AAPOR
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

67th Annual Conference

Evaluating New Frontiers in Public Opinion and Social Research

May 17–20, 2012 JW Marriott Orlando Grande Lakes • Orlando, Florida

www.aapor.org

Welcome to Orlando

Welcome to AAPOR's 67th Annual Conference, *Evaluating New Frontiers in Public Opinion and Survey Research.* We appreciate your participation and support for AAPOR. The conference offers exceptional educational and networking opportunities, poster sessions and more.

Please take a moment to review the program updates below to ensure that you have the most up-to-date conference information.

Program Updates

Committee Member Correction

Jon Krosnick, *Stanford University*, was inadvertently omitted from the list of Policy Impact Award Committee members. We apologize for the error and thank Jon for his service.

Room Changes

The *Survey Practice* Editorial Board meeting to be held on Friday, May 18, 7:00 a.m. – 8:00 a.m. in Amarante 3.

The Speed Networking Sessions taking place on Friday, May 18, 3:15 p.m. – 4:15 p.m. and Saturday, May 19, 12:45 p.m. – 2:15 p.m., will be held in Coquina Ballroom South.

Concurrent Sessions

CHAIR CHANGE – Concurrent Session K, New Frontiers: Social Media Analysis
Sunday, May 20, 10:15 a.m. – 11: 45 a.m.
Chair: Chris Ellis, *RTI International,* in place of Richard L. Clark, *Castleton State University*

CHAIR CHANGE – Concurrent Session K, Methods to Improve Web Surveys
Sunday, May 20, 10:15 a.m. – 11:45 a.m.
Chair: Janice Ballou, *Independent Consultant*, in place of Chris Benson, *NORC at the University of Chicago*

CHAIR ASSIGNMENT – Concurrent Session I, Methodological Briefs: New Technologies and Web Survey
Saturday, May 19, 2:15 p.m. – 3:45 p.m.
Scott Turner, *Fors Marsh Group*

WITHDRAWN – Concurrent Session E, Methodological Briefs: Questionnaire Design Issues
Friday, May 18, 1:45 p.m. – 3:15 p.m.
Asking Sensitive Questions in Labour Market Surveys: A Comparison of Survey and Register Data
Antje Kirchner, *Institute for Employment Research (IAB)*

WITHDRAWN – Concurrent Session G, Cross National Research on Public Opinion
Saturday, May 19, 8:00 a.m. – 9:30 a.m.
Cross-Border Public Opinion: Canadian and American Attitudes Toward Canada-United States Relations
Timothy Gravelle, *PriceMetrix, Inc.*

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Demonstration Sessions

WITHDRAWN – Demonstration Session 2, Issue Publics in the Digital Age: Estimating the Influence of Ideologues Through Social Media Polling
Friday, May 18, 3:15 p.m. – 4:15 p.m.
William S. Isaac, *Resources for the Future*

CHAIR CHANGE – Demonstration Session 2,
Friday, May 18, 3:15 – 4:15 p.m.
Chair: Beth-Ellen Pennell, *University of Michigan,* in place of Michael Lawrence, *Knowledge Networks, Inc.*

CHAIR CHANGE – Demonstration Session 3,
Saturday, May 19, 1:15 p.m.- 2:15 p.m.,
Chair: Kirby Goidel, *Louisiana State University*, in place of Joseph McMichael, *RTI International*

Poster Sessions

ADDITION – Poster Session 1, Poster # 48,
Using a Population-Based Behavioral Health Survey as a Recruitment Vehicle for an In-Home Biometric Data Collection
Tara Merry, *Abt SRBI, Inc.*

WITHDRAWN – Poster Session 1, Poster #14,
Electronic Democracy for Whom? Understanding Demand of Brazil's Chamber of Deputies Website
Max Stabile, *University of Brasilia*

WITHDRAWN – Poster Session 1, Poster #12,
The Role of Narrative in Cognitive Interviewing
Caroline Gray, *National Center for Health Statistics*

WITHDRAWN – Poster Session 1, Poster #15,
Effects of Progress Indicators on Short Questionnaires
Aaron Sedley, *Google*

WITHDRAWN – Poster Session 3, Poster #43,
The Mobile Phone Revolution: Implications for Survey Research and Global Well-Being
Jesus Rios, *Gallup*

Sponsor & Exhibitor Updates

American Directions Group

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Toluna

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MUST ATTEND! Plenary Session and Dinner

Thursday, May 17, 7:00 p.m. – 9:30 p.m.
Palazzo Ballroom
We are delighted to welcome a distinguished panel of experts who will explore the value of non-probability sampling to public opinion and survey research and to science more generally. This is sure to be one of the highlights of this year's conference.

AAPOR Transparency Initiative Update

Friday, May 18, 4:15 p.m. – 5:45 p.m.
Mediterranean 8
All interested conference attendees are invited to join President-Elect Paul J. Lavrakas along with other committee members for this informative session on the future of the Transparency Initiative. Participants are welcome to ask questions and offer suggestions.

AAPOR Membership and Business Meeting

Saturday, May 19, 4:00 p.m. – 5:30 p.m.
Mediterranean 1
Everyone is welcome to attend the annual AAPOR business meeting to learn more about 2011-2012 accomplishments and activities underway in 2012-2013 including the Transparency Initiative, introduction of the new Executive Council members, committee and task force updates and more. We'll end in time for refreshments at the President's Reception!

iPad, iPhone and Android Users – Conference information in the palm of your hand!

The AAPOR 2012 Annual Conference app is now available for free download for Apple and Android devices! The app was developed by RTI International and allows you to browse through the conference sessions and abstracts, learn about conference events, create a schedule, and more.

To download, simply visit the Apple App Store or Google Play, search on AAPOR 2012, and install as you would any other app. Thanks RTI!

Committee Meetings

Friday, May 18

7:00 a.m. – 8:00 a.m.	**Membership Committee**	Amarante 2
7:00 a.m. – 8:00 a.m.	**Survey Practice Editorial Board**	Amarante 3

Saturday, May 19

7:00 a.m. – 8:00 a.m.	**AASRO Executive Committee**	Cordova 1
11:45 a.m. – 1:15 p.m.	**Association of Academic Survey Research Organizations**	Cordova 5 & 6
11:45 a.m. – 1:15 p.m.	**Chapter Representatives**	Amarante 3
11:45 a.m. – 1:15 p.m.	**Communications Committee**	Marbella 3
11:45 a.m. – 1:15 p.m.	**Education Committee**	Cordova 1
11:45 a.m. – 1:15 p.m.	**Endowment Committee**	Segura 2
11:45 a.m. – 1:15 p.m.	**JOS Editorial Meeting**	Amarante 1
11:45 a.m. – 1:15 p.m.	**Standards Committee**	Amarante 2