



## AAPOR2025 Strategic Vision

### Background:

AAPOR continues, since its founding in 1947, to be the premier professional association of individuals dedicated to advancing the study of “public opinion,” broadly defined and used here to include opinions, attitudes, norms, values, behaviors and related constructs. AAPOR members work in all areas of research involving public opinion data -- for academic, policy, business, government and public information purposes, and among a wide range of uses that contribute to the public good. Equally important, we continually work to improve the conceptualization of public opinion and the methods and measures used to collect relevant data. Dramatic and continued changes in technologies, methodologies (quantitative and qualitative), and globalization are, however, rapidly changing the landscape across which AAPOR members work. The Association now faces opportunities and challenges previously unseen.

In December 2013, AAPOR Council authorized the formation of the AAPOR2025 Task Force. The purpose of the task force is to develop a set of forward-looking vision statements to guide the long-term strategic thinking of the Association over the next decade. Consistent with the mission and goals of the Association, the AAPOR2025 Strategic Vision is established by AAPOR Council as a statement on the character and purpose of AAPOR in the year 2025 to ensure the Association remains vibrant, prominent, and relevant for future generations of members.

### The AAPOR of 2025 is an organization that:

**Promotes Our Core Values Across All Members:** The hallmark of AAPOR continues to be its members’ commitment to demonstrating and promoting the core values of *collegiality, integrity, rigor, transparency* and *intellectual-sharing* in the advancement of knowledge, collaboration, and education. The AAPOR Code of Professional Ethics and Practices continues to serve as a base of common understanding and practice among members in this regard. AAPOR should continue to provide an environment that fosters these values across disciplines, industry sectors, methodologies, geography, experience levels, and societal-groups (including gender, race, ethnicity, nationality, age and sexual orientation).

**Supports a Multidisciplinary Membership:** A primary driver of AAPOR’s longevity is a diverse membership that focuses on conceptualizing, measuring, and understanding public opinion in its many forms across numerous disciplines and an array of institutions world-wide. So as new ways of expressing, gauging and interpreting public opinion emerge, AAPOR should continually identify and support potential new members and constituents, even though some of the disciplines may be newly formed or have little history with the Association.

**Assesses New Public Opinion Theories and Methods:** The ways in which public opinion is formed, expressed, conceptualized and measured continue to multiply and diversify. Thus AAPOR should remain open to evaluating an array of new approaches and methodologies, beyond those supported historically by the Association, and spearhead assessments of their viability for measurement and inference. This includes moving beyond reliance on traditional survey methods as the primary vehicle for collecting valid data. AAPOR should lead in the establishment of a new paradigm of measurement research that evaluates and promotes alternative designs and methodologies for generating insights into and drawing scientific conclusions about public opinion.

**Promotes the Use of Scientific Approaches in Collecting, Evaluating and Interpreting Data:** AAPOR is committed to a fundamental belief in a scientific approach to the generation of data and their systematic interpretation. As the approaches for collecting and interpreting data continue to multiply and diversify, AAPOR should exert leadership in maintaining data quality regardless of the methodologies being employed. This includes the development and promotion of all possible means to improve quality, such as industry best practices, white papers, journal offerings, educational forums, and industry tools. AAPOR is committed to promoting transparency in any and all methods used to collect and produce inferences from public opinion data.

**Provides Professional Development and Educational Opportunities:** AAPOR should continue to be the premier organization where members and others with shared-interests can obtain continuing education, share knowledge and points-of-view, develop new skills, and stay current with the many changes affecting our industry and practices. AAPOR also fosters relationships with student members and those new to the profession in ways that engage them professionally with AAPOR and the field.

**Educates the Public, the Media, and Decision-makers on the Importance of Quality Measurement of Public Opinion:** AAPOR should play a significant and visible role informing the public, journalists, and policymakers about the role high quality research plays in a democracy and how it affects the many decisions that impact people's daily lives. This includes active outreach deeper and earlier in the education system; proactively advancing knowledge about what makes for good measurement; sharing such research findings; advocating for the use of quality research and data in decision-making; recognizing the growing concerns of privacy and confidentiality; and actively encouraging public cooperation with research requests.

**Advocates for the Support and Funding of Essential Public Opinion-related Activities and Organizations:** Within the boundaries of its mission, AAPOR should actively support efforts that inform policymakers and relevant funding agencies of activities and organizations (governmental and otherwise) viewed as essential to public opinion research. Because these organizations are critical to the environment in which AAPOR and its members operate, the ability of these organizations to conduct their missions is often of vital interest to the Association.

**Collaborates Globally with Organizations that Have a Mutual Interest in Public Opinion:** AAPOR should be a proactive and ongoing partner in the international network of organizations dedicated to the pursuit and understanding of public opinion and measurement methods. These collaborations allow AAPOR to leverage opportunities, facilitate the advancement of knowledge, establish common best practices, and better serve its members and other constituencies. These organizations include, but are not limited to, research or public opinion-related organizations, universities, and not-for-profit groups around the world that are interested in understanding and promoting the scientific collection and valid use of public opinion data.

### **Reporting Progress to Members**

To keep members apprised of progress towards realization of the AAPOR2025 Strategic Vision, AAPOR Executive Councils seated 2014 through 2025 will, at a minimum, present a report on related activities at the annual May meeting.

### **About the Task Force**

The AAPOR2025 Task Force members included: Michael Link, Chair (Nielsen), Jennifer Romano Bergstrom (Fors Marsh Group), Jennifer Hunter Childs (U.S. Census Bureau), **Eleni Delimpaltadaki** (The Opportunity Agenda), **Patricia Moy** (University of Washington), **Joe Murphy** (RTI International), **Robert Santos** (The Urban Institute), and Michael Schober (New School for Social Research). In developing this vision statement, the task force gathered input and feedback from a number of sources, including interviews with a diverse set of professionals at various stages of their careers, review of long-term strategic visions put forth by other professional organizations, and feedback by the members.