



**69th Annual
Conference**



**Measurement
and the Role of
Public Opinion
in a Democracy**

Conference Program

May 15 – 18, 2014

Anaheim Marriott • Anaheim, CA



Ipsos Public Affairs

conducts strategic research in more than 100 countries around the world in partnership with clients from government, public, corporate, and not-for-profit sectors.

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**69th Annual
Conference**

May 15 – 18, 2014
 Anaheim Marriott
 Anaheim, California

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Greetings!

Welcome to Anaheim and the 69th Annual Conference of the American Association for Public Opinion Research (AAPOR).

This year's conference includes four days of provocative sessions and a distinguished plenary with Steve Schmidt, Vice Chairman of Public Affairs at Edelman, Garry South, Principal of The Garry South Group, and Raphael J. Sonenshein, Executive Director of the Edmund G. "Pat" Brown Institute for Public Affairs at California State University, discussing our conference theme, "**Measurement and the Role of Public Opinion in a Democracy.**" We encourage you to take advantage of the exceptional learning opportunities and networking planned for our attendees, as well as all that Anaheim has to offer.

Many of our more than 500 papers for the conference touch on some aspect of this year's theme. For example: Does public opinion have a negative or a positive effect on policymakers? Is there a relationship between the opinions of the electorate and what legislators actually do? Should legislators and other leaders take public opinion into account in decision-making? The conference will also feature presentations discussing the power (or not) of social media. For instance, did Facebook or other social media change the course of events in the world? As the world watched the Arab Spring revolution in real time, did social media increase the opportunity for the public to express their opinion and make it impossible for leaders to ignore public opinion?

Presenters will explore big data and how it can be scientifically evaluated and look at big government data such as the American Community Survey to see how government is adapting to the new environment. There will be panels and papers on issues affecting Americans today, among them the economy, immigration, healthcare and the Affordable Healthcare Act, LGBT issues, and race and ethnicity. Many of these issues have global applications.

In keeping with long-standing AAPOR tradition, the 2014 conference will be rich with discussion on the shaping of public opinion and the consequences for individuals and collectives. Presentations will address all aspects of survey research methodology. In-depth, half-day short courses (a seventh course

(next page)

Conference App

A big thank you to **RTI International** for developing and donating a conference app containing AAPOR annual meeting 2014 program information and a terrific scheduling tool. The AAPOR 2014 app is available for download for both Apple (iPhone/iPad) and Android devices from the app stores. Please see www.aapor.org/Conference for more information.



added this year), “meet the author” sessions and an **outstanding exhibit hall** will offer additional opportunities for attendees to develop their expertise and ensure maximum educational benefits.

We are offering several new features this year to increase the impact of the conference. **AAPOR’s first-ever ResearchHack** will challenge the minds of new members, as they form teams to solve a real-life research problem for the leading domestic hunger-relief charity, Feeding America. Over two days, teams will compete to innovate research methodology using the Instagram app as a collection tool.

Kick off the shoes and bust some moves on Saturday night at the Hollywood-themed Post-Award Banquet Party. The DJ will be spinning tunes and we’ll have a photo booth to capture the action.

Grab coffee and join us for the **Sunday Breakfast Roundtable Discussion: “Does Public Opinion Matter to Leaders? Real-World Politics and Possibilities.”** A panel of seasoned political pollsters, along with our own moderators Robert Y. Shapiro and Cliff Zukin, will hold a concluding discussion on the conference theme.

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



Susan Pinkus,
Conference Chair



Dawn V. Nelson,
Associate Conference Chair

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.



CITY OF ANAHEIM
MAYOR TOM TAIT

May 15, 2014

American Association for Public Opinion Research
2014 Annual Conference
Anaheim, CA

To All Attendees:

On behalf of the City of Anaheim, I am delighted to extend a warm welcome to everyone attending the AAPOR 69th Annual Conference – Measurement and the Role of Public Opinion in a Democracy - being held at the Anaheim Marriott from May 15 - 18, 2014.

The AAPOR is recognized for their dedication to advancing the science and practice of survey and opinion research and this conference affords attendees an excellent opportunity to learn ways to improve survey research and how it is conducted and disseminated. I applaud your commitment to the AAPOR Code of Professional Ethics and Practice, pledging to maintain high standards of scientific competence and integrity in the development of best practices, methods, and resources to assist researchers. This conference also presents a wonderful opportunity to exchange ideas and recognize members for their outstanding accomplishments and professional contributions.

By coming to Anaheim, the City of Kindness, you will have an opportunity to enjoy our world-class attractions and amazing weather. Anaheim is California's 10th largest city and the sports, entertainment and hospitality heart of Orange County. It is a sincere pleasure to have this opportunity to extend our hospitality to you.

Please enjoy your stay, and I hope you will come back to visit again in the near future.

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Tait".

Tom Tait
Mayor

200 South Anaheim Boulevard, Anaheim, California 92805
(714) 765-5247 • FAX (714) 765-5164 • www.anaheim.net

General Information

The AAPOR Registration Desk is located at the Anaheim Marriott in the Platinum Registration area.

Short Course Registration Hours

Wednesday, May 14 Noon – 3:00 p.m.

AAPOR General Registration Hours

Wednesday, May 14 4:00 p.m. – 6:00 p.m.

Thursday, May 15 7:00 a.m. – 5:00 p.m.

Friday, May 16 7:30 a.m. – 4:30 p.m.

Saturday, May 17 7:30 a.m. – 3:00 p.m.

Sunday, May 18 7:30 a.m. – 10:15 a.m.

Badges

Participation in the annual conference is limited to registered attendees. The official conference badge is required for admission to all sessions, social activities and the exhibit hall. Stop by the registration desk for changes to your badge.

Meal Tickets

Tickets will be collected at each core meal function. Be sure to bring your ticket with you.

Speaker Materials

Presenters who plan to use PowerPoint® (or similar software) must bring their presentation on a flash drive to the AV technician in Gold Key III at least 24 hours prior to their session. The presentations will be loaded onto the computer in the designated meeting room.

Conference Materials

The final program and abstracts are available on the conference website.

Messages

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

Plenary Session

Thursday, May 15, 8:00 p.m. – 9:30 p.m.

Measurement and the Role of Public Opinion in a Democracy

Location: Marquis Ballroom

This year's plenary session will explore the conference theme, Measurement and the Role of Public Opinion in a Democracy. Our distinguished panelists have consulted and strategized on many national and local campaigns. Their work requires a keen appreciation of what the American public thinks. They have worked on presidential, congressional, gubernatorial and local races, as well as specific ballot initiatives. Their insights will help us understand how public opinion shapes discussion by their candidates and they will address the relationship between leadership and voter opinion.

AAPOR is pleased to welcome two well-known, successful political strategists and campaign consultants as our plenary speakers: Republican strategist Steve Schmidt and Democratic strategist Garry South. Moderating the discussion is Dr. Raphael Sonenshein. Dr. Sonenshein is Executive Director of the Edmund G. "Pat" Brown Institute for Public Affairs at California State Los Angeles.

Plenary Session participants include:



Steve Schmidt joined Edelman in 2010 as Vice Chairman of Public Affairs. Steve provides strategic counsel to Fortune 500 companies, professional sports teams and nonprofits. Previously he worked on Capitol Hill as a communications director for the National Republican Congressional Committee, served as one of the top strategists during President Bush's 2004 re-election, as a deputy assistant to President George W. Bush

and counselor to Vice President Dick Cheney. Steve directed strategic communications for the nomination of Chief Justice John Roberts and led the nomination of Justice Samuel Alito. In 2006, he was campaign manager for the re-election of California Governor Arnold Schwarzenegger and also served as the senior advisor to Senator John McCain's presidential campaign.

Steve has a BA in Political Science from the University of Delaware and is a Senior Fellow at the University's Center for Political Communication.

Plenary Session

Thursday, May 15, 8:00 p.m. – 9:30 p.m.



Garry South, Principal of The Garry South Group, has been called the “Carville of California” by *The New York Times* and “California’s political chess master” by the *Los Angeles Times*. In 1998, South managed the come-from-behind victory of Gray Davis as the first Democratic governor of California elected in 20 years. In 2002, he directed Davis’ re-election effort, helping Davis become only the third Democratic governor in the state’s history to win a second four-year term. In 2000, South was a top advisor to Al Gore’s California presidential campaign, which carried the state by 12% and 1.3 million votes.

South is a member of the Council on American Politics of George Washington University’s Graduate School of Political Management, the author of many opinion pieces for major publications such as the *Los Angeles Times*, *Politico* and *Huffington Post*, and a regular guest commentator on NPR and other radio programs. South is also a member of the Advisory Board for Capitol Weekly.

A native of Montana, South graduated with honors from the University of Montana, where he served as student body president. In 2008, he was the recipient of the University’s Distinguished Alumni Award.



Raphael J. Sonenshein is the Executive Director of the Edmund G. “Pat” Brown Institute for Public Affairs at California State University, Los Angeles and Director of the Pat Brown Institute (PBI) poll. Previously, he was chair of the Division of Politics, Administration, and Justice at California State University Fullerton where he taught political science for 29 years. He received his BA in public policy from Princeton, and his MA and PhD in political science from Yale. His book, *Politics in Black and White: Race and Power in Los Angeles* (Princeton University Press, 1993), received the 1994 Ralph J. Bunche Award from the American Political Science Association.

Dr. Sonenshein served as the political consultant to the election-day *Los Angeles Times* Exit Poll. His monthly column, “The Jewish Vote” in the *Jewish Journal* was nominated in 2005 for the best editorial by the Los Angeles Press Club and in 2013 for the best online political commentary.

Highlights

Education – Short Courses

Seven in-depth short courses are offered to enhance your learning experience.

- Course 1:** Going Mobile with Survey Research: Design, Data Collection, Sampling and Recruitment Considerations for Smartphone and Tablet-Based Surveys
- Course 2:** Cognitive Interviewing
- Course 3:** Multilevel Modeling with Complex Sample Survey Data
- Course 4:** The Use of Paradata to Model Response Propensities and Inform Responsive Design Decisions
- Course 5:** Digital Research: Methodological Best Practices
- Course 6:** Conducting Better Mixed-Mode Surveys
- Course 7:** Total Survey Error in Project Management

There is still time to register for a short course.
Sign up at the registration desk.

For course descriptions see pages 61 – 62, 69 – 71 and 198.

Exhibit Hall Hours

Thursday, May 15	3:00 p.m. – 5:30 p.m.
Friday, May 16	7:00 a.m. – 4:30 p.m.
Saturday, May 17	7:00 a.m. – 2:00 p.m.

The AAPOR Exhibit Hall, located in the Grand Ballroom, is your best source of information about products, services, survey planning and design from key vendors interested in the important issues facing the public opinion and survey research community.

Win a \$100 gift card by visiting the AAPOR Exhibit Hall! Drop off your business card in the exhibit hall near the entrance to the Plenary Sessions. The drawing will be held during Saturday's lunch, located in the Marquis Ballroom. Exhibit personnel are not eligible to win.

Highlights



NEW!

New This Year! AAPOR ResearchHack

Sponsored by **nielsen**

ResearchHack Kickoff!

Thursday, May 15, Noon – 12:45 p.m. • Platinum 7 & 8

ResearchHack Preliminary Pitch

Thursday, May 15, 9:30 – 11:00 p.m. • Platinum 7 & 8

ResearchHack – Professional Development Session: Presentation of Finalists Research Proposals

Friday, May 16, 4:15 – 5:45 p.m. • Platinum 4

ResearchHack Winning Pitch Announced at AAPOR Awards Banquet

Saturday, May 17, 7:45 – 10:00 p.m. • Marquis Ballroom

AAPOR's first-ever **ResearchHack** aims to challenge the minds of new members to innovate research methodology using the **Instagram** app as a data collection tool. Hackers will solve a real-life research problem for the leading domestic hunger-relief charity, **Feeding America**, and present their innovative research ideas over a two-day period.

See more on the ResearchHack Facebook page at www.facebook.com/aaporresearchhack

New-Member & All-Chapter Reception

Thursday, May 15, 5:45 – 7:00 p.m. • Platinum 5

Places to go and people to meet – that's what this reception is all about! First-time attendees get the chance to mix and mingle with long-time AAPORites, get a feel for what AAPOR is all about, and learn what's going on at each of AAPOR's seven regional chapters.

Dinner and Plenary Session

Thursday, May 15, 7:00 – 9:30 p.m. • Marquis Ballroom

Enjoy a great meal and the mental stimulation that only the AAPOR conference can deliver! The floor will be open for questions following the plenary presentation.

Presidential Address and Lunch

Friday, May 16, 11:45 a.m. – 1:45 p.m. • Marquis Ballroom

Join fellow attendees for lunch and an insightful Presidential Address from AAPOR President Rob Santos.

Student Meet and Greet

Friday, May 16, 6:00 – 7:30 p.m. • Platinum 10

Calling all students! Join us for a student meet-and-greet hosted by the AAPOR Membership & Chapter Relations Committee. Come meet and mingle with other students, learn more about AAPOR resources, and share your thoughts about how AAPOR can best serve our student members. Refreshments will be provided. And whether or not you make it to the meet-and-greet, join other students for an informal dinner in Downtown Disney (meet in the Anaheim Marriott Lobby at 7:45 p.m. Email crsteele@uisc.edu to RSVP).

Networking Luncheon and Very Special Guest

Saturday, May 17, 11:30 a.m. – 12:45 p.m. • Marquis Ballroom

Meet up with old and new friends. Join us to celebrate the accomplishments of AAPOR's Fun Run/Walk and Annual Golf Outing participants. Also, don't miss a visit from a very special guest!

AAPOR Membership and Business Meeting

Saturday, May 17, 5:15– 6:45 p.m. • Platinum 1 & 2

AAPOR members are encouraged to attend the annual business meeting to learn more about the past year's accomplishments and future initiatives of the association.

President's Reception & AAPOR Awards Banquet

Saturday, May 17, 7:00– 10:00 p.m. • Platinum 1-4 Foyer and Marquis Ballroom

President Reception Sponsored by 

AAPOR's traditional Saturday night program is a chance to enjoy a cool drink before joining colleagues for a delicious meal and spirited idea exchange. Join us as we welcome the newly elected executive councilors and toast the award winning accomplishments of AAPOR members and friends.

Post Banquet Party

Saturday, May 17, 10:00 p.m. – 1:00 a.m. • Platinum 5

Back by popular demand! If a great DJ, dancing and a Hollywood theme aren't enough, a photo booth will allow AAPORites to "capture the moment." Don't miss this much anticipated event where you can catch up with friends while dancing the night away.

Highlights (continued)

Breakfast Roundtable Discussion

Sunday, May 18, 7:30 – 9:30 a.m. • Platinum 6



A new feature for 2014, we invite you to our Breakfast Roundtable discussion on Sunday. Join seasoned political pollsters Celinda Lake, Jon McHenry, James Fishkin, Steven Kull, along with moderators Robert Y. Shapiro and Cliff Zukin, for “Leaders and Public Opinion: Real-World Politics and Possibilities,” a concluding discussion of the conference theme. This discussion is also part of a follow-up discussion to “Polling and Democracy,” the report of the AAPOR Task Force Report on Public Opinion and Political Leadership.

Things to Do, Places to Go: AAPOR Social Activities

Anaheim Angels Baseball Game

Friday, May 16, buses will leave promptly at 6:00 p.m.

Meet outside the Ballroom Entrance (by Platinum 1)

Celebrate surviving the “Winter of 2014” by joining your AAPOR colleagues for an evening of baseball, hotdogs and warm SoCal weather when the Anaheim Angels host the Tampa Bay Rays at Angel Stadium of Anaheim. No matter who wins, the evening promises to be snow-free! Ticket price includes round-trip transportation.

Fun Run/Walk


Sponsored by nielsen

Saturday, May 17, 7:00 a.m.

Meet outside the Ballroom Entrance (by Platinum 1)

The run/walk will depart from outside the Ballroom Entrance (by Platinum 1). If you would like to enter into some competitive early morning exercise, or simply enjoy some fresh air, this is just for you! All participants will receive bottled water. Volunteers will be available on Saturday morning to guide participants to the starting line. Advance registration is not required. A waiver must be signed on site to participate. Awards will be given to the top runners and to those record-breaking walkers.

Golf

Sponsored by 

Thursday, May 15, 7:25 a.m.

The annual AAPOR golf outing will be held at the Dad Miller Golf Course in Anaheim, with tee times starting at 7:25 a.m. The Dad Miller Golf Course opened in 1963 and features a lake with lovely trees surrounding the fairways. As Tiger Woods' home course during high school, Dad Miller is a favorite among those who like to walk. Enjoy a pleasurable, even-paced round of golf on a course noted for its flat terrain, mature trees and a 614-yard par 5.

Applied Probability

Saturday, May 17, 10:00 p.m.

Newport Beach/Rancho Las Palmas, Lower Level

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

Speed Networking – Two Sessions

Friday, May 16, 3:15– 4:15 p.m. and Saturday, May 17, 12:45– 2:15 p.m.

Platinum 5

Two Speed Networking sessions are offered each year at the annual conference. These interview opportunities are designed for those who are exploring career possibilities. These sessions are not intended for commercial activities. Conference attendees may sign up for 15-minute sessions at the sign-up table located outside Grand Ballroom Salon D or during the networking session. A list of companies participating in the Speed Networking sessions and a sign-up sheet will be available at the registration desk. Be sure to bring plenty of business cards!

Student Activities

Thursday, May 15

9:00 a.m. – 1:00 p.m.

Student meet-up/trip to

Downtown Disney

Meet in the Anaheim Marriott Lobby

Thursday, May 15

5:45 – 7:00 p.m.

New Member & All-Chapter

Reception

Platinum 5

Friday, May 16

6:00 – 7:30 p.m.

Student Meet & Greet

Platinum 10

Friday, May 16

7:45 p.m.

Informal student dinner off site

Meet in the Anaheim Marriott Lobby

(Email Clarissa Steele,

crsteele@wisc.edu to RSVP)

AAPOR Executive Council

2013–2014



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Robert L. Santos
The Urban Institute



Vice President/President-Elect

Michael W. Link
The Nielsen Company



Past President

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2013–2014



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2013–2014



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Councilor-at-Large

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*Rutgers University, John J. Heldrich
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Executive Director

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1949-50 Paul F. Lazarsfeld	1983-84 Laure M. Sharp
1950-51 Julian L. Woodward	1984-85 Albert E. Gollin
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1954-55 George H. Gallup, Inc.	1988-89 Warren J. Mitofsky
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1960-61 Robert O. Carlson	1994-95 Andrew Kohut
1961-62 John W. Riley, Jr.	1995-96 Robert M. Groves
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1963-64 Charles Y. Glock	1997-98 James R. Beniger
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1978-79 Reuben Cohen	2012-13 Paul J. Lavrakas
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1980-81 Helen J. Kaufmann	

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F. Chris Garcia		Larry Ulin

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 AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

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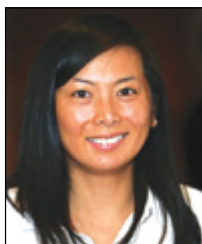
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AAPOR Award for Exceptionally Distinguished Achievement

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

2013	Floyd J. "Jack" Fowler, Jr.	1987	Norman Bradburn Seymour Sudman
2012	Daniel Yankelovich	1986	Philip Converse
2011	Stanley Presser	1985	Daniel Katz
2010	Michael W. Traugott	1984	Ithiel de Sola Pool
2009	Elizabeth Martin	1983	Paul K. Perry
2008	Kathleen Frankovic	1982	Paul B. Sheatsley Matilda White Riley John R. Riley, Jr. Wilbur Schramm
2007	Harry O'Neill	1981	Lester R. Frankel
2006	Norman H. Nie	1980	Shirley A. Starr
2005	Andrew Kohut	1979	Mervin D. Field
2004	Benjamin I. Page	1978	W. Phillips Davison
2003	Don A. Dillman Frank Stanton	1977	Leo Bogart
2002	Tom W. Smith	1976	Joseph T. Klapper
2001	Robert Groves	1975	Raymond A. Bauer
2000	Philip Meyer	1974	Bernard Berelson
1999	Charles Cannell	1973	Rensis Likert
1999	Warren J. Mitofsky	1972	Jean Stoetzel
1998	Albert E. Gollin	1971	Walter Lippman
1997	Irving Crespi	1970	Archibald M. Crossley
1996	Eleanor Singer	1969	Roper Public Opinion Research Center
1995	Herbert I. Abelson	1968	Elmo C. Wilson
1994	Howard Schuman	1967	Hans Zeisel
1993	Jack Elinson	1966	Hadley Cantril
1992	James Davis	1965	Harry H. Field
1991	Joe Belden	1964	Harold D. Lasswell
1990	Herbert E. Krugman	1963	George H. Gallup, Inc.
1989	Gladys Engel Lang Kurt Lang	1962	Angus Campbell
1988	Burns W. Roper		

Award Winners

Book Award

The AAPOR Book Award recognizes influential books that have stimulated theoretical and scientific research in public opinion; and/or influenced our understanding or application of survey research methodology. Eligibility for the AAPOR Book Award includes any book in the field that is at least three years old (to allow time for books to be read and reviewed), including books published before or during the period covered by the AAPOR list of the Fifty Books That Have Significantly Shaped Public Opinion Research 1946-1995.

Winner:

Mick Couper, *Survey Research Center, University of Michigan*
"Designing Effective Web Surveys", Cambridge University Press, 2008

Warren J. Mitofsky Innovators Award

The Warren J. Mitofsky Innovators Award recognizes accomplishments in the fields of public opinion and survey research that occurred in the past ten years or that had their primary impact on the field during the past decade. The innovations could consist of new theories, ideas, applications, methodologies or technologies. To be considered for the award, innovations must be publicly documented. The award can be given to individuals, groups or institutions.

Winners:

Willem Saris, *Pompeu Fabra University, Spain*
Daniel Oberski, *Tilburg University, The Netherlands*

For their work on the *Survey Quality Predictor (SQP)* which is a publicly available computer program that predicts the validity and reliability of survey questions and is based on findings from a large-scale meta-analysis of experiments conducted on more than 3,000 survey questions.

Award Winners

Policy Impact Award

The AAPOR Policy Impact Award acknowledges that a key purpose of opinion and other survey research is to facilitate well informed decision-making. The award recognizes outstanding research that has had a clear impact on improving policy decisions, practice, and discourse, either in the public or private sectors.

Winner:

U.S. Bureau of Justice Statistics (BJS) and its contractors, RTI International, Westat, NORC and the U.S. Census Bureau, for the National Prison Rape Statistic Program.

These organizations are recognized for their joint work doing collaborative research on the impact of the Prison Rape Elimination Act of 2003.

Burns “Bud” Roper Fellows

The Burns “Bud” Roper Fellow Award is named for the late Burns “Bud” Roper who provided a substantial bequest in his will. Roper Fellows must demonstrate primary work responsibilities related to survey research or public opinion and have recently started their careers. Fellows receive financial assistance to help them attend the AAPOR Annual Conference and/or participate in conference short courses; most are first-time conference attendees.

Winners:

Laura Davidson, *Washoe County School District*

Roger Feltman, *Anderson, Niebuhr & Associates*

Ryan Flood, *Castleton Polling Institute*

Farrah Graham, *Virginia Commonwealth University*

Samara Klar, *University of Arizona*

Amanda Skaff, *Mathematica Policy Research*

Award Winners

Seymour Sudman Student Paper Competition Award

The Seymour Sudman Student Paper Competition Award is given as a tribute to Seymour Sudman in memory of his many contributions to survey methodology, his leadership in the AAPOR community and his teaching and mentoring of students in the survey research profession.

Winner:

Nikki L. Graf, *Department of Sociology, University of Wisconsin-Madison*

"Parenthood and Voter Turnout: Children as Resource Drain or Mobilizing Force?"

Student Travel Award

The AAPOR Student Travel Award funds graduate student attendance at the AAPOR Annual Conference. Student Travel Awards help to offset the expense of attending the conference. The awards are offered to students who are in need of financial support to attend the annual conference and experience this important educational and collegial event for public opinion and survey researchers.

Winners:

Vilma Agaloti-Sgompou, *University of Essex*

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LaToya Blanks, *University of Arkansas*

Morgan Jones, *E. Tennessee State*

Kirstin Scott, *Harvard University*

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Congratulations
AAPOR Annual T-Shirt Contest Winner!

A. Rupa Datta
NORC at the University of Chicago



**"The Weighting is
the Hardest Part"**

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

AAPOR Committee Meetings

Wednesday, May 14

Time	Event	Location
Noon – 5:00 p.m.	AAPOR Executive Council	Orange County 1 - 3

Friday, May 16

7:00 a.m. – 8:00 a.m.	Financial Oversight Committee	Desert Springs
7:00 a.m. – 8:00 a.m.	Membership and Chapter Relations Committee	La Jolla
7:00 a.m. – 8:00 a.m.	Transparency Initiative Coordinating Committee	Los Angeles
7:00 a.m. – 8:00 a.m.	Big Data Task Force	Rancho Las Palmas
7:00 a.m. – 8:00 a.m.	Substantive and Methodological Balance Task Force	Newport Beach
12:30 p.m. – 1:45 p.m.	Public Opinion Quarterly Advisory Committee	Desert Springs

Saturday, May 17

7:00 a.m. – 8:00 a.m.	Archive Committee	Desert Springs
7:00 a.m. – 8:00 a.m.	Investment Committee	Los Angeles
11:30 a.m. – 12:45 p.m.	2025 Initiative Task Force	Rancho Las Palmas
11:30 a.m. – 12:45 p.m.	Communications Committee	Desert Springs
11:30 a.m. – 12:45 p.m.	Development Committee	San Diego
11:30 a.m. – 12:45 p.m.	Education Committee	La Jolla
11:30 a.m. – 12:45 p.m.	Membership and Chapter Relations – Chapter Reps	Los Angeles
11:30 a.m. – 12:45 p.m.	Standards Committee	Newport Beach
11:30 a.m. – 12:45 p.m.	AASRO Luncheon	Platinum 10

AAPOR Social Activities

Thursday, May 15

Time	Event	Location
7:25 a.m.	Golf Outing	Dad Miller Golf Course
9:00 a.m. – 1:00 p.m.	Student Meet-up/ Trip to Downtown Disney	Meet in Anaheim Marriott Lobby
6:00 p.m. – 7:00 p.m.	New Member/ All-Chapter Reception	Platinum 5
9:30 p.m. – 10:30 p.m.	Dessert Reception	Platinum 5

Friday, May 16

6:00 p.m. – 7:30 p.m.	Student Meet & Greet	Platinum 10
6:00 p.m. – 10:00 p.m.	Anaheim Angels Baseball Game	Outside the Ballroom Entrance (by Platinum 1) Bus will depart promptly at 6:00 p.m.
7:45 p.m.	Informal Student Dinner Off site (Downtown Disney)	Meet in Anaheim Marriott Lobby

Saturday, May 17

7:00 a.m.	Fun Run/Walk	Outside the Ballroom Entrance (by Platinum 1)
7:00 p.m. – 7:45 p.m.	President's Reception	Platinum 1-4 Foyer
10:00 p.m. – 1:00 a.m.	Post Banquet Party	Platinum 5
10:00 p.m. – 2:00 a.m.	Applied Probability	Newport Beach/ Rancho Las Palmas, Lower Level

Schedule of Events

Wednesday, May 14

Noon – 3:00 p.m. **Short Course Registration Desk Open**

2:30 p.m. – 6:00 p.m. **Short Courses**

4:00 p.m. – 6:00 p.m. **Registration Open**

Thursday, May 15

7:00 a.m. – 5:00 p.m. **Registration Desk Open**

7:25 a.m. – 1:00 p.m. **Golf Outing**

8:00 a.m. – 11:30 a.m. **Short Courses**

9:00 a.m. – 1:00 p.m. **Student Meet-Up/Trip to Downtown Disney**

Noon – 12:45 p.m. **ResearchHack Kickoff!**

1:30 p.m. – 3:00 p.m. **Concurrent Sessions A**

3:00 p.m. – 4:00 p.m. **Beverage Break in the Exhibit Hall**

Meet the Author Sessions

Demonstration Session #1

Poster Session #1

3:00 p.m. – 5:30 p.m. **Exhibit Hall and Book Exhibit Open**

4:00 p.m. – 5:30 p.m. **Concurrent Sessions B**

5:45 p.m. – 7:00 p.m. **New Member & All-Chapter Reception**

7:00 p.m. – 8:00 p.m. **Dinner**

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

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

9:30 p.m. – 11:00 p.m. **ResearchHack Preliminary Pitch**

Friday, May 16

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

7:00 a.m. – 8:00 a.m. **Continental Breakfast in the Exhibit Hall**

7:00 a.m. – 4:30 p.m. **Exhibit Hall and Book Exhibit Open**

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

8:00 a.m. – 9:30 a.m. **Concurrent Sessions C**

9:30 a.m. – 10:00 a.m. **Beverage Break in the Exhibit Hall**

10:00 a.m. – 11:30 a.m. **Concurrent Sessions D**

11:45 a.m. – 1:45 p.m. **Presidential Address and Lunch**

1:45 p.m. – 3:15 p.m. **Concurrent Sessions E**

Schedule of Events

Friday, May 16 (continued)

3:15 p.m. – 4:15 p.m.	Dessert Break in the Exhibit Hall
	Meet the Author Sessions
	Demonstration Session #2
	Poster Session #2
3:15 p.m. – 4:15 p.m.	Speed Networking Session 1
4:15 p.m. – 5:45 p.m.	Concurrent Sessions F
6:00 p.m. – 7:30 p.m.	Student Meet and Greet
6:00 p.m.	Dinner on your own
6:00 p.m.	Take me out to the ballpark . . . Anaheim Angels vs. Tampa Bay Rays

Saturday, May 17

7:00 a.m. – 8:00 a.m.	Committee Meetings
7:00 a.m. – 8:00 a.m.	Continental Breakfast in the Exhibit Hall
7:00 a.m. – 8:00 a.m.	Fun Run/Walk
7:00 a.m. – 2:00 p.m.	Exhibit Hall and Book Exhibit Open
7:30 a.m. – 3:00 p.m.	Registration Open
8:00 a.m. – 9:30 a.m.	Concurrent Sessions G
9:30 a.m. – 10:00 a.m.	Beverage Break in the Exhibit Hall
10:00 a.m. – 11:30 a.m.	Concurrent Sessions H
11:30 a.m. – 12:45 p.m.	Luncheon and Activities Awards Ceremony
11:30 a.m. – 12:45 p.m.	Committee Meetings
12:15 p.m. – 1:45 p.m.	Speed Networking Session 2
12:45 p.m. – 1:45 p.m.	Dessert Reception in the Exhibit Hall
	Book Sale
	Meet the Author Sessions
	Demonstration Session #3
	Poster Session #3
1:45 p.m. – 3:15 p.m.	Concurrent Sessions I
3:30 p.m. – 5:00 p.m.	Concurrent Sessions J
5:15 p.m. – 6:45 p.m.	Membership & Business Meeting
7:00 p.m. – 7:45 p.m.	President's Reception
7:45 p.m. – 10:00 p.m.	Awards Banquet
10:00 p.m. – 1:00 a.m.	Post Banquet Party
10:00 p.m. – 2:00 a.m.	Applied Probability

Schedule of Events

Sunday, May 18

7:30 a.m. – 9:30 a.m.	Breakfast Roundtable Discussion: Does Public Opinion Matter to Leaders? Real-World Politics and Possibilities
8:00 a.m. – 11:30 a.m.	Short Course
7:30 a.m. – 10:15 a.m.	Registration Open
9:45 a.m. – 11:15 a.m.	Concurrent Sessions K

69th Annual Conference

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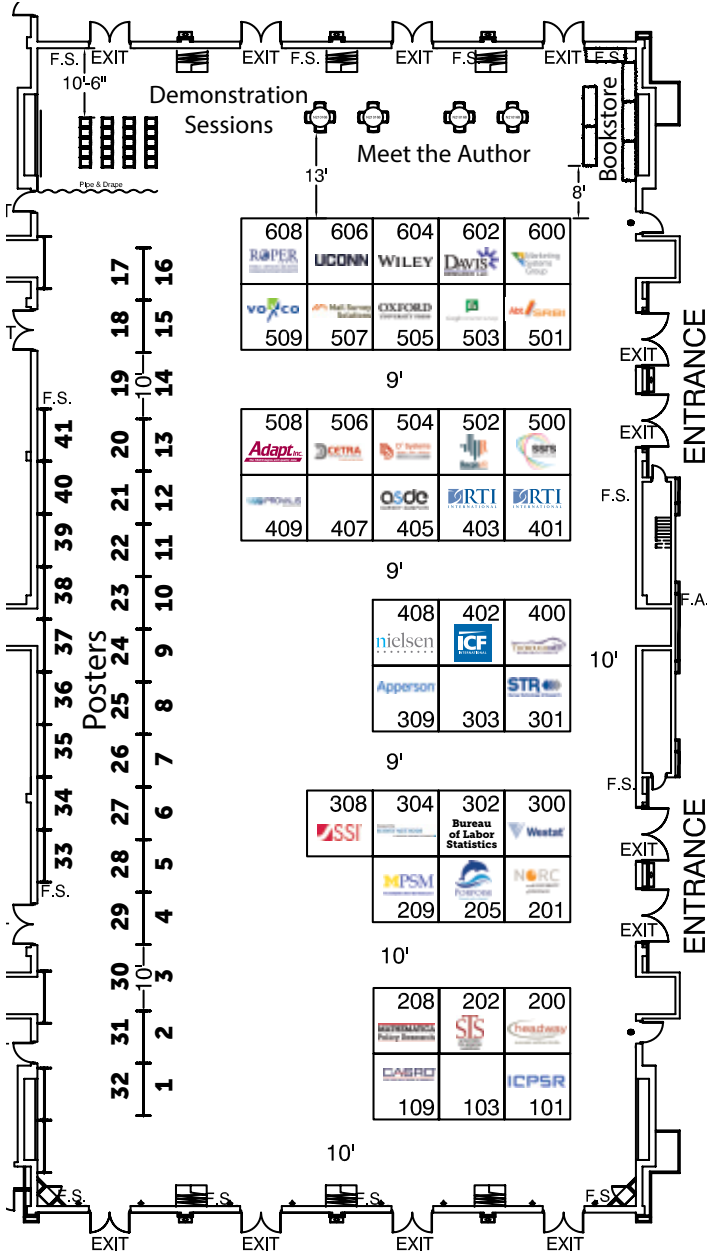
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May 14 – 17, 2015

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May 12 – 15, 2016

Hilton Austin • Austin, Texas

72nd Annual Conference

May 18 – 21, 2017

Sheraton New Orleans • New Orleans, Louisiana

AAPOR Webinars

Design Principles for the Use of Filter Questions

Stephanie Eckman

Wednesday, June 11, 2014 • Noon – 1:30 p.m., Central Time

Public Opinion on the Affordable Care Act (a.k.a. Obamacare) and Its Implementation

Scott Crawford

Wednesday, July 23, 2014 • Noon – 1:30 p.m., Central Time

The Usage of Incentives in Survey Research

Paul J. Lavrakas

Tuesday, September 9, 2014 • Noon – 1:30 p.m., Central Time

Emerging Technologies in Public Opinion Research – The Current Landscape

Michael Link and Joe Murphy

Wednesday, October 22, 2014 • Noon – 1:30 p.m., Central Time

Go to aapor.org/webinars to register.

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AAPOR Day-at-a-Glance

Wednesday, May 14

Time	Event	Location
Noon – 5:00 p.m.	Executive Council Meeting	Orange County 1 - 3
Noon – 3:00 p.m.	Short Course Registration Open	Platinum Registration
2:30 p.m. – 6:00 p.m.	Short Courses	
	Course 1: Going Mobile with Survey Research: Design, Data Collection, Sampling and Recruitment Considerations for Smartphone and Tablet Based Surveys	Platinum 1 & 2
	Course 2: Cognitive Interviewing	Platinum 3
	Course 3: Multilevel Modeling with Complex Sample Survey Data	Platinum 4
4:00 p.m. – 6:00 p.m.	Registration Open	Platinum Registration
4:00 p.m. – 6:00 p.m.	Presentation Drop Off	Gold Key III

Notes

Short Course 1, 2 & 3 Descriptions

Wednesday, May 14, 2:30 p.m. – 6:00 p.m.

Course 1: Going Mobile with Survey Research: Design, Data Collection, Sampling and Recruitment Considerations for Smartphone and Tablet Based Surveys

Instructor: Trent Buskirk, *Marketing Systems Group*

Location: Platinum 1 & 2

Course Overview:

Nearly two in every three new cell phone purchases is a smartphone and current estimates posit that the overall penetration of these smart devices in the U.S. hovers at just over 60%. While these “smart” cell phones and tablet computers offer survey researchers unprecedented opportunities for data collection, using multiple modes within a single device, surveys specific to smartphones require special considerations that account for rendering, form factor and technologies that are native to these devices. To date, these considerations have been the exception rather than the rule in many cases.

This course explores the main frameworks for collecting survey data, including apps, mobile-optimized and app-like surveys, and details current approaches for recruiting survey respondents for completing surveys on these modes. We also provide emerging best practices/considerations for smartphone survey designs, and discuss how to use key paradata for optimizing smartphone surveys, and new forms of paradata that can be collected via the smartphone. We also discuss key differences between mobile optimal for smartphones and tablets and discuss when mobile optimal recommendations should be bifurcated to distinguish between smartphones and tablets. Finally, we provide a broad overview of the computer programming frameworks one might use to develop your own mobile optimal surveys.

Course 2: Cognitive Interviewing

Instructors: Gordon B. Willis, PhD, *National Cancer Institute, NIH*

Location: Platinum 3

Course Overview:

The course is designed as an overview and introduction to cognitive testing, with an emphasis on application to pretesting survey questionnaires prior to field administration, especially for researchers having limited resources or with a need for quick turnaround of results. To this end, the instructor will emphasize basic approaches to cognitive probing techniques -- e.g., concurrent versus retrospective; and ‘proactive’ (scripted) versus ‘reactive’ (free-form) methods. The training will be interactive, including a demonstration and attendee practice exercise. The course will make use

Short Course 1, 2 & 3 Descriptions

Wednesday, May 14, 2:30 p.m. – 6:00 p.m.

of case studies, articles from the survey methods literature, and the results of informal collaborations between practitioners. There will not be a heavy focus on theory or history, but the perspective taken will be interdisciplinary, taking into account contributions to cognitive testing from a number of fields other than cognitive psychology. Depending on time and participant interest, we will address issues in the field that are particularly germane: (a) Uses of cognitive testing in an increasingly self-administered, computerized (and mobile IT) world; (b) Testing of cross-cultural and multilingual surveys; and (c) analysis procedures that maximize reliability and validity of results.

Course 3: Multilevel Modeling with Complex Sample Survey Data

Instructors: Brady T. West,

University of Michigan, Institute for Social Research

Location: Platinum 4



Course Overview:

Secondary analysts of survey data arising from so called “complex” samples, which generally feature stratified multi-stage cluster sampling with unequal selection probabilities for different sample units, are often interested in decomposing the variance in survey variables of interest across different levels of the multistage design. A common example is a multi-stage sample design featuring an initial sample of schools, with classrooms randomly sampled within schools and students randomly sampled within classrooms. Researchers may wish to examine the contributions of sampled units at different stages of the sample design (e.g., schools and classrooms) to the total variance in survey variables of interest (e.g., academic performance) in the larger target population from which the sample was drawn, and then attempt to explain that variance with covariates measured on the units at each stage. In the setting of a panel survey, researchers may wish to examine between-unit variance in trends over time within the larger clusters defining a multi-stage sample of the panel units.

Multilevel models provide researchers with flexible statistical tools that enable these types of examinations, but there are important issues that analysts need to be aware of when fitting these models to survey data from complex samples. This course will provide participants with an initial overview of design-based versus model-based approaches to these types of investigations, and then proceed to introduce the conceptual background underlying multilevel models for complex samples. The course will then turn to several examples of fitting multilevel models to real complex sample survey data using available software, and discuss interpretation of analysis results and software options in detail.

AAPOR Day-at-a-Glance

Thursday, May 15

Time	Event	Location
7:00 a.m. – 5:00 p.m.	Registration Open	Platinum Registration
7:00 a.m. – 5:00 p.m.	Presentation Drop Off	Gold Key III
7:25 a.m. – 1:00 p.m.	Golf Outing Sponsored by 	Dad Miller Golf Course, Anaheim
8:00 a.m. – 11:30 a.m.	Short Courses	
	Course 4: The Use of Paradata to Model Response Propensities and Inform Responsive Design Decisions	Platinum 1 & 2
	Course 5: Digital Research: Methodological Best Practices	Platinum 3
	Course 6: Conducting Better Mixed-Mode Surveys	Platinum 4
12:00 p.m. – 12:45 p.m.	ResearchHack Kickoff! Sponsored by 	Platinum 7 & 8
1:30 p.m. – 3:00 p.m.	Concurrent Sessions A	
	Session 1: Moving Surveys to the Web	Platinum 1 & 2
	Session 2: Social Issues, Public Resilience and Public Resistance	Platinum 3
	Session 3: Methodological Briefs: Survey Participation	Platinum 4
	Session 4: Task Forces and Committees I: Discussion of the Transparency Initiative, and the Survey Refusal Task Force Report	Platinum 6
	Session 5: Panel: Current Cross-Cultural Research on the Use of Paradata to Examine Multiple Error Sources Simultaneously in the Total Survey Error Framework	Platinum 7 & 8

AAPOR Day-at-a-Glance

Thursday, May 15

Time	Event	Location
	Session 6: Maximizing the Quality of Reports: Design and Data Collection Strategies	Platinum 9
	Session 7: Nonresponse Bias	Orange County 1 & 2
	Session 8: Panel Surveys: Data Quality Attrition and Retention Issues	Orange County 3 & 4
3:00 p.m. – 5:30 p.m.	Exhibit Hall and Book Exhibit Open	Grand Ballroom
3:00 p.m. – 4:00 p.m.	Beverage Break in the Exhibit Hall	Grand Ballroom
	Meet the Author Thursday Session Eds. Craig A. Hill, Elizabeth Dean, Joe Murphy <i>Social Media, Sociality and Survey Research</i> (John Wiley & Sons, 2013)	
	Adam Sage, Elizabeth Dean, Brian Head <i>SurveyPost</i> (RTI International)	
	Poster Session #1	
	Demonstration Session #1	
4:00 p.m. – 5:30 p.m.	Concurrent Sessions B	
	Session 1: Questionnaire Design: One Question or Many: Effects of Question Grouping	Platinum 1 & 2
	Session 2: Panel: The “Eyes” Have It!: Evaluating Survey Instruments through Eye-Tracking	Platinum 3
	Session 3: Panel: Global Public Opinion Tracking as a Measure of Societal Change: Voices from a World in Motion	Platinum 4
	Session 4: Panel: What Can Survey Paradata Do for You? Evidence from Four Federal Demographic Surveys	Platinum 6

AAPOR Day-at-a-Glance

Thursday, May 15

Time	Event	Location
4:00 p.m. – 5:30 p.m.	Concurrent Sessions B (continued)	
	Session 5: Assessing Data Collection Effort and Nonresponse	Platinum 7 & 8
	Session 6: AAPOR and Chapter Student Paper Award Winners Presentations	Platinum 9
	Session 7: Panel: Administrative Record Linkage in the United States and Europe: Methods to Mitigate Bias and the Merits of Linked Data	Orange County 1 & 2
	Session 8: Pre-election Polling Methods	Orange County 3 & 4
5:45 p.m. – 7:00 p.m.	New-Member & All-Chapter Reception	Platinum 5
7:00 p.m. – 8:00 p.m.	Dinner	Marquis Ballroom
8:00 p.m. – 9:30 p.m.	Plenary Session	Marquis Ballroom
9:30 p.m. – 10:30 p.m.	Dessert Reception	Platinum 5
9:30 p.m. – 11:00 p.m.	ResearchHack Preliminary Pitch	Platinum 7 & 8

Short Course 4, 5 & 6 Descriptions

Thursday, May 15, 8:00 a.m. – 11:30 a.m.

Course 4: The Use of Paradata to Model Response Propensities and Inform Responsive Design Decisions

Instructor: Frauke Kreuter,

University of Maryland, Joint Program in Survey Methodology

Location: Platinum 1 & 2

Course Overview:

During the last twenty years survey data have been increasingly collected through computer assisted modes. As a result, a new class of data – called paradata – is now available to survey methodologists. Typical examples are key-stroke files, capturing the navigation through the questionnaire and time stamps, providing information such as date and time of each call attempt or the length of a question-answer sequence. Other examples are interviewer observations about a sampled household or neighborhood, recordings of vocal properties of the interviewer and respondent, information about interviewers and interviewing strategies.

Recently, several national statistical institutes as well as private data collectors started modeling paradata (call record data or field process data) to systematically investigate response propensity and inform data collection in the context of responsive and adaptive survey designs. Typical questions asked in this context center on the likelihood someone will be at home given the history of prior contact attempts available to the data collector. This course will give an overview of the various activities at the NSIs and their use of paradata. We will discuss with the help of detailed examples modeling techniques as well as challenges associated with these techniques.

Short Course 4, 5 & 6 Descriptions

Thursday, May 15, 8:00 a.m. – 11:30 a.m.

Course 5: Digital Research: Methodological Best Practices

Instructor: Natasha Stevens, *GfK Digital Market Intelligence (DMI)*

Location: Platinum 3

Course Overview:

With the majority of the U.S. population online, using digital research methodologies for data collection should be a consideration for all public opinion and survey researchers. This short course will provide an overview of the following digital research methodologies:

- Digital and Cross-Media Effectiveness
- Digital Behavioral Tracking
- Social Media Listening

The course will focus on how digital research methods can support public opinion and survey research through detailed descriptions of digital methodologies and examples for each approach. With current passive measurement and monitoring approaches, there are opportunities to collect richer and possibly more accurate data than what is possible with self-reported methods. The nuances of digital data collection methods will be explained in detail with guidance on how to develop a valid methodology.

In addition to using digital research methods to observe and measure experience, it can also be used as an input to other research techniques. The course will provide examples on how digital research can be integrated into other techniques such as surveys and focus groups. For each digital research technique presented, best practices and methodological considerations will be covered so attendees can use current projects to evaluate how they can build digital methods into their work.

Short Course 4, 5 & 6 Descriptions

Thursday, May 15, 8:00 a.m. – 11:30 a.m.

Course 6: Conducting Better Mixed-Mode Surveys

Instructor: Don A. Dillman, *Washington State University,*
Dept. of Sociology and Social and Economic Research Center

Location: Platinum 4

Course Overview:

With the growing possibilities for mixed-mode designs, this short course focuses on the joint use of web and mail to improve response rates and data quality. Although mail-only household surveys using address-based sampling provide better household coverage, many surveyors are reluctant to use postal questionnaires. Data quality problems from intensive branching and item-nonresponse are among their concerns. In this workshop, effective methods will be described for using mail contact to push responses to the web, while using a mail response option to obtain answers from households that are unlikely and/or unable to respond over the web. This will include multiple examples of questionnaires and implementation procedures found effective in achieving this goal.

The course covers such topics as the visual layout and design of questionnaires and contacts, minimizing measurement differences across survey modes, use of incentives, necessary articulation of sequential contacts, unit and item response rate effects, and nonresponse error. In addition a significantly updated theoretical framework will be presented for guiding decisions on how to coordinate the use of multiple contact and response modes. The content of this short course relies heavily on recent experimental research carried out by the author and his research team at Washington State University.

Concurrent Session A

Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Moving Surveys to the Web

Moderator: Antoun Christopher, *University of Michigan*

Location: Platinum 1 & 2

The Effects of Adding an Internet Response Option to the American Community Survey

Debbie Griffin, *U.S. Census Bureau*

Stephanie Baumgardner, *U.S. Census Bureau*

David Raglin, *U.S. Census Bureau*

Results from Testing a Web Mode for the Consumer Expenditure Diary Survey

Ian J. Elkin, *Bureau of Labor Statistics*

Laura Erhard, *Bureau of Labor Statistics*

Brett McBride, *Bureau of Labor Statistics*

Dawn V. Nelson, *U.S. Census Bureau*

Challenges and Strategies Involved in Adapting a Very Large-Scale Survey for Online Administration

Rossi Dobrikova, *Experian Marketing Services*

Christine Kudish, *Experian Marketing Services*

Susan Sanford, *Experian Marketing Services*

Max Kilger, *Experian Marketing Services*

In-Person or On-line?

The Future of the American National Election Study

Brian F. Schaffner, *University of Massachusetts, Amherst*

Stephen Ansolabehere, *Harvard University*

Surveying Low Income Parents: To Web or Not to Web, is that the Mode?

Sara Skidmore, *Mathematica Policy Research*

Cassandra Meagher, *Mathematica Policy Research*

Jerry West, *Mathematica Policy Research*

Concurrent Session A

Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Social Issues, Public Resilience and Public Resistance

Moderator: Darwish Alemadi, *SESRI at Qatar University*

Location: Platinum 3

Measuring Recovery and Resilience after a Disaster: A Survey of the Hurricane Sandy Region 6-Months after the Storm

Trevor Tompson, *NORC at the University of Chicago*

Jennifer Benz, *NORC at the University of Chicago*

Becky Reimer, *NORC at the University of Chicago*

Emily Alvarez, *NORC at the University of Chicago*

Daniel Malato, *NORC at the University of Chicago*

Safety and Solidarity After the Boston Marathon Bombing: A Comparison of Three Diverse Boston Neighborhoods

Jessica L. LeBlanc, *Center for Survey Research,
University of Massachusetts Boston*

Philip S. Brenner, *Department of Sociology,
University of Massachusetts Boston*

Anthony M. Roman, *Center for Survey Research, University of
Massachusetts Boston*

Naa Oyo A. Kwate, *Departments of Human Ecology and Africana Studies,
Rutgers University*

Colorado: Gun Control Legislation and Recall Elections – The Influence of Polls in Policy and Politics

Floyd Ciruli, *Ciruli Associates*

The Measurement and Influence of White Racial Sympathy in American Politics

Jennifer Y. Chudy, *University of Michigan*

Concurrent Session A

Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Methodological Briefs: Survey Participation

Moderator: Matt Dabrowski, *Citigroup Global Markets*

Location: Platinum 4

Do Hard-to-Interview Groups Self-Respond More When Offered an Internet Reporting Option?

Rachel Horwitz, *U.S. Census Bureau*

Elizabeth Nichols, *U.S. Census Bureau*

Jennifer Tancreto, *U.S. Census Bureau*

Would You Pick Up the Phone?: The Utility of Local Respondent Telephone Numbers on Caller ID Displays

Alyson Croen, *NORC at the University of Chicago*

Elizabeth Shenkman, *University of Florida*

Jacquelyn George, *NORC at the University of Chicago*

Martin Barron, *NORC at the University of Chicago*

Kimberly Case, *University of Florida*

So Nice They Respond Twice: What to Do with Duplicate Responses

Nikkilyn Morrison, *Mathematica Policy Research*

Nancy Duda, *Mathematica Policy Research*

Anna Situ, *Mathematica Policy Research*

Karen E. Bogen, *Mathematica Policy Research*

Providing a Deadline for Response: Results from Two Recent Experiments

Ashley Kaiser, *American Institutes for Research*

Jill Walston, *American Institutes for Research*

Rebecca Medway, *American Institutes for Research*

Cong Ye, *American Institutes for Research*

Roger Tourangeau, *Westat*

Concurrent Session A

Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Underrepresentation of Young Women in Dual-Frame Surveys: Causes and Implications

Eran Ben-Porath, *SSRS*

Susan Sherr, *SSRS*

Jordon Peugh, *SSRS*

Obtaining Assent from Minors – Assessing Comprehension in the National Survey of Youth in Custody

Tim Smith, *Westat*

Leanne Heaton, *Westat*

Sharon Zack, *Westat*

David Cantor, *Westat*

The Role of the Interviewer's Responsiveness in Avoiding and Converting Refusals

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

Dana Garbarski, *Center for Women's Health and Health Disparities
Research, University of Wisconsin - Madison*

Jennifer Dykema, *University of Wisconsin Survey Center*

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

Bo Hee Min, *Department of Sociology, University of Wisconsin - Madison*

Ellen Dinsmore, *Department of Sociology,
University of Wisconsin - Madison*

Influence of Prior Respondent-Interviewer Interaction on Disclosure in Audio-CASI

Hanyu Sun, *Joint Program in Survey Methodology*

Frederick G. Conrad, *University of Michigan*

Frauke Kreuter, *University of Maryland*

Concurrent Session A

Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Task Forces and Committees I: Discussion of the Transparency Initiative, and the Survey Refusal Task Force Report

Location: Platinum 6

Transparency Initiative Coordinating Committee

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

Survey Refusal Task Force

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

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

Concurrent Session A

Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Panel: Current Cross-Cultural Research on the Use of Paradata to Examine Multiple Error Sources Simultaneously in the Total Survey Error Framework

Organizer and Moderator: Brady T. West, *University of Michigan – Ann Arbor*

Location: Platinum 7 & 8

Differential Response Styles of Subjective Life Expectancy and Cultural Differences in Time Orientation

Sunghee Lee, *University of Michigan – Ann Arbor*

A Longitudinal Analysis of Nonresponse and Linkage Non-Consent Bias in the German “WeLL” Study

Joe Sakshaug, *Institute for Employment Research (IAB)*

Survey Response as a Process: How Response Propensity and Data Collection Costs Vary Together in a Face-to-Face Survey

Andrew Mercer, *Westat*

Using Doorstep Concerns Data to Characterize and Correct for Nonresponse

Ting Yan, *University of Michigan – Ann Arbor*

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

What Can Paradata Tell Us About Nonresponse Bias After Standard Post-Stratification Adjustments?

Brady T. West, *Institute for Social Research*

Brian S. Kreuger, *University of Rhode Island*

Concurrent Session A

Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Maximizing the Quality of Reports: Design and Data Collection Strategies

Moderator: Tim Gravelle, *University of Essex*

Location: Platinum 9

A New Survey Tool for Ego-Centered Networks

Tobias H. Stark, *Stanford University*

Jon A. Krosnick, *Stanford University*

Designing an Intelligent Time Diary Instrument: Visualization, Dynamic Feedback, and Error Prevention and Mitigation

Gregory Atkin, *University of Nebraska Lincoln*

Hariharan Arunachalam, *University of Nebraska Lincoln*

Adam Eck, *University of Nebraska Lincoln*

Leen-Kiat Soh, *University of Nebraska Lincoln*

Robert Belli, *University of Nebraska Lincoln*

When Proxy Interviews are Acceptable: Does it Help to Speak With the Spouse or Partner?

Timothy Triplett, *The Urban Institute*

Doug Wissoker, *The Urban Institute*

Robert L. Santos, *The Urban Institute*

Measurement Directness as a Cause of Bias in Reports of Socially Desirable Behavior

Philip S. Brenner, *University of Massachusetts Boston*

Use of Qualitative Research Techniques to Evaluate Usability of a Diary Application

Jennifer Crafts, *Westat*

Earlayna Batch, *Westat*

Sarah Bennett-Harper, *Westat*

Jasmine Folz, *Westat*

James McClain, *National Cancer Institute*

Jana Einstein, *National Cancer Institute*

Heather Bowles, *National Cancer Institute*

Concurrent Session A

Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Nonresponse Bias

Moderator: James Chromy, *RTI International*

Location: Orange County 1 & 2

Exploring of Nonresponse and Measurement Error in a Study Using Respondent Driven Sampling: Focus on Recruitment Coupon Distribution and Network Size Reports

Zeynep Tuba Suzer-Gurtekin, *ISR - University of Michigan - Program in Survey Methodology*

Studying Nonresponse Error in a Longitudinal Context Using UK Census Data

Peter Lynn, *University of Michigan*

WITHDRAWN

Application of Heckman Model in Assessing the Risk of Nonresponse Bias

Stanislav Kolenikov, *Abt SRBI*

Measuring Nonresponse Bias in Web Surveys: The Role of Health Status

Mengmeng Zhang, *University of Michigan Program in Survey Methodology*

Adjusting for Attrition Bias in a National Longitudinal Survey of Dating Violence among Latino Youth

Heather Hammer, *Abt SRBI*

Concurrent Session A

Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Panel Surveys: Data Quality Attrition and Retention Issues

Moderator: Angela DeBello, *NORC at the University of Chicago*

Location: Orange County 3 & 4

Response Effects in Panel Survey Participants: Cultural, Socioeconomic, and Life Experience Predictors

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

Allyson Holbrook, *University of Illinois, Chicago*

Measuring Change Using Dependent Interviewing – Does It Matter How Questions Are Worded?

Annette Jäckle, *University of Essex*

Stephanie Eckman, *Institute for Employment Research*

Tarek Al Baghal, *University of Essex*

Noah Uhrig, *University of Essex*

Emanuela Sala, *University of Milano Bicocca*

Frederick Conrad, *University of Michigan*

Survey Breakoff in Online Panels

Allan L. McCutcheon, *University of Nebraska-Lincoln,*

Survey Research and Methodology

Correlates of Attrition in the German Internet Panel: Drop-Outs and Sleepers

Annelies G. Blom, *University of Mannheim*

Gabriele Durrant, *University of Southampton*

Poster Session 1

Thursday, May 15, 3:00 p.m. – 4:00 p.m.

Location: Grand Ballroom

1. American Catholics: A Latent Class Analysis

Ann M. Arthur, *University of Nebraska-Lincoln*,
UNL Gallup Research Center
 Allan L. McCutcheon, *Gallup, Inc., University of Nebraska-Lincoln*

2. Dealing with Deaths in Longitudinal Surveys

Nicole Watson, *University of Melbourne*

3. Assessing Nonresponse and Panel Conditioning in an Intensive Measurement Design

Carlos Macuada, *University of Michigan*
 Megan E. Patrick, *Institute for Social Research*
 Jamie Griffin, *Institute for Social Research*

4. Are Nonresponse Error and Measurement Error Related? Evidence Using a Panel Study

Peter Lugtig, *Department of Methods and Statistics - Utrecht University*

5. The Effect of User Experience (UX) Design on Data Quality: A Re-Design of an Online Diary

Yelena Pens, *The Nielsen Company*
 Robin Gentry, *The Nielsen Company*

6. A Lesson in Questionnaire Design: Updated Images, Motivational Messages, and Unintended Consequences

Christine Pierce, *The Nielsen Company*
 Lauren Walton, *The Nielsen Company*
 Anh Thu Burks, *The Nielsen Company*

7. Results from Two Large Surveys of Electric Utility Consumers

Carla Jackson, *Abt SRBI, Inc.*
 Christine Ledoux, *Southern Company*

8. Difficult Data: Comparing the Quality of Behavioral, Recall, and Proxy Data Across Survey Modes

Oana M. Dan, *The Nielsen Company*
 Kumar Rao, *The Nielsen Company*
 Vera Kurmlavage, *The Nielsen Company*

Poster Session 1

Thursday, May 15, 3:00 p.m. – 4:00 p.m.

9. Using Vendor Appended Data in a Two-Stage Address Based Sampling Design for Cost Savings

Kelly Dixon, *The Nielsen Company*
Mike Kwanisai, *The Nielsen Company*
Alan Tupek, *The Nielsen Company*

10. Considerations for and Lessons Learned from Online, Synchronous Focus Groups

Sarah Forrestal, *Mathematica Policy Research*
Angela Valdovinos D'Angelo, *Mathematica Policy Research*
Lisa Klein Vogel, *Mathematica Policy Research*
Tessa Kieffer, *Mathematica Policy Research*
Nyna Williams, *Mathematica Policy Research*

11. From Data Sharing to Data Stewardship: Meeting Data Sharing Requirements Now and into the Future

Linda Detterman, *Institute for Social Research - University of Michigan*

12. Can Visual Design and A Verbal Importance Prompt Reduce Item Nonresponse For Demographic Items?

Glenn D. Israel, *University of Florida*

13. Computing Survey Response Rates for Probability-Based Web Panels Recruited through Multiple Frames and Modes across Multiple Cohorts

Charles DiSogra, *Abt/SRBI*
Mario Callegaro, *Google UK, Ltd.*

14. Nonresponse Bias and Mode Effects in a Survey of Fishing Effort

Marci Schalk, *Abt SRBI*
Courtney Kennedy, *Abt SRBI*
Sujata Pal, *Abt SRBI*
Alex Shapiro, *Abt SRBI*
Rob Andrews, *NOAA*

Poster Session 1

Thursday, May 15, 3:00 p.m. – 4:00 p.m.

15. Motivation Research: Combining Qualitative and Quantitative Methods to Understand the Drivers of Behavior

Julie Paasche, *Artemis Strategy Group*
Anne Aldrich, *Artemis Strategy Group*
Dave Richardson, *Artemis Strategy Group*

16. The Use of Multiple Methods to Evaluate Response Problems

Jennifer Beck, *U.S. Census Bureau*

17. An Examination of Opposing Responses on Duplicated Multi-Mode Survey Responses

Amy L. Djangali, *IMPAQ International, LLC*

18. Web Today, Mail Tomorrow: Mode Choice in a Longitudinal Survey

Melissa Krakowiecki, *Mathematica Policy Research*
Larry Vittoriano, *Mathematica Policy Research*
Matt Potts, *Mathematica Policy Research*
Karen CyBulski, *Mathematica Policy Research*
Cathie E. Alderks, *Center for Behavioral Health Statistics and Quality SAMHSA*

19. Using Adaptive Design to Increase Response Rates in an At-Risk, Youth Population

Lisbeth Goble, *Mathematica Policy Research*
Jillian Stein, *Mathematica Policy Research*
Felicia Hurwitz, *Mathematica Policy Research*
Lisa Schwartz, *Mathematica Policy Research*

20. Experiments with Email Formatting

Benjamin Phillips, *Abt SRBI*
Stephanie Lawrence, *Abt SRBI*

21. Surveying Community Stakeholders: Exploring Methods and Sharing Findings

Barbara Robles, *Board of Governors of the Federal Reserve System*

Poster Session 1

Thursday, May 15, 3:00 p.m. – 4:00 p.m.

22. Examining the Relationship Between Measurement and Nonresponse Error in a Two-Phase Survey

Jonathan Mendelson, *Fors Marsh Group*

Luciano Viera Jr., *Fors Marsh Group*

23. Risky Business: Can Visual Cues and Mental Exercises Affect a Person's Decision-Making Process for Engaging in Risky Behaviors?

Morgan S. Jones, *East Tennessee State University*

Reagan Barbee, *East Tennessee State University*

Kelly N. Foster, *East Tennessee State University*

24. Evaluating the Efficacy of Mixed-Mode Intercept Surveys for Complex Questionnaires

Orin T. Puniello, *Bloustein Center for Survey Research*

25. Consolidated Response Rates for RDD Dual-Frame Sampling

Robert Montgomery, *NORC*

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

Kirk Wolter, *NORC*

Meena Khare, *National Center for Health Statistics, CDC*

David Yankey, *Centers for Disease Control and Prevention*

26. Drop-downs or Text Boxes?: Results of Usability Testing on Date of Birth Entry Method for the Online American Community Survey

Marylisa Gareau, *U.S. Census Bureau*

Kathleen Ashenfelter, *Customer Experience Insights,
State Farm Insurance*

27. Using Statistical Exploratory Graphical Analyses to Quickly Determine the Effect of Reducing the Number of Items in a Questionnaire Sub Scale

Jan Beckstrand, *National Center for Organizational Development*

Boris Yanovsky, *National Center for Organizational Development*

Katerine Osatuke, *National Center for Organizational Development*

Poster Session 1

Thursday, May 15, 3:00 p.m. – 4:00 p.m.

28. Driven to Adapt: An Application of Adaptive Design with Multiple Low-Productivity Telephone Samples

Thomas M. Guterbock, *Center for Survey Research, University of Virginia*
 James M. Ellis, *Center for Survey Research, University of Virginia*
 Deborah L. Rexrode, *Center for Survey Research, University of Virginia*
 Casey Eggleston, *Center for Survey Research, University of Virginia*
 Darrick Hamilton, *New School of Social Research*
 William A. Darity, Jr., *Duke University*

29. Using Ancillary Data to Enhance Survey Research: The Case of Vote Validation

Wendy Gross, *GfK*

30. Oversampling Minorities in the National Alcohol Survey Using the Zip Code Tabulation Area File

Shelley N. Osborn, *ICF International*
 Pedro Saavedra, *ICF International*
 Naomi Freedner-Maguire, *ICF International*
 Kate Karriker-Jaffe, *ICF International*
 Tom Greenfield, *Public Health Institute*

31. Interviewer Gender Effects on Male Attitudes

Richard L. Clark, *Castleton State College*

32. The Utility of Refreshers and Non-Refreshers on Auxiliary Observations and Non-Response

Veronica R. ... *State University*



33. Venting Steam: The Effect of Write-in Responses on Response Choices for Emotionally Charged Questions

Mark Andrews, *Ipsos Health Policy Institute*

34. Older Americans and the Changing Picture of Retirement

Jennifer Benz, *AP-NORC Center for Public Affairs Research*
 Matt Sedensky, *AP-NORC Center for Public Affairs Research*
 Trevor Tompson, *AP-NORC Center for Public Affairs Research*
 Becky Reimer, *AP-NORC Center for Public Affairs Research*
 Emily Alvarez, *AP-NORC Center for Public Affairs Research*
 Daniel Malato, *AP-NORC Center for Public Affairs Research*

Demonstration Session #1

Thursday, May 15, 3:00 p.m. – 4:00 p.m.

Location: Grand Ballroom

Innovative Survey Data File Development and Production System

Lois Timms-Ferrara, *Roper Center for Public Opinion Research*

Marc Maynard, *Roper Center for Public Opinion Research*

3D Simulation in Survey Data Collection

John Holloway, *RTI International*

Concurrent Session B

Thursday, May 15, 4:00 p.m. – 5:30 p.m.

Questionnaire Design: One Question or Many: Effects of Question Grouping

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

Location: Platinum 1 & 2

The Grouping of Items in Mobile Web Surveys

Aigul Mavletova, *NRU Higher School of Economics*

Mick P. Couper, *University of Michigan*

Question Grouping and Matrices in Web Surveys: Using Response and Auxiliary Data to Examine Question Grouping Decisions

Ipek Bilgen, *NORC at the University of Chicago*

Michael J. Stern, *NORC at the University of Chicago*

Achieving Balance: Understanding the Relationship Between Complexity and Response Quality

Rebecca J. Powell, *University of Nebraska-Lincoln*

Antje Kirchner, *University of Nebraska-Lincoln*

Lean Forward: Effects of Response Format in Self-reported Voting

Randall K. Thomas, *GfK Custom Research, LLC*

Frances M. Barlas, *GfK Custom Research, LLC*

Concurrent Session B

Thursday, May 15, 4:00 p.m. – 5:30 p.m.

Panel: The “Eyes” Have It! Evaluating Survey Instruments through Eye-Tracking

Organizer and Moderator: Jennifer Romano Bergstrom, *Fors Marsh Group*

Location: Platinum 3

Using Eye Tracking to Examine the Visual Design of Web Surveys

Quan Zhou, *University of Nebraska-Lincoln*

Kay Ricci, *University of Nebraska-Lincoln*

Kristen Olson, *University of Nebraska-Lincoln*

Jolene Smyth, *University of Nebraska-Lincoln*

User Experience and Eye-Tracking Study: Paper Diary Design Decisions

Lauren Walton, *The Nielsen Company*

Jennifer Romano Bergstrom, *Fors Marsh Group*

David Hawkins, *Fors Marsh Group*

Christine Pierce, *The Nielsen Company*

Eye Tracking the User Experience of a Smartphone and Web Data Collection Tool

Kelly Bristol, *The Nielsen Company*

Jennifer Romano Bergstrom, *Fors Marsh Group*

Michael Link, *The Nielsen Company*

Respondent Processing of Multiple Images Throughout a Web Survey

Nuttirudee Charoenruk, *University of Nebraska-Lincoln*

Mathew Stange, *University of Nebraska-Lincoln*

Using Eye Tracking to Evaluate Email Notifications of Surveys and Online Surveys Collecting Address Information

Erica Olmsted-Hawala, *U.S. Census Bureau*

Elizabeth Nichols, *U.S. Census Bureau*

Concurrent Session B

Thursday, May 15, 4:00 p.m. – 5:30 p.m.

Panel: Global Public Opinion Tracking as a Measure of Societal Change: Voices from a World in Motion

Organizer and Moderator: Jay Loschky, *Gallup, Inc.*

Location: Platinum 4

Impact of the Arab Spring on Research in the Middle East/ North Africa Region

Anita Pugliese, *Gallup, Inc.*

Travis Owens, *Gallup, Inc.*

Violence in Latin America and its Negative Effects on Trust in Institutions, Evidence from Victimization Questions from the Gallup World Poll

Johanna Godoy, *Gallup, Inc.*

Jan Sonnenschein, *Gallup, Inc.*

Jesus Rios, *Gallup, Inc.*

Approval of the Leadership of the Governments of Africa

Robert Tortora, *Gallup, Inc.*

Pakistan's Fledgling Democracy: Looking for Order in Chaos

Rajesh Srinivasan, *Gallup, Inc.*

Julie Ray, *Gallup, Inc.*

Former Soviet Union: Nations, Attitudes in Transition

Neli Esipova, *Gallup, Inc.*

Julie Ray, *Gallup, Inc.*

Concurrent Session B

Thursday, May 15, 4:00 p.m. – 5:30 p.m.

Panel: What Can Survey Paradata Do for You? Evidence From Four Federal Demographic Surveys

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

Location: Platinum 6

Cost Effectiveness of Repeated Contact Attempts in the American Community Survey

Dawn V. Nelson, *U.S. Census Bureau*

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

In-Person or Telephone Collection: Mode Selection and Outcomes in the Current Population Survey

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

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

Using Contact Histories to Predict Interview Completion in Large National Surveys

Julia Coombs, *U.S. Census Bureau*

Rachael Walsh, *U.S. Census Bureau*

Judgments under Uncertainty: Evaluating Interviewer Observations of Sample Units

James Dahlhamer, *National Center for Health Statistics*

Nancy Bates, *U.S. Census Bureau*

Rachael Walsh, *U.S. Census Bureau*

Tackling Nonresponse Bias: In Search of Interviewer Observations Related to Survey Response and Survey Outcomes

James Dahlhamer, *National Center for Health Statistics*

Renee Gindi, *National Center for Health Statistics*

Chandra Erdman, *U.S. Census Bureau*

Concurrent Session B

Thursday, May 15, 4:00 p.m. – 5:30 p.m.

Assessing Data Collection Effort and Nonresponse

Moderator: *Melissa Dugger, Mathematica Policy Research*

Location: Platinum 7 & 8

Stop Chasing Your Tail: Identifying Respondents That Are Hard to Catch and That You Will Not Miss

Ryan Hubbard, *Westat*

Paul Guerino, *Centers for Medicare and Medicaid Services*

Predicting Completed Telephone Interviews in a CAPI Environment: Can We Predict?

Travis Pape, *U.S. Census Bureau*

Assessing the Relationship Between Number of Survey Contacts and Measurement Error Using Confirmatory Factor Analysis

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

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

Rajesh Srinivasan, *Gallup, Inc.*

Summarising Call Record Data with Sequence Analysis vs. Latent Class Analysis

Olga Maslova, *University of Southampton*

Gabriele Durrant, *University of Southampton*

Peter W. F. Smith, *University of Southampton*



Concurrent Session B

Thursday, May 15, 4:00 p.m. – 5:30 p.m.

AAPOR and Chapter Student Paper Award Winners Presentations

Moderator: Janice Ballou, *Independent Consultant*

Location: Platinum 9

Seymour Sudman Student Paper Award Winner

Parenthood and Voter Turnout:

Children as Resource Drain or Mobilizing Force?

Nikki L. Graf, *University of Wisconsin-Madison*

PAPOR Student Paper Award Winner

**Material Welfare and Political Preferences:
The Case of** **WITHDRAWN** **ive Social Policies**

Lindsay A. O'Keefe, *Yale University*

David S. Pedulla, *Princeton University*

MAPOR Student Paper Award Winner – Public Opinion

The Effects of Self-Interest Frames on Policy Preferences

David Sterrett, *University of Illinois at Chicago*

MAPOR Student Paper Award Winner – Survey Methods

**Check the Phone Book: Testing Information and
Communication Technology (ICT) Recall Aids for Personal
Networks Surveys**

Yuli Patrick Hsieh, *Northwestern University*

DC-AAPOR Student Paper Award Winner

**Testing for Measurement Equivalence in the Survey
Responses of Incentive and Control Group Respondents**

Rebecca Medway, *American Institutes for Research*

Concurrent Session B

Thursday, May 15, 4:00 p.m. – 5:30 p.m.

Panel: Administrative Record Linkage in the United States and Europe: Methods to Mitigate Bias and the Merits of Linked Data

Organizer and Moderator: HarmoniJoie Noel,
American Institutes for Research

Location: Orange County 1 & 2

Who Consents to Record Linkage: Can Incentives Mitigate Bias?

HarmoniJoie Noel, *American Institutes for Research*

Propensity to Consent to Data Linkage: Experimental Evidence from the Innovation Panel on the Role of Three Survey Design Features

Jonathan Burton, *University of Essex*

Using Gain-Loss Framing to Ask Respondents for Consent to Link Survey and Administrative Data

Joseph Sakshaug, *Institute for Employment Research*

Interviewers' Influence on Bias in Reported Income

Manfred Antoni, *Institute for Employment Research*

Using Administrative Records to Develop and Evaluate Measurement Error Associated with New Survey Items in Federal Collections

Celeste Stone, *American Institutes for Research*

Concurrent Session B

Thursday, May 15, 4:00 p.m. – 5:30 p.m.

Pre-Election Polling Methods

Moderator: Sarah Cho, *SurveyMonkey*

Location: Orange County 3 & 4

In Search of More Granular Likely-Voter Models for Low-Turnout Elections: A Look at a Sample of 2013 and 2014 Primary Elections

Julia Clark, *Ipsos Public Affairs*

Neale El-Dash, *Ipsos Public Affairs*

Clifford Young, *Ipsos Public Affairs*

Model-Based Survey Inference for Political Polling

Masahiko Aida, *Civis Analytics*

Pre-Election Polling in Afghanistan

Gary Langer, *Langer Research Associates*

Matthew Warshaw, *ACSOR*

Greg Holyk, *Langer Research Associates*

John Richardson, *D3 Systems*

Voting - A Memorable Decision?

Richard Ohrvall, *Statistics Sweden*

Mikaela Jarnbert, *Statistics Sweden*

AAPOR Day-at-a-Glance

Friday, May 16

Time	Event	Location
7:00 a.m. – 8:00 a.m.	Committee Meetings	
	Financial Oversight Committee	Desert Springs
	Membership and Chapter Relations Committee	La Jolla
	Transparency Initiative Coordinating Committee	Los Angeles
	Big Data Task Force	Rancho Las Palmas
	Substantive and Methodological Balance Task Force	Newport Beach
7:00 a.m. – 8:00 a.m.	Continental Breakfast in the Exhibit Hall	Grand Ballroom
7:00 a.m. – 4:30 p.m.	Exhibit Hall and Book Exhibit Open	Grand Ballroom
7:30 a.m. – 4:30 p.m.	Registration Open	Platinum Registration
7:30 a.m. – 4:30 p.m.	Presentation Drop Off	Gold Key III
8:00 a.m. – 9:30 a.m.	Concurrent Sessions C	
	Session 1: Panel: Public Opinion and the Affordable Care Act	Platinum 1 & 2
	Session 2: Public Opinion, Partisanship and Democratic Representation	Platinum 3
	Session 3: Methodological Briefs: Survey Methods in Multinational, Multicultural and Multiregional Contexts	Platinum 4
	Session 4: Panel: Bridging Cultural Differences Beyond Questionnaire Translation: an Exploration of Research Methodology in Cross-Cultural Research Design with Multilingual Communities	Platinum 6

AAPOR Day-at-a-Glance

Friday, May 16

Time	Event	Location
8:00 a.m. – 9:30 a.m.	Concurrent Sessions C (continued)	
	Session 5: Panel: Practical Applications for Social Media in Survey Research	Platinum 7 & 8
	Session 6: Strategies for RARE Populations	Platinum 9
	Session 7: Questionnaire Design: Visual Design Effects and Data Quality Orange	Orange County 1 & 2
	Session 8: Satisficing, Response Burden and Data Quality	Orange County 3 & 4
9:30 a.m. – 10:00 a.m.	Beverage Break in the Exhibit Hall	Grand Ballroom
10:00 a.m. – 11:30 a.m.	Concurrent Sessions D	
	Session 1: Data Collection Through Mobile and Electronic Devices	Platinum 1 & 2
	Session 2: Quienes Somos: Racial Identification, Social Conservatism and Religious Affiliation	Platinum 3
	Session 3: Panel: LGBT in Changing Times: Attitudes, Experiences and Growing Acceptance	Platinum 4
	Session 4: Panel: Geographic Information Systems (GIS) Methods and Tools for Survey Research	Platinum 6
	Session 5: Old Paradigms/ New Applications	Platinum 7 & 8
	Session 6: Panel: Reviewing and Revising Pre-Election Polling Methods: Insights from the Gallup Election Review	Platinum 9


AAPOR Day-at-a-Glance

Friday, May 16

Time	Event	Location
10:00 a.m. – 11:30 a.m.	Concurrent Sessions D (continued)	
	Session 7: Panel: Paradata Applications in Production: The Challenges of Change	Orange County 1 & 2
	Session 8: Public Opinion: Theory, Effects and Measurement	Orange County 3 & 4
11:45 a.m. – 1:45 p.m.	Presidential Address and Lunch	Marquis Ballroom
12:30 p.m. – 1:45 p.m.	Committee Meetings	
	Public Opinion Quarterly Advisory Committee	Desert Springs
1:45 p.m. – 3:15 p.m.	Concurrent Sessions E	
	Session 1: Cross-Cultural Survey Research	Platinum 1 & 2
	Session 2: Cell Phone Survey Sampling	Platinum 3
	Session 3: Voting Behavior and Political Participation	Platinum 4
	Session 4: Task Forces and Committees II: Discussion of the AAPOR Bylaws Review and the Public Opinion and Leadership Task Force Report	Platinum 6
	Session 5: Methodological Briefs: Questionnaire Design	Platinum 7 & 8
	Session 6: Panel: U.S. Public Opinion and the Economy	Platinum 9
	Session 7: Developments in Cognitive Interviewing Methods	Orange County 1 & 2
	Session 8: Panel: The Dawn of ACA Implementation: Research Challenges and Early Data	Orange County 3 & 4

AAPOR Day-at-a-Glance

Friday, May 16

Time	Event	Location
3:15 p.m. – 4:15 p.m.	Dessert Break in the Exhibit Hall Sponsored by 	Grand Ballroom
	Meet-the-Author Session Paul Taylor <i>The Next American</i> (Public Affairs, 2014)	
	Kumar Rao, Kirby Goidel, Maxwell Means, Angela Farizo <i>Survey Practice</i> (AAPOR)	
	Poster Session #2	
	Demonstration Session #2	
3:15 p.m. – 4:15 p.m.	Speed Networking Session 1	Platinum 5
4:15 p.m. – 5:45 p.m.	Concurrent Sessions F	
	Session 1: Small Area Estimation	Platinum 1 & 2
	Session 2: Methodological Briefs: Survey Mode	Platinum 3
	Session 3: ResearchHack - Professional Development Session: Presentation of Team Research Proposals from Finalists	Platinum 4
	Session 4: Interviewer Observations and Interviewer Ratings	Platinum 6
	Session 5: Evaluating and Improving Quality of Measurement	Platinum 7 & 8
	Session 6: Exploring Public Opinion on Societal Issues	Platinum 9
	Session 7: Responsive Design Paradata Improve Quality	Orange County 1 & 2
	Session 8: Applications of Social Media to Survey Research	Orange County 3 & 4
6:00 p.m. – 7:30 p.m.	Student Meet & Greet	Platinum 10
6:00 p.m.	Dinner on your own	
6:00 p.m.	Take Me Out to the Ballpark . . . Anaheim Angels vs. Tampa Bay Rays (additional registration fee)	Outside the Ballroom Entrance by Platinum 1 (Bus will depart promptly at 6:00 p.m.)

Concurrent Session C

Friday, May 16, 8:00 a.m. – 9:30 p.m.

Panel: Public Opinion and the Affordable Care Act

Organizer and Moderator: Mollyann Brodie, *Kaiser Family Foundation*

Location: Platinum 1 & 2

Tracking Public Opinion on the Affordable Care Act: From Passage to Early Rollout of Coverage Expansions

Liz Hamel, *Kaiser Family Foundation*

Bianca DiJulio, *Kaiser Family Foundation*

Jamie Firth, *Kaiser Family Foundation*

Claudia Deane, *Kaiser Family Foundation*

The Affordable Care Act: When Political and Product Advertising Collide

Elizabeth Wilner, *Kantar Media*

The ACA: Americans React as the Law Moves From Policy Debate to Reality

Bill McInturff, *Public Opinion Strategies*

Messaging to the Uninsured About the Affordable Care Act

Tresa Udem, *PerryUdem*

Tracking Changes in Public Opinion of the Affordable Care Act

Katherine Carman, *RAND*

Concurrent Session C

Friday, May 16, 8:00 a.m. – 9:30 p.m.

Public Opinion, Partisanship and Democratic Representation

Moderator: Jennifer Agiesta, *Associated Press*

Location: Platinum 3

Crashing the Grand Old Party's Traditional Stances on Social Issues: The Effect of Issue Framing on Public Opinion in the Context of Conflicting Value Cues

Ashley A. Koning, *Rutgers University*

Forecast LA: What Public and Leadership Outlook Surveys Can Tell Us About the Region

Brianne Gilbert, *Loyola Marymount University - Center for the Study of LA*

Fernando Guerra, *Loyola Marymount University -*

Center for the Study of LA

Brittany Machado, *Loyola Marymount University -*

Center for the Study of LA

Temporal Comparability of American Political Identities: Party ID and Liberalism, 1978-2008

Dmitriy Poznyak, *Survey Research*

George Bishop, *Former Professor, University of Cincinnati*

The Importance of the Liberal-Conservative Measure When Correlations with Partisanship are Strong

Natalie Jackson, *Huffington Post/Pollster.com*

A New Method for Gauging Public Opinion in the States: Aggregation of National RDD Surveys

Bo MacInnis, *Stanford University*

Jon A. Krosnick, *Stanford University*

Concurrent Session C

Friday, May 16, 8:00 a.m. – 9:30 p.m.

Methodological Briefs: Survey Methods in Multinational, Multicultural and Multiregional Contexts

Moderator: Ahuva Jacobowitz,
NYC Department of Housing Preservation and Development

Location: Platinum 4

Who Is to Blame for Bribing, the Government or People?

Dato Tsubutashvili, *Gallup, Inc.*

Neli Esipova, *Gallup, Inc.*

Measuring Attitudes Toward Immigration Across Two Decades: Derivation of an Acceptance Score and Trend Analysis

Adriana Espinosa, *The City College of New York*

Glen Milstein, *The City College of New York*

Identifying Unauthorized Immigrants in Pew Research Center's National Survey of Latinos

Mark H. Lopez, *Pew Research Center*

Ana Gonzalez-Barrera, *Pew Research Center*

Jeffrey S. Passel, *Pew Research Center*

Non-English Modes of Communicating Political Information: A Proposed Model on the Role of Language in Social Cognition

Alejandro Flores, *The University of Chicago*

Concurrent Session C

Friday, May 16, 8:00 a.m. – 9:30 p.m.

Conducting a Longitudinal Survey with Drug Treatment Patients in Afghanistan: Methodological and Contextual Challenges

Matthew Courser, *AP-NORC Center for Public Affairs Research*

Melissa Abadi, *Pacific Institute for Research and Evaluation-Louisville Center*

Stephen Shamblen, *Pacific Institute for Research and Evaluation*

Linda Young, *Pacific Institute for Research and Evaluation*

Knowlton Johnson, *Pacific Institute for Research and Evaluation*

Kirsten Thompson, *Pacific Institute for Research and Evaluation-Louisville Center*

Amanda Bajkowski, *D3 Systems, Inc.*

Mixed-Method Assessment of Validity and Cross-Subgroup Comparability

Kristen Miller, *National Center for Health Statistics*

Mitchell Loeb, *National Center for Health Statistics*

Who is Your Neighbor? Sampling of Migrant Populations Using Population Clustering

Inna Becher, *Institute for Employment Research (IAB)*

Concurrent Session C

Friday, May 16, 8:00 a.m. – 9:30 p.m.

Panel: Bridging Cultural Differences Beyond Questionnaire Translation: an Exploration of Research Methodology in Cross-Cultural Research Design with Multilingual Communities

Organizer and Moderator: Anna Sandoval Girón,
American Institutes for Research

Location: Platinum 6

Differences Between Monolinguals and Bilinguals in Cognitive Processing of Survey Questions

Mandy Sha, *RTI International*
Hyunjoo Park, *RTI International*

School Concepts for Spanish Speaker Respondents: Improving Concept Validity in Surveys through Cognitive Interviews

Anna Sandoval Girón, *American Institutes for Research*

Adaptation of Standard Cognitive Interview Methodology for Use with Spanish-Speaking Respondents

Patricia Goerman, *U.S. Census Bureau*
Ryan King, *U.S. Census Bureau*

What Does the Satisfaction with Democracy Measure Mean to Respondents in Different Countries? How Cross-National Web Probing Can Contribute to Answering this Question

Dorothee Behr, *GESIS – Leibniz Institute for the Social Sciences*
Michael Braun, *GESIS – Leibniz Institute for the Social Sciences*

The Impact of Question Format and Respondent Background on Data Quality in a Health Survey

Aaron Maitland, *Westat*

Concurrent Session C

Friday, May 16, 8:00 a.m. – 9:30 p.m.

Panel: Practical Applications for Social Media in Survey Research

Organizer: Joe Murphy, *RTI International*

Moderator: Paul Harwood, *Twitter*

Location: Platinum 7 & 8

Is Shooting Fish in a Barrel a Good Thing? Using Social Media and Search Engines to Recruit Respondents for Self-Administered Surveys and Pretesting

Michael J. Stern, *NORC at the University of Chicago*

A Virtual Focus Group? Using Social Media Sentiment Analysis Techniques to Improve Questionnaire Design

Christine Pierce, *The Nielsen Company*

Contacting Sample Members by Facebook or Email: What Works?

Bryan Rhodes, *RTI International*

Reporting Data in the Social Media World

Casey Tesfaye, *American Institute of Physics*

The Sociality Hierarchy and the Future of Social Media and Survey Research

Craig A. Hill, *RTI International*

Concurrent Session C

Friday, May 16, 8:00 a.m. – 9:30 p.m.

Strategies for RARE Populations

Moderator: Curtiss Cobb, *Facebook*

Location: Platinum 9

Locating Rare Populations Using Social Media: Twitter and Persons Displaced by Hurricane Sandy

Martin Barron, *NORC at the University of Chicago*

Trevor Tompson, *NORC at the University of Chicago*

Jennifer Benz, *NORC at the University of Chicago*

Effective Survey Sampling of Rare Subgroups: Probability-Based Sampling Using Split-Frames with Listed Households

Mansour Fahimi, *GfK*

Efficient Dynamic Venue-Based Sampling Designs for Hard-to-Reach Populations

Ronaldo Iachan, *ICF International*

Tonja Kyle, *ICF International*

Utilizing Cell Phone Rate Center Information in Targeting Low Income Populations

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

David Dutwin, *SSRS/Social Science Research Solutions*

Mollyann Brodie, *The Kaiser Family Foundation*

Targeting Hard-to-Reach, Lower SES Respondents in an Experimental ABS Design

Robyn Rapoport, *SSRS/Social Science Research Solutions*

Rebekah Gould, *Oregon Health Authority*

David Dutwin, *SSRS/Social Science Research Solutions*

Concurrent Session C

Friday, May 16, 8:00 a.m. – 9:30 p.m.

Questionnaire Design: Visual Design Effects and Data Quality

Moderator: Diane Burkom, *Battelle Memorial Institute*

Location: Orange County 1 & 2

Impact of Response Scale Direction on Survey Responses in Web and Mobile Web surveys

Florian Keusch, *University of Michigan*

Ting Yan, *University of Michigan*

Saram Han, *University of Michigan*

Lirui He, *University of Michigan*

The Whole is More than the Sum of its Parts: Understanding Item Nonresponse in Self-Administered Surveys

Alian Kasabian, *University of Nebraska-Lincoln*

Jolene Smyth, *University of Nebraska-Lincoln*

Kristen Olson, *University of Nebraska-Lincoln*

The Effect of CATI Questionnaire Design Features on Response Timing

Kristen Olson, *University of Nebraska-Lincoln*

Jolene Smyth, *University of Nebraska-Lincoln*

Improving Federal Forms with User Experience Testing and Eye Tracking

Jennifer Romano Bergstrom, *Fors Marsh Group*

Jonathan Strohl, *Fors Marsh Group*

Andrew Hale, *Fors Marsh Group*

Sarah Keaton, *Fors Marsh Group*

Examining the Use of Visual Grouping to Reduce Skip Pattern Errors

Rebecca J. Powell, *University of Nebraska-Lincoln*

Concurrent Session C

Friday, May 16, 8:00 a.m. – 9:30 p.m.

Satisficing, Response Burden and Data Quality

Moderator: Emily Geisen, *RTI International*

Location: Orange County 3 & 4

Instant Interactive Feedback in Grid Questions: Reminding Web Survey Respondents of Speeding and Nondifferentiation

Tanja Kunz, *Darmstadt University of Technology*

Marek Fuchs, *Darmstadt University of Technology*

Respondents Playing Fast and Loose?: Antecedents and Consequences of Respondent Speed of Completion

Randall K. Thomas, *GfK Custom Research, LLC*

Frances M. Barlas, *GfK Custom Research, LLC*

Response Burden: What Predicts It and Who are Burdened Out?

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

Ting Yan, *Institute for Social Research, University of Michigan*

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

The Effects of Splitting Long Surveys Into Two

Annie Pettit, *Peanut Labs*

Concurrent Session D

Friday, May 16, 10:00 a.m. – 11:30 p.m.

Data Collection Through Mobile and Electronic Devices

Moderator: Edward Johnson, *SSI*

Location: Platinum 1 & 2

Mixed-Devices in a Probability Based Panel Survey - Effects on Survey Measurement Error

Peter Lugtig, *Utrecht University, Department of Methods and Statistics*

Vera Toepoel, *Utrecht University, Department of Methods and Statistics*

Recruitment and Retention of a Passive Mobile Panel

Robert DeHaan, *The Nielsen Company*

Kim Main, *The Nielsen Company*

Use of Smartphones to Collect Information about Health Behaviors: A Feasibility Study

Sean Hu, *Centers for Disease Control and Prevention*

Naomi Freedner, *ICF International*

Piper DuBray, *ICF International*

Shanta R. Dube, *Georgia State University, School of Public Health*

Preferences and Attitudes Toward Use of Electronic Devices for the 2020 Census

Mandy Sha, *RTI International*

Emily Geisen, *RTI International*

Murrey Olmsted, *RTI International*

Elizabeth Nichols, *U.S. Census Bureau*

Tim Flanigan, *RTI International*

Georgina McAvinchey, *RTI International*

Sabin Lakhe, *U.S. Census Bureau*

The Generational Technology Divide and Implications for Smartphone Data Collection

Michael W. Link, *The Nielsen Company*

Shu Duan, *The Nielsen Company*

Kelly Bristol, *The Nielsen Company*

Jennie Lai, *Independent Consultant*

Concurrent Session D

Friday, May 16, 10:00 a.m. – 11:30 p.m.

Quienes Somos: Racial Identification, Social Conservatism and Religious Affiliation

Moderator: Rich Clark, *Castleton College*

Location: Platinum 3

Evaluating Race and Hispanic Origin in Administrative Records Relative to the 2010 Census and 2010 American Community Survey

Sonya Rastogi, *U.S. Census Bureau*

James Noon, *U.S. Census Bureau*

Renuka Bhaskar, *U.S. Census Bureau*

Ellen Zapata, *U.S. Census Bureau*

Half the Story: Hispanic Representation on Online Panels

Jordon Peugh, *SSRS/Social Science Research Solutions*

David Dutwin, *SSRS/Social Science Research Solutions*

How Socially Conservative Are Latinos? The Shifting Landscape of Latino Opinion

Carolyn Funk, *Pew Research Center*

Jessica H. Martinez, *Pew Research Center*

Mark H. Lopez, *Pew Research Center*

The Generation Gap: Social and Religious Change Among Latinos

Jessica H. Martinez, *Pew Research Center*

Carolyn Funk, *Pew Research Center*

Concurrent Session D

Friday, May 16, 10:00 a.m. – 11:30 p.m.

Panel: LGBT in Changing Times: Attitudes, Experiences and Growing Acceptance

Organizer: Murray Edelman, *Edelman Research*

Moderator: Jill E. Darling, *Dept. of Veteran's Affairs,
Greater Los Angeles Healthcare System*

Location: Platinum 4

Political Party, Gender and Permissiveness: Understanding Attitudes Towards Same-Sex Marriage

S. Kelley, *Yale University*

C. Kelley, *Yale University*

Pew Studies of the LGBT Population and Attitudes Toward Them in 39 Countries

Scott Keeter, *Pew Research Center*

The Political Consequence of LGBT Identity and Consciousness

Ken Sherrill, *Hunter College, CUNY*

Andrew Flores, *University of California, Riverside*

The Change in Attitudes Toward LGBT Through Surveys and in Personal Experience

Murray Edelman, *Edelman Research*

Concurrent Session D

Friday, May 16, 10:00 a.m. – 11:30 p.m.

Panel: Geographic Information Systems (GIS) Methods and Tools for Survey Research

Organizer: Joseph P. McMichael, *RTI International*

Moderator: Charles DiSogra, *Abt SRBI*

Location: Platinum 6

Using GIS-Based Modeling to Understand the Potential for Response Bias in a Web Survey

Ned English, *NORC at the University of Chicago*

Lee Florio, *NORC at the University of Chicago*

Michael Stern, *NORC at the University of Chicago*

Geoscreening: Effective Use of Locator Services in Survey Recruitment

Timothy Michalowski, *Abt SRBI*

Dara Seidl, *Abt SRBI*

Coverage Comparison of Various Methods of Using the Postal Frame for Face to Face Surveys

Stephanie Eckman, *Department of Sociology, University of Mannheim*

The Use and Limitations of Ground Captured GPS Coordinates for Address-Based Samples and In-Person Surveys

Joseph McMichael, *RTI International*

Jamie Ridenhour, *RTI International*

Michael Keating, *RTI International*

Karol Krotki, *RTI International*

Putting GIS on the Survey Research Map: Exploring Geoinformatics Principles for Enhancing Sample Survey Design and Analysis

Trent D. Buskirk, *Marketing Systems Group (MSG)*

Dennis Dalbey, *Marketing Systems Group (MSG)*

Nathaniel Bordy, *Marketing Systems Group (MSG)*

John Zabrenski, *Marketing Systems Group (MSG)*

Concurrent Session D

Friday, May 16, 10:00 a.m. – 11:30 p.m.

Old Paradigms/New Applications

Moderator: John Kennedy, *Indiana University Center for Survey Research*

Location: Platinum 7 & 8

Exact Replication of Question Design Experiments From Schuman & Presser

Henning Silber, *Stanford University*

Jon A. Krosnick, *Stanford University*

Tobias H. Stark, *Stanford University*

Annelies G. Blom, *University of Mannheim*

Nonresponse Error in a Total Survey Error Context

Cong Ye, *American Institutes for Research*

Roger Tourangeau, *Westat*

Experiment Designs in Population-Based Survey: How Much Have We Learned about Between- and Within-Subjects Designs?

Bo MacInnis, *Stanford University*

Jon A. Krosnick, *Stanford University*

Is Social Exchange Theory Still Relevant for Explaining Why People Respond to Surveys?

Don A. Dillman, *Washington State University*

A New Paradigm for Survey Methodology: Replacing Static Quality Concepts by a Modern Process Quality Perspective

Peter Ph. Mohler, *University of Mannheim Germany*

Concurrent Session D

Friday, May 16, 10:00 a.m. – 11:30 p.m.

Panel: Reviewing and Revising Pre-Election Polling Methods: Insights From the Gallup Election Review

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

Moderator: Dan Merkle, *ABC News*

Location: Platinum 9

Likely Voter Modeling in Pre-Election Polls

Michael W. Traugott, *University of Michigan*

Question Wording Experiments to Minimize Overreporting of Expected Vote

Frank M. Newport, *Gallup, Inc.*

Mode Differences in Pre-Election Poll Estimates of Voting

Michael W. Traugott, *University of Michigan*

A Comparison of Pre-Election and Post-Election Self-Reports of Voting

Frank M. Newport, *Gallup, Inc.*

Concurrent Session D

Friday, May 16, 10:00 a.m. – 11:30 p.m.

Panel: Paradata Applications in Production: The Challenges of Change

Organizer and Moderator: Andy Peytchev, *RTI International*

Location: Orange County 1 & 2

Incorporating Paradata Metrics into Daily Survey Management

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

Tamara S. Adams, *U.S. Census Bureau*

John A. Wilen, *U.S. Census Bureau*

Use of Response Propensity Scores to Direct CAPI Field Activity

Jamey Christy, *U.S. Census Bureau*

Improving Telephone Survey Data Quality With Real-Time Access to Paradata

Andy Weiss, *Abt SRBI*

Challenges of Implementing Adaptive Design Strategies in Production Settings for Large Records in an Establishment Survey

Melissa Mitchell, *USDA National Agricultural Statistics Service*

Kathy Ott, *USDA National Agricultural Statistics Service*

Jaki McCarthy, *USDA National Agricultural Statistics Service*

Using Paradata to Identify and Remove Vacant Housing Units from In-Person or Telephone Follow-Up Interviews

Geoffrey Jackson, *U.S. Census Bureau*

Concurrent Session D

Friday, May 16, 10:00 a.m. – 11:30 p.m.

Public Opinion: Theory, Effects and Measurement

Moderator: Kathy Frankovic, *Consultant*

Location: Orange County 3 & 4

Two Sides to Every Story: What Happens When Public Opinion and Expert Opinion Conflict?

David L. Vannette, *Stanford University*

Sean J. Westwood, *Stanford University*

Online Opinion Climate and Individuals' Willingness To Express A ~~7~~ Difference Theory in China

Shuning Li, *Texas at Austin*

Baohua Zhou, *Fudan University*

Mini-Publics and Public Opinion: A Survey-Based Experiment

Shelley Boulianne, *Grant MacEwan University*

Potential Effects of Government Shut Down on the Federal Statistical System

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

Ryan King, *U.S. Census Bureau*

Debunking the Myth of American Isolationism

Dina Smeltz, *The Chicago Council on Global Affairs*

Greg Holyk, *Langer Research*

Concurrent Session E

Friday, May 16, 1:45 p.m. – 3:15 p.m.

Cross-Cultural Survey Research

Moderator: Holly Matulewicz, *Mathematica Policy Research*

Location: Platinum 1 & 2

Which Language Should We Use for Interview in Multi-Linguistic Environment – Results of Comparative Experiments

Anna Andreenkiva, *CESSI (Institute for Comparative Social Research)*

Assessing Translations: How Do Backtranslation and Committee Approach Compare

Alisu Schoua-Glusberg, *Research Support Services*

Ana Villar, *City University*

Utility of Nonverbal Behavior Coding for Detecting Comprehension Difficulties Across Race/Ethnic Groups

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

Survey Research Laboratory

Allyson Holbrook, *University of Illinois at Urbana-Champaign*

Sharon Shavitt, *University of Illinois at Chicago,*

Survey Research Laboratory

Marina Stavrakantonaki, *University of Illinois at Chicago,*

Survey Research Laboratory

David Sterrett, *University of Illinois at Chicago,*

Survey Research Laboratory

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

Noel Chavez, *University of Illinois at Chicago*

Concurrent Session E

Friday, May 16, 1:45 p.m. – 3:15 p.m.

Measuring Culture Across Racial and Ethnic Groups in the U.S.: Exploring Challenges and Solutions

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

David Sterrett, *University of Illinois at Chicago,
Survey Research Laboratory*

Marina Stavrakantonaki, *University of Illinois at Chicago,
Survey Research Laboratory*

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

Sharon Shavitt, *University of Illinois at Chicago, Survey Research
Laboratory*

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

Noel Chavez, *University of Illinois at Chicago*

Saul Weiner, *University of Illinois at Chicago*

Why Do We Need Translated Questionnaires? Insights from a Large-Scale Study of Muslims and Christians

Inna Becher, *Institute for Employment Research (IAB)*

Concurrent Session E

Friday, May 16, 1:45 p.m. – 3:15 p.m.

Cell Phone Survey Sampling

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

Location: Platinum 3

Exploring the Impact of Various Control Total Sources for Adjusting for the Cell-Only Population in the California Health Interview Survey

Ismael Flores Cervantes, *Westat*

Matt Jans, *UCLA Center for Health Policy Research*

Trent D. Buskirk, *Marketing Systems Group*

Strategies for Increasing Efficiency of Cellular Telephone Samples

William Robb, *ICF International*

Kurt Peters, *ICF International*

Joshua Brown, *ICF International*

Ashley Mark, *ICF International*

Naomi Freedner, *ICF International*

Cristine Delnevo, *Rutgers University*

Daniel A. Gundersen, *Rutgers University*

Cell Phone Surveying in the Middle East

John Lee Pratt Holmes, *Qatar University Social and Economic Survey Research Institute*

Abdoulaye Diop, *Qatar University Social and Economic Survey Research Institute*

Kien Le, *Qatar University Social and Economic Survey Research Institute*

Elmoqiera Fadlallah Elsaye Elawad, *Qatar University Social and Economic Survey Research Institute*

Isam Mohamed Abdelhameed, *Qatar University Social and Economic Survey Research Institute*

Anis Miladi, *Qatar University Social and Economic Survey Research Institute*

Concurrent Session E

Friday, May 16, 1:45 p.m. – 3:15 p.m.

Comparing Landline and Cell Phone Samples in the Survey of Consumer Attitudes

Li Jiang, *University of Michigan*

Charley Jiang, *University of Michigan*

James M. Lepkowski, *University of Michigan*

Richard Curtin, *University of Michigan*

Dan Zahs, *University of Michigan*

Localized Cell Phone Samples Utilizing Billing Zip Code and Rate Center Information: A Hybrid Approach

David Dutwin, *Social Science Research Solutions*

Alisha Simon, *Minnesota Department of Health*

Kathleen Call, *University of Minnesota*

Stefan Gildemeister, *Minnesota Department of Health*

Concurrent Session E

Friday, May 16, 1:45 p.m. – 3:15 p.m.

Voting Behavior and Political Participation

Moderator: Stephanie Kafka, *Gallup, Inc.*

Location: Platinum 4

The People in Your Neighborhood: How Political Minority Status Affects Political Participation

J. Quin Monson, *Brigham Young University*

Chris Karpowitz, *Brigham Young University*

Lindsay Nielson, *University of California, San Diego*

Kelly D. Patterson, *Brigham Young University*

Steve Snell, *Princeton University*

Ideological Congruence in Times of Economic Crisis

Ioannis Andreadis, *Aristotle University of Thessaloniki,*

University of Michigan

Eva H. Önnudóttir, *CDSS/Mannheim University*

Viktor Orri Valgarðsson, *University of Iceland*

The Politics of U.S. Asians

Lydia Saad, *Gallup, Inc.*

Andrew Dugan, *Gallup, Inc.*

Attitudes and Ambivalence Toward Political Candidates: An Asymmetric Nonlinear Approach

Drew Allen, *City University of New York*

Concurrent Session E

Friday, May 16, 1:45 p.m. – 3:15 p.m.

Task Forces and Committees II: Discussion of AAPOR Bylaws Review and the Public Opinion and Leadership Task Force Report

Location: Platinum 6

Bylaws Review Ad Hoc Committee

Jennie Lai, *Google*, **Co-chair**

Paul J. Lavrakas, *Independent Consultant*, **Co-chair**

Public Opinion and Leadership Task Force

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

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

Concurrent Session E

Friday, May 16, 1:45 p.m. – 3:15 p.m.

Methodological Briefs: Questionnaire Design

Moderator: Igor Himelfarb, *Educational Testing Service*

Location: Platinum 7 & 8

Measurement Properties of Brief “Big Five” Personality Instrumentation

Matthew DeBell, *Stanford University*

Ted Brader, *University of Michigan*

Simon Jackman, *Stanford University*

Catherine Wilson, *23andMe*

Using Paradata to Predict Interviewers’ Likelihood to Take Question-Reading Shortcuts

Jennifer Kelley, *University of Michigan*

Zeina Mneimneh, *University of Michigan*

The Utility of Unbalanced Bipolar or Shortened-Range Response Scales in Testing Change in Attitudes, Opinions and Ratings: a Simulation Study

Sonja Ziniel, *Boston Children’s Hospital, Harvard Medical School*

Al Ozonoff, *Boston Children’s Hospital, Harvard Medical School*

A General Survey Measure of the Need for Closure

Eike Mark Rinke, *University of Mannheim*

‘Good Respondent, Bad Respondent’? Assessing Response Quality in Internet Surveys

Antje Kirchner, *Survey Research and Methodology (SRAM)*

Rebecca J. Powell, *Survey Research and Methodology (SRAM)*

The Effects of Cover Images on Participation and Reports in Mail Surveys

Mathew Stange, *University of Nebraska-Lincoln*

Concurrent Session E

Friday, May 16, 1:45 p.m. – 3:15 p.m.

The Effects of Response Option Changes on Response and Data Quality

Cong Ye, *American Institutes for Research*

Jill Watson, *American Institutes for Research*

Rebecca Medway, *American Institutes for Research*

Using Motivating Prompts to Increase Responses to Open-ended Questions in Mixed-Mode Surveys: Further Evidence on Where the Prompt Should Be Placed

Glenn D. Israel, *University of Florida*

Concurrent Session E

Friday, May 16, 1:45 p.m. – 3:15 p.m.

Panel: U.S. Public Opinion and the Economy

Organizer and Moderator: Janet L. Streicher, *Citibank*

Location: Platinum 9

**Community Development Stakeholder Data:
Exploring Local Community Conditions, Economic
Inclusion and Emerging Issues**

Barbara J. Robles, *Board of Governors of the Federal Reserve System*

The New American Economy

Erica Seifert, *Greenberg, Quinlan and Rosner Research*

**The Course and Correlates of Consumer Sentiment
1985-2014**

Gary Langer, *Langer Research*

**The Current and Future Impact of Millennials on the
US Economy**

Paul Taylor, *Pew Center for the People and the Press*

**Adjusting, Organizing, and Fortifying Personal Finances in
a New American Economy: 2009 to 2014**

Janet L. Streicher, *Citibank*

Concurrent Session E

Friday, May 16, 1:45 p.m. – 3:15 p.m.

Developments in Cognitive Interviewing Methods

Moderator: Danielle Battle, *American Institutes for Research*

Location: Orange County 1 & 2

Crowdsourcing in the Cognitive Interviewing Process

Joe Murphy, *RTI International*

Michael Keating, *RTI International*

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

Reliability in Qualitative Research: Now What Does That Question Mean to You?

Darby Steiger, *Westat*

David Cantor, *Westat*

Aaron Maitland, *Westat*

Martha Stapleton, *Westat*

Using Cognitive Interviews to Test Behaviorally Specific Questions on Rape and Sexual Assault

David Cantor, *Westat*

Darby Steiger, *Westat*

Shannan Catalano, *Bureau of Justice Statistics*

Kay Ricci, *University of Nebraska-Lincoln, UNL Gallup Research Center*

Reanne Townsend, *University of Maryland - JPSM*

Enumerating Persons with No Address in an Address-Based Census

Katherine R. Kenward, *Research Support Services, Inc.*

Eleanor R. Gerber, *Research Support Services, Inc.*

Alisu Schoua-Glusberg, *Research Support Services, Inc.*

Patricia Goerman, *U.S. Census Bureau*

Murrey Olmsted, *RTI International*

Qualitative Testing of the 2016 Canadian Census of Agriculture Questionnaire

Diane Fournier, *Statistics Canada*

Concurrent Session E

Friday, May 16, 1:45 p.m. – 3:15 p.m.

Panel: The Dawn of ACA Implementation: Research Challenges and Early Data

Organizer: Robyn Rapoport, *SSRS/Social Science Research Solutions*

Moderator: Stephen Blumberg, *National Center for Health Statistics, CDC*

Location: Orange County 3 & 4

Measuring Health Coverage in Surveys Post-Reform

Joanne Pascale, *U.S. Census Bureau*

Familiarity with ACA Provisions and Understanding of Personal Impact on the Eve of Health Reform

Alisha Baines Simon, *Minnesota Department of Health*

Stefan Gildemeister, *Minnesota Department of Health*

Kathleen Thiede Call, *University of Minnesota*

Tracking the Experience of U.S. Adults In the Affordable Care Act's Marketplaces: The Commonwealth Fund Affordable Care Act Tracking Surveys, 2013-2014

Sara R. Collins, *The Commonwealth Fund*

Petra W. Rasmussen, *The Commonwealth Fund*

Robyn Rapoport, *SSRS/Social Science Research Solutions*

Interviewing California's Uninsured on the Eve of Open Enrollment: The Kaiser Family Foundation 2013 Baseline Survey

Mollyann Brodie, *Kaiser Family Foundation*

Liz Hamel, *Kaiser Family Foundation*

Claudia Deane, *Kaiser Family Foundation*

The Implications of ACA-Related Research Completed to Date; Next Steps in Assessing the Impact of This Epic Reform

Stephen Blumberg, *National Center for Health Statistics,
Center for Disease Control*

Poster Session 2

Friday, May 16, 3:15 p.m. – 4:15 p.m.

Location: Grand Ballroom

1. The Structure of Foreign Policy Attitudes Redux: Cross-National Evidence

Timothy B. Gravelle, *University of Essex & PriceMetrix Inc.*

2. Use of the Massachusetts Health Insurance Exchange in Three Distinct Boston Neighborhoods

Jessica L. LeBlanc, *Center for Survey Research,
University of Massachusetts Boston*

Anthony M. Roman, *Center for Survey Research,
University of Massachusetts Boston*

Philip S. Brenner, *Department of Sociology,
University of Massachusetts Boston*

Naa Oyo A. Kwate, *Rutgers University*

3. Gender and Abortion Attitudes: Making Sense of the Null Relationship

Steven E. Barkan, *University of Maine*

4. Cognitive Interviews of Veterans for the Gulf War Era Cohort and Biorepository Project

Julie C. Linville, *Social & Scientific Systems, Inc.*

Edward E. Gaunt, *Social & Scientific Systems, Inc.*

Karen Goldstein, *Department of Veterans Affairs Medical Center*

Rebecca B. McNeil, *Department of Veterans Affairs Medical Center*

Dawn T. Provenzale, *Department of Veterans Affairs Medical Center*

Catherine M. Thomas, *Department of Veterans Affairs Medical Center*

Corrine I. Voils, *Department of Veterans Affairs Medical Center*

5. Evaluation of Nonresponse Bias in a Cohort Study of World Trade Center Terrorist Attack Survivors

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

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

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

Sharon Ghuman, *New York City Department of Health and
Mental Hygiene*

Mark R. Farfel, *New York City Department of Health and Mental Hygiene*

Poster Session 2

Friday, May 16, 3:15 p.m. – 4:15 p.m.

6. Do You Really Love Your Neighbor?: A Comparative Analysis of Religious Tolerance in Two Democracies

Austin Countryman, *University of Nebraska-Lincoln*

Caitlin E. Deal, *University of Nebraska-Lincoln*

Allan L. McCutcheon, *University of Nebraska-Lincoln*

7. Pairing a Qualitative Assessment and MaxDiff Surveys to Improve Gate Area Comfort at Seattle-Tacoma International Airport

Mark E. Vande Kamp, *Port of Seattle*

8. Societal Inequality and Individual Well-Being: Results from 96 Societies and 300,000 Individuals, 1981-2008

Jonathan Kelley, *International Survey Center and*

University of Nevada, Reno

Mariah D. Evans, *University of Nevada, Reno*

9. Capturing Minority Populations in Telephone Surveys: Experiences from the Ohio Medicaid Assessment Survey Series

Bo Lu, *College of Public Health, The Ohio State University*

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

Marcus Berzofsky, *RTI International*

Amy Ferketich, *The Ohio State University*

Jamie Ridenhour, *RTI International*

Rachel Tumin, *Ohio Colleges of Medicine Government Resource Center*

10. Does Political Party Affiliation Influence Views of Quality Among Those Who Interact with the U.S. Healthcare System?

Kirstin W. Scott, *Harvard University*

Robert J. Blendon, *Harvard School of Public Health*

11. Public Perception Changes Toward Real Estate Consumption in China: A Comparative Analysis of 2006 and 2009

Mengyang Wang, *University of Nebraska-Lincoln*

Poster Session 2

Friday, May 16, 3:15 p.m. – 4:15 p.m.

12. Nonresponse Bias Analysis in a Genetics Sub-Study Among Reserve and National Guard Soldiers

Christine Cowles, *Abt SRBI, Inc.*

Mark Morgan, *Abt SRBI, Inc.*

13. The Impact of Using Cell Phone Zip Code Matching: The Case of Boston

Marilyn Wilkinson, *Abt SRBI, Inc.*

Dennis Daly, *Abt SRBI, Inc.*

Barbara Fernandez, *Abt SRBI, Inc.*

Dan Dooley, *Boston Public Health Commission*

14. FIFA 2022: The Issue of Migrant Workers in the Arab Gulf Countries

Abdoulaye Diop, *Social and Economic Survey Research Institute (SESRI)*

Kien T. Le, *Social and Economic Survey Research Institute (SESRI)*

John Lee Pratt Holmes, *Social and Economic Survey Research Institute (SESRI)*

Sara Ali Ahmed Zikri, *Social and Economic Survey Research Institute (SESRI)*

Mohammed Hassan M.T. Al Subaey, *Social and Economic Survey Research Institute (SESRI)*

Semsai Al-Ali Mustafa, *Social and Economic Survey Research Institute (SESRI)*

15. Introducing Bias – An Evaluation of a Referendum Ballot

Mikael Gilljam, *Department of Political Science, University of Gothenburg*

Sebastian Lundmark, *University of Gothenburg*

16. Echoes of Egypt: Understanding the Telephone-Owning Population in the Arab World's Largest Nation

Samuel Solomon, *D3 Systems*

David Peng, *D3 Systems*

17. Examination of Order Effects on the Presidential Candidate Trait Items of the ANES and the Importance of Context: Partisanship, Trait and Candidate

Vasiliki-Maria Agalioti-Sgompou, *Institute for Social and Economic Research*

Poster Session 2

Friday, May 16, 3:15 p.m. – 4:15 p.m.

18. From Bully to the Boss: Governor Chris Christie's Post-Sandy Stardom and the 2013 New Jersey Gubernatorial Election

Ashley A. Koning, *Rutgers University*

David P. Redlawsk, *Rutgers University*

19. A Nation Divided: Polling Results and the Political Division of the American Public

Evan Welty, *Northern Arizona University*

20. Perceptions of Marcellus Shale (MS) Drilling as Economic Opportunity, Environmental Threat or Both? Socio-Demographic Profiles and Relationships with Environmental Attitudes /Behaviors in the General Population and Among Residents of a High MS Activity

Scott Beach, *University of Pittsburgh, University Center for Social & Urban Research*

Janet Schlarb, *University of Pittsburgh*

Bernard Goldstein, *University of Pittsburgh*

21. Change or Confirmation? Evaluating the Impact of Superstorm Sandy and Public Views on the Existence of Global Warming

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

Barry G. Rabe, *University of Michigan*

22. Development of a Survey Tool to Assess Climate on Campuses

Sowmya Anand, *Survey Research Laboratory*

Linda Owens, *Survey Research Laboratory*

23. The Cannabis Debate in Mexico: Prohibition or Legalization?

Diana Paola Penagos Vasquez, *Parametria SA de CV*

Francisco Abundis Luna, *Parametria SA de CV*

Jose Alberto Vera, *Parametria SA de CV*

Poster Session 2

Friday, May 16, 3:15 p.m. – 4:15 p.m.

24. Civil Liberties and Security: The Public's Contrasting Values and Policy Preferences

Jennifer Benz, *AP-NORC Center for Public Affairs Research*
Daniel Malato, *AP-NORC Center for Public Affairs Research*
Trevor Tompson, *AP-NORC Center for Public Affairs Research*
Jennifer Agiesta, *The Associated Press*
Becky Reimer, *AP-NORC Center for Public Affairs Research*
Dennis Junius, *The Associated Press*

25. Domestic Hyperpartisanship and Foreign Policy Attitudes

Gregory Holyk, *Langer Research Associates*
Dina Smeltz, *Chicago Council on Global Affairs*

26. What School Do I Choose?: Determining the Accuracy of Self-Reported Data with Administrative Data

Patrick Stark, *American Institutes for Research*
Jeremy Redford, *American Institutes for Research*

27. Evaluation of Nonresponse Bias in a Survey of Public Trust Towards Official Statistics and Attitudes Towards Use of Administrative Records

Rajesh Srinivasan, *Gallup, Inc.*
Manas Chattopadhyay, *Gallup, Inc.*
Morgan Earp, *U.S. Bureau of Labor Statistics*
Ryan W. King, *U.S. Census Bureau*

Poster Session 2

Friday, May 16, 3:15 p.m. – 4:15 p.m.

28. Predictors of Response Rate Among Poor Populations of Developing Countries: Results from the Baseline Evaluation of Salud Mesoamérica 2015

Ali H. Mokdad, *Institute for Health Metrics and Evaluation, University of Washington*

Marielle C. Gagnier, *Institute for Health Metrics and Evaluation, University of Washington*

K. Ellicott Colson, *Institute for Health Metrics and Evaluation, University of Washington*

Erin Palmisano, *Institute for Health Metrics and Evaluation, University of Washington*

Alexandra Schaefer, *Institute for Health Metrics and Evaluation, University of Washington*

Brent Anderson, *Institute for Health Metrics and Evaluation, University of Washington*

Annie Haakenstad, *Institute for Health Metrics and Evaluation, University of Washington*

Bernardo Hernández Prado, *Institute for Health Metrics and Evaluation, University of Washington*

Rafael P. Lozano, *Institute for Health Metrics and Evaluation, University of Washington*

29. Voices of the Democracy Over 75 Years

Lois Timms-Ferrara, *Roper Center for Public Opinion Research*

Robert Petrin, *Ipsos*

Chris Jackson, *Ipsos*

David Kolarik, *Ipsos*

30. Changing Horses (or Sources) Midstream: Comparing Variance in Different Sample Sources Over Time in a Blended Sample Online Survey

Zachary Lewis, *Ipsos*

Robert Petrin, *Ipsos*

Chris Jackson, *Ipsos*

David Kolarik, *Ipsos*

31. Seasoned vs. Fresh: A Comparison of Political Opinion Survey Panel Respondents

Catherine Wilson, *23andMe*

Matthew DeBell, *Stanford University*

Poster Session 2

Friday, May 16, 3:15 p.m. – 4:15 p.m.

32. Cognitive Interviewing to Explore Perceived Question Sensitivity in the Kingdom of Saudi Arabia

Kristen L. Cibelli, *Program in Survey Methodology, University of Michigan*
Zeina Mneimneh, *University of Michigan*
Mona Shahab, *Prince Salman Center for Disability Research*
Yasmin Altwajiri, *King Faisal Specialist Hospital and Research Center*

33. Understanding Consent for Physical Measurements, Biomarker Collection and Administrative Data Linkage in the Health and Retirement Study

Colleen McClain, *Michigan Program in Survey Methodology*
Sunghee Lee, *Michigan Program in Survey Methodology*
Jessica Faul, *University of Michigan Research Center*

34. Drowning In a Sea of Regulation: Perception or Reality and the Policy Implications of Finding the Truth

Debbie Borie-Holtz, *Rutgers University*
Stuart Shapiro, *Rutgers University*

35. Giving It Your All: How Response Formats Affect Measures of Donation to Causes

Frances M. Barlas, *GfK Custom Research*
Randall K. Thomas, *GfK Custom Research*

36. Interviewer's Arguments to Persuade Potential CATI Respondents

Yfke Ongena, *University of Groningen*
Marieke Haan, *University of Groningen*

Demonstration Session #2

Friday, May 16, 3:15 p.m. – 4:15 p.m.

Location: Grand Ballroom

The Impact of Methodological Changes on the Comparability of Estimates Across Years in the California Health Information Survey

YuChing Yang, *UCLA Center for Health Policy Research*

Hongjian Yu, *UCLA Center for Health Policy Research*

Ninez A. Ponce, *UCLA Center for Health Policy Research*

Roper Center: Archiving Services and Access Tools

Marc Maynard, *Roper Center for Public Opinion Research*

Lois Timms-Ferrara, *Roper Center for Public Opinion Research*

Concurrent Session F

Friday, May 16, 4:15 p.m. – 5:45 p.m.

Small Area Estimation

Moderator: Larry Luskin, *ICF International*

Location: Platinum 1 & 2

Review of Methodological and Practical Developments in Small-Area Estimation

Stanislav Kolenikov, *Abt SRBI*

Comparison of Small Area Estimation Methods for Use by the Behavioral Risk Factor Surveillance System

Carol A. Gotway Crawford, *Centers for Disease Control*

Small-Area Estimation of Ineligible Sample Units in a Household Sample Frame

Josué De La Rosa, *U.S. Census Bureau*

Timothy L. Kennel, *U.S. Census Bureau*

Simulating Populations to Evaluate Survey Estimates

William Rene Waldron, *The Nielsen Company*

Brian Wells, *University of Michigan*

Yimei Fan, *University of Maryland*

Assessing the Impact of Recent Increases in NHIS Sample Size on Small Area Estimation of Wireless-Only Prevalence

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

Nadarajasundaram Ganesh, *NORC at the University of Chicago*

Concurrent Session F

Friday, May 16, 4:15 p.m. – 5:45 p.m.

Methodological Briefs: Survey Mode

Moderator: Deborah Griffin, *U.S. Census Bureau*

Location: Platinum 3

Pre-Notification Strategies for Mixed-Mode Data Collection

Lisa Holland, *Survey Research Center, University of Michigan*

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

Heather Schroeder, *Survey Research Center, University of Michigan*

Mailing to Drop Points in a Multi-Mode Survey: Using the NoStat File to Supplement Unit Information

Katie Dekker, *NORC at the University of Chicago*

Whitney Murphy, *NORC at the University of Chicago*

What's Mode Got to Do With It? Examining Data on School-Age Children Who Speak a Language Other than English at Home

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

Amber Noel, *American Institutes for Research*

Anlan Zhang, *American Institutes for Research*

Assessing the Impact Device Choice Has on Web Survey Data Collection

Andrew L. Hupp, *University of Michigan*

Heather M. Schroeder, *University of Michigan*

Andrew D. Piskorowski, *University of Michigan*

Mode Comparisons, Mode Choice and a Humanized Mode in the European Social Survey

Marieke Haan, *University of Groningen*

Yfke Ongena, *University of Groningen*

Kees de Glopper, *University of Groningen*

Concurrent Session F

Friday, May 16, 4:15 p.m. – 5:45 p.m.

From Face-To-Face to Mixed-Modes: Lessons from Experiments on the UK Understanding Society Innovation Panel

Jonathan Burton, *ISER, University of Essex*

Annette Jäckle, *ISER, University of Essex*

Peter Lynn, *ISER, University of Essex*

A Parallel Comparison of AP GfK Poll – Dual Frame RDD v. KP

Robert Benford, *GfK*

Curtiss Cobb III, *FaceBook*

Jennifer Agiesta, *Associated Press*

Dennis Junius, *Associated Press*

Concurrent Session F

Friday, May 16, 4:15 p.m. – 5:45 p.m.

ResearchHack - Professional Development Session: Presentation of Team Research Proposals from Finalists

Location: Platinum 4

Judges: Mick P. Couper, University of Michigan
Trent D. Buskirk, *Marketing Systems Group*
Eleni Delimpaltadaki Janis, *The Opportunity Agenda*
Emily Engelhard, *Feeding America*

Concurrent Session F

Friday, May 16, 4:15 p.m. – 5:45 p.m.

Interviewer Observations and Interviewer Ratings

Moderator: Jeanette Zigenfuss,

Health Partners Institute for Education and Research

Location: Platinum 6

Measurement Effects of Respondent Characteristics on Interviewer-Reported Paradata

Lindsey Witt-Swanson, *Bureau of Social Research - University of Nebraska-Lincoln*

Interviewer Accuracy in Recording Respondent Gender in Telephone Surveys

Frauke Kreuter, *University of Maryland*
Stephanie M. Kafka, *Gallup, Inc.*
Jenny Marlar, *Gallup, Inc.*

Evaluating the Association of Initial Expressions of Reluctance with Panel Survey Behavior

Brett E. McBride, *U.S. Bureau of Labor Statistics*
Lucilla Tan, *U.S. Bureau of Labor Statistics*
Brandon Kopp, *U.S. Bureau of Labor Statistics*

We Can Hear Where You Are: Evaluating Interviewer Intuitions About Whether Cell Phone Respondents' Are At Home Or Away From Home

Becky Reimer, *NORC at the University of Chicago*
Daniel Malato, *NORC at the University of Chicago*
Christopher Ward, *NORC at the University of Chicago*
Jenny Kelly, *NORC at the University of Chicago*
Trevor Tompson, *NORC at the University of Chicago*
Jennifer Benz, *NORC at the University of Chicago*

Interviewer Perception of Survey Data Quality

Yichen Wang, *NERA Economic Consulting*
Brady West, *University of Michigan*
Mingnan Liu, *University of Michigan*

Concurrent Session F

Friday, May 16, 4:15 p.m. – 5:45 p.m.

Evaluating and Improving Quality of Measurement

Moderator: Mary McDongall, *CfMC*

Location: Platinum 7 & 8

Comparability of Common Items Across Survey and Administrative Datasets

Paul Scanlon, *National Center for Health Statistics*

Characterization and Analysis of Duplicate Responses in a Physician Survey

Julianne Payne, *Social & Scientific Systems, Inc.*

Julie Linville, *Social & Scientific Systems, Inc.*

Paul C. Beatty, *National Center for Health Statistics*

Nicholas A. Holt, *Social & Scientific Systems, Inc.*

Making Use of Proxy Reports in a Telephone Survey

Rebecca Medway, *American Institutes for Research*

Celeste Stone, *American Institutes for Research*

Reconciling Public Participation Rate Differences in Census Bureau vs. Academic/Commercial Survey Estimates

John Robinson, *University of Maryland*

Tim Triplett, *The Urban Institute*

Decreasing Satisficing in Web-Surveys - Evidence from an Awareness Control Experiment

Sebastian Lundmark, *University of Gothenburg*

Stefan Dahlberg, *University of Gothenburg*

Johan Martinsson, *University of Gothenburg*

Concurrent Session F

Friday, May 16, 4:15 p.m. – 5:45 p.m.

Exploring Public Opinion on Societal Issues

Moderator: Jon Cohen, *SurveyMonkey*

Location: Platinum 9

The Power of Disinformation: Modeling the Strength and Stability of Institutional Trust in Scientists as the Key Determinant of the Public's Acceptance of Global Climate Change

Marc D. Weiner, *Bloustein Center for Survey Research, Rutgers University*

Parents' Attitudes on the Quality of Education in the United States

Nicole E. Willcoxon, *AP-NORC Center for Public Affairs Research*

Matthew Courser, *AP-NORC Center for Public Affairs Research*

Emily Alvarez, *AP-NORC Center for Public Affairs Research*

Jennifer Benz, *AP-NORC Center for Public Affairs Research*

Trevor Tompson, *AP-NORC Center for Public Affairs Research*

How Americans Are Planning, or Not Planning, for Aging and Long-Term Care

Trevor Tompson, *NORC at the University of Chicago*

Jennifer Benz, *NORC at the University of Chicago*

Rebecca Reimer, *NORC at the University of Chicago*

To Frack or Not to Frack?: An Examination of Public Opinion of Hydraulic Fracturing in New York and Pennsylvania

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

Barry G. Rabe, *University of Michigan*

A Collaborative Assessment of Voter Attitudes and Intensity in New Jersey, New York and Virginia

Don Levy, *Siena Research Institute*

Harry Wilson, *Roanoke College*

Dave Redlawsk, *Eagleton Poll, Rutgers*

Ashley Koning, *Rutgers University*

Meghann Crawford, *Siena Research Institute*

Concurrent Session F

Friday, May 16, 4:15 p.m. – 5:45 p.m.

Responsive Design Paradata Improve Quality

Moderator: Mark Schulman, *Abt SRBI*

Location: Orange County 1 & 2

Practical Implementation of Adaptive Design in CATI Surveys – Can an Adaptive Design Really be ‘Better, Faster and Cheaper’?

James J. Dayton, *ICF International*

John Boyle, *ICF International*

Naomi Freedner, *ICF International*

Practical Application of Responsive Design in Household Travel Surveys

Reyna J. Peña, *Abt SRBI*

Jason Minser, *Abt SRBI*

Mindy Rhindress, *Abt SRBI*

Laurie Wargelin, *Abt SRBI*

Randal ZuWallack, *Abt SRBI*

The Use of Paradata (in Time Use Surveys) to Better Evaluate Data Quality

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

Robert F. Belli, *University of Nebraska-Lincoln,
UNL Gallup Research Center*

The Utility of Alternative Commercial Data Sources for Survey Operations and Estimation: Evidence from the National Survey of Family Growth

Frost Hubbard, *Institute for Social Research*

Brady T. West, *Institute for Social Research*

James Wagner, *Institute for Social Research*

Haley Gu, *University of Michigan*

Concurrent Session F

Friday, May 16, 4:15 p.m. – 5:45 p.m.

Applications of Social Media to Survey Research

Moderator: Larry Cohen, *Strategic Business Insights*

Location: Orange County 3 & 4

Effectiveness of Using Facebook Ad Campaign in Collecting Survey Responses

Shu Duan, *The Nielsen Company*

Jeff Scagnelli, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Leah M. Christian, *The Nielsen Company*

Harnessing Social Media in Survey Research

Amanda L. Skaff, *Mathematica Policy Research*

Lisa K. Schwartz, *Mathematica Policy Research*

Dan O'Connor, *Mathematica Policy Research*

#DesperatelySeekingRespondents: Using Social Media to Find and Engage Respondents in Social Science Research

Kelly N. Foster, *East Tennessee State University*

Stephanie Elliott, *East Tennessee State University*

Connecting: Adapting Survey Methods to Reach Highly Mobile Sample

Melissa Dugger, *Mathematica Policy Research*

Nan Maxwell, *Mathematica Policy Research*

A Look at Mobile Device Usage Among College Students

Jennifer Brooks, *National Survey of Student Engagement (NSSE)*

Shimon Sarraf, *National Survey of Student Engagement (NSSE)*

Cole James, *Beginning College Survey of Student Engagement (BCSSE)*

AAPOR Day-at-a-Glance

Saturday, May 17

Time	Event	Location
7:00 a.m. – 8:00 a.m.	Fun Run/Walk (Check in at 6:30 a.m.) Sponsored by <i>nelsen</i>	Outside the Ballroom Entrance (by Platinum 1)
7:00 a.m. – 8:00 a.m.	Committee Meetings	
	Archive Committee	Desert Springs
	Investment Committee	Los Angeles
7:00 a.m. – 8:00 a.m.	Continental Breakfast in the Exhibit Hall	Grand Ballroom
7:00 a.m. – 2:00 p.m.	Exhibit Hall and Book Exhibit Open	Grand Ballroom
7:30 a.m. – 3:00 p.m.	Registration Open	Platinum Registration
7:30 a.m. – 3:00 p.m.	Presentation Drop Off	Gold Key III
8:00 a.m. – 9:30 a.m.	Concurrent Sessions G	
	Session 1: Panel: The Future of Landline and Cell Phone Telephone Surveys in the U.S.	Platinum 1 & 2
	Session 2: Panel: A Comprehensive Overview of Immigration and Immigrants in the U.S.: Public Opinion, Public Policy, Demographic Change and Immigrant Integration	Platinum 3
	Session 3: Panel: Comparative Surveys on Support for Democracy and Democratic Attitudes <i>Sponsored by WAPOR</i>	Platinum 4
	Session 4: Panel: Blurred Lines: Big Data, Ethics, Privacy and Confidentiality	Platinum 6
	Session 5: Questionnaire Design: Improving Data Quality with Better Questions	Platinum 7 & 8
	Session 6: Panel: 2014 Wave or No Wave - Mid-Term Election Preview	Platinum 9

AAPOR Day-at-a-Glance

Saturday, May 17

Time	Event	Location
8:00 a.m. – 9:30 a.m.	Concurrent Sessions G (continued)	
	Session 7: Topics in Survey Mode	Orange County 1 & 2
	Session 8: Surveying Them Online: Recent Issues and Current Trends	Orange County 3 & 4
9:30 a.m. – 10:00 a.m.	Beverage Break in the Exhibit Hall	Grand Ballroom
10:00 a.m. – 11:30 a.m.	Concurrent Sessions H	
	Session 1: Questionnaire Design: Topical Issues and Practical Applications	Platinum 1 & 2
	Session 2: Health Survey Research Methods I	Platinum 3
	Session 3: Election Polling Methods	Platinum 4
	Session 4: Panel: Big Data in Public Opinion and Survey Research	Platinum 6
	Session 5: Social Media Data and Analysis	Platinum 7 & 8
	Session 6: Panel: Is There Still a Role for Credible, Nonpartisan POR in the Age of Sound Bites, Social Media and Politically-driven Polling?	Platinum 9
	Session 7: Panel: Testing New Methods for the 2020 Census	Orange County 1 & 2
	Session 8: Panel: The Civil Rights Act of 1964 and Public Attitudes on Race, Ethnicity and Gender: Fifty years later, what has changed? What remains the same?	Orange County 3 & 4
11:30 a.m. – 12:45 p.m.	Networking Luncheon and Activities Awards Ceremony	Marquis Ballroom

AAPOR Day-at-a-Glance

Saturday, May 17

Time	Event	Location
11:30 a.m. – 12:45 p.m.	Committee Meetings	
	2025 Initiative Task Force	Rancho Las Palmas
	Communications Committee	Desert Springs
	Development Committee	San Diego
	Education Committee	La Jolla
	Membership and Chapter Relations – Chapter Reps	Los Angeles
	Standards Committee	Newport Beach
	AASRO Luncheon	Platinum 10
12:15 p.m. – 1:45 p.m.	Speed Networking Session 2	Platinum 5
12:45 p.m. – 1:45 p.m.	Dessert Reception in the Exhibit Hall	Grand Ballroom
	Book Sale	
	2014 AAPOR Book Award Winner Mick Couper <i>Designing Effective Web Surveys</i> (Cambridge University Press, 2008)	
	Meet-the-Author Session Eds. Mario Callegaro, Reginald P. Baker, Jelke Bethlehem, Anja S. Goritz, Jon A. Krosnick, Paul J. Lavrakas <i>Online Panel Research: A Data Quality Perspective</i> (John Wiley & Sons, 2013)	
	Demonstration Session #3	
	Poster Session #3	
1:45 p.m. – 3:15 p.m.	Concurrent Sessions I	
	Session 1: Panel: Survey Research in a Rapidly Changing Regulatory Environment: Speaking IRB as a Second Language	Platinum 1 & 2
	Session 2: Health Survey Research Methods II	Platinum 3

AAPOR Day-at-a-Glance

Saturday, May 17

Time	Event	Location
1:45 p.m. – 3:15 p.m.	Concurrent Sessions I (continued)	
	Session 3: Panel: Women's Attitudes in Conflict, Crisis & Post-War Zones: Research from Public Opinion Surveys	Platinum 4
	Session 4: Panel: Qualitative Research: The Design & Implementation of Qualitative Research Approaches that Add Value to Mixed-Methods Designs	Platinum 6
	Session 5: Interviewers and Interviewing: Rapport, Respondent Engagement and Sensitive Behaviors	Platinum 7 & 8
	Session 6: Explorations of Muslim Public Opinion	Platinum 9
	Session 7: Investigating Public Opinion Trends in the U.S.	Orange County 1 & 2
	Session 8: Innovative Sampling Strategies	Orange County 3 & 4
3:30 p.m. – 5:00 p.m.	Concurrent Sessions J	
	Session 1: Interviewing by Texting	Platinum 1 & 2
	Session 2: Methodological Briefs: Survey Research in Educational Settings	Platinum 3
	Session 3: Public Opinion Across the Globe	Platinum 4
	Session 4: Topics in Weighting and Adjustment	Platinum 6
	Session 5: Incentive Impact	Platinum 7 & 8
	Session 6: Designing Response Scales to Improve Survey Measurement	Platinum 9

AAPOR Day-at-a-Glance

Saturday, May 17

Time	Event	Location
3:30 p.m. – 5:00 p.m.	Concurrent Sessions J (continued)	
	Session 7: Panel: Online Panel Research: A Data Quality Perspective	Orange County 1 & 2
	Session 8: Mode Effects	Orange County 3 & 4
5:15 p.m. – 6:45 p.m.	Membership & Business Meeting	Platinum 1 & 2
7:00 p.m. – 7:45 p.m.	President's Reception Sponsored by 	Platinum 1 – 4 Foyer
7:45 p.m. – 10:00 p.m.	Awards Banquet	Marquis Ballroom
10:00 p.m. – 1:00 a.m.	Post Banquet Party	Platinum 5
10:00 p.m. – 2:00 a.m.	Applied Probability	Newport Beach/Rancho Las Palmas, Lower Level

Concurrent Session G

Saturday, May 17, 8:00 a.m. – 9:30 a.m.

Panel: The Future of Landline and Cell Phone Telephone Surveys in the U.S.

Organizer: David Dutwin, *Social Science Research Solutions*

Moderator: Paul J. Lavrakas, *Independent Consultant*

Location: Platinum 1 & 2

Panelists:

David Dutwin, *Social Science Research Solutions*

Trent Buskirk, *Marketing Systems Group*

Tom Guterbock, *University of Virginia, CSR*

Jennifer Kelly, *NORC at the University of Chicago*

Andy Peytchev, *RTI International*

Linda Piekarski, *Survey Sampling International, LLC*

Concurrent Session G

Saturday, May 17, 8:00 a.m. – 9:30 a.m.

Panel: A Comprehensive Overview of Immigration and Immigrants in the U.S.: Public Opinion, Public Policy, Demographic Change and Immigrant Integration

Organizer and Moderator: Eleni Delimpaltadaki Janis,
The Opportunity Agenda

Location: Platinum 3

Intergenerational Mobility in the Los Angeles Region: Examining Comparative Patterns of Political and Social Integration in the First and Second Generation of Eight Immigrant/Ethnic Groups in the Los Angeles Region

Louis Despisio, *University of California - Irvine*

Message Research on Immigration and Immigration Reform: Introducing a New Message Research Methodology and Reviewing Current Messaging Pro and Anti Immigration Legislation Reform

David Mermin, *Lake Research Partners*

Comparative Immigration Policies: Understanding & Contextualizing Inclusion and Exclusion

TBD

Demographic Trends and the Future of Immigration in the U.S.

Robert Suro, *University of South California*

Religion and Attitudes Toward Immigrants and Immigration

Gregory A. Smith, *Pew Research Center*

Elizabeth Sciupac, *Pew Research Center*

Carolyn Funk, *Pew Research Center*

Jessica H. Martinez, *Pew Research Center*

Concurrent Session G

Saturday, May 17, 8:00 a.m. – 9:30 a.m.

Panel: Comparative Surveys on Support for Democracy and Democratic Attitudes

Sponsored by WAPOR

Organizer and Moderator: Alejandro Moreno,
Instituto Tecnológico Autónomo de México ITAM

Location: Platinum 4

Public Attitudes Towards Governmental Corruption in Comparative Perspective

Tom W. Smith, *NORC at the University of Chicago*
Jibum Kim, *Sungkyunkwan University*
Sori Kim, *Sungkyunkwan University*

The CNEP and the Comparative Study of Democracy

Richard Gunther, *Ohio State University*

World Value Survey: Support for Democracy in 60 Countries, 2011-2014

Christian Haerper, *University of Aberdeen*

Generational Differences in Support for Democracy: Evidence from Latin America

Alejandro Moreno, *Instituto Tecnológico Autónomo de México ITAM*
Marta Lagos, *Latinobarometro Corporation*

Concurrent Session G

Saturday, May 17, 8:00 a.m. – 9:30 a.m.

Panel: Blurred Lines: Big Data, Ethics, Privacy and Confidentiality

Organizer and Moderator: Jennifer Hunter Childs, *U.S. Census Bureau*

Location: Platinum 6

Analyzing Data Sets: The Ethics of Using Big Data

Kirsten Martin, *George Washington University*

Privacy, Big Data and the Public Good: Frameworks for Engagement

Stefan Bender, *IAB*

Social Media and Voluntary Disclosure of Big Data: Unexpected Consequences of Online Disclosures

Laura Brandimarte, *Carnegie Mellon University*

Drones and the Human Element: Public Perceptions and Implications for Survey Research

Joe Eyerman, *RTI International*

Privacy, the Law and Big Data

Duane L. Berlin, *Lev & Berlin, P.C.*

Concurrent Session G

Saturday, May 17, 8:00 a.m. – 9:30 a.m.

Questionnaire Design: Improving Data Quality with Better Questions

Moderator: Carla Jackson, *Abt SRBI*

Location: Platinum 7 & 8

Improving Survey Questions by Finding Alternative Wordings to Low-Frequency Words

Ana Slavec, *University of Ljubljana*

Vasja Vehovar, *University of Ljubljana*

Format Effects in Looping Questions

Stephanie Eckman, *Institute for Employment Research*

Frauke Kreuter, *University of Maryland, JPSM*

Strategies for Retrieval from Autobiographical Memory

Erica Yu, *Bureau of Labor Statistics*

Scott Fricker, *Bureau of Labor Statistics*

Is It Too Much to Ask? The Role of Question Difficulty in Survey Response Accuracy for Measures of Online Behavior

Kumar Rao, *The Nielsen Company*

Mimi Zhang, *The Nielsen Company*

Tanya Luo, *The Nielsen Company*

Easy Question, Tricky Answer: Measurement Quality of Education Questions

Jessica M.E. Herzing, *GESIS Leibniz Institute for the Social Science*

Silke L. Schneider, *GESIS Leibniz Institute for the Social Science*

Concurrent Session G

Saturday, May 17, 8:00 a.m. – 9:30 a.m.

Panel: 2014 Wave or No Wave - Mid-Term Election Preview

Organizer and Moderator: Floyd Ciruli, *Ciruli Associates*

Location: Platinum 9

Panelists:

Mark Blumenthal, *HuffPost Pollster*

Mark DiCamillo, *Field Research*

Celinda Lake, *Lake Research*

Jon Cohen, *SurveyMonkey*

Anthony Salvanto, *CBS News*

Concurrent Session G

Saturday, May 17, 8:00 a.m. – 9:30 a.m.

Topics in Survey Mode

Moderator: Jolene Smyth, *University of Nebraska-Lincoln*

Location: Orange County 1 & 2

A “Green” Appeal: Efficacy Evaluation of Assigning Sample Members that Prefer the USPS Mail Mode to the Online Mode in the 2013 Survey of Doctorate Recipients

Shana M. Brown, *NORC at the University of Chicago*

Jessica Knoerzer, *NORC at the University of Chicago*

Lance Selfa, *NORC at the University of Chicago*

Lynn Milan, *National Science Foundation*

Mode Experiments in Mixed-Mode Surveys: Insight from the Cognitive Economics Study

Joanne W. Hsu, *Federal Reserve Board*

Brooke H. McFall, *University of Michigan*

Belt and Suspenders: Evaluating the Efficacy of Sending Initial Contacts via Email Only vs. USPS Letter-Plus-Email to Online Responders in the Survey of Doctorate Recipients

Ipek Bilgen, *NORC at the University of Chicago*

Shana M. Brown, *NORC at the University of Chicago*

Lance Selfa, *NORC at the University of Chicago*

Lynn Milan, *National Science Foundation*

Response Rate and Participant Differences in a Screening Survey Using Interactive Voice Response (IVR) and Computer Assisted Telephone Interviewing (CATI)

Julita Milliner-Waddell, *Mathematica Policy Research*

Rebecca DiGiuseppe, *Mathematica Policy Research*

Effect of Recruitment Mode on Survey Panel Participation, Retention, and Response

Heather E. Driscoll, *ICF International*

Kurt Peters, *ICF International*

Concurrent Session G

Saturday, May 17, 8:00 a.m. – 9:30 a.m.

Surveying Them Online: Recent Issues and Current Trends

Moderator: Elizabeth Ormson, *NORC at the University of Chicago*

Location: Orange County 3 & 4

Exploring Use of Web Surveys for Multi-Generational Studies

Pamela Giustinelli, *University of Michigan, Survey Research Center (ISR)*

Robert Willis, *University of Michigan, Survey Research Center (ISR)*

Michael Zabek, *University of Michigan, Survey Research Center (ISR)*

Who Is behind That Screen? Solving the Puzzle of Within-Home Computer Sharing among Household Members

Tanya Luo, *The Nielsen Company*

Kumar Rao, *The Nielsen Company*

Do Sequence and Mode of Contact Impact Response Rates for Web Only Surveys?

Michael Stern, *NORC at the University of Chicago*

Ipek Bilgen, *NORC at the University of Chicago*

Kirk Wolter, *NORC at the University of Chicago*

Characteristics and Behaviors of Professional Respondents on Online Opt-In Panels

Chan Zhang, *University of Michigan*

Christopher Antoun, *University of Michigan*

Huiying Yan, *University of Michigan*

Frederick G. Conrad, *University of Michigan*

Roger Tourangeau, *University of Michigan*

Mick P. Couper, *University of Michigan*

Using Longitudinal Paradata to Explain Item Level Response Times in Online Panel Surveys

Michael Bosnjak, *GESIS Leibniz Institute for the Social Sciences*

Mario Callegaro, *Google UK*

Kai Weyandt, *GESIS Leibniz Institute for the Social Sciences*

Concurrent Session H

Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Questionnaire Design: Topical Issues and Practical Applications

Moderator: Scott Crawford, *Survey Sciences Group, LLC*

Location: Platinum 1 & 2

The Effects of Question Order and Response Option Order on Self-Rated Health

Dana Garbarski, *University of Wisconsin-Madison*

Nora Cate Schaeffer, *University of Wisconsin-Madison*

Jennifer Dykema, *University of Wisconsin-Madison*

Making the Voice Heard: Added Value Through the Use of Open-Ended Questions in the Context of Policy-Making

Juliane Achatz, *Institute for Employment Research*

Inna Becher, *Institute for Employment Research*

Testing the Principles of Optimal Questionnaire Design: Does a Questionnaire Supposedly Designed Better Actually Work Better?

Jon A. Krosnick, *Stanford University*

Soohee Kim, *Stanford University*

Russell Berman, *Stanford University*

Are Self-Assessments of Health Status Reliable Measure? An Examination of Potential Biases

Mark Andrews, *Ipsos Health Policy Institute*

Increasing Cross-National Comparability of Disability Measures with Anchoring Vignettes

Mingnan Liu, *University of Michigan*

Sunghee Lee, *University of Michigan*

Mengyao Hu, *University of Michigan*

Colleen McClain, *University of Michigan*

Concurrent Session H

Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Health Survey Research Methods I

Moderator: Jennifer Benz, *AP-NORC Center for Public Affairs Research*

Location: Platinum 3

Medicaid Reporting in the American Community Survey: Findings from Linked Administrative and Survey Data

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

Michel Boudreaux, *University of Minnesota, SHADAC*

Joanna Turner, *University of Minnesota, SHADAC*

Brett Fried, *University of Minnesota, SHADAC*

Brett O'Hara, *U.S. Census Bureau*

The Impact of Question Order on Familiarity with the Affordable Care Act (ACA): Part-Whole Order Effects and Health Policy Knowledge in Minnesota

Alisha B. Simon, *Minnesota Department of Health,*

Health Economics Program

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

Stefan Gildemeister, *Minnesota Department of Health,*

Health Economics Program

Susan Sherr, *SSRS*

Giovann Alarcon, *University of Minnesota, SHADAC*

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

Developing a Measure of Health Insurance Literacy

Beth Forsyth, *American Institutes for Research*

Kathryn Paez, *American Institutes for Research*

HarmoniJoie Noel, *American Institutes for Research*

Trends in Attitudes Toward Health Insurance and Health Care and Their Influence on Health Care Behaviors

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

Concurrent Session H

Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Understanding Attitudes Towards “Obamacare”: Question Wording and Terminology Usage in Public Opinion Surveys on the Affordable Care Act

Megan Moldenhauer, *Ipsos*

Chris Jackson, *Ipsos*

Julia Clark, *Ipsos*

John P. Vidmar, *Ipsos*

Concurrent Session H

Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Election Polling Methods

Moderator: Scott Clement, *The Washington Post*

Location: Platinum 4

States as a Natural Experiment: Survey Mode Biases in the 2008 Exit Poll

Ozan Kuru, *University of Michigan-Ann Arbor*

Josh Pasek, *University of Michigan-Ann Arbor*

Exit Polling Versus Telephone Survey Research: A Methodological Test

Fred Solop, *Northern Arizona University*

Emily Schnurr, *Northern Arizona University*

Treatment of Refusals in Exit Polls

Vadim Volos, *GfK*

Constructing a Likely Voter Model with Weak Priors: Evidence from 3 Massachusetts Elections

Joshua Dyck, *University of Massachusetts Lowell*

Francis Talty, *University of Massachusetts Lowell*

David Barney, *University of Massachusetts Lowell*

The Booker Effect: The Role of Interviewer Race and Ethnicity in Polling the 2013 New Jersey Special U.S. Senate Election

David Redlawsk, *Rutgers University*

Ashley Konig, *Rutgers University*

Concurrent Session H

Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Panel: Big Data in Public Opinion and Survey Research

Organizer: Joe Murphy, *RTI International*

Discussant: Lilli Japiec, *Statistic Sweden*

Location: Platinum 6

How Can “Big Data” be the “Data” for Survey and Public Opinion Researchers?

Kumar Rao, *The Nielsen Company*

Towards a Total Error Framework for Big Data

Paul Biemer, *RTI International*

Big Data in the Census Center for Administrative Records Research and Applications

Amy O’Hara, *U.S. Census Bureau*

Experimental Research, Machine Learning and the Next Generation of Microtargeting Models

Andrew Therriault, *Greenberg Quinlan Rosner Research*

Wearable Technology and the “Internet of Things”: How These Big Data Will Change Survey Research

Brian Head, *RTI International*

Concurrent Session H

Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Social Media Data and Analysis

Moderator: Julie Paasche, *Artemis Strategy Group*

Location: Platinum 7 & 8

Best Practices for Using Phone, Email, and Text Messaging to Increase Panel Participation

Kelly Dixon, *The Nielsen Company*

Ekun Kendall, *The Nielsen Company*

Surveys of Facebook Users vs. Integrating Facebook in a Population Based Survey: Enhancing Survey Research on Social Networks

Stuart Michaels, *NORC at the University of Chicago*

Patrick van Kessel, *NORC at the University of Chicago*

Michael Jugovich, *NORC at the University of Chicago*

John A. Schneider, *University of Chicago*

Can Social Media Data Predict Survey Data? A Meta-Analytic Review of the Literature

Lauren Guggenheim, *University of Michigan*

Josh Pasek, *University of Michigan*

Cliff Lampe, *University of Michigan*

Michael F. Schober, *New School for Social Research*

Frederick G. Conrad, *University of Michigan*

Ellen Wagner, *University of Michigan*

Lindsay K. Brown, *University of Michigan*

When Are Big Data Methods Trustworthy for Social Measurement?

Cliff Lampe, *University of Michigan*

Josh Pasek, *University of Michigan*

Lauren Guggenheim, *University of Michigan*

Frederick G. Conrad, *University of Michigan*

Michael F. Schober, *New School for Social Research*

Concurrent Session H

Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Campaigning in the Digital City: Simultaneous Survey and Digital Analysis of NYC Mayoral Primary

Micheline Blum, *Baruch College School of Public Affairs, CUNY*

Douglas Muzzio, *Baruch College, CUNY*

Joshua Hendler, *Hill & Knowlton Strategies*

Jacqueline Fortin, *Baruch College, CUNY*

Nicole Lee, *Baruch College, CUNY*

Amber Ott, *Hill & Knowlton Strategies*

Concurrent Session H

Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Panel: Is There Still a Role for Credible, Non-Partisan POR in the Age of Sound Bites, Social Media and Politically-Driven Polling?

Organizer and Moderator: Keith Neuman,
The Environics Institute for Survey Research

Location: Platinum 9

Academic Perspective

Robert Y. Shapiro, *Columbia University*

Media Perspective

Marjorie Connelly, *The New York Times*

Non-Profit Perspective

Scott Keeter, *Pew Research Center*

Commercial Perspective

Nancy Belden, *Belden Russonello Strategists*

Concurrent Session H

Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Panel: Testing New Methods for the 2020 Census

Organizer and Moderator: Peter V. Miller, *U.S. Census Bureau*

Location: Orange County 1 & 2

Exploring New Methods for Census Data Collection: The 2013 Census Test

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

Using Administrative Records in the 2013 Census Test

Andrew Keller, *U.S. Census Bureau*

Scott M. Konicki, *U.S. Census Bureau*

Tom Mule, *U.S. Census Bureau*

Interviewer Implementation of Adaptive and Fixed Data Collection Approaches in the 2013 Census Test

Gina K. Walejko, *U.S. Census Bureau*

An Examination of Telephone Interviewing in the 2013 Census Test

Gianna S. Dusch, *U.S. Census Bureau*

Sandra Ehni, *U.S. Census Bureau*

Caleb M. Miller, *U.S. Census Bureau*

Concurrent Session H

Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Panel: The Civil Rights Act of 1964 and Public Attitudes on Race, Ethnicity and Gender: Fifty Years Later, What Has Changed? What Remains the Same?

Organizer: Rich Morin, *Pew Research Center*

Moderator: Robert L. Santos, *The Urban Institute*

Location: Orange County 3 & 4

Panelists:

James S. Jackson, *University of Michigan, Institute for Social Research*

Taeku Lee, *University of California-Berkley*

Ange-Marie Hancock, *University of Southern California*

Mark H. Lopez, *Pew Research Center*

Poster Session 3

Saturday, May 17, 1:15 p.m. – 2:15 p.m.

Location: Grand Ballroom

1. Exploring the Use of Three Unmoderated, Online Testing Services for Evaluating a Survey Brochure

William Mockovak, *U.S. Bureau of Labor Statistics*

2. Differences in Early and Late Respondents: Comparing RDD and ABS Telephone Designs

Brian F. Head, *RTI International*

David Roe, *RTI International*

Bonnie Shook-Sa, *RTI International*

Barbara Bibb, *RTI International*

Doug Currivan, *RTI International*

3. Please Hang Up and Dial Again: Examining the Impact of Increased Call Attempts on Telephone Survey Outcomes

Daniel Bausch, *APPRISE*

Kathi Barringer, *APPRISE*

4. The Effectiveness of Advance Letters for RDD Cell Telephone Samples

Benjamin Skalland, *NORC at the University of Chicago*

Zhen Zhao, *Centers for Disease Control and Prevention*

Jenny Jeyarajah, *Centers for Disease Control and Prevention*

Abera Wouhib, *Centers for Disease Control and Prevention*

5. Catch Them If You Can: Tailoring Recruitment Strategies to a Hard-to-Reach Demographic

Anh Thu Burks, *The Nielsen Company*

Oana Dan, *The Nielsen Company*

6. Tradeoffs in Quality: Examining the Relationship Between Cell Telephone Respondent Location and Data Quality

Christopher D. Ward, *NORC at the University of Chicago*

Becky Reimer, *NORC at the University of Chicago*

Laurie Elam-Evans, *National Center for Immunization and Respiratory Diseases, CDC*

David Yankey, *National Center for Immunization and Respiratory Diseases, CDC*

Meena Khare, *National Center for Health Statistics, CDC*

Poster Session 3

Saturday, May 17, 1:15 p.m. – 2:15 p.m.

7. The Impact of Deadlines on the Effectiveness of Incentives

Morgan E. Haight, *Fors March Group, LLC*

8. Why Won't They Respond? Reasons for Respondent Resistance as Recorded by Interviewers in the American Community Survey

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

9. Use of Block Group Information to Disproportionately Sample Hard to Reach Demographics

Lukasz Chmura, *The Nielsen Company*

Scott Bell, *The Nielsen Company*

Tracie Yancey, *The Nielsen Company*

10. The Impact of Incentive Levels on Subsequent Respondent Behavior

Carolyn J. Wilke, *University of Michigan*

Ting Yan, *University of Michigan*

11. Return to Sender: An Analysis of Undeliverable as Addressed Mail Return Rates in the National Children's Study

Rachel Carpenter, *NORC at the University of Chicago*

12. Evaluating the Effectiveness of Contact Strategies to Improve Response to the 2012 Economic Census

Jennifer Beck, *U.S. Census Bureau*

13. Are Conditional Monetary Incentives with an On Demand Pay-Out Option a Cost-Effective Measure to Reduce Panel Attrition? Findings from a Field Experiment

Ines Schaurer, *GESIS - Leibniz Institute for the Social Sciences*

Michael Bosnjak, *GESIS - Leibniz Institute for the Social Sciences*

14. Best Practices in Recruiting Parents of Children in Child Care Programs for Research Study Participation

Valerie Atkinson, *Westat*

Kwang Kim, *Westat*

Christine Nord, *Westat*

Poster Session 3

Saturday, May 17, 1:15 p.m. – 2:15 p.m.

15. Accompanied Face-to-Face Interviewing as Data Validation: Does Accompanied Interviewing Affect Data Quality in Countries with Underdeveloped Democracies?

Jenna Levy, *Gallup, Inc.*
Dato Tsabutashvili, *Gallup, Inc.*
Neli Esipova, *Gallup, Inc.*

16. Making Sense of Paradata: Challenges Faced and Lessons Learned

Adam Eck, *University of Nebraska-Lincoln*
Leonard Stuart, *University of Nebraska-Lincoln*
Gregory Atkin, *University of Nebraska-Lincoln*
Leen-Kiat Soh, *University of Nebraska-Lincoln*
Allan L. McCutcheon, *University of Nebraska-Lincoln*
Robert Belli, *University of Nebraska-Lincoln*

17. Call Back Later: The Association of Recruitment Contact and Error in the American Time Use Survey

Austin Countryman, *University of Nebraska-Lincoln*
Ana Lucia Cordova-Cazar, *University of Nebraska-Lincoln*
Caitlin E. Deal, *University of Nebraska-Lincoln*
Robert F. Belli, *University of Nebraska-Lincoln*

18. An Experimental Comparison of a Web, Telephone and Paper Survey with Older Adults

Chan Zhang, *University of Michigan*
Lindsay H. Ryan, *University of Michigan*
Mary Beth Ofstedal, *University of Michigan*
Richard D. Gonzalez, *University of Michigan*
Jacqui Smith, *University of Michigan*

19. Continuing Investigation of Attitudes Towards the Use of Administrative Records

Ryan King, *U.S. Census Bureau*
Jennifer Hunter Childs, *U.S. Census Bureau*
Monica Wroblewski, *U.S. Census Bureau*

20. Qualitative Results that Inform Quantitative Paradata

Elizabeth M. Hoeffel, *U.S. Census Bureau*

Poster Session 3

Saturday, May 17, 1:15 p.m. – 2:15 p.m.

21. Experimental Comparison of Different Incentives for Recruiting for Qualitative Studies

Patricia LeBaron, *RTI International*
Bridget Kelly, *RTI International*
Lauren McCormack, *RTI International*
Marjorie Margolis, *RTI International*
Dhuly Chowdhury, *RTI International*

22. Effect of Using \$1 Incentive on Response Rate, Response Pattern and Sample Composition – Evidence from an ABS Mail Survey of Fishing Effort

Sujata Pal, *Abt SRBI*
Courtney Kennedy, *Abt SRBI*
Alex Shapiro, *Abt SRBI*
Marci Schalk, *Abt SRBI*
Rob Andrews, *NOAA Fisheries*

23. Using Press Releases to Locate Hard to Reach Participants

Ashley Kaiser, *American Institutes for Research*
Deanna L. Achorn, *American Institutes for Research*

24. Identifying Doubled-Up Households Using Survey Data

Kate E. Bachtell, *NORC at the University of Chicago*

25. Exploring a Method to Evaluate Survey Response Scales

Rene Bautista, *NORC at the University of Chicago*
Lisa Lee, *NORC at the University of Chicago*

26. I Think I Know You: A Quasi-Experimental Study Showing the Effectiveness of Area Code Matching for Telephone Surveys

Heather Knappen, *Metrix Matrix Inc.*

27. A Review of Households Experiencing an Interruption in Telephone Service

Randal ZuWallack, *Abt SRBI*

Poster Session 3

Saturday, May 17, 1:15 p.m. – 2:15 p.m.

28. Tweets of Kindness: Understanding the Relationship Between Social Media Expressions of Benevolence and the Translation to Real World Behaviors

Reagan B. Barbee, *East Tennessee State University*
 Kelly N. Foster, *East Tennessee State University*

29. Recruiting the Recruiters: Does Invoking Prior Commitment Increase Teacher Participation and Student Responses in a School-Based Survey?

Mary E. Losch, *UNI Center for Social & Behavioral Research*
 Neal Pollock, *UNI Center for Social & Behavioral Research*

30. Interpreting or Misinterpreting Differences in Homeschooling

Danielle Ba... *ate for Research*
 Anna Sandoval-Girón, *American Institute for Research*

31. Evaluation of Strategies for Targeting Local Area Cell Phone Samples

Dean Williams, *Abt SRBI*
 Seth Brohinsky, *Abt SRBI*
 Marci Schalk, *Abt SRBI*
 Randal ZuWallack, *Abt SRBI*

32. Does the Graphic on an Envelope Increase or Decrease Response Rates?: An Experiment with an Address-Based Sampling (ABS) Mail Screener Form for the California Health Interview Survey (CHIS)

Royce Park, *UCLA Center for Health Policy Research*
 Matt Jans, *UCLA Center for Health Policy Research*
 David Grant, *UCLA Center for Health Policy Research*
 Sherman Edwards, *Westat*
 John Rauch, *Westat*

33. Do Email Pre-alerts Increase Response Rates to Phone Surveys in B...

Adam Gluc... *company*
 Kate Williams, *The Nielsen Company*

Poster Session 3

Saturday, May 17, 1:15 p.m. – 2:15 p.m.

34. Impact of Presence of Others on Face-to-Face Survey Responses

Anita Pugliese, *Gallup, Inc.*

Neli Esipova, *Gallup, Inc.*

Dato Tsabutashvili, *Gallup, Inc.*

35. Parent Survey Response and Completion Rates with Differing Incentive Payments: A Cohort Study from the Universal Preschool Childhood Outcomes Study, Phases 6 and 7 (UPCOS)

Rebecca Mason, *Mathematica Policy Research*

Susan Sprachman, *Mathematica Policy Research*

36. Recruiting a Truly Representative Sample: A Review of Processes Employed During the Universal Preschool Childhood Outcomes Study, Phase 7 (UPCOS)

Rebecca Mason, *Mathematica Policy Research*

Susan Sprachman, *Mathematica Policy Research*

37. Innovative Retention Methods in Panel Research Phase II: Can Use of SmartPhone QR codes Improve Long-term Panel Participation?

Andrew Dyer, *ICF International, Inc.*

James Dayton, *ICF International, Inc.*

38. Asking Questions About Others to Improve Proxy Responding

Erica Yu, *Bureau of Labor Statistics*

39. Potential Indicators of Availability When Using a Three-Call-Attempt Rule for Telephone-Based Contact

Michael Zeddies, *Institute for Social Research*

40. An Experimental Test of Prepaid Incentives and Type of Mailer to Increase Telephone Survey Response

Rebecca DiGiuseppe, *Mathematica Policy Research*

Julita Milliner-Waddell, *Mathematica Policy Research*

Poster Session 3

Saturday, May 17, 1:15 p.m. – 2:15 p.m.

41. Randomization in Computer Assisted Interviews

Kien Le, *Social and Economic Survey Research Institute, Qatar University*
Abdoulaye Diop, *Social and Economic Survey Research Institute,*
Qatar University

John Lee Holmes, *Social and Economic Survey Research Institute,*
Qatar University

Mohammad Nizam Khan, *Social and Economic Survey Research Institute,*
Qatar University

Demonstration Session #3

Saturday, May 17, 12:45 p.m. – 1:45 p.m.

Location: Grand Ballroom

A Responsive Web Design for Web Surveys for Smartphones, Tablets and Desktops

Alerk Amin, *RAND*

Mobile Case Management for Real-Time Sample Prioritization Using SMARTfield

Daniel J. Friend, *Mathematica Policy Research*
Jennifer McNulty, *Mathematica Policy Research*
Tiffany Waits, *Mathematica Policy Research*

Concurrent Session I

Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Panel: Survey Research in a Rapidly Changing Regulatory Environment: Speaking IRB as a Second Language

Organizer and Moderator: Jill E. Darling,
VA Greater Los Angeles Healthcare System

Location: Platinum 1 & 2

Ethical Principles and Regulatory Requirements in Survey Research

Jill E. Darling, *VA Greater Los Angeles Healthcare System*

Interpreting Federal Regulations and Guidance Involving Human Subjects Protections in a Rapidly Changing Technological Environment

Ronald E. Langley, *University of Kentucky*

Educating Researchers on IRBs

Diane Burkom, *Battelle Memorial Institute*

Educating IRBs about Survey Research

Micheline Blum, *Baruch College, CUNY*

Concurrent Session I

Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Health Survey Research Methods II

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

Location: Platinum 3

Surveillance of Seasonal Influenza Vaccination Coverage Among Health Care Personnel in the United States

Charles DiSogra, *Abt SRBI*

Sarah W. Bell, *Abt Associates*

Carla Black, *Centers for Disease Control and Prevention*

Stacie Greby, *Centers for Disease Control and Prevention*

Xin Yue, *Centers for Disease Control and Prevention*

Anup Srivastav, *Centers for Disease Control and Prevention*

Sara M.A. Donahue, *Abt Associates*

David Izrael, *Abt Associates*

Rachel Martonik, *Abt SRBI*

Deborah K. Walker, *Abt Associates*

Estimating Population Health in Selected Geographic Areas: Applying Machine Learning Algorithms on Large-Scale Survey Data

LinChiat Chang, *LinChiat Chang Consulting, LLC*

Using “Fit for Purpose” to Design Survey Strategies: Steps Toward Application with Examples from Public Health

James A. Singleton, *ISD/NCIRD Centers for Disease Control and Prevention*

Mark Messonier, *ISD/NCIRD Centers for Disease Control and Prevention*

Kirk Wolter, *NORC at the University of Chicago*

Sexuality and Item Nonresponse: Evidence from 12 Years of the California Health Interview Survey (CHIS)

Matt Jans, *UCLA Center for Health Policy Research*

Ninez Ponce, *UCLA Center for Health Policy Research*

Susan Cochran, *UCLA Fielding School of Public Health*

Annie C. Lee, *UCLA Department of Sociology*

Joe Viana, *UCLA Center for Health Policy Research*

Concurrent Session I

Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Feasibility of Using Immunization Information Systems as a National Immunization Survey Sampling Frame for Monitoring Vaccination Coverage in the United States - Initial Findings

Stacie M. Greby, *Centers for Disease Control and Prevention*

Sari Schy, *NORC at the University of Chicago*

Andrea Mayfield, *NORC at the University of Chicago*

Margrethe Montgomery, *NORC at the University of Chicago*

Vicki Pineau, *NORC at the University of Chicago*

Laura Pabst, *Centers for Disease Control and Prevention*

LaTrece Harris, *Centers for Disease Control and Prevention*

Larry Wilkinson, *Centers for Disease Control and Prevention*

James A. Singleton, *Centers for Disease Control and Prevention*

Concurrent Session I

Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Panel: Women's Attitudes in Conflict, Crisis & Post-War Zones: Research from Public Opinion Surveys

Organizer and Moderator: Samantha Lee-Ming Chiu, *D3 Systems, Inc.*

Location: Platinum 4

Afghan Perspectives on Taliban Reconciliation

John Richardson, *D3 Systems, Inc.*

Perceptions and Predictors of Inequality Among Afghan and Pakistani Women

Melissa Abadi, *Pacific Institute for Research and Evaluation*

Stacey Frank, *D3 Systems, Inc.*

Stephen Shamblen, *Pacific Institute for Research and Evaluation*

Samantha Lee-Ming Chiu, *D3 Systems, Inc.*

Kirsten Thompson, *Pacific Institute for Research and Evaluation*

Gender Differences: Public Opinion During the 2013 Political Crisis in Egypt

Nina Sabarre, *D3 Systems, Inc.*

Elizabeth Hood, *D3 Systems, Inc.*

David Rae, *D3 Systems, Inc.*

Women, Peace and Security in a Nascent State: A Case Study on South Sudan

Mayesha Alam, *Georgetown University, Institute for Women, Peace and Security*

Rebecca Turkington, *Georgetown University, Institute for Women, Peace and Security*

Brian Kirchhoff, *D3 Systems, Inc.*

Women In Muslim Countries: A Multinational Analysis

Samantha Lee-Ming Chiu, *D3 Systems, Inc.*

Dameka Williams, *D3 Systems, Inc.*

Concurrent Session I

Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Panel: Qualitative Research: The Design & Implementation of Qualitative Research Approaches that Add Value to Mixed-Methods Designs

Organizer and Moderator: Margaret R. Roller, *Roller Marketing Research*
Location: Platinum 6

Designing and Implementing Qualitative Approaches in Mixed-Methods Evaluations of Enumeration and Coverage in Decennial Censuses

Laurie Schwede, *U.S. Census Bureau*
Rodney Terry, *U.S. Census Bureau*

The Study of Construct Validity in Survey Estimates: Expanding the Role of Cognitive Interviewing to Reveal the Meaning Behind the Statistic

Stephanie Willson, *National Center for Health Statistics*

Using Qualitative Data to Develop, Supplement and Illustrate Quantitative Survey Research

Kinsey Gimbel, *Fors Marsh Group*
Jennifer Romano Bergstrom, *Fors Marsh Group*

Benefits and Challenges in Conducting Web-Mediated Qualitative Interviewing

Vince Welch, Jr., *NORC at the University of Chicago*

Probability Sampling for Qualitative Researchers: A Flexible Strategy

Su Li, *University of California-Berkeley Law School*
William Welsh, *University of California-Berkeley Dept of Sociology*

Concurrent Session I

Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Interviewers and Interviewing: Rapport, Respondent Engagement and Sensitive Behaviors

Moderator: Colleen Porter, *University of Florida*

Location: Platinum 7 & 8

Face-to-Face vs. Video-Mediated Interviews: Rapport Between Interviewers and Respondents and the Disclosure of Sensitive Information

Hanyu Sun, *Joint Program in Survey Methodology*

Frederick G. Conrad, *University of Michigan*

Frauke Kreuter, *University of Maryland*

Moral Exemplars, Outpatient Medical Clinic Climate, Temporal Affect and Patient Care Errors

Deborah M. Mullen, *Park Nicollet Institute*

The Role of Rapport and Standardization in Predicting Future Survey Participation: Interviewer-Respondent Interaction in Questions about End-Of-Life Planning and Preferences

Dana Garbarski, *University of Wisconsin-Madison*

Nora Cate Schaeffer, *University of Wisconsin-Madison*

Jennifer Dykema, *University of Wisconsin-Madison*

Ellen Dinsmore, *University of Wisconsin-Madison*

Bo Hee Min, *University of Wisconsin-Madison*

Interviewer Variance and Prevalence of Verbal Behaviors in Calendar and Conventional Interviewing

Robert F. Belli, *University of Nebraska-Lincoln, Survey Research and Methodology Program*

Nuttirudee Charoenruk, *University of Nebraska-Lincoln*

Concurrent Session I

Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Cultural Variations in the Effect of Interview Privacy and the Need for Social Conformity on Reporting of Sensitive Outcomes

Zeina N. Mneimneh, *Institute for Social Research, University of Michigan*

Mick Couper, *Institute for Social Research, University of Michigan*

Roger Tourangeau, *Westat*

Beth-Ellen Pennell, *Institute for Social Research, University of Michigan*

Steven Heeringa, *Institute for Social Research, University of Michigan*

Michael Elliott, *Institute for Social Research, University of Michigan*

Concurrent Session I

Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Explorations of Muslim Public Opinion

Moderator: Darwish Alemadi, *SESRI at Qatar University*

Location: Platinum 9

After the Coup: Egyptian Public Opinion in the Summer of 2013

Samuel Solomon, *D3 Systems, Inc.*

Alex Brezinski, *D3 Systems, Inc.*

Islam in Central Asia: An Application of LCA to Study Patterns of Religious Observance

Igor Himelfarb, *Educational Testing Service*

Neli Esipova, *Gallup Inc.*

News and Entertainment Media Use in the Arab World

David Krane, *Harris Interactive*

Everette E. Dennis, *Northwestern University in Qatar*

Justin D. Martin, *Northwestern University in Qatar*

Robb Wood, *Northwestern University in Qatar*

Does the Quest for Democracy Necessarily Mean the Quest for Gender Equity in the Middle East?

M. Nizam Khan, *SESRI, Qatar University*

The Effect of Acculturation on Extreme Response Style: A Mediation Analysis Among a Sample of Arab American Adults

Sunghee Lee, *University of Michigan*

Frederick Conrad, *University of Michigan*

Concurrent Session I

Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Investigating Public Opinion Trends in the U.S.

Moderator: Natalie Jackson, *Huffington Post/Pollster.com*

Location: Orange County 1 & 2

Democratic Representation: How Americans Want Congressional Representatives to Decide How to Vote and How They Actually Representatives

Jon A. Krosnick, *Stanford University*
James Norman, *USA Today*
Bo MacInnis, *Stanford University*

Measuring Fear of Leviathan: Cross-Time Changes in the Public's View of the Power of the Federal Government

Robert W. Oldendick, *University of South Carolina*
Christopher Werner, *University of South Carolina*
Dennis N. Lambries, *University of South Carolina*

Tracking America Across Four Decades: The General Social Survey, 1972-2012

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

Empirical Support for the Media Participation Hypothesis: Longitudinal Trends across Presidential Elections

Erik P. Bucy, *Texas Tech University*
Jacob Groshek, *Boston University*

Concurrent Session I

Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Innovative Sampling Strategies

Moderator: Barbara Robles, *Federal Reserve Board*

Location: Orange County 3 & 4

Redesigning National School Surveys: Coverage Improvement Using Multiple Datasets

Alice Roberts, *ICF International*

William Robb, *ICF International*

Kate Flint, *ICF International*

Ronaldo Iachan, *ICF International*

Using GIS to Compare Response Patterns for Two Web-Only Recruitment Methods: What are the Implications for Coverage?

Lee Florio, *NORC at the University of Chicago*

Michael Stern, *NORC at the University of Chicago*

Ned English, *NORC at the University of Chicago*

A Spatial Approach to Mitigate Measurement Error from Undercoverage Estimates, with Insights to Improve Address List Representativeness

Michael Tzen, *U.S. Census Bureau*

A Northern Perspective – Investigating the Application of the Canadian Targeted Address Canvassing Methodology in the United States

Kathleen Kephart, *U.S. Census Bureau*

Justin M. Ward, *U.S. Census Bureau*

Kevin M. Shaw, *U.S. Census Bureau*

Differences in Coverage and Nonresponse When Using a Full Household Enumeration Screener Versus a Child-Only Screener in a 2013 National Mail Survey

Danielle Battle, *American Institutes for Research*

Stacey Bielick, *American Institutes for Research*

Concurrent Session J

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

Interviewing by Texting

Moderator: Diane Willimack, *U.S. Census Bureau*

Location: Platinum 1 & 2

May We Text You A Question? An Experiment Using Text Messages For Survey Research

Kyley McGeeney, *Gallup, Inc.*

Jenny Marlar, *Gallup, Inc.*

Manas Chattopadhyay, *Gallup, Inc.*

Effort and Sensitivity Effects in Mobile Text Messaging Interviews

Michael F. Schober, *New School for Social Research*

Frederick G. Conrad, *University of Michigan*

Huiying Yan, *University of Michigan*

Matthieu G. Sauvage-Mar, *GeoPoll*

Interviewing by Texting: Costs, Efficiency and Data Quality

Frederick G. Conrad, *University of Michigan*

Michael F. Schober, *New School for Social Research*

Christopher Antoun, *University of Michigan*

Andrew Hupp, *University of Michigan*

Text Message Follow-up for Cell-phone Respondents to a National Survey

Ashley Amaya, *NORC at University of Chicago*

Jennifer Vanicek, *NORC at University of Chicago*

Michael Stern, *NORC at University of Chicago*

Carla Black, *Centers for Disease Control and Prevention*

Cindi Knighton, *Centers for Disease Control and Prevention*

Concurrent Session J

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

Methodological Briefs:

Survey Research in Educational Settings

Moderator: Kate Flint, *ICF International*

Location: Platinum 3

Can a Survey of U.S. High Schools be Replaced or Reduced Through Web Searches? The Successes and Complications of an Experimental Strategy

Casey Langer Tesfaye, *American Institute of Physics*

Susan C. White, *American Institute of Physics*

Methods for Collecting Physical Activity Data in Urban School Settings

Brittany A. Vas, *Mathematica Policy Research*

William Reeves, Jr., *Mathematica Policy Research*

Martha Bleeker, *Mathematica Policy Research*

Nicholas Beyler, *Mathematica Policy Research*

Kellie Borradaile, *Mathematica Policy Research*

Effects of a Longitudinal Measurement Burst Design on the Retention of Students Graduating from High School

Jamie Griffin, *University of Michigan*

Megan E. Patrick, *University of Michigan*

Carlos Macuada, *University of Michigan*

How to Ask for Parental Permission to Interview a Teenager: A Telephone Experiment in the California Health Interview Survey (CHIS)

Matt Jans, *UCLA Center for Health Policy Research*

David Grant, *UCLA Center for Health Policy Research*

Royce Park, *UCLA Center for Health Policy Research*

Sherman Edwards, *Westat*

Concurrent Session J

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

Understanding the Role of Biases and Prejudice in Assessments of Students and Preferences for Educational Policy

Rachel L. Moskowitz, *Northwestern University*

Truant from the Data: Nonresponse and School-Based Survey Administrations

Daniel G. Harwell, *American Institutes for Research*

Sandra Eyster, *American Institutes for Research*

Samantha Neiman, *American Institutes for Research*

Russell C. Brown, *Cleveland Metropolitan School District*

Increasing Assessment Coverage: Extending a School-Based Mathematics Assessment to Include Out-of-School Administration

Randolph Ottem, *RTI International*

Debbie Herget, *RTI International*

Amy Kowalski, *RTI International*

Concurrent Session J

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

Public Opinion Across the Globe

Moderator: Brad Edwards, *Westat*

Location: Platinum 4

The Welfare State and Attitudes Toward Inequality and Redistribution: Data from 46 Nations and 65,000 Respondents

Jonathan Kelley, *University of Nevada-Reno, International Survey Center*

Mariah Evans, *University of Nevada-Reno*

Nate Breznau, *Bremen International Graduate School of Social Sciences*

The Millennium Development Goals: Using Public Opinion to Help Policymakers Measure Progress and Prioritize Goals

Neli Esipova, *Gallup, Inc.*

Zach Bikus, *Gallup, Inc.*

Dato Tsubutashvili, *Gallup, Inc.*

Outside Looking In: An Examination of the Kaleidoscopic Nature of International Public Opinion of the United States During the Bush and Obama Presidencies

Natalie Manayeva, *University of Tennessee*

Alexandra Brewer, *University of Tennessee*

Michael Fitzgerald, *University of Tennessee*

Civic Engagement Among First-Generation Migrants Worldwide

Julie Ray, *Gallup, Inc.*

Neli Esipova, *Gallup, Inc.*

Anita Pugliese, *Gallup, Inc.*

The Role of Door-to-Door-Campaigning in the 2013 German General Election Campaign

Nicole N. Podschuweit, *University of Mainz*

Thomas Roessing, *University of Mainz*

Concurrent Session J

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

Topics in Weighting and Adjustment

Moderator: Deborah Rexrode, *University of Virginia*

Location: Platinum 6

Using a Sample Weight Adjustment to Account for Poverty-Related Survey Error in the California Health Information Survey

Tara L. Becker, *UCLA Center for Health Policy Research*

YuChing Yang, *UCLA Center for Health Policy Research*

Hongjian Yu, *UCLA Center for Health Policy Research*

Yueuan Wang, *UCLA Center for Health Policy Research*

Evaluation of Alternative Weighting Approaches to Reduce Nonresponse Bias

Andy Peytchev, *RTI International*

Kumar Rao, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Ceril Shagrin, *Univision*

Effects of Differing Weights on Regression Coefficients

Hee-Choon Shin, *National Center for Health Statistics*

Jibum Kim, *Sungkyunkwan University*

Nonresponse Bias in National Health Surveys – Kingdom of Saudi Arabia, 2013

Charbel El Bcheraoui, *Institute for Health Metrics and Evaluation*

Margaret G. Robinson, *Institute for Health Metrics and Evaluation*

Paria Naghavi, *Institute for Health Metrics and Evaluation*

Marwa Tuffaha, *Institute for Health Metrics and Evaluation*

Sarah L. Mikhitarian, *Institute for Health Metrics and Evaluation*

Farah Daoud, *Institute for Health Metrics and Evaluation*

Ali H. Mokdad, *Institute for Health Metrics and Evaluation*

Experiments in Weight Trimming

Benjamin Phillips, *Abt SRBI*

Stanislav Kolenikov, *Abt SRBI*

Concurrent Session J

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

Incentive Impact

Moderator: Clarissa Steele, *University of Wisconsin - Madison*

Location: Platinum 7 & 8

Impact of Increasing Incentive Values and Cooperation

Rates: Lessons from the 2013 Survey of Consumer Finances

Micah Sjoblom, *NORC at the University of Chicago*

Cathy Haggerty, *NORC at the University of Chicago*

Dollars and Sense: Incentives Testing Supporting Quality and Business

Lauren A. Walton, *The Nielsen Company*

Kelly Bristol, *The Nielsen Company*

Christine Pierce, *The Nielsen Company*

Tracie Yancey, *The Nielsen Company*

Chrystal McQueen, *The Nielsen Company*

The Effects of Electronically-Administered Incentives on Web Survey Response Rates

Jared Coopersmith, *Mathematica Policy Research*

Lisa K. Vogel, *Mathematica Policy Research*

Kathleen Feeney, *Mathematica Policy Research*

Tim Bruursema, *Mathematica Policy Research*

Examining the Acceptance of Prepaid Incentives and Survey Response Behavior

Ae Sengmavorn

Kevin Manbodi, *Mathematica Policy Research*

Derekh Cornwell, *Mathematica Policy Research*

Karen Bogen, *Mathematica Policy Research*

Use of Promised Incentives and Methods to Increase Incentive Saliency

Douglas Williams, *Westat*

David Cantor, *Westat*

Shannan Catalano, *Bureau of Justice Statistics*

Concurrent Session J

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

Designing Response Scales to Improve Survey Measurement

Moderator: Alisu Schoua-Glusberg, *Research Support Services, Inc.*

Location: Platinum 9

Investigating Response Quality in Mobile and Desktop Surveys: A Comparison of Radio Buttons, Visual Analogue Scales and Slider Scales

Vera Toepoel, *Utrecht University*

Frederik Funke, *University of Mannheim*

The Impact of Question and Scale Characteristics on Scale Direction Effect

Lirui He, *University of Michigan*

Ting Yan, *University of Michigan*

Florian Keusch, *University of Michigan*

Saram Han, *University of Michigan*

How Do You Measure Up? Effects of Response Format on Life Satisfaction Measurement

Francis M. Barlas, *Gfk Custom Research*

Randall K. Thomas, *Gfk Custom Research*

Modeling Anchoring Effects in Sequential Likert Scale Questions

Marcin Hitczenko, *Federal Reserve Boston*

Concurrent Session J

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

Panel: Online Panel Research: A Data Quality Perspective

Organizer and Moderator: Mario Callegaro, *Google UK*

Location: Orange County 1 & 2

The Status of Online Panel Research From a Data Quality Perspective

Mario Callegaro, *Google UK*

Paul J. Lavrakas, *Independent Consultant*

Jon A. Krosnick, *Stanford University*

The Untold Story of Multi-Mode (Online and Mail) Consumer Panels: From Optimal Recruitment to Retention and Attrition

Allan L. McCutcheon, *University of Nebraska-Lincoln*

Nonresponse and Attrition in a Probability-Based Online Panel for the General Population

Peter Lugtig, *Utrecht University*

Motives for Joining Nonprobability Online Panels and Their Association with Survey Participation Behavior

Florian Keusch, *University of Michigan*

Internet and Mobile Ratings Panels

Paul J. Lavrakas, *Independent Consultant*

Concurrent Session J

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

Mode Effects

Moderator: Chuck Shuttles, *GfK*

Location: Orange County 3 & 4

Evaluating Mixed-Mode Redesigns Strategies Against Benchmark Surveys: The Case of Crime Victimization Survey

Thomas Klau, *University*
Joop Hox, *Utrecht University*
Barry Schouten, *Statistics Netherlands*

WITHDRAWN

I Know What You Did Last Sunday: An Investigation of Mode Differences in Reported Religious Behavior, Belief and Identity

Daniel Cox, *Public Religion Research Institute*
Robert P. Jones, *Public Religion Research Institute*
Juhem Navarro-Rivera, *Public Religion Research Institute*

Computing Response Rates for Mixed-Mode Survey Designs

Ana Villar, *City University London*
Mario Callegaro, *Google UK*

Impact of Mode Design on Measurement Errors and Estimates of Individual Change

Alexandru Cernat, *University of Essex, Institute for Social and Economic Research*

AAPOR Day-at-a-Glance

Sunday, May 18

Time	Event	Location
7:30 a.m. – 10:15 a.m.	Registration Open	Platinum Registration
7:30 a.m. – 10:15 a.m.	Presentation Drop Off	Gold Key III
8:00 a.m. – 11:30 a.m.	Short Course 7: Total Survey Error in Project Management	Platinum 10
7:30 a.m. – 9:30 a.m.	Breakfast Roundtable Discussion: Does Public Opinion Matter to Leaders? Real-World Politics and Possibilities	Platinum 6
9:45 a.m. – 11:15 a.m.	Concurrent Sessions K	
	Session 1: Interviewer Effects on Data Quality	Platinum 1 & 2
	Session 2: The Impact of Mass Media on Public Opinion	Platinum 3
	Session 3: Research on Non-Probability Samples	Platinum 4
	Session 4: New Developments in Data Collection with Smart Phones and Mobile Devices	Platinum 6
	Session 5: Geocoded Data Applications	Platinum 7 & 8
	Session 6: Panel: Building Survey Organizations to Effectively Meet the Challenges of Measuring Public Opinion in Today's World and Tomorrow's	Platinum 9
	Session 7: Using Incentive in Distinct Populations	Orange County 1 & 2
	Session 8: Topics in Telephone Survey Samples	Orange County 3 & 4

Short Course 7 Description

Sunday, May 18, 8:00 a.m. – 11:30 a.m.

Course 7: Total Survey Error in Project Management

Location: Platinum 10

Instructor: Brad Edwards, *Westat*

Course Overview:

Surveys that use probability sampling are becoming more difficult to manage. Response rates are falling, costs are rising. The Total Survey Error (TSE) framework is a tool for understanding and improving survey data quality. The TSE approach summarizes the ways in which a survey estimate may deviate from the corresponding value in the population. It highlights the relationships between errors and the ways in which efforts to reduce one type can increase another, resulting in an estimate with more total bias. For example: efforts to reduce nonresponse error may lead to poorer data quality.

TSE work has focused on the following areas:

- Relationships and connections between different sources of error
- Monitoring and reducing survey errors
- Errors induced in combining or replacing survey data with other data sources
- Trade-offs between error sources in multi-mode surveys

TSE is not for academics. It is a practical tool for decision making. It encourages tradeoffs between types of errors, while keeping mindful of survey costs. Thus, a tradeoff between two error sources may also be a tradeoff between cost and quality. Survey managers must strive to reach the best balance that meets the survey's objectives, and TSE can help.

The course format will be based on case studies drawn from recent experience. Each case will be described in about 500 words, similar to but a bit shorter than the Harvard case studies used in many graduate business programs.

Breakfast Roundtable Discussion

Sunday, May 18, 7:30 a.m. – 9:30 a.m.

Does Public Opinion Matter to Leaders? Real-World Politics and Possibilities

Location: Platinum 6

Moderators:

Robert Y. Shapiro, *Columbia University*

Cliff Zukin, *Rutgers University*

Panelists:

Celinda Lake, *Lake Research Partners*

Jon McHenry, *North Star Opinion Research*

James Fishkin, *Stanford University*

Steven Kull, *Program for Public Consultation*

Concurrent Session K

Sunday, May 18, 9:45 a.m. – 11:15 a.m.

Interviewer Effects on Data Quality

Moderator: Norman Trussell, *Publix Super Markets*

Location: Platinum 1 & 2

Changes in Interviewer-Related Error Over the Course of the Field Period: An Empirical Examination Using Paradata

Antje Kirchner, *University of Nebraska-Lincoln*

Kristen Olson, *University of Nebraska-Lincoln*

What Factors Explain Variation in Monitors' Detection of Interviewing Errors in Telephone Surveys?

Douglas B. Currivan, *RTI International*

Paul P. Biemer, *RTI International*

Tamara Terry, *RTI International*

Ivan Carrillo-Garcia, *RTI International*

Questionnaire Design in Telephone Surveys: Interviewers' and Call Center Managers' Experience

Wojciech Jablonski, *University of Lodz*

Exploring the Implications of Interviewer Behavior on Data Quality

Rodney L. Terry, *U.S. Census Bureau*

Ryan King, *U.S. Census Bureau*

Laurie Schwede, *U.S. Census Bureau*

The Effect of Interviewer Probing on Item Nonresponse and Measurement Error in Cross-National Surveys: A Multi-Group Latent Variable Analysis

Sarah Butt, *City University London*

Jouni Kuha, *London School of Economics*

Chris Skinner, *London School of Economics*

Myrsini Katsikatsou, *London School of Economics*

Concurrent Session K

Sunday, May 18, 9:45 a.m. – 11:15 a.m.

The Impact of Mass Media on Public Opinion

Moderator: Patricia Moy, *University of Washington*

Location: Platinum 3

All News is Not Equal: Analyzing the Impact of News Sources on Presidential Approval

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

Gun Control and the Press After the Sandy Hook Killings: The Relationship Between Leading National Newspaper Coverage, Public Opinion and Public Policy

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

"Powerful and Emotional" Pictures in Television News: Effects on Viewer Comprehension and Political Evaluation

Erik P. Bucy, *Texas Tech University*

Jacob Groshek, *Boston University*

Diverging State and Nation: Correspondence Between Statewide and National Election Surveys in 2012

Josh Pasek, *University of Michigan*

The Newspaper Shook My Confidence and the County Clerk Broke My Trust: Media Effects and Interactions with Local Authorities in Building and Deteriorating Public Confidence in Democratic Institutions

Dzmitry Yuran, *University of Tennessee*

Melissa W. Graham, *Oklahoma City University*

Michael R. Fitzgerald, *University of Tennessee-Knoxville*

Concurrent Session K

Sunday, May 18, 9:45 a.m. – 11:15 a.m.

Research on Non-Probability Samples

Moderator: Alisha Baines Simon, *Minnesota Department of Health - Health Economics Program*

Location: Platinum 4

A Model-Based Approach for Achieving a Representative Sample

George Terhanian, *Toluna*

John Bremer, *Toluna*

Carol Haney, *Toluna*

Comparing the Results of a Survey of Physicians Using Probability and Non-Probability Samples

Emily Geisen, *RTI International*

Murray Olmsted, *RTI International*

Lily Peng, *RTI International*

Are Citizen Surveys Conducted via Opt-In Web Ready for Prime Time?

Thomas Miller, *National Research Center, Inc.*

Erin Caldwell, *National Research Center, Inc.*

Towards a New Math for Non-Probability Sampling Alternatives

Mansour Fahimi, *GfK*

Wendy Gross, *GfK*

Frances Barlas, *GfK*

Assessing the Performance of Non-Probability Online Surveys on Non-Electoral Behavioral Measures

Clifford A. Young, *Ipsos Public Affairs*

Concurrent Session K

Sunday, May 18, 9:45 a.m. – 11:15 a.m.

New Developments in Data Collection with Smart Phones and Mobile Devices

Moderator: Martin Barron, *NORC at the University of Chicago*

Location: Platinum 6

You CAN Touch This: An Experiment to Compare Computer and Mobile Surveys Using Touch Friendly Question Types

Joey Michaud, *Maritz Marketing Research*

Trent D. Buskirk, *Marketing Systems Group*

Ted Saunders, *Maritz Marketing Research*

Nonresponse in a Mobile-Web Survey: A First Look at the Causes and the Performance of Different Predictive Models

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

Nonresponse and Measurement Differences in Mobile vs. Traditional Online Surveying: Findings from Two Experiments

Paul J. Lavrakas, *Independent Consultant*

Robert Clancy, *Usamp*

Scan All: Smartphones for Measuring Household Purchases in Developing Markets

Jeff Scagnelli, *The Nielsen Company*

Kelly Bristol, *The Nielsen Company*

To App or Not to App: The Key Questions to Ask Before Considering Mobile & Web Application Measurement

Jennie W. Lai, *Independent Consultant*

Michael W. Link, *The Nielsen Company*

Kelly Bristol, *The Nielsen Company*

Shu Duan, *The Nielsen Company*

Concurrent Session K

Sunday, May 18, 9:45 a.m. – 11:15 a.m.

Geocoded Data Applications

Moderator: John Stevenson, *University of Wisconsin – Madison*

Location: Platinum 7 & 8

Does Appending Billing Zip Code Make Cents?

Missy Mosher, *SSI*

Edward P. Johnson, *SSI*

Linda B. Piekarski, *SSI*

Understanding Mobility: Consent and Capture of Geolocation Data in Web Surveys

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

Colleen McClain, *University of Michigan*

Toben Nelson, *University of Minnesota*

Robert Young III, *Survey Sciences Group, LLC*

All Survey Data Are Spatial: Practical Tips on Geocoding and Performing Distance Calculations

Timothy B. Gravelle, *University of Essex & PriceMetrix Inc.*

Multi-Level Models: Connecting Geographic Information to Individual Level Survey Responses

Kenneth Fernandez, *Elon University*

Jason Husser, *Elon University*

Efficient Sampling Design and Screening in Surveying Rare Population in Small Areas

Chintan Turakhia, *Abt SRBI, Inc.*

Marci Schalk, *Abt SRBI, Inc.*

Dean Williams, *Abt SRBI, Inc.*

Amanda Geller, *Columbia University*

Tom Tyler, *Yale University*

Concurrent Session K

Sunday, May 18, 9:45 a.m. – 11:15 a.m.

Panel: Building Survey Organizations to Effectively Meet the Challenges of Measuring Public Opinion in Today's World and Tomorrow's

Organizer: Ashley Bowers, *Indiana University*

Moderator: Heather Terhune Marti, *Indiana University*

Location: Platinum 9

The Unique and Not So Unique Position of Academic Survey Research Centers: Planning for Long-Term Sustainability, Quality, and Cost Excellence

Stacey Giroux, *Indiana University*

Rewards and Challenges of Establishing an Innovation Institute Within a Commercial Organization

Michael W. Link, *The Nielsen Company*

On a Road Less Traveled: Making a Difference in Market Research

Paul Braun, *Braun Research, Inc.*

Changing the Way We Manage Data Collection Without Changing the Data Being Collected

Jamey Christy, *U.S. Census Bureau*

Implementing the "Research Practices" Initiative at Pew Research Center

Jon Cohen, *SurveyMonkey*

Concurrent Session K

Sunday, May 18, 9:45 a.m. – 11:15 a.m.

Using Incentive in Distinct Populations

Moderator: Mary Losch, *University of Northern Iowa*

Location: Orange County 1 & 2

Monetary Incentives and Response Rates in Household Surveys

Andrew R. Caporaso, *Westat*

Andrew Mercer, *Westat*

David Cantor, *Westat*

Reanne Townsend, *Westat*

How to Open a Door with a Packet of Seeds and a Magnet: The Effect of Non-Monetary Incentives on In-Person Study Response Rates

Andrew N. Williams, *Westat*

Ryan R. Hubbard, *Westat*

Cost-Effectiveness of Monetary Incentives in a Dual-Frame Mail Survey

Sherman Edwards, *Westat*

William R. Andrews, *NOAA*

Michael Brick, *Westat*

Howard King, *Westat*

Continuing Experiments on Non-Monetary Incentives in Physician Surveys

Paul C. Beatty, *National Center for Health Statistics*

Eric Jamoom, *National Center for Health Statistics*

Janey Hsiao, *National Center for Health Statistics*

Impact of a Differential Incentive in a Telephone Survey with a Low-Income Population

Holly H. Matulewicz, *Mathematica Policy Research*

Carol Irvin, *Mathematica Policy Research*

Concurrent Session K

Sunday, May 18, 9:45 a.m. – 11:15 a.m.

Topics in Telephone Survey Samples

Moderator: Vicki Pineau, *NORC of University of Chicago*

Location: Orange County 3 & 4

All Dual Users are Not the Same: An Experiment Comparing RDD Landline Plus Cell Vs. Listed Landline Plus Cell

Kyley McGeeney, *Gallup, Inc.*

Manas Chattopadhyay, *Gallup, Inc.*

Within-Household Selection for Telephone Surveys: A Comparative Experiment of Eleven Different Selection Methods

Jenny Marlar, *Gallup, Inc.*

Manas Chattopadhyay, *Gallup, Inc.*

Jeff Jones, *Gallup, Inc.*

Stephanie Kafka, *Gallup, Inc.*

Frauke Kreuter, *University of Maryland*

Where Am I Calling?: New Telephony Technologies and Implications for Respondent Location in RDD Samples

Hanna Popick, *Westat*

Eric Jodts, *Westat*

Jonathan Wivagg, *Westat*

The Increasing Challenge of Cell Phones to Japanese RDD Surveys

Nicholas E. Synodinos, *University of Hawaii*

Yasuyuki Saito, *The Asahi Shimbun*

Oversampling Minorities under Random Digit Dialing Versus Address Based Sampling

Lauren K. Warren, *RTI International*

Bonnie Shook-Sa, *RTI International*

David Roe, *RTI International*

Brian Head, *RTI International*

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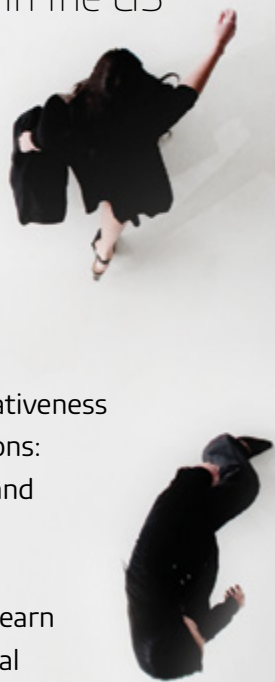
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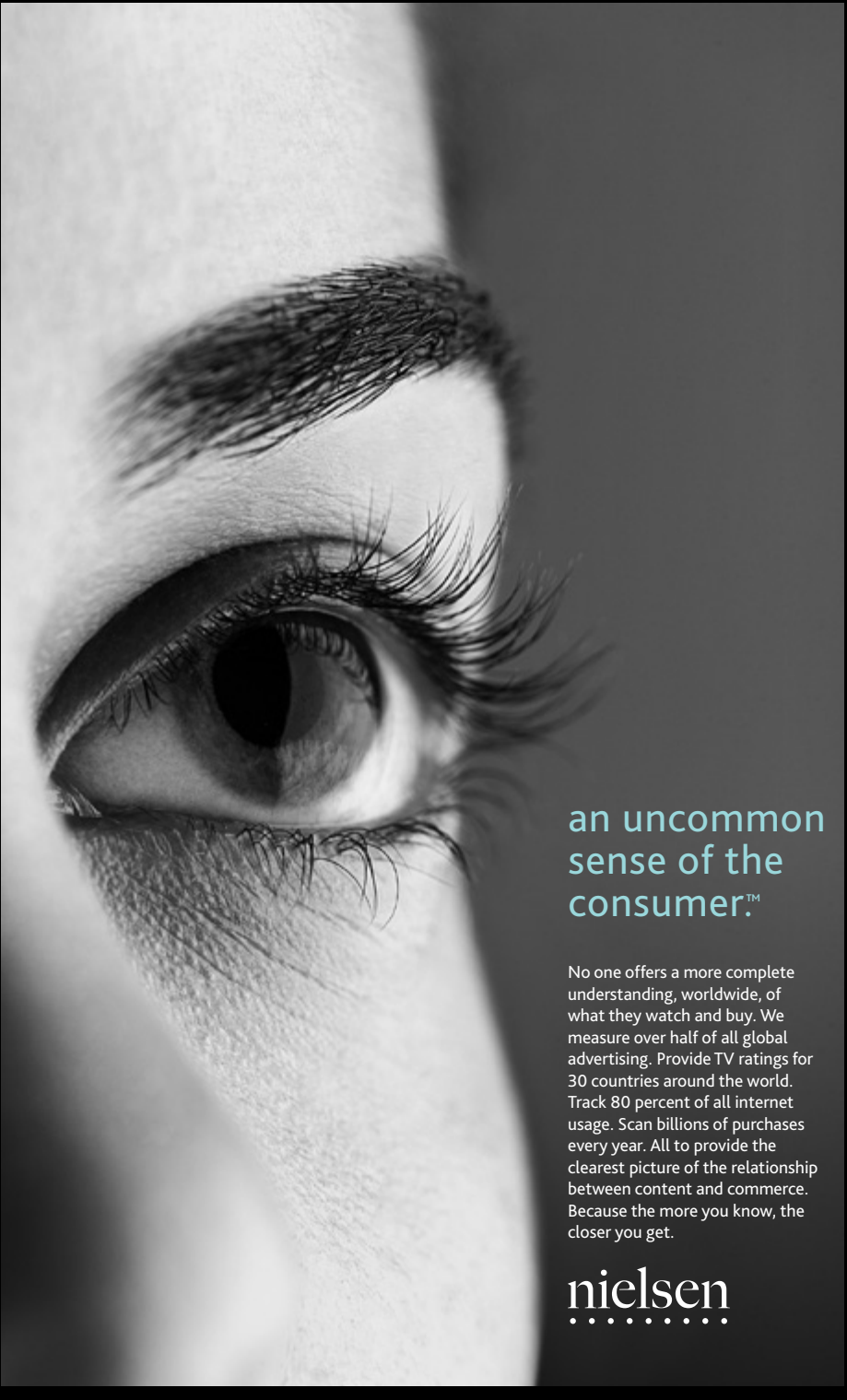


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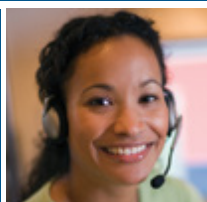
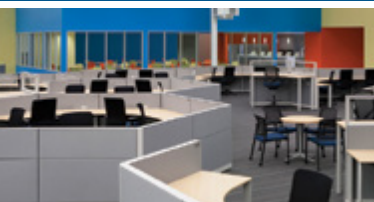
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