

Paul J. Lavrakas, a research psychologist, is a consultant for several private sector and not-for-profit organizations, and also does select volunteer service projects. He also is a visiting scholar, teaching a research methods course at Northern Arizona U. He was a Nielsen vice president and their chief methodologist (2000-2007); Professor of Journalism/ Communications (Northwestern, 1978-1996; Ohio State, 1996-2000); and founding director of the NU Survey Lab and the OSU Center for Survey Research.

Born in Cambridge MA, educated in the public schools of Birmingham MI, Paul earned a BA from Michigan State U. (Psychology/ Political Science/History). He taught fifth grade on Chicago's Southside (1968-1972), then earned an MA in experimental social psychology (1975) and a PhD in applied social psychology (1977) from Loyola U. He helped establish the Westinghouse Evaluation Institute and conducted two decades of federally funded anti-crime evaluation projects (1974-1993).

He has written two editions of *Telephone Survey Methods: Sampling, Selection and Supervision* (Sage; 1987, 1993) and several chapters on telephone survey methods (e.g., *Handbook of Survey Research*; Elsevier, 2010). He was editor of the 2007 *Public Opinion Quarterly* issue on cell phone surveying and co-editor of *Advances in Telephone Survey Methodology* (Wiley, 2008). Paul also is the editor of the *Encyclopedia of Survey Research Methods* (Sage, 2008). He organized and chaired the 2003 and 2005 Cell Phone Sampling summits, and the 2007-2008 and 2009-2010 AAPOR task forces on Cell Phone Surveying. He currently is chair of AAPOR's Survey-Based Legal Evidence Task Force.

Paul has edited three books on media election polling and co-authored four editions of *The Voter's Guide to Election Polls* (with M. Traugott). He served on the election night decision teams of VNS (1996-2002), ABC (2008), and The AP (2010). An AAPOR member since the 1980s, he was Conference Operations chair (1995-1997), 1999 Conference Program chair, and Counselor at Large (2008-2010). Paul is a member of MAPOR, NYAAPOR, SAPOR, PAPOR, WAPOR, and AStatA. He was chosen as MAPOR Fellow (1997) and received NYAAPOR's Award for Outstanding Achievement (2007).
