# **AAPOR 80<sup>th</sup> ANNUAL CONFERENCE**

# **Reshaping Democracy's Oracle:**

Transforming Polls, Surveys, and the Measurement of Public Opinion in the Age of Al

ST. LOUIS MAY 14-16, 2025 AAPOR ....



# Incentivizing Public Opinion Research with Seamless Digital Rewards

Enhancing public opinion research starts with engaged respondents. Virtual Incentives makes it easy to reward participants quickly and securely—boosting response rates, improving data quality, and ensuring seamless survey experiences.

Give respondents fast, flexible reward options they trust, while maintaining the highest standards in survey integrity and research excellence.



# Elements of a Great Incentive Program

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#### Rewards for Everyone, Insights for You

- Virtual & Physical Prepaid Cards
- Virtual & Physical eGift Cards
- Cash-Like Options (PayPal/Venmo)
- Charitable & Gaming Options

# Smooth & Simple Payouts

- Frictionless Participant Journey
- Tokenized for Mobile Wallets
- Realtime Reward Delivery

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### Efficiency Meets Automation

- Automate with API
- Scale with Bulk Issuance
- Eliminate Manual Processes

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#### Incentives That Inspire Participation

- On-Brand Incentive Solutions
- 4500+ egift Card Options
- Single Issue and Reloadable

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#### Dedicated Client Account Team

- Expert-Guided Reward Strategy
- Dedicated Catalogue Support
- Strategic Data Guidance

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#### Adjustable Reward Denominations

- Small Incentives for Recruitment
- High-Value Respondent Payouts
- Payouts Aligned with Engagement

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# WELCOME

### Welcome to the beautiful city of St. Louis for the AAPOR 80th Annual Conference!

As Conference Committee Chair, I drew inspiration for this year's gathering from the Oracle of Delphi. In ancient times, Delphi was the ultimate source of divine wisdom, offering predictions about the future. Today, political polls and surveys serve as our modern-day oracles, providing valuable insights into public opinion, attitudes, and beliefs.

Like the Oracle of Delphi, survey practitioners and pollsters stand at a crossroads—on the brink of an AI revolution in an era of hyperconnectivity. Technology is transforming how we create, communicate, and interpret the world, and it will inevitably reshape how we collect and analyze public opinion. As AI rapidly advances, it will impact how people respond to surveys, how we predict elections, and how we shape policy decisions.

But do people trust the data we interpret so carefully? Can "Pythia-the-AI" bring us closer to our own version of Apollo—pure, unquestionable truth? While we may not find all the answers here in St. Louis, we hope this conference sparks meaningful discussions and inspires new ways of thinking about the future of public opinion research.

This year, we are highlighting the evolving role of artificial intelligence and its impact on survey research and public opinion. We are especially excited about the timely plenary session, How 2024 Election Polls Performed and Informed, moderated by Scott Clement of *The Washington Post*, and jointly organized with the WAPOR as we co-locate for the first time since 2019. All attendees are also encouraged to attend a full track of joint AAPOR and WAPOR sessions held in Regency C throughout Wednesday and Thursday.

I'd be remiss not to acknowledge the stress on our field given the recent changes in the U.S. Government, and to help those impacted, we're also including new opportunities to network and learn through professional development, informational sessions with sponsors and exhibitors, and collaborative idea groups.

Be sure to visit the exhibit hall and connect with our many exhibitors. AAPOR staff will also be on hand to meet you and answer any questions. If you're looking to explore St. Louis, download the thoughtful guide created by local AAPOR member Emily Alvarez.

Finally, we value your feedback! Please share your thoughts on how we can improve future conferences by completing the annual member survey when invited. Your input is invaluable in shaping the future of AAPOR.

Enjoy the conference!

Gina & Morgan

**Gina Walejko** Conference Chair

**Morgan Earp** Associate Conference Chair

# ABOUT AAPOR

Founded in 1947, the American Association for Public Opinion Research (AAPOR) is the leading association of public opinion & survey research professionals. The AAPOR community includes producers & users of survey data from various disciplines. Our members span a range of interests, including election polling, market research, statistics, research methodology, health-related data collection, & education.

Membership in AAPOR is all about opportunity – the opportunity to learn from a diverse group of leaders in the survey & public opinion research field, the opportunity to network & exchange knowledge, & the opportunity to improve how survey research is conducted & disseminated.



### AAPOR CONDUCT STATEMENT

As a professional association, AAPOR fully supports & values our members having collegial interactions that yield interpersonal connections, as well as intellectual outcomes: discussions, differing viewpoints, & scientific debates. Our events & activities are held in the spirit of free inquiry & free expression, which is important & necessary for advancing the science & practice of public opinion research. We pride ourselves on our professionalism & our respect for others.

AAPOR's membership is global. Our conferences, meetings, & activities bring people together from around the world, & from many different cultures. As such, we need to be sensitive to cultural contexts that vary not only among regions of the USA, but also among regions of the world. We must also be sensitive to legacies that have produced discriminatory & prejudicial beliefs & practices, which threaten AAPOR's coveted inclusive environment.

AAPOR is committed to providing a safe & welcoming environment for everyone attending or associated with our events & activities including AAPOR members, guests, staff, vendors, exhibitors, contractors, as well as venue staff. We are committed to providing an environment that is free from harassment & discrimination, whether sexual or otherwise, based on age, race, ethnicity, national origin, religion, language, sexual orientation, gender identity or expression, disability, health, socioeconomic status, marital status, domestic status, parental status. Harassment & discrimination undermine the principles of equality & respect & are serious forms of professional misconduct. AAPOR's full conduct policy is available on our website. AAPOR members who violate this policy will be subject to discipline.

### **AAPOR STATEMENT ON DIVERSITY INCLUSION**

The American Association for Public Opinion Research (AAPOR) embraces diversity & inclusion as institutional imperatives, as noted in the AAPOR 2025 Strategic Vision. Only by promoting an environment where differences in background, experience & perspectives are valued will AAPOR fully serve its members & remain vital in the future.

It is therefore the policy of AAPOR to include members in all activities of the association regardless of their sex, gender identity, age, race, religion, ethnic background, nationality, sexual orientation, disability status, or any other category protected by federal, state, & local laws. AAPOR further seeks to reflect the diversity of its membership in thought & professional experiences, & pledges to equally value members regardless of their tenure within the profession, whether or not they are currently employed, & if employed regardless of the size of their workplace or whether that workplace is in academe, the government, business, the media or another setting.

AAPOR leaders have an obligation to identify any roadblocks to inclusion & work within the association to eliminate them. We also recognize that each AAPOR member has a personal responsibility to create, maintain & enhance a culture of inclusion within the association where every member is appreciated, differences in perspectives are respected, & paths to leadership are open to all. By working together, our individual differences make our association stronger. Only by actively nurturing a culture of diversity & inclusion will we fully serve our current membership & prepare future AAPOR members for the needs of an ever–changing world.

# **GENERAL INFORMATION**

### **REGISTRATION DATES & HOURS**

- May 13
   1:00 PM 6:00 PM

   May 14
   8:00 AM 6:00 PM

   May 15
   7:30 AM 6:30 PM
- **May 16** 7:00 AM 1:00 PM

### **EXHIBIT HALL SCHEDULE**

### Wednesday, May 14, 2025:

2:45 PM- 3:45 PM	Poster Session I & Coffee Break
	Sponsored by the Pew Research Center
6:00 PM - 7:30 PM	Welcome Reception

#### Thursday, May 15, 2025:

8:00 AM - 8:30 AM	Breakfast with Exhibitors
10:00 AM - 11:00 AM	Coffee Break
3:30 PM -4:30 PM	Poster Session II & Coffee Break

#### Friday, May 16, 2025:

8:00 AM - 8:30 AM	Breakfast with Exhibitors
1:00 PM - 2:30 PM	Poster Session III & Lunch with Exhibitors

### **CONFERENCE WIFI**

Sponsored by the Understanding America Study

Network: AAPOR2025 Password: UASData@AAPOR

# **CONFERENCE HIGHLIGHTS**

### DIVERSITY

#### Wednesday, May 14 Session Time Location 9:00 AM - 10:30 AM LGBTQ & SOGI Attitudes & Measurements Midway Suite 11 Breaking Barriers in Survey Research of Hispanic 10:45 AM - 12:15 PM Midway Suite 1/2 Communities: Enhancing Data Quality & Inclusivity for Diverse Populations Missouri Pacific 12:15 PM - 1:45 PM **BAAPOR Luncheon** 3:45 PM - 5:15 PM Words Matter: Innovations in SOGI Question Wording Midway Suite 10 3:45 PM - 5:15 PM Attitudes, Perceptions & Beliefs Toward Policies Aimed Midway Suite 1/2 at Advancing Racial Equity & Addressing Racism 3:45 PM - 5:15 PM Building Community & Local Surveys with Cultural Midway Suite 9 Sensitivity & Equity

### Thursday, May 15

Time	Session	Location
11:00 AM - 12:30 PM	Impact of President Trump's Executive Orders on Access to Federal Data on Sexual Orientation & Gender Identity	Midway Suite 10
12:30 PM - 2:00 PM	Cross-cultural & Multilingual Research Affinity Group	Texas Special
3:30 PM - 4:30 PM	BAAPOR Affinity Group Meeting	Missouri Pacific
3:30 PM - 4:30 PM	QUALAPOR Affinity Group Meeting	Texas Special

### Friday, May 16

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Time	Session	Location
10:15 AM - 11:45 AM	Lessons & Knowledge Gaps from Recent Advances in Studying Asian Americans, Native Hawaiians & Pacific Islanders	Midway Suite 1/2
10:15 AM - 11:45 AM	Everyone Counts: Innovations For Leaving No Population Behind	Midway Suite 9
10:15 AM - 11:45 AM	Asking Questions of Vulnerable Populations: Victimization, Sexual Orientation, Suicide Prevention & People with Disabilities	Midway Suite 10
2:30 PM - 4:00 PM	Qualitative Research & Analysis: Flexible & Innovative Approaches to Explore Sensitive Topics, at-Risk Populations & Survey Design	Midway Suite 7/8
4:15 PM - 5:45 PM	Measuring & Estimating Unique Populations & Topics	Midway Suite 7/8

# **CONFERENCE HIGHLIGHTS**

### **SHORT COURSES**

Five short courses are being offered this year, two virtual & three in-person. These half-day, indepth short courses are offered to enhance your learning experience, are taught by well-known experts in the survey research field, & cover topics that affect our ever-changing industry. The onsite short courses will take place Tuesday, May 13 from 2:00 pm – 5:30 pm.

#### VIRTUAL

#### Course 1:

#### **Questionnaire Design 202**

Instructor:

• Pam Campanelli, The Survey Coach

#### Course 2:

#### Promises & Pitfalls of Survey Recruitment Using Social Media Advertising

Instructors:

- Zaza Zindel, DeZIM Institute
- Jessica Donzowa, Max Planck Institute for Demographic Research

#### **IN PERSON**

#### Course 3:

#### How Survey Paradata Collection & Analysis Can Improve Your Study Using a Typology of Survey Paradata for Assessing Total Survey Error (TSE)

Instructor:

Mario Callegaro, Independent Consultant

#### Course 6:

#### An Introduction to Survey Sampling

Instructor:

• Colm O'Muircheartaigh, University of Chicago

#### Course 7:

#### Fine-tuning LLMs for Data Augmentation

Instructors:

- Tobias Holtdirk, Leibniz Institute for the Social Sciences
- Anna-Carolina Haensch, Ludwig-Maximilians-University of Munich

# **IDEA GROUPS**

The primary objective of Idea Groups is to create a conducive environment for informal exchanges, enabling members to delve deeper into pertinent issues & explore collaborative solutions. Whether seeking insights, sharing experiences, or simply connecting with like-minded peers, Idea Groups offer a space tailored to your professional interests. This innovative pre-conference program offers a unique opportunity for participants to engage in intimate, focused networking sessions through guided discussions.

Idea Groups will take place 2:00 pm – 5:00 pm on Tuesday before the official start of the Annual Conference on Wednesday.

 AI & Other Advancements in Qualitative Research: Considerations for QUALPOR & AAPOR

Organizer: Darby Steiger

• Teaching America's Youth about Public Opinion Polling: What Is AAPOR's Role in (Re) Building Democracy/Democratic Institutions through K-12 Education?

Organizer: Robyn Rapoport

• Using Multiple Data Sources for AI Alignment: Bridging Survey Research & Machine Learning

Organizer: Frauke Kreuter

• Bridging the Data Gap: Enhancing Data Research in Puerto Rico

Organizer: HISP-AAPOR

# LEARNING HIGHLIGHTS

### Wednesday, May 14 | 1:45 PM - 2:45 PM

### PLENARY: HOW 2024 ELECTION POLLS PERFORMED & INFORMED

AAPOR's opening plenary will explore what election polls & results illuminate about voters in the 2024 U.S. presidential election & elections around the world. This expert panel will discuss the most important factors that drove Trump's victory. The session also will review the accuracy of 2024 election polls in multiple countries, the effectiveness of changes to survey methods in recent years, & the biggest challenges ahead. Lastly, experts will share how advances in computing such as AI & machine-learning tools are being used to understand voters & inform political campaigns.

Moderator:

• Scott Clement, The Washington Post

#### Panelists:

- Becca Siegel, Former Senior Advisor at Harris for President
- Brent Buchanan, Cygnal
- Josh Pasek, University of Michigan
- Claire Durand, Université de Montréal

### Friday, May 16 | 6:00 PM - 8:00 PM

### Regency C

### **MEMBERSHIP & BUSINESS MEETING & CLOSING RECEPTION**

Attend the Annual Membership & Business Meeting to learn more about AAPOR's past year's accomplishments & future initiatives of the association, engage in Q&A, & enjoy remarks AAPOR leadership.

Close out AAPOR's 2025 Annual Conference with a cold drink following the Business Meeting & toast to our steadfast president, Frauke Kreuter.

### Friday, May 16 | 12:00 PM - 1:00 PM

Grand Ballroom

#### **PRESIDENTIAL ADDRESS**

Grand Ballroom



# Stop by Booth #238

to learn more about





THE FUTURE OF PUBLIC OPINION RESEARCH IS HERE!



Adaptive Conversations: Engage uses AI to conduct interviews, follow-ups, and probe deeper into participant responses, achieving what was once thought impossible — hundreds of in-depth interviews in under an hour.

**Mixed-Methods Research:** Seamlessly integrate qualitative interviews with quantitative analysis, combining narrative depth with statistical precision.



<>

**Global Reach with Multi-Language Support:** Engage offers interviews in nearly every language, allowing global reach and authentic cultural insights.

**Enhanced Data Integrity:** Advanced AI tools detect inattention and prevent fraud, ensuring reliable and actionable data.

# **Experience Sentry – The Key to High-Quality Data**



Sentry ensures only real, engaged, and high-quality respondents make it into your study with:



**ANM Assessment** – Uses word association to detect inattentiveness and language comprehension.

**Fraud Detection** – Flags respondents who claim knowledge of fake terms or impossible facts.

**Behavior Monitoring** – Tracks on-screen actions to detect translation apps, copy-pasting, and other suspicious activity.

**Specialized Verification** – Instantly evaluates open-ended responses for relevance and authenticity.

# **SOCIAL HIGHLIGHTS**

### Wednesday, May 14

- Fun Run 7:00 AM 8:00 AM, St. Louis Union Station Memorial Plaza
- BAAPOR Luncheon 12:15 PM 1:45 PM, Room: Missouri Pacific

BAAPOR members, friends, & all interested conference attendees are welcome to join us for lunch as we celebrate the establishment of the Black & African American Public Opinion Research Affinity Group! Capacity limited to 50 attendees.

• Student Lunch Meet-Up - 12:15 PM - 1:00 PM, Room: Illinois

Join the AAPOR Membership Engagement Subcommittee for a student lunch meet-up on the first day of the conference. This will be held at the conference hotel for student conference attendees. There will be a limited number of lunches available that will be distributed on a first-come, first-served basis.

• Ambassador Mixer - 1:00 PM - 1:45 PM, Room: Midway East

For those participating in the AAPOR Ambassador Program, join us for the Ambassador Program Mixer! This event is designed to allow conference attendees that are new to AAPOR a chance to connect with long-time attendees to learn more about the event & how to maximize their experience.

 Poster Session I & AAPOR/WAPOR Joint Coffee Break - 2:45 PM - 3:45 PM, Exhibit Hall Sponsored by the Pew Research Center

Stop by the exhibit hall to have a coffee & nosh with our exhibitors, network with your fellow attendees, & review research presented in Poster Session I

• AAPOR/WAPOR Joint Welcome Reception - 6:00 PM - 7:30 PM, Exhibit Hall

Sip, nosh & stroll in the exhibit hall to learn more about AAPOR's chapters, greet affinity groups, network with other attendees, & win raffle prizes.

 Longitudinal Leisure Study (with board games) - 7:30 PM - 10:30 PM, Room: Jefferson/ Knickerbocker

Join us for some board gaming. Everyone is welcome—whether you're a newbie to board games or a seasoned strategist! We will have some fun party games like Codenames, Exploding Kittens, Coup, Spyfall, Sushi Go, The Resistance, & Poker. Feel free to bring your favorite board game, too!

### Thursday, May 15

• Breakfast with Exhibitors - 8:00 AM - 8:30 AM, Exhibit Hall

Stop by the exhibit hall to have a coffee & a continental breakfast with our exhibitors, network with your fellow attendees, & gear up for a day of learning.

• Coffee Break with Exhibitors - 10:00 AM - 11:00 AM, Exhibit Hall

Connect with AAPOR's many exhibitors while fueling up for Thursday's sessions in our Exhibit Hall with fresh coffee.

### Thursday, May 15, continued

 Poster Session II & AAPOR/WAPOR Joint Coffee Break - 3:30 PM - 4:30 PM, Exhibit Hall

Stop by the Exhibit Hall to have a coffee and nosh with our exhibitors, network with your fellow attendees, and review research presented in Poster Session II.

• AAPOR Awards Banquet - 6:30 PM - 8:30 PM, Grand Ballroom

Please join your peers for a delicious sit-down dinner and to celebrate this year's amazing award winners. Seating begins at 6:30 PM, while the bar opens at 6:00 PM.

### Friday, May 17

- **Breakfast with Exhibitors** 8:00 AM 8:30 AM, Exhibit Hall Stop by the exhibit hall to have a coffee & a continental breakfast with our exhibitors, network with your fellow attendees, & gear up for a day of learning.
- **Poster Session III & Lunch with Exhibitors** 1:00 PM 2:30 PM, Exhibit Hall Stop by the exhibit hall to have a boxed lunch with our exhibitors, network with your fellow attendees, & review research presented in Poster Session III



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At Westat, we empower our clients to make evidence-based decisions in the areas of health, education, social policy, and transportation. Our experts use cutting-edge technology to drive real results and make lives better through top-tier research.



# 2024-2025 EXECUTIVE COUNCIL

AAPOR is led by a 20-member Executive Council elected by the full membership each spring. The Executive Council makes the overarching guiding decisions about AAPOR, including managing AAPOR's budget, creating new initiatives, planning the annual conference, & providing general governance to the organization. The elected members of the Executive Council also oversee committees made up of AAPOR volunteers. To ensure consistency in the leadership, the past & incoming presidents work closely with the current president, & current & incoming (associate) Council members also work together.



Frauke Kreuter President University of Maryland



Jordon Peugh Vice President SSRS



Jennifer Agiesta Past President CNN



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Tamara Terry Associate Secretary-Treasurer



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**Ned English** Standards Chair NORC at the University of Chicago



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**Gina Walejko** Conference Chair *Google* 



Morgan Earp Associate Conference Chair National Center for Health Statistics



**Bianca DiJulio** Membership & Chapter Relations Kaiser Permanente



Dakisha Locklear Associate Membership & Chapter Relations *RTI International* 



**Bob Torongo** Communications Chair *Burson Global* 



Kathleen Weldon Associate Communications Chair, Roper Center for Public Opinion Research



**Florian Keusch** Education Chair University of Mannheim



Ashley Koning Associate Education Chair Rutgers University



Sunghee Lee Inclusion & Equity Chair University of Michigan Institute for Social Research



Luis Tipan Associate Inclusion & Equity Chair SSRS

# 2025–2026 EXECUTIVE COUNCIL

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**Leah Dean** Associate Membership & Chapter Relations *RTI International* 

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**Lena Centeno** Associate Inclusion & Equity Chair *Westat* 

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#### **NEAAPOR**

**Brian Robertson** Market Decisions Research

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#### PAPOR

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**Ryan Green** Education Manager



**Lailah Johnson** Program Manager



Leon Spinner Membership Manager



Jackie Weisman Marketing & Communications Director

# **AAPOR PAST PRESIDENTS**

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1973-74 Harold Mendelsohn 1974-75 Herbert I. Abelson 1975-76 Richard Maisel 1976-77 Irving Crespi 1977-78 Hope Lunin Klapper 1978-79 Reuben Cohen 1979-80 Jack Elinson 1980-81 Helen J. Kaufmann 1981-82 Seymour Sudman 1982-83 Burns W. Roper 1983-84 Laure M. Sharp 1984-85 Albert E. Gollin 1985-86 Howard Schuman 1986-87 J. Ronald Milavsky 1987-88 Eleanor Singer 1988-89 Warren J. Mitofsky 1989-90 Philip Meyer 1990-91 Joan Black 1991-92 Norman M. Bradburn 1992-93 Kathleen Frankovic 1993-94 Stanley Presser 1994-95 Andrew Kohut 1995-96 Robert M. Groves 1996-97 Diane Colasanto 1997-98 James R. Beniger 1998-99 Michael Kagay 1999-00 Michael Traugott 2000-01 Murray Edelman

2001-02 Don A. Dillman 2002-03 Mark A. Schulman 2003-04 Elizabeth Martin 2004-05 Nancy Belden 2005-06 Cliff Zukin 2006-07 Robert Daves 2007-08 Nancy A. Mathiowetz 2008-09 Richard Kulka 2009-10 Peter Miller 2010-11 Frank Newport 2011-12 Scott Keeter 2012-13 Paul Lavrakas 2013-14 Robert Santos 2014-15 Michael W. Link 2015-16 Mollyann Brodie 2016-17 Roger Tourangeau 2017-18 Tim Johnson 2018-19 David Dutwin 2019-20 Nora Cate Schaeffer 2020-21 Dan Merkle 2021-22 Patricia Moy 2022-23 Paul Beatty 2023-24 Jennifer Agiesta

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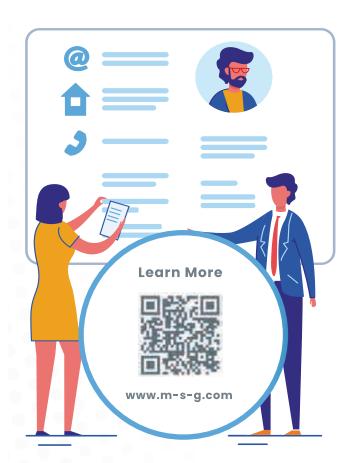
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### **PLANNED GIVING**

Your planned gift will ensure AAPOR's future, as well as help support research, professional education & the development of resources to help prepare the next generation of public opinion & survey research professionals.

Scan the QR code below to view the complete list of this year's AAPOR donors.







# Identify Connect & Engage WITH RESEARCH RESPONDENTS

We offer an integrated, versatile ecosystem of data and technology platforms that can assist your research projects at every stage of their life cycle.



## **Sampling Frames**

Choose from multiple industry-leading sources, online and offline - phone, ABS.



# **Statistical Consulting**

Blending and weighting probability and non-probability calibration from methodological experts.



### **Research Assist Services**

Printing & Mailing of push to web surveys, paper survey packets, panel recruitment, incentive handling and more.



### **Data Enhancements**

Enrich your frames via auxiliary variables: demographic, behavioral, and segmentation data, along with cell, landline, and email.



### **Custom Panels**

Target prospective groups. Identify, screen, and gather suitable members into research panels.

# Our Brands

GENESYS

PreVision

PRO-T-S

Research Assist



# **CHAPTER STUDENT PAPER AWARD WINNERS**

### MAPOR

#### Jennifer Linn

Training Citizen Officers: Political Socialization from a Military Education

Session: Partisanship, Identity Politics, & Polarized Attitudes & Behaviors towards Institutions & Relationships

Thursday, May 15, 2025, 11:00 AM - 12:30 PM Room: Regency A

### MAPOR

#### Zhuoyu Wang

Identifying the Mode Effects of the Health & Retirement Study 2018 Core Survey Using Structural Equation Modeling

### **NEAAPOR**

#### **Kyle Krell**

The Dynamics & Impacts of "Not Sure" Responses to Non-Policy Questions

Session:

Innovations in Survey Methodology: Understanding Respondent Survey Behaviors

Thursday, May 15, 2025, 2:00 PM - 3:30 PM Room: Midway Suite 5

### PAPOR

#### Zhaowen Guo

When Monitoring Meets Morality: How Framing Affects Public Support for Government Surveillance

### SAPOR

#### Todd Lu

Reassessing the Economy–Environment Tradeoff: Do Industry Sectors, Green Jobs Opportunities, & Regulatory Threats Affect Environmental Concerns?

#### DCAAPOR

#### Aditi Sen

Estimation of Finite Population Proportions for Small Areas – a Statistical Data Integration Approach

Session: Innovations for Collection & Estimation Friday, May 16, 2025, 2:30 PM - 4:00 PM Room: Regency C

#### PANJAAPOR

#### **Christina** Pao

Write-Ins or Checkboxes? Comparing Question Formats for Gender & Sexual Identities

Session: Words Matter: Innovations in SOGI Question Wording Wednesday, May 14, 2025, 3:45 PM - 5:15 PM Room: Midway Suite 10

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# **MEET THE 2025 AWARD WINNERS**

There were many qualified nominees making this year's selection especially difficult, but our volunteer judges rose to the occasion by selecting a worthy recipient in each category. We are pleased to announce this year's award winners!

We invite you to read more about these individuals and congratulate them in person during the annual Awards Banquet at the AAPOR 80th Annual Conference in St. Louis.

#### AAPOR BOOK AWARD

This award recognizes books that have influenced our understanding of public opinion or survey research methodology.

#### 'Degrees of Democracy: Politics, Public Opinion, & Policy'

By Stuart N. Soroka & Christopher Wlezien

#### AAPOR STUDENT INCLUSION FELLOWSHIP

New this year, this fellowship targets students of historically underrepresented groups interested in the study of public opinion & survey research methodology.

#### Winners

- Seth Adarkwah Yiadom, Ohio State University
- Isabela Bertolini Coelho, University of Maryland
- Rona Fang-Yu Hu, University of Michigan
- Moo Sun (Sunny) Kim, University of Texas at Austin
- Tatum Leclair, Loyola University Chicago
- Jennifer Lin, Northwestern University
- Sergio Martinez, University of Michigan
- Kaidar Nurumov, University of Michigan
- Juanita Vivas Bastidas, Loyola University Chicago
- Chelsea Waddell, University of Michigan

#### AAPOR POLICY IMPACT AWARD

This award recognizes research that has had a demonstrable impact on policy. The award is given to outstanding research projects, data, or data products that had a clear impact on policy decisions or public discussion of policies.

#### Winner

International Health Policy (IHP) Surveys, The Commonwealth Fund & SSRS

#### AAPOR PUBLIC SERVICE AWARD

This award is intended to recognize & honor outstanding public service & dedication to maintaining AAPOR standards.

#### Winner

Linda Young, US Department of Agriculture, National Agricultural Statistics Service

#### AAPOR INCLUSIVE VOICES AWARD

This award recognizes the important data sets, research, & survey methods that have improved the ability to study complex social phenomena related to understudied populations.

#### Winner

Program for Research on Black Americans, Institute of Social Research at the University of Michigan

#### **MONROE G. SIRKEN AWARD**

This award is given annually to a distinguished survey researcher for contributions to interdisciplinary survey research that improves the theory & methods of collecting, verifying, processing, presenting or analyzing survey data.

#### Winner

Kirk Wolter, University of Chicago

#### WARREN J. MITOFSKY INNOVATORS AWARD

This award recognizes accomplishments in the fields of public opinion & survey research that had their primary impact on the field during the past decade. These innovations may include new theories, ideas, applications, methodologies, or technologies.

#### Winner

Civic Health & Institutions Project, a 50 States Survey (CHIP50)

#### THE BURNS "BUD" ROPER FELLOW AWARD

This award is intended to help people working in survey research or public opinion research who are in the early stages of their careers attend the annual AAPOR conference & participate in short courses.

#### Winners

- Ali Amini, American University
- Ryan Brady, Bully Pulpit International
- Hannah Borenstein, DHM Research
- Nicole Cabrera, Reveal Global Consulting
- Xinyi Chen, University of Michigan
- Leni Doehrmann, Baldwin Wallace University
- Meagan Doll, University of Minnesota, Twin Cities
- Abby Foy, Ipsos Public Affairs
- Mithila Guha, San José State University
- Jared Gumbs, SSRS
- Manel Hanafi, SSRS
- Muhammad Hassan Bin Afzal, The University of Tennessee, Chattanooga
- Lilian Huang, NORC at the University of Chicago
- Callie Johnson, U.S. Government Accountability Office
- Sarah Kahl, Ipsos Public Affairs
- Tylar Kist, American Academy of Pediatrics
- Stefanie Laudolff, Baldwin Wallace University
- Dominique McDonald, EVITARUS
- Evan McKee
- David Martin, Rutgers Eagleton Center for Public Interest Polling
- Presley Moreno, EVITARUS
- Hannah Murrow, NORC at the University of Chicago
- Cassidy Nelson, Oregon Values & Beliefs Center
- P. Linh Nguyen, French Institute for Demographic Research
- Maclean Ninsaw Gbati, University of Ghana
- Red Paulin, Boston College
- Konrad Powell, Iowa State University
- Jacob Raymond, The Harris Poll
- Nathan Reece, European Social Survey ERIC
- Robert Rodriguez, Sacramento State University
- Zyaire Shih, University of Michigan
- Adam Stefkovics, HUN-REN Centre for Social Sciences
- Junyan Tian, University of Michigan
- Xinran Wang, EVITARUS
- Michelle Witlock, Burson

#### SEYMOUR SUDMAN STUDENT PAPER COMPETITION AWARD

This award honors the best student paper presented at the AAPOR annual conference. The award committee will consider all papers relating to the study of public opinion, focusing on theory, substantive findings, research methods, and/or statistical techniques used in such research.

#### Winner

Deji Suolang, University of Michigan

#### Title

"Leveraging Wearable Sensor Data to Enhance Survey Self-Reports: A Mass Imputation Approach"

#### Honorable Mention

Stephanie Morales, University of Michigan

#### Title

"Cross-Cultural Perspectives on Self-Rated Health: Analyzing Conceptual Differences on Understanding of Health through Web Probing"

#### STUDENT CONFERENCE TRAVEL AWARD

#### Sponsered by EdChoice & the University of Northern Iowa Center for Social & Behavioral Research

These awards are offered to students so that they may attend the annual conference & experience this important educational & professional networking event for survey methodology & public opinion researchers.

#### Winners

- Alberto Arletti, University of Padua, Italy
- Ujjayini Das, University of Maryland, College Park
- Grace DesJardins, University of Michigan
- Soojeong Kim, The University of Texas, Austin
- Max Melchior Lang, University of Oxford
- Doyun Lee, University of Arizona
- Ailin Liu, LMU Munich
- Marco Mendoza Aviña, Harvard University
- Muhammad Nouman Nazar Qureshi, University of Minnesota
- Frieder Rodewald, University of Mannheim
- Haley Triem, The University of Texas, Austin
- Alexander Tripp, Vanderbilt University
- Yuhui Zhu, Temple University

# **COMMITTEE MEETINGS**

Wednesday, May 14		
Time	Session	Room
2:45 PM - 3:45 PM	Communications Committee Meeting	Texas Special
Thursday, May 15		
Time	Session	Room
7:30 AM - 8:30 AM	Establishment Survey Meeting	Missouri Pacific
10:00 AM - 11:00 AM	Standard Committee Meeting	Missouri Pacific
10:00 AM - 11:00 AM	IEC Meeting	Texas Special
12:30 PM - 2:00 PM	Senior Connections Affinity Group Meeting	Missouri Pacific
12:30 PM - 2:00 PM	Cross-cultural & Multilingual Research Affinity Group	Texas Special
12:30 PM - 2:00 PM	Education Committee Meeting	Meteor
3:30 PM - 4:30 PM	BAAPOR Affinity Group Meeting	Missouri Pacific
3:30 PM - 4:30 PM	QUALAPOR Affinity Group Meeting	Texas Special

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# **TUESDAY** SCHEDULE AT A GLANCE

Time	Session	Location
1:00 PM - 6:00 PM	Registration	Registration Depot
12:30 PM Tee Time	Golf	Gateway National Golf Links
	<b>Pre-Conference Sessions</b>	
2:00 PM - 5:00 PM	Idea Group - AI & Other Advancements in Qualitative Research: Considerations for QUALPOR & AAPOR	Midway Suite 6
2:00 PM - 5:00 PM	Idea Group - Preparing Survey Cost Estimates – Strengths & Shortcomings	Midway Suite 7/8
2:00 PM - 5:00 PM	Idea Group - Using Multiple Data Sources for Al Alignment: Bridging Survey Research & Machine Learning	Midway Suite 9
2:00 PM - 5:00 PM	Idea Group - Teaching America's Youth about Public Opinion Polling: What Is AAPOR's Role in (Re)Building Democracy/ Democratic Institutions through K-12 Education?	Midway Suite 11
2:00 PM - 5:30 PM	Short Course - Fine-tuning LLMs for Data Augmentation	Midway Suite 1/2
2:00 PM - 5:30 PM	Short Course - How Survey Paradata Collection & Analysis can Improve your Study Using a Typology of Survey Paradata for Assessing Total Survey Error (TSE)	Midway Suite 3/4
2:00 PM - 5:30 PM	Short Course - An Introduction to Survey Sampling	Midway Suite 5

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# **TUESDAY, MAY 13, 2025**

#### 1:00 PM - 6:00 PM

#### Session Tuesday Registration Open Special Events

#### 2:00 PM - 5:00 PM

# Al & Other Advancements in Qualitative Research: Considerations for Qualpor & AAPOR

#### Idea Groups

Session

Presenters:

Andrew Stavisky, US Goverment Accountability Office Kelly Bell, Ipsos Sandra Bauman, Bauman Research & Counsulting LLC

#### Session

#### Teaching America's Youth about Public Opinion Polling: What Is AAPOR's Role in (Re)Building Democracy/Democratic Institutions through K-12 Education?

#### Idea Groups

Presenters: Michael Traugott, University of Michigan Peter Miller, Northwestern University Scott Keeler, Pew Research Center Ashley Koning, Rutgers University Kenneth Winneg, University of Pennsylvania

#### Session

### Using Multiple Data Sources for AI Alignment: Bridging Survey Research & Machine Learning

#### Idea Groups

Presenters:

Haoui Chen, UN Statistics Division Shafi Goldwasser, UC Berkeley Daniel Oberski & Paulina Pankowska, Utrecht University Richard Zemel, Colombia University Location

Registration Depot

Location Midway Suite 6

Midway Suite 11

Midway Suite 9

#### 2:00 PM - 5:30 PM

#### Session

#### An Introduction to Survey Sampling

#### Short Courses

Speaker: Colm O'Muircheartaigh, University of Chicago

#### Session

#### Fine-Tuning LLMs for Data Augmentation

#### Short Courses

Speaker: Anna-Carolina Haensch, Ludwig-Maximilians Universität München

#### Session

#### Midway Suite 3/4

Midway Suite 1/2

How Survey Paradata Collection & Analysis Can Improve Your Study Using a Typology of Survey Paradata for Assessing Total Survey Error (TSE)

#### Short Courses

Speaker:

Mario Callegaro, Callegaro Research Ltd.

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Location

Midway Suite 5

# **WEDNESDAY** SCHEDULE AT A GLANCE

Time	Session	Location
	General Sessions	
7:00 AM - 8:00 AM	Fun Run	St. Louis Union Station - Memorial Plaza
8:00 AM - 6:00 PM	Registration	Registration Depot
8:30 AM - 6:00 PM	Student Lounge	Jeffersonian/ Knickerbocker
	AAPOR/WAPOR Joint Track Session A	
9:00 AM - 10:30 AM	Pre-Election Polls around the World	Regency C
	Concurrent Session A	
9:00 AM - 10:30 AM	Frame Creation & Sampling for Unique & Hard-to Identify Populations	Regency A
9:00 AM - 10:30 AM	Swabbing & Data Donating: Asking for More than Responses	Midway Suite 1/2
9:00 AM - 10:30 AM	Questionnaire Design Lovers Only: Question Order & Placement & Format & Formatting	Midway Suite 3/4
9:00 AM - 10:30 AM	Improving Survey Data Quality with LLMs: Design & Data Collection	Midway Suite 5
9:00 AM - 10:30 AM	Methodological Innovations of AP VoteCast	Midway Suite 6
9:00 AM - 10:30 AM	Meeting Respondents Where They Are: Mode Preference & Survey Delivery	Midway Suite 7/8
9:00 AM - 10:30 AM	Optimizing Election Polls with Text-to-Web & Mixed Mode Designs	Midway Suite 9
9:00 AM - 10:30 AM	The Goldilocks Approach: Finding Just-Right Incentives for Surveys	Midway Suite 10
9:00 AM - 10:30 AM	LGBTQ & SOGI Attitudes & Measurements	Midway Suite 11
	AAPOR/WAPOR Joint Track Session B	
10:45 AM - 12:15 PM	Survey Methodology: Innovations & Applications in International Settings	Regency C
	Concurrent Session B	
10:45 AM - 12:15 PM	Hearts, Minds & Wallets: What Really Drove the Vote in 2024?	Regency A
10:45 AM - 12:15 PM	Breaking Barriers in Survey Research of Hispanic Communities: Enhancing Data Quality & Inclusivity for Diverse Populations	Midway Suite 1/2
10:45 AM - 12:15 PM	Weighting on Recalled Past Vote in Election Polls	Midway Suite 3/4
10:45 AM - 12:15 PM	Employee & Establishment Survey Questionnaire Design & Evaluation	Midway Suite 5
10:45 AM - 12:15 PM	Global Challenges of Migration & Immigration	Midway Suite 6

10:45 AM - 12:15 PM	Methods for Increasing Survey Recruitment & Reducing Panel Attrition	Midway Suite 7/8
10:45 AM - 12:15 PM	The Role of Religion in Attitude Formation	Midway Suite 9
10:45 AM - 12:15 PM	The Promise & Pitfalls of Al in Qualitative Social Science Research	Midway Suite 10
10:45 AM - 12:15 PM	Novel Attempts to Leverage Big Data/AR in Social Science	Midway Suite 11
10:45 AM - 12:15 PM	What Is the Market Research & Insights Industry?	New York
	General Sessions	
12:15 PM - 1:45 PM	Open Lunch	
12:15 PM - 1:45 PM	Welcome Committee Lunch	Illinois
12:15 PM - 1:45 PM	Welcoming Committee Ambassador Program	Midway East
1:45 PM - 2:45 PM	AAPOR/WAPOR Joint Plenary Session	Grand Ballroom
2:45 PM - 3:45 PM	Poster Session I & Coffee with Exhibitors	Exhibit Hall
2:45 PM - 3:45 PM	Communications Committee Meeting	Texas Special
	AAPOR/WAPOR Joint Track Session C	
3:45 PM - 5:15 PM	Attitudes toward AI around the World	Regency C
	Concurrent Session C	
3:45 PM - 5:15 PM	Charting AAPOR's Future: Leadership Perspectivies in a Time of Change	New York
3:45 PM - 5:15 PM	Cash on Display, Data in Hand: Studies of Visible Cash & Early Bird Incentives	Regency A
3:45 PM - 5:15 PM	Attitudes, Perceptions & Beliefs toward Policies Aimed at Advancing Racial Equity & Addressing Racism	Midway Suite 1/2
3:45 PM - 5:15 PM	AP VoteCast Explains: Telling the 2024 Election Story	Midway Suite 3/4
3:45 PM - 5:15 PM	Al as OpenText Coder & Classifier	Midway Suite 5
3:45 PM - 5:15 PM	Look Who's Talking: Professional, Fake & Synthetic Participants in Qualitative Research & Survey Panels	Midway Suite 6
3:45 PM - 5:15 PM	Current Training in Survey & Data Science & What Skills Employers Are Looking For	Midway Suite 7/8
	Panel sponsored by the Survey Research Teaching Interest & Affinity Group	
3:45 PM - 5:15 PM	Building Community & Local Surveys with Cultural Sensitivity & Equity	Midway Suite 9
3:45 PM - 5:15 PM	Words Matter: Innovations in SOGI Question Wording	Midway Suite 10
	General Sessions	
6:00 PM - 7:30 PM	AAPOR/WAPOR Joint Welcome Reception	Exhibit Hall

# **WEDNESDAY, MAY 14, 2025**

#### 8:00 AM - 6:00 PM

#### Session Wednesday Registration Open **Special Events**

#### 9:00 AM - 10:30 AM

#### Session **Pre-Election Polls around the World**

Track: WAPOR

#### Canadian Federal Party Polling: Its Evolution from 2000 to 2025 Christopher Adams, St. Paul's College, University of Manitoba, Canada

#### The Evolution & Methodology of Exit Polls in Japanese Elections Yasuyuki Saito, The Asahi Shimbun, Japan

#### Polling Methods Comparison: Predicting Election Results in North Macedonia Carsten Broich, Sample Solutions BV, Netherlands Nadica Stankovikj, Lifepanel, North Macedonia

#### What Are the Factors that Lead to Better Accuracy of Pre-Election Polls in the Tunisian Context? Analysis of Comparative Experiences between the 2019 & 2024 Elections Nebil Belaam, EMRHOD Consulting, Tunisia

#### 9:00 AM - 10:30 AM

### Session Swabbing & Data Donating: Asking for More than Responses

Paper

Track: Data Collection - Data Collection Methodologies, Costs & Field Operations

#### Survey & Biological Testing Insights for Future Pandemics: Utilizing Self-Administered Test Kits for **COVID-19 Antibody Data Collection**

Rachel Kinder, John Boyle & James Dayton, ICF Dean Kilpatrick, Caitlin Rancher, Angela Moreland-Johnson, Daniel Smith, Vicky Cornelison, & Michael Schmidt, Medical University of South Carolina

#### **Digital Trace Data Collection through Data Donation** Laura Boeschoten, Niek de Schipper, & Bella Struminskaya, Utrecht University Heleen Janssen & Theo Araujo, University of Amsterdam Kasper Welbers, VU Amsterdam

#### Can't Get Enough Data? - Testing Strategies to Increase Participation in Data Donation Studies Frieder Rodewald & Florian Keusch, University of Mannheim Valerie Hase & Frauke Kreuter, Ludwig-Maximilians Universität München Mark Trappmann, Institute for Employment Research

**Registration Depot** 

Regency C

Location

Location

Location

Midway Suite 1/2

### 9:00 AM - 10:30 AM

#### Location

#### Session

Midway Suite 3/4

### Questionnaire Design Lovers Only: Question Order & Placement & Format & Formatting

#### Paper

Track: Questionnaire Design & Interviewing Moderator: Daniel Goldstein, *HPD* 

#### Promise & Pitfalls: Formatting Complex Skip Logic in Paper Surveys to Minimize Errors Adam Kaderabek & Kisha Bailly, *ICF*

Tom Greenfield, Cat Munroe & William Kerr, Public Health Institute's Alcohol Research Group Katherine Karriker-Jaffe, RTI International

# Understanding Straightlining: The Role of Question Characteristics & Questionnaire Design in Survey Response Quality

**Çağla E. Yildiz**, Jessica Daikeler & Fabienne Kraemer, *GESIS - Leibniz-Institute for the Social Sciences* Henning Silber, *University of Michigan* Evgenia Kapousouz, *NORC at the University Of Chicago* 

#### "Select All That Apply" Versus "Yes/No" Questions in Global Online Surveys: A Seemingly Unrelated Regression Analysis

**Rona Fang-Yu Hu**, University of Michigan, Ann Arbor; SSRS Erin Czyzewicz, Luis Tipan, & Alex Nisetich, SSRS

# Response Order Effects in Gallup Survey Experiments: The Role of Data Collection Mode & the Impact on Intercorrelations

Allyson Holbrook, University of Illinois, Chicago Andrew Crosby, University of California, Riverside Tim Johnson & Evgenia Kapousouz, NORC at the University of Chicago Paul Lavrakas, Independent Consultant Alexandros Gkotinakos, Aristotle University of Thessaloniki Jun Li, College of Charleston Jeff Jones, Gallup

# WEDNESDAY, MAY 14, 2025

#### 9:00 AM - 10:30 AM

#### Session

# Frame Creation & Sampling for Unique & Hard-to-Identify Populations Paper

Track: Probability & Nonprobability Samples, Frames & Coverage Errors Moderator: John Eltinge, *U.S. Census Bureau* 

# Signing In but Not Signing Up: Challenges for the Recruitment of Interview Participants in Online Political Spaces

Russell Hansen, University of Washington

#### Obtaining a Probability Sample of a Birth Cohort via Prenatal Care Practices Using Birth Certificates as a Sampling Frame

Michael Elliott, Eva Leissou, Terri Ridenour, Shonda Kruger Ndiaye, & Daniel Keating, University of Michigan, Ann Arbor Alexa Drew, Kaitlyn Wilson, Breanna Frasher, Breanna Kornatowski, Jean Kerver, & Nigel Paneth, Michigan State University Gwendolyn Norman, Douglas Ruden, & Robert Sokol, Wayne State University Glenn Copeland, State of Michigan Tengfei Ma, Charles Barone, & Christine Johnson, Henry Ford Health Systems Tracy Thompson, National Institutes of Health

#### Reaching Homeless People Who Inject Drugs through Respondent Driven Sampling

**Sol Rabine**, Kailin Xu, & Sunghee Lee, University of Michigan, Ann Arbor

#### A Case for Including Prepaid Cell Phones for Hard-to-Survey Latino Populations

Lauren Sedlak, Barbara Fernandez, Hannah Murrow, & Brian Wells, NORC at the University of Chicago Sharon Tafolla, Maria-Elena De Trinidad Young, & Alec Chan-Golston, University of California, Merced

# Investigating the Feasibility & Methodology of Building an Efficient Address-Based Sampling Frame of College Students

**Ashley Amaya** & Anna Brown, *Pew Research Center* Ned English & Katie Archambeau, *NORC at the University of Chicago* 

#### Direct Versus Recontact Recruitment Apporaches in Online Probability Panels Carsten Broich, Sample Solutions Europe Nadica Stankovikj, Lifepanel

34 | AAPOR 80<sup>th</sup> CONFERENCE PROGRAM

Regency A

Location

#### 9:00 AM - 10:30 AM

#### Location

#### Session

Midway Suite 5

### Improving Survey Data Quality with LLMs: Design & Data Collection Panels

Track: AI, ML, & Data Science Methods Moderator: Ting Yan, NORC at the University Of Chicago

Detecting AI-Generated Survey Responses: Tool Development & Bias Mitigation Lilian Huang, Joshua Lerner, & Brandon Sepulvado, NORC at the University of Chicago

LLMs Don't Respond Like Humans: Exploring & Finetuning Models Lilian Huang, Joshua Lerner, & Brandon Sepulvado, NORC at the University of Chicago

Advancing Survey Methodologies with Large Language Models: Navigating Opportunities & Challenges

Michael Link, Michael Link Research Consulting

Survey Length Prediction Using Machine Learning Ipek Bilgen, Joshua Lerner, & Mehmet Celepkolu, NORC at the University of Chicago

- Identity in Their Own Words: An LLM Approach to Measuring Politicized Group Attachments Muzhi Liu & Yamil Velez, Columbia University
- Discussion: How Can Llms be Used to Improve Survey Design & Data Collection? Christopher Antoun, University of Maryland

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# WEDNESDAY, MAY 14, 2025

#### 9:00 AM - 10:30 AM

### Session Methodological Innovations of AP VoteCast

Panels

#### Track: Elections, Polling, & Politics Moderator: David Sterrett, NORC at the University of Chicago

#### AP Votecast's Innovative Methodology Overview & Weighting

Jennifer Benz, David Sterrett, & Nadarajasundaram Ganesh, NORC at the University of Chicago

# AP Votecast: Using Small Area Estimation Models to Improve Demographic & Vote Estimates within States

**Benjamin Skalland**, Nadarajasundaram Ganesh, David Sterrett, Jennifer Benz, & Kanru Xia, NORC at the University of Chicago

#### **Exploring New Voters**

**Benjamin Skalland**, Nadarajasundaram Ganesh, David Sterrett, & Jennifer Benz, NORC at the University of Chicago

#### **Hispanic Mail Recruitment Experiment**

**Emily Alvarez**, Mariana Meza Hernandez, Ilana Ventura, Rene Bautista, & David Sterrett, NORC at the University of Chicago

#### Texting Recruitment Experiment

Emily Alvarez, Leah Christian, & Jennifer Benz, NORC at the University of Chicago

#### 9:00 AM - 10:30 AM

Session

#### Location

Midway Suite 7/8

### Meeting Respondents Where They Are: Mode Preference & Survey Delivery Paper

Track: Data Collection - Modes & Multi-mode Moderator: Lauren Copeland, *Community Research Institute* 

#### Recruiting Teens for Surveys in Small Geographies: Challenges & Solutions Eran Ben-Porath & Jazmyne Sutton, SSRS Emily Subialka Nowariak & Mindy Krakow, Professional Data Analysts

# Digging Deep: How Diverse Identities Are Associated with Different Survey Mode Preferences for Adverse, Traumatic Experiences

**Robert Petrin**, Risë Goldstein & Megan Hendrich, *Ipsos* Randall Thomas, *AccuSurvey Consulting* 

# Examining the Relationship between Respondent Predicted Mortality Risk & Survey Response in an Older Population

**Ned English**, Anna Wiencrot, Katie O'Doherty, Becki Curtis, L. Philip Schumm, & Colm O'Muircheartaigh, *NORC at the University of Chicago* 

#### It's in the Mail: Using Hardcopy Outreach in a Multi-Mode Survey of Lower SES Young Adults Jacquelyn George, Heather Morrison, & Monica Sull, Decision Information Resources, Inc

Location

Midway Suite 6

### 9:00 AM - 10:30 AM

### Location

#### Session

Midway Suite 10

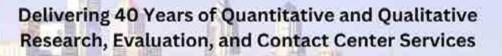
# The Goldilocks Approach: Finding Just-Right Incentives for Surveys Paper

Track: Data Collection - Data Collection Methodologies, Costs & Field Operations Moderator: Aaron Maitland, *US Census Bureau* 

- Adapting Sampling & Incentive Strategies to Improve Survey Response for Rural Latinos Hannah Murrow, Barbara Fernandez, Lauren Sedlak, & Brian Wells, NORC at the University Of Chicago Sharon Tafolla, Maria-Elena De Trinidad Young & Alec Chan-Golston, University of California, Merced
- Differential Incentives in a Multi-Mode Feasibility Study for a New UK Birth Cohort Erica Wong, Lisa Calderwood, Alissa Goodman, Pasco Fearon, Alyce Raybould, & Karen Dennison, University College, London
- Is It the Thought That Counts? Comparing Monetary & Non-Monetary Survey Incentives Cameron Raynor & Jessica Weber, RA2 Frank Kelly, Virtual Incentives

# The Impact of Incentive Size & Form on Survey Response & Demographics: Insights from a Nationally Representative Survey Juanita Vivas Bastidas, NORC at the University Of Chicago

Exploring the Impacts of Incentive Changes during Fielding Bianca DiJulio & Alice Xing, Kaiser Permanente Washington Health Research Institute



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### 9:00 AM - 10:30 AM

### Session Optimizing Election Polls with Text-To-Web & Mixed Mode Designs Paper

Track: Elections, Polling, & Politics Moderator: Missy Mosher, Dynata

> Comparing & Combining Text-to-Web & Panel-to-Web Pre-Election Surveys Kevin Collins, Alex Dawahare, & Nathaniel Lubin, *Survey 160*

Text-to-Web & Email State Exit Polling in 2024 Matt Taglia & Spencer Kimball, Emerson College

Improving the Use of Text-to-Web, a 2024 Mix-Mode Case Study Chelsea Goodale, Matthew Gammon, & Daniel Narvaiz, Ragnar Research Partners

Combining Web Panel & Text-to-Web Data Collection In Election Polling Zachary Azem, Sean McKinley, & Tracy Keirns, University of New Hampshire Survey Center

### 9:00 AM - 10:30 AM

#### Session LGBTQ & SOGI Attitudes & Measurements

#### Panels

Track: Questionnaire Design & Interviewing Moderator: Christina Pao, *Princeton University* 

- From Resistance to Acceptance: How Attitudes Toward LGBTQ+ Populations Have Changed Since 1985 Lindsey Witt-Swanson, Sean Collins, Dan Malato, Claire Krummenacher, & Jennifer Benz, NORC at the University of Chicago
- Family Matters: Alternative Right-Wing Media Use & Parental Attitudes Toward Transgender Rights Walker West Brewer, Thomas Billard, Nash Jenkins, Yena Lee, Taylor Agajanian, & Ifra Javed, Northwestern University
- How Constituents Respond to LGBTQ Representation in Congress Phil Jones, University of Delaware
- The Role of Pervasive Ambiguity about Gender in Public Opinion Regarding Transgender People in the United States

Thomas Billard, Walker West Brewer, & Nash Jenkins, Northwestern University

Measuring Gender Identity in Self-Administered Surveys: An Experiment on the Effect of Scale Length Jolene Smyth & Kristen Olson, University of Nebraska, Lincoln

I'm Not Going to Answer That: A Look at Sexual Orientation & Gender Identity Non-Response Megan Townsend, Samantha Collins, Christina Peterson, & Randy ZuWallack, *ICF* 

Midway Suite 9

Location

Location

Midway Suite 11

# 10:45 AM - 12:15 PM

#### Session

### Location

Midway Suite 1/2

### Breaking Barriers in Survey Research of Hispanic Communities: Enhancing Data Quality & Inclusivity for Diverse Populations Panels

Track: Multicultural, Multilingual & Multinational Research Moderator: Mark Hugo Lopez, *Pew Research Center* 

### Lessons Learned from KnowledgePanel Envelope Tests to Recruit a Representative Hispanic Sample Nick Bertoni, Ipsos

Mark Hugo Lopez, Pew Research Center

# Heritage & Heart: Perspectives & Values of Hispanic Adults 50 & Older & the Imperative for Inclusive Research

Sarah Kerman & Angela Houghton, AARP

### Beyond Words (Más Allá de la Las Palabras): The Impact of Language & Ethnicity on Perceived Survey Difficulty

**Ki Park**, Erin Heiden, Kyle Endres, & Mary Losch, University of Northern Iowa Eva Aizpurua, NatCen Social Research

# Examining Acquiescent Response Trajectories Among Diverse Populations: Evidence from the Health & Retirement Study

Stephanie Morales & Sunghee Lee, University of Michigan, Ann Arbor



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# 10:45 AM - 12:15 PM

Location

### Session Employee & Establishment Survey Questionnaire Design & Evaluation Paper

Track: Questionnaire Design & Interviewing Moderator: Nick von Stein, U.S. Government Accountability Office

Constructing Sample Frames in Business Surveys When No Master Sample Frames Are Available Acacia Wyckoff & Jason Kosakow, Federal Reserve Bank of Richmond

**The Challenge of Including Virtual Schools in School-Based Research Sara Carter, Susan Fleming**, McCaila Ingold-Smith, Rachel Clodfelter, & Lauren Dutra, *RTI International* Candice Donaldson & Xueying Zhang, *California Department of Public Health* 

How ML-Filtered Answer Options Shape Responses & Interactions in Cati Surveys Olga Kononykhina, Ludwig-Maximilians Universität München; Munich Center for Machine Learning

The Only Constant Is Change: Lessons Learned from Implementing a New Item Development Framework for a Long-Running Establishment Survey

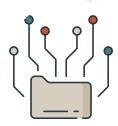
**Evan Nielsen**, American Institutes for Research Kathleen Mulvaney-Panjwani, Activate Research Marisa Pelczar, Institute of Museum & Library Services

- Assessing the Effect of Social Desirability in Business Surveys Benjamin Knoll, American Productivity & Quality Center
- Modifications to the Employee Experience Survey Web Instrument: Super Ninja Improvements Nick von Stein, Callie Johnson, & Tiana Abel, U.S. Government Accountability Office



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# 10:45 AM - 12:15 PM

# Session Hearts, Minds, & Wallets: What Really Drove the Vote in 2024? Paper

Track: Elections, Polling, & Politics Moderator: Sarah Spell, *The Pew Charitable Trusts* 

# A Machine Learning Analysis of Political Brand Rhetoric in Two U.S. Presidents

**Brooke Reavey**, Dominican University Eric Van Steenburg, Montana State University Mithila Guha, San Jose State University

#### US Presidential Elections: Ignoring the Elephants in the Room MDR Evans, University of Nevada, Reno Jonathan Kelley & Charlotte Corday, International Survey Center

- Is It the Economy, Stupid? Partisans' Views of the Economy & Influence on Voter Choices Ryan Tully, Randall Thomas, & Chris Jackson, *Ipsos*
- How Many Voters Are Actually Up for Grabs? An Examination of a Wide-Ranging Survey of "Deciders" Emily Guskin & Scott Clement, Washington Post
- Economic Hardship & Voting Intentions: The Role of Inflation in U.S. Presidential Elections Muhammad Hassan Bin Afzal, University of Tennessee, Chattanooga

# The Revolution Wasn't Televised - Changing Media & Information Patterns in the Rise of Donald Trump & MAGA

Chris Jackson, Mallory Newall, & Sarah Feldman, Ipsos

Location Regency A

42 | AAPOR 80<sup>th</sup> CONFERENCE PROGRAM

## 10:45 AM - 12:15 PM

### Location

### Midway Suite 7/8

#### Session

# Methods for Increasing Survey Recruitment & Reducing Panel Attrition

#### Paper

Track: Data Collection - Data Collection Methodologies, Costs, & Field Operations Moderator: Rositza Dobrikova, *AYTM* 

Prediction-Based Adaptive Designs for Reducing Attrition Rates & Bias in Panel Surveys John Collins & Tobias Gummer, University of Mannheim Christoph Kern, Ludwig-Maximilians Universität München Saskia Bartholomäus & Bernd Weiss, GESIS – Leibniz Institute for the Social Sciences

# Impact of Incentive Gamification Strategies Shortly after Recruitment on Panelist Engagement & Retention

Ipek Bilgen, Roopam Singh, David Dutwin, & Erlina Hendarwan, NORC at the University of Chicago

#### Understanding the Motivations for Business Participation in Voluntary Business Surveys Jason Kosakow, Federal Reserve Bank of Richmond Brooke Dirtzu, Federal Reserve Bank of Cleveland

Accounting for Intersectional Identities in the Use of Tailored Recruitment Materials in a Survey of US Military Veterans

**Vincent Welch**, Evan Herring-Nathan, & Erin Fordyce, NORC at the University Of Chicago Claire Hoffmire, Theresa Morano, & Lindsey Monteith, U.S. Department of Veterans Affairs

It Must be the Money! Results from Experiments Designed to Reduce Costs While Maintaining or Improving Response Rates of ABS Surveys

Jon Schreiner & Jenny Marlar, Gallup

# 10:45 AM - 12:15 PM

### Session Novel Attempts to Leverage Big Data/AR in Social Science Paper

Track: Big Data & Administrative Records Moderator: Michael Link, *Michael Link Research Consulting* 

### Tracking Key Topics in the 2024: Production, Absorption & Sentiment

**David Rothschild**, Microsoft Jenny Wang, Harvard Elliot Pickens, Wisconsin Jonas Mikhaeil, Columbia

# A Recipe for Deep Dish Insights: One Part Survey, One Part Passive Behavioral Data, & a Dash of Al Xufeng Wang, Margie Strickland, Reza Bagheri, & Ronik Sheth, *Ipsos*

# From Sensors to Insights: Measurement Quality Considerations for Studies Using Consumer-Grade Sensors

**Florian Keusch**, Fiona Draxler, & Laura Young, University of Mannheim Yannik Peters, GESIS - Leibniz Institute for the Social Sciences Frauke Kreuter, University of Maryland

# Testing Opt-in & Opt-out Approaches to Data Linkage Consent: A Feasibility Study for a New UK Birth Cohort

**Erica Wong**, Alissa Goodman, Lisa Calderwood, Pasco Fearon, Alyce Raybould, & Karen Dennison, *University College, London* Julia Pye & Sam Clemens, *Ipsos* 

### Comparing Three Methods to Identify & Measure Social Media News Influencers

**Regina Widjaya**, **Luxuan Wang**, Galen Stocking, Samuel Bestvater, & Jacob Liedke, *Pew Research Center* 

Location

Midway Suite 11

# 10:45 AM - 12:15 PM

### Location

Regency C

#### Session

# Survey Methodology: Innovations & Applications in

# International Settings

### Paper

Track: Data Collection - Data Collection Methodologies, Costs, & Field Operations Moderator: Kelly Dixon, Nielsen

### Evaluating AI-Driven Telephone Surveys: Insights from Experimental Testing Mitchell Leon, Stephen Raynes, Jenny Marlar, Rajesh Srinivasan, & Les DeBusk-Lane, Gallup

### Making Membership Meaningful: Strategies for Fostering a Sense of Belonging & Commitment **Among Probability-Based Panelists**

Benjamin Phillips, Anna Lethborg, & Dina Neiger, Social Research Centre

### The Challenges & Opportunities of Changing Data Collection Mode in a Cross-National General Social Survey

Rory Fitzgerald & Tim Hanson, City University London Nathan Reece, European Social Survey

### Research Synthesis: Computer-Assisted Telephone Interviews (CATI) in Low & Middle-Income **Countries through a Total Survey Error Framework**

Charles Lau, GeoPoll Abigail Greenleaf, Columbia University Huguette Diakabana, Independent Consultant

### Revisiting Interviewer Effects from a Multilingual Perspective - Evidence from a Zambian Face-to-**Face Survey**

P. Linh Nguyen, University of Essex - University of Mannheim

### Methodology for Assessing Dogs' Population Size: A Practical Framework for Improved **Management & Care**

Elmogiera Elawad & Mohamed Agied, Qatar Universoity Mahmoud Mohammed & Muzzamel Atta, MM Mohammed Osman Khalifa, Data Management Center

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### 10:45 AM - 12:15 PM

#### Session

# The Promise & Pitfalls of AI in Qualitative Social Science Research

#### Panels

Track: Qualityative Research Moderator: Andrew Stavisky, U.S. Government Accountability Office

Qualitative Insights: In-Depth Interviews with AI Professionals on the Impacts of AI & Issues of Bias Giancarlo Pasquini, Emma Kikuchi, Eugenie Park, Isabelle Pula, & Eileen Yam, Pew Research Center

### Qualitative Insights from AI Analyses of Social Media Posts

**Michael Schober** & Paul Beatty, US Census Bureau Johann Gagnon-Bartsch, Fred Conrad, Mao Li, Erik Zhou, & Peilin Chen, University of Michigan, Ann Arbor Rebecca Dolgin, The New School

- Synthetic Respondents for Qualitative Pretesting: A Comparative Approach Robert Torongo, Benenson Strategy Group Shaun Posey, Burson
- Can AI be Fully Trusted as a Translation Tool in Public Opinion Research? Ana Gonzalez-Barrera, KFF
- Framework for Open-Ended Analysis through Genai & Human Collaboration Masahiko Aida, Project Applecart

### 10:45 AM - 12:15 PM

### Session The Role of Religion in Attitude Formation Paper

Track: Attitudes & Opinions Moderator: Arundati Dandapani, *Generation1.ca* 

> The Role of Religion to Personal Identity Edward Johnson & Carole Hubbard, The Harris Poll

How Question Wording & Format Lead to Radically Different Estimates of the Prevalence of Christian Nationalism in America Chip Rotolo, Pew Research Center

Catholic Identity across a Quarter Century: An in-Depth Analysis of U.S. Believers Justin McCarthy & Mary Evans, *Gallup* 

A Just World? Belief in Economic Opportunity Drives Support for Republicans, Especially Among Protestants: Multivariate Analysis, USA 2019-2024, N=9000+ MDR Evans, Charlotte Corday, & Jonathan Kelley, International Survey Center

The Dynamics of Social & Cultural Factors in the Practice of Hijab in Iran Ali Sanaei, University of Chicago Navid Amidi, Morteza Samiee, & Abbas Ghaemi, Imam Sadiq University Location

Midway Suite 9

Location

Midway Suite 10

# 10:45 AM - 12:15 PM

Session

### Location

### Midway Suite 3/4

# Weighting on Recalled Past Vote in Election Polls Paper

Track: Elections, Polling, & Politics Moderator: Nicholas Bell, *Non-affiliated researcher* 

#### Observing Disengaged Voters in 2024 Pre-Election Presidential Polling Valerie Bradley, University of Oxford

Meg Schwenzfeier, Department of Government, Harvard University

- The Persistence of Memory: The Use of Recalled Vote in 2024 Election Polling Hannah Hartig, Scott Keeter, & Andrew Mercer, Pew Research Center
- Examining 2020 Recall Weighting's Impact on Data Accuracy Casey Farmer & Tory Waters, Impact Research
- Representation of Republicans in Surveys: Evidence from Two Survey Platforms Courtney Kennedy, Scott Keeter, & Arnold Lau, Pew Research Center
- Stability of Retrospective Vote Intention: Evidence from Panel Data & Implications for Weighting Bradley Jones, YouGov
- Examining the Effects of Past Presidential Vote Weighting in the 2024 Swing States Alexander Podkul & James Martherus, *Morning Consult*

# 10:45 AM - 12:15 PM

# What Is the Market Research & Insights Industry? A View from Inside & Outside the AAPOR Community

### Special Events

Session

Moderator: Mario Callegaro, Callegaro Research Ltd.

Speakers: Howard Fienberg, Insights Association Kathleen Frankovic, Consultant Michaela Mora, Relevant Insights LLC Audris Campbell, Research Gurus John Huffman, Growth Focused Insights & Research, LLC

### Location

New York

### 10:45 AM - 12:15 PM

# **Global Challenges of Migration & Immigration** Paper

Track: Multicultural, Multilingual, & Multinational Research Moderator: Mariel Leonard, German Institute for Economic Research

Using the Directed Seed Method for Respondent-Driven Sampling to Survey Venezuelan Refugees & Migrants in Colombia

Katherine McLaughlin, Oregon State University

Elevating the Perspectives of Immigrants during the 2024 Campaign Using the KFF/SSRS Immigrant Panel

Shannon Schumacher & Isabelle Valdes, KFF Payel Sen, SSRS

Public Perceptions & Potential Impacts of Including a Citizenship Question on the 2030 U.S. Census

Kelly Bell, Abby Foy, Brandon Kenney, & Amanda Price, Ipsos

Global Trends in the World's Acceptance of Migrants Andrew Dugan, Julie Ray, Anita Pugliese, & Michelle Chau, Gallup

### 1:45 PM - 2:45 PM

Session

# Joint AAPOR/WAPOR Opening Plenary: How 2024 Election Polls Performed & Informed

### Special Events

Moderator: Scott Clement, Washington Post Speakers: Becca Siegel, Former Senior Advisor at Harris for President Brent Buchanan, Cygnal Josh Pasek, University of Michigan Claire Durand, University De Montreal

# Session

Grand Ballroom

Location

Midway Suite 6



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# **POSTER SESSION I WITH COFFEE BREAK**

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### Wednesday, May 14 | 2:45 PM - 3:45 PM

1. Mitigating Non-Response Bias in the Nhts: Towards a Predictive Model

**Paul Schroeder**, Council of Professional Associations on Federal Statistics Mitchell Fisher & Stacey Bricka, MacroSys LLC

2. Are Survey Response Rates Declining among College Students? Evidence from a National Survey

Shimon Sarraf, Indiana University, Bloomington

### 3. Handling Missing Contextual Data in Large-Scale Assessments: The Multiple Imputation Strategy

**Deji Suolang**, University of Michigan Paul Bailey, American Institutes for Research Leslie Rutkowski, Indiana University, Bloomington

#### 4. Identifying Fraudulent Survey Responses Using Voice Data

Jacob Nelson & Carole Hubbard, The Harris Poll

#### 5. Straightlining in Web Surveys: Comparing Grids on PCs with Item-By-Item Formats on Smartphones

**Xinyu Zhang**, Jiangzhou Fu & Todd Hughes, UCLA Center for Health Policy Research

### 6. Automating Clock-Drawing Test (CDT) Scoring with Vision Transformer: Enhancing Dementia Classification with Continuous CDT Scores

**Mengyao Hu**, UTHealth Houston Yi Murphey, Tian Qin, Laura Zahodne, Richard Gonzalez, & Vicki Freedman, University of Michigan

### 7. Can Language Models Replace Human Surveys? A Technical Analysis

**Sarah Ball**, Ludwig-Maximilians Universität München Simeon Allmendinger, Fraunhofer-Gesellschaft Frauke Kreuter, University of Maryland

### Location: Exhibit Hall

8. Algorithmic Fidelity of Large Language Models in Generating Synthetic German Public Opinions: A Case Study Using Gles Data

**Anna-Carolina Haensch**, Berk Yoztyurk, Bolei Ma, Xinpeng Wang, Markus Herklotz, & Matthias Aßenmacher, *Ludwig-Maximilians Universität München* 

### Response to Sensitive Questions: Trends in Perceived Stigma Reported in a Mixed-Mode Survey of Behavioral Health Enrollees in Washington State

**Felix Rodriguez**, Washington State University; Washington State Health Care Authority Rose Krebill-Prather & Kent Miller, Washington State University

# 10. Enhancing Representativeness: Innovations in RBS Telephone Interviewing

**Travis Brodbeck**, Siena College/Siena Research Institute

### 11. Is Shorter Better? The Effect of Placement of Informed Consent Information in Email Invitations

**Minshuai Ding**, Kristen Olson, Kim Meiergerd, Ryan Doud, Amelia Li, & Jessie Reed, *University of Nebraska*, *Lincoln* 

### 12. Capturing the Diversity of Latinos' Experiences of Immigration Policy through a Multi-County Study in Arizona & California

**Sharon Tafolla**, Alec Chan-Golston, & Maria-Elena De Trinidad Young, *University of California*, *Merced* 

Hannah Murrow, Barbara Fernandez, Lauren Sedlak, & Brian Wells, *NORC at the University of Chicago*  13. Conditioned Contact: The Differential Impacts of Increasing Immigration on Local Public Opinion

Alexander Tripp, Vanderbilt University

14. "How Does Partisanship Influence Views on Teaching about Racism in Education?"

Laura Pacheco, Brigham Young University

15. Books, Bans, & Boundaries: Contrasting Educator & Public Perspectives on Tennessee's Age Appropriate Materials Act

Kelly Foster, Tolu Adeusi, Renee Moran, & Natalia Ward, East Tennessee State University

### 16. COVID-19 & Recruitment Patterns in Respondent-Driven Sampling Studies of Persons Who Inject Drugs

**Leng Seong Che** & Sunghee Lee, University of Michigan, Ann Arbor

17. Stirred, Not Shaken: Blending Two Probability-Based Samples with Differing Levels of Bias

**Randall Thomas**, *AccuSurvey Consulting* Megan Hendrich, Jared Coopersmith, & Elisa Chan, Ipsos

#### 18. Assessing the Measurement Comparability of Cognitive Measurement Tools across Racial/ Ethnic Groups

**Stephanie Morales, Valeria Castañeda Saucedo**, Junyan Tian, Zhenjing Zhou, Jackson Notier & Sunghee Lee, *University of Michigan, Ann Arbor* 

### 19. Assessing the Validity of Cognitive Measures across Different Racial/Ethnic Groups

**Junyan Tian, Zhenjing Zhou**, Valeria Castañeda Saucedo, Jackson Notier & Sunghee Lee, *University of Michigan, Ann Arbor* Stephanie Morales, *University of Michigan* 

### 20. Amplifying the Voice of the Customer: A New Survey to Capture the Transit Rider Experience

**Alec Biehl**, Chris Wyczalkowski & Robin Salter, Metropolitan Atlanta Rapid Transit Authority

- 21. Who Shapes Our Opinions in Opinion Polling? Kathryn Dailey, The Harris Poll
- 22. United Moments in a Divided World: Can the Olympics Still Bring Us Together?

**Kumar Rao**, Leah VanZelm, & Einav Kaplan, *NBCUniversal* 

23. More Choice, Less Politics? Re-Thinking Previous Work on Media Choice & Political Outcomes Using (Relatively) Modern Data

Moo Sun Kim, The University of Texas, Austin

24. Education, Transgender Rights & Gerrymandering: The Complex Nature of Ohio Voters' Views on Political Issues

Leni Doehrmann, Baldwin Wallace University



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### 2:45 PM - 7:30 PM

Session Wednesday Exhibit Hall Special Events

### 3:45 PM - 4:15 PM

Session

Charting AAPOR's Future: Leadership Perspectives in a Time of Change Roundtables Track: AI, ML & Data Science Methods Moderator: Michael Link, Michael Link Research Consulting

Frauke Kreuter, University of Maryland Presenters: Jordon Peugh, SSRS Jennifer Agiesta, CNN Michael Link, Michael Link Research Consulting

### 3:45 PM - 5:15 PM

### Session Attitudes toward AI around the World

### Paper

Track: AI, ML, & Data Science Methods Moderator: Thomas Roessing, TRG

### Breaking Down Public Opinion on Artificial Intelligence Issues through the Application of Need for **Orientation in Agenda-Setting Theory**

Seohyun An, Ewha Womans University

Excitement Vs Concern over Increased Use of AI in Los Angeles County Maricia Marquez, Chhandosi Roy, & Brianne Gilbert, Loyola Marymount University

Trends in Awareness, Usage & Perceptions of Large Language Models in the U.S. Population Marco Angrisani, Nathanael Fast, & Jimmy Narang, University of Southern California Maria Casanova, California State University, Fullerton Juliana Schroeder, University of California Berkeley

**Consumer Perspectives on Enterprise Uses of Al** Noemi Altman & Tess Yanisch, Consumer Reports

**Emerging Themes in Americans' Views of Artificial Intelligence** Alec Tyson & Emma Kikuchi, Pew Research Center

# Location

Exhibit Hall

Location New York

Location

Regency C

### 3:45 PM - 5:15 PM

#### Session

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# Attitudes, Perceptions & Beliefs Toward Policies Aimed at Advancing Racial Equity & Addressing Racism

Panels

Track: Multicultural, Multilingual & Multinational Research Moderator: Rodrego Byerly, *EVITARUS* 

**Exploring Public Opinion on Black Reparations Amity Payne** & Vikas Maturi, *Liberation Ventures* Christina Pao, *Princeton University* 

- Navigating the Unseen: Understanding & Addressing Microaggressions in the Workplace Nicole Mitchell, Dynata
- Navigating Sensitive Topics in Qualitative Research: Reducing Al Bias with Customizable Prompts Xinran Wang & Shakari Byerly, EVITARUS

#### Using Narrative Belief Arcs to Better Track Shifting Sentiments Amity Payne, Liberation Ventures

### 3:45 PM - 5:15 PM

#### Session

# AP VoteCast Explains: Telling the 2024 Election Story

#### Panels

Track: Elections, Polling & Politics Moderator: Jennifer Benz, NORC at the University of Chicago

#### Challenging the Narrative - Do Immigration Attitudes Still Predict Latino Voting Preferences in American Elections? Maria Ovalle, FIU - PIR

George Quinn, Rutgers University

#### Votecast Explains: The 2024 Election & Trump's Winning Coalition

Amelia Thomson DeVeaux, Linley Sanders, & Emily Swanson, Associated Press

# Why Americans Didn't "Turn the Page": Using the Fox News Voter Analysis to Examine the Successes & Failures of the Trump & Harris Campaigns

Arnon Mishkin, Mishkin Associates Chris Anderson, Beacon Research Dana Blanton, Fox Corporation Michael Miller, Barnard College Daron Shaw, The University of Texas, Austin

The Role That Health Care Issues Played Among an Electorate Focused on the Economy Ashley Kirzinger & Alexander Montero, KFF

### AP Votecast: Exploring Immigration Issue Salience Among Voters in the 2024 Election David Sterrett, Sean Collins, Semilla Stripp, Tafari Torres, & Jennifer Benz, NORC at the University of Chicago

#### Votecast Explains: Why Voters Stayed Home in 2024 Linley Sanders, Amelia Thomson DeVeaux, & Emily Swanson, Associated Press

### Location

Midway Suite 1/2

Location

Midway Suite 3/4

### 3:45 PM - 5:15 PM

### Session Al as OpenText Coder & Classifier Paper

Track: AI, ML, & Data Science Methods Speaker: Andrew Stavisky, U.S. Government Accountability Office

### Measuring Brand Sentiment Using Generative AI Tomer Zur & Coleen Schofield, The Harris Poll

Al-Mazing Responses: Elevating Open-Ended Survey Insights with Generative Al Follow-up Questions Emily Geisen, Zayd Hammoudeh, & Carol Haney, *Qualtrics* 

Please Specify: Using AI to Assess the Quality of Open-Ended Survey Response Samantha Collins, Thomas Brassell, Robert Pels & Randy ZuWallack, *ICF* 

Can Al Categorize Open-Ended Survey Responses? Jacob Nelson & Xander Jefferson, The Harris Poll

Exploring Use of AI for Thematic Analysis: A Comparison of Human & AI Coded Results Jessica Eckard & Amanda Frail, Alan Newman Research

### 3:45 PM - 5:15 PM

Session Midway Suite 7/8 **Current Training in Survey & Data Science & What Skills Employers Are Looking For** Sponsored by the Survey Research Teaching Interest & Affinity Group

### Affinity Group Panels

Track: Research in Practice Moderator: Mario Callegaro, *Callegaro Research Ltd.* 

The Evolution of the Michigan Program in Survey & Data Science Sunghee Lee, University of Michigan, Ann Arbor

Balancing Theory with Practice: How to Develop Success Industry Research Practitioners Curtiss Cobb, Meta

Teaching Data Quality Aspects in Continuing Education Florian Keusch, University of Mannheim

Lessons Learned from the Data Labs Team at Pew Research Center Aaron Smith, Pew Research Center Midway Suite 5

Location

Location

# 3:45 PM - 5:15 PM

### Session

Location

Midway Suite 10

Midway Suite 9

### Building Community & Local Surveys with Cultural Sensitivity & Equity Paper

Track: Research in Practice

Moderator: Muhammad Hassan Bin Afzal, Department of Political Science & Public Service, University of Tennessee at Chattanooga

# Understanding the Value of Deep Population Representation in Probability Sampling & Survey Research

David Dutwin, Ashani Johnson-Turbes, & Vincent Welch, NORC at the University of Chicago

### Treating an Epidemic of Nonresponse: Methods for Maintaining an Annual Community Health Survey over Time

**Angelique Uglow & Lindsey Hendren**, ReconMR Trent Buskirk, Old Dominion University Charisse Jenkins, Mecklenburg County Public Health

### Where Are You? (Approximately) Andrew Therriault, Rachel Levenstein, & Yoav Lapid, Zencity

### Youth-Centered, Community-Engaged, Mixed Methods Survey Research: Processes & Lessons Learned

Melissa Gutierrez-Kapheim, Esperanza García, & Mikaela Lies, Sinai Urban Health Institute

# 3:45 PM - 5:15 PM

### Session Words Matter: Innovations in SOGI Question Wording Panels

Track: : Questionnaire Design & Interviewing Moderator: : Christina Pao, *Princeton University* 

### Sogi Question Presentation in Surveys – Welcoming or Affronting? Matthew Deihl & Michelle Gosney, The Harris Poll

# PANJAAPOR Chapter Student Awardee - Write-Ins or Checkboxes? Comparing Question Formats for Gender & Sexual Identities

Christina Pao, Princeton University

# Improving the Measurement of Gender in Surveys: Effects of Response Format on Measurement & Data Quality Among College Students

**Dana Garbarski**, Loyola University, Chicago Jennifer Dykema, James Yonker, Rosie Bae, & Michael Topping, University of Wisconsin, Madison

### Nonbinary By Another Name? What Adding a "Nonbinary" Response Option Tells Us about (Trans) Gender Identity

Tara Becker, Todd Hughes, & Ninez Ponce, UCLA Center for Health Policy Research

# You Have to Be Counted to Count: New Strategies to Measure & Identify LGBTQ+ Populations in Survey Data

**Claire Kemp Dush**, University of Minnesota Wendy Manning, Bowling Green State University Jenny Marlar, Gallup

### 3:45 PM - 5:15 PM

### Location

### Session Cash on Display, Data in Hand: Studies of Visible Cash & Early Bird Incentives Paper

Track: Data Collection - Data Collection Methodologies, Costs & Field Operations Moderator: : Daniel Battle

### Can Visible "Cash" Be a QR Code? Presenting the Results of an ABS Experiment Manel Hanafi, Darby Steiger, Cameron McPhee & Mickey Jackson, SSRS

#### Welcome Back! A Demographic Evaluation of Respondents Who Complete Their Survey after Partial Conversion Protocol Vanessa Harrell, SSRS

Lee Ann Adelsheim & Alice Gao, Center for Health Information & Analysis (CHIA)

# Using Visible Cash to Improve Response in the California Health Interview Survey: Evidence from Two Experiments

**Jiangzhou Fu**, Xinyu Zhang & Todd Hughes, UCLA Center for Health Policy Research Royce Park, University of California - Los Angeles Margie Engle-Bauer, SSRS

### How Much Will It Take? Results from a Community Clinician Survey Incentive Experiment

James Wagner, Piotr Dworak & Margaret Hudson, *University of Michigan* Amanda Smith, & Heidi Guyer, *RTI-DATA PA* Christine Carr, Carlos Macuada, Ruby Johnson, Fenose Osedeme, Sahar Zangeneh, & Timothy Smith, *RTI International* 

### Now You See It? Experimenting with Visible Incentives & Mixed-Mode Survey Designs to Increase Response Rates & Data Quality

**Kristen Olson**, University of Nebraska-Lincoln Amanda Ganshert, University of Nebraska - Lincoln, Bureau of Sociological Research

### 3:45 PM - 5:15 PM

#### Session

# Look Who's Talking: Professional, Fake & Synthetic Participants in Qualitative Research & Survey Panels

#### Roundtables

Track: Qualitative Research Moderator: Darby Steiger, SSRS

Presenters: Kelly Bell, Ipsos Y. Patrick Hsieh, RTI International Casey Tesfaye, Westat Alisú Schoua-Glusberg, Research Support Services Inc

### 6:00 PM - 7:00 PM

Session Welcome Reception Special Events

### Location

Exhibit Hall



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# Location Midway Suite 6

# THURSDAY SCHEDULE AT A GLANCE

Time	Session	Location		
General Sessions				
7:30 AM - 6:30 PM	Registration	Registration Depot		
8:30 AM - 6:00 PM	Student Lounge	Jeffersonian/ Knickerbocker		
8:00 AM - 8:30 AM	Breakfast with Exhibitors	Exhibit Hall		
7:30 AM - 8:30 AM	Establishment Survey Meeting	Missouri Pacific		
AAPOR/WAPOR Joint Track Session D				
8:30 AM - 10:00 AM	Decreasing Trust in Institutions: Media, Polling Public Health & Democracy	Regency C		
	Concurrent Session D			
8:30 AM - 10:00 AM	Democratic Attitudes & Their Measurement	Regency A		
8:30 AM - 10:00 AM	Machine-Assisted Questionnaire Development	Midway Suite 1/2		
8:30 AM - 10:00 AM	Maximizing Web Survey Participation: Innovations & Changes	Midway Suite 3/4		
8:30 AM - 10:00 AM	From Good Questions to Better Answers: Exploring How Survey Research Methods Can Be Used within Al	Midway Suite 5		
8:30 AM - 10:00 AM	Comparing Response Rates & Representativeness across Modes & Platforms	Midway Suite 6		
8:30 AM - 10:00 AM	Artificial Interviewers	Midway Suite 7/8		
8:30 AM - 10:00 AM	Weighting on Recalled Vote: Taboo or Trap?	Midway Suite 9		
8:30 AM - 10:00 AM	l Have a Lot of Questions: Conducting Surveys to Inform Local Government	Midway Suite 10		
8:30 AM - 10:00 AM	Trends in Polling Methods & Misses Over Time & Across the World	Midway Suite 11		
8:30 AM - 10:00 AM	Professional Networking with Our Sponsors & Exhibitors	New York		
General Sessions				
10:00 AM - 11:00 AM	Coffee Break with Exhibitors	Exhibit Hall		
10:00 AM - 11:00 AM	Standards Committee Meeting	Missouri Pacific		
10:00 AM - 11:00 AM	IEC Meeting	Meteor		
AAPOR/WAPOR Joint Track Session E				
11:00 AM - 12:30 PM	Methodological Issues in Cross National Polls	Regency C		
Concurrent Session E				
11:00 AM - 12:30 PM	Partisanship, Identity Politics & Polarized Attitudes & Behaviors towards Institutions & Relationships	Regency A		
11:00 AM - 12:30 PM	Leveraging Qualitative & Quantitative Methods to Inform & Refine Survey Research	Midway Suite 1/2		

11:00 AM - 12:30 PM	Methods to Contact, Recruit & Retain Respondents	Midway Suite 3/4		
11:00 AM - 12:30 PM	When & Why Respondents Ghost: Non-Response & Drop-Off Bias in Election Polling	Midway Suite 5		
11:00 AM - 12:30 PM	LLM-Generated Synthetic Data & Imputation	Midway Suite 6		
11:00 AM - 12:30 PM	Factors in Public Understanding of Polls & Surveys	Midway Suite 7/8		
11:00 AM - 12:30 PM	Leveraging Public Opinion Research to Understand the Attitudes & Experiences of Black Americans	Midway Suite 9		
11:00 AM - 12:30 PM	Impact of President Trump's Executive Orders on Access to Federal Data on Sexual Orientation & Gender Identity	Midway Suite 10		
11:00 AM - 12:30 PM	Distress Protocols & Reactions to Sensitive Questions in Survey Research	Midway Suite 11		
11:00 AM - 12:30 PM	A View from Inside & Outside the AAPOR Community	New York		
	General Sessions			
12:30 PM - 1:30 PM	Senior Connections Affinity Group Meeting	Missouri Pacific		
12:15 PM - 1:45 PM	Cross-Cultural & Multilingual Research Affinity Group Meeting	Meteor		
12:15 PM - 1:45 PM	Open Lunch			
	AAPOR/WAPOR Joint Track Session F			
2:00 PM - 3:30 PM	Understanding Public Opinion on Engaging Generative AI: Multi-Country Deliberative Poll with Meta	Regency C		
Concurrent Session F				
2:00 PM - 3:30 PM	BabeLLM? AI in Multilingual & Multicultural Survey Research	Regency A		
2:00 PM - 3:30 PM	Race & Ethnicity & Non-Ignorable Selection Bias	Midway Suite 1/2		
2:00 PM - 3:30 PM	How to Ask Respondents about Turnout, Vote Choice, & Ideology	Midway Suite 3/4		
2:00 PM - 3:30 PM	Innovations in Survey Methodology: Understanding Respondent Survey Behaviors	Midway Suite 5		
2:00 PM - 3:30 PM	The Future of AI & Survey Research	Midway Suite 6		
2:00 PM - 3:30 PM	Measurement Effects in Data Collection: Assessment & Adjustment	Midway Suite 7/8		
2:00 PM - 3:30 PM	The Changing Research Landscape: Understanding the Evolving State of Affairs for the Hispanic Population	Midway Suite 9		
2:00 PM - 3:30 PM	Insights into Panel Recruitment & Retention - Correlates with Participation	Midway Suite 10		
2:00 PM - 3:30 PM	The State of Our Democracy: Perspectives from Americans on Media, Race & Opportunity	Midway Suite 11		
2:00 PM - 3:30 PM	From Card Sorters to AI: A Narrative of Technology in Public Opinion & Survey Research	New York		
General Sessions				
3:30 PM - 4:30 PM	Poster Session II & Coffee with Exhibitors	Exhibit Hall		
3:30 PM - 4:30 PM	BAAPOR Affinity Group Meeting	Missouri Pacific		
3:30 PM - 4:30 PM	QUALAPOR Affinity Group Meeting	Meteor		

# THURSDAY SCHEDULE AT A GLANCE, continued

Time	Session	Location		
Concurrent Session G				
4:30 PM - 6:00 PM	ML, AI, NLP-Assisted Survey Research	Regency A		
4:30 PM - 6:00 PM	Talking Texting: Understanding How SMS & DMS Can Be Incorporated into Surveys	Midway Suite 1/2		
4:30 PM - 6:00 PM	Red, Blue, & Misconstrued: Incivility & Misconceptions Among Partisans	Midway Suite 3/4		
4:30 PM - 6:00 PM	Does IT Know My ABCs? Computational Methods for Coding Open-Ended Responses	Midway Suite 5		
4:30 PM - 6:00 PM	Let Me Talk to My Supervisor: Recruiting, Incentivizing & Building Rapport with Respondents in Establishment Surveys	Midway Suite 6		
4:30 PM - 6:00 PM	Understanding First Time Voters with America in One Room: The Youth Vote	Midway Suite 7/8		
4:30 PM - 6:00 PM	Gold Standards, Self-Reports, & Fraudulent Respondents: Mining for the Truth	Midway Suite 9		
4:30 PM - 6:00 PM	Survey Says: Mode Matters! Exploring the Impact of Data Collection Modes	Midway Suite 10		
4:30 PM - 6:00 PM	Integrating Complementary Perspectives on Incomplete Data, Selection Effects, & Total Survey Error	Midway Suite 11		
4:30 PM - 6:00 PM	Creating & Operating Survey Research Centers at Colleges & Universities	New York		
General Sessions				
6:30 PM - 8:30 PM	AAPOR Awards Banquet	Grand Ballroom		

7:30 AM - 8:30 AM	Location
Session Establishment Survey Affinity Group Meeting Special Events	Missouri Pacific
8:00 AM - 8:30 AM	Location
Session Thursday Breakfast with Exhibitors Special Events	Exhibit Hall
8:00 AM - 5:00 PM	Location
Session Thursday Exhibit Hall Special Events	Exhibit Hall
7:30 AM - 6:30 PM	Location
Session Thursday Registration Open Special Events	Registration Depot
8:30 AM - 10:00 AM	Location
Session Artificial Interviewers Paper Track: AI, ML, & Data Science Methods Moderator: Adam Stefkovics, HUN-REN Centre for Social Sciences	Midway Suite 7/8
Al Telephone Surveying: Automating Quantitative Data Collection with an Al I Danny Leybzon, Nishant Jain, & Shreyas Tirumala, Surveybot Al Summer Gillen, Michael Jackson, Cameron McPhee, & Jennifer Schmidt, SSRS	nterviewer
Telephone Surveys Meet Conversational AI: Evaluating a LLM-Based Teleph Scale Max Lang, 60 Decibels Inc.; University of Oxford Sol Eskenazi, 60 Decibels Inc.	one Survey System at
Al Conversational Interviewing: Transforming Surveys with LLMs As Adaptive Frauke Kreuter, University of Maryland Christopher Klamm, University of Mannheim Alexander Wuttke & Matthias Aßenmacher, LMU Munich Max Lang, Oxford	e Interviewers
Automated Interviewing & the Respondent User Experience Kevin Collins, Jeb Bullis, & Nathaniel Lubin, <i>Survey 160</i>	
Using AI Avatars in Online Surveys: The Effect of the Gender of the Avatar Adam Stefkovics, HUN-REN Centre for Social Sciences András Pavalacs, Századvég Foundation Enhancing Qualitative Research: The Role of AI-Powered Interviewing	
Stephanie Vance & Rositza Dobrikova, AYTM	

### 8:30 AM - 10:00 AM

Location

#### Session

Midway Suite 6

### Comparing Response Rates & Representativeness Across Modes & Platforms *Paper*

Track: Elections, Polling & Politics Moderator: Samuel Ikani, Insights & Strategy Consulting Limited

### Polling the US South's Growing Electorate: A Look at Mode & Sampling Effects Mark Owens, The Citadel

### Mode of Access & Vote Likelihood in a Multi-State Poll Eran Ben-Porath, Cameron McPhee & Jazmyne Sutton, SSRS Jennifer Agiesta, CNN

### A Pre-Election Poll by Any Other Sample Frame? Comparing Probability-Based Panels, Registration Based Sampling & Weighting Techniques in Statewide Pre-Election Polling

**Ashley Koning**, Debbie Borie-Holtz, Jessica Roman, David Martin, & Amy Funck, *Rutgers University* Kyle Morgan, *Francis Marion University* 

### 8:30 AM - 10:00 AM

#### Session

### Location

Regency C

# Decreasing Trust & Increasing Partisanship: Attitudes towards Media, Brands, & Drugs

Panels

Track: Media, News & Information Sources Moderator: Rajesh Srinivasan, *Gallup* 

### Does Social Media Fact-Checking Increase Conspiracy Beliefs? An Experimental Study Timothy Gravelle, Vox Pop Labs

Justin Phillips, University of Waikato Andrea Carson & Mathew Marques, La Trobe University

Opposition to Overdose Prevention Sites & Decriminalization of Personal Possession of Illicit Drugs in a Conservative Great Plains State

Patrick Habecker & Rick Bevins, University of Nebraska, Lincoln

Americans' Historically Low Confidence in the Media: Beyond the Topline Megan Brenan & Lydia Saad, Gallup

Defining News & Journalism in a Digital Information Environment Samuel Jens & Jay Barchas-Lichtenstein, Center for News, Technology & Innovation

Media Trust & Information Quality in the Digital Age Katerina Matsa & Kirsten Eddy, Pew Research Center

# 8:30 AM - 10:00 AM

Session

Location Regency A

### **Democratic Attitudes & Their Measurement**

### Paper

Track: Attitudes & Opinions Moderator: Matt Graham, *Temple University* 

> Navigating the 2024 Election: A Two-Wave Ethnographic Study of Voter Decision-Making & Post-Election Processing

Robert Torongo & Michelle Whitlock, Burson

Mind the Gap: Measuring the Ideal & the Perceived Features of Democracy as a Method for Validating Satisfaction with Democracy Edward Freeland, Princeton University

Generation Z's Evolving Relationship with Democracy & Acceptance of Political Violence Melanie Phillips, Citizen Data; University of California, Berkeley Lily Stockbridge, Citizen Data

Comparing Experimental & Descriptive Approaches to Gauge Democratic Preferences: A Practitioner's Perspective on Conjoint, Max-Diff & Vignette Methods Melanie Phillips & Cindy Mays, *Citizen Data* 

Exploring the Impact of Family Relationships on Youth Agreement with & Participation in Social Protests: Insights from Iran's 2022 Protests Ali Sanaei, University of Chicago

Seyed Mahdi Sarkhan, Parham Rowshanaei, & Seyed Esmaeil Moosavi, Imam Sadiq University

Generational Differences in the Meaning of 'Democracy' & Its Consequences for Democratic Support in the United States

Eric Plutzer & Michael Berkman, Penn State University

### 8:30 AM - 10:00 AM

#### Session

Midway Suite 5

### From Good Questions to Better Answers: Exploring How Survey Research Methods Can Be Used within Al

### Panels

Track: AI, ML, & Data Science Methods Moderator: Claire Kelley, *Child Trends* 

### A Measurement Error Model for Labeling in Supervised Learning

**Rob Chew**, RTI International Stephanie Eckman, Amazon Christoph Kern, Jacob Beck & Bolei Ma, Ludwig-Maximilians Universität München Frauke Kreuter, University of Maryland

### Language Model Fine-Tuning on Scaled Survey Data for Predicting Distributions of Public Opinions Serina Chang, Joseph Suh, Erfan Jahanparast, Suhong Moon & Minwoo Kang, UC Berkeley

### Chatbots Are Partisan: Detecting the Implicit Political Lean in Large Language Models Haley Triem & Rachael Boyle, The University of Texas, Austin

#### Evaluating & Mitigating the Impact of Annotator Bias on Model Training & Predictions Stephanie Eckman, Amazon Bolei Ma, Christoph Kern, & Barbara Plank, Ludwig-Maximilians Universität München Rob Chew, RTI International Frauke Kreuter, University of Maryland

# My Training Data May Need a Trainer: Examining the Role of Representation in Algorithmic Bias & Fairness Using the Total Survey Error Framework

**Christoph Kern** & Patrick Schenk, Ludwig-Maximilians Universität München Trent Buskirk, Old Dominion University

# How Do Humans Understand AI? Using Survey Data to Evaluate Trust & Understanding of Algorithmic Decision Making.

**Sarah Kelley**, Kelly Murphy, Valerie Martinez, Kristine Chan, Edwin Crockett, & Claire Kelley, *Child Trends* 

# 8:30 AM - 10:00 AM

# Location

#### Session

Midway Suite 10

# I Have a Lot of Questions: Conducting Surveys to Inform Local Government *Panels*

Track: Data Collection - Data Collection Methodologies, Costs & Field Operations Moderator: Daniel Goldstein, New York City Department of Housing Preservation & Development

### For NYC by NYC: Designing Surveys for Local Decision-Making Ahuva Jacobowitz & Anne Schuster, NYC Health Department Daniel Goldstein, New York City Department of Housing Preservation & Development

# Challenges of Survey Operations for Local Government Agencies: The Logistics of Incentive Distribution

**Leigh Reardon**, NYC Health Department Caitlin Waickman, NYC Department of Housing Preservation & Development

### Sharing the Voices of Government Survey Respondents While Protecting Confidentiality: Challenges & Local Solutions in a Changing Landscape

**Stephen Immerwahr**, NYC Health Department Elyzabeth Gaumer, NYC Department of Housing Preservation & Development

### Keeping It in-House: The Benefits of Internal Field Operations for City Agencies Marci Fox, NYC Health Department

Edward Castro, NYC Department of Housing Preservation & Development

### Here's Asking You, Kid: The Promises & Pitfalls of Collecting Youth Data As Local Government Agencies

**Anne Schuster**, NYC Health Department Caitlin Waickman, NYC Department of Housing Preservation & Development

# 8:30 AM - 10:00 AM

#### Session

### Location

Location

Midway Suite 3/4

Midway Suite 1/2

### **Machine-Assisted Questionnaire Development**

#### Paper

Track: AI, ML & Data Science Methods Moderator: Edward Johnson, *Harris Poll* 

> Is Your Chatbot Smarter than a 5th Grader? An Experiment Testing the Steerability of Reading Levels of Survey Questions Created Using Generative AI Tools

**Trent Buskirk**, Old Dominion University Adam Eck, Oberlin College Jerry Timbrook, *RTI* Mario Callegaro, *Callegaro Research Ltd*.

#### Simulated Respondents: The Future of Cognitive Testing?

Kelly Bell & Sarah Kahl, Ipsos

Leveraging Large Language Models for Cognitive Interviewing: A Proof of Concept Hanyu Sun, Alexis Kokoska, & Anil Battalahalli, *Westat* 

### 8:30 AM - 10:00 AM

#### Session

# Maximizing Web Survey Participation: Innovations & Challenges

#### Paper

Track: Data Collection - Modes & Multi-mode Moderator: Marsha Brown, *Ministry of Health & Wellness* 

# Exploring Participation Drivers in Follow-on Studies: Insights from the GSS NEA & GSS Next Surveys

**Tim Johnson** & Evgenia Kapousouz, NORC at the University Of Chicago Andrew Crosby, University of California, Riverside Allyson Holbrook, University of Illinois, Chicago

- Examining Changes in Mode of Participation in a Multimode Longitudinal Survey of Older Adults Lauren Sedlak, Daniel Lawrence, Anna Wiencrot, & Sara Walsh, NORC at the University Of Chicago
- Impacts of a Sequential or Concurrent Choice+ Approach in a Longitudinal Study of Veterans April Fales, Hanna Popick, & Joseph Gasper, Westat Erin Dursa & Aaron Schneiderman, U.S. Department of Veterans Affairs

# From Tablets to Phones: Evaluating Coverage of Offline & Internet Adverse Adults in a Probability Panel

Dana Popky & Andrew Mercer, Pew Research Center

Autobots, Rollout! Transforming a Diary Survey from Paper to the Web Robin Gentry, Allysha Kochenour, Laura Jacoby, & Kimberly Hawkins, *Nielsen* 

# 8:30 AM - 10:00 AM

### Session

# **Professional Networking with Our Sponsors & Exhibitors I**

### **Special Events**

Moderator: Gretchen McHenry, RTI International

# 8:30 AM - 10:00 AM

Track: Elections, Polling & Politics

### Session

Paper

Midway Suite 11 Trends in Polling Methods & Misses Over Time & Across the World

Meagan Doll, University of Minnesota - Twin Cities The Diffusion of an Innovation: The Globalization of Survey Research, 1936-2024

Perceived Disinformation & Media Habits Beyond the Western World: Uganda As a Case Study

Tom Smith, NORC at the University Of Chicago

Moderator: Michael Link, Michael Link Research Consulting

Exit Polling in the UK - 8 out of 9 Ain't Bad Nick Moon, Moonlight Research Jouni Kuha, The London School of Economics & Political Science

- The Evolution of Polling Error: Analyzing Two Decades of U.S. Presidential Election Polls (2004-2024) Ali Amini & Ehsan Habibpour Moghaddam, American University
- US Presidential Election Polls from 2016 to 2024: Methodological Changes & Performance Claire Durand, University De Montreal

Just Keep Calling - Relative Response Rates & Representative Sampling Travis Brodbeck, Siena College/Siena Research Institute

New York

Location

### 8:30 AM - 10:00 AM

#### Session

### Weighting on Recalled Vote: Taboo or Trap? **Panels**

Track: Elections, Polling, & Politics Moderator: Raphael Nishimura, University of Michigan, Ann Arbor

### Weighting & Its Consequences: Variance Reduction in Discrete Outcomes & Its Implications for **Survey Aggregation**

Mark Rieke, Game Data Pros

### Learnings about Recalled Vote

Alex Von Hagen-Jamar, Global Strategy Group

**Measurement Error Considerations for Weighting on Recalled Vote** Harriet Leishman & Jack Miller, BlueLabs: Analytics, Data, Technology

#### How Much Measurement Error in Recalled Vote Can Offset Nonresponse Error Reductions in Weighting? A Simulation Study Raphael Nishimura, University of Michigan, Ann Arbor

10:00 AM - 11:00 AM	Location
Session Coffee Break with Exhibitors	Exhibit Hall

Special Events

### 10:00 AM - 11:00 AM

# Standards & Standards Subcommittee Meeting

#### Special Events

Session

Chair: Ned English, NORC at the University of Chicago

### 11:00 AM - 12:30 PM

#### Session

### A View from Inside & Outside the AAPOR Community

#### **Special Events**

Moderator: Ana Villar, Meta Platforms Inc

Curtiss Cobb, Meta Speakers:

Emily Geisen, Qualtrics Mario Callegaro, Callegaro Research Ltd. Gina Walejko, Google LLC

Location

Midway Suite 9

Location

Missouri Pacific

New York

### 11:00 AM - 12:30 PM

Session

Midway Suite 11

### Distress Protocols & Reactions to Sensitive Questions in Survey Research Panels

Track: Research in Practice Moderator: Mariel Leonard, German Institute for Economic Research

- Mitigating Disclosure Risk in Microdata: A Case Study in Geospatial Context Andrew Dugan, Jacy Li, Mary Page James, Michelle Chau, & Rajesh Srinivasan, Gallup
- Response to Sensitive Questions in a Longitudinal Study of Older Adults Lauren Sedlak, Anna Wiencrot, & Katie O'Doherty, NORC at the University of Chicago
- Developing Distress Protocols for Sensitive Research Mariel Leonard, German Institute for Economic Research
- Developing Distressed Respondent Protocols in Survey Research: Considerations from Project Proposal Review through Data Collection Lisa Lewandowski-Romps, University of Michigan, Ann Arbor
- Strategies to Reduce Risk of Harm in an Auditing Environment Caroline Christopher & Elizabeth Dretsch, GAO
- Disclosure of Suicidal Ideation in Research Interviews: Stigma, Nuance & Training Considerations Casey Langer Tesfaye, Westat

### 11:00 AM - 12:30 PM

#### Session

# Factors in Public Understanding of Polls & Surveys

#### Panels

Track: Attitudes & Opinions Moderator: Robyn Rapoport, SSRS

# After US Election: Now That the Polls Are Wrong Again. Case Study How to Build Trust in the Industry

Torbjörn Sjöström, Novus Group International AB

- An Experiment on Survey Transparency & Survey Trust Peter Miller, Northwestern University Tim Johnson, University of Illinois, Chicago
- Designing & Promoting an Online Short Course on Public Opinion Polling Scott Keeter & Andrea Caumont, Pew Research Center
- The Relationship between Public Understanding of Polls & Their Credibility Michael Traugott & Yongchao Ma, University of Michigan, Ann Arbor
- Identifying, Assessing, & Measuring the Effects of Polling's Communication Problem Hillary Shulman & Blue Lerner, Ohio State University Lance Holbert, University of Pennsylvania

### Location

Midway Suite 7/8

### 11:00 AM - 12:30 PM

#### Session

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# Leveraging Public Opinion Research to Understand the Attitudes & Experiences of Black Americans

### Affinity Group Panels

Track: Questionnaire Design & Interviewing Moderator: Shakari Byerly, *EVITARUS* 

- Black Women's Health Initiative: Conversations on Our Wellness in the Workplace Kai Fuentes, Ebony Marketing Systems Inc.
- Understanding the Experiences of Black Men Engagement, Opportunities, & Challenges Rodrego Byerly, EVITARUS

The Power of Relationships – Understanding the Motivations of Black Voters in the 2024 Presidential Elections & the Impact of Relational Civic Engagement Strategies on Voter Mobilization & Turnout

Ranada Robinson, Georgia Alliance for Progress

Public Library Black History Month Programming in the Current Political Landscape Deborah Robinson, University of Michigan

Measuring Movement Solidarity among African Americans & Indigenous Americans Christina Pao, Princeton University Camillia Griffiths, BLIS Collective

### 11:00 AM - 12:30 PM

#### Session

# Leveraging Qualitative & Quantitative Methods to Inform & Refine Survey Research

### Paper

Track: Qualitative Research Moderator: Arundati Dandapani, *Generation1.ca* 

# Constructing Effective Messages to Dissuade Cannabis Users from Driving Impaired: Comparing Chatgpt to a Focus Group Approach

**Rebecca Steinbach**, AAA Foundation for Traffic Safety Mark Johnson, Adam Gilbertson, & Scott McKnight, Pacific Institute for Research & Evaluation

# Use Machine Learning Methods to Evaluate Survey Questions by Mode Hanyu Sun & Brad Edwards, Westat

Ting Yan, NORC at the University Of Chicago

What about the Time before the Time?: Using Cognitive Interviews to Determine How to Ask about COVID-19 Vaccination Series

**Vincent Welch**, NORC at the University of Chicago Carla Black, Jennifer Kriss, & Adam Trahan, US Centers for Disease Control & Prevention

Revitalizing an Aging Media Survey for a Modern Audience Andrea Bellovary, Nielsen

### Integrating Data Walks in Qualitative Research to Enhance Understanding of Female-Identifying Youth Experiences & Perspectives in Chicago

**Kelsey Barnick, Jamison Merrill**, Esperanza García, Mikaela Lies, & Melissa Gutierrez-Kapheim, *Sinai Urban Health Institute* 

### Location

Midway Suite 9

Location

Midway Suite 1/2

# 11:00 AM - 12:30 PM

Location

Session

Midway Suite 6

## LLM-Generated Synthetic Data & Imputation

#### Paper

Track: AI, ML & Data Science Methods Moderator: Sarah Kelley, *Child Trends* 

# Transforming Social Science Research with Survey Transfer Learning

Ali Amini, American University

### Who Posted That? Automatically Inferring Characteristics of Social Media Users

**Mao Li**, Peilin Chen, Erik Zhou, Fred Conrad & Johann Gagnon-Bartsch, University of Michigan, Ann Arbor

Michael Schober & Paul Beatty, U.S. Census Bureau Rebecca Dolgin, The New School

### Evaluating the Efficacy of LLM-Augmented Imputation in Longitudinal Surveys

**Srijeeta Mitra**, **Ujjayini Das**, & Darshan Pandit, *University of Maryland*, *College Park* Andrew Forrester, *University of Maryland*, *College Park*; U.S. Bureau of Labor Statistics

### Comparing Large Language Models & Traditional Methods for Imputing Missing Survey Responses in a 2024 U.S. Presidential Election Survey

**Weiyushi Tian**, **Yuchen Ding**, Angelina Lu & Brady West, University of Michigan, Ann Arbor

# United in Diversity? Contextual Biases in LLM-Based Predictions of the 2024 European Parliament Elections

**Anna-Carolina Haensch**, University of Maryland; LMU Munich Leah von der Heyde, LMU Munich; Munich Center for Machine Learning Alexander Wenz, University of Mannheim Bolei Ma, Ludwig-Maximilians Universität München; Munich Center for Machine Learning

# The Value of the Human Respondent - Evaluating Synthetic Responses from LLM Generated Artificial Personas

**Travis Brodbeck**, Siena College/Siena Research Institute Mahsa Goodarzi & Radhakrishnan Venkatakrishnan, University at Albany

#### Session

### Methods to Contact, Recruit & Retain Respondents

#### Paper

Track: Data Collection - Data Collection Methodologies, Costs & Field Operations Moderator: Jamie Ridenhour, *RTI International* 

### Give 'em What They Want: Understanding Demographic & Behavioral Drivers of Incentive Redemption Choices

**Dan Costanzo**, Enoch Platero, Erlina Hendarwan & Ipek Bilgen, NORC at the University Of Chicago Frank Kelly, Virtual Incentives

### Outpacing the Decline in Collective Attention: Effects of Increasing the Efficiency of Survey Contact & Assignment for Newly Recruited Members of a Probability-Based Research Panel

**Ipek Bilgen** & Susan Clapp, NORC at the University Of Chicago

### The Utility of USPS Inbound Business Reply Envelope Tracking

**Kyle Endres** & Steven Jokinsky, *University of Northern Iowa* Mechelle Timmons, *MSG* 

### Impact of Different Survey Cover Pages on Survey Response: Results from a 2023 National Survey of Graduating Pediatric Residents

Tylar Kist, Chloe Somberg, William Burr & Liz Gottschlich, American Academy of Pediatrics

## Does Envelope Size Matter? Testing the Impact of Different Envelopes for Survey Recruitment on the Healthy Illinois Survey

**Ned English**, Martha McRoy, Benjamin Reist & Amie Conley, NORC at the University of Chicago Samantha Saini & Kelsey Cutler, Illinois Department of Public Health

### ABS Innovations for Panel Recruitment: Using UPS Mail Innovations as an Alternative to USPS Priority Mail

Nick Bertoni, Ipsos

### 11:00 AM - 12:30 PM

#### Session

### Methodological Issues in Cross National Polls

#### Paper

Track: WAPOR

## What Types of Survey Questions Are Prone to Interviewer Effects? Evidence Based on 31,000 ICCs from 28 Countries

Adam Stefkovics & Anna Sara Ligeti, HUN-REN Centre for Social Sciences, Hungary

### **Examining the (Non)coverage Implications of Using Screened Sample in European DFRDD Surveys** Georgina Pizzolito, Carolyn Lau, Sofi Sinozich & Patrick Moynihan, *Pew Research Center, United States*

## The Relationship between Measurement Error, Sample Composition Bias, Language & Country: A Comparative Analysis Using the European Social

Lydia Repke & Barbara Felderer, GESIS - Leibniz Institute for the Social Sciences, Germany

### Developing a Blueprint for an International 'Web-First' Panel

Rory Fitzgerald, Gianmaria Bottoni, Eric Harrison & Loren Ma, European Social Survey ERIC, United Kingdom

### Regency C

Location

Location

Midway Suite 3/4

### 11:00 AM - 12:30 PM

### Location

Session

Regency A

# Partisanship, Identity Politics & Polarized Attitudes & Behaviors towards Institutions & Relationships

Paper

Track: Elections, Polling & Politics Moderator: Timothy Gravelle, *Vox Pop Labs* 

- Assessing Candidate Support for US President Trump in the 2025 Canadian Election Eric Guntermann, Franklyn IP Consulting
- MAPOR Chapter Student Awardee Training Citizen Officers: Political Socialization from a Military Education

Jennifer Lin, Northwestern University

- Trust & Transition: Analyzing Shifts in Public Health Trust amid Political Change Mary Noorzai, Zachary Lewis, Marika Klein, *Ipsos*
- The Politicized Nature of Confidence in Higher Education Nathan Honeycutt, Foundation for Individual Rights & Expression

#### Urban-Rural Differences on Confidence in the US Military Jennifer Lin, Northwestern University Kristin Lunz Trujillo, University of South Carolina

The End of the Water's Edge?: American Partisan Views Towards the Russian-Ukraine War (2014 – Present)

**Ryan Tully** & Randall Thomas, *Ipsos* Dina Smeltz, Chicago Council on Global Affairs Luda Andriyevska, Applied Memetics LLC

### 11:00 AM - 12:30 PM

#### Session

Midway Suite 10

## Impact of Two 2025 Executive Orders on Access to Federal Data on Sexual Orientation & Gender Identity

### Late-Breaking Panels

Track: Big Data & Administrative Records

### Navigating Sexual Orientation & Gender Identity (SOGI) Data Collection: Progress, Setbacks & Future Strategies

Caroline Medina, The Institute for Health Research & Policy at Whitman-Walke

### A Threat for LGBT Data Ilan Meyer, University of California, Los Angeles

### The Importance of Federal Data on Transgender & Gender Expansive Populations for Research & Policy

Tara Becker, UCLA Center for Health Policy Research

### Desperately Seeking Solutions: Administrative Data for Outcomes, Service Utilization, & Health Surveillance

John Blosnich, University of Southern California

### LGBTQ Data & Beyond: The Role of the Inter-University Consortium for Political & Social Research in Data Rescue

**Lynette Hoelter**, University of Michigan, Ann Arbor David Thomas, Inter-University Consortium for Political & Social Research

### 11:00 AM - 12:30 PM

### Session

### When & Why Respondents Ghost: Non-Response & Drop-Off Bias in Election Polling

### Paper

Track: Elections, Polling, & Politics Moderator: Marsha Brown, *Ministry of Health & Wellness* 

### Integrating AI in Focus Group Research: Exploring Young Voters' Attitudes on the 2024 US Presidential Election Maxwell Allamong & D. Sunshine Hillygus, *Duke University*

### To Ignore or Not to Ignore: Diagnosing Non-Response in Election Polling Kabir Khanna, CBS News Michael Bailey, Georgetown University

### Retaining Important Respondents: Keeping Drop-Offs in Election Polling Ruth Igielnik, Nate Cohn, & William Davis, New York Times Don Levy & Meghann Crawford, Siena College Travis Brodbeck, Siena College/Siena Research Institute

- The Missing Low Engagement Voters Joy Wilke, BlueLabs Analytics

## Addressing Selection Bias in Nebraska's 2024 Election: A Comparative Study of Weighted & Proxy Bayesian Estimations in Abortion Ballot Polls

. Wen-Juo Lo & Ronna Turner, *University of Arkansas* Brandon Crawford, Kristen Jozkowski, Xiana Bueno, & Lucrecia Mena-Meléndez, *Indiana University, Bloomington* 

### News Brands & Partisan Non-response in Election Polls Johanna Dunaway & Spencer Goidel, Texas A&M University Joshua Darr, Syracuse

### 12:30 PM - 1:30 PM

### Session

### Senior Connections Affinity Group Meeting Special Events

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Location

Missouri Pacific

Location

Midway Suite 5

### 2:00 PM - 3:30 PM

#### Session

### Location

Regency A

### BabeLLM? AI in Multilingual & Multicultural Survey Research

Special Events

Track: AI, ML, & Data Science Methods Moderator: Carl Bialik, *Yougov* 

> "How (and Why) U.S. Adults Are Using Large Language Models (LLMs): Implications for Survey Researchers"

**Kristen Purcell**, Cornelia Lawrence, & Jessica Roden, SSRS Lee Rainie, *Elon University's Center for Imagining the Digital Future* 

Evaluating the Feasibility of AI-Driven Translation: A Comparative Analysis of ChatGPT-4 & Human Translators in Survey Research

**Grace DesJardins**, Andrew Hupp, Raphael Nishimura, Meredith House & Makenna Harrison, *University of Michigan, Ann Arbor* 

Al Language Translation Evaluation: A Mixed-Methods Approach Nicole Cabrera, Yezzi Lee, Youlee Shin, & Taylor Wilson, *Reveal Global Consulting* 

Using Large Language Models to Predict Subjective Life Expectancy in the Context of Cross-Cultural Surveys: Insights into Cognitive Biases & Response Quality

**Chloe Chen, Zeyu Lou**, Mao Li, Kaidar Nurumov, Sunghee Lee & Stephanie Morales, *University of Michigan, Ann Arbor* 

**Evaluating Gpt for Multilingual Survey Translation & Adaptation** Yao Sun, Felix Baez-Santiago, Jae Hoon Kim, Nghi Nguyen, & Sunghee Lee, University of Michigan, Ann Arbor

### 2:00 PM - 3:30 PM

#### Session

Location

Midway Suite 3/4

How to Ask Respondents About Turnout, Vote Choice & Ideology

### Paper

Track: Elections, Polling, & Politics Moderator: Jon Krosnick, *Stanford University* 

> Asking about Past Voting: Does Question Format Affect the Accuracy of Self-Reported Turnout? Eleanor O'Neil, Echelon Insights

What Does "Moderate" Mean, Anyway? Alternatives to Standard Political Ideology Items Dan Cassino, Fairleigh Dickinson University

Ballot Initiatives, Question Wording, & Voter Intent: Assessing Voter Understanding of Ballot Propositions during the 2024 Election

Bryan Gervais, Connor Dye, Camilo Nieto-Matiz, & Walter Wilson, University of Texas, San Antonio

I Don't Think That Means What You Think It Means: Understanding the Impact of Question Wording on the Measurement of Two-Candidate Vote Share Cameron McPhee, SSRS

Vote Method Reporting in the 2024 Presidential Election Joseph Lenski & Patrick Tucker, Edison Research Inc

The 2024 Justice Languages of America Survey: Piloting A New Approach to Ideology Solon Simmons & Oakley Thomas Hill, George Mason University

### 2:00 PM - 3:30 PM

#### Session

Regency C

Location

### Understanding Public Opinion on Engaging Generative AI: Multi-Country Deliberative **Poll with Meta**

Paper

Track: WAPOR

### Deliberation & AI Optimism: Exploring Demographic Heterogeneity in Public Attitude

Sveinung Arnesen, NORCE, Norway Hugo Tai, Oxford University, United Kingdom

#### **Recruiting in Waves**

Lodewijk Gelauff, Stanford University, United States Estelle Ciesla, University of Edinburgh, United Kingdom Alexandra Cirone, London School of Economics, United Kingdom

### Sociotechnical Imaginaries of AI & Its Associated Factors: Insights from a Multi-Country **Deliberative Poll**

Mei-Fang Fan, NYCU, Taiwan ROC Chung-Pin Lee, National Taipei University, Taiwan ROC Alice Siu, Stanford University, United States

### Rebuilding Trust? The Role of Deliberation & Demographics in Predicting Trust in an Online Mini-Public

Nuri Kim, KAIST, South Korea Maximilian Dale, Oxford University, United Kingdom

### 2:00 PM - 3:30 PM

### Session

### From Card Sorters to AI: A Narrative of Technology in Public **Opinion & Survey Research**

#### Affinity Group Panels

Track: AI, ML, & Data Science Methods

Moderator: Dakisha Locklear, RTI International

### Changing Technology in Survey Research from 1935 to 1975

Tom Smith, NORC at the University Of Chicago

### From Phones to Flexibility: Transforming Data Collection & Project Management in a Multi-Mode World

Melissa Herrmann, SSRS

Development of Online & Mobile Data Collection, Wearable, Apps & Sensors + Al Survey Information Collection (AISIC)

Mario Callegaro, Callegaro Research Ltd.

### From Interviewer to Web Probing to Unmoderated Testing: Questionnaire Pretesting Mandy Sha, Research Scientist

Location

New York

### 2:00 PM - 3:30 PM

#### Session

Location

Midway Suite 5

### Innovations in Survey Methodology: Understanding Respondent Survey Behaviors *Paper*

Track: Questionnaire Design & Interviewing Moderator: Kora Dreffs, DNV it Global Services

### NEAAPOR Chapter Student Awardee - The Dynamics & Impacts of "Not Sure" Responses to Non-Policy Questions

Kyle Krell, Tufts University

Understanding Secondary Data Reporting: A Glimpse at TweetsCOV19 & Dreaddit Laura Young, University of Mannheim; LMU Munich Fiona Draxler, University of Mannheim

Using Discovery Group® Focus Group Methodology to Examine Attitudes Towards AI: Using Pre-Group Assignments to Elicit Deep Understanding & Beliefs

Teresa Garavente & Amanda Frail, Alan Newman Research

### Probing Respondent's Ability to Recall & Recall Time Periods Using Cognitive Interviews Mousumi Sarkar, USAID Julie de Jong, ICF

## Survey Design & Cognitive Interviews: Tackling Challenges in Cannabis Use Research for Cancer Patients

Kristin Dwan, Jane Manweiler, Sarah Field, & Emily Baltran, *ICF* Andrew Freedman, *National Cancer Institute* Rebecca Ashare, *University at Buffalo* Jennifer Cullen, *Houston Methodist* Arnold Potosky, *Georgetown University* Beth Reboussin, *Wake Forest University* Edgar Alfonso Romero-Sandoval, *Wake Forest University* Yan Wang, *University of Florida* Kelly Filipski, *National Cancer Institute* 

### 2:00 PM - 3:30 PM

Session

Midway Suite 10

Location

### Insights into Panel Recruitment & Retention - Correlates with Participation Paper

Track: Response Rates & Nonresponse Error

Moderator: Margie Strickland, Ipsos

## Understanding Nonprobability Online Panel Members: Exploring the Relationships between Panel Participation Motivations & Barriers

**Paul Lavrakas**, Independent Consultant Sebastian Kocar, University of Queensland

A Deeper Look into Education Bias in Web Surveys Christine Distler, Mustafa Coban, & Mark Trappmann, Institute for Employment Research

### Understanding Panel Attrition Dynamics after a Natural Disaster: Evidence from Turkey's 2023 Earthquake

Simon Wagner & Lidwina Gundacker, Institute for Employment Research

Longitudinal Engagement of the Myvoice Nationwide Poll of Youth Marika Waselewski, Sam Chuisano, & Tammy Chang, University of Michigan, Ann Arbor

### 2:00 PM - 3:30 PM

Session

Location

Midway Suite 7/8

### **Measurement Effects in Data Collection: Assessment & Adjustment**

### Paper

Track: Statistical Techniques & Estimation

Moderator: Sarah Spell, The Pew Charitable Trusts

### Applying an Adaptive Mode Adjustment to the General Social Survey Rene Bautista, Brian Wells, Martha McRoy, Soubhik Barari, Zachary Seeskin, Samantha O'Dell, & Natalie Wang, NORC at the University of Chicago

How Different Approaches to Measuring Sexual Identity Influence Health Disparity Estimates, Depending on Education: Insights from a Randomized Experiment in the National Survey of Family Growth (NSFG)

Rona Fang-Yu Hu & Brady West, University of Michigan, Ann Arbor

## The Use of External Anchors When Examining Differences in Scale Performance in Patient Experiences Surveys

### Marc Elliott, RAND

Ron Hays, University of California, Los Angeles Gary Abel & John Campbell, University of Exeter

Accounting for Positivity Bias to Likert Scales in a Global Opt-in Web Survey Stephen Raynes, Ying Han, Rajesh Srinivasan, & Jenny Marlar, *Gallup* 

Adjustments for Response Styles in Multi-Item Measurement Scales Kaidar Nurumov, University of Michigan, Ann Arbor

### 2:00 PM - 3:30 PM

#### Session

### Location

Midway Suite 1/2

### Race & Ethnicity & Non-Ignorable Selection Bias

#### Paper

Track: Questionnaire Design & Interviewing Moderator: Kai Fuentes, *Ebony Marketing Systems Inc*.

### Estimating Non-Ignorable Selection Bias in Subgroups: Adapting the Proxy Pattern-Mixture Model for Domain Estimation

Seth Adarkwah Yiadom & Rebecca Andridge, The Ohio State University

Experimental Findings Comparing Race & Ethnicity Questions: Findings from the Combined Question

Christina Pao, Princeton University

Evaluating the Impact of Updated Omb Standards on Race & Ethnicity Data Collection: Insights from a Gallup Panel Experiment

Jenny Marlar, Jon Schreiner, & Ellyn Maese, Gallup

What Happens When You Don't Ask Ethnicity: Experimental Data on 2024 Omb SPD 15 Changes in Measuring Race & Ethnicity

**Stephen Immerwahr**, NYC Health Department Ahuva Jacobowitz & Anne Schuster, NYC Department of Health & Mental Hygiene

### Lost in the Details?: Analyzing the Impact of Omb's Race-Ethnicity Directive Megan Hendrich, Jared Coopersmith, & Jennifer Durow, Ipsos Randall Thomas, AccuSurvey Consulting

### Who Decides? Comparing Self-Defined Racial/Ethnic Identity & Statistical Categories Ellyn Maese & Kate Den Houter, *Gallup*

### 2:00 PM - 3:30 PM

#### Session

Location

Midway Suite 9

### The Changing Research Landscape: Understanding the Evolving State of Affairs for the Hispanic Population

### Affinity Group Panels

Track: Data Collection - Data Collection Methodologies, Costs, & Field Operations Moderator: Luis Tipan, SSRS

## What Are They Thinking? Elevating the Voices of Undecided Latino Voters in the 2024 Presidential Election

Shakari Byerly, EVITARUS

Partisan Change with Generational Turnover: Latino Party Identification from 1989-2022 Derek Wakefield & Bernard Fraga, Emory University Colin Fisk, Independent Researcher

Hispanics & Gender Roles Mark Lopez, Jens Manuel Krogstad, & Luis Noe-Bustamante, Pew Research Center

### Public Opinion on Returnees: An Experimental Approach to Assessing Stigma

**Oscar Castorena** & Noam Lupu, Vanderbilt University Elizabeth Zechmeister & Boyoon Lee, LAPOP Lab

### 2:00 PM - 3:30 PM

Session

Midway Suite 6

Location

### The Future of AI & Survey Research

### Panels

Track: AI, ML, & Data Science Methods Moderator: Peter Enns, *Cornell University* 

### Are Bots Taking Online Surveys?

James Martherus, Edgar Cook, & Alexander Podkul, Morning Consult

### **Opportunities & Risks of LLMs in Survey Research**

**David Rothschild** & James Brand, *Micosoft* Hope Schroeder, *MIT* Jenny Wang, *Harvard* 

### Navigating the Disruption: Charting a Path Forward for Survey Research in the Age of Al

**D. Sunshine Hillygus**, Duke University David Rothschild, Microsoft Trent Buskirk, Old Dominion University Frauke Kreuter, University of Maryland David Lazer, Northeastern

#### Generative Al in Survey Research Design: Principles & Use Cases Soubhik Barari, Joshua Lerner, Ting Yan, & Leah Christian, NORC at the University Of Chicago

### Insights from Survey Methodology Can Improve Training Data Stephanie Eckman, Amazon Barbara Plank, IT University of Copenhagen Frauke Kreuter, University of Maryland

### 2:00 PM - 3:30 PM

#### Session

### Location

#### Midway Suite 11

# The State of Our Democracy: Perspectives from Americans on Media, Race, & Opportunity

Panels

Track: Attitudes & Opinions Moderator: Lindsey Witt-Swanson, *NORC at the University Of Chicago* 

### The Widening Political Gap between Young Men & Women

Anil Cacodcar, Harvard University

Beyond the Pew: Media, Faith, & the Political Landscape of American Christian Women Soojeong Kim, The University of Texas, Austin

### From Podcasts to Polls: An Analysis of Americans' Informational Diets & the Nontraditional Media Shaping Young Voters

**Lindsey Witt-Swanson**, Tafari Torres, Betsy Broaddus, Dan Malato, & Jennifer Benz, NORC at the University of Chicago

#### Is the American Dream Dead?

**Jennifer Benz**, Juan Carlos Donoso, Angela Eichhorst, & Betsy Broaddus, NORC at the University of Chicago

#### "You Exist in the Context": Local News Deserts & Their Impact on Election Information Consumption David Sterrett, Betsy Broaddus, & Mariana Meza Hernandez, NORC at the University of Chicago Michael Bolden & Kevin Loker, American Press Institute

United in Distrust: Assessing Civic Cynicism Beyond the Partisan Divide Leonard Apcar & Catherine Chen, Louisiana State University Jennifer Benz, Marjorie Connelly, Jordan Hinkle, & Claire Krummenacher, NORC at the University of Chicago

### 3:30 PM - 4:30 PM

Session

### Black & African American Public Opinion Research (BAAPOR) Affinity Group Meeting Special Events

Chair: Shakari Byerly, EVITARUS

Location

Missouri Pacific

### **POSTER SESSION II**

### Thursday, May 15 | 3:30 PM - 4:30 PM

 The International Social Survey Program, 1984-2024: Trends, Developments, & Cross-National Differences

Tom Smith, NORC at the University Of Chicago

2. Does Best Practice Make Perfect? Cognitive Testing of a New Pre-Post Survey Design for Americorps Members & Americorps Seniors Volunteers

**Philip Brenner**, Annie Georges, & Carmen Sum, JBS International

3. Exploring Short Vs. Long-Form Gender Identity Question Methodology in the Pacific Northwest

Hannah Borenstein, DHM Research

4. A Differential Item Functioning Analysis of Gendered Vs. Inclusive Language in Surveys

Nana Amma Asamoah, Ronna Turner, Henrietta Tettey-Tawiah, & Wen-Juo Lo, *University of Arkansas* Brandon Crawford & Kristen Jozkowski, *Indiana University, Bloomington* 

### 5. The Effect of Gendered Vs Inclusive Survey Language on US Adults' Perceptions, Preferences, & Attitudinal Responses

**Ronna Turner**, Nana Amma Asamoah, Wen-Juo Lo, & Henrietta Tettey-Tawiah, *University of Arkansas* Xiana Bueno, Brandon Crawford & Kristen Jozkowski, *Indiana University*, *Bloomington* 

### 6. Exploring People's Attitudes Toward Abortion Pills & Cross-State Abortion Access in a Changing Legal Landscape Post-Dobbs

**Lucrecia Mena-Meléndez**, Brandon Crawford, & Kristen Jozkowski, *Indiana University, Bloomington* Ronna Turner & Wen-Juo Lo, *University of Arkansas*  7. Turbulent Times, Proceed with Caution: Measuring Attitudes in Sensitive Topics in a RDD Cati Health Survey, Election Year Vs. Non Election Year

**Location: Exhibit Hall** 

**Samantha Collins**, Silpa Sevakula, Christina Peterson, & Thomas Brassell, *ICF* 

8. A Comparison of the Performance of ACS & Washington Group Short Set Questions on Disability within Two New York City Surveys

**Caitlin Waickman**, New York City Department of Housing Preservation & Development Steven Fernandez, NYC DOHMH Stephen Immerwahr, NYC Health Department

9. Assessing an Al-Powered Data Capture Model for Use with National Immunization Survey Papi Immunization History Questionnaires

**Benjamin Skalland**, Erik Amonson, & Mehmet Celepkolu, NORC at the University of Chicago Laurie Elam-Evans, Holly Hill, & Cassandra Pingali, U.S. Centers for Disease Control & Prevention

### 10. Understanding Uninsured Respondents: Insights from State Health Surveys in Oregon, Minnesota, & Massachusetts

**Susan Sherr**, Arina Goyle, & Vanessa Harrell, SSRS Rebekah Gould, Oregon Health Authority (OHA) Stephanie Williams, Center for Health Information & Analysis (CHIA)

### 11. Assessing Quality & Variability in Nonprobability Samples

Alyssa Haskins & Jacob Raymond, The Harris Poll

#### 12. Approaches to Surveying Election Officials

**Paul Gronke**, Reed College **Cora Henry**, Brennan Center for Justice

oments, & Cross- Measuring RDD Cati H

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13. Exploring a Non-Parametric "Benefit of the Doubt" Approach for Identifying Low-Quality Responses in Probability & Non-Probability Online Panel Surveys

**Femke De Keulenaer**, Marco De la Cruz, Joke Depraetere, & Cristina Tudose, *Ipsos* 

### 14. The Impact of Perceived Social Norms on Electoral Participation: Evidence from Iran's 2021 Presidential Election

**Morteza Samiee** & Monem Monemi, *Imam Sadiq University* 

### 15. Who Are Partisan Leaners? Unpacking How Close Leaners Feel to Their Parties & What That Tells Us about Them

**Shanay Gracia**, John Oliphant, & Hannah Hartig, *Pew Research Center* 

## 16. Response Patterns, Completion, & Breakoff in the Survey of the Army Learning Enterprise

**Ryan Riley** & Maryann Stassen, *ICF* Meredith Shafto & Shanda Lauer, *Army University* 

### 17. Targeted Mailing to Increase Survey Response Rates of West Virginia's Match Survey

**Sahithi Kiran Tulabandu, Bryce Weaver**, Gideon Devadason, Tsan-Yao Huang, & Brandon Marsh, West Virginia University

### 18. Comparing the Effect of a Non-Contingent Incentive in Hard-to-Reach & General Populations

Christina Engelken & Alyssa Kopecki, M. Davis & Company, Inc.

### 19. Survival Analysis for within Instrument Break-Off Patterns in the American Community Survey across Household Language

**Heather Kitada Smalley** & Olivia Schutz, *Willamette University* 

### 20. Covariate Adjustment in Theory & Practice Matthew Graham & Binh Hoang, *Temple*

University

### 21. Focal Point: Ensuring Representativeness of a Sampled Subpopulation from a Probability Panel

**Robert Petrin**, Xiaolu Yan, Megan Hendrich, Jared Coopersmith, Zachary Lewis, & Mary Noorzai, *Ipsos* Pandall Thomas, AccuSurvey Consulting

Randall Thomas, AccuSurvey Consulting

### 22. Place Identity: The Meaning of "Rural" to Rural Residents

Joan Hermsen, Melissa Horner-Petrone, & Rebecca Scott, University of Missouri, Columbia Kandice Grossman, Truman State University Sarah Hultine Massengale, University of Missouri St. Louis

### 23. Evaluating the Capabilities of LLMs & Multi-Agent Systems in Advanced Data Analytics

**Dritan Nesho, Luqman Osman**, Casti Constantinescu, Erik Green, & Woojae Chung, *HarrisX* 

### 24. Building the Bench - Training the Next Generation of Survey Researchers through Academic Summer Camps

**Travis Brodbeck**, Siena College/Siena Research Institute

### 25. Exploring Public Perceptions on Globalization & National Policy through U.S. Public Opinion Surveys

**Sanica Rao**, Briar Woods High School Madeline Craft, NBCUniversal

### 26. Evaluating the Potential of Artificial Intelligence for Accessibility Assessments of Campus Infrastructure & Public Perception through Surveys

Natalia Nagata & Elisa Borowski, University of California, Irvine

### Missouri Session **BAAPOR Affinity Group Meeting Special Events** Chair: Shakari Byerly, EVITARUS 3:30 PM - 4:30 PM Location Session Texas Special **QUALPOR Networking Event** Special Events Chair: Melissa Silesky, Anti-Defamation League 4:30 PM - 6:00 PM Location New York Session

### Creating & Operating Survey Research Centers at Colleges & Universities Special Events

Moderator: Jon Krosnick, Stanford University

3:30 PM - 4:30 PM

Speakers: Jon Krosnick, Stanford University D. Sunshine Hillygus, Duke University Edward Freeland, Princeton University Chase Harrison, Harvard University

### 4:30 PM - 6:00 PM

### Session

## Understanding First Time Voters with America in One Room: The Youth Vote Panels

Track: Attitudes & Opinions Moderator: Alice Siu, *Stanford University* 

> The Perspectives of First Time Voters on Democracy & Elections Alice Siu & James Fishkin, Stanford University

Social Media & Al from the Perspectives of First-Time Voters Robert Liu, Stanford University

Nathanael Fast, University of Southern California

First Time Voters' Views on the Environment at America in One Room: The Youth Vote Ricky Marquez, Stanford University

Abortion & the Views of First-Time Voters Anika Yadav & Alice Siu, Stanford University

Deliberative Opinion on Economy & Taxes from America in One Room: The Youth Vote Justin Lee, Stanford

Midway Suite 7/8

Location

Location

### 4:30 PM - 6:00 PM

Session

Midway Suite 9

Location

### Gold Standards, Self-Reports, & Fraudulent Respondents: Mining for the Truth Paper

Track: Data Collection - Data Collection Methodologies, Costs, & Field Operations Moderator: Wojtek Jablonski, Erasmus School of Health Policy & Management

- Television Dreams of Tomorrow: Innovative Approaches for Benchmark Studies Trevor Tompson, Kristy Griffith, Jordan Hinkle, Jennifer Carter, & David Sterrett, NORC at the University of Chicago
- How Accurate Are Survey Measures on Facebook Activity Based on Donated Digital Data? Adam Stefkovics & Zoltán Kmetty, HUN-REN Centre for Social Sciences
- How Well Do Survey Self-Reports Match Actual Credit Behavior? A Comparison of Consumer Survey Data & Administrative Credit Records

Amber Lee & Thomas Akana, Federal Reserve Bank of Philadelphia

### How Accurate Are Survey Measurements of Objective Phenomena?

John Krosnick, Elizabeth Mitchell Elder, Elaine Albertson, & Elizabeth Quinlan, Stanford University Lisanne Wichgers, Lisanne Wichgers Consulting LinChiat Chang, Linchiat Chang Consulting David Chapman, David Chapman Consulting Matthew Berent, Matt Berent Consulting

- A Risk-Based Approach to Mitigating Online Survey Fraud Benjamin Phillips & Dina Neiger, The Social Research Centre
- Bot or Not? Considerations for Data Quality in the Age of AI Ellyn Maese, Andrew Dugan, Jenna Steinberg, & Stephen Raynes, Gallup
- Data Quality in the Age of Generative AI Matin Mirramezani, The Generation Lab

### 4:30 PM - 6:00 PM

### Session

### Midway Suite 1/2

Location

Talking Texting: Understanding How SMS & DMS Can be Incorporated into Surveys Panels

Track: Data Collection - Modes & Multi-mode Moderator: Cameron McPhee, SSRS

> Assessing the Utility of SMS Survey Invitation Methods across Probability & Listed Samples: Results from Recent Experimentation

**Emilio Rivera**, Jenny Marlar, & Jon Schreiner, Gallup

Surveys in the DMs - How Thoughtful MMS Invitations Build Trust & Boost Response Rates Travis Brodbeck, Siena College/Siena Research Institute

Continuing to Transform Survey Methodology through SMS & MMS Push-to-Web Recruitment of **Prepaid Phone Numbers** 

Ashley Kirzinger, KFF Eran Ben-Porath, SSRS

Hey, Heads up: Examining the Impact of SMS Pre-Notifications on Response Rates for Probability **Panel Surveys** 

Jared Horst, SSRS

If You Text Them, Young Adults Will Tell You Almost Anything! A Case-Study in Kansas Debbie Borie-Holtz & Ashley Koning, Rutgers University

### 4:30 PM - 6:00 PM

Location

Session

Midway Suite 6

## Let Me Talk to My Supervisor: Recruiting, Incentivizing, & Building Rapport with Respondents in Establishment Surveys

Affinity Group Panels

Track: Questionnaire Design & Interviewing Moderator: Jason Kosakow, *Federal Reserve Bank of Richmond* 

### Finding an Optimal Multimodal Outreach Strategy for Building a Business Contact Panel Brooke Dirtzu, Federal Reserve Bank of Cleveland

### Designing Incentive Experiments for the National Dementia Workforce Study: Insights into Engaging Facility Leadership & Staff

James Wagner & Piotr Dworak, University of Michigan, Ann Arbor Carlos Macuada, Ariana Napier, Ruby Johnson, Tim Smith, & Ryan Weber, RTI International Heidi Guyer, RTI-DATA PA Margaret Hudson, University of Michigan

## Building Engagement & Lowering Burden through Early Outreach & Prepopulated Data for a Museum Survey

**Kristen Dwan**, Jane Manweiler, Anne Cosby, Yun Kim, Sherri Mamon, Nikki Williams, & Randy ZuWallack, *ICF* Jake Soffronoff, *IMLS* 

### Putting the Respondent First: How the Richmond Fed Built Its Survey of Community Colleges Davy Sell, Federal Reserve Bank of Richmond

## Efforts to Identify the Most Knowledgeable Person & the Challenges Associated: Sampling Frames, the Impact of Covid/Remote Work

Kelly Daley, Westat

### 4:30 PM - 6:00 PM

#### Session

### Location

### Regency A

### ML, AI, NLP-Assisted Survey Research

#### Paper

Track: AI, ML, & Data Science Methods Moderator: Nicholas Bell, *Non-affiliated researcher* 

Intelligent Probing of Open Responses in Online Self-Completion Surveys Using Generative AI Patrick Sturgis & Tom Robinson, The London School of Economics & Political Science (LSE) Caroline Roberts, University of Lausanne - UNIL

### Amplifying the Voice of Panel Members with the Help of Gen AI to Improve Recruitment Materials Nick Bertoni, Ipsos

#### An Experimental Comparison of Al-Enabled Semi-Structured Interviews & Fixed Surveys: Response Patterns, Quality & Representation

**Ryan Kennedy**, William Minozzi, & Laura Moses, *The Ohio State University* Leib Litman, *CloudResearch* Amanda Austin, *University of Houston* 

## Can LLMs Read Polls? Automating the Extraction of Transparency Metrics from Text Descriptions of Polling Methods

**Dhrumil Mehta & Aisvarya Chandrasekar**, Columbia University Mark Blumenthal, *MysteryPollster LLC* 

Enhancing Online Surveys through Detection of Stress & Cognitive Load: Integrating Paradata & Physiological Data Ailin Liu, LMU Munich

### 4:30 PM - 6:00 PM

#### Session

Location

Midway Suite 3/4

### Red, Blue, & Misconstrued: Incivility & Misperceptions among Partisans

### Paper

Track: Elections, Polling, & Politics Moderator: Daniel Muise, *Screenlake* 

### Opinions on Journalism in Germany: The Hostile Media Effect Thomas Roessing, TRG

Identity Politics As a Luxury Good Marco M. Avina, Harvard University

### Political Disconnection: When Do Different Opinions on Politics End Relationships? Samara Klar, University of Arizona Elizabeth Connors, University of South Carolina

### Incivility in Cross-Partisan Interactions on Social Media Maxwell Allamong, D. Sunshine Hillygus, Christopher Bail, & Alex Volfovsky, Duke University

Evaluating the Accuracy of Respondent Reports of Neighborhood Partisanship Bradley Jones & Alexis Essa, YouGov

How Does Public Opinion Shape Elite Incivility Doyun Lee, University of Arizona

Yanna Krupnikov & John Ryan, University of Michigan

### 4:30 PM - 6:00 PM

Location

Session

Midway Suite 10

## Survey Says: Mode Matters! Exploring the Impact of Data Collection Modes Paper Paper

Track: Data Collection - Modes & Multi-mode Moderator: Randal Ries, *Columbia University* 

> Designing a Web Survey Experience for Adolescents: Lessons Learned from Caregiver & Adolescent Participation in the 2024 Panel Study of Income Dynamics Child Development Supplement Study

Piotr Dworak, University of Michigan, Ann Arbor

Navigating the Trade-Offs: Evaluating Mail Push-to-Web Survey Designs without Paper Surveys Jenny Marlar, Jon Schreiner, Ellyn Maese, Stephen Raynes, & Emilio Rivera, *Gallup* 

Disentangling Mode Effects from Selection into Modes Colm O'Muircheartaigh, Ned English, Becki Curtis, & L. Philip Schumm, NORC at the University of Chicago

Exploring Measurement Effects on Attitudinal Surveys Regarding Legal Abortion: An Experimental Study of Phone & Web Responses Using a 5-Point Likert Scale

Henrietta Tettey-Tawiah, Wen-Juo Lo, Nana Amma Asamoah, & Ronna Turner, University of Arkansas Brandon Crawford & Kristen Jozkowski, Indiana University, Bloomington

MMS Push-to-Web in Public Opinion Research That Is NOT Election Polling: Talking Texts & Other Recent Experimentation

Joel LaLone & Andrew Draper, Center for Community Studies at Jefferson Community College

### 4:30 PM - 6:00 PM

### Location

#### Session

Midway Suite 11

## Integrating Complementary Perspectives on Incomplete Data, Selection Effects, & Total Survey Error

### Panels

Track: Probability & Nonprobability Samples, Frames, & Coverage Errors Moderator: Doug Currivan, *RTI International* 

Extending Measures of Non-Ignorable Selection Bias for Non-Probability Samples to Ordinal & Nominal Outcomes

Rebecca Andridge, The Ohio State University

Meta-Information for Robust Inference with Non-Ignorable Selection Alberto Arletti, University of Padua

- Transparent & Actionable Evaluation of Nonresponse Bias & Related Phenomena John Eltinge, U.S. Census Bureau
- Analysis of Non-Probability Samples Using Generalized Entropy Calibration Jae-kwang Kim, Iowa State University Yonghyun Kwon, Korea Military Academy
- **Evaluating the Potential for Web Scraping to Supplement Survey Data Collection in a School Survey Stephanie Coffey**, Ugochukwu Eduto, Joey Marshall, Allison Zotti & John Eltinge, U.S. Census Bureau

### 4:30 PM - 6:00 PM

#### Session

Location

Midway Suite 5

### Does IT Know My ABCs? Computational Methods for Coding Open-Ended Responses Paper

Track: AI, ML, & Data Science Methods Moderator: Ashley Amaya, Pew Research Center

### Challenges & Limitations of Automated Classification: Evaluating LLM Performance on Hispanic Americans' Open-Ended Survey Responses on Machismo

Samuel Bestvater, Carolyne Im, Luis Noe-Bustamante, & Sono Shah, Pew Research Center

Steering AI for Classifying Open-Ended Text: An Evaulation of Anes 2020 Candidate Likes & Dislikes

George Quinn & Richard Lau, Rutgers University

**Differentially Private Machine Learning for Survey Autocoder Models Rob Chew**, Matthew Williams, Sandy Preiss, & Amanda Konet, *RTI International* Elan Segarra, David Oh, Erin Boon, & Terrance Savitsky, *Bureau of Labor Statistics* 

## Enhancing the Coding of Open-Ended Survey Responses: Comparing BERT, Naive Bayes, & GPT4 for Text Classification

Cong Ye, American Institutes for Research

### **Quality Control for Autocoding: Enhancing Industry & Occupation Coding in the ACS Yezzi Lee**, Nicole Cabrera, & Jackson Chen, *Reveal Global Consulting* Julia Beckhusen, Lynda Laughlin, & Ana Montalvo, U.S. Census Bureau

### 6:30 PM - 8:30 PM

Session

Location

Grand Ballroom

AAPOR Awards Banquet Special Events

### **FRIDAY** SCHEDULE AT A GLANCE

Time	Session	Location		
General Sessions				
7:00 AM - 2:00 PM	Registration	Registration Depot		
8:00 AM - 8:30 PM	Breakfast with Exhibitors	Exhibit Hall		
Concurrent Session H				
8:30 AM - 10:00 AM	Beyond the Topline: New Ways to Predict Election Outcomes	Regency A		
8:30 AM - 10:00 AM	Combining Probability & Non-Probability Data: Considerations, Methods, Innovations & Limitations	Regency C		
8:30 AM - 10:00 AM	Approaches to Understand & Enhance the Question Answering Process for Adults & Children	Midway Suite 1/2		
8:30 AM - 10:00 AM	Designing & Assessing Surveys about Political Opinion & Contexts	Midway Suite 3/4		
8:30 AM - 10:00 AM	Measuring & Increasing Field Interviewer Productivity	Midway Suite 5		
8:30 AM - 10:00 AM	Identification & Recruitment of Rare, Hard-to-Count, Underrepresented Populations	Midway Suite 6		
8:30 AM - 10:00 AM	Subgroup Response Rates: Investigation & Experimentation	Midway Suite 7/8		
8:30 AM - 10:00 AM	Accounting for Item & Unit Nonresponse: Imputation, Weighting & Inference	Midway Suite 9		
8:30 AM - 10:00 AM	New Ways to Interview Respondents & Assess Their Answers	Midway Suite 10		
8:30 AM - 10:00 AM	Cross-Cultural Research Hack-Al-Thon	Midway Suite 11		
	Concurrent Session I			
10:15 AM - 11:45 AM	Survey or Survai: Applications of Al within the Survey Research Process	Regency C		
10:15 AM - 11:45 AM	Lessons & Knowledge Gaps from Recent Advances in Studying Asian Americans, Native Hawaiians & Pacific Islanders	Midway Suite 1/2		
10:15 AM - 11:45 AM	Overview of Legal Topics Affecting the Polling & Anaylitics Industries	Midway Suite 3/4		
10:15 AM - 11:45 AM	Assessing Response Quality in Probability & Non-Probability Surveys	Midway Suite 5		
10:15 AM - 11:45 AM	How Poll Results Are Communicated to & Consumed by Midwa the Public	iy Suite 6		
10:15 AM - 11:45 AM	Partisan Attitudes & Measurement	Midway Suite 7/8		
10:15 AM - 11:45 AM	Everyone Counts: Innovations for Leaving No Population Behind	Midway Suite 9		
10:15 AM - 11:45 AM	Asking Questions of Vulnerable Populations: Victimization, Sexual Orientation, Suicide Prevention & People with Disabilities	Midway Suite 10		

10:15 AM - 11:45 AM	Lost in Translation? Translation, Language & Imputation in Survey Research	Midway Suite 11
10:15 AM - 11:45 AM	Professional Networking with Our Sponsors & Exhibitors	New York
	General Sessions	
12:00 PM - 1:00 PM	Presidential Address	Grand Ballroom
1:00 PM - 2:30 PM	Poster Session III & Lunch with Exhibitors	Exhibit Hall
1:00 PM - 2:30 PM	AASRO Luncheon	Frisco
	Concurrent Session J	
2:30 PM - 4:00 PM	AI-Tittudes: Public Opinion about AI	Regency A
2:30 PM - 4:00 PM	Innovations for Collection & Estimation	Regency C
2:30 PM - 4:00 PM	New Innovations in Social Media	Midway Suite 1/2
2:30 PM - 4:00 PM	Developing Scales & Other Measurement Problems	Midway Suite 3/4
2:30 PM - 4:00 PM	Data Quality: A Smorgasbord of Survey Challenges	Midway Suite 5
2:30 PM - 4:00 PM	Abortion at the Polls: Analyzing Awareness, Media Impact & Predictors of Voting in the 2024 Nebraska & Colorado Ballot Initiatives	Midway Suite 6
2:30 PM - 4:00 PM	Qualitative Research & Analysis: Flexible & Innovative Approaches to Explore Sensitive Topics, at-Risk Populations & Survey Design	Midway Suite 7/8
2:30 PM - 4:00 PM	Beyond Surveys: Harnessing Wearable Technologies for Passive Data Collection	Midway Suite 9
2:30 PM - 4:00 PM	The View from Behind the Curtain: How the Oracle Gets Made	Midway Suite 10
2:30 PM - 4:00 PM	Measuring & Improving Respondent Data Quality	Midway Suite 11
2:30 PM - 4:00 PM	Navigating Career Transitions in Public Opinion Research	New York
	Concurrent Session K	
4:15 PM - 5:45 PM	Bridging Gaps: Creative Approaches to Engaing Hard-to- Count Populations	Regency A
4:15 PM - 5:45 PM	Real, Genuine, Honest: Addressing Survey Data Quality	Midway Suite 1/2
4:15 PM - 5:45 PM	Advances in Video & Al-Driven Survey Interviewing	Midway Suite 3/4
4:15 PM - 5:45 PM	Environmental Attitudes	Midway Suite 5
4:15 PM - 5:45 PM	Accuracy & Bias in Pre-Election Polls of Likely Voters	Midway Suite 6
4:15 PM - 5:45 PM	Measuring & Estimating Unique Populations & Topics	Midway Suite 7/8
4:15 PM - 5:45 PM	Mode Mixology: Creating the Right Mixed-Mode Design	Midway Suite 9
4:15 PM - 5:45 PM	The Demographic Divide(s): Gender, Generation, Race & Ethnicity Gaps in American Elections	Midway Suite 10
4:15 PM - 5:45 PM	Prob/NonProb - Methods to Combine or Adjust Data to Improve Survey Estimates	Midway Suite 11
	General Sessions	
6:00 PM - 7:15 PM	AAPOR Business Meeting	Regency C
7:15 PM - 8:00 PM	Closing Reception	Regency Foyer

### 8:00 AM - 8:30 AM

Session **Friday Breakfast with Exhibitors Special Events** 

### 7:30 AM - 1:00 PM

### Session **Friday Registration Open Special Events**

### 8:00 AM - 2:30 PM

Session Friday Exhibit Hall **Special Events** 

### 8:30 AM - 10:00 AM

### Midway Suite 9 Session Accounting for Item & Unit Nonresponse: Imputation, Weighting, & Inference Paper Track: Statistical Techniques & Estimation Moderator: Cameron McPhee, SSRS Handling Missing Data in Public Opinion Surveys/Polls: A Comparative Study of Conventional & **Machine Learning Techniques**

Saad Alkahtani & Haifa Alkasem, Saudi Center for Opinion Polling

The Importance of Socio Economic & Geographic Dimensions in International Non-Probability Sample Calibration: Data Quality & Representativeness As a Function of Calibration Dimensions Luis Tipan, Adam Moffitt, & Erin Czyzewicz, SSRS

Does Adjusting for Non-Ignorable Bias Improve Weighted Estimates from Probability Surveys? Arnold Lau, Pew Research Center

### Non-Ignorable Nonresponse in Panel Survey Data Michael Bailey, Georgetown University

Exhibit Hall

Location

**Registration Depot** 

Exhibit Hall

Location

Location

Location

### 8:30 AM - 10:00 AM

#### Session

### Location

Location

Regency A

Midway Suite 1/2

### Approaches to Understand & Enhance the Question Answering Process for Adults & Children

#### Paper

Track: Questionnaire Design & Interviewing Moderator: Angelina Kewal Ramani, *American Institutes for Research* 

Running Ahead or Lagging behind: Advancing Our Understanding of Response Times of Child & Youth Respondents

**Daniel Goldstein**, Elyzabeth Gaumer, & Caitlin Waickman, NYC Department of Housing Preservation & Development

### Understanding the Variability in Post-Survey Interviewer Observations in a National Panel Survey: Evidence from Health & Retirement Study

**Chendi Zhao**, Brady West, & Abdelaziz Adawe, University of Michigan, Ann Arbor

Prompts & Praises: Dynamic Feedback to Reduce Round Answers in List-Style Numeric Open-Ended Questions

Hannah Schwaerzel, Anke Metzler, Stella Czak, & Marek Fuchs, Technical University of Darmstadt

## Exploring Interactive Feedback in a Web Surveys to Reduce Non-Substantive Answers in Narrative Open-Ended Questions

Stella Czak, Anke Metzler, Hannah Schwaerzel, & Marek Fuchs, Technical University of Darmstadt

### 8:30 AM - 10:00 AM

## Session Beyond the Topline: New Ways to Predict Election Outcomes

### Paper

Track: Elections, Polling, & Politics Moderator: Masahiko Aida, *Project Applecart* 

### Generational Differences in Campaign Engagement: Evidence from the 2024 Election

**Craig Helmstetter**, American Public Media Eric Plutzer, Editor-in-Chief Public Opinion Quarterly

### Insights in Registered but Unlikely Voters in Los Angeles County

Oliver Corpus, Loyola Marymount University

### **Privacy-Protected Public Support for the 2024 Presidential Election Candidates Dino Christenson** & Lucas Boschelli, *Washington University - St. Louis* Mark Crovella, Mayank Varia, Samuel Buxbaum, & Lucas Tassis, *Boston University* Giovanni Comarella, *Federal University of Espírito Santo*

### Forecasting the 2024 Popular Vote & Electoral College Winner

**Peter Enns**, Cornell University Jonathan Colner, NYU Anusha Kumar, Yale School of Medicine Julius Lagodny, ELPATO

### 8:30 AM - 10:00 AM

Session

### Combining Probability & Non-Probability Data: Considerations, Methods, Innovations, & Limitations

### Panels

Track: Probability & Nonprobability Samples, Frames, & Coverage Errors Moderator: Stephen Blumberg, *National Center for Health Statistics* 

- A Multi-Modal Approach to Understanding Public Opinion Around Maha Denise Brien & Erin Norman, Purple Strategies
- A New Evaluation of the Impact of Combining Probability & Non-Probability Sample Data Jon Krosnick & Sierra Davis, Stanford University
- Choosing Your Companion Carefully: Important Considerations Regarding Reference Data Sources for Inference Based on Non-Probability Samples Brady West, University of Michigan, Ann Arbor Rebecca Andridge, The Ohio State University
- An Ensemble Tree-Based Dual-Frame Estimation Approach for Combining Probability & Non-Probability Samples

David Dutwin, Chien-Min Huang, & F. Jay Breidt, NORC at the University of Chicago

### 8:30 AM - 10:00 AM

### Session

### **Cross-Cultural Research Hack-Al-Thon**

### Affinity Group Roundtable

Track: Multicultural, Multilingual, & Multinational Research Moderator: Mandy Sha, *Research Scientist* Presenters: Mandy Sha, *Research Scientist* Chase Harrison, *Harvard University* Jill Kushner Bishop, *Multilingual Connections* 

Casey Langer Tesfaye, Westat Junyan Tian, University of Michigan, Ann Arbor Location

Midway Suite 11

Location Regency C

### 8:30 AM - 10:00 AM

### Location

#### Session

Midway Suite 3/4

### Designing & Assessing Surveys about Political Opinion & Contexts Paper

Track: Questionnaire Design & Interviewing Moderator: Katerina Matsa, *Pew Research Center* 

### Whiplash? Measuring the Impact of Including Numerous Unrelated Topics on Omnibus Surveys Conducted on a Probability-Based Panel

Kyle Berta, Hope Wilson, Cameron McPhee, & Jared Gumbs, SSRS

## Beyond "Liberal", "Conservative" & "Moderate": Improving Self-Identification Questions to Capture a Nuanced Ideology

Kyle Berta, Hope Wilson, Kristen Conrad, & Darby Steiger, SSRS

Hiding & Seeking Opinions in "Not Sure": Exploring How Providing No Opinion Response Options Impacts Survey Measurement in the Political Context Gabriel Borelli, Joseph Copeland, & John Oliphant, Pew Research Center

Negation Navigation: Demographic Insights into Timing & Response Consistency for Negated

Items

Session

**Megan Hendrich**, Ipsos Randall Thomas, AccuSurvey Consulting

Methodological Challenges & Findings from a Survey Comparing News & Political Habits across Tiktok, X, Instagram, & Facebook

Elisa Shearer & Colleen McClain, Pew Research Center

### 8:30 AM - 10:00 AM

### Location

Midway Suite 6

### Identification & Recruitment of Rare, Hard-to-Count, Underrepresented Populations *Paper*

Track: Probability & Nonprobability Samples, Frames, & Coverage Errors Moderator: Eran Ben-Porath, *SSRS* 

- Integrating Virtual Recruitment into Venue-Based HIV Behavioral Surveillance Study Andrew Burkey, Yangyang Deng, & Ronaldo Iachan, ICF
- From Margins to Mainstream: A Meta-Analysis of Survey Strategies for Diversity Engagement Nathan Wiggin, *ReconMR*
- Sampling the Hard-to-Reach: Examining the Efficacy of Response-Rate Adjusted Stratified Sampling Selection across Multiple Surveys
  - Kara Fitzgibbon, Thomas Guterbock, Alayna Panzer, & Alisha Gupta Beale, University of Virginia
- Recruiting in Context Starting with Content-Relevant Questions & Incentives Cameron Raynor & Jessica Weber, RA2 Frank Kelly, Virtual Incentives
- Recruiting Non-English Respondents Using Web Browser Language Cameron Raynor & Jessica Weber, RA2

### 8:30 AM - 10:00 AM

Session

Midway Suite 5

Location

### Measuring & Increasing Field Interviewer Productivity Panels

Track: Data Collection - Data Collection Methodologies, Costs, & Field Operations Moderator: Erica Wong, *University College, London* 

Building & Managing a Hybrid Call Center Including in-Person & Remote Telephone Interviewers Mindi Weidow, Penn State University

Amanda Ferrara, Pennsylvania State University, Survey Research Center

Can I Interest You in a Web Survey? Leveraging Cati Prompting to Enhance Web Survey Participation Nicole Machata, Tiffany Benefield, Jacquelyn George, & Heather Morrison, Decision Information Resources, Inc.

What Types of Survey Questions Are Prone to Interviewer Effects? Evidence Based on 31,000 ICCs from 28 Countries

Adam Stefkovics & Anna Sára Ligeti, HUN-REN Centre for Social Sciences

Implementing Redesigned Capi Software for Face-to-Face Fieldwork in Panama: Methodology, Challenges, & Insights Elizabeth Weatherly, Victoria Ferraro, & Kriscel Berrum, D3 Systems, Inc

**Questioning Nonrespondents: First Insights from a Face-to-Face Nonresponse Follow-up Henning Silber**, University of Michigan Sven Stadtmüller, HAWK University of Applied Sciences & Arts Pablo Christmann & Tanja Kunz, GESIS - Leibniz Institute for the Social Sciences Tobias Gummer, GESIS - Leibniz Institute for the Social Sciences; University of Mannheim

### Towards Understanding Costs in Large-Scale Video Interviews

**Andrew Hupp**, Lauren Guggenheim, David Howell, Wen Chang, & Makenna Harrison, University of Michigan, Ann Arbor

### 8:30 AM - 10:00 AM

Session

### Location

#### Midway Suite 10

### New Ways to Interview Respondents & Assess Their Answers Paper

Track: Elections, Polling, & Politics Moderator: Emma White, *Emma White Research, LLC* 

### Deciders in Focus: A Novel Approach to Gathering Real-Time Presidential Debate Reactions Darby Steiger & Kristen Conrad, SSRS Scott Clement & Emily Guskin, Washington Post

Getting to 'Why?': Augmenting Quantitative Political Polling Data with Al-Driven in-Depth Interviews Travis Brodbeck, Siena College/Siena Research Institute Leib Litman, Lander College Paul Connor, CloudResearch

Automating the Oracle: Leveraging AI for Enhanced Analysis of Open-Ended Responses Brianna Zichettella, Josh Pasek, & Annie Li Zhang, University of Michigan, Ann Arbor

## Bogus Respondents in Online, Opt-In Election Polls: Assessing Their Impact & Strategies for Removing Them

Andrew Mercer & Arnold Lau, Pew Research Center

### 8:30 AM - 10:00 AM

#### Session

Midway Suite 7/8

Location

### Subgroup Response Rates: Investigation & Experimentation

#### Paper

Track: Response Rates & Nonresponse Error Moderator: Kelly Dixon, *Nielsen* 

## Targeting Panelists Who Are Chronically Providing Suboptimal Responses: Interventions Leveraging Auxiliary Data

Lilian Huang, Ipek Bilgen, & Shivani Srivastava, NORC at the University Of Chicago

### Differential Response By Role in a University Safety Survey Jessica Hamar Martinez, University of Arizona

Show Me the Money? Effects of Pre- & Post-Incentive Experiments on Completion Rates in a Statewide ABS Household Enumeration Survey & Subsequent Enrollment in the Full Study Rachel Askew & Jennifer Su, SSRS

Francine Cartwright, Stephanie Bergren, Dinesh Mendhe, Sharifa Williams, & Joel Cantor, *Rutgers University* 

### Estimating Incentive & Learning Management System Impact on College Student Survey Response Rates Using Panel Data

Shimon Sarraf, Indiana University, Bloomington

### 10:15 AM - 11:45 AM

### Location

### Session Asking Questions of Vulnerable Populations: Victimization, Sexual Orientation, Suicide Prevention, & People with Disabilities

#### Paper

Track: Questionnaire Design & Interviewing Moderator: Muhammad Hassan Bin Afzal, Department of Political Science & Public Service University of Tennessee at Chattanooga

### Survey Bias: Does Gendered Vs. Gender-Neutral & Technical Vs. Colloquial Language Influence Survey Respondents? An Assessment through Open-Ended Data

**Xiana Bueno**, Brandon Crawford, & Kristen Jozkowski, *Indiana University, Bloomington* Nana Amma Asamoah, Ronna Turner, & Wen-Juo Lo, *University of Arkansas* 

Applying a Data Equity Lens to Questionnaire Design, Sampling & Recruitment Patrick Madden, Allison Tippery, & Cecelia Stewart, Market Decisions Research

Drilling Down: Improving Measurement of Disability & Impairment Randall Thomas, AccuSurvey Consulting Megan Hendrich, Ipsos

Collecting Social Role Network Data: Evolving Designs to Minimize Burden While Building Complete Networks

**Patrick Habecker**, University of Nebraska, Lincoln Suzanne Rataj & Holly Laws, University of Massachusetts-Amherst Tara Schmidt, Miriam Midoun, Lauren White, & Lisa Wexler, University of Michigan Is your research partner sharing the **full details** of how they collected data?

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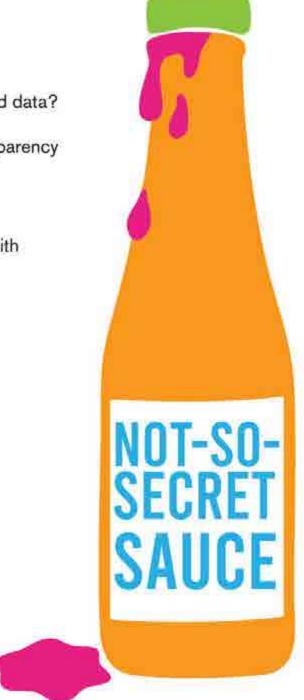
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### 10:15 AM - 11:45 AM

Session

Midway Suite 5

Location

### Assessing Response Quality in Probability & Non-Probability Surveys Paper

Track: Probability & Nonprobability Samples, Frames, & Coverage Errors Moderator: Srijeeta Mitra, University of Maryland, College Park

### Accuracy & Weighting Effects in Matched Sample Surveys: Longitudinal Evidence from the **Cooperative Election Study**

**Jefferson Pruett**, Stanford University

Challenges & Solutions in Assessing Nonresponse Bias in a K-12 School Principal Survey **Red Paulin**, Boston College

Nan Yang & Yan Leigh, City Connects at Mary E. Walsh Center for Thriving Children at Boston College

### Shedding Some Light on Panel Conditioning: Trends in Response Behavior & Data Quality in a **National Probability Panel** Michael Jackson, SSRS

- Methods to Compare Measurement Quality across Opt-in Panels Stephen Raynes & Jenny Marlar, Gallup
- Understanding Participation & Potential Bias in a Large National Cancer Prevention Cohort Jeanette Ziegenfuss, Ella Chrenka, Elana Sour, & Maren Henderson, HealthPartners Institute Deanna DePietro, Michelle Brotzman, & Mia Gaudet, National Cancer Institute

Balancing Quality & Representation: Evaluating Survey Distribution Methods Using a Response **Quality Indicator** 

Rachel Levenstein, Andrew Therriault, & Yoav Lapid, Zencity

### 10:15 AM - 11:45 AM

### Session

Midway Suite 6

Location

How Poll Results Are Communicated to & Consumed by the Public Paper

Track: Response Rates & Nonresponse Error Moderator: Emily Alvarez, *NORC at the University Of Chicago* 

- Employing New Qualitative Methods to Study News in a Digital Era Rebecca Bukele & André Johnston, PSB Insights Michael Lipka & Kirsten Eddy, Pew Research Center
- Scoring Transparency in Campaign 2024 Mark Blumenthal, MysteryPollster LLC Dhrumil Mehta & Aisvarya Chandrasekar, Columbia University
- Can Social Polls Shape Perceptions of Public Opinion?

JungHwan Yang & Gopashis Biswas G Son, University of Illinois - Urbana-Champaign Przemyslaw Grabowicz, Chhandak Bagchi, & Yashika Kuckian, University of Massachusetts, Amherst Tiziano Piccardi, Stanford University Mattia Samory, Sapienza Università di Roma Maria Grabe, Boston University

- From Trust to Cynicism: Analyzing Reader Comments on Pre-Election Polls Using Al Edward Freeland & Naila Rahman, Princeton University Sam Lovvoll, Case Western Reserve University
- All the News That's Fit to Post: How Election Polls & Their Methods Are Reported on Social Media Dorian Davis, Webster University

### Everyone Counts: Innovations For Leaving No Population Behind Paper

Track: Data Collection - Data Collection Methodologies, Costs, & Field Operations Moderator: Brady West, University of Michigan, Ann Arbor

Improving Representation of Difficult-to-Access Subpopulations in Public Opinion Research & Election Polling. Recent Best-Practices Using Intercept Sampling, No, That's Not a Type-o! Lawrence Danforth & Joel LaLone, Jefferson Community College

Targeted Reselects: Enhancing Demographic Representation across Hard-to-Reach Demographics

Travis Twigg & Ryan Baer, Nielsen

Project Positive Attitudes Towards Health: A Longitudinal Study of Persons Who Inject Drugs Using Adaptive Respondent Driven Sampling

Sunghee Lee, University of Michigan, Ann Arbor

- Boosting Response Rates in Veteran Surveys: Post-Incentives As a Tool for Survey Participation Vince Welch, Erin Fordyce, & Evan Herring-Nathan, NORC at the University of Chicago Lindsey Monteith, Theresa Morano, & Claire Hoffmire, U.S. Department of Veterans Affairs
- Getting to Know a Survey: Examining the Impact of Informational Media on Survey Participation Thomas Brassell & Randy ZuWallack, ICF Carsten Baumann, Colorado Department of Public Health & Environment

### 10:15 AM - 11:45 AM

### Session

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### Location

Midway Suite 9

### 10:15 AM - 11:45 AM

Location

### Session Lessons & Knowledge Gaps from Recent Advances in Studying Asian Americans, Native Hawaiians & Pacific Islanders

Affinity Group Roundtable

Track: Qualitative Research

Moderator: Neil Ruiz, Pew Research Center

Presenters: Carolyne Im, Ziyao Tian, & Sahana Mukherjee, *Pew Research Center* Shannon Schumacher, Liz Hamel, Samantha Artiga, & Latoya Hill, *KFF* Alex Chew, *NORC at the University of Chicago* 

### 10:15 AM - 11:45 AM

#### Session

### Location

Midway Suite 11

## Lost in Translation? Translation, Language, & Imputation in Survey Research *Paper*

Track: Multicultural, Multilingual, & Multinational Research Moderator: Arundati Dandapani, *Generation1.ca* 

### Investigating Cross-Cultural Heterogeneity & Imputation Strategies in Item Nonresponse for Subjective Life Expectancy Questions: Evidence from the Health & Retirement Study Kaidar Nurumov, University of Michigan, Ann Arbor

Let Me Call You Back: Using AI to Determine Alternate Survey Languages Samantha Collins, Thomas Brassell, Megan Townsend, Joshua Duell, & Rachel Kinder, ICF Graham Crawbuck, Washington Department of Health

## Machine Translation Tools: Respondents' Usage & Impact on Data Quality in Self-Administered Web Surveys

Mustafa Coban, Mark Trappmann, Jonas Weik, & Stefan Zins, Institute for Employment Research

Parsing Explanations for Differences & Disparities in Multilingual Survey Research Doug Ahler, SEIU 775 Benefits Group

Conducting Cognitive Interviews to Test Survey Items & Translations in the International Development Context Mousumi Sarkar, USAID Julie de Jong, ICF

### 10:15 AM - 11:45 AM

### Session

### **Overview of Legal Topics Affecting the Polling & Analytics Industries** *Roundtables*

Track: AI, ML, & Data Science Methods Moderator: Tristanne Staudt, *AAPOR* Presenter: Stuart Pardau, *PardauLaw* 

### 10:15 AM - 11:45 AM

### Session

## Partisan Attitudes & Measurement Paper

Track: Attitudes & Opinions Moderator: Azdren Coma, *Washington State University* 

### Consensus or Conflict? Tracking Public Opinion of Trump's Second-Term Policy Agenda Taylor Orth & Carl Bialik, Yougov

### Changes in Economic Confidence & Ownership during the Biden-Trump Transition Jeff Jones, Gallup

### **Measuring Partisan Social Identity**

**Gavin Ploger**, University of Michigan, Ann Arbor Sarah Fioroni, Gallup Dan Hiaeshutter-Rice, Michigan State University

### Partisan Responding across Six Presidencies Sarah Elizabeth Jones, Gallup

## Does Partisan Willingness to Accept Elite Democratic Transgressions Depend on the Severity of the Transgression?

**Gavin Ploger**, University of Michigan, Ann Arbor Yphtach Lelkes, University of Pennsylvania Sean Westwood, Dartmouth College

### 10:15 AM - 11:45 AM

### Session

### Professional Networking with Our Sponsors & Exhibitors II

### Special Events

Moderator: Darby Steiger, SSRS

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### Location

Midway Suite 3/4

Location

Midway Suite 7/8

Location New York



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### JUST PUBLISHED

Fact Forward: The Perils of Bad Information and the Promise of a Data-Savvy Society. By Dan Gaylin

Research You Can Trust | NORC.ORG | INFO@NORC.ORG

### 10:15 AM - 11:45 AM

#### Session

Location Regency C

## Survey or Survai: Applications of AI within the Survey Research Process *Paper*

Track: AI, ML, & Data Science Methods Moderator: Sarah Kelley, *Child Trends* 

### Replacing Nonresponse Modeling with Active Learning on AI-Generated Textual Descriptions of Sample Units for Efficient Survey Data Collection Yongchao Ma, University of Michigan, Ann Arbor Why Synthetic Research Is the Next Phase of Human Understanding & Decision Making

Mark Masterton, Ali Henriques, & Derrick Mclean, Qualtrics

### From Social Media to Survey Data: Employing Al-Usage Detectors to Identify Al-Generated Responses in the Hirise+ Survey

**Joshua Lerner**, Michelle Johns, Erin Fordyce, Brandon Sepulvado, Lilian Huang, & Sierra Arnold, NORC at the University Of Chicago Stefan Vogler, University of Illinois

Chat Gpt Can You Spot the Bot? Using AI to Identifying Bots, Scammers & Non-Genuine Respondents in Online Probability Panels

Claire Kelley & Sarah Kelley, Child Trends

### Chatbot Is a Two-Syllable Word...or Is It? Using Generative AI for Survey Question Readability Assessments

**Kristen Olson**, University of Nebraska, Lincoln Trent Buskirk, Old Dominion University

## Gpt, Pretend You Are a Survey Researcher: Results from a Systematic Literature Review Exploring the Use of Large Language Models within Survey Research

**Florian Keusch**, University of Mannheim Trent Buskirk, Old Dominion University Adam Eck, Oberlin College Leah von der Heyde, LMU Munich

### 12:00 PM - 1:00 PM

### Session

### **Presidential Address**

Special Events

Speaker: Frauke Kreuter, University of Maryland

### 1:00 PM - 2:30 PM

### Session

Frisco

Location

Location

Grand Ballroom

# Luncheon Meeting for the Association of Academic Survey Research Organization (AASRO)

### Special Events

Chair: Rose Krebill-Prather, Washington State University

### **POSTER SESSION III**

### Friday, May 16 | 1:00 PM - 2:30 PM

1. Power to the People: Using "Democratized Researchers" to Empower Cross-Functional Teams

Liz Pritchard & Emily Summers, Nielsen

- 2. Spotting the Fakers: A Smarter Way to Clean Survey Data Sebastian Sciarra, JD Power
- 3. Strengthening the Health Care Safety Net in Ohio: Guiding Policy with Survey Data, Administrative Data, & Geographic Analysis

**Nicole Schnitzler** & Alyssa Antonini, Ohio Government Resource Center

### 4. Survey Response Mode: An Analysis of National Surveys of Pediatricians

**Tylar Kist**, Chloe Somberg, Liz Gottschlich, William Burr, *American Academy of Pediatrics* 

### 5. Exploring Measurement Effects of Survey Mode on the Equivalence of Attitudinal Responses: An Experimental Study on Yes/No Options for Legal Abortion Questions

**Wen-Juo Lo**, Henrietta Tettey-Tawiah, Nana Amma Asamoah, & Ronna Turner, *University of Arkansas* Brandon Crawford & Kristen Jozkowski, *Indiana University, Bloomington* 

6. Using Response Time to Detect Cheating in Online Surveys

Matthew Graham, Temple University

### 7. Insights from an Online Survey: Ensuring Data Integrity & Health Equity in Hard-to-Reach Populations

**Mikaela Lies, Melissa Gutierrez-Kapheim**, Esperanza García, Kelsey Barnick, & Jamison Merrill, *Sinai Urban Health Institute* 

### 8. Penny for Your Thoughts - Incentive Structure Change & Unexpected Outcomes Regarding Ohis Response Rates

**Sam Genova**, Vanessa Harrell, & Arina Goyle, SSRS Rebekah Gould, *Oregon Health Authority (OHA)* 

### 9. Help for the Helpdesk: Enhancing Efficiency in Responding to Survey Inquiries Using Smartsheet

**Nicole Machata**, Krishna Epps, Joy Kang, & Heather Morrison, *Decision Information Resources*, *Inc.* 

### The FAST (Flexible, Adaptive, Systematic, & Transparent) Approach to Detecting Fraudulent Responses in Online Surveys

**Amy Schuster**, Shubham Agrawal, & Shelia Cotten, *Clemson University* Gwendolyn Watson, *Auburn University* 

### 11. How Does Implementation of Smart IVR Impact Panelist Experience in Amerispeak?

**Dan Costanzo**, Roopam Singh, Kalimba Coates, Zhao Guo, Erlina Hendarwan, Ipek Bilgen, & David Dutwin, NORC at the University of Chicago

### 12. Christian Nationalism & Attitudes Toward the Morality & Legality of Abortion

**Elizabeth McElroy**, Erin Johnson, Brandon Crawford, & Kristen Jozkowski, *Indiana University*, *Bloomington* 

Joshua Davis, University of New Hampshire Joshua Grubbs, University of New Mexico

### 13. Using Survey Data to Predict Health Outcomes in Public Health Emergencies: The Association of COVID-19 Attitudes with Disease Prevalence & Vaccination Rates

**Kristie Healey**, Ronaldo Iachan, Yun Kim, John Boyle, & James Dayton, *ICF* 

### **Location: Exhibit Hall**

#### 14. The Content of Mental Health Identity: Measuring Health Categorization & Identity Using the 2024 Anes Pilot & Time Series Study

Lauren Van De Hey, Utah State University

#### 15. Employment Status & Evaluation of Government Performance: Evidence from China

Chen Jinye, Lingnan University

16. Generational Shifts in Political Ideology & Social Media Motivations: A Comparative Study of U.S. Adults' Political Values & Online Engagement

**Yuhui Zhu**, Darren Chan, & Heather LaMarre, *Temple University* 

#### 17. Blending Samples: Stirring up Surveys with a Dash of Bias & a Splash of Error

**Megan Hendrich**, Ryan Tully, & Chris Jackson, Ipsos Randall Thomas, AccuSurvey Consulting

#### A Tale of Two Weights: Re-Weighting the Twin Cities' 2019-2023 Recurrent Household Travel Survey

Ashley Asmus & Nicholas Fournier, RSG, Inc

#### **19. Sample Stratification for Election Studies**

**Raphael Nishimura** & Paul Burton, University of Michigan, Ann Arbor Matthew DeBell, Stanford University

#### 20. Targeted Mailing to Increase Survey Response of West Virginia's Match Survey

## Sahithi Kiran Tulabandu, Bryce Weaver,

Brandon Marsh, Gideon Devadason, Tsan-Yao Huang, & Bryce Weaver, *West Virginia University*  21. The Echo-Chamber Effect – Evaluating Changes in Primary News Source & Potential Influence on Political Issues & Candidate Preference

**Travis Brodbeck**, Siena College/Siena Research Institute

#### 22. The Bias & Robustness of Evaluating Large Language Models in Multiple-Choice Setups

**Xinpeng Wang**, Bolei Ma, Chengzhi Hu, & Leon Weber-Genzel, *Ludwig-Maximilians Universität München* 

Paul Röttger & Dirk Hovy, Bocconi University Frauke Kreuter, University of Maryland; Ludwig-Maximilians Universität München Barbara Plank, IT University of Copenhagen; Ludwig-Maximilians Universität München



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## FRIDAY, MAY 16, 2025

#### 2:30 PM - 4:00 PM

Location

#### Midway Suite 6 Session Abortion at the Polls: Analyzing Awareness, Media Impact, & Predictors of Voting in the 2024 Nebraska & Colorado Ballot Initiatives

#### Panels

Track: Elections, Polling & Politics Moderator: Brandon Crawford, Indiana University, Bloomington

#### Measuring Abortion Attitudes: Insights from the American National Election Studies Rachel Smilan-Goldstein, Stanford University

Nicholas Valentino & Avery Goods, University of Michigan, Ann Arbor

#### Abortion Ambivalence: Who Is Uncertain about Abortion & What That Uncertainty Means Erin Johnson, Kyla Cary, Brandon Crawford, & Kristen Jozkowski, Indiana University, Bloomington

Ronna Turner & Wen-Juo Lo, University of Arkansas

#### How Do People Vote on Abortion? Awareness of & Attitudes Toward Nebraska's & Colorado's State-**Level Abortion Ballot Initiatives**

Kristen Jozkowski, Brandon Crawford, Lucrecia Mena-Meléndez, & Elizabeth McElroy, Indiana University, Bloomington

Ronna Turner, University of Arkansas

#### Political Advertisements across Sub-Groups: Insights from Abortion Ballot Initiatives in Nebraska & Colorado

Lucrecia Mena-Meléndez, Elizabeth McElroy, Kristen Jozkowski, & Brandon Crawford, Indiana University, Bloomington

Ronna Turner & Wen-Juo Lo, University of Arkansas

#### Examining Voter Behavior in Colorado & Nebraska's Abortion Ballot Measures & the Mediating Role of Ideology

Brandon Crawford, Kristen Jozkowski, Lucrecia Mena-Meléndez, & Elizabeth McElroy, Indiana University, Bloomington

Wen-Juo Lo, University of Arkansas

#### No Intention to Vote and/or Not Voting: Comparing Nebraska & Colorado Eligible Voters' Survey **Responses on Abortion Ballot Initiatives & the 2024 Presidential Election**

Ronna Turner & Wen-Juo Lo, University of Arkansas

Kristen Jozkowski, Brandon Crawford, Lucrecia Mena-Meléndez, & Elizabeth McElroy, Indiana University, Bloomington

#### 2:30 PM - 4:00 PM

#### Session AI-Tittudes: Public Opinion about AI

Paper

Track: AI, ML, & Data Science Methods Moderator: Kenneth Winneg, University of Pennsylvania

- Correlates of Artificial Intelligence Acceptance: Trust, Uses & Gratifications Perspective Emmanuel Adugu, University of West Indies
- Differences in Perceptions of Artificial Intelligence Used in Healthcare between Four Generations Amy Schuster, Shubham Agrawal, & Shelia Cotten, Clemson University Gwendolyn Watson, Auburn University
- Al's Presence in Police & Community Relations Brianne Gilbert, Chhandosi Roy, & Francesca Lovato, Loyola Marymount University
- Evaluating the Use of AI for Predicting Public Opinion on Political & Social Issues Johan Martinsson, Demoskop

Public Opinion on the Promises & Challenges of AI: A Multimethodological Approach to Understanding the Views & Experiences of AI Experts & the General Public Jeffrey Gottfried, Colleen McClain, Brian Kennedy, Giancarlo Pasquini, Alec Tyson, Monica Anderson, & Eileen Yam, Pew Research Center

Language Is Power: Bridging Disciplines for Public Opinion Research in Turbulent Times Arundati Dandapani, Generation1.ca

## 2:30 PM - 4:30 PM

Session

Beyond Surveys: Harnessing Wearable Technologies for Passive Data Collection Paper

Track: Data Collection - Modes & Multi-mode Moderator: David Dutwin, NORC at the University of Chicago

# What Predicts Consent & Full Participation in Special Surveys Involving Use of Geneactiv, Fitbit, & Atmotube Wearable Devices?

**Arie Kapteyn**, Marco Angrisani, & Ritika Chaturvedi, University of Southern California Mick Couper & Htay-Wah Saw, University of Michigan, Ann Arbor

# Caregivers' Daily Experiences Measured By Online Surveys, EMA, & Fitbit Data: Documenting Differential Participation in a Population Representative Sample

**Marco Angrisani** & Ritika Chaturvedi, University of Southern California Kira Birditt, University of Michigan

"Perception & "Reality:" How Three Self-Report Measures of Physical Activity Compare to Data from Wearables"

Evan Sandlin, University of Southern California

Benchmarking Early Detection of Infectious Disease Using Wearable Sensors - Experience from the American Life in Realtime, a Nationally Representative Probability Sample

Ritika Chaturvedi, University of Southern California

#### Location

Regency A

Location

Midway Suite 9

## FRIDAY, MAY 16, 2025

#### 2:30 PM - 4:00 PM

Midway Suite 5

Location

#### Session Data Quality: A Smorgasbord of Survey Challenges Paper

Track: Data Collection - Data Collection Methodologies, Costs, & Field Operations Moderator: James Wagner, *University of Michigan, Ann Arbor* 

# Measuring the Impact of within-Household Selection Accuracy on Representation in Cross-National Self-Administered Surveys

Nathan Reece, European Social Survey

# Responsive Survey Design with Geographic Constraints: Managing Errors & Controlling Costs in the American Community Survey

Stephanie Coffey, Jonathan Eggleston, & Carl Lieberman, U.S. Census Bureau

#### Simulation-Based Bayesian Optimal Sample Allocation Jonathan Mendelson, Harris Interactive Michael Elliott, University of Michigan, Ann Arbor

Beyond Incentives & Follow up Attempts - Pragmatic Methods for Increasing Response Rates Mansour Fahimi, Marketing Systems Group

#### How Can We Allow Online Responses for Dwellings New to the Labour Force Survey without

Compromising the Reference Week? the Experience from Statistics Canada. Cindy Ubartas & Rumali Werapitiya, Statistics Canada

#### Creatures of Habit or Agents of Chaos: How Well Does Past Behavior Predict Future Behavior for Cati Panelists?

Jared Gumbs & James McKinstry, SSRS

#### 2:30 PM - 4:00 PM

#### Session

#### Location

Midway Suite 3/4

# Developing Scales & Other Measurement Problems Paper

Track: Attitudes & Opinions Moderator: Mousumi Sarkar, *Well World Solutions* 

#### From Subjectivity to Intersubjectivity: Reviving Elo Rankings for Measuring Subjective Social Concepts Seon Yup Lee, Kansas State University

Azdren Coma, Washington State University

## Toward a Provider-Agnostic Metric in Audience Measurement: A Latent Variable Modeling Approach

Timothy Gravelle, Vox Pop Labs Kumar Rao, NBCUniversal

#### Predictors of U.S. Adults' Dissonant & Consistent Abortion Attitude Responses Given Abortion Circumstances & Gestational Timing

**Kyla Cary**, Erin Johnson, Brandon Crawford, & Kristen Jozkowski, *Indiana University, Bloomington* Ronna Turner & Wen-Juo Lo, *University of Arkansas* 

## Improving the Measurement of Generalized Trust: Evidence from Several Experiments & a New Concurrent Validity Estimation

**Jon Krosnick**, Stanford University Sebastian Lundmark, University of Gothenburg Alex Tahk, University of Wisconsin–Madison

#### GAIA-6: A General AI Attitude Short Scale for Large Survey Panels

Christoph Kern, Marcus Novotny, & Wiebke Weber, Ludwig-Maximilians Universität München

#### Measuring Diversity, Equity & Inclusion One Concept at a Time Meghann Crawford, Donald Levy, & Travis Brodbeck, Siena College

LB Hannahs, Tangible Development

## FRIDAY, MAY 16, 2025

#### 2:30 PM - 4:00 PM

Location Regency C

## Session Innovations for Collection & Estimation

Paper

Track: Statistical Techniques & Estimation

# DCAAPOR Chapter Student Awardee - Estimation of Finite Population Proportions for Small Areas – A Statistical Data Integration Approach

Aditi Sen, University of Maryland, College Park

#### Incorporating Visual Semiotics into a Hierarchical Bayesian Model Edward Johnson, Harris Poll

Steve Brockway, Maru UK

# Navigating Data Privacy & Utility: A Study of the Impact of Data Perturbation on Small Area Estimation

Chendi Zhao & Trivellore Raghunathan, University of Michigan, Ann Arbor

# Addressing Nonresponse Bias in Panel Surveys: Case Prioritization Using an Influence Measure in the 2022 Health & Retirement Study

**Sergio Martinez Martinez**, Michigan Program in Survey & Data Science Heather Schroeder, Chendi Zhao, & Brady West, University of Michigan, Ann Arbor

# Mind the Gap: Between Waves & Data Droughts - Assessing Feasibility & Impact of an Inter-Wave Supplement Survey

Sophie Hensgen & Joseph Sakshaug, Institute for Employment Research

# Bayesian Unit-Level Small Area Estimation Modeling of Longitudinal Survey Data Under Informative Sampling

**Scott Holan**, University of Missouri/U.S. Census Bureau Daniel Vedensky, University of Missouri Paul Parker, University of California Santa Cruz

#### 2:30 PM - 4:00 PM

#### Session

#### **Measuring & Improving Respondent Data Quality**

#### Paper

Track: Questionnaire Design & Interviewing Moderator: Carl Bialik, *Yougov* 

- Development & Validation of the Allyship Against Antisemitism Scale (AAAS) Sarah Cueva Egan, Ella Buring, & Jacob Dennen, Anti-Defamation League
- **"Don't Know" Responses & Preference Gaps: An Assessment Using the Gilens Dataset Christopher Wlezien**, The University of Texas, Austin Mads Elkjaer, University of Copenhagen
- Maximizing Data Quality in Online Surveys: A Comparative Analysis of Different Scale Presentations across Mobile & Desktop Devices

Jamie Atkisson, Harris Poll

What Other Types of People Do You Have in Your Life? An Experiment on "Other, Specify" Responses in Grid Questions in Web Surveys

Kim Meiergerd, Kristen Olson, Ryan Doud, Amelia Li, & Jessie Reed, University of Nebraska, Lincoln

Uncovering Cognitive Difficulties through Tourangeau's Cognitive Response Model Using Mouse Movements

**Lisa Bondo Andersen**, Ailin Liu, & Felix Henninger, Ludwig Maximilian University of Munich Tobias Wistuba & Sonja Greven, Humboldt University of Berlin

Polarizing Formats?: Bipolar Scales Cause Apparent Acquiescence Bias Randall Thomas, AccuSurvey Consulting Megan Hendrich & Jennifer Durow, Ipsos

#### 2:30 PM - 4:00 PM

#### Session Navigating Career Transitions in Public Opinion Research Special Events

Track: Questionnaire Design & Interviewing Moderator: Ned English, NORC at the University of Chicago Speakers: Dawn Nelson, U.S. Census Bureau Masahiko Aida, Project Applecart Stephanie Eckman, Amazon Carol Haney, Qualtrics Jordon Peugh, SSRS

Alisú Schoua-Glusberg, Research Support Services Inc

#### Location

New York

## Midway Suite 11

Location

## FRIDAY, MAY 16, 2025

## 2:30 PM - 4:00 PM

Midway Suite 1/2

Location

## New Innovations in Social Media

#### Paper

Session

Track: Media, News & Information Sources Moderator: Meagan Doll, *University of Minnesota - Twin Cities* 

#### Measuring Teens' Experiences in the Digital World: Insights & Challenges in Understanding Teen Technology Use

Michelle Faverio, Pew Research Center

- Who Talks to Whom: Quantifying Echo Chamber Effects in Emerging Social Media Platforms Xinyi Chen & Mao Li, University of Michigan, Ann Arbor
- Tiktok Usage & Health Information: Findings from KFF's Health Information & Trust Tracking Polls Julian Montalvo & Lunna Lopes, KFF
- Assessing Americans' Use of Short Video Social Media through Cognitive Interviews & Survey Research

Sarah Elizabeth Jones, Gallup

- Trust in News on Instagram: An Experimental Analysis Rachel Horvath, Rutgers University
- Exploring the Universe of Social Media News Influencers & Who Gets News from Them Luxuan Wang, Galen Stocking, & Emily Tomasik, Pew Research Center

#### 2:30 PM - 4:00 PM

#### Session

Midway Suite 7/8

## Qualitative Research & Analysis: Flexible & Innovative Approaches to Explore Sensitive Topics, at-Risk Populations, & Survey Design

Affinity Group Panels

Track: Media, Qualitative Research Moderator: Margaret R. Roller, *Roller Research* 

#### Unlocking the Power of AI in Qualitative Analysis: Strategies for Success

Mary Meyn & Sofia Polo, Fluent Research

Testing Crisis Communication Decision-Making in a Modern Dictatorship through Qualitative Research

Karl Feld, Vistra Communications

Refining Insights: Leveraging Iterative Qualitative Research to Explore Fears & Uncertainties for People with Parkinson's Disease

Robyn Rapoport, SSRS

Forced to Connect & Made More Vulnerable?: Reflections on the Cybercrime Risks of Dementia Caregivers Coming out of the Pandemic

**Tancy Vandecar-Burdin** & Brian Payne, Old Dominion University Muge Akpinar-Elci, School of Public Health University of Nevada

# Cognitive Testing of a New Pre-Post Survey Design for Americorps Members & Americorps Seniors Volunteers

Philip Brenner, Annie Georges, & Carmen Sum, JBS International

#### 2:30 PM - 4:00 PM

#### Session The View from Behind the Curtain: How the Oracle Gets Made Roundtables

Track: Elections, Polling & Politics Moderator: Jennifer Agiesta, CNN Presenters: Ruth Igielnik, New York Times Chris Jackson, Ipsos Jocelyn Kiley, Pew Research Center Emily Swanson, Associated Press Location

Midway Suite 10

## FRIDAY, MAY 16, 2025

#### 4:15 PM - 5:45 PM

Accuracy & Bias in Pre-Election Polls of Likely Voters

#### Paper

Session

Track: Elections, Polling & Politics Moderator: Natalie Jackson, *Greenberg Quinlan Rosner Research* 

#### Horse Race Accuracy in State & Congressional District Polls of 2024 Likely Voters Alex Von Hagen-Jamar, Global Strategy Group

#### Do Polls Underestimate Support for Rightwing Parties? Assessing Variation in Polling Error By Party Family

**Stuart Perrett**, The University Of Manchester **Christopher Wlezien**, The University of Texas, Austin Will Jennings, University of Southampton Jonathan Mellon, West Point Christopher Prosser, Royal Holloway

- Recontacting Registered Voters Over Time: How Does It Impact Pre-Election Projections? Kristen Conrad, Cameron McPhee, & Michael Jackson, SSRS Scott Clement & Emily Guskin, Washington Post
- Assessing the Performance of Probabilistic Likely Voter Models in the 2024 Election Michael Jackson, Eran Ben-Porath, Manel Hanafi, & Cameron McPhee, SSRS
- Polling Precision & Prediction: A Postmortem Analysis of 2024 Presidential Election Forecasting Erik Green, Dritan Nesho, Sophie Nachbaur, & Ayush Lahiri, *HarrisX*

Midway Suite 6

Location

#### 4:15 PM - 5:45 PM

#### Session

#### Advances in Video & Al-Driven Survey Interviewing

#### Paper

Track: Data Collection - Modes & Multi-mode Moderator: Andrew Hupp, *University of Michigan, Ann Arbor* 

Al-Assisted Conversational Interviewing: Effects on Response Quality & User Experience Soubhik Barari, Leah Christian, Liz Dean, Brandon Sepulvado, Jarret Angbazo, Natalie Wang, & Zoe Slowinski, NORC at the University of Chicago

# Do You Prefer a Video Interview? Exploring Mode Preferences & Mode Choice in a General Population Probability Mixed-Mode Survey

Kristen Olson & Jolene Smyth, University of Nebraska, Lincoln

- The Chatbot Who Interviewed Me: Using Conversational Agents in Survey Research Benjamin Phillips, Kipling Zubevich, Dina Neiger, Grant Lester, & Shane Compton, The Social Research Centre
- Smartification of Personal Interviews: The Impact of Smart Speakers on Measurement Error Anke Metzler, Ceyda Deveci, & Marek Fuchs, *TU Darmstadt*
- A Quality Comparison of Live Video Interviewing to Web & Face-to-Face Using Anes Data Lauren Guggenheim, Andrew Hupp, & Nicholas Valentino, University of Michigan, Ann Arbor

#### 4:15 PM - 5:45 PM

#### Session

# Bridging Gaps: Creative Approaches to Engaging Hard-to-Count Populations *Paper*

Track: Data Collection - Data Collection Methodologies, Costs, & Field Operations Moderator: Ujjayini Das, *University of Maryland* 

Does the Early Bird Get the Worm? The Impact of Early Bird Incentives in a Longitudinal Survey of Lower Socioeconomic Status Youths

Heather Morrison, Jacquelyn George, & Monica Sull, Decision Information Resources, Inc.

- Using Rural-Tailored Letters to Recruit Rural Businesses to a Survey Panel Jason Kosakow, Federal Reserve Bank of Richmond Pierce Greenberg, Clemson University
- Survey Says: Gen Z Ghosting Researchers, Time for a Swipe-Right Strategy Margie Strickland, Liz Alvarez, Rebecca Goldring, & Jim Bernier, Ipsos
- Recruiting Hispanic Respondents: Practical Lessons from a Large Probability-Based Panel Ellyn Maese, Jenny Marlar, & Jon Schreiner, *Gallup*

Involving Community Leaders to Improve Health Surveillance Participation Kai Fuentes, Ebony Marketing Systems Inc. Carsten Baumann, Colorado Department of Public Health & Environment Thomas Brassell & Randy ZuWallack, ICF

#### Location

Midway Suite 3/4

Location

Regency A

## FRIDAY, MAY 16, 2025

#### 4:15 PM - 5:45 PM

Session Environmental Attitudes Paper

Track: Attitudes & Opinions Moderator: Travis Brodbeck, Siena College/Siena Research Institute

- Dual Methodology for Public Opinion Analysis in Saudi Arabia: Integrating Twitter Trend Data & Phone Surveys Using NLP & Sentiment Analysis Haifa Alkasem & Saad Alkahtani, Saudi Center for Opinion Polling
- The Price of Priorities: Economic Strain & the Shifting Salience of Climate Change Muhammad Hassan Bin Afzal, University of Tennessee at Chattanooga Samantha Munson, Gonzaga University
- Analyzing Public Perceptions & Sentiment of Electric Vehicles in the Age of Sustainable Transformation
  - Sagnik Chakravarty & Namit Shrivastava, University of Maryland
- Public Opinion on Just Energy Transition: Factors Influencing Support in Europe & the United States Mariusz Baranowski, Piotr Jabkowski, & Piotr Cichocki, Adam Mickiewicz University, Poznan

#### 4:15 PM - 5:45 PM

# Session Midv Measuring & Estimating Unique Populations & Topics Paper Track: Research in Practice Moderator: Payel Sen, SSRS Cannabis, Cbd, Hemp & Alcohol: Prevalence, Expenditures & Reasons for Usage.

- John Huffman, Growth Focused Insights & Research, LLC
- Capturing Administrative Burden in Action KFF's Survey of Medicaid Unwinding Grace Sparks & Lunna Lopes, KFF
- Why Measuring Demographic Variables Is Harder Than You Think (& What to do About it) Peter Enns, Cornell University Amelia Goranson, Gretchen Streett, & Jake Rothschild, Verasight

Innovations in Co-Viewing Measurement: A Comparison of Traditional & Cutting-Edge Methodologies Uday Chaudhary, *Google* Jim Bernier, *Ipsos* 

**Estimating Household & Personal Firearm Ownership with Surveys Jennifer Dineen** & Kerri Raissian, University of Connecticut Stephanie Marken & Jeff Jones, Gallup

## Midway Suite 5

Location

Location

Midway Suite 7/8

#### 4:15 PM - 5:45 PM

#### Session

#### Location

Location

Midway Suite 11

Midway Suite 9

#### Mode Mixology: Creating the Right Mixed-Mode Design

#### Paper

Track: Data Collection - Modes & Multi-mode Moderator: Gretchen McHenry, *RTI International* 

> Harnessing AI for Qualitative & Quantitative Data Collection: A Global Perspective Les DeBusk-Lane, Rajesh Srinivasan, Mitchell Leon, & Jenny Marlar, *Gallup*

Establishing the Perfect Connection: Finding the Optimal Survey Design for Reaching Businesses Sophie Hensgen & Joseph Sakshaug, Institute for Employment Research

Optimizing Multimode Contact Procedures to Maximize Response Lena Centeno, Danni Mayclin, Angie Kistler, & Casey Fernandes, Westat

Differential Response to Mail & SMS Push-to-Web Surveys Among Young People, People of Color, & Unmarried Women

Anil Onal, Ben Deufel, Matthew Haney, John Malloy, Yi Wu, & Jenna Zitomer, Voter Participation Center

Evaluating Dual-Frame Mixed-Mode Data Collection & Nonresponse Follow-up: A Study in Oregon Using Address-Based & RDD Sampling

Adam Kaderabek, Xiaoyi Deng, Randy ZuWallack, Olivia Saucier, & Stephen Haas, ICF

#### 4:15 PM - 5:45 PM

#### Session

# Prob/NonProb - Methods to Combine or Adjust Data to Improve Survey Estimates *Paper*

Track: Probability & Nonprobability Samples, Frames, & Coverage Errors Moderator: Raphael Nishimura, *University of Michigan, Ann Arbor* 

# Integrating Differential Privacy in Survey Calibration: Addressing Injected Noise in Population Estimates

**Isabela Bertolini Coelho**, Anna-Carolina Haensch, & Frauke Kreuter, University of Maryland Joerg Drechsler, Institute for Employment Research

## If It Looks like a Duck, Should It Quack like a Duck?: Comparisons of E-Cigarette Users from Different Sample Sources

**Larry Osborn**, Randall Thomas, Megan Hendrich, & Abigail Giles, *Ipsos* Elizabeth Hair & Jennifer Kreslake, *Truth Initiative* 

# The Effectiveness of Custom Calibration in Combining Mixed-Probability Samples: Example a from State-Level Health Survey

**Jazmyne Sutton**, Eran Ben-Porath, & Mickey Jackson, SSRS Samantha Schrage, *Missouri Foundation for Health* 

#### Integrating Probability & Non-Probability Samples Using Adjusted Logistic Propensity Weighting: An Application to the 2024 National Alcohol Survey

Yangyang Deng, Randy ZuWallack, & Xiaoyi Deng, ICF

#### Political Disillusionment, Sampling Selection, & Response Satisficing: Insights from the

#### Collaborative Midterm Survey

**Alexandros Gkotinakos**, Aristotle University of Thessaloniki Curtiss Engstrom, University of Michigan

## FRIDAY, MAY 16, 2025

## 4:15 PM - 5:45 PM

#### Session Real, Genuine, Honest: Addressing Survey Data Quality Paper

Track: Research in Practice Moderator: Kelly Bell, *Ipsos* 

#### How Accurate Are Survey Measurements of Objective Phenomena?

Jon Krosnick, Elizabeth Mitchell Elder, Elaine Albertson, & Elizabeth Quinlan, Stanford University Lisanne Wichgers, Lisanne Wichgers Consulting LinChiat Chang, Linchiat Chang Consulting David Chapman, David Chapman Consulting Matthew Berent, Matt Berent Consulting

#### Smoking out the Fraudsters: Quantifying & Combatting Fraud in Online Panels Steven Snell, Rep Data

#### Analyzing the Causal Effect of Survey Burden on Nonresponse in Probability-Based Online Panels Among New Panel Respondents

**Htay-Wah Saw**, University of Michigan, Ann Arbor Marco Angrisani & Arie Kapteyn, University of Southern California

#### Measuring & Improving the Quality of Open-Ended Survey Responses Masha Krupenkin, University of Maryland, College Park Andrew Gordon, Prolific David Rothschild, Microsoft

#### Humans, Not Bots: The Real Reason for Inflated Estimates of Rare Events in Polling Research Leib Litman, CloudResearch; Lander College Shalom Jaffe, Fairleigh Dickinson University; CloudResearch

#### The Habits of Online Survey Respondents & How They Are Changing Alexander Podkul & James Martherus, Morning Consult Edgar Cook, Duke University

Midway Suite 1/2

Location

#### 4:15 PM - 5:45 PM

#### Session

The Demographic Divide(s): Gender, Generation, Race, & Ethnicity Gaps in **American Elections** 

#### Paper

Track: Elections, Polling & Politics Moderator: Jennifer Sauer, AARP

> Gender Differences in Answering Open Ended Survey Questions Yang Song & Eric Plutzer, Penn State University

The Evolution of Abortion As a Voting Issue Following the Overturn of Roe v. Wade Audrey Kearney, Marley Presiado, Liz Hamel, & Ashley Kirzinger, KFF

Should I believe those crosstabs? Cross-validating pre-election polls, post-election polls & geographic voting patterns

Scott Clement, Emily Guskin, & Lenny Bronner, Washington Post

Comparing Attitudinal & Behavioral Differences between US-Born & non-US-Born of Asian American, Native Hawaiian & Pacific Islander (AANHPI) during the 2024 Election Season Alex Chew, Xiuli Tang, Min Zhu, Shalima Zalsha, & Lindsay Liebert, NORC at the University of Chicago

Discrepancies in Youth Voter Polling: Evaluating Probability-Based & Non-Probability Methods in the 2024 U.S. Presidential Election

Felix Baez-Santiago & Josh Pasek, University of Michigan, Ann Arbor

Women Voters: Did they abandon Kamila Harris as their 2020 favored candidate or not show up in 2024?

**Debbie Borie-Holt**z, Rutgers University

#### 6:00 PM - 8:00 PM

Session

#### Annual Membership & Business Meeting & Closing Reception

**Special Events** 

Midway Suite 10

Location

Location

Regency C

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2. AI Data Quality Analysis: Identifies & flags problematic survey responses including duplicates, AI-generated content, low-effort, irrelevant or nonsensical submissions.

3. Al Coding: Transforms unstructured openended responses into organized categories & hierarchical structures, eliminating hours of manual coding work.

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Since our launch in 2023, more than 800 scholars, including those from all Ivy League schools, have become Besample users. Join us in our mission to make social psychology research more diverse & globally representative!

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#### D3: Designs, Data, Decisions Booth #213

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statisticians with extensive international research experience who tailor each project to meet clients' specific needs. Our research DESIGNS allow for high-quality DATA collection wherever it is needed, empowering our clients to make evidence-based DECISIONS.

#### Data Independence LLC Booth #133

Data Independence 23 Settlers Way Ellington, CT 06029-3651 https://www.DataIndependenceNow.com (860) 965-9279 LoisPoll@gmail.com

Data Independence is a consulting firm with a purpose of providing data management services to survey organizations & others engaged in data collection.

#### Data Recognition Corporation Booth #103

13490 Bass Lake Road Maple Grove, MN 55311 https://www.datarecognitioncorp.com (763) 268-2136 cdemay@datarecognitioncorp.com

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The Health & Medical Care Archive (HMCA) is the data archive of the Robert Wood Johnson Foundation (RWJF), the largest philanthropy devoted exclusively to health & health care in the United States. Operated by the Interuniversity Consortium for Political & Social Research (ICPSR) at the University of Michigan with funding from RWJF, HMCA preserves & disseminates data collected by selected research projects funded by RWJF & facilitates secondary analyses of the data. The data collections in HMCA primarily includes largescale surveys of the American public about public health, attitudes towards health reform, & access to medical care; surveys of health care professionals & organizations, public health professionals, & nurses; evaluations of innovative programs for the delivery of health care, & many other topics & populations of interest. Our goal is to build a culture of health by increasing the understanding of health & health care & the factors that contribute to health in the United States through secondary analysis of RWJF-supported data collections.

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set of data sources including survey data, but also including social media posts, sensor data, & administrative records, as well as analytic methods for working with these new data sources. & we bring to data science a focus on data quality — which is not at the center of traditional data science. The new name speaks to what we teach & work on at the intersection of social research & data. The program offers doctorate & master of science degrees & a certificate through the University of Michigan. The program's home is the Institute for Social Research, the world's largest academicallybased social science research institute.

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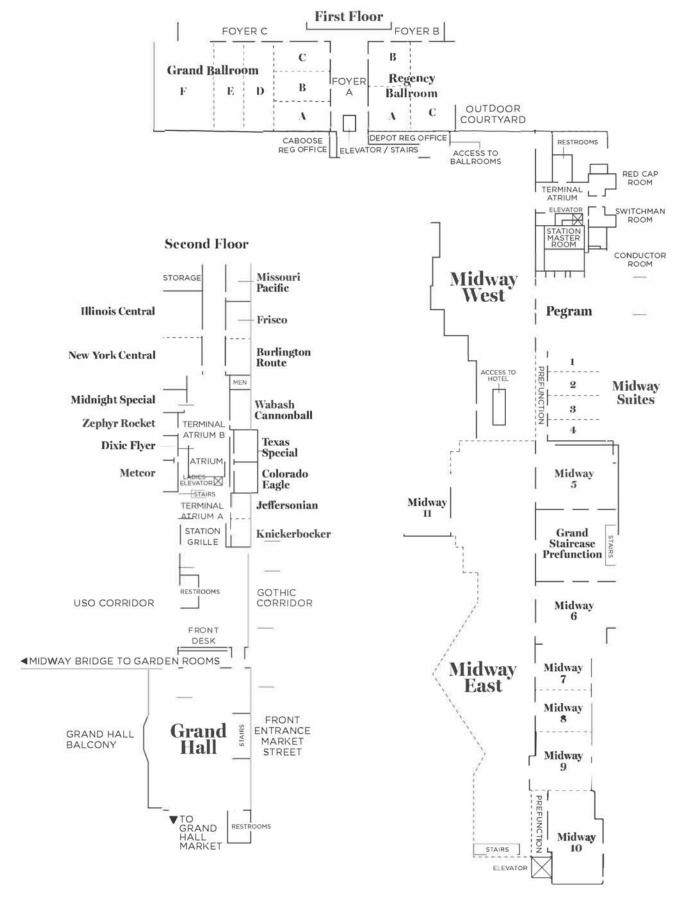
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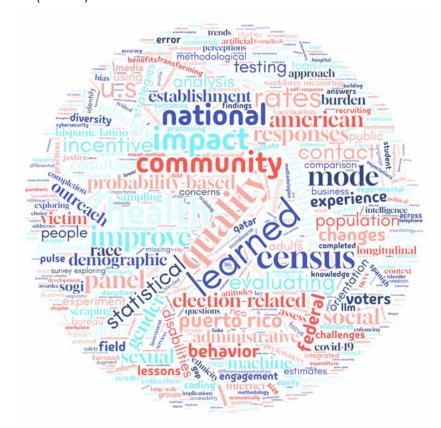


# **RECOGNITION OF WITHDRAWAL**

In recent months, a large number of research projects have been withdrawn from the conference due to shifting external pressures, reduced funding for research or presentation, and evolving regulatory landscapes. Topics to be covered by these presentations are represented in the world cloud below. While certainly not all-encompassing, the following is a list of institutions significantly impacted during this period. We wish to acknowledge the challenges faced by these researchers and institutions, both individually and collectively, and we extend our respect and solidarity to all those affected.

#### The number of withdrawn abstracts from AAPOR: 259

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