online Deliberative Poll**

Rui Wang, *Stanford University*

Alice Siu, *Stanford University*

Qianfan Zhang, *Peking University*

Xiaobo Mou, *Peking University*

Mai Cheng, *Peking University*

### **The Life Opportunities Survey, Office for National Statistics UK**

Tom Howe, *Office for National Statistics*

### **Attitude Factors in the Search for Israeli-Palestinian Peace**

Alvin Richman, *Retired*

*(former senior opinion analyst in U.S. State Department)*

### **Acceptance of GPS Technology in the Diverse Environment of Jerusalem, Israel**

Julie L. Paasche, *NuStats*

## **AAPOR Concurrent Session A**

**Thursday, May 13 • 1:30 p.m. – 3:00 p.m.**

---

### **Election Poll Forecasting & Methodological Considerations**

**Location:** Los Angeles, 5th Floor

**Chair:** Bradley Parsell, *NORC*

#### **Forecasting Elections: Voting Intentions vs. Expectations**

David Rothschild, *University of Pennsylvania's Wharton School of Business*

#### **Weight a Little and See if Things Change: The Impact of Weighting Public Opinion Data by Party Registration**

Andrew E. Smith, *UNH Survey Center*

David W. Moore, *UNH Carsey Institute*

#### **Why Do Polls Go Wrong Sometimes?**

Claire Durand, *Universite de Montreal*

Martial Foucault, *Universite de Montreal*

John Goyder, *University of Waterloo*

Mélanie Deslauriers, *Universite de Montreal*

#### **Statistical Properties of Internet and Telephone Polls in the 2008 U.S. Elections**

Douglas Rivers, *Stanford University*

#### **A Synthesis and Analysis of Economic, Stability, and Opinion Indicators as Predictors of Electoral Outcomes With Particular Attention to State-Level Elections.**

Chris Wilson, *Wilson Research Strategies*

Bryon Allen, *Wilson Research Strategies*

## **AAPOR Concurrent Session A**

**Thursday, May 13 • 1:30 p.m. – 3:00 p.m.**

---

### **Lessons From Multilingual Cognitive Interviews**

**Location:** Indiana, 6th Floor

**Chair:** Joe Murphy, *RTI International*

**Discussant:** Robert Belli, *University of Nebraska-Lincoln*

#### **Strategies for Choosing the Number and Nationality of Spanish-Speaking Immigrant Respondents for Cognitive Testing Studies in the United States**

Patricia L. Goerman, *U.S. Census Bureau*

#### **Respondent Recruitment, Interviewing, and Training: Lessons Learned From a Spanish Language Cognitive Interviewing Project**

M. Mandy Sha, *RTI International*

Georgina McAvinchey, *RTI International*

Leticia Reed, *RTI International*

Sonia Rodriguez, *RTI International*

George R. Carter, III, *U.S. Census Bureau*

#### **Comprehension Probes in Multilingual Cognitive Interviews**

Virginia Y. Wake, *Statistical Research Division, U.S. Census Bureau*

#### **How Hispanics Rate Their Health Status:**

##### **Evidence From Cognitive Interviews**

Alisu Schoua-Glusberg, *Research Support Services*

Marjorie Hinsdale-Shouse, *RTI International*

### **Methodological Briefs:**

#### **Improving Survey Questions and Response Options**

**Location:** Avenue Ballroom, 4th Floor

**Chair:** Lisa Carley-Baxter, *RTI International*

##### **Are Cognitive Testing Results Reliable?**

##### **An Empirical Investigation**

Gordon B. Willis, *National Cancer Institute*

**AAPOR Concurrent Session A****Thursday, May 13 • 1:30 p.m. – 3:00 p.m.**

---

**An Experiment in Measuring Health Insurance****Status and Type***Dianne Rucinski, Institute for Health Research and Policy**Kelly Daley, Abt SRBI**Julie Pacer, Abt SRBI***A New Method for Evaluating the Propensity to Guess in Political Knowledge Quizzes***Nick Allum, University of Essex**Patrick Sturgis, University of Southampton**Patten Smith, Ipsos-MORI***Illuminating Optimal Survey Response Using Follow-Up Questions***Linda K. Owens, Survey Research Laboratory, University of Illinois, Chicago**Sowmya Anand, Survey Research Lab, University of Illinois***Forced-Choice vs. Yes-No Questions:****Data Quality and Administrative Effort***Sowmya Anand, Survey Research Laboratory, University of Illinois**Linda K. Owens, Survey Research Laboratory, University of Illinois**Jennifer A. Parsons, Survey Research Laboratory, University of Illinois***Grappling With Grids: How Does Question Format Affect Data Quality and Respondent Engagement?***Jene Grandmont, MarketVision Research**Bob Graff, MarketVision Research**Lynn Goetzinger, MarketVision Research**Kara Dorbecker, MarketVision Research***Effects of Gender-of-Voice on Reports of Sensitive Behaviors: Findings From the ACASI Module of the Midwest Young Adult Study***Jessica Price, University of Wisconsin Survey Center**Jennifer Dykema, University of Wisconsin Survey Center**Kerryann DiLoreto, University of Wisconsin Survey Center*

## ***AAPOR Concurrent Session A***

**Thursday, May 13 • 1:30 p.m. – 3:00 p.m.**

---

### **Should Respondents Be Offered a Choice, No Choice, or Their Preferred Survey Mode?**

**Location:** Clark, 4th Floor

**Chair:** Don A. Dillman, *Washington State University*

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

#### **Does Giving People Their Preferred Survey Mode Actually Increase Survey Participation Rates?**

Kristen Olson, *University of Nebraska-Lincoln*

Heather Wood, *University of Nebraska-Lincoln*

Jolene Smyth, *University of Nebraska-Lincoln*

#### **Improving Response to Mail and Web Mixed-Mode Surveys: The Effects of Offering Choice on Survey Response**

Morgan M. Millar, *Washington State University*

Don A. Dillman, *Washington State University*

#### **Incorporating a Web Option in a Two-Phase Mail Survey**

Pat D. Brick, *Westat*

David Cantor, *Westat*

Daifeng Han, *Westat*

Maribel Aponte, *Department of Veterans Affairs*

#### **Does Providing a Choice of Survey Modes Influence Response?**

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

Lydia Newton, *Survey Research Center*

Danny Yang, *Survey Research Center*

# ***AAPOR Poster Session - 1***

**Thursday, May 13 • 3:00 p.m. – 4:00 p.m.**

---

## **Poster Session - 1**

**Location:** Exhibit Hall, Chicago Ballroom, 5th Floor

1. **Participation or Communication? Political Activity in the Internet Age**  
 Lindsay H. Hoffman, *University of Delaware*  
 Marie Hong, *University of Delaware*  
 Courtney Long, *University of Delaware*
  
2. **Modeling State Differences in Response Rates in RDD Surveys: An Analysis of Seven Years of BRFSS Response Rates**  
 David R. Johnson, *Pennsylvania State University*  
 Kurt D. Johnson, *Survey Research Center*  
 Breandan Jennings, *The Pennsylvania State University*
  
3. **Investigating Data Falsification: Modes of Detection and Causes of Suspicion**  
 Elizabeth L. Love, *U.S. Census Bureau*
  
4. **Tracing Young Adults for a Telephone/Web Survey**  
 Benjamin T. Phillips,  
*Steinhardt Social Research Institute, Brandeis University*
  
5. **Correlation of Roster Probes and Population Complexity**  
 Celeste Stone, *U.S. Census Bureau, Decennial Statistical Studies Division*  
 Kyra Linse, *U.S. Census Bureau*
  
6. **Impact of Interviewer and Respondent Verbal Behaviors on Data Quality in Different Interviewing Techniques**  
 Ipek Bilgen, *University of Nebraska-Lincoln*  
 Robert F. Belli, *University of Nebraska-Lincoln*
  
7. **Creating a Self-Administered Event History Calendar**  
 Megan Zander Cotugno, *RAND Corporation*

## **AAPOR Poster Session - I**

**Thursday, May 13 • 3:00 p.m. – 4:00 p.m.**

---

- 8. Parent Proxy and Adolescent Self-Report: Parental Judgment of Adolescent Knowledge and Perceptions of Disease, Treatment, and Medical Care**  
Laurie Fishman, *Harvard Medical School/Children's Hospital Boston*  
Sonja Ziniel, *Harvard Medical School/Children's Hospital*  
Sarah Krathwohl, *Children's Hospital Boston*  
Janis Arnold, *Children's Hospital Boston*
  
- 9. A Comparison of Web and Mail Survey Respondents Within a Mixed Mode National Survey**  
Eunjung Shin, *UIC*  
Timothy P. Johnson, *UIC*  
Kumar Rao, *Gallup*
  
- 10. Question Wording and Support for a Health Insurance Public Option**  
Alan Reifman, *Texas Tech University*
  
- 11. Exploring Race and Hispanic Origin Questions With Multiracial Individuals: Diverse Responses From a Diverse Population**  
Rodney L. Terry, *U.S. Census Bureau*  
Jennifer H. Childs, *U.S. Census Bureau*
  
- 12. ¿Habla Español? Impact of Offering a Bilingual Option in a Mail Survey of Linguistically Isolated Areas**  
Andrew Zukerberg, *National Center for Education Statistics*  
Daifeng Han, *Westat*
  
- 13. “¿Podemos Comenzar La Entrevista Ahora?/ May We Begin The Interview Now?” Conducting Survey Research With Bilingual Interviewers and Respondents**  
Nicole Tate, *RTI International*  
Natasha Janson, *RTI International*
  
- 14. No, No Cash Rent**  
Julie Parker, *US Census Bureau*

## ***AAPOR Poster Session - 1***

**Thursday, May 13 • 3:00 p.m. – 4:00 p.m.**

---

15. **Racial and Ethnic Differences in On-Schedule Mammography Screening: Results From the Behavioral Risk Factor Surveillance System**  
Michelle L. Rogers, *Brown University*  
Melissa A. Clark, *Brown University*  
William Rakowski, *Brown University*  
Crystal D. Linkletter, *Brown University*
  
16. **Polling the Poll Workers: Examining the Role of Election Day Workers in 2008**  
Stephen T. Mockabee, *University of Cincinnati*  
Quin Monson, *Brigham Young University*  
Kelly Patterson, *Brigham Young University*  
Lisa Argyle, *University of California, Santa Barbara*
  
17. **Evaluating the Effectiveness of Using an Additional Mailing Piece in the American Community Survey**  
Jennifer G. Tancreto, *U.S. Census Bureau*
  
18. **Relationships Among Social Science Teachers' Demographic Characteristics, Demographic Characteristics of Their Respective Schools, and Teachers' Opinions and Behaviors as Related to Field Trips: A Case of Ohio**  
Anastasia Mirzoyants, *The University of Toledo Urban Affairs Center*  
Dwight Haase, *The University of Toledo Urban Affairs Center*
  
19. **Concurring Opinions: An Examination of Differences Among Believers in Climate Change**  
Christopher P. Borick, *Muhlenberg College Institute of Public Opinion*  
Barry G. Rabe, *University of Michigan*
  
20. **Effects of Personalization, Length, and Choice of Mode on Cooperation Rates for Mixed Mode Recontact Surveys**  
Darby Steiger, *The Gallup Organization*  
Manas Chattopadhyay, *Gallup*  
Dawn Royal, *Gallup*

## ***AAPOR Poster Session - I***

**Thursday, May 13 • 3:00 p.m. – 4:00 p.m.**

---

- 21. Sampling by Professional Referral: Lessons Learned From Asking Physicians to Recruit Patients in Two Health Surveys**  
Sean O. Hogan, *RTI-International*  
Michael Power, *American College of Obstetricians & Gynecologists*  
Jay Schulkin, *American College of Obstetricians & Gynecologists*  
John D. Loft, *RTI International*
- 22. Google Public Data: A Tool to Search for and Visualize Official Statistics**  
Mario Callegaro, *Google*  
Ola Rosling, *Google*  
Jurgen Schwarzler, *Google*
- 23. Mixed Mode Data Collection Methods in the American Community Survey**  
Deborah H. Griffin, *U.S. Census Bureau*  
Todd R. Hughes, *U.S. Census Bureau*
- 24. New Developments in Privacy for Online Research**  
Peter Milla, *Independent Consultant*
- 25. Exploring Visual Effects in Mail Survey Materials on the Quality of Survey Data**  
Teresa (Ye) Jin, *The Nielsen Company*  
Lorelle Vanno, *The Nielsen Company*  
Jennie Lai, *The Nielsen Company*  
Michael W. Link, *The Nielsen Company*  
Charles D. Shuttles, *The Nielsen Company*
- 26. Exploring Visual Enhancements on a Mail Survey of Physicians**  
Emily McFarlane Geisen, *RTI International*  
Joseph Murphy, *RTI International*  
Jessica Severance, *RTI International*  
Murrey G. Olmsted, *RTI International*

## ***AAPOR Poster Session - I***

**Thursday, May 13 • 3:00 p.m. – 4:00 p.m.**

---

- 27. Mandatory Reporting of Child Maltreatment: A Technique for Risk Assessment and Data Review**  
 Stacey Weger, *RTI International*  
 Amy Hendershott, *RTI International*  
 Gina Kilpatrick, *RTI International*
- 28. Self vs. Spouse's Report of Alcohol Consumption: An Evaluation of Proxy Reports of Spousal Drinking Behavior**  
 Young I. Cho,  
*Survey Research Laboratory, University of Illinois at Chicago*  
 Richard W. Wilsnack,  
*University of North Dakota, School of Medicine & Health Sciences*  
 Sharon C. Wilsnack,  
*University of North Dakota, School of Medicine & Health Sciences*  
 Arlinda F. Kristjanson,  
*University of North Dakota, School of Medicine & Health Sciences*  
 Perry Benson,  
*University of North Dakota, School of Medicine & Health Sciences*  
 Timothy P. Johnson,  
*Survey Research Laboratory, University of Illinois at Chicago*
- 29. A Management Model for Continuous Data Collection: Reflections From the National Survey of Family Growth, 2006-2010**  
 Nicole Kirgis, *University of Michigan, Institute for Social Research*  
 Jim Lepkowski, *University of Michigan, Institute for Social Research*
- 30. Using the Generic Ballot to Predict Seat Change in Mid-Term Elections**  
 Jeffrey M. Jones, *The Gallup Poll*
- 31. The Theory and Evaluation of Anchoring Effect in Visually Administered Extremely Long Response Lists**  
 Kumar Rao, *Gallup Inc.*

## ***AAPOR Poster Session - I***

**Thursday, May 13 • 3:00 p.m. – 4:00 p.m.**

---

- 32. The Effectiveness of Stratification by Cellular Switch Points: The Minnesota Experience**  
David Dutwin, *Social Science Research Solutions*  
Kathleen Call, *University of Minnesota*  
Susan Sherr, *SSRS*
- 33. Surveying a Unique Population: The 2009 National Survey of African American Churches**  
Sara Bausch, *ICF MACRO*  
Matt Denker, *ICF MACRO*
- 34. A Moving Target: The Effect of Changing Respondents in a Panel Survey of Households**  
Kate E. Bachtell, *NORC at the University of Chicago*  
Beth Fisher, *NORC at the University of Chicago*  
Ned English, *NORC at the University of Chicago*  
Catherine Haggerty, *NORC at the University of Chicago*
- 35. How Valid Are Cross-Cultural Differences in Sexual Behaviors and Sexually Transmitted Diseases? Using Cognitive Interviews to Examine Odd Data Patterns**  
Alisu Schoua-Glusberg, *Research Support Services*  
Heather Ridolfo, *National Center for Health Statistics*
- 36. Surveys of Older Adults in the US: Technology Matters**  
Kelly Quinn, *University of Illinois at Chicago*
- 37. Minimizing Fieldwork Costs in National Random Door-to-Door Surveys**  
Andrew I. Zelin, *Ipsos MORI*
- 38. The Continuous National Survey of Family Growth: 1st Data**  
Jo Jones, *National Center for Health Statistics*

## ***AAPOR Concurrent Session B***

**Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.**

---

### **AAPOR Task Force Report on Surveying Cell Phones in the U.S.**

**Location:** Grand Ballroom Salon I, 7th Floor

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

#### **2010 AAPOR Task Force Report on Surveying Cell Phones in the U.S.**

Linda Piekarski, *Survey Sampling International*

Courtney Kennedy, *Abt SRBI*

Scott Keeter, *Pew Research Center*

John Hall, *Mathematica Policy Research*

Anna Fleeman, *Arbitron Inc.*

Thomas M. Guterbock, *University of Virginia*

### **Changing Attitudes and the Intensity of Public Opinion**

**Location:** Northwestern, 6th Floor

**Chair:** Linda Dimitropoulos, *RTI International*

#### **Framing and Context Effects in Support for Same-Sex Marriage and Civil Unions**

Jennifer Heerwig, *NYU*

Brian J. McCabe, *NYU*

#### **Technological Innovation in America's Backyard: The Intersection of Media Use, Political Partisanship, and Public Opinion of Biofuels**

Nicholas Brigham Schmuhl, *University of Wisconsin-Madison*

Michael A. Cacciatore, *University of Wisconsin-Madison*

Andrew R. Binder, *University of Wisconsin-Madison*

Bret R. Shaw, *University of Wisconsin-Madison*

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

## ***AAPOR Concurrent Session B***

**Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.**

---

### **Measuring Intensity of Opinion**

David W. Moore, *University of New Hampshire*

Andrew E. Smith, *University of New Hampshire*

### **Parental Consent and Changing Abortion Attitudes, Examining Trends in California**

Mark Baldassare, *Public Policy Institute of California*

Jennifer Paluch, *Public Policy Institute of California*

Sonja Petek, *Public Policy Institute of California*

### **A Network Analytic Approach to Understanding Cross-Platform Audience Behavior**

Thomas Ksiazek, *Northwestern University*

## **Cross-National Attitudes & Beliefs**

**Location:** Indiana, 6th Floor

**Chair:** Patricia Moy, *University of Washington*

**Discussant:** Richard L. Clark, *University of Georgia*

### **Fifty Years After “The Civic Culture”: Insights From the Gallup World Poll 2008-2009**

Rene Bautista, *University of Nebraska-Lincoln*

Ana Lucia Cordova Cazar, *University of Nebraska-Lincoln*

Allan McCutcheon, *University of Nebraska-Lincoln*

Tarek Albaghal, *University of Nebraska-Lincoln*

Lei Huang, *University of Nebraska-Lincoln*

### **Attitudes Toward Democracy Twenty Years After the Fall of the Berlin Wall**

Juliana M. Horowitz, *Pew Research Center*

Richard Wike, *Pew Research Center*

### **Cross-Cultural/National Issues From Implementing the Global Adult Tobacco Survey in 14 Countries**

Jeremy Morton, *Centers for Disease Control and Prevention*

Krishna Palipudi, *Centers for Disease Control and Prevention*

Samira Asma, *Centers for Disease Control and Prevention*

## **AAPOR Concurrent Session B**

**Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.**

---

### **Public Opinion and Crisis: Insecurity and Economic Situation in the Perception of the Mexican Public Opinion 2007-2009**

Paul F. Valdes Cervantes, *Parámetro Investigación*

Nelson Arteaga, *UAEM*

### **Effect of Religion on Other Social & Political Attitudes**

**Location:** Los Angeles, 5th Floor

**Chair:** Nancy Whelchel, *North Carolina State University*

#### **Diversity and a Sensitive Social Issue:**

#### **Hispanic Catholics and Their Comparative Response to the Clerical Abuse Crisis**

William C. McCready, *Knowledge Networks*

Mark Gray, *Center for Applied Research on the Apostolate (CARA)*

Jeffrey Shand-Lubbers, *Knowledge Networks*

#### **Differences Between Self-identified “Born-Again” and “Evangelical” Christians in Sub-Saharan Africa**

Scott F. Clement, *Pew Research Center*

#### **Who’s Lying? A Cross-National Comparison of the Correlates of Over Reported Religious Service Attendance**

Philip Brenner, *University of Michigan*

#### **“The Times They Are A-Changin’”? Ethnic and Religious Diversity and Their Effects on the Social, Political and Economic Beliefs and Attitudes of Young People in England**

Nick Moon, *GfK NOP Social Research*

Iain Noble, *University of Westminster*

#### **Conflict, Integration or Independence: Public Attitudes on Science and Religion in American Society**

Rob Suls, *Pew Research Center*

Daniel Cox, *Public Religion Research*

## **AAPOR Concurrent Session B**

**Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.**

---

### **Identifying & Correcting Non-Response Bias**

**Location:** Addison, 4th Floor

**Chair:** Adam Safire, *U.S. Bureau of Labor Statistics*

#### **Using Post-Stratification Weighting to Reduce Nonresponse Error in Student Survey Data: Preliminary Evidence**

Matthew W. Courser, *Pacific Institute for Research and Evaluation*

Stephen Shamblen, *Pacific Institute for Research and Evaluation*

Joel Grube, *Pacific Institute for Research and Evaluation*

#### **Nonresponse Bias Correction in Telephone Surveys Using Census Geocoding: An Evaluation of Error Properties**

Paul P. Biemer, *RTI International*

Andy Peytchev, *RTI International*

#### **Use of Paradata for Nonresponse Weighting Adjustments**

Donsig Jang, *Mathematica Policy Research*

Amang Sukasih, *Mathematica Policy Research*

Kelly H. Kang, *National Science Foundation*

Stephen H. Cohen, *National Science Foundation*

#### **Who is Missing and How Much Does it Impact Educational Performance Estimates? – Propensity Models Applied to the NAEP Survey Data Merged With the Administrative Data of the High School Transcripts Study**

Young Chun, *NORC at the University of Chicago*

#### **Examining Nonresponse Bias Using Sample Frame Data**

Sunghee Lee, *UCLA Center for Health Policy Research*

Chandra Higgins, *Los Angeles County Public Health Department*

Shin M. Chao, *Los Angeles County Public Health Department*

Yvonne Lau, *Los Angeles County Public Health Department*

## **AAPOR Concurrent Session B**

**Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.**

---

### **Improving Questionnaire Design**

**Location:** Clark, 4th Floor

**Chair:** Marielle Weindorf, *DataStat, Inc.*

#### **Issues in Changing the Measurement Methodology for the Quarterly Tax Survey**

Marcus Graham, *U.S. Census Bureau*

Rebecca L. Morrison, *U.S. Census Bureau*

Amy Couzens, *U.S. Census Bureau*

La Toya Thomas, *U.S. Census Bureau*

#### **Bento Box Questionnaire Testing: Multi-Method Questionnaire Testing for the 2012 Census of Agriculture**

Jaki S. McCarthy, *USDA Nat'l Agricultural Stat. Service*

Donald Buysse, *USDA Nat'l Agricultural Stat. Service*

#### **Characteristics of Survey Questions: A Review**

Nora Cate Schaeffer, *Dept of Sociology, UW Madison*

Jennifer Dykema, *University of Wisconsin Survey Center*

#### **Early Stage Scoping: Building High Quality Survey Instruments Without High Costs**

Kristin Stettler, *U.S. Census Bureau*

Fran Featherston, *National Science Foundation*

#### **Factors in Skip Errors and Omissions on a Self-Administered Paper Questionnaire**

Brett McBride, *Westat*

David Cantor, *Westat*

## **AAPOR Concurrent Session B**

**Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.**

---

### **Methodological Briefs: Cell Phones, Internet Surveys, and Response Rates**

**Location:** Avenue Ballroom, 4th Floor

**Chair:** Martin Barron, *NORC*

#### **Completing Web Surveys on Smart Phones**

James Dayton, *Macro International Inc.*

Naomi Freedner, *ICF MACRO*

Kristie Hannah, *ICF MACRO*

#### **Cell Phone Pre-Identification and Geographic Accuracy: Experiences Among Military Personnel**

Mark Morgan, *Abt SRBI*

Daniel Loew, *Abt SRBI*

#### **Within Household Cell Phone Sharing and Other Usage Patterns**

Andrew Stavisky, *U.S. Government Accountability Office*

Carl Ramirez, *U.S. Government Accountability Office*

James D. Ashley, *U.S. Government Accountability Office*

#### **Reasons for Panel Attrition:**

##### **Arbitron Panelist Exit Interviews**

Arianne Buckley, *Arbitron Inc.*

Courtney Mooney, *Arbitron*

Yelena Pens, *Arbitron*

#### **Social Networks and Social Networking: Utilizing Social Networking Sites to Conduct Field Work When Your Sample Members are Likely to Know Each Other**

Lisa M. Setlak, *NORC*

## ***AAPOR Concurrent Session B***

**Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.**

---

### **Political Knowledge and Attitudes**

**Location:** Denver, 5th Floor

**Chair:** Janice Ballou, *Mathematica Policy Research*

#### **Competitive Elections and Attitudes Toward Congress**

Heather Evans, *Sam Houston State University*

#### **Political Knowledge as an Independent Variable**

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

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

#### **Measuring Televised Exposure to Politics:**

##### **Evaluating a New Approach**

Susanna Dilliplane, *University of Pennsylvania*

Seth Goldman, *University of Pennsylvania*

Diana Mutz, *University of Pennsylvania*

#### **The Gender Gap in Political Knowledge: Results From the National Annenberg Election Surveys 2000, 2004, and 2008**

Kate Kenski, *Dept. of Communication, University of Arizona*

#### **The State of the Parties in the American Electorate**

Michael Dimock, *Pew Research Center for the People & the Press*

Robert Suls, *Pew Research Center for the People & the Press*

Alec Tyson, *Pew Research Center for the People & the Press*

Jacob Poushter, *Pew Research Center for the People & the Press*

## ***Plenary Session***

**Thursday, May 13, 2010 • 8:00 p.m. – 9:30 p.m.**

---

### **Assessing Truth in Polls and Surveys**

**Location:** Grand Ballroom, 7th Floor

**Moderator:** Michael Link, *The Nielsen Company*

**Panelists:** Mark Blumenthal, *Pollster.com*

Peter Milla, *CASRO Institute for Research Quality*

Brian Harris-Kojetin, *Office of Management and Budget*

Gary Langer, *ABS News*

Peter Miller, *Northwestern University*

Evans Witt, *National Council on Public Polls*





## Day-at-a-Glance

### Friday, May 14

Time	Event	Location
7:00 a.m. – 8:00 a.m.	<b>AAPOR Committee Meetings</b>	Chicago Marriott Downtown
	<b>AAPOR Membership Committee</b>	DuPage, 3rd Floor
	<b>Academic Survey Research Organizations (ASRO)</b>	McHenry, 3rd Floor
	<b>National Network of State Polls (NNSP)</b>	Kane, 3rd Floor
7:00 a.m. – 8:00 a.m.	<b>Continental Breakfast</b>	Chicago Ballroom, 5th Floor
7:00 a.m. – 4:15 p.m.	<b>Exhibit Hall and Book Exhibit Open</b>	Chicago Ballroom, 5th Floor
7:30 a.m. – 4:30 p.m.	<b>AAPOR Registration Desk Open</b>	7th Floor Registration
8:00 a.m. – 9:30 a.m.	<b>AAPOR Concurrent Session A</b>	
	Session 1: <b>Household Telephone Access: Coverage &amp; Adjustment</b>	Grand Ballroom Salon 1, 7th Floor
	Session 2: <b>Candidate Preferences &amp; Election Outcomes</b>	Indiana, 6th Floor
	Session 3: <b>Survey &amp; Measurement Challenges With Racial/Ethnic Populations</b>	Northwestern, 6th Floor
	Session 4: <b>Public Attitudes Towards Climate Change &amp; Energy Use</b>	Denver, 5th Floor
	Session 5: <b>Non-Response, Paradata &amp; Data Quality</b>	Los Angeles, 5th Floor
	Session 6: <b>Considerations in Choosing Between the American Community Survey &amp; the Current Population Survey</b>	Addison, 4th Floor
	Session 7: <b>Media &amp; Public Trust</b>	Clark, 4th Floor
	Session 8: <b>Methodological Briefs: Improving Measurement &amp; Reducing Error</b>	Avenue Ballroom 4th Floor
9:30 a.m. – 10:00 a.m.	<b>AAPOR Refreshment Break</b>	Chicago Ballroom, 5th Floor

*Day-at-a-Glance*

Friday, May 14

Time	Event	Location
10:00 a.m. – 11:30 a.m.	<b>AAPOR Concurrent Session B</b>	
	Session 1: <b>Tracking, Measuring &amp; Responding to Public Opinion</b>	Grand Ballroom Salon 1, 7th Floor
	Session 2: <b>Challenges of Multimode Data Collection</b>	Indiana, 6th Floor
	Session 3: <b>Surveying on Sensitive Topics</b>	Northwestern, 6th Floor
	Session 4: <b>Use of Web Surveys Across Diverse Populations</b>	Denver, 5th Floor
	Session 5: <b>Memory, Recall &amp; Accuracy in Survey Measurement</b>	Los Angeles 5th Floor
	Session 6: <b>Advances in Survey Sampling &amp; Weighting</b>	Addison, 4th Floor
	Session 7: <b>Issues in Cell Phone Surveys</b>	Clark, 4th Floor
	Session 8: <b>Methodological Briefs: Improving Multimode Data Collection</b>	Avenue Ballroom, 4th Floor
11: 45 a.m. – 12:45 p.m.	<b>JOS Editorial Committee Meeting</b>	Cook, 3rd Floor
11:45 a.m. – 1:45 p.m.	<b>AAPOR Luncheon &amp; Presidential Address</b>	Grand Ballroom, 7th Floor
1:45 p.m. – 3:15 p.m.	<b>AAPOR Concurrent Session C</b>	
	Session 1: <b>Methodological Advances in Address Based Sampling</b>	Grand Ballroom Salon 1, 7th Floor
	Session 2: <b>Improving Response Through Incentives</b>	Indiana, 6th Floor
	Session 3: <b>Alternative Data Collection Techniques: Biospecimens, GPS &amp; Second Life</b>	Northwestern, 6th Floor
	Session 4: <b>Challenges of Language Translation</b>	Denver, 5th Floor
	Session 5: <b>Consumer &amp; Media-Related Attitudes</b>	Los Angeles, 5th Floor
	Session 6: <b>Public Opinion &amp; the Healthcare Debate</b>	Addison, 4th Floor
	Session 7: <b>Improving Questionnaire Design to Reduce Bias</b>	Clark, 4th Floor

## Day-at-a-Glance

### Friday, May 14

Time	Event	Location
1:45 p.m. – 3:15 p.m.	<b>AAPOR Concurrent Session C</b> (continued)	
	Session 8: <b>Methodological Briefs: Improving Response Rates</b>	Avenue Ballroom, 4th Floor
3:15 p.m. – 4:15 p.m.	<b>AAPOR Dessert Break in Exhibit Hall</b>	Chicago Ballroom, 5th Floor
	<b>AAPOR Meet the Author Session Session 1:</b> Steven G. Heeringa Brady T. West Patricia A. Berglund <b>Applied Survey Data Analysis</b> (Chapman & Hall/CRC, 2010)	Chicago Ballroom, 5th Floor
	<b>Session 2:</b> Mick P. Couper <b>Designing Effective Web Surveys</b> (Cambridge University Press, 2008)	
	<b>AAPOR Poster Session 2</b>	Chicago Ballroom, 5th Floor
3:15 p.m. – 4:15 p.m.	<b>AAPOR Speed Networking Session 1</b>	Halsted, 4th Floor
4:15 p.m. – 5:45 p.m.	<b>AAPOR Concurrent Session D</b>	Chicago Marriott Downtown
	Session 1: <b>Pre-Election &amp; Election Polling</b>	Grand Ballroom Salon 1, 7th Floor
	Session 2: <b>Methodological Issues With Address Based Sampling</b>	Indiana, 6th Floor
	Session 3: <b>Database Linking &amp; Other Techniques for Improving Data Quality</b>	Northwestern, 6th Floor
	Session 4: <b>Issues in Survey Non-Response</b>	Denver, 5th Floor
	Session 5: <b>Interviewer &amp; Measurement Error</b>	Los Angeles, 5th Floor
	Session 6: <b>Improving Web Survey Quality</b>	Addison, 4th Floor

## *Day-at-a-Glance*

**Friday, May 14**

<b>Time</b>	<b>Event</b>	<b>Location</b>
4:15 p.m. – 5:45 p.m.	AAPOR Concurrent Session D (continued)	Chicago Marriott Downtown
	Session 7: <b>Identifying Techniques for Improving Questionnaire Design</b>	Clark, 4th Floor
	Session 8: <b>Methodological Briefs: The Continuing Challenge of Non-Response</b>	Avenue Ballroom, 4th Floor

## ***AAPOR Concurrent Session A***

**Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.**

---

### **Candidate Preferences & Election Outcomes**

Location: Indiana, 6th Floor

Chair: Jennifer Agiesta, *The Washington Post*

#### **Polling a 3rd Party Challenger: Fact And Artifact**

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

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

#### **Moderators of Candidate Name Order Effects**

Nuri Kim, *Stanford University*

Jon Krosnick, *Stanford University*

#### **The Stability of Individual Vote Choices in Presidential Campaigns, 1952-2008**

Robert S. Erikson, *Columbia University*

Christopher Wlezien, *Temple University*

#### **County Elected Officials, Public Opinion, and the Economy: The Declining Effect of Partisanship on Economic Perceptions**

Richard L. Clark, *Carl Vinson Institute of Government, University of Georgia*

#### **Americans, the Two-Party System and "Third Parties": Trends, Predictors and a Consideration of Question-Wording Artifacts**

Christian Collet, *International Christian University*

### **Considerations in Choosing Between the American Community Survey & the Current Population Survey**

Location: Addison, 4th Floor

Chair: Mike Davern, *NORC*

#### **Income and Health Insurance Coverage: Comparing the American Community Survey and the Current Population Survey**

John L. Czajka, *Mathematica Policy Research*

## **AAPOR Concurrent Session A**

**Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.**

---

### **Measuring High School Completion: Comparisons Between the American Community Survey and the Current Population Survey**

Angelina N. Kewal Ramani, *American Institutes for Research*

Lauren Frohlich, *American Institutes for Research*

### **Explaining Differences in Survey Estimates of Health Insurance Purchased Directly by Consumers**

Victoria Lynch, *Health Policy Center, Urban Institute*

Michel Boudreaux, *University of Minnesota*

### **Mode of Administration and Other Design Considerations In Health Insurance Estimation**

Jeanette Ziegenfuss, *Division of Health Care Policy and Research, Mayo Clinic*

Michel Boudreaux, *University of Minnesota*

### **Health Insurance Estimates From the CPS vs. the ACS: The Role of State-Specific Program Names**

Joanne Pascale, *U.S. Census Bureau*

## **Household Telephone Access: Coverage & Adjustment**

**Location:** Grand Ballroom Salon I, 7th Floor

**Chair:** J. Michael Dennis, *Knowledge Networks*

**Discussant:** Karol Krotki, *RTI International*

### **Arbitron's Hybrid Sampling Frame Approach Balances Coverage and Response**

Alan Tupek, *Arbitron Inc.*

Robin Gentry, *Arbitron Inc.*

### **Cell-Phone Sampling: An Alternative Approach**

David B. Lambert, *Research Consultant*

Gary Langer, *ABC News*

### **Household Telephone Configuration**

Karol Krotki, *RTI International*

Andrew Peytchev, *RTI International*

## ***AAPOR Concurrent Session A***

**Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.**

---

### **Measuring the Number of Land Line and Cellular Telephones Used for Voice Calls in Households to Properly Weight RDD Surveys for Unequal Probability of Selection**

Ana Villar, *Stanford University*

Jon A. Krosnick, *Stanford University*

Matthew DeBell, *Stanford University*

## **Media & Public Trust**

**Location:** Clark, 4th Floor

**Chair:** Kimberly Downing, *University of Cincinnati*

### **Media Channel Effectiveness and Trust**

Edward P. Johnson, *Western Wats*

Dan Williams, *Western Wats*

### **Facilitating Expressive Participation via Trust in Media. Evidence From an Experiment on an Environmental Issue**

Eulalia Puig Abril, *University of Wisconsin - Madison*

Jill E. Hopke, *University of Wisconsin - Madison*

Albert Gunther, *University of Wisconsin - Madison*

Hernando Rojas, *University of Wisconsin - Madison*

### **The Hostile Media Phenomena and the Quality of Journalistic Practices: An Experiment Regarding the Debate Over Biofuel Implementation**

Michael A. Cacciatore, *University of Wisconsin-Madison*

Vidal Quevedo, *University of Wisconsin-Madison*

Hernando Rojas, *University of Wisconsin-Madison*

Albert Gunther, *University of Wisconsin-Madison*

### **When Fiction Affects Reality: Examining the Influence of Fictional Political Film on Public Opinion About Voter Fraud**

Heather LaMarre, *University of Minnesota*

### **Remarkably Stable Public Opinion in a Turbulent Policy Environment**

Ward Kay, *George Mason University*

## ***AAPOR Concurrent Session A***

**Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.**

---

### **Methodological Briefs:**

#### **Improving Measurement & Reducing Error**

**Location:** Avenue Ballroom, 4th Floor

**Chair:** William McCready, *Knowledge Networks*

**Political Cocooning: Explaining How Voters Are Receptive to, Reassured by, and Rationalize Political Information on the Economy**  
Michael Brogan, *Rider University*

**Gender-of-Interviewer Effects in the Women's Nation Poll**

Kelly Daley, *Abt SRBI*

Allison Ackermann, *Abt SRBI*

**Public Opinion Polls and Estimates in Some European Countries. Non-Coverage Bias in Telephone Surveys**

Volker Hüfken, *University of Duesseldorf, Department of Social Sciences*

**Exploring Sources of Error in the Consumer Expenditure Survey — Results From a Small-Scale Validation Study**

Scott Fricker, *Bureau of Labor Statistics*

Jennifer Edgar, *Bureau of Labor Statistics*

**Differences in Length of Survey Administration Between Spanish-Language and English-Language Survey Respondents**

Tom Wells, *Knowledge Networks*

Monica Vidalon, *Knowledge Networks*

Charles DiSogra, *Knowledge Networks*

**Explaining “House Effects”: Describing and Explaining Differences Between Overt Racism Measures in GSS and ANES**

Gaurav Sood, *Stanford University*

## ***AAPOR Concurrent Session A***

**Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.**

---

### **Non-Response, Paradata, & Data Quality**

**Location:** Los Angeles, 5th Floor

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

#### **A Comparison of Alternative Quality Measures for Survey Data**

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

#### **Classifying Eligibility**

David Chearo, *The University of Chicago Survey Lab*

#### **Who is Responsible for the Bias? Using Classification Trees to Identify Subgroups of Likely Nonrespondents and Assessing Their Relationship to Key Survey Estimates Using Structural Equation Modeling**

Morgan S. Earp, *USDA National Agricultural Statistics Service*

Jaki S. McCarthy, *USDA National Agricultural Statistics Service*

#### **Examining Paradata of Minority-Owned Businesses in the Kauffman Firm Survey**

Betsy Santos, *Mathematica Policy Research*

David DesRoches, *Mathematica Policy Research*

#### **Provider Nonresponse Error Assessment in the National Immunization Survey**

Elizabeth Ormson, *NORC*

Kennon R. Copeland, *NORC*

Kirk M. Wolter, *NORC at Univ. of Chicago*

Philip J. Smith, *National Center for Immunization and Respiratory Diseases (CDC)*

## **AAPOR Concurrent Session A**

**Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.**

---

### **Public Attitudes Towards Climate Change & Energy Use**

**Location:** Denver, 5th Floor

**Chair:** David Hill, *Auburn University*

#### **Effects of Priming and Extremity of Response on Individual Support for Alternative Energy: Evidence From a Survey-Based Experiment**

Andrew R. Binder, *University of Wisconsin - Madison*

Michael A. Cacciatore, *University of Wisconsin - Madison*

Nicholas Brigham Schmuhl, *University of Wisconsin - Madison*

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

Bret R. Shaw, *University of Wisconsin - Madison*

#### **An End to a Means: Partisanship, Policy Preferences and Global Warming**

Patrick Moynihan, *Harvard University*

Gary Langer, *ABC News*

Peyton M. Craighill, *GQR*

#### **Fading Beliefs: An Examination of Diminished Belief in Global Warming Among Americans**

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

Barry G. Rabe, *University of Michigan*

#### **Public Opinion on Climate Change: The Role of Trust**

Sandy Marquart-Pyatt, *Michigan State University*

#### **The Public's Views of Environmental Issues in an Economic Downturn**

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

Eugene MacIntyre, *ChrisMac Communications*

**AAPOR Concurrent Session A****Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.**

---

**Survey & Measurement Challenges With Racial/  
Ethnic Populations****Location:** Northwestern, 6th Floor**Chair:** Amy Falcone, *ICF International***Survey Satisficing in Different Populations:****To What Extent Do Response Effects Reflect Satisficing Across  
Racial and Ethnic Groups?**

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, *Survey Research Laboratory, University of Illinois at Chicago*Sharon Shavitt, *University of Illinois*Noel Chavez, *University of Illinois at Chicago*Saul Weiner, *University of Illinois at Chicago***Motivations and Barriers to Participation in the MIDUS  
Biomarker Study: Comparisons Between a National Sample and a  
Minority Oversample**Kristofer Hansen, *University of Wisconsin - Madison, Institute on Aging*Nancy Davenport, *University of Wisconsin - Madison, Institute on Aging*Gayle D. Love, *University of Wisconsin - Madison, Institute on Aging*Barry Radler, *University of Wisconsin - Madison, Institute on Aging***Measuring Acculturation in the U.S. Hispanic Population**Wendy Mansfield, *Knowledge Networks*Jordon Peugh, *Knowledge Networks*Jannet Torres, *Knowledge Networks*Tom Wells, *Knowledge Networks***Racial and Ethnic Group Response Rates:****A Meta-Analysis of Techniques for Increasing Responses**Lori Shelby, *George Mason University***Asian Group Threat and Malleable White Attitudes Toward  
Grade Point Average**Frank Samson, *University of Miami*

## **AAPOR Concurrent Session B**

**Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.**

---

### **Advances in Survey Sampling & Weighting**

**Location:** Addison, 4th Floor

**Chair:** Donsig Jang, *Mathematica Policy Research*

#### **The Impact of Survey Design Modifications on Health Insurance Coverage Estimates in a National Longitudinal Health Care Survey**

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

Trena Ezzati-Rice, *AHRQ*

#### **The American Community Survey (ACS) as a Sample Source for the National Immunization Survey (NIS): Results of an Evaluation Study**

Christopher Stringer, *U.S. Census Bureau*

James Singleton, *Centers for Disease Control and Prevention*

Andrea Piani, *U.S. Census Bureau*

Philip Smith, *Centers for Disease Control and Prevention*

Karen Wooten, *Centers for Disease Control and Prevention*

Larry Wilkinson, *Centers for Disease Control and Prevention*

#### **Reconstruction of Best Estimate Weights From Adjusted Microdata With Application to the 2004 NEP Exit Polls**

Jan Werner, *Jan Werner Data Processing*

#### **Potentials and Constraints of Propensity Score Weighting to Improve Web Survey Quality**

Stephanie Steinmetz, *Erasmus University Rotterdam*

Kea Tijdens, *Erasmus University Rotterdam*

#### **Toward a Standardization of Survey Weights: The American National Election Studies Weighting System**

Josh Pasek, *Stanford University*

Matthew DeBell, *Stanford University*

Jon A. Krosnick, *Stanford University*

**AAPOR Concurrent Session B****Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.**

---

**Challenges of Multimode Data Collection****Location:** Indiana, 6th Floor**Chair:** Paul Beatty, *National Center for Health Statistics***Diversity of Methods: Assessment of Quantitative and Qualitative Research Multiplier Effects**Janice Ballou, *Mathematica Policy Research*Brian Roff, *Mathematica Policy Research*Matthew Anderson, *Mathematica Policy Research***From Groundskeepers to Administrators:  
A Research Design for a Comprehensive Survey of a Diverse Employee Population**Nancy Whelchel, *N.C. State University***Response Mode and Bias Analysis in the IRS' Individual Taxpayer Burden Survey**

Karen Masken,

*Internal Revenue Service, Office of Research, Analysis & Statistics*

George Contos,

*Internal Revenue Service, Office of Research, Analysis & Statistics*Roy Nord, *Internal Revenue Service, Office Research, Analysis & Statistics*Michael Brick, *Westat***To Mail or to Call: How to Reach the Hard-to-Reach**Robin Gentry, *Arbitron, Inc.*Michelle Cantave, *Arbitron, Inc.*Nicole Wasikowski, *Arbitron, Inc.*Yelena Pens, *Arbitron, Inc.***Impact of Monetary Incentives and Web Survey Option in the 2008 National Survey of Recent College Graduates (NSRCG) on Increasing Response Rate in Historically Low Responding Groups**Sheila Heaviside, *Mathematica Policy Research*Donsig Jang, *Mathematica Policy Research*Geraldine Mooney, *Mathematica Policy Research*Kirsten Barrett, *Mathematica Policy Research*Kelly Kang, *National Science Foundation*

## **AAPOR Concurrent Session B**

**Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.**

---

### **Issues in Cell Phone Surveys**

**Location:** Clark, 4th Floor

**Chair:** Trent Buskirk, *Saint Louis University*

**Discussant:** Linda Piekarski, *Survey Sampling International*

#### **Experiments in Cell Phone Nonresponse**

Andy Peytchev, *RTI International*

Karol Krotki, *RTI International*

#### **Small-Area Cell Phone Only Estimates**

Anna Fleeman, *Arbitron Inc.*

Richard Griffiths, *Arbitron Inc.*

Robin Gentry, *Arbitron Inc.*

Nicole Wasikowski, *Arbitron Inc.*

Amita Dahra, *Arbitron Inc.*

Richard Possett, *Arbitron Inc.*

#### **The Variable Costs of Cell Phone Interviewing: Understanding Cost and Productivity Ratios in Dual-Frame Telephone Surveys**

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

Paul J. Lavrakas, *Independent Consultant*

Trevor N. Tompson, *Associated Press*

Randal ZuWallack, *Macro International*

#### **Assessing Coverage Error in an RDD Survey**

Kathleen B. Santos, *NORC at the University of Chicago*

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

Philip J. Smith, *Centers for Disease Control and Prevention*

Kirk M. Wolter, *NORC at the University of Chicago*

## **AAPOR Concurrent Session B**

**Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.**

---

### **Memory, Recall & Accuracy in Survey Measurement**

Location: Los Angeles, 5th Floor

Chair: Timothy Beebe, *Mayo Clinic*

#### **The Extent of Parallel Memories in Autobiographical Knowledge and its Manifestation in Calendar and Conventional Surveys**

Robert F. Belli, *University of Nebraska*

Tarek Albaghal, *University of Nebraska*

Clarissa Steele, *University of Nebraska*

#### **Recall Error in Retrospective Survey Data**

Gerrit Mueller, *IAB - Institute for Employment Research*

#### **The Use of Landmark Events in EHC-Interviews to Enhance Recall Accuracy**

Wander V. Vaart, *Wageningen University*

Tina J. Glasner, *Utrecht University*

Robert F. Belli, *University of Nebraska*

#### **Unmotivated Anonymity: Social Desirability, Accuracy, and Satisficing Under Conditions of Anonymity**

Yphtach Lelkes, *Stanford University*

Jon Krosnick, *Stanford University*

Charles Judd, *University of Colorado--Boulder*

David Marx, *San Diego State University*

#### **The Effect of 'Do-You-Remember' Probes in Event History Calendar Interviews**

Yfke Ongena, *University of Twente*

Wander Van der Vaart, *Wageningen University*

Robert F. Belli, *University of Nebraska*

## **AAPOR Concurrent Session B**

**Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.**

---

### **Methodological Briefs: Improving Multimode Data Collection**

**Location:** Avenue Ballroom, 4th Floor

**Chair:** Natalie Jackson, *University of Oklahoma*

**Probability of Selecting Response Mode Between Paper- and Web-Based Options:  
Logistic Model Based on Institutional Demographics**  
*Marina Murray, Graduate Management Admission Council*

**Long-Term Efficacy of Sequential Mixed-Mode Designs on Response Rates and Cost in a Panel Survey**  
*Rachel M. Levenstein, University of Michigan*  
*Jennifer Barber, University of Michigan*  
*Heather Gatny, University of Michigan*

**Mode Effect Analysis: Paper Respondents vs. Web Respondents in the 2004-05 Teacher Follow-Up Survey**  
*Paola T. Aritomi, American Institutes of Research*  
*Jason Hill, American Institutes of Research*

**The Effectiveness of Multiple Modes Among Young Adults**  
*Mindy Anderson-Knott, University of Nebraska-Lincoln*  
*Stacia Jorgensen, University of Nebraska-Lincoln*  
*Jeff Armitage, Nebraska Department of Health and Human Services*

**Emulating Interviewers in an Online Survey:  
Experimental Manipulation of 'Do-Not-Know'  
Over the Phone and on the Web**  
*Joop Hox, Department Methods & Statistics, Utrecht University*

**Visual vs. Aural Surveys: Examining the Similarities and Differences Between Survey Modes**  
*Carey Stapleton, Service Management Group*

## ***AAPOR Concurrent Session B***

**Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.**

---

### **Surveying on Sensitive Topics**

**Location:** Northwestern, 6th Floor

**Chair:** Larry Luskin, Macro International

#### **Differences Between Confidentially and Orally Administered Overt Racism Measures:**

##### **Evidence From the 2008 ANES**

Gaurav Sood, *Stanford University*

Jon Krosnick, *Stanford University*

Matthew DeBell, *Stanford University*

#### **Racial Attitudes, the List Experiment and Hard to Reach Respondents: Measuring Reluctant Participants' Prejudice**

Michael Cobb, *NC State University*

#### **Breakdowns in the Cognitive Response Process as Potential Mechanisms Behind Measurement Error in Reports of Intimate Partner Violence**

Harmoni Joie Noel, *University of Nebraska-Lincoln*

#### **Researching Maternal Mortality Rates in Afghanistan**

William C. Hayes, *D3 Systems, Inc.*

Niamh Darcy, *RTI International*

#### **Focus Groups, Cognitive Interviews and Card Sorting: Three Methodologies to Improve Question Development for Different Cultural and Linguistic Groups**

Susan Sprachman, *Mathematica Policy Research*

Sally Atkins-Burnett, *Mathematica Policy Research*

Nikki Aikens, *Mathematic Policy Research*

Margaret Caspe, *Children's Aid Society*

## **AAPOR Concurrent Session B**

**Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.**

---

### **Tracking, Measuring, & Responding to Public Opinion**

**Location:** Grand Ballroom Salon I, 7th Floor

**Chair:** Sandra Berry, *RAND Corporation*

#### **Multi-Level Policy Responsiveness to Public Opinion:**

##### **From Statehouse to Street-Level**

Eric Plutzer, *Penn State University*

Michael B. Berkman, *Penn State University*

#### **Interpreting and Misinterpreting Trends in American Public Opinion**

George F. Bishop, *University of Cincinnati*

Stephen T. Mockabee, *University of Cincinnati*

#### **Demographics and the Distribution of Local Political Knowledge**

Lee Shaker, *Princeton University*

#### **The Unemployed American Worker in the Great Recession of 2009-2010: Economic, Social and Emotional Tolls**

Cliff Zukin, *Rutgers University*

Jessica Godofsky, *Rutgers University*

Steven Fischer, *Rutgers University*

Carl Van Horn, *Rutgers University*

#### **A Measured Threat: Factors Affecting Perceived Likelihood and Severity of National Threats**

John F. Kunz, *ICF International*

Randall K. Thomas, *ICF International*

Amy E. Falcone, *ICF International*

## **AAPOR Concurrent Session B**

**Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.**

---

### **Use of Web Surveys Across Diverse Populations**

**Location:** Denver, 5th Floor

**Chair:** Rebecca Morrison, *U.S. Census Bureau*

#### **Web Questionnaire Usage in an Establishment Survey**

Sarah J. Harris, *RTI International*

Paul P. Biemer, *RTI International*

Michael A. Penne, *RTI International*

#### **An Experiment to Test the Feasibility and Quality of a Web-Based Questionnaire of Teachers**

Robin Jacob, *University of Michigan*

Lesli Scott, *University of Michigan*

Brian Rowan, *University of Michigan*

#### **Web Surveys When Databases have Incomplete E-mail Records: The Impact of Modifying the Method of Respondent Contact on Web Survey Response Rates**

Michael G. Elasmr, *Boston University*

#### **Experimental Tests on Response Rates in Student Web Surveys: What Works and What Doesn't**

Joel D. Bloom, *The University at Albany, SUNY*

## **AAPOR Concurrent Session C**

**Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.**

---

### **Alternative Data Collection Techniques: Biospecimens, GPS & Second Life**

**Location:** Northwestern, 6th Floor

**Chair:** Karen Bogen, *Mathematica Policy Research*

#### **Factors Affecting Participation in the Collection of Biological Samples for Genetic Testing in a Survey of Detroit Residents**

Mark Morgan, *Abt SRBI*

Christine Cowles, *Abt SRBI*

#### **Implementing Biospecimen Collection and Tracking Methods on a Large-Scale Field Study**

Amy Hendershott, *RTI International*

Stacey Weger, *RTI International*

Gina Kilpatrick, *RTI International*

#### **Reporting Travel by GPS Tracking vs. Diary Self Reporting**

Mindy Rhindress, *Abt SRBI*

Laurie Wargelin, *Abt SRBI*

#### **Insights Into Population Segmentation Using the Infalgn Map**

David Fan, *University of Minnesota*

Kenneth Blake, *Middle Tennessee State University*

Jason Reineke, *Middle Tennessee State University*

Robert Wyatt, *Middle Tennessee State University*

#### **Can Survey Research Have a Second Life?**

#### **The Opportunities and Challenges in Bringing Methodological Rigor to Virtual Worlds Research**

Kelly Foster, *University of Georgia*

## ***AAPOR Concurrent Session C***

**Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.**

---

### **Challenges of Language Translation**

**Location:** Denver, 5th Floor

**Chair:** Beth Ellen Pennell, *University of Michigan*

#### **Testing the Effects of a Multi-Lingual Brochure in the American Community Survey**

Megha Joshipura, *U.S. Census Bureau*

#### **Designing Survey Materials to Target the Hispanic Population**

Lorelle Vanno, *The Nielsen Company*

Teresa (Ye) Jin, *The Nielsen Company*

Tra Shawna Boals, *The Nielsen Company*

Jennie Lai, *The Nielsen Company*

Charles D. Shuttles, *The Nielsen Company*

Michael Link, *The Nielsen Company*

#### **Scoring English Language Assessments for Speakers of Other Languages: Guidelines, Training and Quality Assurance**

Jane Shore, *Educational Testing Service*

Susan Sprachman, *Mathematica Policy Research*

Jennifer Lentini, *Educational Testing Service*

Kathy Buek, *Mathematica Policy Research*

#### **Agreement Answer Scale Design for Multilingual Surveys: Effects of Translation-Related Changes in Verbal Labels on Response Styles and Response Distributions**

Ana Villar, *Stanford University*

#### **Developing a Systematic Process for Translation Expert Review: The Translation Appraisal System (TAS-10)**

M. Mandy Sha, *RTI International*

Hyunjoo Park, *RTI International*

Yuling Pan, *U.S. Census Bureau*

## **AAPOR Concurrent Session C**

**Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.**

---

### **Consumer & Media-Related Attitudes**

**Location:** Los Angeles, 5th Floor

**Chair:** Julie Paasche, *NuStats*

#### **Video Consumer Mapping Direct Observation Study:**

##### **Out of Home Video Habits of U.S. Adults**

Norman Trussell, *The Nielsen Company*

Michael Link, *The Nielsen Company*

#### **Following the Users of Online Social Networks: An Observational Study of Their Life Activities and Media Use**

Jennie Lai, *The Nielsen Company*

Michael Link, *The Nielsen Company*

#### **The Relationship Between News Preference and News Consumption: A Comparison Between News Preference, A Metered Measure of News Viewing, Self-Reports of News Consumption**

Su Jung Kim, *Northwestern University*

#### **Bowling Together in the Internet Era: A Re-Examination of The Putnam Hypothesis**

Jon D. Miller, *Michigan State University*

Linda G. Kimmel, *Michigan State University*

Marian Mitchell, *Michigan State University*

#### **Exploring Media Use Across the Non-Western World**

Joachim Bruess, *InterMedia*

### **Improving Questionnaire Design to Reduce Bias**

**Location:** Clark, 4th Floor

**Chair:** Leslyn M. Hall, *Redstone Research, LLC*

#### **Measuring Attitudes: Using Branching and Numerical Scales**

Davide Lubian, *Sapienza - University of Rome (ITALY)*

## **AAPOR Concurrent Session C**

**Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.**

---

### **Response Behaviors in Self-Administered Multiple Questionnaire Surveys**

Jill N. Lacey, *U.S. Government Accountability Office*

Carl M. Ramirez, *U.S. Government Accountability Office*

### **Is Response Heaping a Form of Survey Satisficing?**

Allyson L. Holbrook,

*Survey Research Laboratory, University of Illinois at Chicago*

Sowmya Anand, *Survey Research Laboratory, University of Illinois*

### **Communal Belief and Calibrated Attendance:**

### **New Measurement Strategies for Contextualizing Religious Belief and Behavior**

Robert P. Jones, *Public Religion Research*

Daniel Cox, *Public Religion Research*

### **The Effectiveness of an Interactive Web Survey in Decreasing Satisficing and Social Desirability Bias**

Gina K. Walejko, *Northwestern University*

## **Improving Response Through Incentives**

**Location:** Indiana, 6th Floor

**Chair:** Paul Johnson, *Western Watts*

### **All Things Incentive: Exploring the Best Combination of Incentive Conditions**

Erin B. Foster, *NORC at the University of Chicago*

Alicia M. Frasier, *NORC at the University of Chicago*

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

Kathleen S. O'Connor, *National Center for Health Statistics, CDC*

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

### **Economic or Social Exchange: Examining the Effects of Different Incentive Amounts in a Panel Study**

Shelley Boulianne, *Grant MacEwan University*

## **AAPOR Concurrent Session C**

**Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.**

---

### **How Much Cooperation is That Incentive Providing? Examining the Benefits of a Single Incentive across Multiple Surveys**

Alicia M. Frasier, *NORC at the University of Chicago*

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

Benjamin J. Skalland, *NORC at the University of Chicago*

### **Nonresponse Bias and the Impact of Incentives in a Survey of Physician Members of a Professional Organization**

Nicole R. Buttermore, *American College of Physicians*

### **The Effectiveness of Incentives Used in the Second Phase of a Two-Phase Survey**

Charlotte L. Tubman, *Westat*

Douglas Williams, *Westat*

## **Methodological Advances in Address Based Sampling**

**Location:** Grand Ballroom Salon I, 7th Floor

**Chair:** Charles Shuttles, *The Nielsen Company*

**Discussant:** Scott Keeter, *Pew Research Center*

### **Identifying and Surveying Cell Phone-Only Homes Within an Address-Based Sampling Design**

Michael W. Link, *The Nielsen Company*

Jennie Lai, *The Nielsen Company*

### **Maximizing Response in a Two-Phase Survey With Mail as the Primary Mode**

Jill M. Montaquila, *Westat*

J. M. Brick, *Westat*

Mary C. Hagedorn, *Westat*

Douglas Williams, *Westat*

### **Maximizing a Stratified ABS Sampling Frame for Nationwide Mail Recruitment of a Probability-Based Online Panel**

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

### **Enhancing the Computerized Delivery Sequence File for Survey Sampling Applications**

Mansour Fahimi, *Marketing Systems Group*

**AAPOR Concurrent Session C****Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.****Methodological Briefs: Improving Response Rates****Location:** Avenue Ballroom, 4th Floor**Chair:** Andrew Zukerberg, *National Center for Education Statistics***Contingent Incentives Effects on Survey Response**E. Nicole Bensky, *The Nielsen Company*Anh Thu Burks, *The Nielsen Company*Chuck Shuttles, *The Nielsen Company*Michael Link, *The Nielsen Company***Getting a Physician's Attention: Results of an Upfront Incentive Mail Survey Experiment**Jordon Peugh, *Knowledge Networks*Sandra Applebaum, *Harris Interactive*Brenda Sirovich, *Outcomes Group, VA Medical Center***Differential Mailing Methodologies on Consent Rates: Testing USPS vs. UPS for Pre-Recruitment Mailing**Yelena Pens, *Arbitron*Adam Gluck, *Arbitron***The Use of Monetary and Nonmonetary Incentives to Increase Response Rates in a Mail Survey of African-American Mothers**John Stevenson, *University of Wisconsin Survey Center*Jennifer Dykema, *University of Wisconsin Survey Center*Chad Kniss, *University of Wisconsin Survey Center***Do Response Rates Matter? Results of a Controlled Experiment.**Ellen Denzen, *National Marrow Donor Program*Todd Rockwood, *University of Minnesota*Nancy Omondi, *National Marrow Donor Program*David Radosevich, *University of Minnesota*Elizabeth Murphy, *National Marrow Donor Program*

## **AAPOR Concurrent Session C**

**Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.**

---

### **Public Opinion & the Health Care Debate**

**Location:** Addison, 4th Floor

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

**Framing the News about Health: Effects of Controllability  
Attributions in the Media on Public Opinion and Health Policy  
Preferences**

Jocelyn Landau, *University of Pennsylvania*

**Polling on a Fuzzy Issue Like the 2009 Health Care Reform  
Debate: A Suggestion of “Do’s and Don’ts” From the Trenches**

Clifford A. Young, *Ipsos Public Affairs*

**Support for Health Care Reform: It All Depends on How You  
Ask the Question**

Trevor Tompson, *The Associated Press*

Jon Krosnick, *Stanford University*

Dennis Junius, *The Associated Press*

Josh Pasek, *Stanford University*

**Who Supports Health Care Reform? Explaining the  
Determinants of Support for Various Health Care Reforms**

Josh Pasek, *Stanford University*

Trevor Tompson, *Associated Press*

Jon A. Krosnick, *Stanford University*

**The Effectiveness of Consumer and Provider Education and  
Outreach About Health IT: A Content Analysis**

Stephanie Rizk, *RTI International*

Nicole Knops, *RTI International*

## ***AAPOR Poster Session 2***

**Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.**

---

### **Poster Session - 2**

**Location:** Exhibit Hall, Chicago Ballroom, 5th Floor

1. **Evaluating Response Rate and Response Bias Changes After Implementing a Multi-Mode Survey and an Electronic Survey Record System**  
 Rebecca Lien, *Professional Data Analysts, Inc.*  
 Lija Greenseid, *Professional Data Analysts, Inc.*  
 Barbara A. Schillo, *ClearWay Minnesota*  
 Raymond Boyle, *ClearWay Minnesota*  
 Theresa Leonard, *ClearWay Minnesota*  
 Michael G. Luxenberg, *Professional Data Analysts, Inc.*
  
2. **Social Networking Web Sites: Static Online Ghettos or Evolving Melting Pots?**  
 Katy Schwalbe, *Zogby International*  
 Zeljka Buturovic-Bradaric, *Zogby International*  
 Grace Ren, *Zogby International*
  
3. **Sampling Strategies for Face-to-Face Interviewing in a Racially Diverse Metropolitan Area**  
 Kelly Ann Marzano,  
 Survey Research Laboratory, *University of Illinois - Chicago*  
 Karen Foote Retzer, *Survey Research Laboratory*
  
4. **When a Single Measure is Sufficient: Optimizing Survey Efficiency in Concept Evaluation Research**  
 Jennifer G. Boldry, *National Analysts Worldwide*
  
5. **Considering Complementary Evaluation Methods to Augment Cognitive Techniques during Pre-Testing of Establishment Surveys**  
 Kenneth M. Pick, *U.S. Census Bureau*  
 Alfred D. Tuttle, *U.S. Census Bureau*  
 Diane K. Willimack, *U.S. Census Bureau*

## ***AAPOR Poster Session 2***

**Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.**

---

- 6. Explaining Selective Exposure: The Impact of Opinion-Perception Incongruity on Media Attention in the 2004 Presidential Campaign**  
Lindsay H. Hoffman, *University of Delaware*  
Rebecca Riley, *University of Delaware*
- 7. Surveying Across Multi-Ethnic Communities in Los Angeles: Lessons Learned**  
Karen L. Tucker, *Battelle*  
Hong Li, *Battelle*
- 8. Rethinking LA: Attitudes and Outlooks After the Riots**  
Brianna Gilbert, *Loyola Marymount University*  
Melissa Woehrstein, *Loyola Marymount University*
- 9. Why So Hard to Find? Using State-Level Cell-Only, Unemployment, and Immigration Rates to Assess Panel Survey Tracking Success**  
Julia McQuillan, *University of Nebraska-Lincoln*  
David R. Johnson, *PennState University*  
Andrew V. Bedrous, *University of Nebraska-Lincoln*  
Stacia Jorgensen, *University of Nebraska-Lincoln*  
Ashley J. Frear-Cooper, *University of Nebraska-Lincoln*
- 10. Results of Lab and Field Testing on Questionnaire Development**  
Patricia Sanchez, *U.S. Census Bureau*  
Travis J. Pape, *U.S. Census Bureau*
- 11. Who Are Latino Cell Phone Only Respondents? A Comparative Look at Demographics, Attitudes and Behaviors of U.S. Hispanic and Non-Hispanic Cell Phone Only and Landline Respondents**  
Martin G. Cerda, *Encuesta, Inc.*  
Ilgin Basar, *Encuesta, Inc.*

## ***AAPOR Poster Session 2***

**Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.**

---

12. **Extreme Response Style among U.S. Hispanics vs. Non-Hispanics: An Experiment of Rating Scale Usage and Implications for Survey Design and Analysis**  
Martin G. Cerda, *Encuesta, Inc.*  
Ilgin Basar, *Encuesta, Inc.*
  
13. **Testing Recruitment and Retention Strategies for Longitudinal Health Research on Chicago's South Side**  
Kevin V. Ulrich, *University of Chicago Survey Lab*
  
14. **An Examination of Internet Users in Iraq**  
Kevin Tillmann, *D3 Systems*  
John D. Willingham, *D3 Systems*  
Brittany Shanks, *D3 Systems*
  
15. **The Buffalo Longitudinal Study: Finding Respondents After a 15-Year Lapse**  
Kelly S. Marczynski,  
*Center for Health and Social Research at Buffalo State College*  
William F. Wiczorek,  
*Center for Health and Social Research at Buffalo State College*
  
16. **A Survey of Jurors' Perceptions of Internet and Social Media Technology Use in the American Trial Process**  
David Flores, *The Grant Sawyer Center for Justice Studies*
  
17. **Disclosure, Citation and Reuse**  
Marc Maynard, *The Roper Center for Public Opinion Research*  
Lois Timms-Ferrara, *The Roper Center for Public Opinion Research*
  
18. **Is a Border Always Just a Border?**  
**U.S. Public Opinion on the Canadian and Mexican Borders**  
Timothy B. Gravelle, *Gallup*
  
19. **Attitudes of Buddhists, Protestants and Catholics Towards Other Religious Groups in Korea**  
Jibum Kim, *NORC*  
Jeong-Han Kang, *Yonsei University*  
Yongmo Lee, *Konkuk University*

## ***AAPOR Poster Session 2***

**Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.**

---

- 20. You Want to Measure What? Reasons Why Households Refuse Participation in Computer Research**  
Jeff Scagnelli, *The Nielsen Company*
- 21. Identifying Measurement Error Introduced by Harmonization of Ancestry Data**  
Christopher D. Ward, *University of Michigan*  
Jeremy Albright, *University of Michigan*  
Felicia LeClere, *University of Michigan*  
Pamela Smock, *University of Michigan*  
Lynette Hoelter, *University of Michigan*  
Peter Granda, *University of Michigan*
- 22. Ideological Coalitions in the U.S.: The Case of Liberalitarianism**  
Zeljka Buturovic, *Zogby International*  
Katherine Schwalbe, *Zogby International*  
Grace Ren, *Zogby International*
- 23. The Role of Green Colleges in Society**  
Rashna Ghadialy, *The National Opinion Research Center (NORC)*  
Jesse Rude, *The National Opinion Research Center (NORC)*  
Lekha Venkataraman, *The National Opinion Research Center (NORC)*
- 24. Balancing Data Quality With a More Efficient Use of Collection Resources: Experiences from Statistics Canada CATI Surveys**  
Amélie Lévesque, *Statistics Canada*  
Ann Lim, *Statistics Canada*  
Christian Nadeau, *Statistics Canada*  
Owen Phillips, *Statistics Canada*
- 24. Creatures in the Classroom: Attitudes and Beliefs About Fantastic Beasts, Extraterrestrials, and Creationism Among Education Majors**  
Susan Carol Losh, *Florida State University*  
Brandon Nzekwe, *Dept of Educational Psychology & Learning Systems*

## ***AAPOR Poster Session 2***

**Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.**

---

- 25. The Health Care Confidence Index: Development and 9-Month Findings**  
 Peter Graven, *University of Minnesota*  
 Michel Boudreaux, *University of Minnesota*
- 26. Implementation of Responsive Design for CATI Surveys at Statistics Canada**  
 Milana Karaganis, *Statistics Canada*  
 François Laflamme, *Statistics Canada*
- 27. Country of Origin Representation Among Hispanics Panelists**  
 Arianne Buckley, *Arbitron Inc.*
- 28. Exposing Undergraduate Students to the News: A Comparison of Online and Print Newspaper Reading Assignment in an Undergraduate Course**  
 Leora Lawton, *TechSociety Research*
- 29. The Impact of Personal Appeals in Customer Experience Measurement**  
 Joe Cardador, *Service Management Group*  
 Mary Sheridan, *Service Management Group*
- 30. Predicting the Index of Consumer Sentiment When It Isn't Measured**  
 David Fan, *University of Minnesota*
- 31. The Emergence of Nanotechnology Knowledge Gaps: Differences in Knowledge Across Education Levels and Media Exposure**  
 Michael A. Cacciatore, *University of Wisconsin - Madison*  
 Dietram A. Scheufele, *University of Wisconsin - Madison*  
 Elizabeth A. Corley, *Arizona St. University*
- 32. Effects of Changing Citizenship Status on Non-Response**  
 Brianna Groenhout, *NORC*  
 Deborah Harper, *NORC*  
 Lance Selfa, *NORC*

## ***AAPOR Poster Session 2***

**Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.**

---

- 33. Do Deliberative Polls Educate Better Citizens?—Comparing Two DPs in a Local Township in China**  
Rui Wang, *Stanford University*  
Alice Siu, *Stanford University*
- 34. Lessons Learned From Years of Fielding Employer Surveys**  
Heidi Whitmore, *NORC*  
Jeremy Pickreign, *NORC*
- 35. Better Late Than Never: The Impact of Callbacks on Response Rate**  
Larry Luskin, *ICF MACRO*  
Todd Hamlin, *ICF MACRO*  
Michael Ross, *ICF MACRO*
- 36. The Effects of Respondent Fatigue**  
Tricia McCarthy, *National Opinion Research Center*  
Lauren Seward, *National Opinion Research Center*  
Kymn Kochanek, *National Opinion Research Center*

## ***AAPOR Concurrent Session D***

**Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.**

---

### **Database Linking & Other Techniques for Improving Data Quality**

**Location:** Northwestern, 6th Floor

**Chair:** Michael Hagen, *Temple University*

**Discussant:** Mario Callegaro, *Google, Inc.*

#### **Demonstrating the Multi-Level Integrated Database Approach for Improving Survey Research**

Tom W. Smith, *NORC*

#### **Evaluation of Potential Benefits, Costs and Risks in the Integration of Survey and Administrative Data on Consumer Expenditures**

John L. Eltinge, *Bureau of Labor Statistics*

#### **Methods of Linking Different Surveys Together When Respondent Samples Differ**

Scott Hershberger, *Harris Interactive*

John Bremer, *Harris Interactive*

#### **Using Statistical Process Control Charting in the Improvement of Survey Data Quality**

David Peng, *D3 Systems*

Karl Feld, *D3 Systems*

### **Identifying Techniques for Improving Questionnaire Design**

**Location:** Clark, 4th Floor

**Chair:** Karen Donelan, *Massachusetts General Hospital*

**Discussant:** Karen L. Goldenberg, *U.S. Bureau of Labor Statistics*

#### **Seeing Through the Eyes of the Respondent: An Eye-Tracking Study on Survey Question Comprehension**

Timo Lenzner, *GESIS - Leibniz Institute for the Social Sciences*

Kaczmirek Lars, *GESIS - Leibniz Institute for the Social Sciences*

Galesic Mirta, *Max Planck Institute for Human Development*

## ***AAPOR Concurrent Session D***

**Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.**

---

### **Measuring Race and Hispanic Origin: Cognitive Test Findings Searching for “Truth”**

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

Rodney Terry, *U.S. Census Bureau*

### **How Long Did You Spend Completing This Questionnaire? – Methodological Challenges on Measuring the Response Burden in Mail-Collected Surveys**

Serge Godbout, *Statistics Canada*

### **Happy! Or Can't Get No Satisfaction?: Concept Equivalence in the Measurement of Subjective Well-Being**

Patrick Sturgis, *University of Southampton*

Patten Smith, *IPSOS-Mori*

Bobby Duffy, *IPSOS-Mori*

Caroline Roberts, *FORS (Swiss Foundation for Research in the Social Sciences)*

## **Improving Web Survey Quality**

**Location:** Addison, 4th Floor

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

### **Study of Non-Probability Sample Internet Surveys' Estimates of Consumer Product Usage and Demographic Characteristics of Consumer Product Users**

David S. Yeager, *Stanford University*

Autumn Carter, *Stanford University*

Hiyabel Tewoldemedhin, *Stanford University*

Jon Krosnick, *Stanford University*

### **Time Related Inconsistencies in Global Online Panels**

Steven Gittelman, *Mktg, Inc.*

Elaine Trimarchi, *Mktg, Inc.*

## **AAPOR Concurrent Session D**

**Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.**

---

### **Does Making the Survey Topic More Salient Lead to an Expert Bias? – The Influence of Announcing Survey Topics in E-Mail Invitations for Web Surveys in Online Access Panels on Response Rate and Data Quality**

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

Wolfgang Mayerhofer, *Vienna University of Economics and Business, Austria*

Nicole Weilbuchner, *Vienna University of Economics and Business, Austria*

Silke Jungreithmaier, *Vienna University of Economics and Business, Austria*

### **Professional Web Respondents and Data Quality**

Frederick G. Conrad, *University of Michigan*

Roger Tourangeau, *University of Michigan*

Mick P. Couper, *University of Michigan*

Chan Zhang, *University of Michigan*

### **Using Overt and Covert Survey Traps to Maximize Data Quality**

Joe Cardador, *Service Management Group*

Melissa Wayman, *Service Management Group*

Mary Sheridan, *Service Management Group*

## **Interviewer & Measurement Error**

**Location:** Los Angeles, 5th Floor

**Chair:** Frauke Kreuter, *University of Maryland*

### **Measurement Error in Objective and Subjective Interviewer Observations**

Jennifer Sinibaldi, *National Centre for Social Research*

### **Interviewer Observed vs. Reported Respondent Gender: Implications on Measurement Error**

Susan K. McCulloch, *Joint Program in Survey Methodology*

Frauke Kreuter, *Joint Program in Survey Methodology*

Stephanie Calvano, *Marist Institute for Public Opinion*

## ***AAPOR Concurrent Session D***

**Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.**

---

**An Examination of the Quality and Utility of Interviewer Estimates of Household Characteristics in the National Survey of Family Growth**

Brady T. West, *Institute for Social Research*

**Testing Competing Neighborhood Mechanisms Influencing Participation in Household Surveys**

Carolina Casas-Cordero, *Joint Program in Survey Methodology*

**Mechanisms of Error in Housing Unit Listing**

Stephanie Eckman, *Joint Program in Survey Methodology*

### **Issues in Survey Non-Response**

**Location:** Denver, 5th Floor

**Chair:** Jon Wivagg, *Westat*

**Discussant:** Courtney Kennedy, *Everett Group*

**Do Literacy Levels Affect Item Nonresponse in an Interviewer-Administered Survey? An Examination of the National Assessment of Adult Literacy Survey**

Ying Wang, *University of Nebraska Lincoln*

Kristen Olson, *University of Nebraska*

Jolene Smyth, *University of Nebraska*

**Nexus Between Breakoff and Unit Nonresponse**

Emilia Peytcheva, *RTI International*

Andy Peytchev, *RTI International*

**Verbal Paradata and Income Nonresponse: How Respondents Answer Survey Questions Can Predict Whether and How an Income Questions Will Be Answered**

Matt Jans, *U.S. Census Bureau*

**AAPOR Concurrent Session D****Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.**

---

**Use of Surname and Geocoded Address Information to Target Spanish-Preferring Individuals in a Population Survey With Bilingual Mailings**Marc N. Elliott, *RAND Corporation*Amelia M. Haviland, *RAND Corporation*David J. Klein, *Children's Hospital Boston, Harvard Medical School*Ron D. Hays, *University of California, Los Angeles, Department of Medicine***Methodological Briefs:****The Continuing Challenge of Non-Response****Location:** Avenue Ballroom, 4th Floor**Chair:** Michael Traugott, *University of Michigan***Imputing the Missing Y's: Implications for Survey Producers and Survey Users**Rebekah Young, *The Pennsylvania State University*David R. Johnson, *The Pennsylvania State University***Nonresponse Followup and Analysis in a Survey of Medical Professionals**Carl M. Ramirez, *U.S. Government Accountability Office*Shana B. Wallace, *U.S. Government Accountability Office***Analysis of Late Responders to Probability-Based Web Panel Recruitment and Panel Surveys**Yelena Kruse, *Knowledge Networks*Erlina Hendarwan, *Knowledge Networks*J. Michael Dennis, *Knowledge Networks*Charles DiSogra, *Knowledge Networks***Cost-Effective and Cooperative Consent: Strategies for Obtaining Parental Permission in Early Childhood Evaluations**Elisha Smith, *Mathematica Policy Research*Annalee Kelly, *Mathematica Policy Research*Danna Basson, *Mathematica Policy Research*

## ***AAPOR Concurrent Session D***

**Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.**

---

### **Evaluation of an Alternative Nonresponse Adjustment Method**

Jared Coopersmith, *Education Statistics Services Institute - Quality Information Partners*

Danielle Battle, *Education Statistics Services Institute - AIR*

### **In Defense of the Continuum of Resistance:**

#### **Evidence From a Mail Survey**

Rebecca Medway, *Fors Marsh Group, LLC*

Scott Turner, *Fors Marsh Group, LLC*

### **Data Quality and the Reluctant Respondent:**

#### **Evidence From the Spanish Survey of Household Finances**

Sarah M. Hughes, *NORC*

## **Methodological Issues With Address-Based Sampling**

**Location:** Indiana, 6th Floor

**Chair:** Natalie Coser, *The Nielsen Company*

### **Comparing the Availability & Accuracy of**

#### **Sample Frame Indicators Across Two Sampling Frames: Address Based Sampling vs. Telephone**

Anh Thu Burks, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

L. Tracie Yancey, *The Nielsen Company*

Natalie Coser, *The Nielsen Company*

### **From Mailbox to Computer: The Effects of Priority Mail & a Second Incentive on Internet Response using Address-Based Sampling in a General Public Survey**

Benjamin L. Messer, *Washington State University Social and Economic Sciences Research Cent*

Don A. Dillman, *Washington State University*

## ***AAPOR Concurrent Session D***

**Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.**

---

### **A Follow-Up to Address Based Sampling and Address Matching: Experience From REACH US**

Katie Dekker, *NORC*

Whitney Murphy, *NORC*

Kanru Xia, *NORC*

### **Under the Hood of ABS: An Analysis of Call Outcomes, Call Attempts and Contact Times**

Kimberly B. Hawkins, *The Nielsen Company*

Michael A. Howton, *The Nielsen Company*

Anh Thu Burks, *The Nielsen Company*

E. Nicole Bensky, *The Nielsen Company*

### **Designing Multi-Mode Address-Based Methodologies to Target Specific Ethnic Communities: The Case of REACH U.S.**

Edward M. English, *NORC*

Colm O'Muircheartaigh, *NORC*

Kanru Xia, *NORC*

## **Pre-Election & Election Polling**

**Location:** Grand Ballroom Salon I, 7th Floor

**Chair:** Michael Mokrzycki, *Independent Consultant*

**Discussant:** Mark A. Schulman, *Abt SRBI*

### **An Attempt to Substitute Cell Phone Interviews With Non-Cell Phone Interviews by Sample Matching**

Masahiko Aida, *Greenberg Quinlan Rosner Research*

### **Online Polls and Registration Based Sampling: A New Method for Pre-Election Polling**

J. Q. Monson, *Brigham Young University*

Kelly D. Patterson, *Brigham Young University*

Chris Mann, *University of Miami*

Michael Barber, *Princeton University*

## ***AAPOR Concurrent Session D***

**Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.**

---

**Understanding the Role of Participation Rate Changes and Preference Changes in Electoral Outcomes: Results of the Analysis of Homogenous Sub-Group Time Series Data**

Chris Wilson, *Wilson Research Strategies*

Bryon Allen, *Wilson Research Strategies*

**Confirming the Validity of Survey Respondent Reports of Voter Registration and Turnout: Checking the Records Turns Up Surprising Bad News**

Matthew Berent, *Stanford University*

Jon A. Krosnick, *Stanford University*

Matthew DeBell, *Stanford University*





## Day-at-a-Glance

### Saturday, May 15

Time	Event	Location
6:30 a.m.	Fun Run/Walk Shuttle Departs	Rush Street Entrance
7:00 a.m.	Fun Run/Walk	Offsite
7:00 a.m. – 8:00 a.m.	Continental Breakfast	Chicago Ballroom, 5th Floor
7:00 a.m. – 8:00 a.m.	<b>AAPOR Committee Meetings</b>	
	Heritage Committee	Cook, 3rd Floor
	Academic Programs in Survey Methods	Kane, 3rd Floor
7:00 a.m. – 2:30 p.m.	AAPOR Exhibit Hall and Book Exhibit Open	Chicago Ballroom, 5th Floor
7:30 a.m. – 3:00 p.m.	AAPOR Registration Desk Open	7th Floor Registration
8:00 a.m. – 9:30 a.m.	<b>AAPOR Concurrent Session A</b>	
	Session 1: Address Based Sampling Issues & Challenges	Grand Ballroom Salon 1, 7th Floor
	Session 2: Data Quality in Cell Phone Surveys	Indiana, 6th Floor
	Session 3: Survey Interviewing & Data Quality	Northwestern, 6th Floor
	Session 4: Questionnaire Design: Context, Placement & Length	Belmont, 4th Floor
	Session 5: AAPOR Task Force on Online Panels	Armitage, 4th Floor
	Session 6: Minimizing Survey Non-Response	Addison, 4th Floor
	Session 7: Methodological Briefs: Longitudinal Surveys, Internet Access & Data Quality	Clark, 4th Floor
9:30 a.m. – 10:00 a.m.	AAPOR Refreshment Break	Chicago Ballroom, 5th Floor
10:00 a.m. – 11:30 a.m.	<b>AAPOR Concurrent Session B</b>	
	Session 1: Cell Phone Surveys: Population Estimates, Dual Frames & Weighting Issues	Grand Ballroom Salon 1, 7th Floor
	Session 2: Combining Survey & Administrative Data: Issues of Quality & Access	Indiana, 6th Floor

## Day-at-a-Glance

### Saturday, May 15

Time	Event	Location
10:00 a.m. – 11:30 a.m.	<b>AAPOR Concurrent Session B (continued)</b>	
	Session 3: <b>Multimode Surveys: Reliability &amp; Data Quality</b>	Northwestern, 6th Floor
	Session 4: <b>Opportunity Through Diversity</b>	Belmont, 4th Floor
	Session 5: <b>Questionnaire Design: Structure, Response Style &amp; Self-Reports</b>	Armitage, 4th Floor
	Session 6: <b>Improving Response Rates</b>	Addison, 4th Floor
	Session 7: <b>Multimode Data Collection: Question Wording &amp; Mode Effects</b>	Clark, 4th Floor
11:45 a.m. – 1:15 p.m.	<b>AAPOR Lunch</b>	Grand Ballroom 7th Floor
11:45 a.m. – 1:15 p.m.	<b>AAPOR Committee Meetings</b>	
	<b>Endowment Committee</b>	Cook, 3rd Floor
	<b>Chapter Representatives</b>	Great America, 6th Floor
	<b>Standards Committee</b>	DuPage, 3rd Floor
	<b>Education Committee</b>	Kane, 3rd Floor
12:45 p.m. – 2:15 p.m.	<b>AAPOR Speed Networking Session 2</b>	Halsted, 4th Floor
1:15 p.m. – 2:15 p.m.	<b>AAPOR Dessert Reception in Exhibit Hall</b>	Chicago Ballroom, 5th Floor
	<b>AAPOR Book Sale</b>	
	<b>AAPOR Meet the Author Session</b>	
	<b>Session 1:</b> Seymour Sudman Norman M. Bradburn Norbert Schwarz <i>Thinking About Answers: The Application of Cognitive Processes to Survey Methodology</i> (Wiley/Jossey-Bass, San Francisco, CA, 1996)	

## Day-at-a-Glance

### Saturday, May 15

Time	Event	Location
	<b>AAPOR Meet the Author Session</b>	
	<b>Session 2:</b> Janet A. Harkness Brad Edwards Michael Braun Timothy P. Johnson Lars E. Lyberg Peter Ph. Mohler Beth-Ellen Pennell Tom W. Smith	
	<b>Survey Methods in Multicultural, Multinational, and Multiregional Contexts</b> (Wiley, 2010)	
	<b>AAPOR Poster Session 3</b>	
2:15 p.m. – 3:45 p.m.	<b>AAPOR Concurrent Session C</b>	
	Session 1: <b>Rethinking Response Rates</b>	Grand Ballroom Salon 1, 7th Floor
	Session 2: <b>Surveys on Medical &amp; Health Issues</b>	Indiana, 6th Floor
	Session 3: <b>Attitudinal Data Collected via Cell Phone</b>	Northwestern, 6th Floor
	Session 4: <b>Election Attitudes &amp; Polls</b>	Armitage, 4th Floor
	Session 5: <b>Questionnaire Design: IVR, Visual Scales &amp; Cognitive Interviewing</b>	Addison, 4th Floor
	Session 6: <b>Sampling Hard-to-Reach Populations</b>	Clark, 4th Floor
4:00 p.m. – 5:30 p.m.	<b>AAPOR Membership &amp; Business Meeting</b>	Grand Ballroom Salon 1, 7th Floor
6:00 p.m. – 7:00 p.m.	<b>AAPOR President's Reception</b>	Grand Ballroom Foyer, 7th Floor
7:00 p.m. – 9:30 p.m.	<b>AAPOR Awards Banquet</b>	Grand Ballroom 7th Floor
9:30 p.m. – 2:00 a.m.	<b>AAPOR Applied Probability</b>	Lincolnshire, 6th Floor

## ***AAPOR Concurrent Session A***

**Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.**

---

### **AAPOR Task Force Report on Online Panels**

**Location:** Armitage, 4th Floor

**Chair:** Reginald Baker, *Market Strategies International*

**The AAPOR Online Panel Task Force**

*Members of the AAPOR Online Panel Task Force*

### **Address-Based Sampling Issues & Challenges**

**Location:** Grand Ballroom Salon I, 7th Floor

**Chair:** Mansour Fahimi, *Marketing Systems Group*

#### **Findings From a Two-Phase Mail Survey for a Study of Veterans**

Daifeng Han, *Westat*

David Cantor, *Westat*

Pat D. Brick, *Westat*

Maribel Aponte, *Department of Veterans Affairs*

#### **Capturing Change in the USPS Delivery Sequence File: A Spatial-Temporal Analysis**

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

Ned English, *NORC at the University of Chicago*

Michael Latterner, *NORC at the University of Chicago*

#### **A Comparative Study of ABS and RDD Sampling in Two Locations: The Commonwealth of Massachusetts and the District of Columbia**

Susan Sherr, *SSRS*

Timothy Triplett, *Urban Institute*

Robyn Rapoport, *SSRS*

Sharon Long, *Urban Institute*

David Dutwin, *SSRS*

## **AAPOR Concurrent Session A**

**Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.**

---

### **Applying Address-Based Sampling as an Alternative to RDD in a Community Survey**

Gene M. Lutz, *University of Northern Iowa*

Mary E. Losch, *University of Northern Iowa*

Disa L. Cornish, *University of Northern Iowa*

Anne Bonsall Hoekstra, *University of Northern Iowa*

### **Measuring the Undercoverage of DSF vs. Traditional Frame Construction Approaches: Comparing Potential Address Sources for the National Children's Study**

Colm O'Muircheartaigh, *NORC*

Edward M. English, *NORC*

Katie Dekker, *NORC*

Stephanie Eckman, *NORC*

## **Data Quality in Cell Phone Survey**

**Location:** Indiana, 6th Floor

**Chair:** Douglas Currivan, *RTI International*

### **Investigating Data Quality in Cell Phone Surveying**

Paul J. Lavrakas, *Independent Consultant*

Trevor N. Tompson, *The Associated Press*

Robert G. Benford, *GfK Custom Research NA*

### **Threats to Data Quality in Telephone Surveys: Hands-Free Headsets, Poor Audio Quality and Respondent Distractions**

Courtney Kennedy, *The Everett Group*

Stephen E. Everett, *The Everett Group*

### **An Experiment Testing the Impact of Leaving Voice Messages in Cell Phone Surveying**

Robert Benford, *GfK Custom Research North America*

Paul J. Lavrakas, *Independent Consultant*

Trevor Tompson, *Associated Press*

Christopher Fleury, *GfK Roper Public Affairs & Media*

## ***AAPOR Concurrent Session A***

**Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.**

---

**Incentives for Cell Phone Users:**

**What Difference Do They Make?**

Robert W. Oldendick, *University of South Carolina*

Dennis N. Lambries, *University of South Carolina*

**Adjusting for Cell Phone Nonresponse in Dual Frame Samples**

Randal ZuWallack, *ICF MACRO*

Frederica Conrey, *ICF MACRO*

## **Methodological Briefs: Longitudinal Surveys, Internet Access & Data Quality**

**Location:** Clark, 4th Floor

**Chair:** Steven Putansu, *GAO*

**Marge! It's Been 30 Years!**

**Finding Participants for a 50-Year High School  
Follow-Up Study**

Pia Peltola, *American Institutes for Research*

Lynette Zickl, *American Institutes for Research*

Susan Lapham, *American Institutes for Research*

Cameron McPhee, *American Institutes for Research*

**What Survey Design Issues are Impacted by Incentive  
Conditioning?**

John M. Finamore, *U.S. Census Bureau*

**The Priming Directive: Panel Effects in Media Awareness  
Measures on a National Probability Panel**

Kara A. Marsh, *Fors Marsh Group*

Robert P. Daves, *The Everett Group*

Amanda Anderson, *Fors Marsh Group*

Scott Turner, *Fors Marsh Group*

Stephen E. Everett, *The Everett Group*

H.A. White, *The Everett Group*

## **AAPOR Concurrent Session A**

**Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.**

---

**Does Providing Internet Access to Non-Internet Households Affect Reported Media Behavior for Latinos and Non-Latinos? Results From a Six-Month Longitudinal Survey**

J. Michael Dennis, *Knowledge Networks*

Charles DiSogra, *Knowledge Networks*

**Discrepancies Between Student Reports of Parental Occupation and Level of Education – Do They Really Matter? Evaluating Self-Reported Socioeconomic Status Using NLSF Data, 1999-2003**

Melissa Bert, *Harvard Graduate School of Education*

**The Effects of Computer Assisted Recorded Interviewing (CARI) on Questionnaire Timings on the NLSY97**

Jodie A. Daquilanea,

*National Opinion Research Center at the University of Chicago (NORC)*

Arleigh Dom,

*National Opinion Research Center at the University of Chicago (NORC)*

Kanru Xia,

*National Opinion Research Center at the University of Chicago (NORC)*

## **Minimizing Survey Non-Response**

**Location:** Addison, 4th Floor

**Chair:** Matthew Courser, *Pacific Institute for Research and Evaluation*

**The Road to Understanding Nonresponse in the 2008 June Area Survey**

Michael Gerling, *USDA-NASS*

Terry O'Connor, *USDA-NASS*

HoaiNam Tran, *USDA-NASS*

## **AAPOR Concurrent Session A**

**Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.**

---

**We Want You and Your Colleague: An Experiment to Assess Survey Design Features That Maximize Response Rates Among Nursing Home Providers**

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

Michelle Rogers, *Brown University, Program in Public Health*

Andrew Foster, *Brown University, Department of Economics*

Faye Dvorchak, *Brown University, Program in Public Health*

Frances Saadeh, *Brown University, Program in Public Health*

Jessica Weaver, *Brown University, Program in Public Health*

Vincent Mor, *Brown University, Program in Public Health*

**Analysis of Non-Response Bias in a Survey of Newly Naturalized Citizens**

Kelly Daley, *Abt SRBI*

Allison Ackermann, *Abt SRBI*

**A Comparison of Non-Recruited, Non-Responding and Responding 18-24-Year-Old Web-Based Panel Members' Exposure to and Uses of New and Emerging Smokeless Tobacco Products**

Trent D. Buskirk, *Saint Louis University*

**How Random is an Online Respondent Pool? Analysis of Respondent Self Selection in Multiple Surveys to a Large Online Volunteer Panel**

Steven Millman, *Booz Allen Hamilton*

John Zogby, *Zogby, International*

Zeljka Buturovic-Bradaric, *Zogby, International*

Katherine Schwalbe, *Zogby International*

## ***AAPOR Concurrent Session A***

**Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.**

---

### **Questionnaire Design: Context, Placement & Length**

Location: Belmont, 4th Floor

Chair: Neha Sahgal, *Pew Forum for Religion & Public Life*

#### **Health Care Reform Perceptions: Context and Reciprocity Effects**

Peter Graven, *SHADAC*

Todd Rockwood, *University of Minnesota*

#### **Using Item Response Theory and Computer Adaptive Testing to Reduce Survey Length in Opinion and Attitude Surveys**

Scott Hershberger, *Harris Interactive*

#### **A Comparison of Results From a Spanish and English Mail Survey: Effects of Instruction Placement on Item Missingness**

Kevin Wang, *RTI International*

M. Mandy Sha, *RTI International*

Emilia Peytcheva, *RTI International*

#### **Question Order Effect on Self-Rated General Health in a Multilingual Survey**

Sunghye Lee, *UCLA Center for Health Policy Research*

David Grant, *UCLA Center for Health Policy Research*

#### **Putting Context Effects in Context: The Variable Effects of Question Order**

Michael Dimock, *Pew Research Center for the People & the Press*

Shawn Neidorf, *Pew Research Center for the People & the Press*

Leah Christian, *PEW Research Center for the People & the Press*

Jacob Poushter, *PEW Research Center for the People & the Press*

## **AAPOR Concurrent Session A**

**Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.**

---

### **Survey Interviewing & Data Quality**

**Location:** Northwestern, 6th Floor

**Chair:** Keith Neuman, *Environics Research Group*

#### **A Common, Mode-Independent, Approach for Evaluating Interview Quality and Interviewer Performance: Lessons Learned**

Howard Speizer, *RTI International*

Susan Kinsey, *RTI International*

Richard Heman-Ackah, *RTI International*

#### **A Two-Stage Interviewing Experiment in an RDD Survey**

Sherman Edwards, *Westat*

Michael Brick, *Westat*

Royce Park, *UCLA Center for Health Policy Research*

David Grant, *UCLA Center for Health Policy Research*

#### **Data Quality in the Retrospective Reporting of Addresses**

Kate E. Bachtell, *NORC at the University of Chicago*

Virginia Tangel, *NORC at the University of Chicago*

Ned English, *NORC at the University of Chicago*

Michael Latterner, *NORC at the University of Chicago*

Catherine Haggerty, *NORC at the University of Chicago*

#### **An Examination of Within-Interviewer Continuity and Change in the use of Standardized Interviewing Following Repeated Corrective Feedback**

Kristine Fahrney, *RTI International*

Danielle Cohen, *RTI International*

Ann Burke, *RTI International*

#### **Utilizing Distance Learning to Deliver Standardized, Multi-Media Field Interviewer Training and Reduce Costs on Large-Scale National Field Surveys**

Allison McKamey, *RTI International*

Scott Payne, *RTI International*

Elizabeth Shuey, *RTI International*

## **AAPOR Concurrent Session B**

**Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.**

---

### **Cell Phone Surveys: Population Estimates, Dual Frames & Weighting Issues**

**Location:** Grand Ballroom Salon I, 7th Floor

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

#### **The Cell Phone Universe: Methodological Considerations for Creating Cellular and Landline Telephone Estimates From Nielsen Television Surveys**

Christine Pierce, *The Nielsen Company, Media*

Jonathan D. Stringfield, *The Nielsen Company, Media*

Misty Saline, *The Nielsen Company, Media*

Jennifer Hsia, *The Nielsen Company, Media*

#### **Can Post-Stratification Adjustments Do Enough to Reduce Bias in Telephone Surveys that Do Not Sample Cell Phones?**

##### **It Depends**

Kathleen T. Call, *University of Minnesota*

Michael Davern, *NORC*

Michel Boudreaux, *University of Minnesota*

Pamela J. Johnson, *University of Minnesota*

Justine Nelson, *University of Minnesota*

#### **First-Stage Weights for Overlapping Dual-Frame Telephone Surveys**

Jonathan Best, *Princeton Survey Research Associates International*

Larry Hugick, *Princeton Survey Research Associates International*

#### **Dual-Frame Weighting of RDD & Cell Phone Interviews at the Local Level**

Michael P. Battaglia, *Abt Associates Inc.*

Donna Eisenhower, *NYC DOHMH Epidemiology Services*

Stephen Immerwahr, *NYC DOHMH Epidemiology Services*

Kevin Konty, *NYC DOHMH Epidemiology Services*

**AAPOR Concurrent Session B****Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.**

---

**Assessment of Alternative Methods to Compensate for Noncoverage of Nonlandline Telephone Households in the NIS**Meena Khare, *NCHS/CDC*Kennon R. Copeland, *NORC at the University of Chicago*Nadarajasundaram Ganesh, *NORC at the University of Chicago*Abera Wouhib, *NCHS/CDC*James A. Singleton, *Centers for Disease Control and Prevention (CDC), NCIRD***Combining Survey & Administrative Data:  
Issues of Quality & Access****Location:** Indiana, 6th Floor**Chair:** Frauke Kreuter, *University of Maryland***Administrative Data Quality Assessments in the U.S. Federal Statistical System: Current Practice and Problems**Jenna A. Fulton, *Joint Program in Survey Methodology, UMD*Frauke Kreuter, *Joint Program in Survey Methodology, UMD*William Iwig, *NASS- USDA***You Can Match My Data! Biasing Effect in the Use of Linked Administrative and Survey Data**Stefan Bender, *Institute for Employment Research (IAB)*Martina Huber, *Institute for Employment Research (IAB)*Alexandra Schmucker, *Institute for Employment Research (IAB)***Administrative and Survey Data: An Analysis of Reasons for Differences in Reported Employment Figures**Polly Phipps, *Bureau of Labor Statistics*Daniell Toth, *Bureau of Labor Statistics***Quality and Quantity - Using Administrative Data for Scientific Purposes in Labor Market Research**Patrycja Scioch, *Institute for Employment Research - IAB*Stefan Bender, *Institute for Employment Research - IAB*

## ***AAPOR Concurrent Session B***

**Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.**

---

**Using Linked Survey and Administrative Data Files to Improve Surveys and to Evaluate Decentralized Public Programs: The Case of Medicaid and SCHIP Enrollment**  
Michael Davern, *University of Minnesota*

### **Improving Response Rate**

**Location:** Addison, 4th Floor

**Chair:** Young Chun, *NORC at University of Chicago*

**The Effects of Tailored Design Method on Response Rates in a Chronically Ill Population: Results of a Controlled Experiment**  
Ellen Denzen, *National Marrow Donor Program*  
Todd Rockwood, *University of Minnesota*  
Nancy Omondi, *National Marrow Donor Program*  
David Radosevich, *University of Minnesota*  
Elizabeth Murphy, *National Marrow Donor Program*

**Mail Surveys: The Power of the Return Address**  
Larry Luskin, *ICF MACRO*  
Sherri Settle, *ICF MACRO*

**Methods for Elicitation of Prior Information on Survey Data Quality and Survey Cost Structures**  
John L. Eltinge, *Bureau of Labor Statistics*

**The SNAAP Experiments: An Attempt to Improve Response and Measure Error**  
John Kennedy, *Indiana University Center for Survey Research*  
Steven Tepper, *Vanderbilt University*  
Sally Gaskill, *Indiana University*  
George Kuh, *Indiana University*

**Group and Cultural Influences on Household Survey Response Rate**  
Peter K. Kwok, *NORC*  
William Hart, *NORC*  
Hee-Choon Shin, *NORC*

## ***AAPOR Concurrent Session B***

**Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.**

---

### **Multimode Data Collection:**

#### **Question Wording & Mode Effects**

**Location:** Clark, 4th Floor

**Chair:** Dianne Rucinski, *Institute for Health Policy & Research*

#### **Measuring Mode Preference: Question Wording and Question Order Experiments**

Jolene Smyth, *University of Nebraska-Lincoln*

Kristen Olson, *University of Nebraska-Lincoln*

#### **Mode Effects on Symptoms Characteristics:**

#### **The First Follow-Up Survey of Chronic Fatigue Syndrome and Chronic Unwellness in Georgia**

Julie A. Pacer, *Abt SRBI*

Rebecca Devlin, *Abt SRBI*

#### **Mode Effect or Question Wording?**

#### **Developing Robust Questions for Mixed Mode Surveys**

Edith D. de Leeuw, *Utrecht University*

Annette Scherpenzeel, *Centerdata, University of Tilburg*

#### **Estimating Nonresponse and Mode Effects in a Mixed-Mode Survey**

Peter Lugtig, *Department of Methods and Statistics - Utrecht University*

Gerty Lensvelt-Mulders, *University of Humanistics*

#### **Using a Mixed Method Approach to Explain the Cross-Cultural Differences in Extreme Responding**

Meike Morren, *Tilburg University*

John Gelissen, *Tilburg University*

## **AAPOR Concurrent Session B**

**Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.**

---

### **Multimode Surveys: Reliability & Data Quality**

**Location:** Northwestern, 6th Floor

**Chair:** Diane R. Burkom, *Battelle Centers for Public Health Research and Evaluation*

#### **Using Computer Assisted Telephone Interviewing for Reinterview Programs and Its Effect on Data Quality**

Chrishelle Lawrence, *U.S. Census Bureau*

#### **Survey Satisficing in a Mixed Mode Military Survey**

Yonghe M. Yang, *ICF International*

Amy E. Falcone, *ICF International*

Lynn M. Milan, *United States Army Research Institute*

#### **Differences in Reliability and Validity Across Mail- and Phone-Administered Surveys**

Sonja Ziniel, *Harvard Medical School; Children's Hospital Boston*

Nina Rauscher, *Children's Hospital Boston*

Jennifer Koch, *Children's Hospital Boston*

David Thompson, *Children's Hospital Boston*

#### **How Do Respondents React When Asked to Self-Report Their Behavior?**

Marla D. Cralley, *Arbitron Inc.*

Z.T. Suzer-Gurtekin,

*University of Michigan, Program in Survey Methodology*

#### **Assessing Data Quality Across Probability Samples: An Examination of a Post General Election Mixed-Mode (Internet and Mail) and Telephone Survey**

Lonna R. Atkeson, *University of New Mexico*

R. M. Alvarez, *California Institute of Technology*

Alex N. Adams, *University of New Mexico*

## ***AAPOR Concurrent Session B***

**Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.**

---

### **Opportunity Through Diversity**

**Location:** Belmont, 4th Floor

**Chair:** Richard Sobel, *Northwestern & Harvard Universities*

**Discussant:** Eric Plutzer, *Pennsylvania State University*

#### **The 2008 National Asian American Survey: Context and the Civic and Political Engagement of Asian Americans**

Taeku Lee, *University of California at Berkeley*

Jane Junn, *University of Southern California*

Karthick Ramakrishnan, *University of California, Riverside*

Janelle Wong, *University of Southern California*

#### **The Global Survey of Physicists: Challenges and Lessons Learned From an Evolving Multilingual Multinational Survey Effort**

Casey Langer Tesfaye, *American Institute of Physics*

Rachel Ivie, *American Institute of Physics*

#### **Opportunities for Contact With Culturally Diverse Populations: Interpersonal Contact and Immigration Attitudes**

Chase Harrison, *Harvard Business School*

#### **Representing Hispanics in General Public Opinion Surveys**

Jocelyn Kiley, *Pew Research Center*

Leah Christian, *Pew Research Center*

Michael Dimock, *Pew Research Center*

Scott Keeter, *Pew Research Center*

## **AAPOR Concurrent Session B**

**Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.**

---

### **Questionnaire Design:**

#### **Structure, Response Style, and Self-Reports**

**Location:** Armitage, 4th Floor

**Chair:** Kenneth A. Rasinski, *University of Chicago*

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

#### **Effect of Questionnaire Structure on**

#### **Nonresponse and Measurement Error:**

#### **Sequential vs. Grouped Placement of Filter Questions**

Lisa R. Carley-Baxter, *RTI International*

Andy Peytchev, *RTI International*

Michele L. Black, *CDC*

#### **Response Scales' Vulnerability to Acquiescence and Extreme**

#### **Response Style Behavior**

Natalia Kieruj, *Department of Methodology and Statistics, Tilburg University*

Guy Moors, *Department of Methodology and Statistics, Tilburg University*

#### **Making It All Add Up:**

#### **A Comparison of Constant Sum Tasks on Self-Reported Behavior**

Ronald Z. Szoc, *ICF International*

Randall K. Thomas, *ICF International*

Frances M. Barlas, *ICF International*

#### **Function Follows Form: Response Format Effects on Self-**

#### **Reported Individual and Household Disability**

Amy E. Falcone, *ICF International*

Randall K. Thomas, *ICF International*

#### **College Road Trip: Transforming the NHTS Into a Web-Based**

#### **Travel Diary Survey of University Students in Virginia**

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

Tancy Vandecar-Burdin, *Old Dominion University*

Susan G. White, *Virginia Commonwealth University*

Susan Willis-Walton, *Virginia Tech*

Paul Agnello, *Virginia Department of Transportation*

## ***AAPOR Poster Session 3***

**Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.**

---

### **Poster Session – 3**

**Location:** Exhibit Hall, Chicago Ballroom, 5th Floor

1. **Assessing Online Media Use and Digital Interpersonal Communication Variables as Predictors of Political Knowledge**  
Jason A. Martin, *Indiana University School of Journalism*
2. **On the Usefulness of Pretesting Vignettes for Exploratory Research**  
Jennifer Beck, *U.S. Census Bureau*
3. **Use of Surveys and Cluster Analysis to Increase Ridership on Mass Transit: A Case Study**  
Frank Lynch, *Abt SRBI*  
Jason Minser, *Abt SRBI (formerly with the Chicago Transit Authority)*  
Mindy Rhindress, *Abt SRBI*
4. **Sample Disposition of RDD Unlisted, RDD Listed and Cell Phone Only Telephone Households**  
John Tarnai, *Social & Economic Sciences Research Center*  
Danna L. Moore, *Social & Economic Sciences Research Center*  
Marion Schultz, *Social & Economic Sciences Research Center*
5. **Experimental Trial of Benefit Appeals on Completion Rates for the Agricultural Screening Survey**  
Danna L. Moore, *Social and Economic Sciences Research Center*  
Dale Atkinson, *USDA/NASS/RDD*  
Jaki S. McCarthy, *USDA/NASS*
6. **Survey Weight Adjustment Using PROC WTADJUST From SUDAAN V10**  
G.G. Brown, *RTI International*

## ***AAPOR Poster Session 3***

**Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.**

---

- 7. Online Table Generator Tool for Health Insurance Coverage Estimates**  
Karen Soderberg, *SHADAC - University of Minnesota*  
Michael Davern, *NORC*  
Jeanette Ziegenfuss, *Mayo Clinic*  
Peter Graven, *SHADAC - University of Minnesota*  
Michele Burlew, *SHADAC - University of Minnesota*
- 8. Multiple Identities: Effects of Question Framing on Self-Rated Importance of Factors Influencing Self-Concept**  
Frances M. Barlas, *ICF International*  
Randall K. Thomas, *ICF International*  
Ronald Z. Szoc, *ICF International*
- 9. When to E-Mail or Not?: Determining the Best Day of the Week to Send Evites for Participation in a Web Survey**  
Sylvia R. Epps, *Decision Information Resources, Inc.*  
Leslyn Hall, *Redstone Research, LLC*  
Jo Anna Hunter, *MDRC*
- 10. Exploring the Use of Self-Reported Cell Phones in Voter Files for Likely Voter Sampling**  
Patrick Faust, *Greenberg Quinlan Rosner Research*  
Adam Slater, *Greenberg Quinlan Rosner Research*
- 11. Offering a Web Option in a Mail Survey of Young Adults: Impact on Survey Quality**  
Scott Turner, *Fors Marsh Group, LLC*  
Luciano Viera Jr., *Fors Marsh Group, LLC*  
Sean Marsh, *Fors Marsh Group, LLC*
- 12. Are Estimates of the Medicaid Undercount Stable Over Time?**  
Robert K. Goidel, *Louisiana State University*  
Stephen Barnes, *Louisiana State University*  
Dek Terrell, *Louisiana State University*

**AAPOR Poster Session 3****Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.**

---

- 13. The Subject Lines of Web Survey Invitations and Participation Rates**  
Handan Titiz, *Children's Hospital Boston*  
Sonja Ziniel, *Children's Hospital Boston*
- 14. Nonresponse in a Dual Frame Telephone Study: Illinois Children's Insurance Research**  
Julie A. Pacer, *Abt SRBI*  
Kelly Daley, *Abt SRBI*  
Michael P. Battaglia, *Abt Associates*  
Dianne Rucinski, *University of Illinois-Chicago*
- 15. Revision to Teacher Nonresponse Bias Analysis**  
Danielle K. Battle, *American Institutes for Research*  
Jared Coopersmith, *Quality Information Partners, Inc.*
- 16. Does Launching a More Expensive Mode of Data Collection Earlier Save You Money?**  
Sylvia R. Epps, *Decision Information Resources, Inc.*  
Pam V. Wells, *Decision Information Resources, Inc.*  
Jo Anna Hunter, *MDRC*
- 17. Imputation Using SUDAAN PROC HOTDECK for Education Surveys**  
Darryl Creel, *RTI International*
- 18. Ideology, Polarization and American Media Consumption: An Examination of Public Opinion Formulation**  
Anthony DiMaggio, *Illinois State University*

## ***AAPOR Poster Session 3***

**Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.**

---

- 19. Favorable Results From a Low Effort Follow-Up:  
An Investigation of Nonresponse Bias in a Customer  
Satisfaction Survey**  
Jennifer E. O'Brien, *Westat*  
Tom Krenzke, *Westat*  
David Ferraro, *Westat*  
Howard King, *Westat*  
Michele Harmon, *Westat*  
Jocelyn Newsome, *Westat*  
Kerry Levin, *Westat*  
Martin Rater, *United States Patent and Trademark Office*
  
- 20. Different Topics, Different Results**  
Gregory A. Smith, *Pew Research Center*
  
- 21. Comparison of Influences on Seat Belt Use in States**  
Cynthia Augustine, *RTI International*
  
- 22. A Reasonable Use of Non-Probability Sampling:  
Surveying Political Leaders**  
Gregory G. Holyk, *Washington and Lee University*
  
- 23. Collection Research for Household Surveys at  
Statistics Canada**  
Helene Berard, *Statistics Canada*  
Milana Karaganis, *Statistics Canada*  
Francois Laflamme, *Statistics Canada*
  
- 24. Dichotomous Voting Intention Questions and Response Order  
Effects: Individual Participant Data Meta-Analysis**  
Alexandre Morin Chassé, *Université Laval*
  
- 25. Significant Factors Governing the Use of Auditory Stimuli in  
Web Questionnaires**  
Sentagi S. Utami, *University of Michigan*  
Rahmad Dawood, *University of Michigan*  
Mojtaba Navvab, *University of Michigan*

**AAPOR Poster Session 3****Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.**

---

- 26. The Financial Crisis and the Bailout:  
Frame Analysis of the Chicago Press**  
Fabrizio Ceglia, *University of Illinois at Chicago*  
Bruno Carriço Reis, *Universidad Rey Juan Carlos*
- 27. Framing Effects and Racial Prejudice:  
The Moderating Role of Need for Cognition**  
Porismita Borah, *University of Wisconsin - Madison*  
D. Jasun Carr, *University of Wisconsin - Madison*
- 28. Fill in the Blank: SED Verbatim Response Specificity as a  
Function of Perceived Audience**  
Lino M. Jimenez, *NORC*  
Lindsay Virost, *NORC*  
Vincent Welch, *NORC*
- 29. Searching for Alternatives:  
Findings From Recent Mail Surveys by the Asahi Shimbun**  
Nicolaos E. Synodinos, *University of Hawaii*  
Eiji Matsuda, *The Asahi Shimbun*
- 30. The Use of Technology in Seat Belt Survey Data Collection**  
Larry N. Campbell, *RTI International*
- 31. Item Nonresponse Analysis for a Mixed-Mode Survey**  
Boris Lorenc, *Statistics Sweden*  
Kristoffer Olsson, *Stockholm University*
- 32. The Effect of Removing Cell-Phone-Only (CPO) Weighting**  
Yelena Pens, *Arbitron*  
Kelly Dixon, *Arbitron*

## **AAPOR Poster Session 3**

**Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.**

---

**33. The Discriminating Voter: An Analysis of the Demography and Geography of Discrimination**

Paul G. Harwood, *Public Opinion Research Laboratory, University of North Florida*  
Nicholas J. Seaton, *Public Opinion Research Laboratory, University of North Florida*

**34. A Multi-Mode Approach for Leave-Behind Data Collection of Actigraphy in a Population Survey**

Jane L. McPhillips, *NORC at the University of Chicago*  
Katie Lundeen, *NORC*  
Angela Jaszczak, *NORC*  
Stephen Smith, *NORC*

**35. Data Collection From Third Parties: The Rental Agents Survey Case Study**

Marilyn Worthy, *Energy Information Administration*

**36. The Influence of Cultural Dimensions on Survey Response Styles: An Analysis of IBM Global Employee Surveys for India**

Randal R. Ries, *IBM*

**37. Imputation of Income, Poverty and Medicaid Status in a Survey of Health Insurance and Access to Care**

Tom Duffy, *ICF MACRO*  
Ronaldo Iachan, *ICF MACRO*  
Sara Bausch, *ICF MACRO*  
Bo Lu, *Ohio State University*  
Tim Sahr, *Health Policy Institute of Ohio*

**38. Coding Complex Responses**

Linda G. Kimmel, *Michigan State University*  
Jon D. Miller, *Michigan State University*

## ***AAPOR Poster Session 3***

**Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.**

---

39. **Variance of the 2010 Census Coverage Measurement Logistic Regression-Based Dual System Estimator of Population Size**  
Richard Griffin, *U.S. Census Bureau*
  
40. **Measuring the Effects of a Nationwide Community-Based Participatory Design on Outcomes Related to Electronic Health Information Exchange**  
Stephanie Rizk, *RTI International*  
Robert Bailey, *RTI International*
  
41. **Optimizing Call Time in an RDD Survey: BRFSS Experience**  
Sean Hu, *Centers for Disease Control and Prevention*  
Brian F. Heas, *RTI*  
Lina Balluz, *Centers for Disease Control and Prevention*

## **AAPOR Concurrent Session C**

**Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.**

---

### **Attitudinal Data Collected via Cell Phone**

**Location:** Northwestern, 6th Floor

**Chair:** Colleen K. Porter, *University of Florida*

#### **“Cell Mostly” or “Cell Mainly”: What is More Representative?**

Brian Shepherd, *NORC*

Megha Shah, *NORC*

Wei Zeng, *NORC*

Karen Wooten, *Centers for Disease Control and Prevention*

#### **Measuring State Health Trends— Impact of the Cell-Only Population**

Frederica Conrey, *ICF MACRO*

Randal ZuWallack, *ICF MACRO*

Kristie Hannah, *ICF MACRO*

#### **Cell Phone Usage and Differences in Behaviors Surrounding the H1N1 Outbreak**

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

Gillian K. Steel Fisher, *Harvard School of Public Health*

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

#### **Comparison of Response Measures Between Landline and Cell Phone Modes in Behavioral Risk Factor Surveillance System**

Mohamed G. Qayad, *Centers for Disease Control and prevention*

Pranesh Chowdhury, *CDC*

Machell Town, *CDC*

Lina Balluz, *CDC*

#### **Risky Business: A Comparison of Traffic Safety Behaviors by Telephone Status in a National Dual Frame Design**

John M. Boyle, *Abt SRBI Inc.*

Faith Lewis, *Abt SRBI Inc.*

Brian Tefft, *The AAA Foundation for Traffic Safety*

## ***AAPOR Concurrent Session C***

**Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.**

---

### **Election Attitudes & Polls**

**Location:** Armitage, 4th Floor

**Chair:** Teresa Jin, *The Nielsen Company*

#### **Do Voters Live Vicariously Through Election Results?**

Adam Sage, *RTI International*

Bonnie E. Shook-Sa, *RTI International*

#### **The Development of Conservatives and Liberals: An Analysis of Political Socialization and Change**

Jon D. Miller, *Michigan State University*

Jason Kalmbach, *Michigan State University*

Linda G. Kimmel, *Michigan State University*

#### **2008 Election Exit Poll Design Effect**

Clint W. Stevenson, *Edison Research*

#### **Electing the President 2008. A Longitudinal Web Panel Survey From November 2007 to November 2008**

Nat Ehrlich, *Michigan State University*

Larry Hembroff, *Michigan State University*

Karen Clark, *Michigan State University*

#### **Elections and Institutions: Ranked-Choice Voting and Its Attitudinal and Behavioral Effects**

Joanne M. Miller, *University of Minnesota*

Lawrence R. Jacobs, *University of Minnesota*

## **AAPOR Concurrent Session C**

**Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.**

---

### **Questionnaire Design:**

#### **IVR, Visual Scales, & Cognitive Interviewing**

**Location:** Addison, 4th Floor

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

#### **Does Voice Matter for Youth Reports of Tobacco Use?**

##### **An Interactive Voice Response Experiment**

Niki Mayo, *RTI International*

Doug Currivan, *RTI International*

Brenna Muldavin, *RTI International*

#### **Visual Effects: A Comparison of Visual Analog Scales in Models Predicting Behavior**

Randall K. Thomas, *ICF International*

#### **Using Administrative Records to Evaluate Survey Responses in the National Immunization Survey**

Ting Yan, *NORC at University of Chicago*

Kennon Copeland, *NORC at the University of Chicago*

Kirk Wolter, *NORC at the University of Chicago*

Phil Smith, *CDC*

#### **Questionnaire Design Considerations When Expanding a Survey Target Population to Include Children**

Patricia LeBaron, *RTI International*

Rebecca Granger, *RTI International*

#### **Mixed Modes and Measurement Error:**

##### **Using Cognitive Interviewing to Explore the Results of a Mixed-Modes Experiment**

Pamela C. Campanelli, *The Survey Coach*

Margaret Blake, *National Centre for Social Research*

Michelle Gray, *National Centre for Social Research*

Steven Hope, *National Centre for Social Research*

Annette Jackle, *University of Essex*

Peter Lynn, *University of Essex*

Alita Nandi, *University of Essex*

Gerry Nicolaas, *National Centre for Social Research*

## **AAPOR Concurrent Session C**

**Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.**

---

### **Rethinking Response Rates**

**Location:** Grand Ballroom Salon I, 7th Floor

**Chair:** Fritz Scheuren, *NORC*

**Discussant:** Barbara O'Hare, *U.S. Census Bureau*

#### **Rethinking Response Rate Targets:**

#### **New Evidence of Little Relationship Between Response Rate and Observable Response Bias**

Richard Hendra, *MDRC*

Aaron Hill, *MDRC*

#### **Using Imputation Methods to Estimate “e”**

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

#### **Participation in Surveys in the U.S.: A Three-Year Study**

David Dutwin, *Social Science Research Solutions*

Robyn Rapoport, *Social Science Research Solutions*

#### **An Alternative to the Response Rate for Measuring a Survey's Realization of the Target Population**

Benjamin Skalland, *NORC at the University of Chicago*

Martin Barron, *NORC at the University of Chicago*

Ashley Amaya, *NORC at the University of Chicago*

### **Sampling Hard-to-Reach Populations**

**Location:** Clark, 4th Floor

**Chair:** Robert Simmons, *Defense Manpower Data Center*

#### **Using Lists With RDD Samples:**

#### **An Examination of Bias, Cost and Variance Estimates**

Anthony M. Roman, *Center for Survey Research UMass-Boston*

Charles F. Turner, *City University of New York,*

*Queens College and Graduate Center*

Susan M. Rogers, *RTI International*

Elizabeth Eggleston, *RTI International*

James R. Chromy, *RTI International*

Sylvia Tan, *RTI International*

## **AAPOR Concurrent Session C**

**Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.**

---

### **Screening for Specific Population Groups in Mail Surveys**

Douglas Williams, *Westat*

Jill M. Montaquila, *Westat*

J. Michael Brick, *Westat*

Mary C. Hagedorn, *Westat*

### **An Oversampling Method for Youth in a Smoking Survey**

Peter Wright, *Statistics Canada*

Benjamin Hartling, *Statistics Canada*

### **A Comparison of Black Oversamples:**

#### **Census Density vs. Call-Backs**

Peyton M. Craighill, *ABC News*

Gary Langer, *ABC News*

Patrick Moynihan, *Harvard University*

Melissa Herrmann, *SSRS*

David Dutwin, *SSRS*

### **Confirmation Bias in Housing Unit Listing**

Stephanie Eckman, *University of Maryland*

## **Surveys on Medical & Health Issues**

**Location:** Indiana, 6th Floor

**Chair:** Christopher P. Borick, *Muhlenberg College*

### **Health Care Status Over Time: Lessons From a Follow-Back Survey of Individuals With Special Health Care Needs**

Shannon R. TenBroeck, *NORC at the University of Chicago*

Kathleen S. O'Connor, *National Center for Health Statistics (NCHS), CDC*

### **Respondents' Methods for Managing and Recalling Data in the Medical Expenditure Panel Survey**

Sid J. Schneider, *Westat*

Barbara Gustavson, *Westat*

Tiandong Li, *Westat*

Huseyin Goksel, *Westat*

Ralph DiGaetano, *Westat*

W. Sherman Edwards, *Westat*

## ***AAPOR Concurrent Session C***

**Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.**

---

### **Use of Household Immunization Records (Shot Cards) on the National Immunization Survey**

Ashley Amaya, *NORC at University of Chicago*

Xian Tao, *NORC at the University of Chicago*

Karen Wooten, *Centers for Disease Control and Prevention*

### **Internet Panels and Health Research: Findings From National RDD Surveys**

John M. Boyle, *Abt SRBI Inc.*

### **Assessing the Accuracy of the Face-to-Face Recruited Internet Survey Platform: A Comparison of Behavioral and Health-Related Findings From the FFRISP With Those of Major National Surveys**

Ana Villar, *Stanford University*

Ariel Malka, *Yeshiva University*

Jon Krosnick, *Stanford University*





## Day-at-a-Glance

### Sunday, May 16

Time	Event	Location
8:00 a.m. – 10:15 a.m.	<b>AAPOR Registration Desk Open</b>	7th Floor Registration
8:00 a.m. – 11:30 a.m.	<b>AAPOR Short Course</b> Course 6: <b>Conducting Cell Phone Surveying in the U.S. Circa 2010</b>	Chicago A/B Ballroom, 5th Floor
8:30 a.m. – 10:00 a.m.	<b>AAPOR Concurrent Session A</b>	
	Session 1: <b>International Standards &amp; the Future of Survey Research</b>	Grand Ballroom Salon 1, 7th Floor
	Session 2: <b>Interviewer Effects &amp; Self Report Bias</b>	Indiana, 6th Floor
	Session 3: <b>Survey Sampling: Landline &amp; Cell Phone Under Coverage</b>	Northwestern, 6th Floor
	Session 4: <b>Improving Response Rates: Consent, Incentives, &amp; Caller-ID</b>	Chicago D Ballroom, 5th Floor
	Session 5: <b>Panel Surveys &amp; Non-Response Issues</b>	Chicago E Ballroom, 5th Floor
	Session 6: <b>Assessing Data Quality: Paradata, Monitoring &amp; Editing</b>	Addison, 4th Floor
	Session 7: <b>Reducing Measurement Error Through Cognitive Interviewing</b>	Clark, 4th Floor
	Session 8: <b>Design Considerations for Establishment Surveys</b>	Avenue Ballroom, 4th Floor
10:15 a.m. – 11:45 a.m.	<b>AAPOR Concurrent Session B</b>	
	Session 1: <b>Utilizing Respondent Records</b>	Grand Ballroom Salon 1, 7th Floor
	Session 2: <b>Non-Response Issues: Interviewer Effect &amp; Other Participant Factors</b>	Indiana, 6th Floor
	Session 3: <b>Patterns of Landline &amp; Cell Phone Usage &amp; Implications</b>	Northwestern, 6th Floor
	Session 4: <b>Behavior Coding &amp; Cognitive Interviewing</b>	Chicago D Ballroom, 5th Floor

## Day-at-a-Glance

### Sunday, May 16

Time	Event	Location
10:15 a.m. – 11:45 a.m.	<b>AAPOR Concurrent Session B (continued)</b>	
	Session 5: <b>Early Responders, Late Responders &amp; Non-Responders</b>	Chicago E Ballroom, 5th Floor
	Session 6: <b>Interviewer Characteristics &amp; Maintaining Data Quality</b>	Addison, 4th Floor
	Session 7: <b>Exploring the Diversity of Public Opinion</b>	Clark, 4th Floor
	Session 8: <b>TBD</b>	Avenue Ballroom, 4th Floor

## Short Courses

Sunday, May 16 • 8:00 a.m. – 11:30 a.m.

---

### Course 6:

## Conducting Cell Phone Surveying in the U.S. Circa 2010

**Instructors:** Courtney Kennedy, *University of Michigan, Michigan, USA*  
 Paul J. Lavrakas, *Independent Consultant*  
 Linda Piekarski, *Survey Sampling International*  
 Chuck Shuttles, *The Nielsen Company*

## AAPOR Concurrent Session A

Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

---

### Assessing Data Quality:

## Paradata, Monitoring & Editing

**Location:** Addison, 4th Floor

**Chair:** Missy Koppelman, *NORC*

### The Accuracy of Interview Paradata: Results From a Field Investigation

Paul Biemer, *RTI International and UNC-CH*  
 Kevin Wang, *RTI International*

### Who's Monitoring the Monitors?: Examining Monitors' Accuracy, Objectivity and Consistency to Improve the Quality Assurance Process

Claudia Gentile, *Mathematica Policy Research*  
 Jason Markesich, *Mathematica Policy Research*  
 Joe Baker, *Mathematica Policy Research*  
 Shawn Marsh, *Mathematica Policy Research*

### Standardizing Paradata

David Chearo, *University of Chicago Survey Lab*  
 Martha Van Haitsma, *University of Chicago Survey Lab*

### Assessing the Quality of Survey Data

Joerg Blasius, *University of Bonn*

## **AAPOR Concurrent Session A**

**Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.**

---

### **How Much Does Past Experience Matter? An Investigation of the Factors Affecting Editing Quality and Efficiency**

Geraldine Mooney, *Mathematica Policy Research*

Tedde Tsang, *Mathematica Policy Research*

Melissa Krakowiecki, *Mathematica Policy Research*

Cathie E. Alderks,

*Substance Abuse and Mental Health Services Administration*

Deborah Trunzo,

*Substance Abuse and Mental Health Services Administration*

### **Design Considerations for Establishment Survey**

**Location:** Avenue Ballroom, 4th Floor

**Chair:** Mark Morgan, *ICF International, Inc.*

### **Nonresponse Reduction Strategies in Establishment Surveys: Design Considerations in the National Survey of Residential Care Facilities**

Lauren Harris-Kojetin, *National Center for Health Statistics, CDC*

Tim Flanigan, *RTI International*

Angela Greene, *RTI International*

John Loft, *RTI International*

Abigail Moss, *National Center for Health Statistics*

Eunice Park-Lee, *National Center for Health Statistics*

Emily Rosenoff, *U.S. DHHS,*

*Office of Assistant Secretary for Planning and Evaluation*

Manisha Sengupta, *National Center for Health Statistics*

Sara Zuckerbraun, *RTI International*

## ***AAPOR Concurrent Session A***

**Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.**

---

**Measurement Issues in Establishment Surveys:  
Design Considerations in the National Survey of  
Residential Care Facilities**

John D. Loft, *RTI International*

Tim Flanigan, *RTI International*

Angela Greene, *RTI International*

Lauren Harris-Kojetin, *National Center for Health Statistics*

Abigail Moss, *National Center for Health Statistics*

Eunice Park-Lee, *National Center for Health Statistics*

Emily Rosenoff, *U.S. DHHS, Office of Assistant Secretary*

Manisha Sengupta, *National Center for Health Statistics*

Sara Zuckerbraun, *RTI International*

**Toward a Standard Typology of Disposition Codes for  
Establishment Surveys**

Sara Zuckerbraun, *RTI International*

Laura Flicker, *RTI International*

Jamie Friedman, *RTI International*

**Meeting the Challenges of Converting a Large Establishment  
Survey From Paper to Electronic Administration**

David J. Roe, *RTI International*

Lisa Thalji, *RTI International*

John Loft, *RTI International*

Laura Flicker, *RTI International*

Jason Stockdale, *RTI International*

Marie Stagnitti, *Agency for Healthcare Research and Quality (AHRQ)*

## **AAPOR Concurrent Session A**

**Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.**

---

### **Improving Response Rates: Consent, Incentives & Caller-ID**

**Location:** Chicago D Ballroom, 5th Floor

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

#### **Communicating Disclosure Risk in Informed Consent Statements**

Eleanor Singer, *ISR, University of Michigan*

Mick P. Couper, *ISR, University of Michigan*

#### **Who's Cashing In? Demographic Profiles of Incentivized Sample Members**

Evan Nielsen, *NORC*

Bryan Duff, *NORC*

#### **Caller ID Experiments in Telephone Surveys**

Eran Ben-Porath, *Social Science Research Solutions*

Susan Sherr, *Social Science Research Solutions*

David Dutwin, *Social Science Research Solutions*

Melissa Herrmann, *ICR/International Communications Research*

#### **Does One-Time Inducements Help Long-Term Survey Participation? – A Case for Survival Analysis**

Kumar Rao, *Gallup Inc.*

Allan McCutcheon, *University of Nebraska-Lincoln*

#### **Timing is Everything (Part 3): Examining The Effect of Offering Late-Stage Cash Incentives in a Panel Survey**

Karen Grigorian, *NORC*

Deborah Harper, *NORC*

Thomas B. Hoffer, *NORC*

## ***AAPOR Concurrent Session A***

**Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.**

---

### **International Standards and the Future of Survey Research**

**Location:** Grand Ballroom Salon I, 7th Floor

**Chair:** Reginald Baker, *Market Strategies International*

#### **Panel: International Standards and the Future of Survey Research**

Reg Baker, *Market Strategies International*

Tom W. Smith, *NORC*

Lars Lyberg, *Statistics Sweden*

Jim Wolf, *SRC at Indiana University-Purdue University Indianapolis*

Cathy Kneidl, *CASRO Institute for Research Quality*

### **Interviewer Effects & Self-Report Bias**

**Location:** Indiana, 6th Floor

**Chair:** Gina Walejko, *Northwestern University*

#### **Interviewer Effects on Consenting to Data Linkage on a Longitudinal Survey of a General Population**

Emanuela Sala, *ISER*

Jon Burton, *ISER, University of Essex*

Gundi Knies, *ISER, University of Essex*

#### **Representing Seniors in an Online National Probability Panel Survey: Measuring Technology Attitudes and Behaviors**

Jordon Peugh, *Knowledge Networks*

Wendy Mansfield, *Knowledge Networks*

Tom Wells, *Knowledge Networks*

Karen Semans, *Knowledge Networks*

#### **Comparing Proxy to Self-Report Responses of a Civilian Institutionalized Population on a Quality of Life Survey**

Alisa M. Ainbinder, *Mathematica Policy Research*

Samuel Simon, *Mathematica Policy Research*

## **AAPOR Concurrent Session A**

**Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.**

---

### **Gender of Interviewer: How Does It Influence Responses in a Gender-Focused Survey?**

Wendy Wang, *Pew Research Center*

Jocelyn Kiley, *Pew Research Center*

Rich Morin, *Pew Research Center*

### **How Much of Interviewer Variance is Really Nonresponse Error Variance?**

Brady T. West, *Institute for Social Research*

Kristen Olson, *University of Nebraska-Lincoln*

## **Panel Surveys & Non-Response Issues**

**Location:** Chicago E Ballroom, 5th Floor

**Chair:** Kristy Michaud, *CSU Northridge*

### **Mandatory Reporting: Potential Effects on Retention Rates in a Longitudinal Survey**

Kristin J. Fuller, *RTI International*

Melissa Dolan, *RTI International*

Keith Smith, *RTI International*

Lauren Cohen, *RTI International*

### **The Unusual Suspects for Survey Non-Response:**

### **A Follow-Up Study With Respondents and Non-Respondents on Their Attitudes and Behaviors for Survey Participation**

Jennie Lai, *The Nielsen Company*

Scott Bell, *The Nielsen Company*

Michael Link, *The Nielsen Company*

Matt Walker, *The Nielsen Company*

Leilani Narciso, *The Nielsen Company*

Teresa Jin, *The Nielsen Company*

## **AAPOR Concurrent Session A**

**Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.**

---

### **Locating Efforts and Outcomes in a Longitudinal Study of Older Adults**

Jennifer Satorius, *NORC*  
Erin Burgess, *NORC*  
Lucie Kalousova, *NORC*  
Angela Jaszczak, *NORC*  
Laurie Imhof, *NORC*

### **An Examination of Panel Conditioning in an Advertising Tracking Study With Cross-Sectional Design**

Amanda J. Anderson, *Fors Marsh Group*  
Kara A. Marsh, *Fors Marsh Group*  
Scott Turner, *Fors Marsh Group*  
Sean M. Marsh, *Fors Marsh Group*

## **Reducing Measurement Error Through Cognitive Interviewing**

**Location:** Clark, 4th Floor

**Chair:** Katherine Gean, *University of Chicago Survey Laboratory*

**Discussant:** Karen Donelan, *Massachusetts General Hospital*

### **Response Error in Federal Surveys: An Analysis of Q-Bank Summary Data**

Aaron Maitland, *National Center for Health Statistics*  
Heather Ridolfo, *National Center for Health Statistics*  
Brian W. Ward, *University of Maryland*

### **Should You Take Our Word for It? An Evaluation of Cognitive Pre-Test Findings Against Other Survey Evaluation Techniques**

Alfred D. Tuttle, *U.S. Census Bureau*  
La Toya Thomas, *U.S. Census Bureau*  
Kristin J. Stettler, *U.S. Census Bureau*

### **Do Respondents Read Those Key Messages in Our Questionnaire Package Cover Letters?: What Comes Out of the Envelope First Matters**

Laurie Schwede, *U.S. Census Bureau*  
Anissa Sorokin, *U.S. Census Bureau*

## **AAPOR Concurrent Session A**

**Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.**

---

### **Understanding Measurement Error in the Reporting of Relationship and Marital Status Among Same-Sex Couples**

Nancy Bates, *U.S. Census Bureau*

Theresa J. DeMaio, *U.S. Census Bureau*

### **He Said, She Said: Evaluating Contradictory Cognitive Interview Findings in Two Different Studies of Similar Survey Questions**

Heather Ridolfo, *University of Maryland*

Stephanie Willson, *National Center for Health Statistics*

## **Survey Sampling:**

### **Landline & Cell Phone Undercoverage**

**Location:** Northwestern, 6th Floor

**Chair:** Charles Palit, *University of Wisconsin*

#### **Using a Simulation Study to Examine Strategies for Combining Cell and Landline Survey Samples**

Tom Duffy, *ICF MACRO*

Sara Bausch, *ICF MACRO*

Ronaldo Iachan, *ICF MACRO*

Bo Lu, *Ohio State University*

#### **Developing Linkage Rules to Reduce Noncoverage**

Graham Kalton, *Westat*

#### **Measuring Undercoverage of the Landline Telephone Population in 1+100-Bank Surveys**

Martin Barron, *NORC at the University of Chicago*

Zhen Zhao, *Centers for Disease Control and Prevention*

#### **Assessing Cell Phone Noncoverage Bias Across Different Topics and Subgroups**

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

Scott Keeter, *Pew Research Center*

Kristen Purcell, *Pew Internet & American Life Project*

Aaron Smith, *Pew Internet & American Life Project*

## ***AAPOR Concurrent Session A***

**Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.**

---

**How Much Coverage Does an RDD Frame Really Provide?**

Robin Gentry, *Arbitron, Inc.*

Alan Tupek, *Arbitron, Inc.*

## ***AAPOR Concurrent Session B***

**Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.**

---

### **Behavior Coding & Cognitive Interviewing**

**Location:** Chicago D Ballroom, 5th Floor

**Chair:** John Finamore, *U.S. Census Bureau*

**Cognitive Interviews in Establishment Surveys: Getting Quality Feedback in a Diverse Setting of U.S. Ferry Operators**

Kenneth Steve, *Bureau of Transportation Statistics*

Joy Sharp, *Bureau of Transportation Statistics*

**Utilization of Cognitive Interviewing for Development of Family Bonds Survey Questionnaire**

Jiri Remr, *Charles University in Prague, Faculty for Social Sciences*

**Using Verbal and Paralinguistic Behaviors to Identify Mapping Difficulties in Responses to Self-Reported Health Questions**

Dana Garbarski, *University of Wisconsin-Madison*

Nora Cate Schaeffer, *University of Wisconsin-Madison*

Jennifer Dykema, *University of Wisconsin Survey Center*

## **AAPOR Concurrent Session B**

**Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.**

---

### **Early Responders, Late Responders & Non-Responders**

**Location:** Chicago E Ballroom, 5th Floor

**Chair:** Jo Jones, *National Center for Health Statistics*

#### **Survey Non-Response Among American Community Survey's Chinese Respondents**

Anna Y. Chan, *U.S. Census Bureau*

Yuling Pan, *U.S. Census Bureau*

Aref Dajani, *U.S. Census Bureau*

#### **More Than Fashionably Late: An Analysis of the Late Responders in the 2008 Survey of Doctorate Recipients**

Shana M. Brown, *National Opinion Research Center*

Lance Selfa, *National Opinion Research Center*

#### **Differences in Early and Late Responders: Findings From a Military Web-Based Community Survey**

Jyothsna Prabhakaran, *ICF International*

Christopher Spera, *ICF International*

Laura M. Leach, *ICF International*

Rachel Foster, *U.S. Air Force*

#### **The National 2009 H1N1 Flu Survey: Rapid Data Collection and Early Responder Analysis**

James A. Singleton, Gary L. Euler

National Center for Immunization and Respiratory Diseases

Centers for Disease Control and Prevention

Kennon Copeland, Nada Ganesh

NORC at the University of Chicago

Kirk M. Wolter, *NORC at the University of Chicago*

Nicholas D. Davis, *NORC at the University of Chicago*

## ***AAPOR Concurrent Session B***

**Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.**

---

### **Exploring the Diversity of Public Opinion**

**Location:** Clark, 4th Floor

**Chair:** Matt Jans, *U.S. Census Bureau*

#### **Attitudes Toward NAFTA in Continental Perspective**

Timothy B. Gravelle, *Gallup*

#### **Drafting a Response: Demographic and Item Context Effects on Support for Mandatory National Service Options**

William B. Higgins, *ICF International*

Randall K. Thomas, *ICF International*

John F. Kunz, *ICF International*

#### **Understanding How Consumers Cope With Food Safety Concerns: Using Qualitative Panel Data to Obtain a Complete Picture**

Julia R. Pennington, *University of Wisconsin-Eau Claire*

Kumar Rao, *Gallup Inc.*

Michael Krush, *North Dakota State University*

Dwayne Ball, *University of Nebraska-Lincoln*

#### **Health Insurance and Place: A Multilevel Analysis of Health Insurance Coverage in Texas**

Kathy Krey, *Baylor University*

Jodien Matos, *Baylor University*

#### **Factors Related to Trust in the Security of Electronic Medical Records (EMRs)**

Sarah Cho, *Kaiser Family Foundation*

Sasha Buscho, *Kaiser Family Foundation*

## **AAPOR Concurrent Session B**

**Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.**

---

### **Interviewer Characteristics & Maintaining Data Quality**

**Location:** Addison, 4th Floor

**Chair:** Norman Trussell, *The Nielsen Company*

#### **Using Computer Audio Recorded Interviewing (CARI) to Detect and Reduce Total Survey Error**

Tom W. Smith, *NORC*

#### **Is Success on the Doorstep Correlated With the Magnitude of the Interviewer Design Effect?**

Patrick Sturgis, *University of Southampton*

Ian Brunton-Smith, *University of Surrey*

Joel Williams, *BMRB Limited*

#### **Non-Verbal Correlates of Rapport in Face-to-Face Survey Interviews: An Analysis of Interviewer Behavior**

Brooke Foucault Welles, *Northwestern University*

#### **Interviewer Characteristics Associated With Productivity, Cost Efficiency and Retention**

Susan Mitchell, *RTI International*

Wandy Stephenson, *RTI International*

Kristine Fahrney, *RTI International*

Matthew Strobl, *RTI International*

Barbara Bibb, *RTI International*

#### **Economic Recession:**

#### **Effects on Telephone Survey Staffing and Productivity**

McKinlay Jeannis, *RTI International*

Tamara L. Terry, *RTI International*

Laura Flicker, *RTI International*

**AAPOR Concurrent Session B**

Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.

---

**Non-Response Issues: Interviewer Effect & Other  
Participation Factors**

Location: Indiana, 6th Floor

Chair: TBD

**Preferences for Interviewer Dialect Use and Race Among African American Health Survey Respondents**

Rachel E. Davis, *University of Michigan*

Jennifer G. Nguyen, *University of Michigan, Dept. of Linguistics*

Jennifer J. Hawkins, *University of Michigan, Internal Medicine-Nephrology*

Karen E. Peterson, *University of Michigan*

Sara W. Schlotterbeck, *University of Michigan*

Ken Resnicow, *University of Michigan*

**To Agree or Not to Agree:**

**Effects of Spoken Language on Survey Participation Decisions**

Frederick G. Conrad, *University of Michigan*

Jessica Broome, *University of Michigan*

Jose Benki, *Michigan State University*

Robert Groves, *U.S. Census Bureau*

Frauke Kreuter, *University of Maryland*

David Vannette, *University of Michigan*

**Interviewer Personality and Survey Error: Interviewers' Conscientiousness as Predictor for Item- and Unit Nonresponse in a Panel Household Study**

Michael Weinhardt, *German Institute for Economic Research, Socio-Economic Panel Study*

Frauke Kreuter,

*University of Maryland, Joint Program in Survey Methodology*

Jürgen Schupp,

*Freie Universität Berlin, German Institute for Economic Research*

**High Dimension Multiple Imputation: Missing Blood Glucose Values in the Epidemiology of Diabetes Interventions and Complications Study**

Michael D. Larsen, *George Washington University*

John M. Lachin, *George Washington University*

## **AAPOR Concurrent Session B**

**Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.**

---

### **Patterns of Landline & Cell Phone Usage & Implications**

**Location:** Northwestern, 6th Floor

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

#### **The Role of Landline and Cell Phone Usage Patterns in Nonsresponse Error Potential Among Young Adults in Telephone Surveys**

Douglas B. Currivan, *RTI International*

Burton Levine, *RTI International*

Niki Mayo, *RTI International*

#### **Assessment of Bias in the National Immunization Survey–Teen: An Updated Benchmark to the National Health Interview Survey**

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

Christina Dorell, *Centers for Disease Control and Prevention*

Meena Khare, *Centers for Disease Control and Prevention*

Abera Wouhib, *Centers for Disease Control and Prevention*

Elizabeth A. Ormson, *NORC at the University of Chicago*

#### **Landline and Cell Phone Usage Patterns in a Large Urban Setting: Results From the 2008 New York City Community Health Survey**

Stephen Immerwahr, *Survey Unit, Bureau of Epidemiology Services*

Michael P. Battaglia, *Abt Associates Inc.*

Donna Eisenhower, *NYC DOHMH Epidemiology Services*

Michael Sanderson, *NYC DOHMH Epidemiology Services*

Andy Weiss, *Abt SRBI*

Bonnie Kerker, *NYC DOHMH Epidemiology Services*

#### **List Assisted RDD Telephone Surveys in Rural Areas: Central Texas**

Debbie L. McMahon, *Baylor University*

Wesley M. Hinze, *Baylor University*

## ***AAPOR Concurrent Session B***

**Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.**

---

### **Utilizing Respondent Records**

**Location:** Grand Ballroom Salon I, 7th Floor

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

#### **Respondent Record Use in the U.S. Consumer Expenditure Survey**

Jennifer Edgar, *Bureau of Labor Statistics*

#### **The Use of Utility Bills as an Information Retrieval Aid in the American Housing Survey**

George R. Carter, *U.S. Census Bureau*

#### **For Clueless Consumers, Can Records Improve Data Quality?**

Eileen M. O'Brien, *Energy Information Administration*

#### **The Burden of Proof:**

#### **Panel Attrition and Record Usage on the MCBS**

Brad Edwards, *Westat*

Ryan A. Hubbard, *Westat*

#### **Is It Worth the Effort? Respondent Record Use on the British Household Panel Study**

#### **(For the Respondent Record Use panel)**

Nick Moon, *GfK NOP Social Research*

Heather Laurie, *ISER, University of Essex*





**Mixing modes?**



**Sensitive subjects?**



**Puzzling results?**



### **RTI CAN HELP!**

**We apply best practices in survey research and statistics to address issues in**

- Survey methods
- Child and family well-being
- Public health and clinical research services
- Disease control and registry building
- Health services
- Election studies
- Military personnel
- Mental health
- Substance abuse
- Education
- Homeland security
- Victimization and criminal justice
- Health information technology

**For more information,  
please contact**

Allen Duffer  
919.541.7356  
aduffer@rti.org

RTI International is a trade name  
of Research Triangle Institute.

**[www.rti.org](http://www.rti.org)**

# NORC

at the UNIVERSITY OF CHICAGO

NORC, known since its founding in 1941 as the National Opinion Research Center, offers a full range of social science research services including: questionnaire and study design; data collection; coding; sampling methodology; statistical analysis; Internet, field, and CATI survey modes; portal and database design; qualitative and quantitative analyses; international studies; and technical assistance. NORC has offices in Chicago and Bethesda, MD, as well as a field staff that operates nationwide. NORC's clients include government agencies, educational institutions, foundations and other nonprofit organizations, and private corporations.

We are always seeking to add experienced research professionals to our staff. Opportunities in Chicago and Bethesda, MD include:

- Survey Directors
- Research Scientists
- Survey Statisticians
- Survey Methodologists
- Research Analysts
- Survey Specialists
- Research Assistants

NORC offers competitive salaries and comprehensive benefits. To apply, visit our website: [www.norc.org/careers](http://www.norc.org/careers).

Equal Opportunity Employer (M/F/V/D)



## ICF International = Research = Excellence

ICF International has the necessary depth of knowledge and expertise to assist you in all your survey and research needs. We can provide you with the full range of capabilities required to design, pretest, administer surveys in multiple data collection modes, and provide analyses and insights for projects of any size. We will help you move confidently from data collection and analysis to decision-making and action.

### Measurably Improving Lives in areas as diverse as

- Health
- Education
- Defense/Veterans
- Energy/Environmental
- Enforcement and Justice
- Financial and Economic
- Disaster Recovery
- Children's Health
- Substance Abuse
- Community Development
- Labor/Workforce

### Research Methodology Expertise

We can help design research projects suited for every client's needs and in every mode of data collection – web-based, paper, telephone, and face-to-face. Our leading research methodologists have extensive knowledge and experience in:

- Complex sampling methodologies
- Instrument design to minimize bias and maximize accuracy
- Pretesting, cognitive interviewing, and structured pilot testing
- Interviewer recruitment, clearance, training, and supervision
- Focus groups
- Complex data weighting and imputation
- Data integration from multiple sources, including geographic information
- Benchmarking and trend analyses
- Multivariate and multilevel methods of statistical analyses
- Advanced web-based reporting and response rate monitoring tools
- Automated reports for efficient multi-wave or multi-segment studies

For more information:

Christopher Spera | [CSpera@icfi.com](mailto:CSpera@icfi.com) | 703.934.3446

Tom Duffy | [TDuffyJr@icfi.com](mailto:TDuffyJr@icfi.com) | 646.695.8168

[icfi.com/surveyresearch](http://icfi.com/surveyresearch)

ICF Headquarters | 9300 Lee Highway, Fairfax VA 22031 | 800.532.4783

*ICF International, includes the wholly owned subsidiaries of Caliber Associates and Macro International, which are survey research organizations that have been fully integrated within ICF.*

Please Visit Our Booth in the AAPOR Exhibit Hall



**Abt SRBI**

### **From Insight to Impact - Worldwide**

- Strategy and Analysis
- Program and Policy Evaluation
- Health, Social and Public Policy Expertise
- Survey Methods Research
- Survey Design and Management
- Sample Design and Estimation
- In-house data collection via CATI, Web, IVR, CAPI, In-person
- Cognitive and Usability Testing
- Multi-Language Interviewing
- Multi-modal Research
- Respondent Location and Tracking
- Geographic Information Systems (GIS)

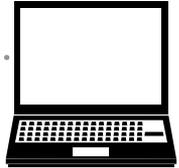
[www.srbi.com](http://www.srbi.com)

New York City • Washington, DC • Cambridge, MA • Chicago, IL  
Cincinnati, OH • Durham, NC • Florida • New Jersey

# HOW DO WE ENSURE SUPERIOR REPRESENTATION AND QUALITY IN MEASUREMENT SCIENCE?

## NIELSEN IS ALWAYS SURFING THE 'NET.

In a single day, Nielsen follows the Web-surfing habits of half a million people around the world. Our BuzzMetrics service scours 80 million blogs and message boards each day for discussions of products, personalities and issues.



## NIELSEN WATCHES A LOT OF TV - IN HOME AND OUT

Each year Nielsen receives more than 500,000 completed TV ratings diaries and maintains U.S. national and local market panels involving more than 16,000 households, as well as TV panels in 27 other countries.

## IS IT OKAY IF NIELSEN COMES OVER FOR DINNER?

More than 300,000 households from 28 countries participate in Nielsen's consumer panels. Right now, in the comfort of their homes, 125,000 U.S. Nielsen panelists are scanning 280,000 products they bought.



## IT'S NIELSEN ON THE PHONE.

Each year, Nielsen surveys the mobile phone usage of more than a million wireless subscribers internationally, analyzes the wireless bills for 40,000 lines in the world's largest, opt-in wireless bill panel and tracks point-of-sale information on thousands of ringtones.



MORE QUESTIONS?

[www.nielsen.com](http://www.nielsen.com)

*Just ask*  
**nielsen**  
.....

# “I’ll have what she’s having.”



Brent McFerran  
Darren W. Dahl  
Gavan J. Fitzsimons  
Andrea C. Morales  
*JCR: 25 Aug 2009*

## It's not what you think.

Subscribe to the *Journal of Consumer Research*.

**AAPOR members pay only \$65 per year**

**Students pay only \$25**

*Order by Phone*

Toll-free 1.877.705.1878

Mention the MEMBER rate

*Order Online*

<http://journals.uchicago.edu/JCR/order1.html>

Choose the MEMBER rate

 **JCR**  
Journal of Consumer Research

# Open Standards for Survey Research

Colectica is the fastest way to design, document, and publish your survey research using open data standards like DDI.



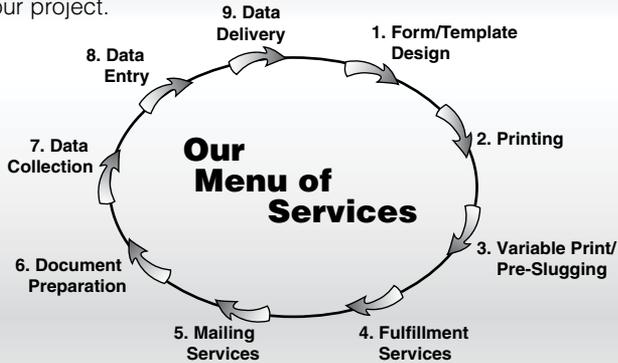
See us at

**BOOTH 309**  
for a live demonstration.  
[colectica.com](http://colectica.com)



## Experts at Collecting Data from Paper ...

Delivering first-class service from initial consultation to completion is our forte. Offering a menu-approach to our services, you select which most suits your project.



**Come visit us at Booth #204**

Contact Mechelle Pierce @ 800.877.2341 • [appersoninc.com/go/AAPOR](http://appersoninc.com/go/AAPOR)





© FutureDigitalDesign - Dreamstime



Knowledge  
NETWORKS

BE  
SURE.

## THE LEADER IN

- Probability-based online survey research
- Accurate measurement of public opinion by online surveys

## SAMPLE COVERAGE OF

- Cell Phone-Only Households
- Spanish Language Dominant Households
- Young Adults and Minorities
- Non-Internet Households

KNOWLEDGE NETWORKS UNDERSTANDS DIVERSITY

Contact Mike Dennis at [mdennis@knowledge networks.com](mailto:mdennis@knowledge networks.com) for information



## **Making a difference by bringing the highest standards of quality and objectivity to bear on the provision of information collection and analysis by:**

- Conducting multi-mode surveys among diverse populations, on sensitive topics and/or in multiple languages
- Conducting qualitative data collection, including cognitive interviews, focus groups, site visits, and classroom and in-home observations
- Designing complex samples that maximize efficiency and minimize cost
- Locating hard-to-reach populations to improve response rates and minimize nonresponse bias
- Providing expert statistical consulting and analysis
- Conducting innovative methodological research to improve quality and cost-effectiveness

**MATHEMATICA**  
Policy Research, Inc.

For more information, please contact  
Amy Johnson at (609) 936-2714 or  
AJohnson@mathematica-mpr.com

Princeton, NJ | Ann Arbor, MI | Cambridge, MA | Chicago, IL | Oakland, CA | Washington, DC

[www.mathematica-mpr.com](http://www.mathematica-mpr.com)



## THE MISSING LINK TO ACTIONABLE INTELLIGENCE

Bad information can be more costly than no information. Now, more than ever before, the reliability and efficiency of your samples are imperative in producing the kind of survey data that can lead to actionable intelligence. **GENESYS Sampling Systems** is the survey research industry's preferred full-service sampling company providing survey researchers with a wide range of products and services, including:

- >Full range of geodemographic coding and mapping for targeted sampling:
  - Stratified list-assisted RDD;
  - Address-based samples with names and telephone numbers; and
  - Listed households with specific interests, lifestyles, and purchases.
- >Cellular RDD Samples.
- >Attended telephone number screening.
- >Technical consultations for:
  - Sample design;
  - Imputation of missing data;
  - Weighting of survey data; and
  - Design-proper variance estimation.
- >Advanced analytics and experimental designs.



**MARKETING | SYSTEMS | GROUP**

Leadership Through Innovation

Philadelphia, PA | Washington, DC  
Research Triangle, NC | Omaha, NE

800.336.7674 | [www.genesys-sampling.com](http://www.genesys-sampling.com)



## Social Science Research Solutions

*Your Partner for  
Innovative Research*

484-840-4480

[www.ssrs.com](http://www.ssrs.com)

[Info@ssrs.com](mailto:Info@ssrs.com)

## PewResearchCenter

*At [PewResearch.org](http://PewResearch.org), get findings and data from:*

Pew Research Center for the People & the Press

Pew Research Center's Project for  
Excellence in Journalism

Pew Internet & American Life Project

Pew Forum on Religion & Public Life

Pew Hispanic Center

Pew Global Attitudes Project

Pew Social & Demographic Trends



PROUD SPONSOR OF  
**AAPOR 2010**

# PROVALIS RESEARCH

Easy yet powerful tools for text analysis



## QDA MINER

The Mixed Method Solution  
for Qualitative Analysis



## WORDSTAT

Computer Assisted  
Text Analysis Software



## SIMSTAT

Statistical Analysis  
and Simulation Software

### Do you need to analyze open-ended responses, focus group data, interview transcripts, or large collection of documents?

Provalis Research software suite offers unprecedented flexibility by combining state-of-the-art quantitative content analysis tools, innovative text mining and visualization techniques along with an intuitive qualitative coding and retrieval device. Its seamless integration of textual, numerical and categorical data and the wide range of statistical techniques readily available greatly facilitates the identification of relationships between content analysis results and structured information.

### Test drive our software suite today!

Download a fully functional, full capacity, **FREE** trial version (limited to 30 days) from our Website.

For a demonstration and a free CD, visit our booth #302

*"Literally any sort of textual information can be analyzed with WordStat with dictionaries of your own choice. Imagine being able to analyze vast amounts of field operations documents, reports, emails, databases and other text fields that were untapped because they were simply too cumbersome or time-consuming to analyze manually."*

**ORMS Today, October 2005**

*"WordStat is a statistically-based textual analysis tool [...] providing a very different and stunningly effective way to handle open-ended answers."*

**Research Magazine, 2005**

*"For those who have ever needed to find themes or relationships in verbatim responses, focus group transcripts, or other text sources, WordStat is very attractive indeed. [...] Separately or together, Provalis statistical and text analysis software packages provide basic and higher-level tools for coding, analyzing, and illustrating data."*

**Marketing Research, Spring 2006**

Download your **FREE** evaluation copy from:

[www.provalisresearch.com](http://www.provalisresearch.com)



## AASRO – Association of Academic Survey Research Organizations

*“Academic Centers Helping Each Other Help the Profession”*

Founded in 2008, AASRO now has more than 50 member organizations. We invite additional academic survey units to join us to

- Keep in touch and up-to-date about issues that affect academic survey organizations
- Exchange ideas with your peers

***For more information or to join, contact:***

*Tom Guterbock, President (tmg1p@virginia.edu)*

*Burke Grandjean, Secretary (burke@uwyo.edu)*

**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 across diverse university structures



**Westat**<sup>®</sup>

An Employee-Owned  
Research Corporation™

1600 Research Blvd.  
Rockville, MD 20850  
301-251-1500  
301-294-2040 fax

[www.westat.com](http://www.westat.com)



**Westat is an employee-owned corporation headquartered in the greater Washington, DC, metropolitan area. We conduct surveys and provide statistical research and related services to the agencies of the U.S. Government and a broad range of institutional and business clients. Our diverse staff of more than 2,000 enables us to assemble project teams to meet the challenges of complex research projects. Demonstrating technical and managerial excellence since 1961, Westat has emerged as one of the foremost contract research organizations in the United States.**

- For more information about how Westat can address your needs, contact: Dee Schofield, Marketing ([marketing@westat.com](mailto:marketing@westat.com))
- To learn more about career opportunities at Westat, talk with Brad Edwards during the conference, or, after the conference, contact us at [www.westat.com](http://www.westat.com) or call 301-251-4380.

[www.westat.com](http://www.westat.com)

Arbitron Is Proud  
to Support

AAPOR

*Your Arbitron contacts are:*

**Beth Webb**

Vice President

Research Methods and Quality

[beth.webb@arbitron.com](mailto:beth.webb@arbitron.com)

**Robin Gentry**

Manager, Survey Methods

[robin.gentry@arbitron.com](mailto:robin.gentry@arbitron.com)



[www.arbitron.com](http://www.arbitron.com)

Confirmit.  
everywhere

**The End-to-End Platform  
for Market Research**



**Introducing  
Confirmit Flex**

- iPhone Surveys
- Geolocation
- Email Opt Out

Visit booth 205 or  
[www.confirmit.com](http://www.confirmit.com)



**SURVEY RESEARCH GROUP**

*Research Design and Data  
Collection Since 1972.*

**We are proud to participate in  
the 65<sup>th</sup> Annual AAPOR  
Conference!**

**Contact us at - [srg@rand.org](mailto:srg@rand.org)**

A small, minority business devoted since 1996 to providing research services to universities, non-profits, corporate and government clients. We specialize in:

- Translation of survey instruments by team/committee approaches
- Cognitive interviewing in multiple languages
- Face-to-face surveys
- Focus groups in English and Spanish

Alisú Schoua-Glusberg 847.864.5677  
[info@ResearchSupportServices.com](mailto:info@ResearchSupportServices.com)  
[www.ResearchSupportServices.com](http://www.ResearchSupportServices.com)

**rss** Research Support Services

**PUBLIC OPINION  
QUARTERLY**

The official publication of  
the American Association for  
Public Opinion Research



Impact Factor:  
1.792\*

**RANKED HIGHLY IN ISI\*:**

#3 in Communication  
 #3 in Social Sciences,  
 Interdisciplinary  
 #6 in Political Science

\*2008 ISI Social Science Journal Citation Index, published Summer 2009

**OXFORD JOURNALS**  
OXFORD UNIVERSITY PRESS

[WWW.POQ.OXFORDJOURNALS.ORG](http://WWW.POQ.OXFORDJOURNALS.ORG)

## Emerald Sociology Books & Book Series



### Handbook of Survey Research, Second edition

**Edited by:**

Peter V. Marsden, Harvard University, USA  
James D. Wright, University of Central Florida, USA

**ISBN:** 9781848552241

**Pub date:** March 2010

**Format:** Hardback, 882 pages

**Pricing:** GBP £59.99/EUR €88.99/USD \$110.99

The *Handbook of Survey Research*, Second Edition builds on its widely-recognized 1983 predecessor by updating its previous historical account of the development of survey research and the evolution of social science before going on to examine new and expanded usages of survey research during the past half century. Editors Peter Marsden, affiliated

to the Department of Sociology at Harvard University, and James D. Wright, long-time Chief Editor of Elsevier's Social Science Research, from the Department of Sociology and Anthropology at the University of Central Florida, have significantly enhanced their original work, bringing it right up to date.

## Other Sociology titles from Emerald Books...



Dynamic Analysis in the  
Social Sciences

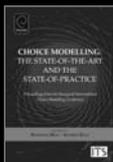
**ISBN:** 9780120884858



Case Study Research: Theory,  
Methods and Practice

**ISBN:** 9781849509220

**FORTH-  
COMING  
TITLE**



Choice Modelling: The State-  
of-the-Art and the State-of-  
Practice

**ISBN:** 9781849507721



Civil Society in Comparative  
Perspective (Comparative  
Social Research, Volume 26)

**ISBN:** 9781849506076



Statistical Methods for  
Categorical Data Analysis

**ISBN:** 9780123725622





# What if...

you really knew what your  
respondents were thinking?

Find out how to use  
predictive analytics for  
public opinion research.

**Visit the SPSS IBM booth.**



# On a Planet with 8.6 Billion People, There Will Be 5 Billion Cell Phone Subscriptions in 2010.

*(International Telecommunications Union)*



If Your Market Research Is Tied to Landline Phones Alone, Isn't It Time You Cut the Cord?

## SSI Brings You Two Powerful Ways to Extend Your Reach in Today's Wireless World!

1. **Wireless/Mobile in 12 Countries.** Never miss a respondent because he or she has "disconnected" from landline.
2. **Address-Based Sampling.** Gain nearly complete coverage of households—even cell phone only.

### Plus, SSI empowers you to:

- Custom build your wireless/mobile sample at your PC with SSI-SNAP™—and receive it in minutes.
- Tap into 33 years of sampling expertise to drive optimal results.
- Choose from a full range of sampling modes—on-line and landline, as well mobile, ABS and multi-mode—to match the best option to your needs.

For results that ring true in today's wireless world, call 203-567-7200 or go to [www.surveysampling.com](http://www.surveysampling.com).



*Superior data wrapped in an engaging experience*

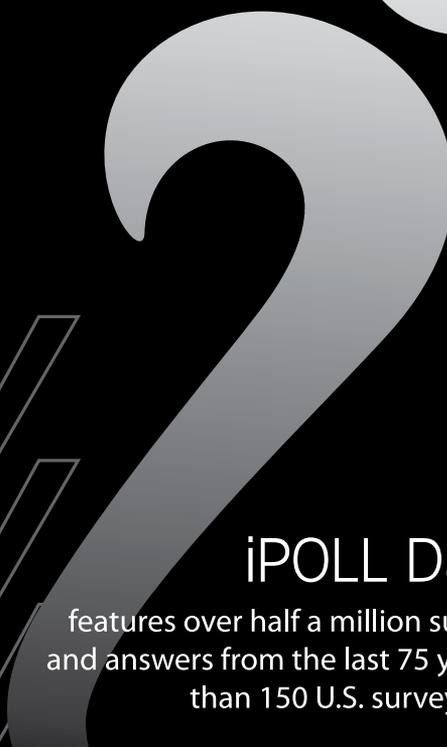
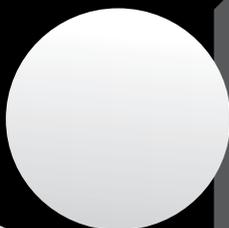
[info@surveysampling.com](mailto:info@surveysampling.com) | [surveysampling.com](http://surveysampling.com) | +1.203.567.7200

The world's most comprehensive  
polling database would like to offer you

**A COMPLIMENTARY TRIAL SUBSCRIPTION THRU MAY**

**No obligation. No catch.**

Username: **AAPOR2010**  
Password: **windycity**  
[www.RoperCenter.UConn.edu](http://www.RoperCenter.UConn.edu)



**iPOLL Databank**

features over half a million survey questions  
and answers from the last 75 years from more  
than 150 U.S. survey organizations.

**2010 Call for Nominations**

The Warren J. Mitofsky Award for Excellence in Public Opinion Research  
Stop by and nominate your choice analyst. In the Exhibit Hall, Booth #305

**GW's WEEKDAY EVENING CLASSES IN ALEXANDRIA, VA**

# GRADUATE CERTIFICATE IN SURVEY DESIGN & DATA ANALYSIS

COLUMBIAN COLLEGE OF ARTS AND SCIENCES

**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** in 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.

**For More Information**

**1.800.JOIN.GWU**

[www.nearyou.gwu.edu/survey](http://www.nearyou.gwu.edu/survey)

THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON DC

BRING US YOUR  
**AMBITION.**

[www.gwu.edu/gradinfo](http://www.gwu.edu/gradinfo)

THE GEORGE WASHINGTON UNIVERSITY IS AN EQUAL OPPORTUNITY/  
AFFIRMATIVE ACTION INSTITUTION CERTIFIED TO OPERATE IN VA BY SCHEV.





Save the Date

66th Annual  
Conference  
May 12–15, 2011

Arizona Grand  
Resort and Spa  
*Phoenix, Arizona*

67th Annual Conference

May 17–20, 2012

JW Marriott Orlando Grande Lakes  
*Orlando, Florida*



AAPOR

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

# Index

## A

Abdul-Latif, Rola 44  
 Abril, Eulalia Puig 93  
 Ackermann, Allison 94, 137  
 Adams, Alex N. 144  
 Agiesta, Jennifer 91  
 Agnello, Paul 146  
 Aida, Masahiko 125  
 Aikens, Nikki 103  
 Ainbinder, Alisa M. 169  
 Albaghal, Tarek 47, 60, 66, 78, 101  
 Albright, Jeremy 116  
 Alderks, Cathie E. 166  
 Allen, Bryon 67, 126  
 Allum, Nick 69  
 Alvarez, R. M. 144  
 Amaya, Ashley 157, 159  
 Anand, Sowmya 69, 109  
 Anderson, Matthew 99  
 Anderson, Amanda J. 135, 171  
 Anderson, Ashley A. 58  
 Anderson-Knott, Mindy 102  
 Andrews, Mark W. 49, 63  
 Aponte, Maribel 70, 133  
 Applebaum, Sandra 111  
 Argyle, Lisa 73  
 Aritomi, Paola T. 102  
 Armitage, Jeff 102  
 Arnold, Janis 72  
 Arteaga, Nelson 79  
 Ashley, James D. 82  
 Asma, Samira 78  
 Atkeson, Lonna R. 144  
 Atkins-Burnett, Sally 103  
 Atkinson, Dale 147  
 Augenreich, Brianna 60  
 Augustine, Cynthia 150

## B

Bachtell, Kate E. 76, 139  
 Bailey, Justin T. 64, 168  
 Bailey, Robert 153  
 Baker, Joe 165  
 Baker, Reginald 133, 169  
 Baldassare, Mark 78  
 Ball, Dwayne 175  
 Ballou, Janice 83, 99  
 Balluz, Lina 153, 154  
 Barber, Jennifer 102  
 Barber, Michael 125  
 Bardes, Barbara 65  
 Barlas, Frances M. 146, 148  
 Barnes, Stephen 148  
 Barret, Kirsten 99  
 Barron, Martin 82, 157, 172  
 Basáñez, Miguel E. 61  
 Basar, Ilgin 114, 115  
 Basson, Danna 123  
 Bates, Nancy 172  
 Battaglia, Michael P. 140, 149, 178  
 Battle, Danielle 124  
 Battle, Danielle K. 149  
 Baumgartner, Jody C. 48  
 Bausch, Sara 76, 152, 172  
 Bautista, René 47, 60, 66, 78  
 Beatty, Paul 99  
 Beck, Jennifer 147  
 Bedrous, Andrew V. 114  
 Beebe, Timothy 101  
 Belli, Robert F. 68, 71, 101  
 Bell, Scott 170  
 Bender, Stefan 141  
 Benford, Robert G. 48, 134  
 Benki, Jose 177  
 Ben-Porath, Eran N. 154, 168  
 Bensky, E. Nicole 111, 125  
 Benson, Perry 75  
 Berard, Helene 150  
 Berent, Matthew 126  
 Berkman, Michael B. 104

# Index

- Bermudez, Francisco Lopez 47  
 Berry, Sandra 104  
 Bert, Melissa 136  
 Best, Jonathan 140  
 Bibb, Barbara 176  
 Biemer, Paul P. 80, 105, 165  
 Bilgen, Ipek 71  
 Binder, Andrew R. 77, 96  
 Bishop, George F. 104  
 Black, Michele L. 146  
 Blake, Kenneth 47, 106  
 Blake, Margaret 156  
 Blasius, Joerg 165  
 Bloom, Joel D. 105  
 Blumberg, Stephen J. 109, 178  
 Blumenthal, Mark 83  
 Boals, Tra Shawna 107  
 Bodor, Tamas 44, 61  
 Bogen, Karen 106  
 Boldry, Jennifer G. 113  
 Boomgaarden, Hajo G. 44, 49, 61  
 Borah, Porismita 151  
 Borick, Christopher P. 73, 96, 158  
 Boudreaux, Michel 92, 117, 140  
 Boulianne, Shelley 109  
 Boyle, John M. 154, 159  
 Boyle, Raymond 113  
 Breen, Nancy 63  
 Bremer, John 119  
 Brenner, Philip 79  
 Brick, J. Michael 99, 110, 139, 158  
 Brick, Pat D. 70, 133  
 Brogan, Michael 44, 94  
 Broome, Jessica 177  
 Brosius, Hans-Bernd 45  
 Brossard, Dominique 58  
 Brown, G.G. 147  
 Brown, Shana M. 174  
 Bruess, Joachim 45, 63, 108  
 Brunton-Smith, Ian 176  
 Buckley, Arianne 82, 117  
 Buek, Kathy 107  
 Burgess, Erin 171  
 Burke, Ann 139  
 Burkom, Diane R. 144  
 Burks, Anh Thu 64, 111, 124, 125  
 Burlew, Michele 148  
 Burton, Jon 169  
 Buscho, Sasha 175  
 Buskirk, Trent D. 100, 137  
 Busse, Britta 65  
 Buttermore, Nicole R. 110  
 Buturovic-Bradaric, Zeljka 113, 137  
 Buturovic, Zeljka 47, 116  
 Buysse, Donald 81
- ## C
- Cacciatore, Michael A. 77, 93, 96, 117  
 Callegaro, Mario 74, 119  
 Call, Kathleen T. 76, 140  
 Calvano, Stephanie 121  
 Campanelli, Pamela C. 156  
 Campbell, Larry N. 151  
 Cantave, Michelle 99  
 Cantor, David 70, 81, 133  
 Carballo, Marita 43  
 Cardador, Joe 117, 121  
 Carley-Baxter, Lisa 68  
 Carley-Baxter, Lisa R. 146  
 Carr, D. Jasun 151  
 Carriere-Kretschmer, Erin 48  
 Carris, Kari 64  
 Carte, George R. 179  
 Carter, Autumn 120  
 Carter, George R. 68  
 Casas-Cordero, Carolina 122  
 Caspe, Margaret 103  
 Cassino, Daniel 83, 91  
 Cazar, AnaLucia Cordova 47, 60, 63, 66, 78  
 Ceglia, Fabrizio 151  
 Cerda, Martin G. 114, 115  
 Cervantes, Paul F. Valdes 79  
 Chan, Anna Y. 174  
 Chao, Shin M. 80  
 Chappell, Eric 58  
 Chassé, Alexandre Morin 150

# Index

Chattopadhyay, Manas 66, 73  
 Chavez, Noel 59, 97  
 Chearo, David 95, 165  
 Cheng, Mai 66  
 Childs, Jennifer H. 62, 72, 120  
 Cho, Sarah 175  
 Chowdhury, Pranesh 154  
 Cho, Young I. 59, 75, 97  
 Christian, Leah M. 96, 138, 145, 172  
 Christie, Thomas B. 63  
 Chromy, James R. 157  
 Chun, Young 80, 142  
 Clark, Karen 155  
 Clark, Melissa A. 73, 137  
 Clark, Richard L. 78, 91  
 Clement, Scott F. 79  
 Cobb, Michael 103  
 Cohen, Danielle 139  
 Cohen, Lauren 170  
 Cohen, Stephen H. 80  
 Cohen, Steven B. 98  
 Collet, Christian 91  
 Conrad, Frederick G. 121, 177  
 Conrey, Frederica 135, 154  
 Contos, George 99  
 Coopersmith, Jared 124, 149  
 Copeland, Kennon R. 95, 100, 141, 156, 174, 178  
 Corley, Elizabeth A. 117  
 Cornish, Disa L. 134  
 Coser, Natalie 124  
 Cotugno, Megan Zander 71  
 Couper, Mick P. 121, 168  
 Courser, Matthew W. 80  
 Couzens, Amy 81  
 Cowles, Christine 106  
 Cox, Daniel 79, 109  
 Craighill, Peyton M. 96, 158  
 Cralley, Marla D. 144  
 Creel, Darryl 149  
 Curriva, Douglas B. 178  
 Currivan, Douglas 134, 156  
 Czajka, John L. 91

## D

Dahra, Amita 100  
 Dajani, Aref 174  
 Daley, Kelly 69, 94, 137, 149  
 Daquilanea, Jodie A. 136  
 Darcy, Niamh 103  
 Davenport, Nancy 97  
 Davern, Michael 91, 140, 142, 148  
 Daves, Robert P. 135  
 Davis, Nicholas D. 174  
 Davis, Rachel E. 177  
 Dawood, Rahmad 150  
 Dayton, James 82  
 DeBell, Matthew 93, 98, 103, 126  
 Dekker, Katie 125, 134  
 DeMaio, Theresa J. 172  
 Denker, Matt 76  
 Dennis, J. Michael 64, 92, 123, 136  
 Denzen, Ellen 111, 142  
 Deshmukh, Yashwant 43, 47  
 Deslauriers, Mélanie 62, 67  
 DesRoches, David 95  
 Devlin, Rebecca 143  
 DiGaetano, Ralph 158  
 Dilliplane, Susanna 83  
 Dillman, Don A. 44, 70, 124  
 DiLoreto, Kerryann 69  
 DiMaggio, Anthony 149  
 Dimitropoulos, Linda 77  
 Dimock, Michael 83, 138, 145  
 DiSogra, Charles A. 64, 94, 110, 123, 136  
 Dixon, Kelly 151  
 Dolan, Melissa 170  
 Dom, Arleigh 136  
 Donelan, Karen 119, 171  
 Dorbecker, Kara 69  
 Dorell, Christina 178  
 Downing, Kimberly 93  
 Dris, Stefanos 49  
 Drunen, Anouk van 49  
 Duff, Bryan 168  
 Duffy, Bobby 120  
 Duffy, Tom 152, 172

# Index

Durand, Claire 62, 67  
 Dutwin, David 57, 76, 133, 157, 158, 168  
 Dvorchak, Faye 137  
 Dyer, Andrew 62  
 Dykema, Jennifer 69, 81, 111, 173

## E

Earp, Morgan S. 95  
 Eckman, Stephanie 122, 134, 158  
 Edgar, Jennifer 94, 179  
 Edwards, Brad 57, 179  
 Edwards, W. Sherman 139, 158  
 Eggleston, Elizabeth 157  
 Ehrlich, Nat 155  
 Eisenhower, Donna 140, 178  
 Elasmr, Michael G. 105  
 Elenbaas, Matthijs 61  
 Elliott, Marc N. 123  
 Elson, Sara B. 60  
 Eltinge, John L. 119, 142  
 English, Edward M. 125, 134  
 English, Ned 76, 133, 139  
 Epps, Sylvia R. 148, 149  
 Erikson, Robert S. 91  
 Euler, Gary L. 174  
 Evans, Heather 83  
 Everett, Stephen E. 134, 135  
 Ezzati-Rice, Trena 98

## F

Fahimi, Mansour 110, 133  
 Fahrney, Kristine 139, 176  
 Falcone, Amy E. 97, 104, 144, 146  
 Fan, David 117  
 Farrall, Stephen 58  
 Faust, Patrick 148  
 Featherston, Fran 81  
 Feld, Karl G. 60, 119  
 Feng, Guangchao 63  
 Ferraro, David 150  
 Finamore, John M. 135, 173  
 Fischer, Steven 104  
 Fisher, Beth 76

Fisher, Gillian K. Steel 154  
 Fishman, Laurie 72  
 Fiske-Rusciano, Roberta 61  
 Flanigan, Tim 167  
 Fleeman, Anna 65, 77, 100  
 Fleury, Christopher J. 48, 134  
 Flicker, Laura 167, 176  
 Flores, David 115  
 Foster, Andrew 137  
 Foster, Erin B. 109  
 Foster, Kelly 106  
 Foster, Rachel 174  
 Foucault, Martial 67  
 Frasier, Alicia M. 109, 110  
 Frear-Cooper, Ashley J. 114  
 Freedner, Naomi 82  
 Fricker, Scott 94  
 Friedman, Jamie 167  
 Frohlich, Lauren 92  
 Fuchs, Marek 65  
 Fuller, Kristin J. 170  
 Fulton, Jenna A. 141  
 Fuse, Kana 62

## G

Gakidou, Emmanuela 62  
 Ganesh, Nadarajasundaram 141, 174  
 Garbarsk, Dana 173  
 Garrett, Joe 64  
 Gaskill, Sally 142  
 Gatny, Heather 102  
 Gean, Katherine 171  
 Geisen, Emily McFarlane 74  
 Geiss, Stefan 45  
 Gelissen, John 143  
 Gentile, Claudia 165  
 Gentry, Robin 92, 99, 100, 173  
 Gerling, Michael 136  
 Ghadialy, Rashna 116  
 Giani, Malu 43  
 Gilbert, Brianne 114  
 Gill, Mark 43, 58  
 Gittelman, Steven 120

# Index

Glasner, Tina J. 101  
 Gluck, Adam 111  
 Godbout, Serge 120  
 Godofsky, Jessica 104  
 Goerman, Patricia L. 68  
 Goetzinger, Lynn 69  
 Goidel, Robert K. 148  
 Goksel, Huseyin 158  
 Goldenberg, Karen L. 119  
 Goldman, Seth 83  
 Goyder, John 67  
 Grabowski, Gretchen 64  
 Graff, Bob 69  
 Graham, Marcus 81  
 Granda, Peter 116  
 Grandmont, Jene 69  
 Granger, Rebecca 156  
 Grant, David 138, 139  
 Gravelle, Timothy B. 115, 175  
 Graven, Peter 117, 138, 148  
 Gray, Mark 79  
 Gray, Michelle 156  
 Greene, Angela 166, 167  
 Greenseid, Lija 113  
 Griffin, Deborah H. 70, 74  
 Griffin, Richard 153  
 Griffiths, Richard 100  
 Grigorian, Karen 168  
 Groenhout, Brianna 117  
 Groves, Robert 177  
 Grube, Joel 80  
 Gunther, Albert 93  
 Gustavson, Barbara 158  
 Guterbock, Thomas M. 77, 100, 146  
 Gutierrez, Carolina 66

## H

Haase, Dwight 73  
 Hagedorn, Mary C. 110, 158  
 Hagen, Michael 119  
 Haggerty, Catherine 76, 139  
 Haitsma, Martha Van 165  
 Hall, John 77  
 Hall, Leslyn M. 108, 148  
 Halsted, Geoffrey 62  
 Hamlin, Todd 118  
 Han, Daifeng 70, 72, 133  
 Hannah, Kristie 82, 154  
 Hansen, Kristofer 97  
 Hanway, Steve 66  
 Harkness, Janet 57  
 Harmon, Michele 150  
 Harper, Deborah 117, 168  
 Harris-Kojetin, Brian 83  
 Harris-Kojetin, Lauren 166, 167  
 Harrison, Chase 145  
 Harris, Sarah J. 105  
 Hart, Harm't 62  
 Hartling, Benjamin 158  
 Hart, William 142  
 Harwood, Paul G. 152  
 Haviland, Amelia M. 123  
 Hawkins, Jennifer J. 177  
 Hawkins, Kimberly B. 125  
 Hayes, William C. 103  
 Hays, Ron D. 123  
 Heas, Brian F. 153  
 Heaviside, Sheila 99  
 Heerwig, Jennifer 77  
 Heman-Ackah, Richard 139  
 Hembroff, Larry 155  
 Hendarwan, Erlina 123  
 Hendershott, Amy 75, 106  
 Hendra, Richard 157  
 Herrmann, Melissa J. 154, 158, 168  
 Hershberger, Scott 119, 138  
 Hickerson, Andrea E. 49, 59  
 Hideg, Gergely 65  
 Higgins, Chandra 80

## Index

Higgins, William B. 59, 175  
 Hill, Aaron 157  
 Hill, David 96  
 Hill, Jason 102  
 Hinsdale-Shouse, Marjorie 68  
 Hinz, Wesley M. 178  
 Hoekstra, Anne Bonsall 134  
 Hoelter, Lynette 116  
 Hoffer, Thomas B. 168  
 Hoffman, Lindsay H. 71, 114  
 Hogan, Sean O. 74  
 Holbrook, Allyson L. 59, 97, 109  
 Holyk, Gregory G. 150  
 Hong, Marie 71  
 Hope, Steven 156  
 Hopke, Jill E. 93  
 Horn, Carl Van 104  
 Horowitz, Juliana M. 78  
 Hough, Mike 58  
 Howe, Tom 66  
 Howton, Michael A. 125  
 Hox, Joop 57, 102  
 Hsia, Jennifer 140  
 Huang, Lei 47, 60, 66, 78  
 Hubbard, Ryan A. 179  
 Huber, Martina 141  
 Hüfken, Volker 94  
 Hughes, Sarah M. 59, 124  
 Hughes, Todd R. 74  
 Hugick, Larry 140  
 Hunter, Jo Anna 148, 149  
 Hu, Sean 153  
 Hussain, Muzammil 48, 63

## I

Iachan, Ronaldo 152, 172  
 Imhof, Laurie 171  
 Immerwahr, Stephen 140, 178  
 Inglehart, Ronald 48  
 Irwin, Colin J. 43  
 Ivie, Rachel 145  
 Iwig, William 141

## J

Jackle, Annette 156  
 Jackson, Jonathan 58  
 Jackson, Natalie 102  
 Jacob, Robin 105  
 Jacobs, Lawrence R. 155  
 Jandura, Olaf 45  
 Jang, Donsig 80, 98, 99  
 Jans, Matt 122, 175  
 Janson, Natasha 72  
 Jaszczak, Angela 152, 171  
 Jeannis, McKinlay 176  
 Jennings, Breandan 71  
 Jimenez, Lino M. 151  
 Jin, Teresa (Ye) 74, 107, 155, 170  
 Johnson, Edward P. 93  
 Johnson, David R. 71, 114, 123  
 Johnson, Kurt D. 71  
 Johnson, Pamela J. 140  
 Johnson, Paul 109  
 Johnson, Timothy P. 59, 72, 75, 97  
 Jones, Jeffrey M. 75  
 Jones, Jo 76, 174  
 Jones, Robert P. 109  
 Jorgensen, Stacia 102, 114  
 Joshipura, Megha 107  
 Judd, Charles 101  
 Jungreithmaier, Silke 121  
 Junius, Dennis 112  
 Junn, Jane 145

## K

Kalmbach, Jason 155  
 Kalousova, Lucie 171  
 Kalton, Graham 172  
 Kang, Jeong-Han 115  
 Kang, Kelly H. 80, 99  
 Karaganis, Milana 117, 150  
 Kay, Ward 93  
 Keeter, Scott 77, 110, 145, 172  
 Kelly, Annalee 123  
 Kennedy, Courtney 77, 122, 134, 165  
 Kennedy, John 142  
 Kensi, Kate 83

# Index

- Kerker, Bonnie 178  
 Keulenaer, Femke De 65  
 Keusch, Florian 121  
 Kharchenko, Natalia N. 61  
 Khare, Meena 141, 178  
 Kieruj, Natalia 146  
 Kiley, Jocelyn 145, 170  
 Kilpatrick, Gina 75, 106  
 Kim, Jibum 44, 48, 115  
 Kimmel, Linda G. 108, 152, 155  
 Kim, Nuri 91  
 Kim, Seokho 44  
 Kim, Su Jung 108  
 King, Howard 150  
 Kinsey, Susan 139  
 Kirgis, Nicole 75  
 Klein, David J. 123  
 Klingeren, Marijn van 44  
 Kneidl, Cathy 169  
 Knies, Gundi 169  
 Kniss, Chad 111  
 Knops, Nicole 112  
 Kochanek, Kymn 118  
 Koch, Jennifer 144  
 Konty, Kevin 140  
 Koppelman, Missy 165  
 Krakowiecki, Melissa 166  
 Krathwohl, Sarah 72  
 Krenzke, Tom 150  
 Kreuter, Frauke 121, 141, 177  
 Krey, Kathy 175  
 Kristjanson, Arlinda F. 75  
 Krosnick, Jon A. 91, 93, 98, 101, 103, 112, 120, 126, 159  
 Krotki, Karol 46, 92, 100  
 Kruse, Yelena 123  
 Krush, Michael 175  
 Ksiazek, Thomas 78  
 Kudela, Martha S. 63  
 Kuh, George 142  
 Kull, Steven 47  
 Kunz, John F. 104, 175  
 Kwiat, Aliza 64  
 Kwok, Peter K. 142
- L**  
 Lacey, Jill N. 109  
 Lachin, John M. 177  
 Laflamme, François 117, 150  
 Lai, Jennie 74, 107, 108, 110, 170  
 LaMarre, Heather 93  
 Lambert, David B. 92  
 Lambries, Dennis N. 135  
 Landau, Jocelyn 112  
 Langer, Gary 65, 83, 92, 96, 158  
 Lapham, Susan 135  
 Larsen, Michael D. 177  
 Lars, Kaczmirek 119  
 Latterner, Michael 133, 139  
 Laurie, Heather 179  
 Lau, Yvonne 80  
 Lavrakas, Paul J. 48, 77, 100, 134, 165  
 Lawrence, Chrishelle 144  
 Lawrence, Michael 120  
 Lawton, Leora 117  
 Leach, Laura M. 174  
 LeBaron, Patricia 156  
 LeClere, Felicia 116  
 Leenheer, Jorna 45  
 Lee, Sunghee 80, 138  
 Lee, Taeku 145  
 Leeuw, Edith D. de 58, 143  
 Lee, Yongmo 115  
 Lelkes, Yphtach 101  
 Lensvelt-Mulders, Gerty 143  
 Lentini, Jennifer 107  
 Lenzner, Timo 119  
 Leonard, Theresa 113  
 Lepkowski, Jim 75  
 Lesser, Virginia M. 70  
 Levenstein, Rachel M. 102  
 Lévesque, Amélie 116  
 Levine, Burton 64, 178  
 Levin, Kerry 63, 150  
 Lewis, Faith 154  
 Lien, Rebecca 113  
 Li, Hong 114  
 Lim, Ann 116  
 Linkletter, Crystal D. 73

# Index

- Link, Michael W. 57, 64, 74, 85, 107, 108, 110, 111, 124, 170  
 Linse, Kyra 71  
 Li, Tiandong 158  
 Liu, Wenlin 49  
 Lloyd, Katrina L. 45  
 Loew, Daniel 82  
 Loft, John D. 74, 166, 167  
 Long, Courtney 71  
 Long, Sharon 133  
 Lorenc, Boris 151  
 Losch, Mary E. 134  
 Losh, Susan Carol 116  
 Love, Elizabeth L. 71  
 Love, Gayle D. 97  
 Lubian, Davide 108  
 Lu, Bo 152, 172  
 Lugtig, Peter 143  
 Lundasen, Susanne 58  
 Lundeen, Katie 152  
 Lusk, Larry 103, 118, 142  
 Lutz, Gene M. 134  
 Luxenberg, Michael G. 113  
 Lyberg, Lars 46, 169  
 Lynch, Frank 147  
 Lynch, Victoria 92  
 Lynn, Peter 156
- M**
- MacIntyre, Eugene 96  
 Maitland, Aaron 171  
 Malka, Ariel 159  
 Manchin, Robert 43, 65  
 Mann, Chris 125  
 Mansfield, Wendy 169  
 Mansie, Wendy 97  
 Marczynski, Kelly S. 115  
 Markesich, Jason 165  
 Marquart-Pyatt, Sandy 96  
 Marsh, Kara A. 135, 171  
 Marsh, Sean M. 148, 171  
 Marsh, Shawn 165  
 Martin, Jason A. 147  
 Marx, David 101  
 Marzano, Kelly Ann 113  
 Masken, Karen 99  
 Mathiowetz, Nancy 146  
 Matos, Jodien 175  
 Matsuda, Eiji 151  
 Mayerhofer, Wolfgang 121  
 Maynard, Marc 115  
 Mayo, Niki 156, 178  
 Mazarno, Kelly 59  
 McAvinchey, Georgina 68  
 McBride, Brett 81  
 McCabe, Brian J. 77  
 McCarthy, Jaki S. 81, 95, 147  
 McCarthy, Tricia 118  
 McCready, William C. 79, 94  
 McCulloch, Susan K. 121  
 McCutcheon, Allan L. 43, 47, 60, 61, 65, 66, 78, 168  
 McIlheney, Colin 62  
 McKamey, Allison 139  
 McMahan, Debbie L. 178  
 McPhee, Cameron 135  
 McPhillips, Jane L. 152  
 McQuillan, Julia 114  
 Medway, Rebecca 124  
 Messer, Benjamin L. 44, 124  
 Michaud, Kristy 170  
 Milan, Lynn M. 144  
 Milla, Peter 74, 83  
 Millar, Morgan M. 44, 70  
 Mille, Peter 83  
 Miller, Joanne M. 155  
 Miller, Jon D. 48, 108, 152, 155  
 Millman, Steven 137  
 Minser, Jason 147  
 Mirta, Galesic 119  
 Mirzoyants, Anastasia 73  
 Mitchell, Marian 108  
 Mitchell, Susan 176  
 Mockabee, Stephen T. 73, 104  
 Mohler, Peter 46  
 Mokdad, Ali 44, 62  
 Mokrzycki, Michael 125  
 Monson, J. Quin 73, 125

# Index

Montaquila, Jill M. 110, 158  
 Mooney, Courtney N. 82  
 Mooney, Geraldine 99, 166  
 Moon, Nick 79, 179  
 Moore, Danna L. 147  
 Moore, David W. 67, 78  
 Moors, Guy 146  
 Morgan, Mark 82, 106, 166  
 Morin, Rich 170  
 Morren, Meike 143  
 Morrison, Heather M. 109, 110  
 Morrison, Rebecca L. 81, 105  
 Morton, Jeremy 78  
 Mor, Vincent 137  
 Moss, Abigail 166, 167  
 Mou, Xiaobo 66  
 Moynihan, Patrick 96, 158  
 Moy, Patricia 78  
 Mueller, Gerrit 101  
 Muldavin, Brenna 156  
 Murphy, Elizabeth 111, 142  
 Murphy, Joseph 68, 74  
 Murphy, Whitney 64, 125  
 Murray, Marina 102  
 Mutz, Diana 83

**N**

Nadeau, Christian 116  
 Nader, Alireza 60  
 Nandi, Alita 156  
 Narciso, Leilani 170  
 Navvab, Mojtaba 150  
 Neidorf, Shawn 138  
 Nelson, Dawn 140  
 Nelson, Justine 140  
 Neuman, Keith 139  
 Newsome, Jocelyn 63, 150  
 Newton, Lydia 70  
 Nguyen, Jennifer G. 177  
 Nicolaas, Gerry 156  
 Nielsen, Evan 168  
 Noble, Iain 79  
 Noel, Harmoni Joie 103  
 Nord, Roy 99

Nuñez, Márcia C. 43  
 Nzekwe, Brandon 116

## O

O'Brien, Eileen M. 179  
 O'Brien, Jennifer E. 150  
 O'Connor, Kathleen S. 109, 158  
 O'Connor, Terry 136  
 O'Hare, Barbara 157  
 Oldendick, Robert W. 135  
 Olmsted, Murrey G. 74  
 Olson, Kristen 70, 122, 143, 170  
 Olsson, Kristoffer 151  
 Omondi, Nancy 111, 142  
 O'Muircheartaigh, Colm 125, 133, 134  
 Ongena, Yfke 101  
 Ormson, Elizabeth A. 95, 178  
 Owens, Linda K. 69

## P

Paasche, Julie L. 66, 108  
 Pacer, Julie A. 69, 143, 149  
 Palipudi, Krishna 78  
 Palit, Charles 172  
 Paluch, Jennifer 78  
 Paniotto, Vladimir I. 61  
 Pan, Yuling 107, 174  
 Pape, Travis J. 114  
 Paras, Pablo 61  
 Parker, Julie 72  
 Park, Hyunjoo 107  
 Park-Lee, Eunice 166, 167  
 Park, Royce 139  
 Parsell, Bradley 67  
 Parsons, Jennifer A. 69  
 Pascale, Joanne 92  
 Pasek, Josh 98, 112  
 Patterson, Kelly D. 73, 125  
 Payne, Scott 139  
 Peiris, Pradeep 43  
 Peltola, Pia 135  
 Peng, David 119  
 Pennell, Beth Ellen 46, 107

## Index

- Penne, Michael A. 105  
 Pennington, Julia R. 175  
 Pens, Yelena 82, 99, 111, 151  
 Pérez, Orlando J. 47, 61  
 Pessala, Anne 60  
 Petek, Sonja 78  
 Peterson, Karen E. 177  
 Peugh, Jordan 97, 111, 169  
 Peytcheva, Emilia 122, 138  
 Peytchev, Andrew 80, 92, 100, 122, 146  
 Phillips, Benjamin T. 71  
 Phillips, Owen 116  
 Phipps, Polly 141  
 Piani, Andrea 98  
 Pick, Kenneth M. 113  
 Pickreign, Jeremy 118  
 Piekarski, Linda 77, 100, 165  
 Pierce, Christine 140  
 Plutzer, Eric 104, 145  
 Pond, Allison 48  
 Porter, Colleen K. 154  
 Possett, Richard 100  
 Poushter, Jacob 83, 138  
 Power, Michael 74  
 Prabhakaran, Jyothsna 174  
 Price, Jessica 69  
 Purcell, Kristen 172  
 Putansu, Steven 135
- Q**  
 Qayad, Mohamed G. 154  
 Quevedo, Vidal 93  
 Quinn, Kelly 76
- R**  
 Rabe, Barry G. 73, 96  
 Radler, Barry 97  
 Radosevich, David 111, 142  
 Rakowski, William 73  
 Ramakrishnan, Karthick 145  
 Ramani, Angelina N. Kewal 92  
 Ramirez, Carl M. 82, 109, 123  
 Rao, Kumar 72, 75, 168, 175  
 Rapoport, Robyn 133, 157  
 Rasinski, Kenneth A. 146  
 Rater, Martin 150  
 Rauscher, Nina 144  
 Reed, Leticia 68  
 Reifman, Alan 72  
 Reineke, Jason 47, 106  
 Reis, Bruno Carriço 151  
 Remr, Jiri 173  
 Ren, Grace 47, 113, 116  
 Resende, João F. 43  
 Resnicow, Ken 177  
 Retzer, Karen Foote 113  
 Reuband, Karl-Heinz 59  
 Rhindress, Mindy 106, 147  
 Richardson, John 60  
 Richman, Alvin 66  
 Ridolfo, Heather 76, 171, 172  
 Ries, Randal R. 152  
 Riley, Rebecca 114  
 Rivers, Douglas 67  
 Rizk, Stephanie 112, 153  
 Roberts, Caroline 120  
 Rockwood, Todd 111, 138, 142  
 Rodriguez, Sonia 68  
 Roe, David J. 167  
 Roessing, Thomas 60  
 Roessin, Thomas 45  
 Roff, Brian 99  
 Rogers, Michelle L. 73, 137  
 Rogers, Susan M. 157  
 Rojas, Hernando 93  
 Rojas, Jorge 47  
 Roman, Anthony M. 157  
 Rosenoff, Emily 166, 167  
 Rosling, Ola 74  
 Ross, Michael 118  
 Rothschild, David 67  
 Rowan, Brian 105  
 Royal, Dawn 73  
 Rucinski, Dianne 69, 143, 149  
 Rude, Jesse 116  
 Rusciano, Frank L. 44

# Index

## S

- Saadeh, Frances 137  
 Safire, Adam 80  
 Sage, Adam 155  
 Sahgal, Neha 48, 138  
 Sahr, Tim 152  
 Sala, Emanuela 169  
 Saleh, Ibrahim 45, 58  
 Saline, Misty 140  
 Samson, Frank 97  
 Sanchez, Patricia 114  
 Sanderson, Michael 178  
 Santos, Betsy 95  
 Santos, Kathleen B. 100  
 Satorius, Jennifer 171  
 Scagnelli, Jeff 116  
 Schaeffer, Nora Cate 81, 173  
 Scherpenzeel, Annette C. 45, 143  
 Scheufele, Dietram A. 49, 58, 77, 96, 117  
 Scheuren, Fritz 157  
 Schillo, Barbara A. 115  
 Schlotterbeck, Sara W. 177  
 Schmucker, Alexandra 141  
 Schmuhl, Nicholas Brigham 77, 96  
 Schneider, Sid J. 158  
 Schoua-Glusberg, Alisu 68, 76  
 Schuck, Andreas R. 61  
 Schulki, Jay 74  
 Schulman, Mark A. 125  
 Schultz, Marion 147  
 Schupp, Jürgen 177  
 Schwalbe, Katherine 47, 113, 116, 137  
 Schwarzler, Jürgen 74  
 Schwede, Laurie 171  
 Scioch, Patrycja 141  
 Scott, Lesli 105  
 Seaton, Nicholas J. 152  
 Selfa, Lance 117, 174  
 Semans, Karen 169  
 Sengupta, Manisha 166, 167  
 Serpe, Lauren 44  
 Setlak, Lisa M. 82  
 Settle, Sherri 142  
 Severance, Jessica 74  
 Seward, Lauren 118  
 Shah, Megha 154  
 Shaker, Lee 104  
 Shamblen, Stephen 80  
 Sha, M. Mandy 68, 107, 138  
 Shanahan, James 49  
 Shand-Lubbers, Jeffrey 79  
 Shands, Yvonne 156  
 Shanks, Brittany 58, 115  
 Shapiro, Robert Y. 112  
 Shariff-Marco, Salma 63  
 Sharp, Joy 173  
 Shavitt, Sharon 59, 97  
 Shaw, Bret R. 77, 96  
 Shaw, Donald L. 45  
 Shelby, Lori 97  
 Shepherd, Brian 154  
 Sheridan, Mary 117, 121  
 Sherman, Bruce 65  
 Sherr, Susan 76, 133, 168  
 Shin, Eunjung 72  
 Shin, Hee-Choon 64, 142  
 Shook-Sa, Bonnie E. 155  
 Shore, Jane 107  
 Shuey, Elizabeth 139  
 Shuttles, Charles D. 64, 74, 107, 111, 165  
 Simmons, Robert 157  
 Simon, Samuel 169  
 Singer, Eleanor 168  
 Singleton, James A. 98, 141, 174  
 Sinibaldi, Jennifer 121  
 Sirovich, Brenda 111  
 Siu, Alice 66, 118  
 Skalland, Benjamin J. 110, 157  
 Slater, Adam 148  
 Smith, Aaron 172  
 Smith, Andrew E. 67, 78  
 Smith, Elisha 123  
 Smith, Gregory A. 150  
 Smith, Keith 170  
 Smith, Patten 69, 120  
 Smith, Philip J. 95, 98, 100, 156  
 Smith, Stephen 152  
 Smith, Tom W. 43, 48, 58, 119, 169, 176

## Index

- Smock, Pamela 116  
 Smyth, Jolene 70, 122, 143  
 Sobel, Richard 145  
 Soderberg, Karen 148  
 Sood, Gaurav 94, 103  
 Sorokin, Anissa 62, 171  
 Speizer, Howard 139  
 Spera, Christopher 174  
 Sprachman, Susan 103, 107  
 Sprehe, Kathleen Holzward 48  
 Srinivasan, Rajesh 65, 66  
 Stagnitti, Marie 167  
 Stapleton, Carey 102  
 Stavisky, Andrew 82  
 Steele, Clarissa 101  
 Steiger, Darby 73  
 Steinmetz, Stephanie 98  
 Stephenson, Wandy 176  
 Stettler, Kristin J. 81, 171  
 Steve, Kenneth 173  
 Stevenson, Clint W. 155  
 Stevenson, John 111  
 Stockdale, Jason 167  
 Ston, Celeste 71  
 Stringer, Christopher 98  
 Stringfield, Jonathan D. 140  
 Strobl, Matthew 176  
 Sturgis, Patrick 69, 120, 176  
 Sukasih, Amang 80  
 Suls, Robert 79, 83  
 Suzer-Gurtekin, Z.T. 144  
 Synodinos, Nicolaos E. 151  
 Szoc, Ronald Z. 146, 148
- T**
- Tancreto, Jennifer G. 73, 95  
 Tangel, Virginia 139  
 Tan, Sylvia 157  
 Tao, Xian 159  
 Tarnai, John 147  
 Tate, Nicole 72  
 Tefft, Brian 154
- TenBroeck, Shannon R. 158  
 Tepper, Steven 142  
 Terrell, Dek 148  
 Terry, Rodney L. 72, 120  
 Terry, Tamara L. 176  
 Tesfaye, Casey Langer 145  
 Tewoldemedhin, Hiyabel 120  
 Thalji, Lisa 167  
 Thomas, La Toya 81, 171  
 Thomas, Randall K. 59, 104, 146, 148, 156, 175  
 Thompson, David 144  
 Tijdens, Kea 98  
 Tillmann, Kevin 115  
 Tim Flanigan 166  
 Timms-Ferrara, Lois 115  
 Titiz, Handan 149  
 Tompson, Trevor N. 48, 100, 112, 134  
 Torres, Jannet 97  
 Tortora, Robert 61, 65  
 Toth, Daniell 141  
 Tourangeau, Roger 121  
 Town, Machell 154  
 Tran, HoaiNam 136  
 Traugott, Michael 123  
 Trimarchi, Elaine 120  
 Triplett, Timothy 133  
 Trunzo, Deborah 166  
 Trussell, Norman 108, 176  
 Tsang, Tedde 166  
 Tubman, Charlotte L. 110  
 Tucker, Karen L. 114  
 Tupek, Alan 92, 173  
 Turner, Charles F. 157  
 Turner, Scott 124, 135, 148, 171  
 Tuttle, Alfred D. 113, 171  
 Tyson, Alec 83
- U**
- Ulrich, Kevin V. 115  
 Utami, Sentagi S. 160

# Index

## V

Valois, Isabelle 62  
 Vandecar-Burdin, Tancy 146  
 Van der Vaart, Wander 101  
 Vannette, David 177  
 Vanno, Lorelle 74, 107  
 Vehovar, Vasja 65  
 Venkataraman, Lekha 116  
 Vidalon, Monica 94  
 Viera Jr., Luciano 148  
 Villar, Ana 93, 107, 159  
 Virost, Lindsay 151  
 Vis, Corrie 45  
 Vliegenthart, Rens 49  
 Volos, Vadim 43  
 Vos, Klaas De 45  
 Vreese, Claes H. de 44, 49, 61

## W

Wagner, James 95, 157  
 Wake, Virginia Y. 68  
 Walejko, Gina K. 109, 169  
 Walker, Matt 170  
 Wallace, Shana B. 123  
 Wang, Kevin 138, 165  
 Wang, Rui 66, 118  
 Wang, Wendy 170  
 Wang, Ying 122  
 Ward, Brian W. 171  
 Ward, Christopher D. 116  
 Wargelin, Laurie 106  
 Warshaw, Matthew 65  
 Wasikowski, Nicole 99, 100  
 Wayman, Melissa 121  
 Weaver, David H. 45, 49  
 Weaver, Jessica 137  
 Weger, Stacey 75, 106  
 Weilbuchner, Nicole 121  
 Weindorf, Marielle 81  
 Weiner, Saul 59, 97  
 Weinhardt, Michael 177  
 Weis, Andy 178

Welch, Vincent 151  
 Welles, Brooke Foucault 176  
 Wells, Pam V. 149  
 Wells, Tom 94, 97, 169  
 Werner, Jan 98  
 West, Brady T. 122, 170  
 Whelchel, Nancy 79, 99  
 White, H.A. 135  
 White, Susan G. 146  
 Whitmore, Heidi 118  
 Wieczorek, William F. 115  
 Wike, Richard 78  
 Wilkinson, Larry 98  
 William, Dan 93  
 Williams, Douglas 110, 158  
 Williams, Joel 176  
 Willimack, Diane K. 113  
 Willingham, John D. 60, 115  
 Willis, Gordon B. 63, 68  
 Willis-Walton, Susan 146  
 Willson, Stephanie 172  
 Wilsnack, Richard W. 75  
 Wilsnack, Sharon C. 75  
 Wilson, Chris 67, 126  
 Witt, Evans 83  
 Wivagg, Jon 122  
 Wlezien, Christopher 91  
 Woehrstein, Melissa 114  
 Wojdyski, Bartosz 45  
 Wolf, Jim 169  
 Wolter, Kirk M. 95, 100, 156, 174  
 Wong, Janelle 145  
 Wood, Heather 70  
 Woolley, Peter J. 83, 91  
 Wooten, Karen 98, 154, 159  
 Worcester, Robert 43  
 Worthy, Marilyn 152  
 Wouhib, Abera 141, 178  
 Wright, Peter 158  
 Wyatt, Robert 47, 106

## *Index*

### **X**

Xia, Kanru 64, 125, 136

### **Y**

Yancey, L. Tracie 124

Yang, Danny 70

Yang, Yonghe M. 144

Yan, Ting 156

Yeager, David S. 120

Yoo, Hongjoon 44

Young, Clifford A. 43, 62, 112

Young, Rebekah 123

### **Z**

Zelin, Andrew I. 76

Zeng, Wei 154

Zetterberg, Hans 59

Zhang, Chan 121

Zhang, Qianfan 66

Zhao, Zhen 172

Zickl, Lynette 135

Ziegenfuss, Jeanette 92, 148

Ziniel, Sonja 72, 144, 149

Zogby, John 137

Zuckerbraun, Sara 166, 167

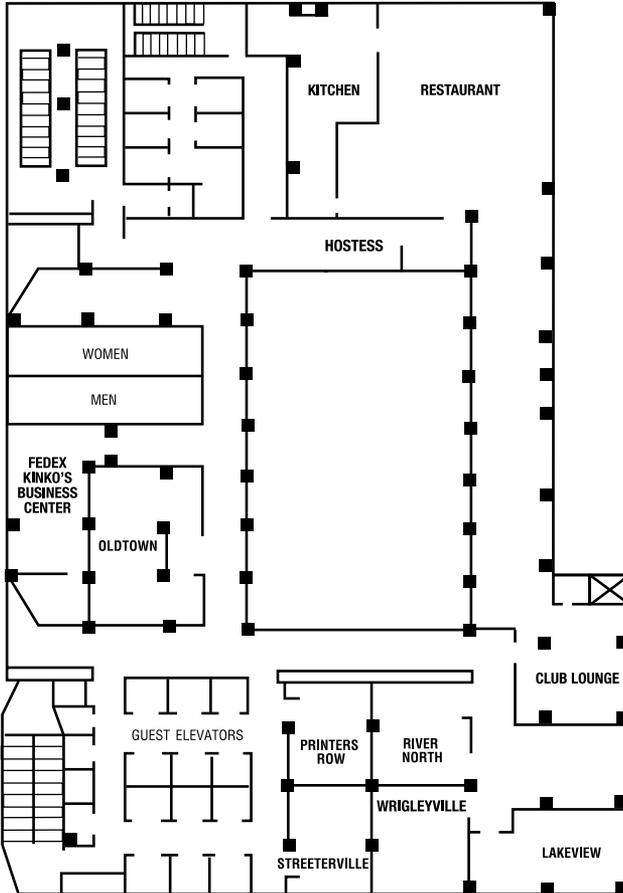
Zukerberg, Andrew 72, 111

Zukin, Cliff 104

ZuWallack, Randal 100, 135, 154

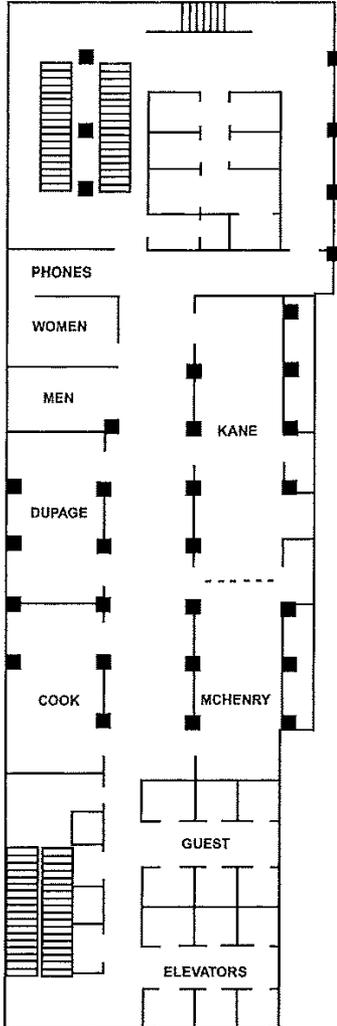
# Meeting Room Floor Plans

## Chicago Marriott Downtown Magnificent Mile 2nd Floor Meeting Rooms



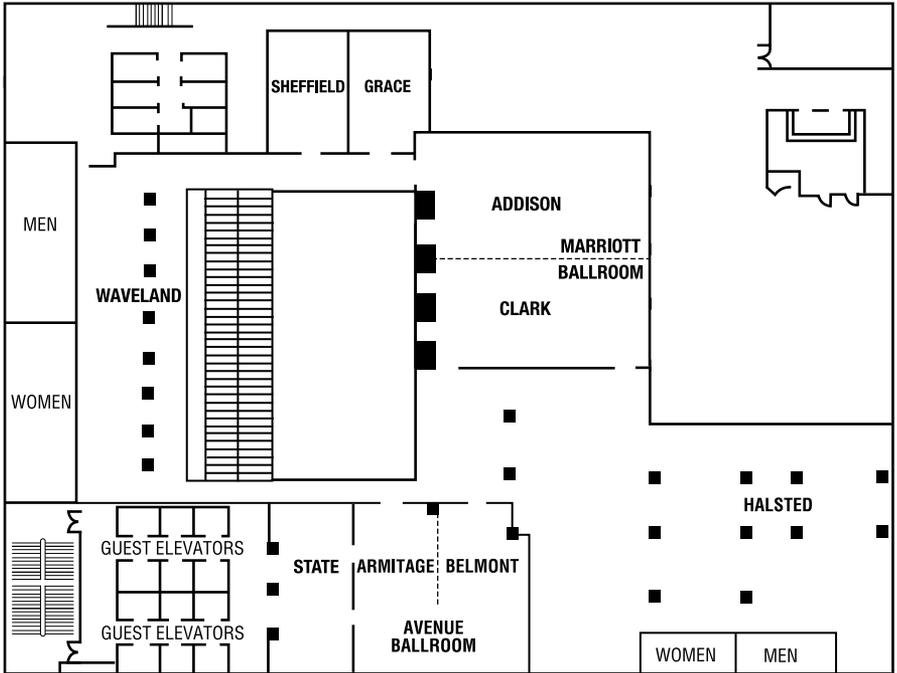
# Meeting Room Floor Plans

## Chicago Marriott Downtown Magnificent Mile 3rd Floor Meeting Rooms



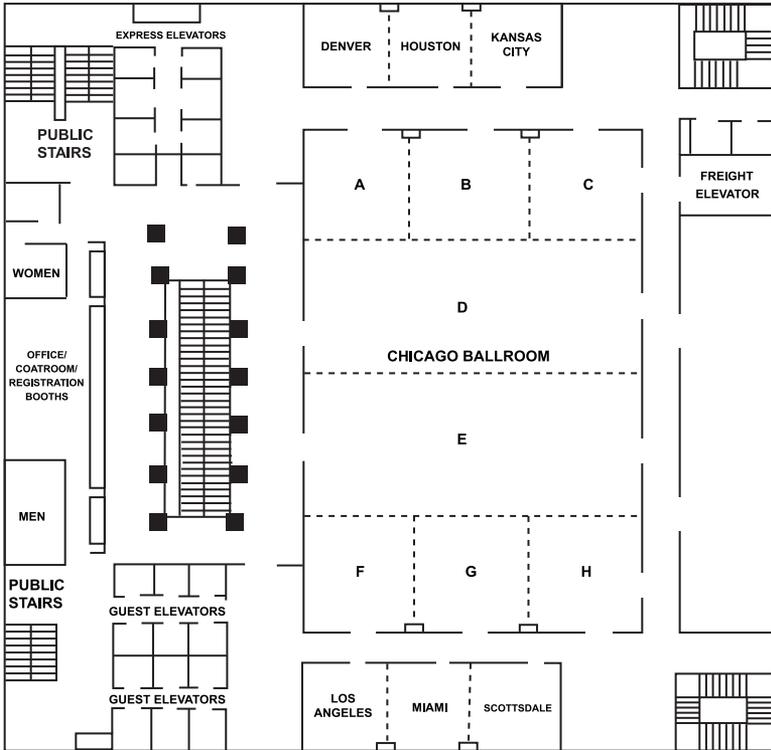
# Meeting Room Floor Plans

## Chicago Marriott Downtown Magnificent Mile 4th Floor Meeting Rooms



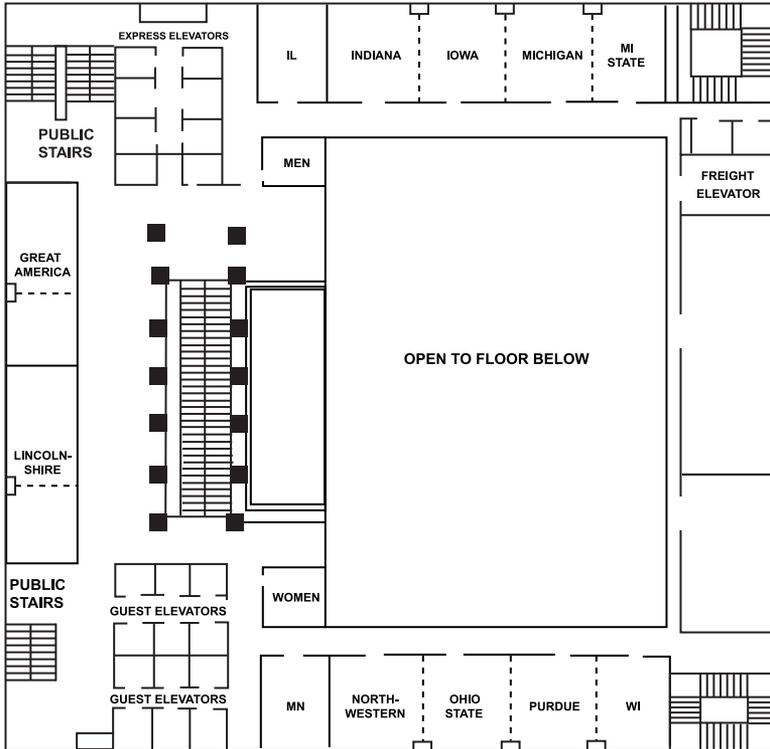
# Meeting Room Floor Plans

## Chicago Marriott Downtown Magnificent Mile 5th Floor Meeting Rooms



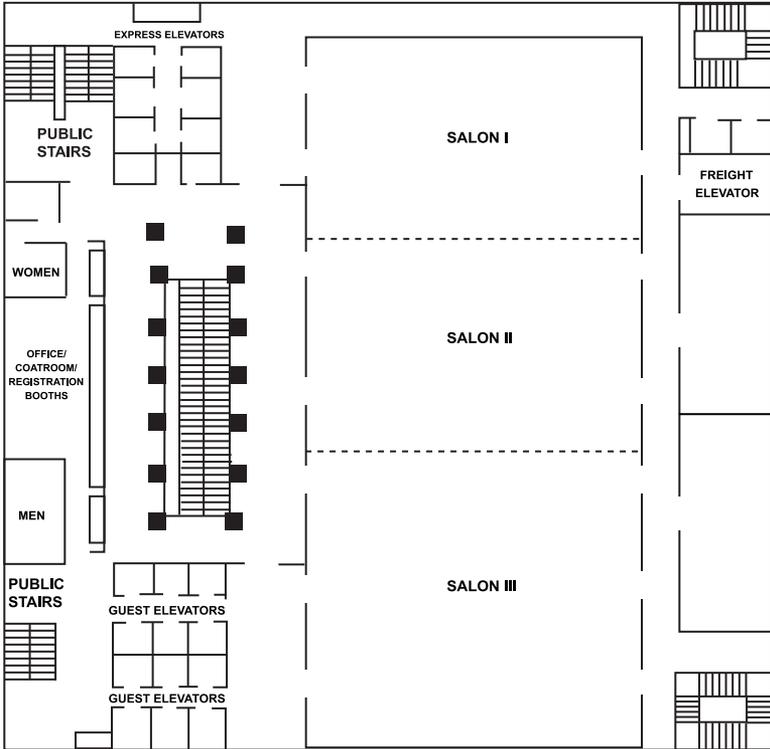
# Meeting Room Floor Plans

## Chicago Marriott Downtown Magnificent Mile 6th Floor Meeting Rooms



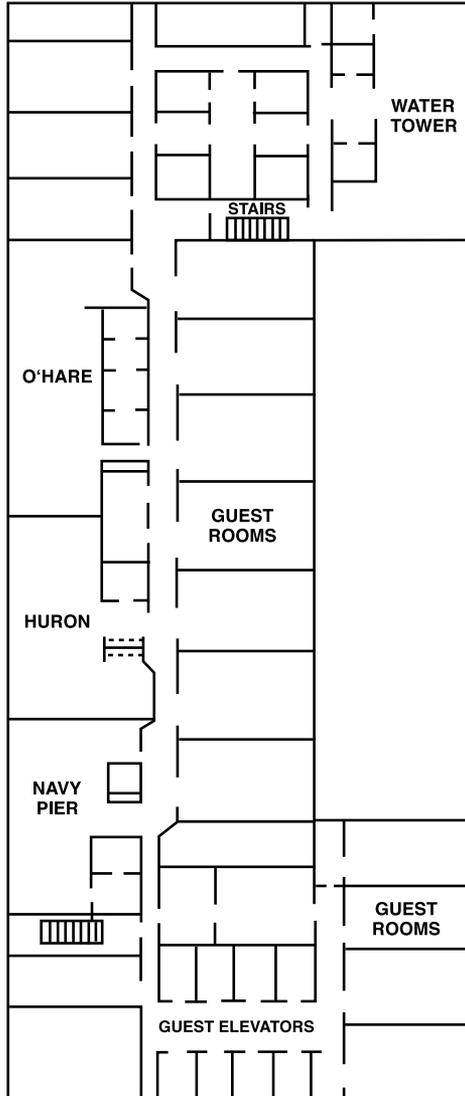
# Meeting Room Floor Plans

## Chicago Marriott Downtown Magnificent Mile 7th Floor Meeting Rooms



# Meeting Room Floor Plans

## Chicago Marriott Downtown Magnificent Mile 10th Floor Meeting Rooms



# YOUR WINDOW INTO



## AFGHANISTAN

When your research takes you to Afghanistan, turn to ACSOR (Afghan Center for Socio-economic and Opinion Research). Since our creation in 2003, we have successfully completed over 200,000 face-to-face interviews and hundreds of depth interviews and focus groups covering all 34 provinces of Afghanistan. Our team of 25 full-time employees, 35 field supervisors, over 30 assistant field supervisors, and over 500 male and female interviewers are well trained and equipped to conduct quantitative and qualitative research on a broad variety of topics. Contact us to learn more.



AFGHAN CENTER FOR SOCIO-ECONOMIC AND OPINION RESEARCH

[www.acsor-surveys.com](http://www.acsor-surveys.com)

House 112 Lucky Five street • Haji Yaqoob Square Area • Shahr-e Nau, Kabul District 10 • Afghanistan  
ph.+93-(0)-75-202-3432 • +93-(0)-799-620-639