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of public opinion and survey research professionals

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An Introduction to AAPOR: "A Meeting Place and More..."

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- ❑ **Support at All Career Stages**

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- If you have a question, please type it in the Q&A box on the bottom of the screen.
  - The presenters will address as many questions as possible during the Q&A session.
  - Please only use the chat feature for comments, any questions added here will **not** be brought up for discussion.

Introducing Our Presenter(s) for Today:

- **Tom W. Smith**, NORC at the University of Chicago
- **Janice M. Ballou**, Rutgers University, Eagleton Center for Public Interest Polling (*Retired*); Mathematica Policy Research, Inc. (*Retired*)
- **Adam Safir**, Bureau of Labor Statistics
- **Morgan Earp**, Centers for Disease Control and Prevention
- **Reg Baker**, Consultant
- **Don A. Dillman**, Department of Sociology and the Social and Economic Sciences Research Center, Washington State University

A Meeting Place and More…:
A History of the American Association for Public Opinion Research

Edited by
Tom W Smith

1. Tom W. Smith, "Introduction"
2. Tom W. Smith, "The Diffusion of an Innovation: Survey Research, 1936-2018"
3. Don A. Dillman, "Three Decades of Advancing Survey Methodology"
4. Reg Baker, "Technology"
5. Lois Timms-Ferrara and Marc Maynard, "Public Opinion and Survey Research Data Archives"
6. Kathleen A. Frankovic, "AAPOR and the Polls: Guidance and Defense, But Also Criticism"
7. Craig A. Hill and Cynthia R. Bland, "Government Relations"
8. Janice Ballou, "What is AAPOR? The Annual Conference! 'Linking Us Together: Professionally, Personally, Intellectually and Socially'"
9. Jeff Hackett, "Recognizing Achievement and Remembering Gratefully: AAPOR Awards"
10. Peter V. Miller, "AAPOR's Journals"
11. Scott Keeter, "The Management of AAPOR, 1990 to the Present"
12. Timothy P. Johnson, "AAPOR's Standards Committee, 1990-2020"
13. Morgan Earp and Adam Safir, "Membership and Chapter Relations"
14. Jennifer Hunter Childs, "Communications Committee"
15. Rob Daves, "AAPOR's Task Force and Ad Hoc Committee Reports"
16. Melissa Herrmann, "Education"

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The Diffusion of Survey Research: AAPOR, 1946

Tom W. Smith
NORC/University of Chicago

Webinar, January, 2021

Harry H. Field

Mary Reed Library – University of Denver

Templin Hall
University of Denver

List of Earliest Survey Research Conferences, 1946-1949

Central City Conference on Public Opinion Research, Central City, Colorado, July 29-31, 1946 ("Proceedings," 1946)

Conference of European Public Opinion Institutes, Paris, January 28-30, 1947 ("Conference," 1947; Gallup, 1976a; Downham, 1997; Stoetzel, 1976)

Organizing Meeting of the International Association of Public Opinion (Gallup) Institutes, Loxwood Hall, Sussex, May 11-18, 1947 (Cantril and Struck, 1951; Lydgate, 1947; "Proceedings," 1950; Stoetzel, 1976; Zetterberg, 2008)

Second International Conference on Public Opinion Research, Williamstown, Massachusetts, September 2-5, 1947 (Henry, 1948; Sheatsley, 1947; World Congress, 1947; Sheatsley, 1992)

Third International Conference on Public Opinion Research, Eagles Mere, Pennsylvania, September 12-15, 1948 ("Proceedings," 1948)

Second International Congress of Public Opinion, Amsterdam, September 15-17, 1948 (Guigoz, 1949; Downham, 1997)

Conference on Attitude and Opinion Research, Iowa City, Iowa, February 10-12, 1949 (Iowa, 1949; Meier and Saunders, 1949)
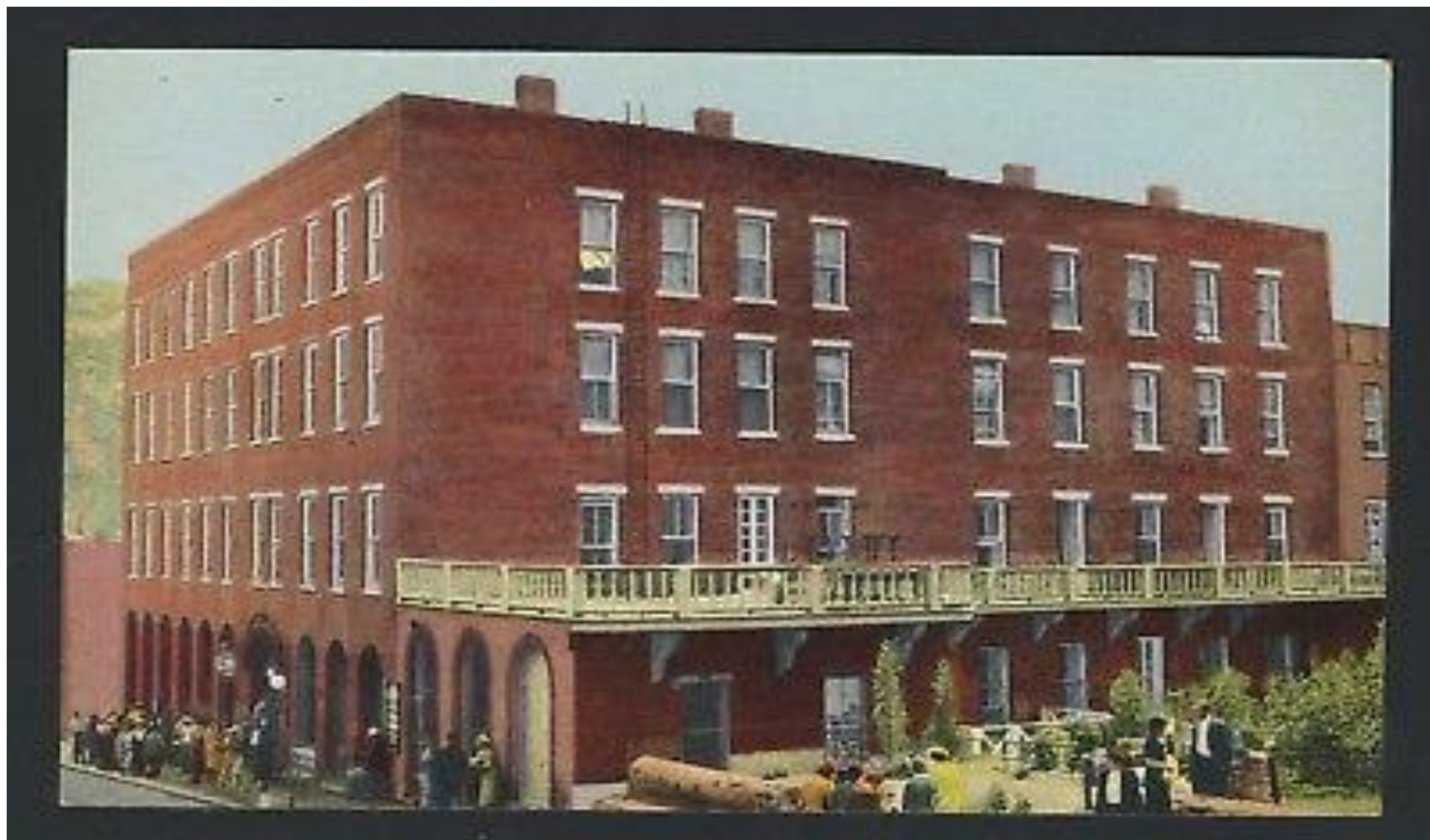
Fourth Annual Conference on Public Opinion Research (AAPOR), Ithaca, NY, June 19-22, 1949 (Wilson, 1949)

International Conference on Public Opinion Research, Paris, September 7-9, 1949 [First Joint WAPOR/ESOMAR meeting](Downham, 1997; "Proceedings," 1949)

Central City Opera House

Teller House

The Face upon the Barroom Floor – Teller House

Table 2
Attendees of Early Conferences

Conference	Group	Total #	Number of Countries	Number of Attendees by Region		
				United States	Europe	Other
Central City	"AAPOR/WAPOR"	73	5	69	1	3
Paris	"ESOMAR"	28	10	1	27	0
Loxwood	Gallup	19	10	4	13	2
Williamstown	AAPOR/WAPOR	194	10	179	8	7
Amsterdam	ESOMAR	29	7	0	29	0

Table 3

The 12 Central City Sessions

- Public Opinion and International Affairs
- Technical and Ethical Standards in Public Opinion Research
- Interviewing Problems
- Local (City or State) Survey Problems
- Validity in Public Opinion Surveys
- Sampling Problems
- Public Relations Research
- Wording and Order of Questions
- Use of Special Groups (Panels)
- Radio Research
- Newspaper Research
- Closing General Session

Table 4

Four Resolutions Unanimously Passed

- It is the sentiment of this conference that a second conference on public opinion research be held in 1947, and that a Continuing Committee of five, elected by this conference, be empowered to make all arrangements for the 1947 meeting.*

- This conference favors the creation of a national association of opinion research organizations, dedicated to the improvement of research standards and to the wider employment of opinion research techniques.

- This conference delegates to a Committee on Standards, the responsibility of representing it in working with the nucleus committee.**

- This conference favors the ultimate establishment of an international organization for the encouragement of opinion research on a world-wide scale. This conference expresses its hope that foundation subsidies can be obtained to aid in establishing this world organization. The conference further asks its Continuing Committee to appoint a committee to implement this resolution.

- *Harry H. Field, Dr. George Gallup, Dr. Julian Woodward, Dr. Clyde W. Hart, and Lloyd E. Borg were elected to serve on the Continuing Committee.

- **Named to the Committee on Standards were: Morris H. Hansen, Dr. Henry David, and Elmo C. Wilson. The nucleus committee referred to consists of Dr. George Gallup, Elmo Roper, and Archibald Crossley, who have announced plans for organizing an association of polling agencies.

Harry H. Field,
October 29, 1897- September 4, 1946

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What is AAPOR?
The Annual Conference

"Linking Us Together: Professionally, Personally, Intellectually and Socially"

Dick Baxter: *"AAPOR has a 'culture' all its own," and notes "The annual AAPOR conference is the major focus of this culture, and renews it from year to year."*
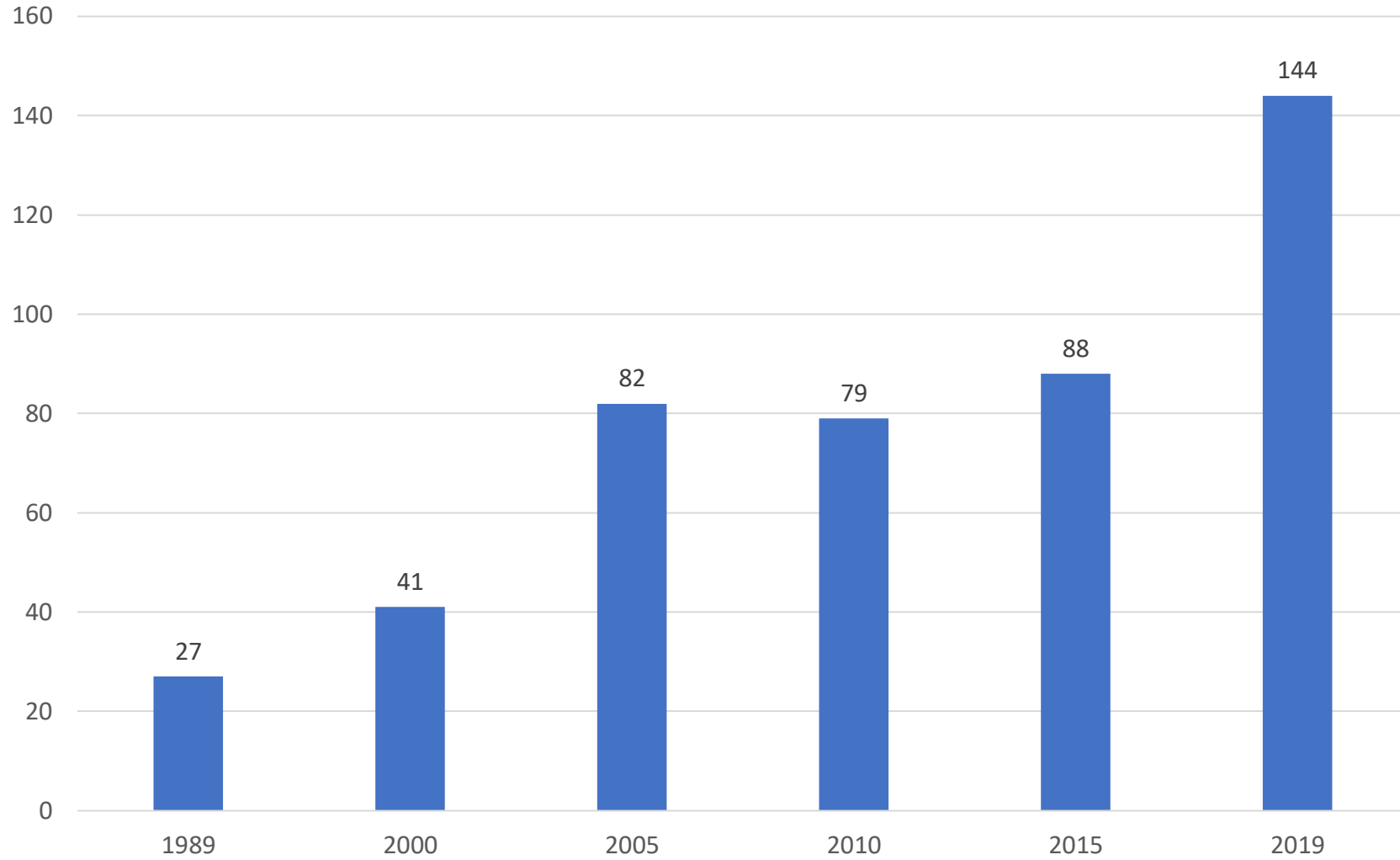
Herb Mendelson: *"Though AAPOR membership continues to expand, though the times keep changing and what was once a new and innovative practice has become a recognized profession, the annual conferences of AAPOR continue to be anticipated and enjoyed by all those who are interested in public opinion research."*

The Meeting Place (1992)
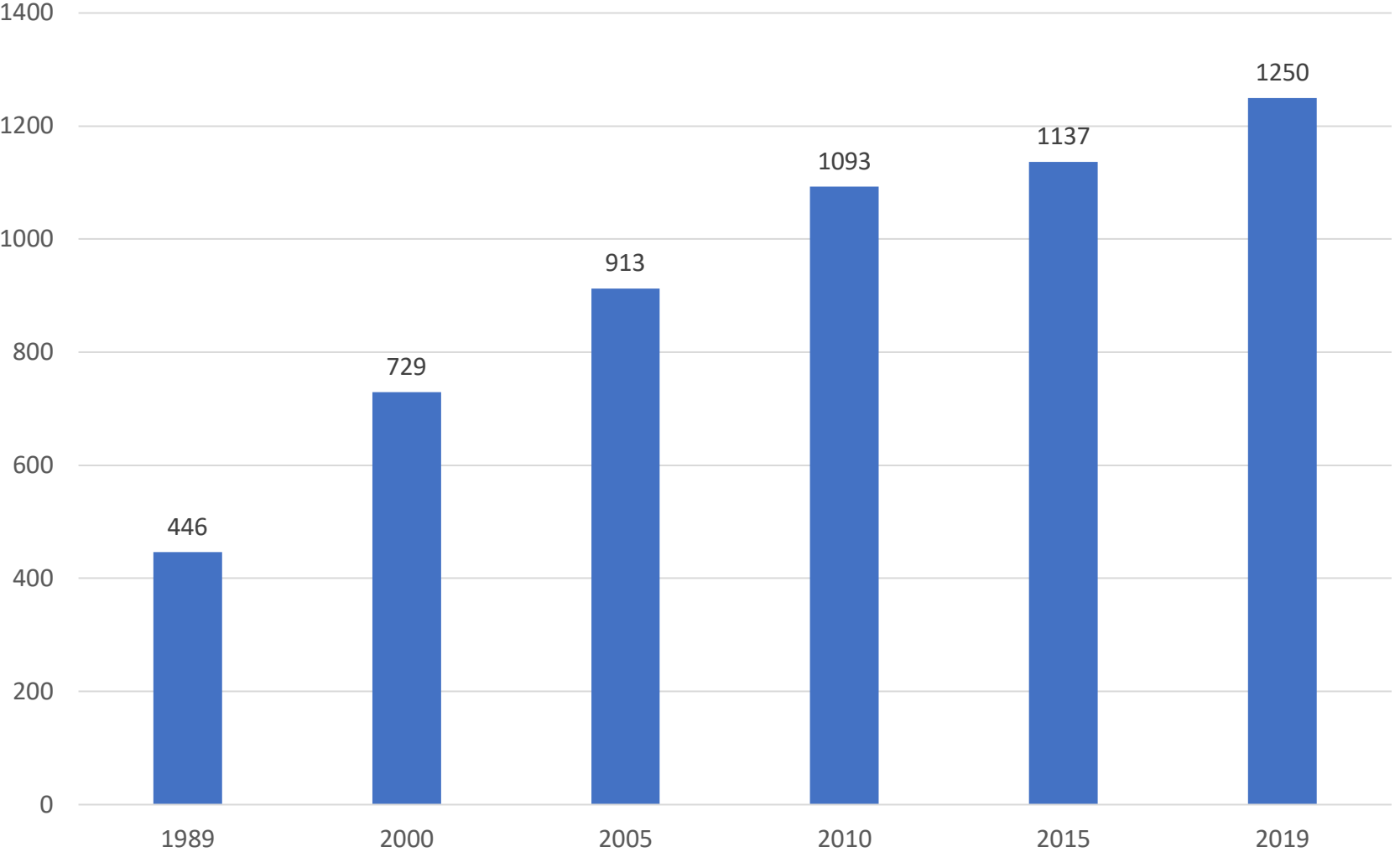
Sessions

| Conference Number Date Program Size	Conference Chair Location Hotel Presidential Address Theme	Number Attended	Number of Sessions
44 May 18-21, 1989 74 pages 6 x 9 inches	Robert Groves St. Petersburg, FL The Don CeSar Beach Resort Methods and Standards: A Challenge for Change Warren Mitofsky	379	27
45-73	Theme Examples: Linking Us Together (1998); Facing the Challenges of the New Millennium (2000);Opportunity Through Diversity(2010)		
74 May 19-21, 2019 194 pages 8 ½ x11 inches Paper option; Electronic program and App available Joint WAPOR	Courtney Kennedy Toronto, Canada Sheraton Centre Toronto Hotel The Need for Public Opinion Advocacy David Dutwin	1,250	144

DON CE SAR BEACH RESORT HOTEL

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
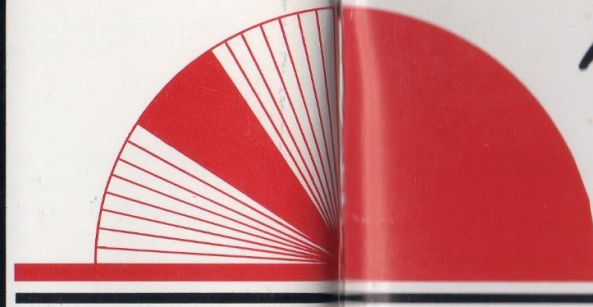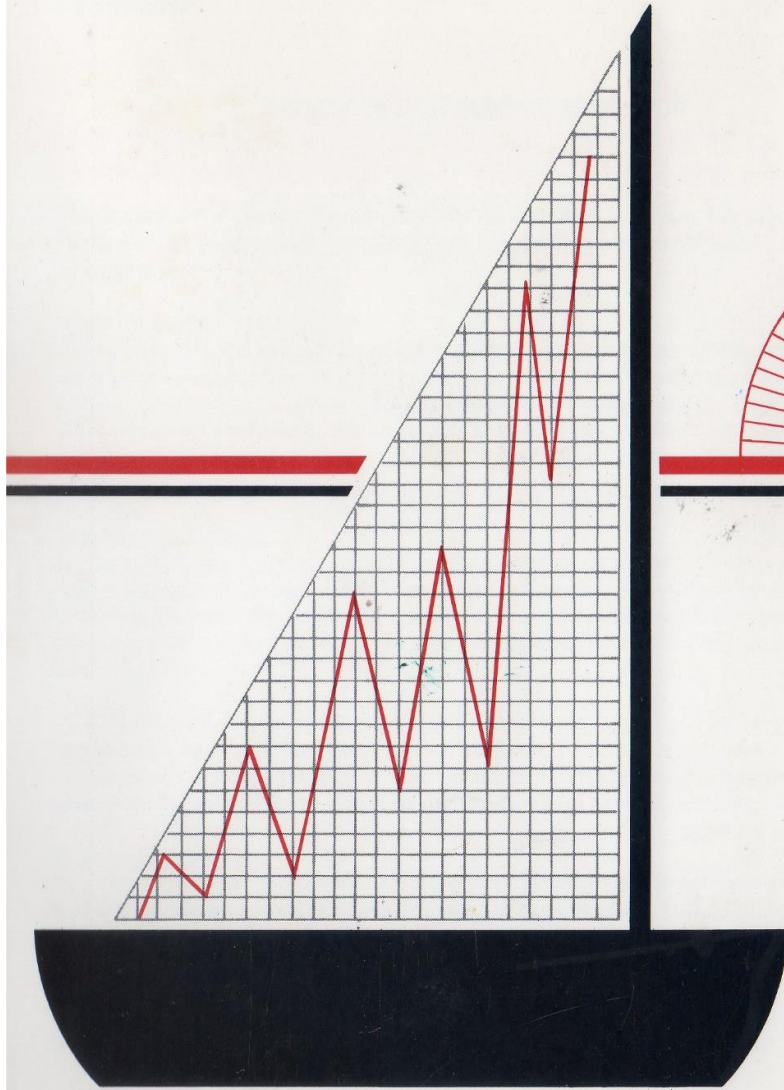
44TH ANNUAL
CONFERENCE
MAY 18-21, 1989

AAPORNET Launched into 2nd Half-century

On the morning of Wednesday, November 23, the day before Thanksgiving, 260 AAPOR members found something unexpected on their computer screens: a message introducing AAPORNET, an electronic version of AAPOR as "a meeting place" (as the volume of its history is titled) among the clutter of the Internet.

"Your Internet address has been added to AAPORNET, a news and discussion list available only to members of the American Association for Public Opinion Research," the message began. "AAPORNET is intended both to help launch AAPOR's 50th Anniversary celebrations and to explore new means of communication and other benefits for members as AAPOR moves into its second half-century and on into the millennium. Please keep AAPORNET in mind, both as a means to communicate with the AAPOR membership and as a source of professional information from others, including the AAPOR Secretariat and Council."

AAPORNET had been approved as an experiment just a week earlier by the AAPOR Executive Council at its November 18 meeting in New York City. Impetus for the idea came from the 30-member Conference Committee, which has been meeting on-line since last May — on a private Internet list called "AAPOR50" — to plan this May's 50th Anniversary Conference. Jim Beniger, Conference Chair, undertook the heroic task of launching AAPORNET on a list server on the computing system of the University of Southern California, his home campus and host of AAPOR50.

Begun with the 260 still-functioning Internet addresses in the 1993-1994 AAPOR Directory, AAPORNET after two months had grown to include 813 members in 15 countries. Today, membership exceeds 850, more than 60% of the 1,420 members listed in the 1994-1995 Directory. Because of this favorable response of the AAPOR membership, the Council agreed at its January meeting to continue AAPORNET at least through the 50th Anniversary Conference.

Ten, with information on joining each of the 40. (As might be expected, there was no overlap between these two lists).

In the first two months, 36 AAPORNET members removed themselves from the list and three of these have since asked to rejoin (a drop out rate of 3.9% of those ever subscribed). During the same period, 63 non-AAPOR members requested admission to AAPORNET, and were turned away with a friendly form message describing AAPOR and how to join.

According to the automatic computer-kept statistics, 96 different members posted messages to AAPORNET in its first 100 days. The most frequent posters, in addition to list-keeper Beniger, included Paul Lavrakas, Tom Smith, Phil Meyer, Lois Haggard, Rob Daves and Cliff Zukin. (What these particular people have in common the automatic computer listing could not say).
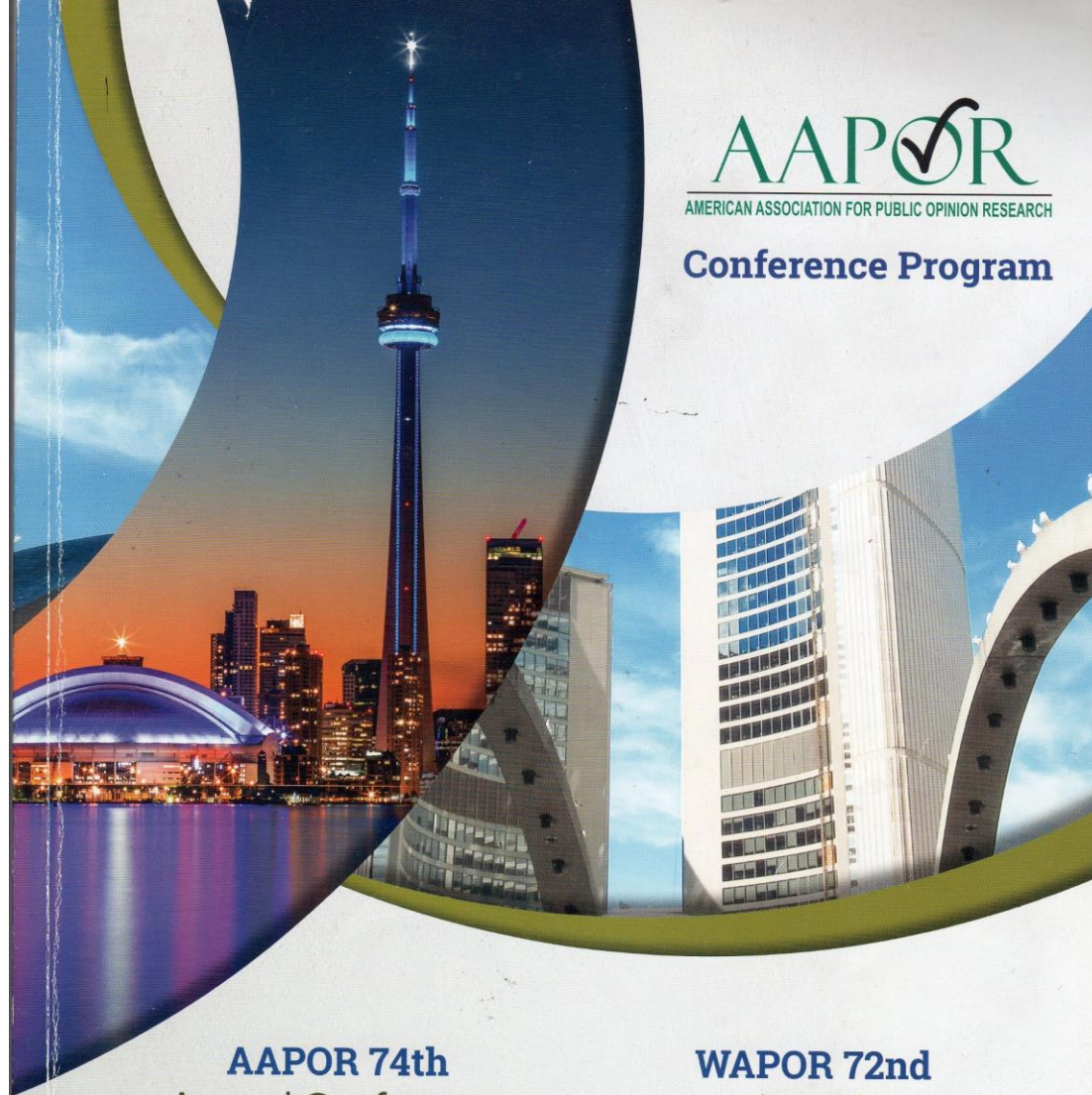
AAPOR's goals in establishing AAPORNET might be found in the conclusion of the "Welcome to AAPORNET"

AAPOR

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

Conference Program

AAPOR 74th Annual Conference

May 16-19, 2019

Sheraton Centre Toronto Hotel
Toronto, Ontario, Canada

WAPOR 72nd Annual Conference

May 19-21, 2019

Chelsea Hotel Toronto
Toronto, Ontario, Canada

www.aapor.org/conference

#AAPOR

CONFERENCE SESSIONS

Work Hard . . .

AAPOR SPIRIT
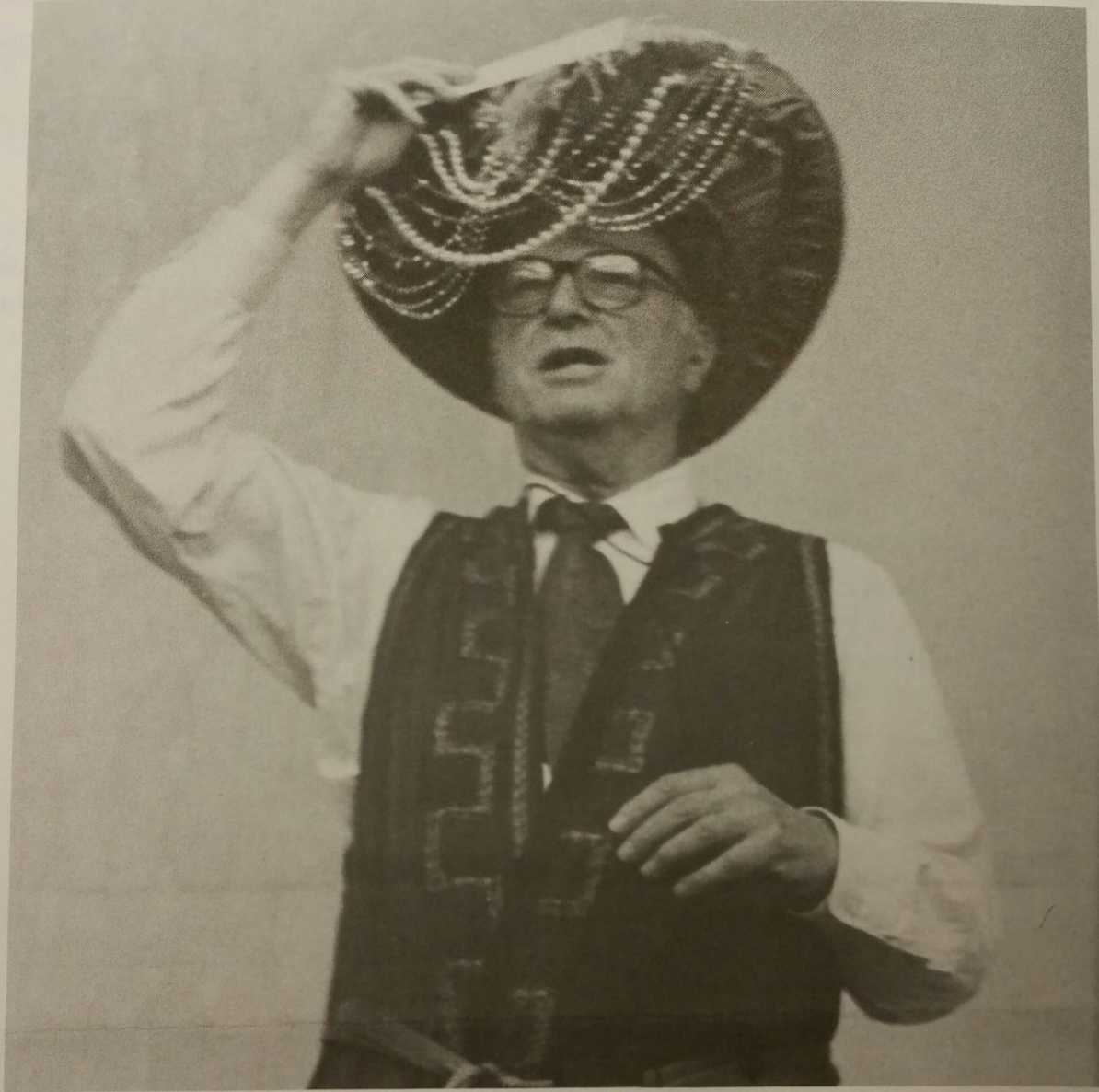
Merv Field dazzles as Carnak   Phil Meyer photo

Packed House at the Don CeSar!

AAPOR AWARD

75th Conference
People of AAPOR Make Us Strong

prepared in 8 ½" x 11" format with a glossy cover and matte text pages.

Tote Bag Inserts – $750
Companies are invited to include company or product information (fliers, postcards, etc.) to be placed in every conference tote bag

12   www.aapor.org   #aapor

An Introduction to AAPOR: A Meeting Place and More

Membership & Chapter Relations

Morgan Earp &

Adam Safir

February 5, 2021

Helen Crossley: Author, first edition

- A founding member of both AAPOR and WAPOR
- Graduate of the University of Denver (1948)
- Worked in radio audience measurement
- First female President of WAPOR (1960-62)
- Secretary-Treasurer of AAPOR
- President of DC-AAPOR (1977)
- Winner of the inaugural DC-AAPOR Outstanding Achievement Award (2007)
- Among many other accomplishments!

Membership & Chapter Relations

Co-authors

- Past Chairs of AAPOR Membership & Chapter Relations (Adam 2011-2012; Morgan 2017-2018)
- DC-AAPOR Past Presidents (Adam 2007; Morgan 2015)
- DC-AAPOR Past Program Chair (Morgan 2012)

Contributors

Karen Goldenberg, Kyley McGeeney, Mandy Sha, Gretchen McHenry, Ana Gonzalez, Justine Bulgar-Medina, Margaret R. Roller, Randal Ries, Ipek Bilgen, Jennifer Dineen, Mira Rao, Krista Jenkins, Nicole Lee, Tamara Terry, David Kashihara, & Tom W. Smith

Membership – 1ˢᵗ Edition (1992)

11

Membership
Helen Crossley

AAPOR members represent a broad and diverse range of occupations and interests. Most are practitioners of survey research: polltakers, market researchers, and employees of academic research centers or government agencies. Many are professors who teach courses in survey methods. Others are users of survey data in such fields as business, sociology, political behavior, public health, education, journalism, economics, or the law. Some represent public or private funding agencies that commission surveys to provide needed data on particular problems. What brings them together in AAPOR is a common interest in the methods and applications of public opinion and social research.

Members join AAPOR as individuals, not as representatives of their employer firm or agency. The only requirements for membership are an interest in the field, subscription to the AAPOR Code of Professional Ethics and Practices, and the payment of annual dues. In return, members receive a subscription to AAPOR's official journal, the *Public Opinion Quarterly (POQ)*, and to *AAPOR News*, a periodic newsletter, as well as the opportunity to participate in the Association's activities. These include the annual conference, for which all members are invited to submit papers, service on the various standing and ad hoc committees of AAPOR, the right to vote and to stand for elected office in AAPOR, and attendance at local chapter meetings.

1. What Is an AAPOR Member?

2. Types of Membership

3. Directories of AAPOR Members

4. Characteristics of AAPOR Members

5. Why AAPOR?

6. Why Not AAPOR?

7. Chapters

Membership & Chapter Relations – 2nd Edition (2020)

1. Membership Overview
2. Membership & Chapter Relations Committee
3. Membership Types
4. Membership Community (Directory)
5. Membership Growth & Recruitment
6. Membership Engagement
7. Membership Characteristics
8. Student- & Early-Career- Recruitment & Retention
9. Membership Diversity
10. Regional Chapters
11. Membership Satisfaction and Summary

Affinity Groups & Diversity

Affinity Groups

- Cross-cultural and multilingual research affinity group, 2016

- Gay AAPOR (GAAPOR), 2012

- The Hispanic/Latino/Latinx affinity group (HISP-AAPOR), 2016

- Qualitative Research AAPOR (QUALPOR), early 2000s

Women in AAPOR Leadership

Pictured: Diane Colasanto, Kathy Frankovic, Nancy Mathiowetz, Nancy Belden, Nora Cate Schaeffer, and Mollyann Brodie
Photo contributed by Kyley McGeeney

Membership & Chapter Relations Committee

- In 1981, AAPOR created an official membership committee responsible for handling both membership relations and chapter affairs.

- Responsibilities: recruiting and retaining members; communicating and supporting the chapters; connecting volunteers with committees; reporting to Executive Council on membership trends, composition, and retention; identifying new member benefits; conducting surveys of AAPOR members; and providing committees with information about potential volunteers.

- Composition: Chair, Associate Chair, 8 subcommittee chairs, and all subcommittee members (approximately ~45 individuals).

Membership & Chapter Relations Subcommittees

1. Chapter Liaison and Support Subcommittee
2. Data Analysis and Reporting Subcommittee
3. Diversity Subcommittee
4. Membership Communications Subcommittee
5. Student Engagement Subcommittee
6. Volunteer Coordination Subcommittee
7. Roper and Student Travel Awards Subcommittee
8. Database Improvement Subcommittee (new)

Challenges & Solutions

1. Missing membership information by year
   - ✓ University of Chicago designated a student intern to scan and upload archival records

2. Missing variables or inconsistent record keeping by year
   - ✓ AAPOR volunteers combed past issues of POQ for published business meeting notes

3. Missing person level data by year
   - ✓ Determined that demographic data missing predominantly due to error in join process

4. Demographic data from the 2017 & 2018 membership survey not incorporated until 2019
   - ✓ Demographic data from the 2017 through 2020 membership survey were matched and imported into the membership database for consenting survey respondents (after the release of the report)
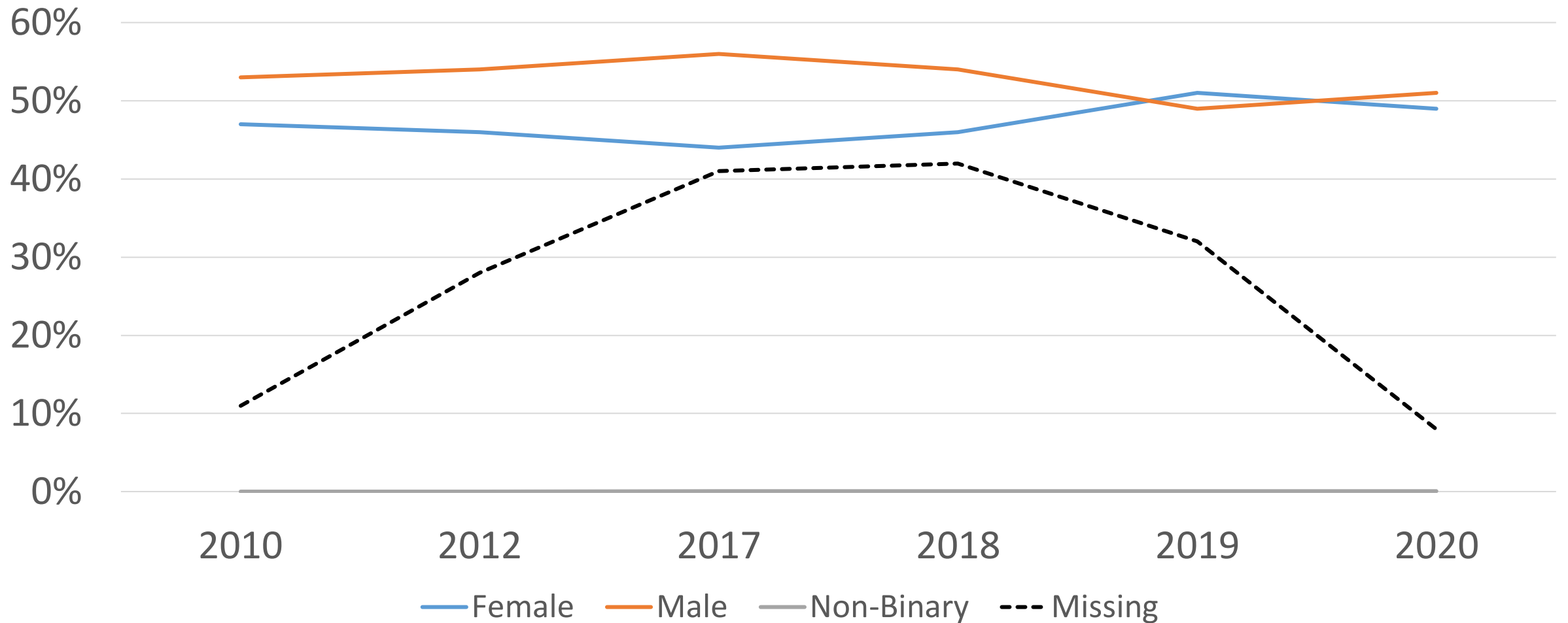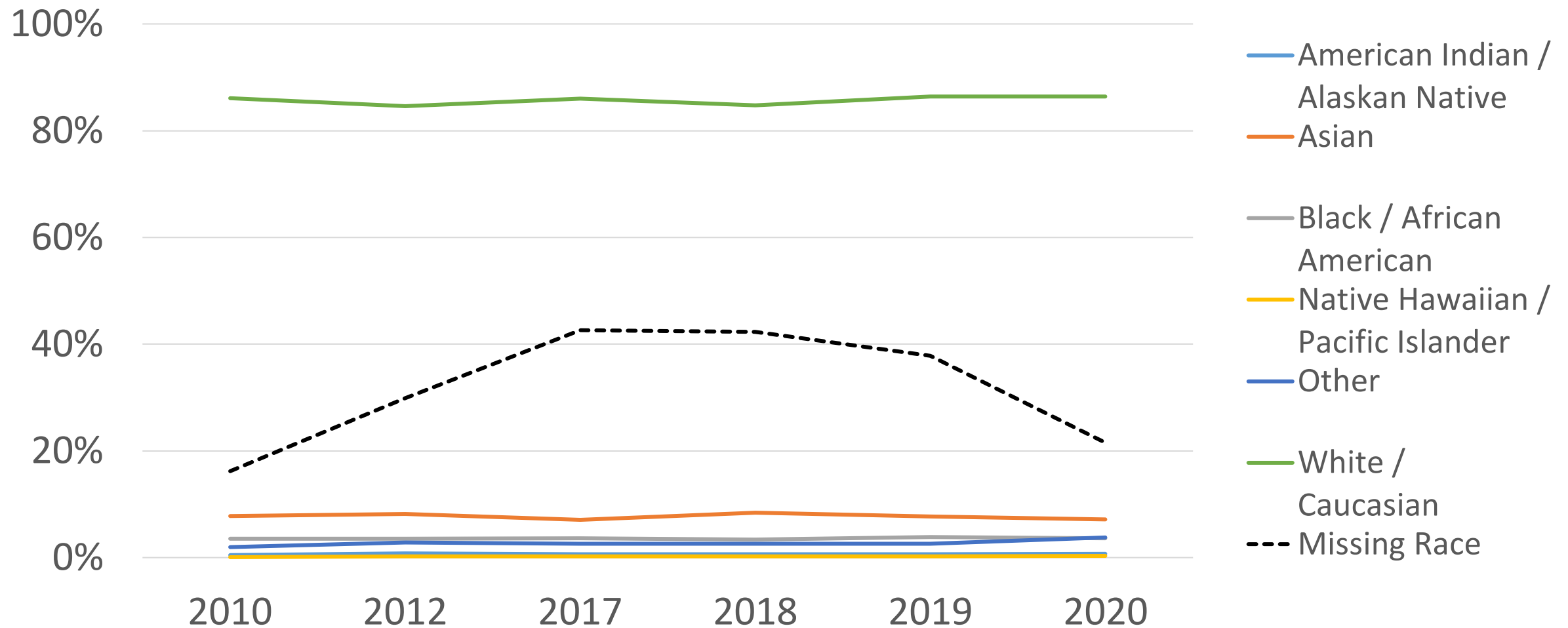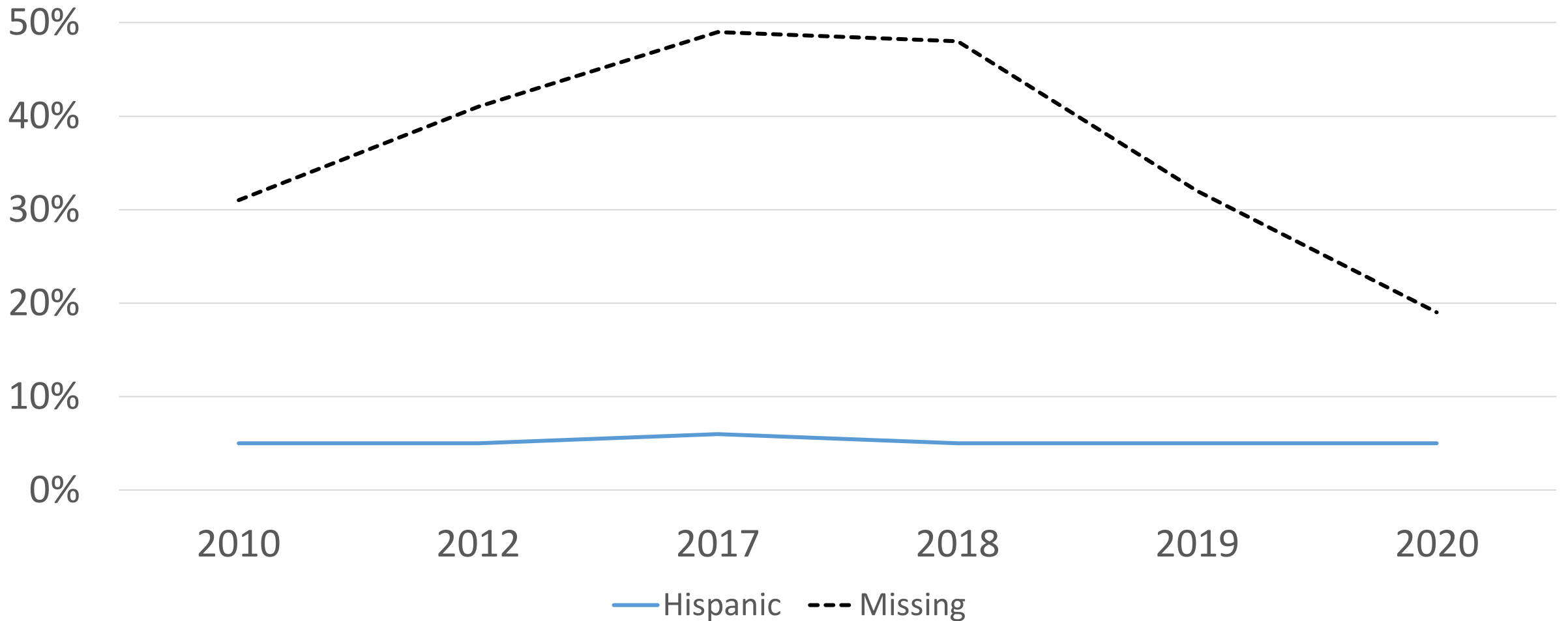
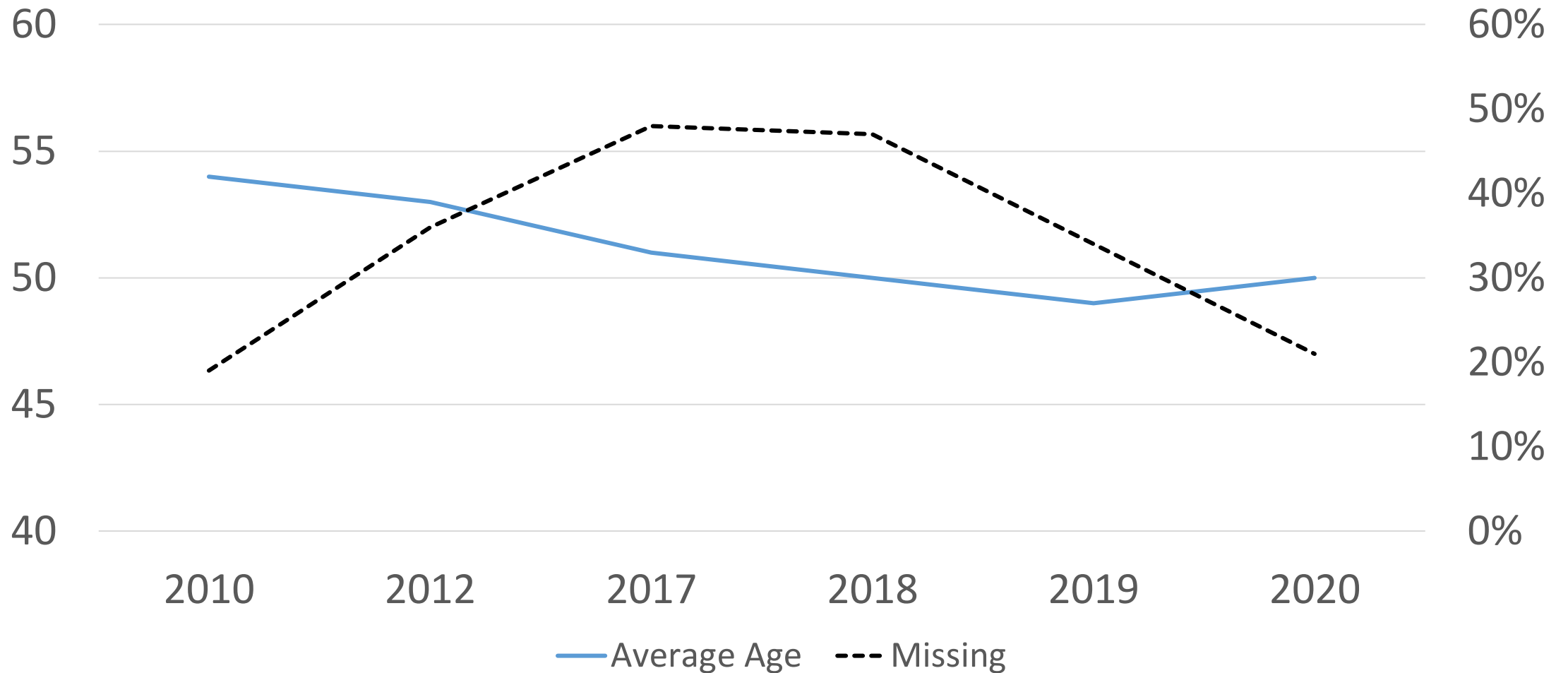# Membership Overview
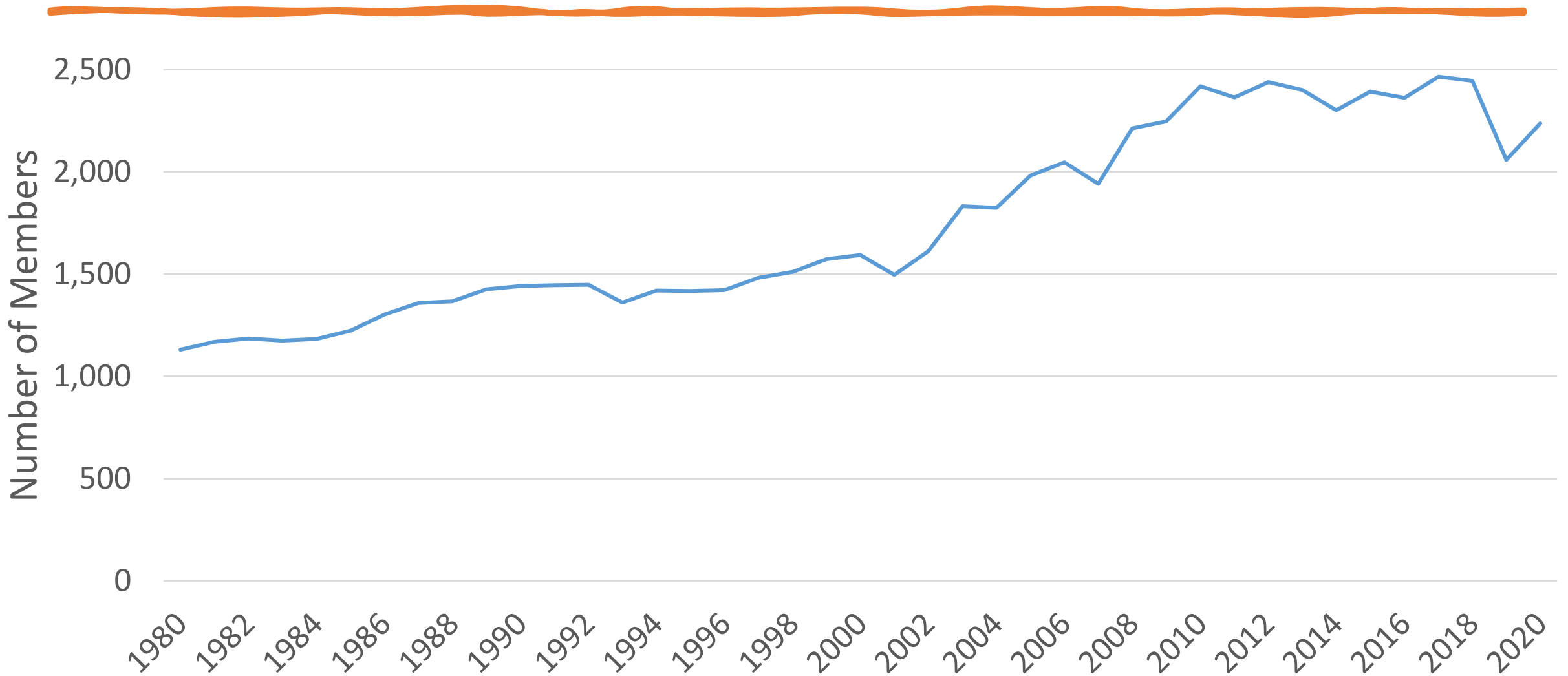
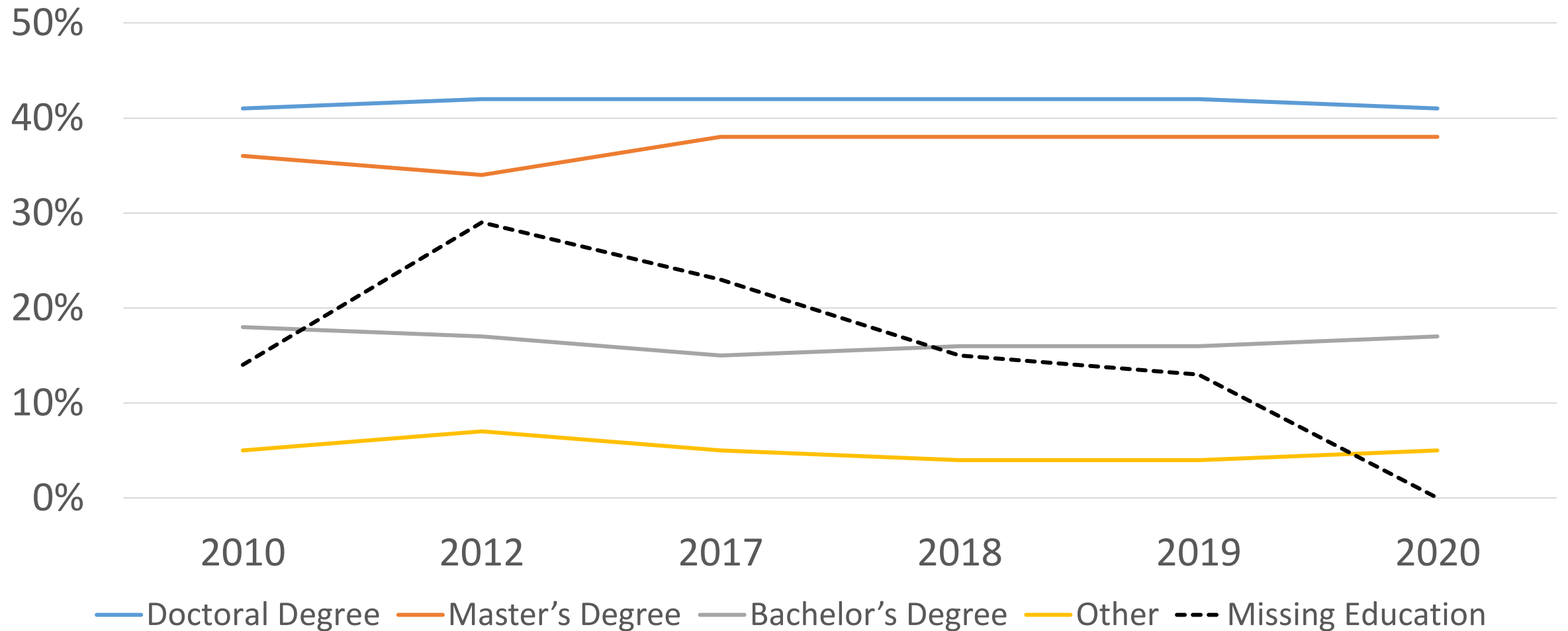Membership Affiliation
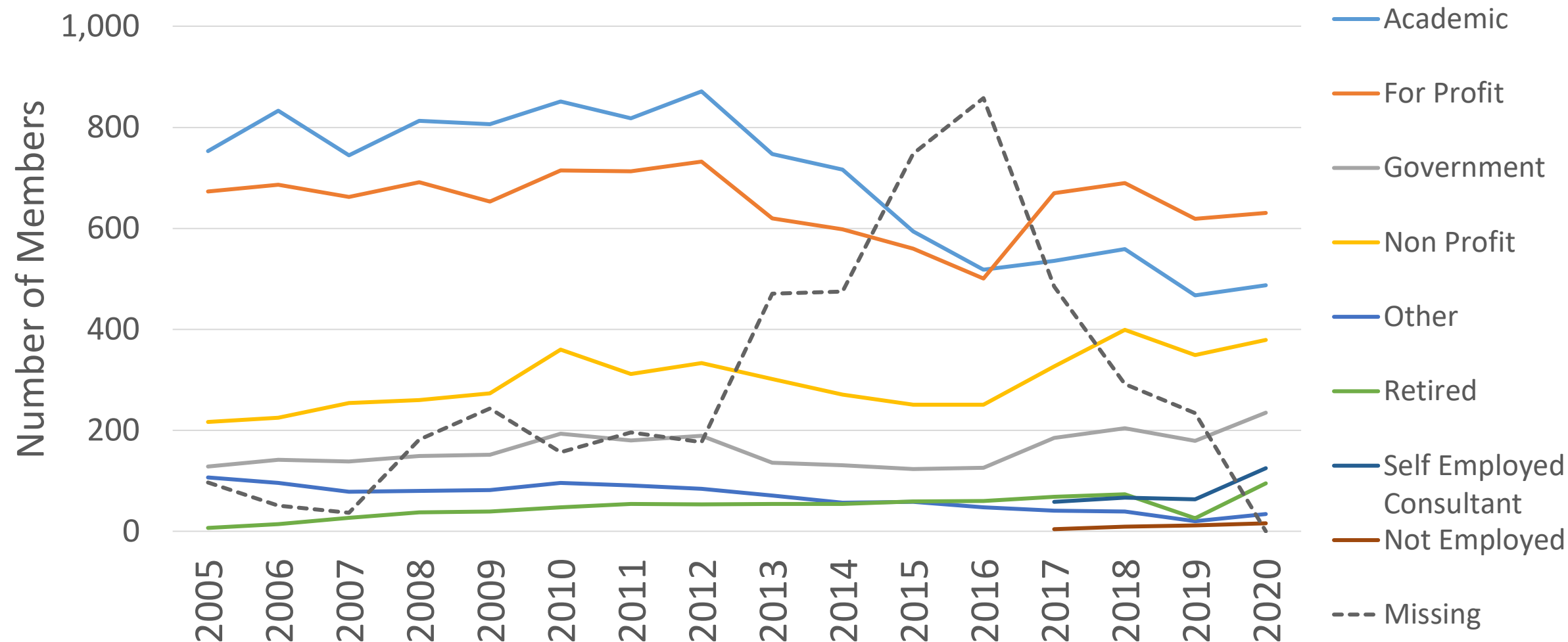
Membership by Gender

Membership by Ethnicity

Membership Average Age

Membership by Education

Legend: Doctoral Degree — Master's Degree — Bachelor's Degree — Other — Missing Education

Thank you!

Questions?

AAPOR & TECHNOLOGY

REG BAKER

FEBRUARY 17, 2021

The Imperfect Durable Union

"It is inhabited by commercial market researchers, by academic social scientists, and by government employees, all different constituencies with different goals and career paths. They meet through AAPOR and at AAPOR meetings and, without surrendering the identity provided by their training or place of employment, they take on an added, shared identify through AAPOR."

--- David Sills

The AAPOR Dilemma

- Market researchers are the first movers, quick to deploy new technologies to reduce costs and shorten cycle times while maintaining acceptable levels of data quality.

- Academics and government researchers are more cautious, reacting with experiments and methodological studies that establish validity and best practices, eventually leading to adoption.

- Dissemination of best practices back to market researchers is not always successful.

Rapid Adoption In Market Research

Telephone centers began emerging in the early 1960s

- Lower costs

- Shorter cycle times
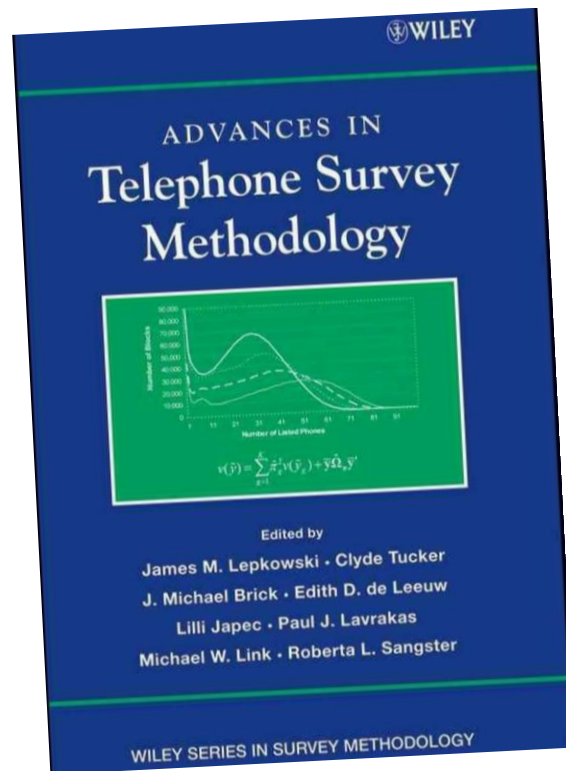
- Centralized training and supervision

1971 – Clinton Research Services began using CATI

By the early 1990s telephone interviewing was the standard.

Academics worried about coverage and data quality.

- In 1960, one in five US households did not have a telephone.

- By 1970 it had fallen to one in 10 and in the late 1980s about 93% of US households could be reached by telephone.

- Academic research focused on mode comparison studies in the 1970s and 80s found few differences between face-to-face and telephone.

- In the 1980s, CATI systems began appearing in university call centers demonstrating data quality improvements due to management of skip patterns, range checks, etc.

- The Census Bureau began to evaluate CATI.

ADVANCES IN Telephone Survey Methodology

Edited by
James M. Lepkowski · Clyde Tucker
J. Michael Brick · Edith D. de Leeuw
Lilli Japec · Paul J. Lavrakas
Michael W. Link · Roberta L. Sangster

WILEY SERIES IN SURVEY METHODOLOGY

"Because of the telephone, we have seen a change from personal interviews to impersonal methods of interviewing . . .Today the typical situation involves a phone contact by a person carefully and deliberately trained to sound and act like a tape recording. Is it any wonder that some clients see nothing wrong with saving money on telephone interviews by using computers programmed to sound like people?"

"What happens to the quality of data when things like assignment of sample, selection of random starts, rotations, administration of split-forms, and callbacks are guided by principles of efficiency rather than research logic?"

--- Ron Milavski

"The invention that will prove most disruptive to traditional telephone survey methodology is the mobile telephone."

--- Clyde Tucker & Jim Lepkowski

A series of task forces over the next decade redefined telephone methodology:

- Coverage & sampling

- Nonresponse

- Measurement

- Legal & ethical issues

- Weighting

Then the Internet happened.

- In 1998, 42% of US households owned a computer and 26% had access to the Internet.
- Market researchers saw the opportunity and adapted the concept of the mail panel to online.

"We are not challenging the validity of random sampling...We are instead investigating whether findings from huge samples of Internet respondents, coupled with sophisticated weighting processes, are as accurate as anything done on the telephone or door-to-door."

--- Gordan Black and George Terhanian

"...the sudden emergence of the World Wide Web, which has popped up here, there, and everywhere at this conference, often where least expected, like a poltergeist in the pantry...I believe, what Dr. Black proposed on Thursday night will be viewed as a step in the wrong direction, leading down a wrong path for survey researchers to take onto the World Wide Web."   -
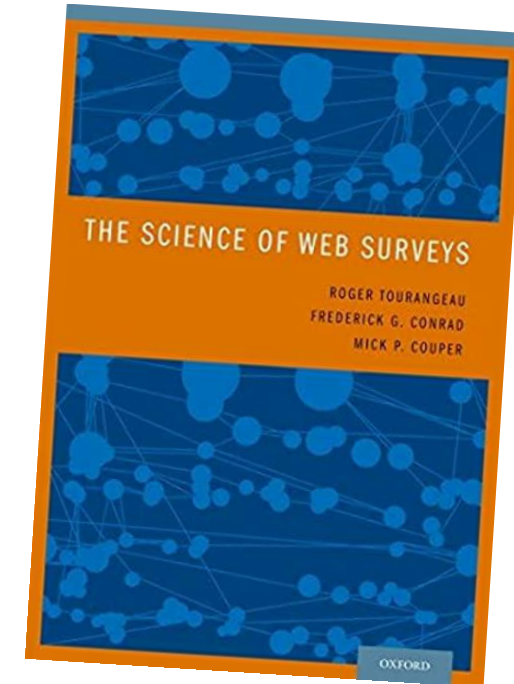-- James Beniger
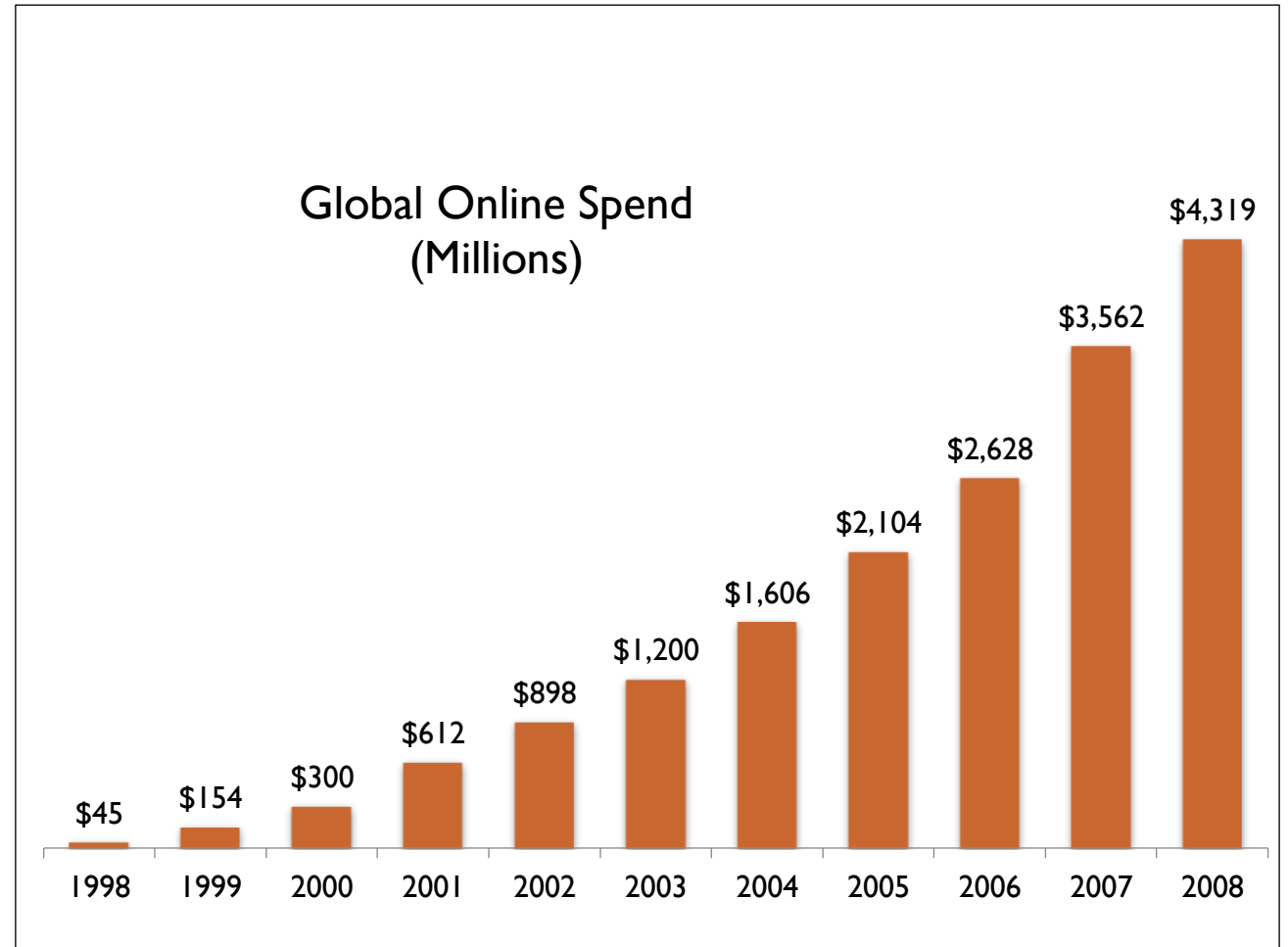
Academics saw new challenges.

- Sampling & coverage
  - Mode comparison studies
  - Probability-based panels
  - Task force reports and the search for non-probability sampling methods
- Measurement
  - Elimination of interviewers
  - Aural to visual

THE SCIENCE OF WEB SURVEYS

ROGER TOURANGEAU
FREDERICK G. CONRAD
MICK P. COUPER

OXFORD

The roots of public opinion research are in market research.

- The pioneers in the 1920's and 30's (Gallup, Roper, Crossley, etc.) brought market research methods to the study of public opinion research.

- The innovators of the war years (Likert, Guttman, Cantril, etc.) dabbled as well.

- Post WW II this work migrated to major universities (Columbia, Michigan, Chicago) and academic survey research with its steadfast reliance on the principles of scientific surveys came to dominate.

- Technology is continually pushing us to transform what we do.

- The resulting tension is a feature, not a bug, that makes us better at what we do.

Survey Research in the United States

Roots & Emergence 1890-1960

Jean M. Converse
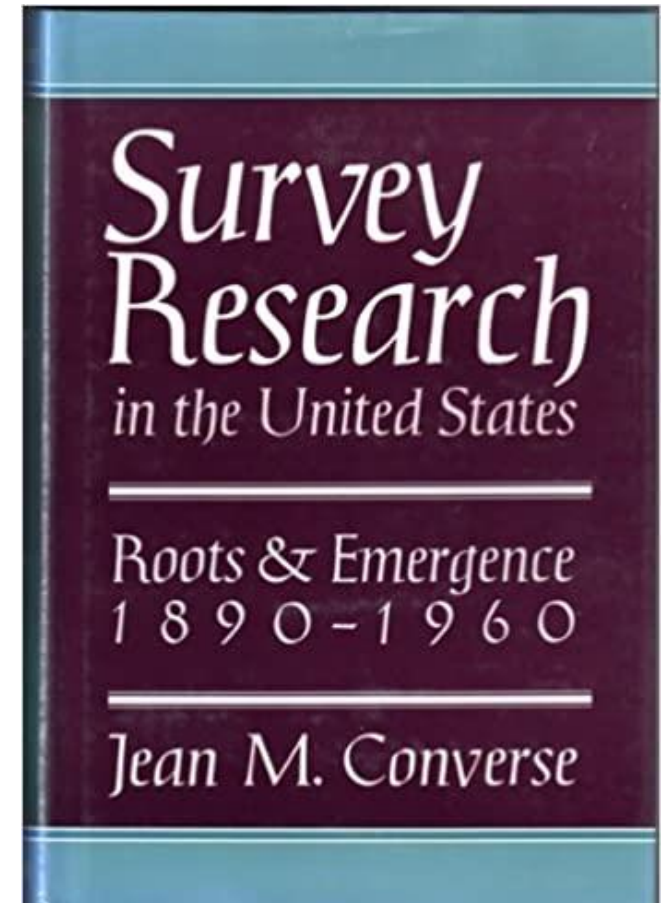
Thanks for listening!

Thirty Years of Advancement in Survey Methodology in ten minutes

Don A. Dillman

Washington State University

dillman@wsu.edu

80

First Observation

- In 1979, I was invited to give a paper at AAPOR.
- I was surprised by six things:
  - Finding Buck Hill Falls, PA, required a rental car and good map. It was not easy to get there.
  - Only about half of the attendees were academics like me.
  - When a session started, there was no one left standing in the hallways (in contrast to other professional meetings I had attended!)
  - When it was time for a meal, we talked about what had just happened in sessions.
  - I learned a lot.
- I left those meetings, anxious to come back.

The 1980's set the stage for huge changes in survey design over the next three decades

- **Telephone Survey Methodology Conference** in 1986 (Groves et al. 1988) showed surveying had a technological/computerized future, and fueled development of telephone as replacement for in-person interviews .

- *Questions and Answer in Attitude surveys* (Schuman and Presser, 1981) made it clear that we had a lot to learn about how to write survey questions.

- *Cognitive Aspects of Survey Methodology (Jabine et al. 1984) made it clear that we needed new scientific thinking on how people understood and answered questions.*

1991-2000 AAPOR made significant changes (1)

- Annual Conference grew from 500 to 765 attendees; government agencies were represented.
- Sessions grew dramatically—from 175 presentations to over 300 and the style changed-- methodological briefs.
- Survey design issues dominated our conferences: telephone interviews, cognitive design and testing issues, the impending internet and mobile phones.
- AAPORNET created by Jim Beniger; consistent with obligation to share survey advice as happened around AAPOR meals.

1991-2000 AAPOR made significant changes (2)

- AAPOR members took the lead for special conferences; measurement, computer assisted data collection, survey nonresponse.
- AAPOR became identified as the source for standard definitions on response rates, under Tom Smith's leadership.
- Recognition that "one mode fits all problems" was being abandoned, in favor of tailored design of different modes and approaches for various survey challenges.
- By 2000, AAPOR had probably become the best organization in the world for developing and disseminating knowledge about survey methodology . Murray Edleman and Mark Schulman helped me understand that.

2001-2010; A turbulent decade (1)

- Interest in web surveys dominated conferences, but sampling barriers, low response rates and nonresponse error issues became huge.

- Shift occurred from respondent cognition to motivation.

- U.S. Postal Service provided best sample frame for general public and mail became an "expensive" mode of data collection.

- The "end" of interviewing and beginning of visual self-administration required getting an understanding of how visual layout was changing how people answered questions.

- We had to come to terms with unified-mode construction to reduce measurement differences.

2001-2010; A turbulent decade (2)

- <u>Qualitative methods</u> gained importance (monograph)
- <u>Multi-national and multi-cultural</u> influences on survey response grew dramatically (monograph)
- Emphasis on short courses and task force reports. AAPOR was now host to surveyors with <u>decidedly different interests</u>.
- AAPOR grew to 1093 members and 500 conference presentations in 2010!
- Painful change to growth-oriented professional management and meeting in big cities.
- A new journal, <u>Survey Practice.</u>

2011-2020 Diversity of interests became the New Normal

- Voice telephone in sharp decline, with very low response rates.
- Web-push methods as potential replacement for telephone increased dramatically.
- Internet-only panels gained interest.
- Electronic devices and smart phones required rethinking survey measurement.
- A third periodical, the Journal of Survey Statistics and Methodology (joining POQ and Survey Practice) became important.
- AAPOR's teaching function expanded through webinars in addition to short courses.
- Do it yourself web survey software expanded use of survey methods to fueling a rapid feedback process with new survey actors.

2020 What's Next?

- Will AAPOR become partly or mostly virtual conference? This could expand its reach significantly.

- Is more coordination with the European Survey Research Association warranted? It now has broader coverage of cross-cultural methods.

- Will measurement of answers to survey questions follow a most common denominator approach with smartphone capabilities and limitations?

- Will survey methodology lose importance as institutional records and sensors take over certain previous survey tasks?

- This is a really exciting time to be a survey methodologist in AAPOR.

Thank you

This brief presentation is drawn from:

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Thanks to Tom Smith and AAPOR for encouraging us to document our origins and development . And, thanks to the AAPOR membership for being an important source of innovation for designing and conducting surveys.

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Q&A

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