



OPPORTUNITY *through* DIVERSITY

AAPOR 65th Annual Conference | May 13-16, 2010
Chicago Marriott Downtown Magnificent Mile | Chicago, IL

WAPOR 63rd Annual Conference | May 11-13, 2010
The Avenue Hotel | Chicago, IL



www.aapor.org

Call for Conference Participation

65th AAPOR Annual Conference – May 13-16, 2010

American Association for Public Opinion Research

A joint meeting with the World Association for Public Opinion Research

<http://www.aapor.org>

The American Association for Public Opinion Research (AAPOR) will hold its 65th Annual Conference at the Chicago Marriott Downtown Magnificent Mile on May 13-16, 2010. AAPOR's Conference Committee seeks proposals for papers, methodological briefs, poster presentations, and panel sessions that address important research questions, increase the knowledge and skills of AAPOR's members, and promote the development of our profession. *Proposals on any topic in public opinion and survey research are welcome for consideration.* We are particularly interested in proposals related to our conference theme: "Opportunity through Diversity". Sessions on Thursday, May 13, will be held jointly with the World Association for Public Opinion Research (WAPOR), which meets May 12-13 in the Avenue Hotel, three blocks away from the Marriott.

OPPORTUNITY THROUGH DIVERSITY

This year's conference theme recognizes the many ways in which AAPOR, society, and our profession's issues and methods have changed over time, becoming more complex, wide-ranging and multifaceted. Yet, while diversity often presents challenges, it also offers a wealth of opportunities. Diversity and opportunity go hand-in-hand in:

The populations we study: Immigration, ease of travel, and global interconnectivity have resulted in a greater number of peoples from different races, cultures, and backgrounds. These individuals live together within common borders, yet retain many beliefs, attitudes and behaviors that make them distinct. Capturing this richness in the information we collect is vital to our profession.

The data we collect: Demand for information on a wide variety of opinions, attitudes, beliefs, and behaviors is greater than ever. Moreover, we seek information on an increasing number of issues, including health, politics, education, technology use, and media consumption.

The methods we employ: Researchers have at their disposal a far greater range of data collection tools and approaches than at any point in the history of survey research. The mix of tradition and emerging methods has only begun to be explored, and we have much to learn and many applications to develop.

The city in which we will meet: Like AAPOR, our host city of Chicago reflects how harnessing the power of diversity can result in people coming together with a sense of strength, vibrancy, and purpose.

We encourage authors to submit proposals for papers, methodological briefs, posters, demonstration sessions, and panels that focus on how diversity of all stripes can promote opportunities within the field of survey and opinion research. As always, the conference program also will include a wide range of other topics of central interest to survey researchers and public opinion scholars.

Areas and issues of special interest include:

- Mixed-mode data collection and emerging methodologies
- Studies of attitudes on non-traditional topics and issues
- Surveying and interviewing diverse populations
- Response and nonresponse error stemming from questionnaires, interviewers, and survey modes
- New sampling approaches and designs
- Pretesting, cognitive interviewing, focus groups, and other qualitative research that helps gauge public opinion
- Political polling and electoral decision-making
- Impact of cell phone use and other technology changes on the study of public opinion
- Racial, ethnic and gender issues in opinion research
- Media influences on public opinion
- Internet- and other web-based data collection
- Cross-national or comparative research
- Public opinion on social, economic, and political issues
- Elections around the world

These are just a few areas relevant to this year's conference theme, and potential participants are encouraged to propose ideas on any topic in public opinion and survey research. We anticipate broad-based participation in this conference and an expansive program covering a wide range of issues, both substantive and methodological.

PROPOSAL SUBMISSION

Proposals for the conference should be submitted electronically to:
<http://precis.preciscentral.com/User/UserLogin.asp?Action=Admin&EventID=fb7b9ffa&bhcp=1>
by Monday, November 30, 5:00 p.m. (EST). Unless noted otherwise, only proposals submitted through this website will be considered. Beginning October 1, interested parties can access the

online submission form from the AAPOR website. Submitters should receive a system-generated e-mail confirmation of their submission within 24 hours. If this confirmation does not arrive, submitters should log back on to the site to verify that their proposal was accepted correctly in the system.

When interested parties log on to the system to submit their proposal(s), they will be asked whether they would like to have their abstract considered for AAPOR or WAPOR or both. Individuals also will be asked to select from the following presentations formats:

- **Formal papers** are presentations of original research, delivered in an oral address of 10-15 minutes to an assembled audience. A 300-word abstract is required for submission, but authors are strongly encouraged to distribute a completed paper at the conference (usually 12-15 pages in length).
- **Methodological briefs** are formal but short presentations of original research, designed to highlight significant empirical results (e.g., one table) with less theoretical elaboration than in regular paper sessions. Briefs are presented in oral presentations of 5 minutes to an assembled audience. A 300-word abstract is required for submission, but authors are strongly encouraged to distribute a short paper at the conference (e.g., of 5-8 pages in length).
- **Posters** are less formal but no less rigorous or substantive presentations of original research. Poster authors present their work interactively to groups of interested people with the aid of a visual display that summarizes the research findings. A 300-word abstract is required for submission, but authors are strongly encouraged to distribute a paper at the conference (e.g., of 5-8 pages in length).
- **Panels** involve pre-organized papers or presentations, with a common theme, from 4 or 5 proposed participants. The organizer of a proposed panel should **e-mail** Conference Chair Michael Link (Michael.Link@Nielsen.com) with “Panel Proposal: [Suggested title]” in the subject line, a statement discussing the issues to be addressed in the panel and their importance, and full names and affiliations of all participants. In addition, a 300-word abstract for each proposed panelist **must** be submitted independently through the website. Because all abstracts are reviewed individually, it is possible that the work of some proposed panelists may be accepted and others not.

We particularly encourage the submission of proposals by professionals working in the commercial sector. Please feel free to contact the conference chair with ideas that may depart from the normal conference paper format.

Space on the program is limited. Some excellent proposals for formal paper presentations that cannot be integrated into panels will, unfortunately, not be able to be accepted. Authors

have a greater chance of participating on the program if they are willing to be considered for poster presentations, methodological briefs, or demonstrations.

To promote broad participation in the conference, each individual may submit *no more than two* presentations, regardless of proposed format. When submitting a proposal, submitters will be asked to identify which authors of each paper/poster will be presenters. It is unlikely that multiple proposals for presentations by the same person or research team will be accepted.

The conference committee will evaluate proposals for the quality, originality, and completeness of the work represented. Proposals should thus evidence careful preparation and should represent work that is well underway, rather than research that may not reach an acceptable stage of completion by the time full conference papers are due at the beginning of May 2010.

Final decisions about the program will be made by the end of January 2010.

SPECIAL AUDIO-VISUAL EQUIPMENT REQUESTS

All meeting rooms will have overhead projectors, screens, and microphones. We hope to equip all rooms with laptop computers and data projectors as well. Authors of poster presentations will be provided with poster board and an easel. **Special** equipment requests (for 35mm slide projectors, audiotape recorders, VCRs, or Internet access) should be indicated on the proposal submission form. We cannot guarantee access to these types of equipment but will endeavor to meet special requests within budgetary constraints.

SPECIAL INTEREST GROUPS

At recent conferences, groups with special, common interests have met informally to share methods, research findings, and other information with one another. We would like to formally encourage such gatherings throughout the meetings and will be pleased to include these gatherings on the official program. If you would like to organize such a group, please contact the conference chair.

INQUIRIES

Questions concerning the AAPOR conference or the proposal submission process should be directed to:

Michael Link
The Nielsen Company
Michael.Link@Nielsen.com

Barbara Gunderson
AAPOR Administrative Director
bgunderson@aapor.org
Telephone: 847-205-2651

Queries about the WAPOR conference should be addressed to the WAPOR Conference Chair Trevor Tompson of The Associated Press (ttompson@ap.org) or Renae Reis, WAPOR's Executive Coordinator (renae@wapor.org).