A Meeting Place

Conference Program
May 14 – 17, 2015
The Diplomat • Hollywood, Florida

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

We understand and manage issues, advance reputations, determine and pinpoint shifts in attitude and opinion, enhance communications, measure impact, and evaluate policy.

We see respondents as citizens, stakeholders, employees, consumers, and voters. We can effectively and quickly reach elite, stakeholder, and other highly targeted respondents, with the same ease as the general public.

Strategic advice is our key deliverable. We provide clients with advice that goes beyond reporting on data, based on a concrete understanding of the issues and their context.
# Conference Program

## Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome to Hollywood</td>
<td>4</td>
</tr>
<tr>
<td>ResearchHack 2.0 Schedule</td>
<td>5</td>
</tr>
<tr>
<td>Conference App</td>
<td>5</td>
</tr>
<tr>
<td>General Conference Information</td>
<td>6</td>
</tr>
<tr>
<td>Highlights</td>
<td>6 – 7</td>
</tr>
<tr>
<td>Things to Do, Places to Go: Social Activities, Student Activities</td>
<td>8 – 9</td>
</tr>
<tr>
<td>AAPOR Executive Council</td>
<td>10 – 12</td>
</tr>
<tr>
<td>Chapter Presidents</td>
<td>12</td>
</tr>
<tr>
<td>Past Presidents</td>
<td>13</td>
</tr>
<tr>
<td>Honorary Life Members</td>
<td>14</td>
</tr>
<tr>
<td>Executive Office Staff</td>
<td>14</td>
</tr>
<tr>
<td>Committees/Task Forces</td>
<td>15 – 22</td>
</tr>
<tr>
<td>Award Winners</td>
<td>23 – 25</td>
</tr>
<tr>
<td>Committee Meetings</td>
<td>26</td>
</tr>
<tr>
<td>Schedule of Events</td>
<td>27 – 29</td>
</tr>
<tr>
<td>Conference Sponsors</td>
<td>30 – 31</td>
</tr>
<tr>
<td>Exhibitor Listing</td>
<td>32</td>
</tr>
<tr>
<td>Advertiser Index</td>
<td>32</td>
</tr>
<tr>
<td>Exhibit Hall Floor Plan</td>
<td>33</td>
</tr>
<tr>
<td>Donors</td>
<td>34</td>
</tr>
<tr>
<td>Blue Book Organizations</td>
<td>35</td>
</tr>
<tr>
<td>Upcoming Events</td>
<td>36</td>
</tr>
<tr>
<td><strong>Wednesday, May 13</strong></td>
<td></td>
</tr>
<tr>
<td>Wednesday-at-a-Glance</td>
<td>37</td>
</tr>
<tr>
<td>Wednesday Schedule of Events</td>
<td>37 – 38</td>
</tr>
<tr>
<td><strong>Thursday, May 14</strong></td>
<td></td>
</tr>
<tr>
<td>Thursday-at-a-Glance</td>
<td>39 – 40</td>
</tr>
<tr>
<td>Thursday Schedule of Events</td>
<td>41 – 55</td>
</tr>
<tr>
<td><strong>Friday, May 15</strong></td>
<td></td>
</tr>
<tr>
<td>Friday-at-a-Glance</td>
<td>56 – 58</td>
</tr>
<tr>
<td>Friday Schedule of Events</td>
<td>59 – 81</td>
</tr>
<tr>
<td><strong>Saturday, May 16</strong></td>
<td></td>
</tr>
<tr>
<td>Saturday-at-a-Glance</td>
<td>82 – 83</td>
</tr>
<tr>
<td>Saturday Schedule of Events</td>
<td>84 – 101</td>
</tr>
<tr>
<td><strong>Sunday, May 17</strong></td>
<td></td>
</tr>
<tr>
<td>Sunday-at-a-Glance</td>
<td>102</td>
</tr>
<tr>
<td>Sunday Schedule of Events</td>
<td>103 – 112</td>
</tr>
<tr>
<td>Advertisements</td>
<td>113 – 137</td>
</tr>
<tr>
<td>Index</td>
<td>138 – 145</td>
</tr>
<tr>
<td>Notes Pages</td>
<td>146 – 147</td>
</tr>
<tr>
<td>Sponsor and Exhibitor Directory</td>
<td>148 – 154</td>
</tr>
<tr>
<td>Meeting Room Floor Plans</td>
<td>155 – 156</td>
</tr>
<tr>
<td>Save the Date – AAPOR Future Conferences</td>
<td>Back Page</td>
</tr>
</tbody>
</table>
Greetings!

Welcome to Hollywood, Florida! And thank you for attending the 70th annual conference of the American Association for Public Opinion Research (AAPOR). We appreciate your participation and contributions to this annual gathering.

We have a wonderful, full program this year and our Florida beach location could not be better. This year’s conference theme, A Meeting Place, recognizes the important role our annual conference plays for so many in our field, especially now when public opinion, marketing science and survey researchers are facing considerable challenge and change. Embracing this theme, the conference program features an array of discussions and research debates that will appeal to diverse intellectual tastes. The near record number of abstract submissions this year is testament to the depth and breadth of our research endeavors and the vibrancy of our association.

A very special feature this year is a “mini-conference,” sponsored by AAPOR’s Task Force on Reassessing Today’s Survey Methods. The mini-conference will operate as a separate track of 11 sessions within the larger conference and has been designed to serve as a platform and forum for new research on the rapidly changing landscape of survey methodology.

Back by popular demand, ResearchHack 2.0 kicks off at noon on Thursday, with teams pitching their proposals at 4 p.m. that same day. The event is designed to challenge the great minds of new AAPOR members to innovate research methodology. The winning team will be announced at the Awards Banquet on Saturday and will receive bragging rights and a prize.

New offerings at our 2015 conference include an expanded poster session, a student poster competition, and a small-scale fundraiser during our post-banquet Casino Night to help reduce student expenses at the 2016 AAPOR Conference in Austin, Texas.

Networking opportunities, short courses, demonstrations, “Meet the Author” sessions and an outstanding exhibit hall will offer additional opportunities for attendees to develop expertise to ensure maximum educational benefits.

Our annual conference is truly a meeting place, where people come together to share experiences in a common venue. We hope you will find the next four days informative, thought-provoking, engaging and rewarding. And remember to enjoy some fun in the sun!

Dawn V. Nelson, Conference Chair
David Dutwin, Associate Conference Chair
Back By Popular Demand!
AAPOR ResearchHack 2.0

Sponsored by nielsen

AAPOR will be hosting ResearchHack 2.0 to challenge the great minds of new members to innovate research methodology. Participants will create a research proposal, including an innovative research methodology, data collection tools, and analysis plans, based on the real-world research problems. A distinguished panel of judges will determine a winner.

ResearchHack 2.0 Kickoff!
Thursday, May 14, Noon – 12:45 p.m.
Diplomat Ballroom 3

ResearchHack 2.0: Team Challenge Research Proposal Presentations
Thursday, May 14, 4:00 – 5:30 p.m.
Regency Ballroom 1

ResearchHack 2.0 Winning Pitch Announced at AAPOR Awards Banquet
Saturday, May 16, 7:45 – 10:00 p.m.
Great Hall 1-3

Want to learn more about the piloted solution from last year's ResearchHack 1.0 challenge? A group of finalists and AAPOR volunteers from University of Michigan, Nielsen and SSRS have teamed up with our research partner, Feeding America, and executed a series of research studies since last May. We will be presenting our learnings and recommendations from the proof-of-concept research including online surveys, usability testing and pilots at agency partners of food banks on using Instagram as a data collection tool. Come join us at the kick-off of ResearchHack 2.0 and visit our website for more updates to come!

The ResearchHack Kickoff will take place starting at noon on Thursday, May 14. The teams will pitch their proposals at 4:00 p.m. on May 14. The winning team will be announced at the Awards Banquet on Saturday, May 16, and will receive bragging rights and a prize!


Conference App

A big thank you to RTI International for developing and donating a conference app containing AAPOR annual meeting 2015 program information and a terrific scheduling tool. The AAPOR 2015 app is available for download for both Apple (iPhone/iPad) and Android devices from the app stores. Please see the Conference Page on www.aapor.org for more information.

About AAPOR

Founded in 1947, AAPOR is a professional society of individuals engaged in public opinion research, market research and social policy research. Our membership includes people from all sectors of the research community: academic institutions, commercial organizations, government agencies and non-profit organizations.
General Information

The AAPOR Registration Desk is located at The Diplomat in the Great Hall Registration area.

Short Course Registration Hours
Wednesday, May 13  Noon – 3:00 p.m.

AAPOR General Registration Hours
Wednesday, May 13  4:00 p.m. – 6:00 p.m.
Thursday, May 14  7:00 a.m. – 5:00 p.m.
Friday, May 15  7:30 a.m. – 4:30 p.m.
Saturday, May 16  7:30 a.m. – 3:00 p.m.
Sunday, May 17  8:00 a.m. – 10:15 a.m.

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

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

Speaker Materials
Presenters who plan to use PowerPoint® and the data projector must load their presentation using a flash drive to the laptop in their session room prior to the start of the session. Please plan on arriving at the session room at least 15-minutes prior to the start of the session.

Conference Materials
The final program and abstracts are available on the conference website www.aapor.org.

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

Exhibit Hall Hours
Thursday, May 14  3:00 p.m. – 5:30 p.m.
Friday, May 15  7:00 a.m. – 4:30 p.m.
Saturday, May 16  7:00 a.m. – 2:00 p.m.

The AAPOR Exhibit Hall, located in Great Hall 4-6, is your best source of information about products, services, survey planning and design from key vendors interested in the important issues facing the public opinion and survey research community.

WiFi
Please note that WiFi is not available in the conference meeting rooms. In-Room WiFi is included in the AAPOR negotiated rate for attendees staying at The Diplomat.

Highlights

Education – Short Courses
Seven in-depth short courses are offered to enhance your learning experience.

| Course 1: R for Survey Researchers: Getting Started | Course 6: Introduction to Election Polling: From Basic Principles to Current Practice |
| Course 2: Applying Quality Standards to the Conceptualization, Implementation and Interpretation of Qualitative Research | Course 7: A Small Course on Big Data for Survey Researchers |
| Course 3: Survey Experiments | There is still time to register for a short course. Sign up at the registration desk. |
| Course 4: Survey Response Formats | For course descriptions see pages 37 – 38, 41 and 103. |
| Course 5: Elements of Model Based, Non-Probability Sampling (Mini-Conference Short Course) | |

Win a $100 gift card by visiting the AAPOR Exhibit Hall! Drop off your business card near the entrance to the exhibit hall. The drawing will be held during Saturday’s lunch, located in the Great Hall 4-6. Exhibit personnel are not eligible to win.
Highlights

New Member & All-Chapter Reception

**Thursday, May 14, 5:45 – 7:00 p.m.**
**Great Hall 1–2 Foyer**

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

New This Year: A“Meeting Place” Dinner

**Thursday, May 14, 7:00 – 9:00 p.m.**
**Great Hall 1-3**

Keeping with AAPOR’s “A Meeting Place” theme, our Thursday evening kick-off dinner will provide the opportunity to meet and mingle with friends, old and new. We are excited to be trying something a little different this year by starting off the conference with a relaxed social event.

Starting at 7:00 p.m., following the New Member & All-Chapter Reception, dining stations and tables will be set up in Great Hall 1-3 so conference attendees can select their evening meal while continuing conversations started at the reception or earlier in the day during the Thursday afternoon sessions. This format will also allow extended time for the AAPOR Conference Docent Program and other activities held at the reception.

Presidential Address and Luncheon

**Friday, May 15, 11:45 a.m. – 1:45 p.m.**
**Great Hall 1-3**

Join fellow attendees for lunch and an insightful Presidential Address from AAPOR President Michael Link.

Student/Early Career Meet-Up

**Friday, May 15, 6:00 p.m. – ?**
**Meet in Hotel Lobby**

Calling all students and early career attendees! Join us for a Student/Early Career Meet-Up hosted by the AAPOR Membership & Chapter Relations Committee. Meet in the hotel lobby at 6:00 p.m. to head out for an informal dinner offsite. Meet and mingle with other students and early career attendees, learn more about AAPOR’s resources and share your thoughts about how AAPOR can best serve our student members.

Luncheon and Activities Awards Ceremony

**Saturday, May 16, 11:45 a.m. – 1:00 p.m.**
**Great Hall 1-3**

Meet up with old and new friends. The Saturday lunch is all about networking, and we always make time to celebrate the accomplishments of AAPOR’s Fun Run/Walk and Annual Golf Outing participants. Join us!

“How To” Texas Hold’em – Beginner’s Demonstration

**Saturday, May 16, 1:00 – 2:00 p.m. • Great Hall 4-6**

If you would love to play poker with a pro, but don’t know a thing about the game, Lee Childs will be holding a FREE “how to play” Texas Hold’em demonstration for beginners in the Exhibit Hall Demonstration area.

AAPOR Membership and Business Meeting

**Saturday, May 16, 4:00 – 6:00 p.m.**
**Regency Ballroom 2**

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

This year, members are invited to share their comments about the proposed amendments to AAPOR’s By-Laws.

President’s Reception & AAPOR Awards Banquet

**Saturday, May 16, 6:30 – 10:00 p.m.**
**Great Hall 1-2 Foyer and Great Hall 1–3**

AAPOR’s traditional Saturday night program is a chance to enjoy a cool drink before joining colleagues for a delicious meal and spirited idea exchange.

Awards Banquet Sponsored by

Join us as we welcome the newly elected Executive Councilors and toast the award winning accomplishments of AAPOR members and friends.
Fundraiser for AAPOR’s Student Members

We incorporated a fundraiser into some of our social activities at this year’s conference. The proceeds from the fundraiser will help reduce student expenses for the 2016 AAPOR Conference. We hope you will find our fundraising events to be fun and an easy way to expand financial support for our students at next year’s conference.

There are three fundraiser opportunities:

1. **“Casino Night”** - Purchase additional tokens  
   **Saturday, May 16, 10:00 p.m. – 1:00 a.m.**  
   **Great Hall 5**

   Everyone will start the Casino Night with FREE tokens to play blackjack, craps and roulette. If you run out of tokens, you will have the option of purchasing additional tokens. All token sales will support students.

2. **Texas Hold’em Charity Poker Tournament**  
   **Saturday, May 16, 10:30 p.m. – 1:00 a.m.**  
   **Great Hall 5**

   For a $30 entry fee, conference attendees can try their best to beat professional poker player Lee Childs* at AAPOR’s first-ever “Texas Hold’em Poker Charity Tournament.” The tournament will take place in Great Hall 5, as part of AAPOR’s Casino Night. The winner of the poker tournament will take home a trophy and a year’s worth of bragging rights. There is still time to register as player in the charity poker tournament - sign up at the AAPOR Registration Desk.

   

*Lee is best known for finishing 7th place in the 2007 World Series of Poker Main Event, but throughout his poker career, he has well over $1 Million in earnings in live poker as well as over $1 Million in online poker earnings. He has a World Series of Poker Circuit Ring and is known in the poker world as one of the “nicest guys” playing poker today. Furthermore, he is married to AAPOR’s Membership and Chapter Relations Chair, Jenny Hunter Childs!

3. **Texas Hold’em Advanced Strategies Workshop**  
   **Friday, May 16, 6:00 – 7:30 p.m.**  
   **Conference Rooms 212-213**

   For advanced Texas Hold’em poker players who want to improve their game, Lee Childs is offering a workshop on Friday evening, from 6:00 p.m. to 7:30 p.m. The $50 workshop fee includes a free player entry to Saturday’s charity poker tournament where you can put your new skills to the test as you take on the pro himself. There is still time to register for this special offering — sign up at the AAPOR Registration Desk.

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Student Activities

**Student/Early Career Lunch**  
**Thursday, May 14**  
11:00 a.m. – 1:00 p.m.  
Meet in The Diplomat Lobby

**New Member & All-Chapter Reception**  
**Thursday, May 14**  
5:45 – 7:00 p.m.  
Great Hall 1–2 Foyer

**Student/Early Career Meet-Up**  
**Friday, May 16**  
6:00 p.m. – ?  
Informal student/early career dinner off site. Meet in The Diplomat Lobby  
Email Clarissa Steele to RSVP  
crsteele@wisc.edu

www.aapor.org/conference  
#aapor
Things to Do, Places to Go:
AAPOR Social Activities

Fun Run/Walk
Saturday, May 16, 7:00 a.m.
Sponsored by Nielsen

The run/walk will depart from the southside of the pool deck, by the beach entrance.

If you would like to enter into some competitive early morning exercise, or simply enjoy some fresh air, this is just for you! All participants will receive bottled water. Volunteers will be available on Saturday morning to guide participants to the starting line. Advance registration is not required. A waiver must be signed on site to participate. Awards will be given to the top runners and to record-breaking walkers.

Golf
Thursday, May 14, 6:00 a.m.
Sponsored by RTI International

Meet at 6:00 a.m. in the hotel lobby.

The annual AAPOR golf outing will be held at The Diplomat Golf Course in Hollywood, with tee times starting at 7:00 a.m. The beautiful Diplomat Golf Course includes 18 holes of championship golf designed by Joe Lee. Enjoy a pleasurable, even-paced round of golf on this spectacular course.

Advanced registration is required.

Speed Networking – Two Sessions
Session 1: Friday, May 15, 3:15 – 4:15 p.m. and Session 2: Saturday, May 16, 12:45 – 2:15 p.m.
Conference Room 307

Two Speed Networking sessions are offered each year at the annual conference. These interview opportunities are designed for anyone who are exploring career possibilities. These sessions are not intended for commercial activities. A list of participating companies and a sign-up sheet for 15-minute sessions will be available at the AAPOR registration desk. Be sure to bring plenty of business cards!

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The Nielsen Company

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The Henry J. Kaiser Family Foundation

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Associate Standards Committee Chair
Ron Langley
University of Kentucky

Conference Chair
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U.S. Census Bureau

Associate Conference Chair
David J. Dutwin
SSRS

Membership and Chapter Relations Chair
Jennifer H. Childs
U.S. Census Bureau

Associate Membership and Chapter Relations Chair
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Rutgers University, John J. Heldrich Center for Workforce Development, the Edward J. Bloustein School of Planning and Public Policy, and the Eagleton Institute of Politics at Rutgers

Councilor-at-Large
Joe Lenski
Edison Research
# AAPOR Executive Council

**2015 – 2016**

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Westat

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**Councilor-at-Large**  
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University of Illinois at Chicago

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**Southern Chapter (SAPOR)**  
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GfK

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Bureau of Labor Statistics, Office of Survey Methods Research
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1947-48 Clyde W. Hart
1948-49 Elmo C. Wilson
1949-50 Paul F. Lazarsfeld
1950-51 Julian L. Woodward
1951-52 Bernard Berelson
1952-53 Archibald M. Crossley
1953-54 Samuel A. Stouffer
1954-55 George H. Gallup
1955-56 Harry Alpert
1956-57 Gerhart D. Wiebe
1957-58 Frederick F. Stephan
1958-59 David Wallace
1959-60 Herbert H. Hyman
1960-61 Robert O. Carlson
1962-63 Joseph T. Klapper
1963-64 Charles Y. Glock
1964-65 Herbert E. Krugman
1965-66 Raymond A. Bauer
1966-67 Leo Bogart
1967-68 Paul B. Sheatsley
1968-69 Robert N. Ford
1969-70 Robert T. Bower
1970-71 Richard H. Baxter
1971-72 W Phillips Davison
1972-73 Sidney Hollander
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 S. Black
1991-92 Norman M. Bradburn
1992-93 Kathleen A. 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 R. Kagay
1999-00 Michael W. Traugott
2000-01 Murray Edelman
2001-02 Don A. Dillman
2002-03 Mark A. Schulman
2003-04 Elizabeth (Betsy) Martin
2004-05 Nancy Belden
2005-06 Cliff Zukin
2006-07 Robert P. Daves
2007-08 Nancy A. Mathiowetz
2008-09 Richard A. Kulka
2009-10 Peter V. Miller
2010-11 Frank M. Newport
2011-12 Scott Keeter
2012-13 Paul J. Lavrakas
2013-14 Robert L. Santos
2014-15 Michael W. Link
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Jacky Schweinzger, Conference Director
Kim Santos, Conference Manager
Kismet Saglam, Education Director
Tonya Cabrera, Membership Specialist
Ashley Hicks, Accountant
Peter Rush, Managing Partner
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Jennifer J. Agiesta, CNN - Social Media Subcommittee Chair
Mark M. Blumenthal, Huffington Post / POLLSTER.COM
James R. Caplan, U.S. Department of Defense DCPAS
Jon Cohen, SurveyMonkey
Marjorie Connelly, Independent Consultant
Peyton M. Craighill, The Washington Post
Kenneth Fernandez, Elon University
Jamie Firth, The Kaiser Family Foundation
Ashley Koning, Rutgers University
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Mandy Sha, RTI International
Leo G. Simonetta, Art & Science Group, LLC
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Lisa Johns, Consultant

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Mandy Sha, RTI International - Conference Support
Chuck D. Shuttles, GfK - Research Hack 2.0
Anna Wiencrot, NORC at the University of Chicago - Education

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Sara K. Yeo, University of Utah - Dept of Comm

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AAPOR Award for Exceptionally Distinguished Achievement

The Association’s highest honor, this award recognizes lifetime achievement and outstanding contributions to the field of public opinion research. The winner will be announced during the Saturday evening banquet.

**AAPOR Award Winners**

<table>
<thead>
<tr>
<th>Year</th>
<th>Winner</th>
</tr>
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<tbody>
<tr>
<td>2014</td>
<td>Jon A. Krosnick</td>
</tr>
<tr>
<td>2013</td>
<td>Floyd J. “Jack” Fowler, Jr.</td>
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<td>2012</td>
<td>Daniel Yankelovich</td>
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<td>2011</td>
<td>Stanley Presser</td>
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<td>2010</td>
<td>Michael W. Traugott</td>
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<td>2009</td>
<td>Elizabeth Martin</td>
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<td>Kathleen Frankovic</td>
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<td>Norman H. Nie</td>
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<td>Andrew Kohut</td>
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<td>Don A. Dillman, Frank Stanton</td>
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<td>2002</td>
<td>Tom W. Smith</td>
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<td>Warren J. Mitofsky</td>
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<td>Paul K. Perry</td>
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<td>1982</td>
<td>Paul B. Sheatsley, Matilda White Riley, John R. Riley, Jr., Wilbur Schramm</td>
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<td>Lester R. Frankel</td>
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<td>Shirley A. Starr</td>
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<td>W. Phillips Davison</td>
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<td>Joseph T. Klapper</td>
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<td>Raymond A. Bauer</td>
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<td>Bernard Berelson</td>
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<td>Rensis Likert</td>
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<td>Hans Zeisel</td>
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<td>Hadley Cantril</td>
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<td>Harold D. Lasswell</td>
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<td>1963</td>
<td>George H. Gallup</td>
</tr>
<tr>
<td>1962</td>
<td>Angus Campbell</td>
</tr>
</tbody>
</table>
2015 Award Winners

**Book Award**

The AAPOR Book Award seeks to recognize influential books that have stimulated theoretical and scientific research in public opinion; and/or influenced our understanding or application of survey research methodology.

**Winner:**
Peter V. Marsden, Department of Sociology, Harvard University

*Social Trends in American Life: Findings from the General Social Survey since 1972, Princeton University Press, 2012*

**Warren J. Mitofsky Innovators Award**

The Warren J. Mitofsky Innovators Award is designed to recognize accomplishments in the fields of public opinion and survey research that occurred in the past ten years or that had their primary impact on the field during the past decade. These innovations could consist of new theories, ideas, applications, methodologies or technologies.

**Winner:**
Nate Silver, ESPN, for his website FiveThirtyEight.com and his contribution to public education in statistical thinking.

**Policy Impact Award**

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

**Winner:**
The Henry J. Kaiser Family Foundation for the Kaiser Health Tracking Polls

**Burns “Bud” Roper Fellows**

The Burns “Bud” Roper Fellow Award is named for the late Burns “Bud” Roper who provided a substantial bequest in his will to establish the Roper Award Fund. Roper Fellows are people whose primary work responsibilities are related to survey research or public opinion and who have recently started their careers.

**Winners:**
Christopher Becker, Castleton Polling Institute
Andrew Hurwitz, Mathematica Policy Research
Lisa Johns, The Opportunity Agenda
Morgan Jones, Applied Social Research Lab
Nicole Lee, Abt SRBI
Katie Morrison, Mathematica Policy Research
Jack Pold, American Institute of Physics
Nicolas Ruther, Abt SRBI
2015 Award Winners

Seymour Sudman Student Paper Competition Award
The Seymour Sudman Student Paper Competition Award is in memory of Seymour Sudman; it recognizes his many important contributions to AAPOR as well as his teaching and mentoring students in the survey research profession.

Winner:
Christopher Antoun, University of Michigan Program in Survey Methodology
“Effects of Mobile versus PC Web on Survey Response Quality: A Crossover Experiment in a Probability Web Panel”

Student Travel Award
The AAPOR Student Travel Award was established to support student attendance at the AAPOR Annual Conference. The Student Travel Awards are offered to students who are in need of financial support so that they may attend the annual conference and experience this important educational and collegial event for survey methodology and public opinion researchers.

Winners:
Ashley Amaya, University of Maryland
Dias Amreyev, University of Michigan
Alexa Bankert, Stony Brook University
Justine Bulgar-Medina, University of Massachusetts at Boston
Jen Durow, University of Michigan
David Eagle, Duke University
Elizabeth Kantor, Rutgers, The State University of New Jersey
Soyon Kim, Stony Brook University
Anil Kumar Chaudhary, University of Florida
Herschel Sanders, University of Maryland
Malaena Taylor, University of Connecticut

Congratulations
AAPOR Annual T-Shirt Contest Winner

Tancy Vandecar-Burdin
The Social Science Research Center
Old Dominion University in Norfolk, VA

for
“Practice random acts of dialing”
## Committee Meetings

### Thursday, May 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:45 a.m. – 1:30 p.m.</td>
<td>WAPOR Executive Council</td>
<td>Conference Room 220</td>
</tr>
<tr>
<td>5:30 p.m. – 6:30 p.m.</td>
<td>ResearchHack Judges Discussion</td>
<td>Conference Room 319</td>
</tr>
</tbody>
</table>

### Friday, May 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Financial Oversight Committee</td>
<td>Conference Room 214</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Membership and Chapter Relations Committee</td>
<td>Conference Room 212-213</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Transparency Initiative Coordinating Committee</td>
<td>Conference Room 220</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>POQ Editorial Team</td>
<td>Conference Room 220</td>
</tr>
<tr>
<td>3:45 p.m. – 5:45 p.m.</td>
<td>Address-Based Sampling Task Force</td>
<td>Conference Room 319</td>
</tr>
</tbody>
</table>

### Saturday, May 16

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>AAPOR History Committee</td>
<td>Conference Room 220</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Investment Committee</td>
<td>Conference Room 319</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Standards Committee</td>
<td>Conference Room 212-213</td>
</tr>
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<td>11:30 a.m. – 12:45 p.m.</td>
<td>Communications Committee</td>
<td>Conference Room 214</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>Education Committee</td>
<td>Conference Room 314</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>Membership and Chapter Relations – Chapter Reps</td>
<td>Conference Room 212-213</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>AASRO Luncheon</td>
<td>Conference Room 312-313</td>
</tr>
</tbody>
</table>
# Schedule of Events

**Wednesday, May 13**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noon – 3:00 p.m.</td>
<td>Short Course Registration Desk Open</td>
<td>Great Hall Registration</td>
</tr>
<tr>
<td>2:30 p.m. – 6:00 p.m.</td>
<td>Short Courses</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Course 1: R for Survey Researchers: Getting Started</td>
<td>Diplomat Ballroom 1</td>
</tr>
<tr>
<td></td>
<td>Course 2: Applying Quality Standards to the Conceptualization, Implementation and Interpretation of Qualitative Research</td>
<td>Diplomat Ballroom 2</td>
</tr>
<tr>
<td></td>
<td>Course 3: Survey Experiments</td>
<td>Diplomat Ballroom 4</td>
</tr>
<tr>
<td>4:00 p.m. – 6:00 p.m.</td>
<td>AAPOR Registration Desk Open</td>
<td>Great Hall Registration</td>
</tr>
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</table>

**Thursday, May 14**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 a.m. – 1:00 p.m.</td>
<td>Golf Outing</td>
<td>Hotel Lobby</td>
</tr>
<tr>
<td></td>
<td><strong>Sponsored by</strong> <a href="https://www.rti.org">RTI</a></td>
<td></td>
</tr>
<tr>
<td>7:00 a.m. – 5:00 p.m.</td>
<td>AAPOR Registration Desk Open</td>
<td>Great Hall Registration</td>
</tr>
<tr>
<td>8:00 a.m. – 11:30 a.m.</td>
<td>Short Courses</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Course 4: Survey Response Formats</td>
<td>Diplomat Ballroom 1</td>
</tr>
<tr>
<td></td>
<td>Course 5: Elements of Model Based, Non-Probability Sampling (Mini-Conference Short Course)</td>
<td>Diplomat Ballroom 2</td>
</tr>
<tr>
<td></td>
<td>Course 6: Introduction to Election Polling: From Basic Principles to Current Practice</td>
<td>Diplomat Ballroom 4</td>
</tr>
<tr>
<td>Noon – 12:45 p.m.</td>
<td>ResearchHack 2.0 Kickoff!</td>
<td>Diplomat Ballroom 3</td>
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<tr>
<td></td>
<td><strong>Sponsored by</strong> <a href="https://www.nielsen.com">Nielsen</a></td>
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</tr>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Concurrent Sessions A</td>
<td></td>
</tr>
<tr>
<td>3:00 p.m. – 5:30 p.m.</td>
<td>Exhibit Hall Open</td>
<td>Great Hall 4-6</td>
</tr>
<tr>
<td>3:00 p.m. – 4:00 p.m.</td>
<td>Beverage Break in the Exhibit Hall</td>
<td>Great Hall 4-6</td>
</tr>
<tr>
<td></td>
<td>“Meet the Author” Session #1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Demonstration Session #1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Poster Session #1</td>
<td></td>
</tr>
<tr>
<td>4:00 p.m. – 5:30 p.m.</td>
<td>Concurrent Sessions B</td>
<td></td>
</tr>
<tr>
<td>5:45 p.m. – 7:00 p.m.</td>
<td>New Member &amp; All-Chapter Reception</td>
<td>Great Hall 1-2 Foyer</td>
</tr>
<tr>
<td>7:00 p.m. – 9:00 p.m.</td>
<td>“A Meeting Place” Dinner</td>
<td>Great Hall 1-3</td>
</tr>
</tbody>
</table>
Schedule of Events

**Friday, May 15**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Committee Meetings (see page 26)</td>
<td></td>
</tr>
<tr>
<td>7:00 a.m. – 4:30 p.m.</td>
<td>Exhibit Hall Open</td>
<td>Great Hall 4-6</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast in the Exhibit Hall</td>
<td>Great Hall 4-6</td>
</tr>
<tr>
<td>7:30 a.m. – 4:30 p.m.</td>
<td>AAPOR Registration Desk Open</td>
<td>Great Hall Registration</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Concurrent Sessions C</td>
<td></td>
</tr>
<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>Beverage Break in the Exhibit Hall Sponsored by</td>
<td>Great Hall 4-6</td>
</tr>
<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td>Concurrent Sessions D</td>
<td></td>
</tr>
<tr>
<td>11:45 a.m. – 1:45 p.m.</td>
<td>Presidential Address and Luncheon</td>
<td>Great Hall 1-3</td>
</tr>
<tr>
<td>1:45 p.m. – 3:15 p.m.</td>
<td>Concurrent Sessions E</td>
<td></td>
</tr>
<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td>Dessert Break in the Exhibit Hall Sponsored by</td>
<td>Great Hall 4-6</td>
</tr>
<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td>Speed Networking Session 1</td>
<td>Conference Room 307</td>
</tr>
<tr>
<td>4:15 p.m. – 5:45 p.m.</td>
<td>Concurrent Sessions F</td>
<td></td>
</tr>
<tr>
<td>6:00 p.m. – 7:30 p.m.</td>
<td>Texas Hold’em Advanced Strategies Poker Class</td>
<td>Conference Rooms 212-213</td>
</tr>
<tr>
<td>6:00 p.m. – ?</td>
<td>Student/Early Career Meet-Up</td>
<td>Hotel Lobby</td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td>Dinner on your own</td>
<td></td>
</tr>
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</table>

**Saturday, May 16**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Fun Run/Walk Sponsored by n i e l s e n</td>
<td>Southside of pool by beach entrance</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Committee Meetings (see page 26)</td>
<td></td>
</tr>
<tr>
<td>7:00 a.m. – 2:00 p.m.</td>
<td>Exhibit Hall Open</td>
<td>Great Hall 4-6</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast in the Exhibit Hall</td>
<td>Great Hall 4-6</td>
</tr>
<tr>
<td>7:30 a.m. – 3:00 p.m.</td>
<td>AAPOR Registration Desk Open</td>
<td>Great Hall Registration</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Concurrent Sessions G</td>
<td></td>
</tr>
<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>Beverage Break in the Exhibit Hall Sponsored by</td>
<td>Great Hall 4-6</td>
</tr>
<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td>Concurrent Sessions H</td>
<td></td>
</tr>
<tr>
<td>11:45 a.m. – 1:00 p.m.</td>
<td>Luncheon and Activities Awards Ceremony</td>
<td>Great Hall 1-3</td>
</tr>
<tr>
<td>11:45 a.m. – 1:00 p.m.</td>
<td>Committee Meetings (see page 26)</td>
<td></td>
</tr>
<tr>
<td>12:45 p.m. – 2:15 p.m.</td>
<td>Speed Networking Session 2</td>
<td>Conference Room 307</td>
</tr>
</tbody>
</table>

**General**

www.aapor.org/conference

#aapor
## Schedule of Events

### Saturday, May 16 (continued)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 p.m. – 2:00 p.m.</td>
<td>Dessert Reception in the Exhibit Hall</td>
<td>Great Hall 4-6</td>
</tr>
<tr>
<td></td>
<td>“Meet the Author” Session #3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Beginner Texas Hold’em Demonstration</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Poster Session #3</td>
<td></td>
</tr>
<tr>
<td>2:15 p.m. – 3:45 p.m.</td>
<td>Concurrent Sessions I</td>
<td></td>
</tr>
<tr>
<td>4:00 p.m. – 6:00 p.m.</td>
<td>Membership &amp; Business Meeting</td>
<td>Regency Ballroom 2</td>
</tr>
<tr>
<td>6:30 p.m. – 7:30 p.m.</td>
<td>President’s Reception</td>
<td>Great Hall 1-2 Foyer</td>
</tr>
<tr>
<td></td>
<td>Sponsored by</td>
<td></td>
</tr>
<tr>
<td>7:30 p.m. – 10:00 p.m.</td>
<td>Awards Banquet</td>
<td>Great Hall 1-3</td>
</tr>
<tr>
<td></td>
<td>Sponsored by</td>
<td></td>
</tr>
<tr>
<td>10:00 p.m. – 1:00 a.m.</td>
<td>Casino Night and Texas Hold’em Charity Poker Tournament</td>
<td>Great Hall 5</td>
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</table>

### Sunday, May 17

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. – 10:15 a.m.</td>
<td>AAPOR Registration Desk Open</td>
<td>Great Hall Registration</td>
</tr>
<tr>
<td>8:00 a.m. – 11:30 a.m.</td>
<td>Short Course</td>
<td></td>
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<tr>
<td></td>
<td>Short Course 7: A Small Course on Big Data for Survey Researchers</td>
<td>Conference Room 212-213</td>
</tr>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Concurrent Sessions J</td>
<td></td>
</tr>
<tr>
<td>10:15 a.m. – 11:45 a.m.</td>
<td>Concurrent Sessions K</td>
<td></td>
</tr>
</tbody>
</table>
Conference Sponsors

AAPOR acknowledges and gratefully expresses its appreciation to the following organizations for sponsoring the 70th Annual Conference. Their commitment and support help to ensure that AAPOR can continue to hold quality educational programs for our attendees year after year.

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ssrs research refined

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## 70th Annual Conference Exhibitors

<table>
<thead>
<tr>
<th>Company</th>
<th>Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abt SRBI, Inc.</td>
<td>100</td>
</tr>
<tr>
<td>ADAPT, Inc.</td>
<td>301</td>
</tr>
<tr>
<td>American Institutes for Research</td>
<td>306</td>
</tr>
<tr>
<td>ASDE Survey Sampler</td>
<td>207</td>
</tr>
<tr>
<td>CASO</td>
<td>205</td>
</tr>
<tr>
<td>CIVIS Analytics</td>
<td>212</td>
</tr>
<tr>
<td>Google Consumer Surveys</td>
<td>311</td>
</tr>
<tr>
<td>Headway Workforce Solutions</td>
<td>106</td>
</tr>
<tr>
<td>ICF International</td>
<td>312</td>
</tr>
<tr>
<td>Instant Census</td>
<td>401</td>
</tr>
<tr>
<td>Marketing Systems Group</td>
<td>299</td>
</tr>
<tr>
<td>Mathematica Policy Research</td>
<td>202</td>
</tr>
<tr>
<td>MDRC</td>
<td>307</td>
</tr>
<tr>
<td>The Nielsen Company</td>
<td>201</td>
</tr>
<tr>
<td>NORC at the University of Chicago</td>
<td>300 and 302</td>
</tr>
<tr>
<td>Opinion Access Corp.</td>
<td>213</td>
</tr>
<tr>
<td>Oxford University Press</td>
<td>108</td>
</tr>
<tr>
<td>Provalis Research</td>
<td>405</td>
</tr>
<tr>
<td>Qualtrics</td>
<td>318</td>
</tr>
<tr>
<td>Rand Corporation</td>
<td>118</td>
</tr>
<tr>
<td>Reconnaissance Marketing Research - Rencon MR</td>
<td>313</td>
</tr>
<tr>
<td>Research America</td>
<td>114</td>
</tr>
<tr>
<td>Roper Center for Public Opinion Research</td>
<td>407</td>
</tr>
<tr>
<td>RTI International</td>
<td>206 and 208</td>
</tr>
<tr>
<td>Sample Answers Ltd.</td>
<td>211</td>
</tr>
<tr>
<td>Scientific Telephone Samples</td>
<td>417</td>
</tr>
<tr>
<td>SSI</td>
<td>308</td>
</tr>
<tr>
<td>SSRS</td>
<td>200</td>
</tr>
<tr>
<td>Survey Technology &amp; Research</td>
<td>399</td>
</tr>
<tr>
<td>Swift Prepaid Solutions</td>
<td>112</td>
</tr>
<tr>
<td>The University of Connecticut</td>
<td>411</td>
</tr>
<tr>
<td>Thoroughbred Research Group</td>
<td>199</td>
</tr>
<tr>
<td>University of Michigan - Program in Survey Methodology</td>
<td>413</td>
</tr>
<tr>
<td>Voxco</td>
<td>305</td>
</tr>
<tr>
<td>Westat</td>
<td>102</td>
</tr>
</tbody>
</table>

## Advertiser Index

<table>
<thead>
<tr>
<th>Company</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>AASRO</td>
<td>133</td>
</tr>
<tr>
<td>Abt SRBI, Inc.</td>
<td>113</td>
</tr>
<tr>
<td>ADAPT, Inc.</td>
<td>114</td>
</tr>
<tr>
<td>American Institutes for Research</td>
<td>115</td>
</tr>
<tr>
<td>CASO</td>
<td>136</td>
</tr>
<tr>
<td>CASRO</td>
<td>116</td>
</tr>
<tr>
<td>CFMC</td>
<td>117</td>
</tr>
<tr>
<td>D3 Systems</td>
<td>119</td>
</tr>
<tr>
<td>GfK</td>
<td>118</td>
</tr>
<tr>
<td>Headway Workforce Solutions</td>
<td>114</td>
</tr>
<tr>
<td>ICF International</td>
<td>120</td>
</tr>
<tr>
<td>IPOS Public Affairs</td>
<td>Inside Front Cover</td>
</tr>
<tr>
<td>Joint Program in Survey Methodology</td>
<td>121</td>
</tr>
<tr>
<td>Marketing Systems Group</td>
<td>125</td>
</tr>
<tr>
<td>Mathematica Policy Research</td>
<td>122</td>
</tr>
<tr>
<td>MDRC</td>
<td>123</td>
</tr>
<tr>
<td>MPSA</td>
<td>137</td>
</tr>
<tr>
<td>The Nielsen Company</td>
<td>126</td>
</tr>
<tr>
<td>NORC at the University of Chicago</td>
<td>127</td>
</tr>
<tr>
<td>Oxford University Press</td>
<td>136</td>
</tr>
<tr>
<td>Pew Research Center</td>
<td>Inside Back Cover</td>
</tr>
<tr>
<td>Qualtrics</td>
<td>136</td>
</tr>
<tr>
<td>Research America</td>
<td>136</td>
</tr>
<tr>
<td>Roper Center for Public Opinion Research</td>
<td>124</td>
</tr>
<tr>
<td>RTI International</td>
<td>128</td>
</tr>
<tr>
<td>SSI</td>
<td>129</td>
</tr>
<tr>
<td>SSRS</td>
<td>131</td>
</tr>
<tr>
<td>Survey Technology &amp; Research</td>
<td>130</td>
</tr>
<tr>
<td>The Urban Institute</td>
<td>134</td>
</tr>
<tr>
<td>Thoroughbred Research Group</td>
<td>132</td>
</tr>
<tr>
<td>The University of Connecticut</td>
<td>133</td>
</tr>
<tr>
<td>Voxco</td>
<td>114</td>
</tr>
<tr>
<td>Westat</td>
<td>135</td>
</tr>
</tbody>
</table>
Thanks to AAPOR Donors

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

AAPOR Living Legacy Circle
Diane M. O’Rourke
Paul J. Lavrakas

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## Blue Book Organizations

**A**
- Abt SRBI  
  Fort Myers, FL  
- American Institutes for Research (AIR)  
  Washington, DC  

**B**
- Bauman Research & Consulting, LLC  
  Glen Rock, NJ  

**C**
- California Survey Research Services, Inc.  
  Van Nuys, CA  
- Center for Social & Behavioral Research  
  Cedar Falls, IA  
- Clearwater Research Inc.  
  Boise, ID  
- Computers for Marketing Corp. (CiMC)  
  San Francisco, CA  

**D**
- D3 Systems Inc.  
  McLean, VA  
- Directions In Research  
  San Diego, CA  

**F**
- Fors Marsh Group  
  Arlington, VA  
- FTI Consulting  
  New York, NY  

**G**
- GfK  
  Roseland, NJ  

**H**
- Headway Workforce Solutions  
  Raleigh, NC  

**I**
- ICF International  
  Fairfax, VA  
- Indiana University Center for Survey Research  
  Bloomington, IN  
- Ipsos Public Affairs  
  Toronto, Canada  

**M**
- Marketing Systems Group  
  Horsham, PA  
- Mathematica Policy Research  
  Princeton, NJ  

**N**
- Nielsen  
  New York, NY  
- NORC at the University of Chicago  
  Chicago, IL  

**O**
- Oxford University Press  
  New York, NY  

**P**
- Pars Advanced Research Scholars  
  Tehran, Iran  

**R**
- Readex Research  
  Stillwater, MN  
- Reconnaissance Market Research (ReconMR)  
  Austin, TX  
- Renaissance Research & Consulting  
  New York, NY  
- RTI International  
  Durham, NC  

**S**
- SAS  
  Cary, NC  
- Scientific Telephone Samples (STS)  
  Foothill Ranch, CA  
- SSI  
  Shelton, CT  
- SSRS  
  Media, PA  

**T**
- The Evaluators Institute  
  Washington, DC  
- The Social Research Centre PTY LTD  
  North Melbourne, Australia  
- The Urban Institute  
  Washington, DC  
- Thoroughbred Research Group  
  Louisville, KY  

**U**
- Univ. of Connecticut  
  West Hartford, CT  
- University of Connecticut, Roper Center for Public Opinion Research  
  Storrs, CT  
- University of Michigan, Survey Research Center  
  Institute for Social Research  
  Ann Arbor, MI  
- University of Pittsburgh, University Center for Social & Urban Research  
  Pittsburgh, PA  
- University of Wisconsin, Survey Center  
  Madison, WI  
- University of Wyoming, Wyoming Survey & Analysis Center (WYSAC)  
  Laramie, WY  

**W**
- Washington State University, Social & Economic Sciences Research Center  
  Pullman, WA  
- Westat  
  Rockville, MD  

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71st Annual Conference
May 12 – 15, 2016
Hilton Austin
Austin, Texas

72nd Annual Conference
May 18 – 21, 2017
Sheraton New Orleans
New Orleans, Louisiana

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# AAPOR Day-at-a-Glance

## Wednesday, May 13

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noon – 5:00 p.m.</td>
<td><strong>Executive Council Meeting</strong></td>
<td>Conference Room 307</td>
</tr>
<tr>
<td>Noon – 3:00 p.m.</td>
<td><strong>Short Course Registration Open</strong></td>
<td>Great Hall Registration</td>
</tr>
<tr>
<td>2:30 p.m. – 6:00 p.m.</td>
<td><strong>Short Courses</strong></td>
<td></td>
</tr>
<tr>
<td>Course 1:</td>
<td><strong>R for Survey Researchers: Getting Started</strong></td>
<td>Diplomat Ballroom 1</td>
</tr>
<tr>
<td>Course 2:</td>
<td><strong>Applying Quality Standards to the Conceptualization, Implementation and Interpretation of Qualitative Research</strong></td>
<td>Diplomat Ballroom 2</td>
</tr>
<tr>
<td>Course 3:</td>
<td><strong>Survey Experiments</strong></td>
<td>Diplomat Ballroom 4</td>
</tr>
<tr>
<td>4:00 p.m. – 6:00 p.m.</td>
<td><strong>AAPOR Registration Desk Open</strong></td>
<td>Great Hall Registration</td>
</tr>
</tbody>
</table>

## Short Course 1, 2 & 3 Descriptions

### Wednesday, May 13, 2:30 p.m. – 6:00 p.m.

**Course 1: R for Survey Researchers: Getting Started**

**Instructor:** Brady T. West, *Institute for Social Research*

**Location:** Diplomat Ballroom 1

**Course Overview:**

The software package known as R is an interactive computing language and environment for statistical analysis, computing, and graphics. R is a freely downloadable, open source software package: the source code behind the software is free for all to look at / modify / play around with, and R in fact grows by leaps and bounds as people from all fields develop new functions for use within R's computing environment. This is part of what makes R extremely useful! Several extremely complex statistical routines not available in other software packages have been programmed in R, and these routines are freely available for use by anyone.

The software provides users with a wide array of powerful and enlightening graphical techniques, and this is why many researchers love using R; the graphical capabilities are tremendous, and easy to implement. Once you are able to grasp how to work with R's graphical facilities, you will have a limitless supply of graphical tools at your fingertips that will enhance the appearance of your research presentations in many ways.

This short course will provide survey researchers attending the AAPOR annual conference with a broad, practical introduction to the use of the R software, and discuss specific tools within R that have been developed for survey research. Participants will be provided with presentation slides, several examples of working R code and access to data sets that will be used in the examples.

It is highly recommended (but not required) that participants bring their own laptops with R downloaded to this course.

Please note that WiFi is not available in the meeting rooms.
Short Course 1, 2 & 3 Descriptions

Wednesday, May 13, 2:30 p.m. – 6:00 p.m.

Course 2: Applying Quality Standards to the Conceptualization, Implementation and Interpretation of Qualitative Research

Instructors: Margaret R. Roller, M.A., 
Roller Marketing Research 
Paul J. Lavrakas, Independent Consultant

Location: Diplomat Ballroom 2

Course Overview:
Qualitative research embraces the notion that valid research involving human beings cannot be anything but complex and that delving beyond the obvious or the expedient is a necessity to understanding how one facet of something adds meaning to some other facet. It is making these connections and savoring the nuances of human reality that are at the heart of what it means to conduct qualitative research.

Yet, these nuances and complexities present unique challenges to qualitative researchers who strive to conceptualize and then implement research designs that result in rich contextual data while incorporating quality measures so as to try to maximize the ultimate usefulness of their research. Possibly due to these challenges the debate and discussion concerning quality-design issues – such as coverage, nonresponse and researcher bias – has been relatively modest among qualitative researchers. There is an approach, however, that brings greater rigor to qualitative research without stifling or squelching the creative methods and interpretations utilized by skilled qualitative researchers. That approach is through use of the Total Quality Framework (TQF), an approach developed by the instructors over the past three+ years and the focus of their new book, Applied Qualitative Research Design: A Total Quality Framework Approach (Guilford Press).

The TQF provides qualitative researchers a flexible way to (a) give explicit attention to quality issues, (b) critically examine the possible sources of variability and bias in their qualitative methods, (c) incorporate features into their designs that try to mitigate these effects, (d) acknowledge and take their implications into consideration when drawing conclusions, and (e) thereby maximize quality outcomes. Integral to the TQF is the idea that all qualitative research must be: credible, analyzable, transparent, and useful. These four components are fundamental to the TQF and its ability to help researchers identify the strengths and limitations of qualitative research studies (their own and those of other researchers) and the methods that are deployed to gather and interpret data.

The primary goal of this short course is to present the TQF as a comprehensive and principled approach to conceptualizing, implementing, and interpreting qualitative research – one that is likely to maximize data quality and help instill users’ confidence in the research outcomes. This course will cover (a) the distinctive attributes and important constructs in qualitative research, (b) the TQF – the rationale behind the framework and an explanation of each component, (c) how to apply the TQF to five specific qualitative research methods – in-depth interviewing, focus group discussions, ethnography, content analysis, and multi-method research; and (d) other applications of the TQF, such as in the design and evaluation of qualitative research proposals and the conduct of rigorous literature reviews.

Course 3: Survey Experiments

Instructor: Samara Klar, University of Arizona
Location: Diplomat Ballroom 4

Course Overview:
This short course introduces and expands on the conceptual framework of survey experiments (that is, experiments embedded within surveys), their usefulness for scholars and practitioners alike, and the most recent developments in the field of survey-embedded experiments. After briefly reviewing the methodological advantages of this approach and how it is used in a variety of disciplines, the course will provide participants the tools to conducting their own experiments.

The majority of the course will employ a hands-on approach, teaching participants how to effectively design and administer their own survey experiments.
# AAPOR Day-at-a-Glance

## Thursday, May 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 5:00 p.m.</td>
<td>AAPOR Registration Desk Open</td>
<td>Great Hall Registration</td>
</tr>
<tr>
<td>6:00 a.m. – 1:00 p.m.</td>
<td>Golf Outing</td>
<td>Depart from the hotel lobby</td>
</tr>
<tr>
<td>8:00 a.m. – 11:30 a.m.</td>
<td><strong>Short Courses</strong></td>
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<tr>
<td></td>
<td>Course 4: Survey Response Formats</td>
<td>Diplomat Ballroom 1</td>
</tr>
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<td></td>
<td>Course 5: Elements of Model Based, Non-Probability Sampling</td>
<td>Diplomat Ballroom 2</td>
</tr>
<tr>
<td></td>
<td>(Mini-Conference Short Course)</td>
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<tr>
<td></td>
<td>Course 6: Introduction to Election Polling: From Basic Principles to Current Practice</td>
<td>Diplomat Ballroom 4</td>
</tr>
<tr>
<td>11:00 a.m. – 1:00 p.m.</td>
<td>Student/Early Career Lunch</td>
<td>Meet in hotel lobby</td>
</tr>
<tr>
<td>11:45 a.m. – 1:30 p.m.</td>
<td>Committee Meetings</td>
<td>Conference Room 220</td>
</tr>
<tr>
<td>12:00 p.m. – 12:45 p.m.</td>
<td>ResearchHack 2.0 Kickoff!</td>
<td>Diplomat Ballroom 3</td>
</tr>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td><strong>Concurrent Sessions A</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Session 1: Mini-Conference: The Future of Survey Research</td>
<td>Regency Ballroom 2</td>
</tr>
<tr>
<td></td>
<td>Session 2: Cross Cultural Measurement</td>
<td>Regency Ballroom 1</td>
</tr>
<tr>
<td></td>
<td>Session 3: New Direction in Sampling</td>
<td>Diplomat Ballroom 3</td>
</tr>
<tr>
<td></td>
<td>Session 4: Healthcare and the ACA: Enrollment, Transitions and Public Opinion</td>
<td>Regency Ballroom 3</td>
</tr>
<tr>
<td></td>
<td>Session 5: Welcome to the Mainstream? Same-Sex Marriage, Sexual Orientation and Gender Identity</td>
<td>Diplomat Ballroom 1</td>
</tr>
<tr>
<td></td>
<td>Session 6: Web: Metrics, Usability and Quality</td>
<td>Diplomat Ballroom 2</td>
</tr>
<tr>
<td></td>
<td>Session 7: Methodological Briefs: Advances in Designing Questions in Brief</td>
<td>Diplomat Ballroom 4</td>
</tr>
<tr>
<td></td>
<td>Session 8: Panel: Methodological Challenges and Strategies for Veteran and Active Duty Military Survey Research</td>
<td>Diplomat Ballroom 5</td>
</tr>
<tr>
<td>3:00 p.m. – 5:30 p.m.</td>
<td>Exhibit Hall Open</td>
<td>Great Hall 4-6</td>
</tr>
<tr>
<td>3:00 p.m. – 4:00 p.m.</td>
<td>Beverage Break in the Exhibit Hall</td>
<td>Great Hall 4-6</td>
</tr>
</tbody>
</table>

### “Meet the Author” Session #1
- Mario Callegaro
- Katja Lozar Manfreda
- Vasja Vehovar
- Web Survey Methodology
  (SAGE Publications, Ltd., 2015)

### Poster Session #1

### Demonstration Session #1
## AAPOR Day-at-a-Glance

### Thursday, May 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00 p.m. – 5:30 p.m.</td>
<td><strong>Concurrent Sessions B</strong></td>
<td></td>
</tr>
<tr>
<td>Session 1:</td>
<td>Mini-Conference: Concerning Quality in Opt-In Panels</td>
<td>Regency Ballroom 2</td>
</tr>
<tr>
<td>Session 2:</td>
<td>ResearchHack 2.0: Team Challenge Research Proposal Presentations</td>
<td>Regency Ballroom 1</td>
</tr>
<tr>
<td>Session 3:</td>
<td>Panel: Polling in the 2014 Election: A Recap - Dedicated to the Memory of Mike Mokrzycki</td>
<td>Diplomat Ballroom 3</td>
</tr>
<tr>
<td>Session 4:</td>
<td>Measurement Error and Questionnaire Design</td>
<td>Regency Ballroom 3</td>
</tr>
<tr>
<td>Session 5:</td>
<td>Panel: Measurement of Sexual/Gender Identity, Sexual Orientation and Same-Sex Relationship and Marital Status</td>
<td>Diplomat Ballroom 1</td>
</tr>
<tr>
<td>Session 6:</td>
<td>Panel: Improving Surveys with Usability Testing</td>
<td>Diplomat Ballroom 2</td>
</tr>
<tr>
<td>Session 7:</td>
<td>The Web Option: Response Rate Cost and Quality Implications</td>
<td>Diplomat Ballroom 4</td>
</tr>
<tr>
<td>Session 8:</td>
<td>Evaluating and Compensating for Non-Response Bias</td>
<td>Diplomat Ballroom 5</td>
</tr>
<tr>
<td>5:30 p.m. – 6:30 p.m.</td>
<td>ResearchHack Judges Discussion</td>
<td>Conference Room 319</td>
</tr>
<tr>
<td>5:45 p.m. – 7:00 p.m.</td>
<td>New Member &amp; All-Chapter Reception</td>
<td>Great Hall 1-2 Foyer</td>
</tr>
<tr>
<td>7:00 p.m. – 9:00 p.m.</td>
<td>“A Meeting Place” Dinner</td>
<td>Great Hall 1-3</td>
</tr>
</tbody>
</table>
Short Course 4, 5 & 6 Descriptions

Thursday, May 14, 8:00 a.m. – 11:30 a.m.

Course 4: Survey Response Formats

Instructor: Allyson L. Holbrook, University of Illinois at Chicago
Location: Diplomat Ballroom 1

Course Overview:
This course considers response formats in survey questions, or the ways in which survey respondents are asked to report their answers to survey questions. A taxonomy of different response formats will be presented with a discussion of when each is suitable (e.g., types of constructs, survey mode), the advantages and disadvantages of each, and the potential implications of each for survey data quality.

Course 5: Elements of Model Based, Non-Probability Sampling (Mini-Conference Short Course)

Instructor: John Bremer, Toluna
Location: Diplomat Ballroom 2

Course Overview:
There have been many debates within AAPOR about the appropriateness of non-probability sampling via Internet based survey panels, with the first debates dating back to the late 1990s. As a result of these debates, the last fifteen years have witnessed a tremendous amount of work that has gone into developing model based non-probability sampling and weighting techniques that are designed to produce representative samples of populations that extend beyond the sampling frame represented by online respondent panels. This course will present an overview of these techniques. Starting with an overview of the theory behind probability samples and how they differ from model based samples, various classes of techniques will be examined and critiqued. Various topics will include the pros and cons surrounding the simple application of demographic quotas for non-probability samples, the effect of the addition of attitudinal and behavioral variables into sampling procedures, sample matching algorithms, the application of selection bias models, and the use of weighting algorithms as a substitute to various sampling procedures, among other topics.

Course 6: Introduction to Election Polling: From Basic Principles to Current Practice

Instructors: David Dutwin, SSRS; John Lapinski, University of Pennsylvania and NBC News; Dan Merkle, ABC News; and Anthony M. Salvanto, CBS News
Location: Diplomat Ballroom 4

Course Overview:
Of all the varied topical research objectives and genres within the field of survey research, none arguably experiences greater scrutiny and publicity than election polling. Indeed, there are few domains in survey research in which polls are fielded to gain official estimates on phenomenon that are unknown at the time of interviewing, but are then known with absolute certainty perhaps just a day later, once election results are in. For this reason and others, election polling faces considerable pressure to produce highly accurate estimates. Yet at the same time, they are often constrained by pressures to maintain a cap on costs, and constrained by the necessity to be in and out of the field in very short timeframes. For these reasons, election polls often find themselves limited in enacting best practices to reduce nonresponse, despite the overwhelming need to control nonresponse and other survey errors as much as possible.

Election polling has evolved throughout the decades, and in that time, a substantial body of research and knowledge has been accrued. This course will serve as an introduction to not just the state of the art, but the history as well, detailing approaches of sampling and weighting; choices made with regard to questionnaire design; question wording alternatives for voter registration, horserace, and other questions; RDD vs RBS approaches; likely voter modeling; tracking over time; handling undecided voters; introducing both cut-off and probabilistic models; modeling from past elections; the growth of non-probabilistic sampling sources; the history and techniques of exit polling; and considerations of future challenges in election polling.
Concurrent Session A

Thursday, May 14, 1:30 p.m. – 3:00 p.m.

Session 1
The Future of Survey Research
Organizer: Scott Keeter, Pew Research Center
Moderator: Dawn V. Nelson, U.S. Census Bureau
Location: Regency Ballroom 2

Reassessing Today’s Survey Methods
Mini-Conference Introduction
Scott Keeter, Pew Research Center

AAPOR 2025 Initiative Update
Michael W. Link, The Nielsen Company

Transparency in Our Industry
Timothy Johnson, University of Illinois - Chicago

Session 2
Cross Cultural Measurement
Moderator: Colleen Porter, University of Florida
Location: Regency Ballroom 1

Mixing Modes in Cross-National Research: Effects on Measurement and Comparability
Ana Villar, City University London
Rory Fitzgerald, City University London

Innovative Uses of Paradata across Diverse Contexts
Beth Ellen Pennell, Institute for Social Research, University of Michigan
Gina Cheung, Institute for Social Research, University of Michigan

Culturally-Related Response Styles for Attitude Questions: A Comparative Analysis of Chinese and American Respondents
Mengyang Wang, University of Nebraska–Lincoln

Religion in the Soviet Bloc After the Fall of the Iron Curtain
Neli Esipova, Gallup
Dato Tsabutashvili, Gallup

Cognitive Testing of Survey Translations: Does Respondent Language Proficiency Matter?
Patricia L. Goerman, U.S. Census Bureau
Mikelyn Meyers, U.S. Census Bureau
Hyunjoo Park, RTI International
Alisu Schoua-Glusberg, Research Support Services, Inc.
Mandy Sha, RTI International
Concurrent Session A

Thursday, May 14, 1:30 p.m. – 3:00 p.m.

Session 3

New Directions in Sampling
Moderator: Eran Ben-Porath, SSRS
Location: Diplomat Ballroom 3

Venue-Based and Real-Time Sampling Methodologies in an Intercept Survey of Cyclists
Olivia Saucier, ICF International
Ronaldo Iachan, ICF International
Heather Driscoll, ICF International

Sampling Wealthy Families in the Survey of Consumer Finances
Jesse Bricker, Federal Reserve Board
Alice Henriques, Federal Reserve Board
John Sabelhaus, Federal Reserve Board

Surveying the District of Columbia GLBT Community Using Respondent-Driven Sampling
Clyde Tucker, American Institutes for Research
Michael P. Cohen, American Institutes for Research
Angelina KewalRamani, American Institutes for Research
Sandy Eyster, American Institutes for Research

Developing a Sampling Design for Exit Polls in States with Election Day In-Person, Early, and By-Mail Voting
David B. Magleby, Brigham Young University
Geoff Cannon, Brigham Young University
Joseph Olsen, Brigham Young University
Daniel E. Williams, Brigham Young University Statistics Department

Geo-Sampling: From Design to Implementation
Safaar R. Amer, RTI International

Cell RDD Respondents Unmasked: Progress Report on Geo and Demo Appends to the Wireless Frame
Missy Mosher, SSI
Charles DiSogra, Abt SRBI
Courtney Kennedy, Abt SRBI

Session 4

Healthcare and the ACA: Enrollment, Transitions and Public Opinion
Moderator: Jen Sauer, AARP
Location: Regency Ballroom 3

The Concentration of Health Care Expenditures in the U.S. and the Impact of Attitudes on Future Spending Levels
Steven B. Cohen, Agency for Healthcare Research and Quality

Opinions on Health Care Quality and Cost during ACA Implementation: Results from Three Surveys of the American Public and Employers
Jennifer Benz, The Associated Press-NORC Center for Public Affairs Research
Nicole E. Willcoxon, The Associated Press-NORC Center for Public Affairs Research
Trevor Tompson, The Associated Press-NORC Center for Public Affairs Research
Emily Alvarez, The Associated Press-NORC Center for Public Affairs Research
Dan Malato, The Associated Press-NORC Center for Public Affairs Research
Becky Reimer, The Associated Press-NORC Center for Public Affairs Research
David Sterrett, The Associated Press-NORC Center for Public Affairs Research

The Affordable Care Act (ACA): Public Opinion Trends and Data Collection Challenges
Stephanie Marken Kafka, Gallup
Dan Witters, Gallup

Tracking Health Insurance Transitions Under the Affordable Care Act
Katherine Grace Carman, RAND Corporation
Christine Eibner, RAND Corporation
Concurrent Session A
Thursday, May 14, 1:30 p.m. – 3:00 p.m.

Session 4 (continued)

Healthcare and the ACA: Enrollment, Transitions and Public Opinion (continued)

ZIP Code Tabulation Level Data: A New Way to Locate the Remaining Uninsured or Too Flawed to Be Useful?
Brett M. Fried, University of Minnesota/SHADAC
Michel Boudreaux, University of Maryland
Lynn Blewett, University of Minnesota/SHADAC
Elizabeth Lukanen, University of Minnesota/SHADAC
Karen Turner, University of Minnesota/SHADAC

Promises and Perils of Re-Contact Surveys: Strategies for Studies of Low Incidence and Hard-to-Reach Populations
Alisha Baines Simon, Minnesota Department of Health - Health Economics Program
Susan Sherr, SSRS
Robyn Rapoport, SSRS
Lewis Raynor, Oregon Health Authority, State of Oregon
Rebekah Gould, Oregon Health Authority, State of Oregon
Kathleen Thiede Call, State Health Access Data Assistance Center (SHADAC), University of Minnesota

Session 5

Welcome to the Mainstream? Same-Sex Marriage, Sexual Orientation and Gender Identity
Moderator: Brad Edwards, Westat
Location: Diplomat Ballroom 1

Changing Attitudes Toward Same-Sex Marriage in the United States – 1988 to 2012
Duane F. Alwin, Penn State University
Kyler J. Sherman-Wilkins, Penn State University

U.S. Hispanic Receptivity to Self-Reported Measure of Sexual Orientation
Christine Kudisch, Experian Marketing Services
Max Kilger, Experian Marketing Services
Josephine Leonard, Experian Marketing Services
Charles D. Palit, University of Wisconsin

Assessing Progress in the Measurement of Sexual Orientation and Gender Identity in Population Surveys
Stuart Michaels, NORC at the University of Chicago
Michael Stern, NORC at the University of Chicago

What Sex Were You Assigned At Birth on Your Original Birth Certificate? Methods of Identifying Transgender Respondents in a District of Columbia Health Survey
Angelina N. KewalRamani, American Institutes for Research
Clyde Tucker, American Institutes for Research
Sandy Eyster, American Institutes for Research
Jeffrey Poirier, American Institutes for Research

Patterns of Response and Nonresponse to Sexual Orientation Measures
Jennifer M. Bouterse, Experian Marketing Services
Max Kilger, Experian Marketing Services
Josephine Leonard, Experian Marketing Services
Concurrent Session A
Thursday, May 14, 1:30 p.m. – 3:00 p.m.

Session 5 (continued)
Welcome to the Mainstream? Same-Sex Marriage, Sexual Orientation and Gender Identity (continued)

HIV/AIDS in the Lives of Gay and Bisexual Men in the US: Factors Associated with Getting Tested
Mira Norton, Kaiser Family Foundation
Jamie Firth, Kaiser Family Foundation
Sarah Levine, Kaiser Family Foundation
Elizabeth Hamel, Kaiser Family Foundation
Tina Hoff, Kaiser Family Foundation
Jennifer Kates, Kaiser Family Foundation
Mollyann Brodie, Kaiser Family Foundation

Session 6
Web: Metrics, Usability and Quality
Moderator: Lin Wang, U.S. Census Bureau
Location: Diplomat Ballroom 2

Comparing Field and Laboratory Usability Tests to Assess the Consistency and Mistakes in Web Survey Navigation
Nicole Gonzalez, NORC at the University of Chicago
Michael Stern, NORC at the University of Chicago
Abigail Jones, NORC at the University of Chicago
Reem Ghandour, Office of Epidemiology & Research, MCHB Health Resources & Services Administration
Alyson Roen, NORC at the University of Chicago

Evaluating Visual Design Elements for Data Collection and Panelist Engagement
Leah Christian, The Nielsen Company
Casey Langer Tesfaye, The Nielsen Company
Tom Wells, The Nielsen Company
Darin Harm, The Nielsen Company

The Use of Mobile Devices to Track Family Interactions
Faith M. Lewis, Abt SRBI
Ricki Jarmon, Abt SRBI
JoAnna Hunter, MDRC
Donna DeMarco, Abt Associates
Debi McInnis, Abt Associates
Ray Hildonen, Abt SRBI

Return To Sender: An Evaluation of Undeliverable (e)Mail in the Modern Age
Jenny Marlar, Gallup
Daniela Yu, Gallup
Concurrent Session A
Thursday, May 14, 1:30 p.m. – 3:00 p.m.

Session 7
Methodological Briefs: Advances in Designing Questions in Brief
Moderator: Carl Ramirez, US Government Accountability Office
Location: Diplomat Ballroom 4

Using Item Response Theory Modeling to Evaluate Question Items for Multi-Item Scales in the School Climate Surveys
Cong Ye, American Institutes for Research
Yan Wang, American Institutes for Research
Sandra Eyster, American Institutes for Research

Measurements of Adiposity: Methodologies, Potential Measurement Error and New Measurement Techniques
Heidi Guyer, Survey Research Center, University of Michigan

Questions Length and Response Rates: A Nationwide Experiment Across Three Modes of Administration
Rene Bautista, NORC at the University of Chicago
Reem Ghandour, Maternal and Child Health Bureau at the Health Resources and Services Administration
Alyson Croen, NORC at the University of Chicago

Potential Applications of Text Analytics and Math-Based Coding Strategies for Write-In Responses
Tina Norris, Kent State University
Casey Tesfaye, The Nielsen Company
Jack Pold, American Institute of Physics

Can a Follow-Up Shortened Survey Increase Response Without Impacting Data Quality?
Jocelyn Newsome, Westat
Stephanie Beauvais Dennig, Westat
Kerry Levin, Westat
Brenda Schafer, Internal Revenue Service
Pat Langetieg, Internal Revenue Service
Ron Hodge, Internal Revenue Service

Changing Unbalanced Scales to Balanced Scales in the Peace Corps Annual Volunteer Survey: Experimental Study Results
Marina Murray, Peace Corps

Thursday, May 14
Concurrent Session A

Thursday, May 14, 1:30 p.m. – 3:00 p.m.

Session 8

Panel: Methodological Challenges and Strategies for Veteran and Active Duty Military Survey Research

Organizer: Alisha H. Creel, Abt SRBI
Moderator: Robert Bossarte, Department of Veterans Affairs
Location: Diplomat Ballroom 5

Nonresponse Analysis and Adjustment in the Follow-Up Study of a National Cohort of Gulf War and Gulf War Era Veterans (Wave 3)
Heather Hammer, Abt SRBI
Erin Dursa, Department of Veterans Affairs
Aaron I. Schneiderman, Department of Veterans Affairs
Stanislav Kolenikov, Abt SRBI

The National Vietnam Veterans Longitudinal Study (NVVLS)
Nida Corry, Abt Associates
William Schlenger, Abt Associates

When Research Impels Action: Balancing Evidence, Environment, and Ethics in Studies of US Veterans
Aaron I. Schneiderman, Department of Veterans Affairs
Victoria Davey, Department of Veterans Affairs
Erin Dursa, Department of Veterans Affairs
Robert Bossarte, Department of Veterans Affairs

The Impact of Retirement on Attrition in Military Service Cohort Research
Mark Morgan, Abt SRBI
Sandro Galea, Boston University
Joseph Calabrese, University Hospitals Case Medical Center
Marijo Tamburrino, University of Toledo
Israel Liberzon, University of Michigan
Gregory Cohen, Boston University
Daniel Loew, Abt SRBI
Laura Sampson, Boston University

Contribution of Methodological Differences to Variations in Reported Military Suicide and Suicidal Ideation Rates
Alisha Creel, Abt SRBI
Mark Mattiko, U.S. Coast Guard
Stephen Axelrad, Booz Allen Hamilton

Challenges in Surveying Wounded Warriors
Suzanne B. Lederer, ICF International
Bradford Booth, ICF International
John Kunz, ICF International
Ronaldo Iachan, ICF International

Demonstration Session #1

Thursday, May 14, 3:00 p.m. – 4:00 p.m.

Demonstration Session 1

Location: Great Hall 4-6

Use of Precinct-Level Historical Election Results Data as a Post-Survey Adjustment Technique in Political Polls
Nigel Adrian Ronald Henry, Solution by Simulation
7th Annual Conference Program

Poster Session 1

Thursday, May 14, 3:00 p.m. – 4:00 p.m.

Location: Great Hall 4-6

1. Respondent Driven Sampling with Online Recruitment and Adaptive Follow-Ups
   Ronaldo Iachan, ICF International
   Naomi Freedner, ICF International
   Christian Evans, ICF International
   Karen Trocki, ARG

2. Using Paradata to Manage and Monitor Collection and Assess Strategy
   Christian Bertrand, Statistics Canada

3. Are Tailored Outreach Efforts Too Costly? An Assessment of a Responsive Design Approach to Control Costs and Nonresponse Bias
   David P. Getman, Decision Information Resources, Inc.
   Sylvia Epps, Decision Information Resources, Inc.
   Leslyn Hall, Redstone Research
   JoAnna Hunter, MDRC

4. A Mail Survey Experiment Using Gallup’s Annual Crime Survey
   Jeffrey M. Jones, Gallup
   Lydia Saad, Gallup
   Frank Newport, Gallup
   Stephanie Kafka, Gallup

   Michelle L. Edwards, Texas Christian University

6. Observed Differences between Hispanic and Non-Hispanic White Public Opinion Affecting Transportation Policy in the Lone Star State
   Chris L. Simek, Texas A&M Transportation Institute

7. Corporate Political Behavior in a Post Citizens United Democracy: Examining Public Opinion of Super PACs, Campaign Finance, and Brands that Donate to Political Elections
   Heather LaMarre, Temple University

8. A New Look at the American Culture and Political Landscape
   Daniel Cox, Public Religion Research Institute
   Rachel Lienesch, Public Religion Research Institute
   David Dutwin, SSRS

9. Measuring a Mayor’s First Year
   Micheline Blum, Baruch College, CUNY
   Douglas Muzzio, Baruch College, CUNY
   Eugene Averkiou, Baruch College, CUNY

10. Public Opinion and “Reforming the Energy Vision” (REV) in New York State
    Carla Jackson, Abt SRBI
    Tracey DeSimone, NYSERDA

11. For-Profit College Graduates: Profiting From Their Education?
    Andrew B. Dugan, Gallup
    Stephanie Marken Kafka, Gallup

12. Comparing Perspectives on Choice in K-12 Education
    Paul DiPerna, Friedman Foundation for Educational Choice

13. Student Perception Surveys and Educator Evaluation: Considerations for States and Districts Choosing or Developing a Student Feedback Survey of Teaching Practices
    Clarissa Steele, University of Wisconsin-Madison

    Fang Wang, NORC at the University of Chicago
    Edward Mulrow, NORC at the University of Chicago
Poster Session 1
Thursday, May 14, 3:00 p.m. – 4:00 p.m.

Location: Great Hall 4-6

15. Big Data vs. Panel Data: The Importance of Representative Panels for Big Data Calibration
   Shelli Kashriel, The Nielsen Company
   Lindsey Rabhan, The Nielsen Company
   Oana Dan, The Nielsen Company

16. Assessing the Use of Cell-Wins to Screen Nonworking Cellphone Numbers in Ohio
   Kimberly Peterson, RTI International
   Marcus Berzofsky, RTI International
   Bo Lu, Ohio State University
   Caroline Blanton, RTI International
   Lance Couzens, RTI International
   Jamie Ridenhour, RTI International
   Tim Sahr, Ohio State University
   Robert Ashmead, Ohio State University
   Amy Ferketich, Ohio State University
   Thomas Duffy, RTI International

17. Designing a Phone Sample from Previous Face-to-Face Surveys
   Kien Trung Le, Qatar U. Social & Economic Survey Research Institute (SESRI)
   Abdoulaye Diop, Qatar U. Social & Economic Survey Research Institute (SESRI)
   John Lee Pratt Holmes, Qatar U. Social & Economic Survey Research Institute (SESRI)
   Yara Qutteina, Qatar U. Social & Economic Survey Research Institute (SESRI)
   Haneen B.K Alqassass, Qatar U. Social & Economic Survey Research Institute (SESRI)

18. A Comparison of Internet and Telephone Election Polls in the Illinois Gubernatorial Election
   Kirby Goidel, Texas A&M University
   Ashley Kirzinger, University of Illinois - Springfield

   Gregory Holyk, Langer Research Associates
   Gary Langer, Langer Research Associates

20. Rally in Russia: National Pride Surges in 2014
    Julie A. Ray, The Gallup Organization
    Neli Esipova, The Gallup Organization
    Dato Tsabutashvili, The Gallup Organization

21. Measuring Public Opinion in Tunisia
    Anita Pugliese, The Gallup Organization
    Travis Owen, The Gallup Organization

22. Crisis in Iraq: A View from the Ground
    Nina R. Sabarre, D3 Systems, Inc.
    Alicia Boyd, D3 Systems, Inc.

23. Inter-Community Relations and Security in Kenya
    Alicia Boyd, D3 Systems, Inc
    Timothy Van Blarcom, D3 Systems, Inc

24. In Search of “Yugo-Nostalgia”: An Examination of Public Attitudes in Post-Yugoslavian Nations
    Elizabeth Keating, The Gallup Organization
    Neli Esipova, The Gallup Organization

25. Differences in Political Opinions Between Arab and Jewish Israelis
    Travis Owen, The Gallup Organization
    Anita Pugliese, The Gallup Organization

26. Bystander Effects: How Does the Presence of Others Affect Response Distributions and Data Quality in Africa?
    Charles Q. Lau, RTI International
    Curtiss Cobb, Facebook
    Michael Corey, Facebook
    Andrew Fiore, Facebook
    Diana Greene, RTI International
    Min K. Lieskovsky, Facebook
    Emilia Peytcheva, RTI International
33. Out, Out, Damn Duplicates!
Marc I. Roemer, Agency for Healthcare Research and Quality

34. Are Some Interviewer Actions Increasing Interview Length?
Rebecca Gatward, University of Michigan
Piotr Dworak, University of Michigan

35. Changing ‘Who’ or ‘Where’: Implications for Data Quality in the American Time Use Survey
Caitlin E. Deal, University of Nebraska-Lincoln
Antje Kirchner, University of Nebraska-Lincoln
Ana Lucia Cordova Cazar, University of Nebraska-Lincoln
Lissandra Ellyne, University of Nebraska-Lincoln
Robert Belli, University of Nebraska-Lincoln

36. Who’s Missing What on the American Community Survey?
Sandra Luckett Clark, U.S. Census Bureau

37. An Effective Recruitment Model: Recruiting Hard-to-Reach Populations
Christopher John Scott, NORC at the University of Chicago
David Gleicher, NORC at the University of Chicago

38. Covers and Grids – Two Questionnaire Design Experiments in a Mail Survey
Andrew R. Caporaso, Westat
Aaron Maitland, Westat
David Cantor, Westat

39. Response Rates for Small Areas of Geography in the American Community Survey
Stephanie Baumgardner, U.S. Census Bureau

40. Measuring the Effects of Operational Designs on Response Rates and Nonresponse Bias
Kevin Ulrich, University of Chicago Survey Lab
Nora Henrikson, Group Health Research Institute
Melissa Anderson, Group Health Research Institute
Deborah King, Group Health Research Institute
Poster Session 1

Thursday, May 14, 3:00 p.m. – 4:00 p.m.

Location: Great Hall 4-6

41. Matching the Voice to the Voter: The Effects of Agent and Respondent Race in Automated (IVR) Surveys
   Julie Martinez Ortega, American Majority Policy Research
   Seth A. Rosenthal, Yale Project on Climate Change Communication
   Matthew Fitch, Merriman River Group
   Luke Henrici, Merriman River Group

42. Data Collection Challenges in Targeting Small Geographic Areas
   Andrew M. Evans, Abt SRBI
   Amy S. Lightstone, Los Angeles County Department of Public Health Health Assessment Unit
   Nicole C. Lee, Abt SRBI
   Tara Merry, Abt SRBI

43. Applying SAE Methods to Sporting Event Audience Measurement
   Jiaquan Fan, The Nielsen Company
   Etienne Josserand, The Nielsen Company
   William Waldron, The Nielsen Company

44. How Many is Too Many? An Examination of Call Design in Western Europe
   Kenneth Kluch, Gallup
   Sofia Kluch, Gallup
   Bob Tortora, Gallup

45. Respondent Reporting Patterns for Questionnaire Items with Unknown Response Categories
   Kimberly L. Ault, RTI International
   Rachel Harter, RTI International
   Jiantong Wang, RTI International
   Patricia Green, RTI International
   Peter Einaudi, RTI International

46. Opportunity Survey: Understanding the Roots of Inequality
   Eleni Delimpaltadaki Janis, The Opportunity Agenda
Concurrent Session B
Thursday, May 14, 4:00 p.m. – 5:30 p.m.

Session 1
Mini-Conference: Concerning Quality in Opt-In Panels
Moderator: Martin Barron, NORC at the University of Chicago
Location: Regency Ballroom 2

An Evaluation of Online Quality Control Questions
Keith Phillips, SSI

The Key Factor of Opinion Poll Quality
Shaw Tao, Environics Analytics

Applying New Technology to Global Population Insights Capture
Eric Meerkamper, RIWI Corp

Exploring Causal Effects in Laboratory, Survey, and Field Experiments with Nonrandom Study Participation
Jason Barabas, Stony Brook University
Jennifer Jerit, Stony Brook University
Carlos Paez, Harvard University

Public Opinion Research in the 21st Century - Scientific Surveys Based on Incomplete Sampling Frames and High Rates of Nonresponse
Mansour Fahimi, GfK
Frances M. Barlas, GfK
Randall K. Thomas, GfK
Annie Weber, GfK

A Comparative Evaluation of Questionnaire Biases Across Online Sample Providers
Aaron Sedley, Google, Inc.
Victoria Sosik, Google, Inc.
David Huffaker, Google, Inc.
Sunny Consolvo, Google, Inc.
Elie Bursztein, Google, Inc.

Session 2
ResearchHack 2.0: Team Challenge Research Proposal Presentations
Moderator: Chuck D. Shuttles, GfK
Location: Regency Ballroom 1

Charles D. Shuttles, GfK
Anna Wiencrot, NORC at the University of Chicago
Jordon Peugh, SSRS

Session 3
Panel: Polling in the 2014 Election: A Recap – Dedicated to the Memory of Mike Mokrzycki
Organizer and Moderator: David J. Dutwin, SSRS
Location: Diplomat Ballroom 3

The 2014 Election Experience: ABC
Dan Merkle, ABC

The 2014 Election Experience: CBS
Anthony Salvanto, CBS

The 2014 Election Experience: NBC
John Lapinski, NBC

The 2014 Election Experience: National Election Pool
Joe Lenski, Edison Research
Concurrent Session B

Thursday, May 14, 4:00 p.m. – 5:30 p.m.

Session 4
Measurement Error and Questionnaire Design
Moderator: Angie Jasczak, Mathematica Policy Research
Location: Regency Ballroom 3

Assessing the Reliability of Measurement in the General Social Survey
Duane F. Alwin, Penn State University
Brett A. Beattie, Penn State University
Erin M. Baumgartner, Penn State University

Item Nonresponse, Heaping and Response Certainty in Subjective Probability Questions
Sunghee Lee, University of Michigan
Florian Keusch, University of Mannheim
Colleen McClain, Michigan Program in Survey Methodology

Comparing Direct and Filtered Frequency Questions: Which Produces More Accurate Measurements?
Rajesh Srinivasan, Gallup
Annabel Suh, Stanford University
Jon Krosnick, Stanford University

Priming Mindful Responding: Relationships Between Survey Instructions, Mindfulness, and Data Quality in a Telephone Survey
Colleen A. McClain, University of Michigan
Florian Keusch, University of Mannheim, Germany
Ting Yan, Westat
David L. Vannette, Stanford University
James M. Lepkowski, University of Michigan

The Effects of Social Distance on the Construct Validity of Proxy Responses
Paul J. Scanlon, National Center for Health Statistics

Session 5
Panel: Measurement of Sexual/Gender Identity, Sexual Orientation and Same-Sex Relationship and Marital Status
Organizer and Moderator: Philip S. Brenner, University of Massachusetts Boston
Location: Diplomat Ballroom 1

Development and Resulting Data of a Sexual Identity Measure for the National Health Interview Survey
Kristen Miller, National Center for Health Statistics
Jim Dahlhamer, National Center for Health Statistics

Testing Sexual Orientation Questions in the National Survey on Drug Use and Health
Grace O’Neill, SAMHSA
Rachel Lipari, SAMHSA
David Dean, Jr., SAMHSA

Using Verbal Paradata Monitoring and Behavior Coding to Pilot Test Gender Identity Questions in the California Health Interview Survey: The Role of Qualitative and Quantitative Feedback
Matt Jans, UCLA Center for Health Policy Research
David Grant, UCLA Center for Health Policy Research
Royce Park, UCLA Center for Health Policy Research
Jane Kil, UCLA Center for Health Policy Research
Joe Viana, UCLA Center for Health Policy Research
Elaine Zahnd, UCLA Center for Health Policy Research
Sue Holtby, UCLA Center for Health Policy Research

One Question or Two? Measuring Gender Identity and Sexual Orientation Using a Mark-All-That-Apply Question Format
Justine Bulgar-Medina, University of Massachusetts Boston
Philip S. Brenner, University of Massachusetts Boston

Putting the “T” in LBGT: A Transgender Question Pilot Test in the California Health Interview Survey
David Grant, UCLA Center for Health Policy Research
Matt Jans, UCLA Center for Health Policy Research
Royce Park, UCLA Center for Health Policy Research
Ninez Ponce, UCLA Fielding School of Public Health
Concurrent Session B
Thursday, May 14, 4:00 p.m. – 5:30 p.m.

Session 5 (continued)
Panel: Measurement of Sexual/Gender Identity, Sexual Orientation and Same-Sex Relationship and Marital Status (continued)

It’s So Simple, So Why Is It So Hard? Results from Tests to Reduce Measurement Error in Counting Same-Sex Couples
Nancy Bates, U.S. Census Bureau
Daphne Lofquist, U.S. Census Bureau
Jamie M. Lewis, U.S. Census Bureau
Matthew Streeter, U.S. Census Bureau

Session 6
Panel: Improving Surveys with Usability Testing
Organizer and Moderator: Jennifer C. Romano Bergstrom, Facebook
Location: Diplomat Ballroom 2

Making Usability-Testing a Standard Survey Pretesting Methodology
Emily M. Geisen, RTI International

Incorporating Usability Testing for Survey Applications Used by Interviewers
Temika Holland, U.S. Census Bureau

The Effect Usability Testing has on Data Quality: A Design of an Online Diary
Yelena Pens, The Nielsen Company
Robin Gentry, The Nielsen Company

Challenging Survey Screen Designs on Smartphones
Erica Olmsted-Hawala, U.S. Census Bureau
Elizabeth Nichols, U.S. Census Bureau

Young Guns: An Experimental UX Design among 18-20 Year Olds
Paul Schroeder, Abt SRBI
Healey Whitsett, Fors Marsh Group
Melanie Wilbur, Abt SRBI
Brian Grippentrog, Fors Marsh Group

Session 7
The Web Option: Response Rate Cost and Quality Implications
Moderator: Rene Bautista, NORC at the University of Chicago
Location: Diplomat Ballroom 4

Trade-Offs in a Survey of HealthPartners Patient Members
Jeanette Y. Ziegenfuss, HealthPartners Institute for Education and Research
Juliana Tillema, HealthPartners Institute for Education and Research
Kayla Dean, HealthPartners Institute for Education and Research
Tom Kottke, HealthPartners Institute for Education and Research

Web Respondents and Sample Coverage: Is the Gap Between Educational Attainment and Income Closing for the Web Mode? Findings from One National Study
Katie Morrison, Mathematica Policy Research
Daniel Friend, Mathematica Policy Research
*, Mathematica Policy Research

Web Survey Response Examined from the Perspective of Leverage-Saliency Theory Within a Longitudinal Survey
Yamil Gustavo Nares, University of Essex

Adding a Web Mode to Phone Surveys: Effectiveness and Cost Implications
Rebecca Lien, Professional Data Analysts, Inc.
Harlan Luxenberg, Professional Data Analysts, Inc.
Julie Rainey, Professional Data Analysts, Inc.
*, Stephenson Cancer Center

Sara Skidmore, Mathematica Policy Research
Melissa Dugger, Mathematica Policy Research
Jessica DeSantis, Mathematica Policy Research
Annalee Kelly, Mathematica Policy Research
Jerry West, Mathematica Policy Research
Concurrent Session B
Thursday, May 14, 4:00 p.m. – 5:30 p.m.

Session 7 (continued)
The Web Option: Response Rate Cost and Quality Implications (continued)
Hope Springs Eternal: Will a Probability Sample of Schools and Principals Respond by Web and Provide Email Addresses?
Cleo D. Redline, National Center for Education Statistics
Andrew Zukerberg, National Center for Education Statistics

Session 8
Evaluating and Compensating for Non-Response Bias
Moderator: Thomas Marshall, University of Texas at Arlington
Location: Diplomat Ballroom 5
Identification and Reduction of Nonresponse Bias in Address-Based Sample Surveys
Burton Levine, RTI International
Examing Differences in Response Propensities and Satisficing among Medical Providers
Daniel G. Harwell, American Institutes for Research
Tandrea Hilliard, American Institutes for Research
Alison Huang, American Institutes for Research
Melissa Mannon, American Institutes for Research
Weighting Adjustments Using Substantive Survey Variables
Andy Peytchev, RTI International
Studying Nonresponse Bias with a Follow-Up Survey of Initial Nonresponders in a National Dual Frame RDD Survey
Paul J. Lavrakas, Independent Consultant
McKenzie Ballou, Morris Davis and Company, Inc.
Deanne W. Swan, Institute of Museum and Library Services
Carlos A. Manjarrez, Institute of Museum and Library Services
When a Single Number Won’t Do: Methods for Evaluating the Risk of Nonresponse Bias
James Wagner, University of Michigan
## AAPOR Day-at-a-Glance

### Friday, May 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Committee Meetings</td>
<td></td>
</tr>
<tr>
<td>7:00 a.m. – 4:30 p.m.</td>
<td>Exhibit Hall Open</td>
<td>Great Hall 4-6</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast in the Exhibit Hall</td>
<td>Great Hall 4-6</td>
</tr>
<tr>
<td>7:30 a.m. – 4:30 p.m.</td>
<td>AAPOR Registration Desk Open</td>
<td>Great Hall Registration</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Concurrent Sessions C</td>
<td></td>
</tr>
<tr>
<td>Session 1:</td>
<td>Mini-Conference Panel: Designing National Election Studies for the 21st Century</td>
<td>Regency Ballroom 2</td>
</tr>
<tr>
<td>Session 2:</td>
<td>Advances in Cognitive Interviewing</td>
<td>Regency Ballroom 1</td>
</tr>
<tr>
<td>Session 3:</td>
<td>Cells Only and Cell Weighting</td>
<td>Diplomat Ballroom 3</td>
</tr>
<tr>
<td>Session 4:</td>
<td>Health Surveys and Self Reports: Exploring Reliability and Validity</td>
<td>Regency Ballroom 3</td>
</tr>
<tr>
<td>Session 5:</td>
<td>Measuring Race and Ethnicity</td>
<td>Diplomat Ballroom 1</td>
</tr>
<tr>
<td>Session 6:</td>
<td>Panel: Using Paradata During Data Collection and in Data Analysis: New Metrics to Address Perennial Problems</td>
<td>Diplomat Ballroom 2</td>
</tr>
<tr>
<td>Session 7:</td>
<td>Evaluating “Response Rates” for Web Surveys</td>
<td>Diplomat Ballroom 4</td>
</tr>
<tr>
<td>Session 8:</td>
<td>Factors Related to Survey Participation</td>
<td>Diplomat Ballroom 5</td>
</tr>
<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>Beverage Break in the Exhibit Hall</td>
<td>Great Hall 4-6</td>
</tr>
<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td>Concurrent Sessions D</td>
<td></td>
</tr>
<tr>
<td>Session 1:</td>
<td>Mini-Conference Panel: Innovation in Federal Surveys – Opportunities, Progress and Challenges</td>
<td>Regency Ballroom 2</td>
</tr>
<tr>
<td>Session 2:</td>
<td>The Economy, Engagement and Political Participation</td>
<td>Regency Ballroom 1</td>
</tr>
<tr>
<td>Session 3:</td>
<td>ABS Refinements</td>
<td>Diplomat Ballroom 3</td>
</tr>
<tr>
<td>Session 4:</td>
<td>Innovations in Reducing Respondent Burden and Fatigue</td>
<td>Regency Ballroom 3</td>
</tr>
<tr>
<td>Session 5:</td>
<td>Race: Attitudes, Measurement and Effects</td>
<td>Diplomat Ballroom 1</td>
</tr>
<tr>
<td>Session 6:</td>
<td>Uses of Paradata</td>
<td>Diplomat Ballroom 2</td>
</tr>
<tr>
<td>Session 7:</td>
<td>Longitudinal Surveys</td>
<td>Diplomat Ballroom 4</td>
</tr>
<tr>
<td>Session 8:</td>
<td>Determinants of Survey Participation</td>
<td>Diplomat Ballroom 5</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>Committee Meetings</td>
<td>Conference Room 220</td>
</tr>
<tr>
<td>11:45 a.m. – 1:45 p.m.</td>
<td>Presidential Address and Luncheon</td>
<td>Great Hall 1-3</td>
</tr>
</tbody>
</table>
# AAPOR Day-at-a-Glance

**Friday, May 15**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:45 a.m. – 3:15 p.m.</td>
<td><strong>Concurrent Sessions E</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Session 1:</strong> Mini-Conference: Comparing Probability and Non-Probability Samples</td>
<td>Regency Ballroom 2</td>
</tr>
<tr>
<td></td>
<td><strong>Session 2:</strong> Challenges and Applications of Machine Learning, Record Linkage, Administrative and Auxiliary Data in Survey Research</td>
<td>Regency Ballroom 1</td>
</tr>
<tr>
<td></td>
<td><strong>Session 3:</strong> Perspectives on Polling</td>
<td>Diplomat Ballroom 3</td>
</tr>
<tr>
<td></td>
<td><strong>Session 4:</strong> ACA Implementation — Data from Year 1 and Continuing Research Challenges</td>
<td>Regency Ballroom 3</td>
</tr>
<tr>
<td></td>
<td><strong>Session 5:</strong> Cross-National Research on Income and Economy</td>
<td>Diplomat Ballroom 1</td>
</tr>
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<td></td>
<td><strong>Session 6:</strong> Tradeoffs between Response and Accuracy</td>
<td>Diplomat Ballroom 2</td>
</tr>
<tr>
<td></td>
<td><strong>Session 7:</strong> Using Propensity Scores, Sequencing Interventions, Subsampling and Other Strategies to Implement Responsive Designs</td>
<td>Diplomat Ballroom 4</td>
</tr>
<tr>
<td></td>
<td><strong>Session 8:</strong> Coverage and Survey Participation</td>
<td>Diplomat Ballroom 5</td>
</tr>
</tbody>
</table>

| 3:15 p.m. – 4:15 p.m. | **Dessert Break in the Exhibit Hall** | Great Hall 4-6          |

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**“Meet the Author” Friday Session #2**

**Editors:**
Roger Tourangeau  
Brad Edwards  
Timothy P. Johnson  
Kirk M. Wolter  
Nancy Bates  
*Hard-to-Survey Populations*  
(Cambridge University Press, October 2014)

**Poster Session #2**

**Demonstration Session #2**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td><strong>Speed Networking Session 1</strong></td>
<td>Conference Room 307</td>
</tr>
<tr>
<td>3:45 p.m. – 5:45 p.m.</td>
<td><strong>Committee Meetings</strong></td>
<td>Conference Room 319</td>
</tr>
<tr>
<td></td>
<td><strong>Address-Based Sampling Task Force</strong></td>
<td></td>
</tr>
</tbody>
</table>
## AAPOR Day-at-a-Glance

### Friday, May 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:15 p.m. – 5:45 p.m.</td>
<td>Concurrent Sessions F</td>
<td></td>
</tr>
<tr>
<td>Session 2:</td>
<td>Novel Uses of Social Media for Survey Application</td>
<td>Regency Ballroom 1</td>
</tr>
<tr>
<td>Session 3:</td>
<td>Building Better Election Polls</td>
<td>Diplomat Ballroom 3</td>
</tr>
<tr>
<td>Session 4:</td>
<td>Reducing “Grid”-Lock: Advances in Formatting Questions in Grids Versus Alternative Formats</td>
<td>Regency Ballroom 3</td>
</tr>
<tr>
<td>Session 5:</td>
<td>Sensitivity, Privacy and IRBs</td>
<td>Diplomat Ballroom 1</td>
</tr>
<tr>
<td>Session 6:</td>
<td>Monitoring and Evaluating Survey Quality</td>
<td>Diplomat Ballroom 2</td>
</tr>
<tr>
<td>Session 8:</td>
<td>Methodological Briefs: I’ll Do Anything for a Better Response Rate</td>
<td>Diplomat Ballroom 5</td>
</tr>
<tr>
<td>6:00 p.m. – 7:30 p.m.</td>
<td>Texas Hold’em Advanced Strategies Poker Class (additional registration fee)</td>
<td>Conference Rooms 212-213</td>
</tr>
<tr>
<td>6:00 p.m. – ?</td>
<td>Student/Early Career Meet-Up</td>
<td>Hotel Lobby</td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td>Dinner on your own</td>
<td></td>
</tr>
</tbody>
</table>
Concurrent Session C
Friday, May 15, 8:00 a.m. – 9:30 a.m.

Session 1
Mini-Conference Panel: Designing National Election Studies for the 21st Century

Organizer: Lynn Vavreck, UCLA Political Science
Moderator: Simon Jackman, Stanford University
Location: Regency Ballroom 2

Design Challenges and Opportunities for National Election Studies: The Tradeoffs
Simon Jackman, Stanford University

Differences in Non-Response and Inference: Evidence from a Randomized Trial Assigning Face-to-Face and Self-Complete Survey Modes
Lynn Vavreck, UCLA Political Science

Dual-Frame Sampling as an Alternative for National Election Studies
Douglas Rivers, YouGov

Reaching Hard-to-Reach, Yet Growing Populations: Technical Tools and Cultural Competence
Matt Barreto

Session 2
Advances in Cognitive Interviewing

Moderator: Jessica Holzberg, U.S. Census Bureau
Location: Regency Ballroom 1

Analyzing Cognitive Interviews for Cross-National Studies
Jennifer Kelley, University of Michigan
Kristen Cibelli Hibben, University of Michigan
Ting Yan, Westat

Tools to Improve Cognitive Interviewing: Q-Bank and Q-Notes
Candace D. Sibley, National Center for Health Statistics
Sheba K. Dunston, National Center for Health Statistics
Justin Mezetin, National Center for Health Statistics

Investigating Bias in Survey Measures of Normative Behavior Using Cognitive Interviews
Philip S. Brenner, University of Massachusetts Boston
Jessica L. LeBlanc, University of Massachusetts Boston

Analytic Techniques to Examine Construct Validity in Cognitive Interviewing Studies
Kristen S. Miller, National Center for Health Statistics

The Value of Pretest Subjects That Don’t Represent the Population of Interest
Steven R. Putansu, George Washington University

How Respondents Report Their Health Status: Cognitive Interviews of Self-Rated Health Across Race, Ethnicity, Gender, Age and Socioeconomic Status
Dana Garbarski, Loyola University Chicago
Jennifer Dykema, University of Wisconsin-Madison
Kenneth D. Croes, University of Wisconsin-Madison
Tara Piche, University of Wisconsin-Madison
Dorothy F. Edwards, University of Wisconsin-Madison
Concurrent Session C
Friday, May 15, 8:00 a.m. – 9:30 a.m.

Session 3
Cells Only and Cell Weighting
 Moderator: Robert Tortora, ICF International
 Location: Diplomat Ballroom 3

Cell Phone Multiplicity: Should Polls Correct for Adults with More than One Cell Phone?
Courtney Kennedy, Abt SRBI
Kyley McGeeney, Pew Research Center

How Can We Produce Estimates When We Can’t Call You?: Revisiting Keeter’s Method to Adjust for the Phoneless Population
Meena Khare, National Center for Health Statistics, CDC
Nadarajasundaram Ganesh, NORC at the University of Chicago
Kennon R. Copeland, NORC at the University of Chicago
Wei Zeng, NORC at the University of Chicago
Xian Tao, NORC at the University of Chicago
James A. Singleton, Centers for Disease Control and Prevention

Testing Dual Frame RDD Surveying of the Japanese General Population
Yasuyuki Saito, The Asahi Shimbun Opinion Poll Research Center
Paul J. Lavrakas, Independent Consultant

The Effects of Overlapping RDD Sampling on the BRFSS
Carol A. Pierannunzi, Centers for Disease Control and Prevention
Pranesh Chowdhury, Centers for Disease Control and Prevention
Machell Town, Centers for Disease Control and Prevention

Transition from Landline-Cell to Cell Frame Design: Surveys of Consumers
Charley Jiang, University of Michigan
James M. Lepkowski, University of Michigan
Tuba Suzer-Gurtekin, University of Michigan
Michael Sadowsky, University of Michigan
Richard Curtin, University of Michigan
Rebecca McBee, University of Michigan
Dan Zahs, University of Michigan

Session 4
Health Surveys and Self Reports: Exploring Reliability and Validity
 Moderator: Elizabeth Hamel, Kaiser Family Foundation
 Location: Regency Ballroom 3

Examining Measurement Error in Self-Reports of Receiving Financial Assistance under the ACA
Daniel G. Harwell, American Institutes for Research

Reliability and Validity of Self-Reported Health Status: Two Measures of Self-Reported General Health Status in the National Health and Nutrition Examination Survey (NHANES)
Hee-Choon Shin, National Center for Health Statistics
Jibum Kim, Sungkyunkwan University

Physical Activity: Measurement and Self-Reports
Arie Kapteyn, USC
Tania Gutsche, USC
Bas Weerman, USC

Four Well-Being Dimensions Predict the Obesity and Disease Burden
Diana Liu, Gallup
Andrew Dugan, Gallup

Vietnam Population Health Survey
Judith M. Tanur, Stony Brook University

The “Good Enough” Respondent: Using Sufficiently Knowledgeable Adults as Respondents in a Survey about the Health of Young Children
Alicia M. Frasier, NORC at the University of Chicago
Jennifer Vanicek, NORC at the University of Chicago
Andrea Mayfield, NORC at the University of Chicago
Ying Li, NORC at the University of Chicago
Ned English, NORC at the University of Chicago
Joelle Greene, Harder+Company Community Research
Melinda Leidy, First 5 LA
Concurrent Session C

Friday, May 15, 8:00 a.m. – 9:30 a.m.

Session 5

Measuring Race and Ethnicity

Moderator: Jennifer Benz,
NORC at the University of Chicago
Location: Diplomat Ballroom 1

Exploring Changes in Race and Ethnicity Reporting in the California Health Interview Survey
Jennifer Kali, Westat
Ismael Flores Cervantes, Westat
Matt Jans, UCLA Center for Health Policy Research, California Health Interview Survey

Mixed-Race Americans: Who Counts and How Do We Count Them?
Eileen Patten, Pew Research Center
Juliana Horowitz, Pew Research Center
Rich Morin, Pew Research Center
Scott Keeter, Pew Research Center

Race and Ethnicity: Cognitive Testing of a Combined Item for the American Community Survey
Darby M. Steiger, Westat
Martha Stapleton, Westat
Hyon Shin, U.S. Census Bureau
Merays Rios, U.S. Census Bureau

Comparing Methods and Findings of 2020 Census Research on American Indians’ Responses to Alternative Race Question Instructions
Rodney L. Terry, U.S. Census Bureau
Leticia Fernandez, U.S. Census Bureau
Laurie K. Schwede, U.S. Census Bureau

Comparing Methods and Findings Across Focus Group Projects with Alaska Natives to Improve the Race Question for the 2020 Census
Laurie Schwede, U.S. Census Bureau
Rodney L. Terry, U.S. Census Bureau
Leticia Fernandez, U.S. Census Bureau

Session 6

Panel: Using Paradata During Data Collection and in Data Analysis: New Metrics to Address Perennial Problems

Organizer and Moderator: Julia F. Coombs, U.S. Census Bureau
Discussant: Gabrielle B. Durrant, University of Southampton
Location: Diplomat Ballroom 2

Locating Respondents: Designing a Scale to Rate Interviewer Effort
Julia Coombs, U.S. Census Bureau
Rachael Walsh, U.S. Census Bureau

Use of Doorstep Concerns to Examine Trade-Offs Between Error and Costs
Ting Yan, Westat
Shirley Tsai, Bureau of Labor Statistics

The Use of Paradata to Evaluate Interview Complexity and Data Quality (in Calendar and Time Diary Surveys)
Ana Lucia Córdova Cazar, University of Nebraska-Lincoln
Robert Belli, University of Nebraska-Lincoln

A Tailored Respondent Approach: Developing a Response Propensity Model for a National Building Survey
Carolyn Hronis, U.S. Energy Information Administration
Katie Lewis, U.S. Energy Information Administration
Concurrent Session C
Friday, May 15, 8:00 a.m. – 9:30 a.m.

Session 7
Evaluating “Response Rates” for Web Surveys
Moderator: John Kennedy, Indiana University
Location: Diplomat Ballroom 4

Do Response Rates Matter in Online Panels? Comparing the Representativeness at Different Levels of Cumulative Response Rates in a Probability Based Online Panel During Several Consecutive Waves
Johan Martinsson, University of Gothenburg
Karolina Riedel, University of Gothenburg

Boosting Probability-Based Web Survey Response Rates via Nonresponse Follow-Up
Angela Fontes, NORC at the University of Chicago
Kean Chew, NORC at the University of Chicago
Paul J. Lavrakas, NORC at the University of Chicago

Testing Email Invitations in a Non-Probability Panel
Elizabeth M. Nichols, U.S. Census Bureau
Ryan W. King, U.S. Census Bureau
Jennifer Hunter Childs, U.S. Census Bureau

Does Providing an Email Address in an Initial Contact Study Indicate Respondents Will be Cooperators in a Subsequent Online Panel Study?
TraShawna Boals, Experian Marketing Services
Kevin Jean, Experian Marketing Services

The Effect of Respondent Commitment on Response Quality in an Online Survey
Kristen Cibelli Hibben, University of Michigan
Frederick Conrad, University of Michigan

Predictors of Completion Rates in Online Surveys
Noble Kuriakose, SurveyMonkey
Jon Cohen, SurveyMonkey
Sarah Cho, SurveyMonkey
Mingnan Liu, SurveyMonkey

Session 8
Factors Related to Survey Participation
Moderator: Kevin Ulrich, University of Chicago Survey Lab
Location: Diplomat Ballroom 5

The Intersection of Sampling and Nonresponse: Does Repeated Sampling of Some Individuals Affect Nonresponse Bias?
Jennifer Sinibaldi, University of Maryland, JPSM
Anton Örn Karlsson, Statistics Iceland

Assessing Survey Cooperation Among Landline and Cell Phone Populations
Diane Morovati, The Nielsen Company
Antonia Toupet, The Nielsen Company

Envelope Features and Interviewer Training in a Large Advance Letter Experiment
Paul J. Lavrakas, NORC at the University of Chicago
Christopher Ward, NORC at the University of Chicago
Can Geng, NORC at the University of Chicago
Vince Welch, NORC at the University of Chicago
Benjamin Skalland, NORC at the University of Chicago
Jenny Jeyarajah, Carter Consulting Inc.
Cynthia Knighton, Centers for Disease Control and Prevention

An Evaluation of the Potential to Reduce Nonresponse and Bias Using the Census Planning Database in Preparation for a Household Survey
Sarah Grady, National Center for Education Statistics
Cameron McPhee, American Institutes for Research
Celeste Stone, American Institutes for Research

Experience of Multiple Approaches to Increase Response Rate in a Mixed-Mode Implementation of a Population-Based Health Survey
Urban E. Landreman, Hennepin County Public Health Department
David C. Johnson, Hennepin County Public Health Department
Mei Ding, Hennepin County Public Health Department
Amy K. Leite-Bennett, Hennepin County Public Health Department
Komal Mehrotra, Hennepin County Public Health Department
Emily Thompson, Hennepin County Public Health Department
Meghan Rosenkranz, Hennepin County Public Health Department
Concurrent Session D

Friday, May 15, 10:00 a.m. – 11:30 a.m.

Session 1

Mini-Conference Panel: Innovation in Federal Surveys - Opportunities, Progress and Challenges

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

Location: Regency Ballroom 2

Innovating in Federal Surveys: Invention’s Mother Meets “The Way We Do Things Here”
Peter V. Miller, U.S. Census Bureau

2015 National Survey of College Graduates: Enhancing the Use of Adaptive Design
John Finamore, National Science Foundation
Stephanie Coffey, U.S. Census Bureau
Benjamin Reist, U.S. Census Bureau

Adaptive Design for the National Teacher Principal Survey
Minsun Riddles, Westat
David A. Marker, Westat
Louis Rizzo, Westat
Erin Wiley, Westat
Andrew Zukerberg, National Center for Education Statistics

Responsiveness and Representativeness in an Establishment Survey of Manufacturers
Eric Fink, U.S. Census Bureau
Joanna Fane Lineback, U.S. Census Bureau

Challenges to Innovation in Face-to-Face Surveys Posed by Interviewer Noncompliance
Gina K. Walejko, U.S. Census Bureau
James Wagner, University of Michigan

Session 2

The Economy, Engagement and Political Participation

Moderator: Masahiko Aida, Civis Analytics

Location: Regency Ballroom 1

Grievance Asymmetry in Economic Voting and Voter Sophistication
Ju Yeon Park, New York University

Improving on the Standard Prospective Economic Evaluation Question
Marco Morales, New York University

Public Support for a Balanced Federal Budget
Andrew W. Crosby, University of Illinois at Chicago
Allyson L. Holbrook, University of Illinois at Chicago

The Nitty Gritty: The Relationship Between Non-Cognitive Skills and Civic Engagement
Steven Andrew Snell, Duke University
D. Sunshine Hillygus, Duke University
John Holbein, Sanford School of Public Policy, Duke University

Prospective Economic Evaluations: Do They Measure What We Think They Do?
Marco Morales, New York University
Concurrent Session D

Friday, May 15, 10:00 a.m. – 11:30 a.m.

Session 3

ABS Refinements
Moderator: Missy Mosher, SSI
Location: Diplomat Ballroom 3

Exploring the Feasibility of Conducting a Two-Stage Mail Survey in a Single Stage
Rebecca Medway, American Institutes for Research
Danielle Battle, American Institutes for Research

Tracking and Evaluating Updates to the ABS Frame over Time
Jennifer Unangst, RTI International
Joe McMichael, RTI International

Elements of Non-Response across Mode in ABS Surveys: The Use of GIS-Based Modeling to Understand the Importance of Space
Ned English, NORC at the University of Chicago
Ilana Ventura, NORC at the University of Chicago
Ipek Bilgen, NORC at the University of Chicago
Michael Stern, NORC at the University of Chicago

Can I Get Your Phone Number? Examining the Relationship Between Household, Geographic and Census-Related Variables and Phone Append Propensity for ABS Samples
Kristen Olson, University of Nebraska-Lincoln
Trent D. Buskirk, Marketing Systems Group

DPV Codes and Response Rates in the National Children’s Study
Rachel Carpenter, NORC at the University of Chicago
Erin Tanenbaum, NORC at the University of Chicago
Lauren Bishop, NORC at the University of Chicago

Session 4

Innovations in Reducing Respondent Burden and Fatigue
Moderator: Janice Ballou, Independent Consultant
Location: Regency Ballroom 3

A Data-Driven Evaluation of the Burden and Benefits of the Questions Included in the American Community Survey
James B. Treat, U.S. Census Bureau
Gary B. Chappell, U.S. Census Bureau
Sarah K. Heimel, U.S. Census Bureau
Todd R. Hughes, U.S. Census Bureau

Respondent Burden: Lessons Learned from a Mixed-Methods Approach to Assessing Measures of Perceived Burden
Morgan Earp, Bureau of Labor Statistics
Scott Fricker, Bureau of Labor Statistics

Current and Future Life Evaluation: Results of Experiments in the Gallup World Poll to Reduce the Length of the Question Wording
Robert D. Tortora, Gallup
Sofia P. Kluch, Gallup
Ken Kluch, Gallup

Can Survey Instructions Relieve Respondent Burden?
Erica C. Yu, Bureau of Labor Statistics

The Effects of Total Navigational Burden, Length of Instrument and Page Complexity on Item Non-Response
Josephine P. Leonard, Experian Marketing Services
Max F. Kilger, Experian Marketing Services
Jennifer M. Bouterse, Experian Marketing Services
Concurrent Session D
Friday, May 15, 10:00 a.m. – 11:30 a.m.

Session 5
Race: Attitudes, Measurement and Effects
Moderator: Kenneth Fernandez, Elon University
Location: Diplomat Ballroom 1

Understanding the Roots of Attitudes on Inequality
Damla Ergun, Langer Research Associates
Julie Phelan, Langer Research Associates
Gary Langer, Langer Research Associates

Developing Innovative Methods for Community-Based Research: The Toronto Black Experience Project
Keith Neuman, The Environics Institute for Survey Research

The Booker Effect – The Sequel: A Comprehensive Investigation of Race of Interviewer Effects in New Jersey U.S. Senate Elections
Ashley A. Koning, Rutgers University
David P. Redlawsk, Rutgers University

Examining Acquiescent and Extreme Response Styles between Face-to-Face and Web Surveys
Mingnan Liu, SurveyMonkey
Frederick Conrad, University of Michigan
Sunghee Lee, University of Michigan

Session 6
Uses of Paradata
Moderator: Nancy Mathiowetz, University of Wisconsin-Milwaukee
Location: Diplomat Ballroom 2

Effective Observational Strategies for Face-to-Face Survey Interviewers
Brady T. West, University of Michigan-Ann Arbor
Dan Li, The Search Agency
Yimeng Ma, University of Michigan-Ann Arbor

Can Interviewers Tell? Using Post-Survey Interviewer Observations to Assess Survey Data Quality
Michael Josten, University of Mannheim

Investigating Respondent Multitasking in Web Surveys with Paradata
Anže Sendelbah, University of Ljubljana

Determining Potential for Breakoff in Time Diary Survey Using Paradata
Douglas Wettlaufer, University of Nebraska-Lincoln
Hariharan Arunachalam, University of Nebraska-Lincoln
Gregory Atkin, University of Nebraska-Lincoln
Adam Eck, University of Nebraska-Lincoln
Leen-Kiat Soh, University of Nebraska-Lincoln
Robert F. Belli, University of Nebraska-Lincoln

Predicting Breakoff Using Sequential Machine Learning Methods
Leen-Kiat Soh, University of Nebraska-Lincoln
Adam Eck, University of Nebraska-Lincoln
Allan L. McCutcheon, University of Nebraska-Lincoln

Using Paradata for Instrument Evaluation and Refinement
Amanda Reiter, Mathematica Policy Research
Sarah Forrestal, Mathematica Policy Research
Concurrent Session D

Friday, May 15, 10:00 a.m. – 11:30 a.m.

Session 7

Longitudinal Surveys

**Moderator:** Jeanette Ziegenfuss, HealthPartners Institute for Education and Research

**Location:** Diplomat Ballroom 4

- **How Stable Are Religious Identities?**
  Becka A. Alper, Pew Research Center
  Claire Gecewicz, Pew Research Center
  Jessica Martinez, Pew Research Center

- **The Effect of Initial Recruitment Efforts on Completion Rates of Subsequent Waves in a Longitudinal Panel Study**
  Eran N. Ben-Porath, SSRS
  MollyAnn Brodie, The Kaiser Family Foundation
  Bianca DiJulio, The Kaiser Family Foundation

- **Affluent Colleges: Which Students Become Politically Active?**
  Brianna White, Wellesley College

- **Predicting Panel Attrition on a National Study: How We Can Optimize Locating Resources and Methods**
  Lauren M. McNamara, NORC at the University of Chicago
  Ned English, NORC at the University of Chicago
  Melissa Heim Viox, NORC at the University of Chicago
  Katie Dekker, NORC at the University of Chicago
  Ron Hazen, NORC at the University of Chicago

- **As We (Still) Like It: Social, Religious and Kid’s Activities Remain Americans’ Favorite Activities**
  John Robinson, University of Maryland

Session 8

Determinants of Survey Participation

**Moderator:** Wendy Hicks, Westat

**Location:** Diplomat Ballroom 5

- **Understanding Dynamics of Consent Requests in Surveys: Consent to Biomarker Data Collection and Administrative Data Linkage in the Health and Retirement Study**
  Colleen A. McClain, University of Michigan
  Sunghee Lee, University of Michigan
  Jessica Faul, University of Michigan
  Stefany Barba, University of Michigan

- **Predictors of Nonresponse to Physical Assessments in a Population-Based Survey of Older Adults**
  Yuan Zhang, University of Southern California
  Eileen Crimmins, University of Southern California
  Jennifer Ailshire, University of Southern California

- **Who Would Refuse? An Exploration of Data Quality Trends and Demographic Characteristics on the General Social Survey (GSS)**
  Jodie Daquilana, NORC at the University of Chicago
  Beth Fisher, NORC at the University of Chicago

- **Examining Sexual Orientation, Race/Ethnicity and Interview Language as Correlates of Nonresponse Using Paradata**
  Sunghee Lee, University of Michigan
  Colleen McClain, University of Michigan
  Karen Fredriksen, University of Washington
  Hyun-Jun Kim, University of Washington
  Tuba Suzer Gurtekin, University of Michigan
Concurrent Session E
Friday, May 15, 1:45 p.m. – 3:15 p.m.

Session 1

Mini-Conference: Comparing Probability and Non-Probability Samples

Moderator: Curtiss Cobb III, Facebook
Location: Regency Ballroom 2

Survey Estimation: How Different Are Probability and Non-Probability Survey Designs?
Jill A. Dever, RTI International
Bonnie E. Shook-Sa, RTI International

A Comparison of Surveys Based on Probability Versus Non-Probability Sampling Approaches
Gordon B. Willis, National Cancer Institute, NIH
Sadeq R. Chowdhury, Agency for Healthcare Research and Quality
Janet S. de Moor, National Cancer Institute, NIH
Donatus Ekwueme, Centers for Disease Control and Prevention
Erin Kent, National Cancer Institute, NIH
Benmei Liu, National Cancer Institute, NIH
Steven Machlin, Agency for Healthcare Research and Quality
Lisa Mirel, Agency for Healthcare Research and Quality
Stephanie Nutt, LIVESTRONG Foundation
Juan Rodriguez, Centers for Disease Control and Prevention
Anita Soni, Agency for Healthcare Quality and Research
Katherine S. Virgo, Emory University
Maggie Wilson, National Cancer Institute, NIH
K. Robin Yabroff, National Cancer Institute, NIH

Revisiting Sample Frame and Mode Effects: A Comparison of Point Estimates
Nancy Mathiowetz, University of Wisconsin-Milwaukee
J. Michael Brick, Westat
Sarah Cho, SurveyMonkey
Jon Cohen, SurveyMonkey
Kyley McGeeney, Pew Research Center
Scott Keeter, Pew Research Center

A Model-Over-Design Integration Approach in Estimation from Purposive Supplements to Probability Samples
Avinash C. Singh, NORC at the University of Chicago

Fit for Purpose Community Health Surveys: An Experiment in Three Communities
John M. Boyle, ICF International
Lew Berman, ICF International
James Dayton, ICF International
Tala Fakhouri, ICF International
Ronaldo Iachan, ICF International
Melanie Courtright, Research Now
Kartik Pashupati, Research Now
Concurrent Session E
Friday, May 15, 1:45 p.m. – 3:15 p.m.

Session 2
Challenges and Applications of Machine Learning, Record Linkage, Administrative and Auxiliary Data in Survey Research
Moderator: Colleen Porter, University of Florida
Location: Regency Ballroom 1

Using Machine Learning Techniques to Predict Respondent Type from A Priori Demographic Information
Gregory Scott Atkin, University of Nebraska – Lincoln
Hariharan Arunachalam, University of Nebraska – Lincoln
Adam Eck, University of Nebraska – Lincoln
Douglas Wettlaufer, University of Nebraska – Lincoln
Leen-Kiat Soh, University of Nebraska – Lincoln
Robert F. Belli, University of Nebraska – Lincoln

I Know What You Did Next: Predicting Respondent's Next Activity Using Machine Learning
Hariharan Arunachalam, University of Nebraska-Lincoln
Gregory Scott Atkin, University of Nebraska-Lincoln
Adam Eck, University of Nebraska-Lincoln
Doug Wettlaufer, University of Nebraska-Lincoln
Leen-Kiat Soh, University of Nebraska-Lincoln
Robert F. Belli, University of Nebraska-Lincoln

Privacy, Data Linkage and Informed Consent
Frauke Kreuter, University of Maryland, JPSM
Joe Sakhaug, University of Mannheim
Alexandra Schmucker, IAB
Eleanor Singer, University of Michigan
Mick Couper, University of Michigan

Auxiliary Data as Correlates of Survey Nonresponse: An Examination for Landline and Cell Phone Sampling Frames
Rajesh Srinivasan, Gallup
Manas Chattopadhyay, Gallup
Jenny Marlar, Gallup

Session 3
Perspectives on Polling
Moderator: Natalie Jackson, Huffington Post/Pollster.com
Location: Diplomat Ballroom 3

How Would We Measure Public Opinion If We Didn’t Have Public Opinion Polls? (And Would We Be Better or Worse Off?)
Tom W. Smith, NORC at the University of Chicago

Explaining Variations in Election Surveys: Identifying Contest, Year and Election Type Trends by Combining GAM and HLM Models
Josh Pasek, University of Michigan

Polling the Pollsters: A Survey of State Polling Organization Directors
Kenneth Fernandez, Elon University
Jason Husser, Elon University
Maggie MacDonald, Elon University

New Entrances for Exit Polls: Comparing Voter Response in Pre-Election Online Surveys to Traditional Exit Polling
Randall K. Thomas, GfK Custom Research, LLC
Annie Weber, GfK Custom Research, LLC
Emily Swanson, The Associated Press

2014: Right Turn on a Bumpy Road
Gary Langer, Langer Research Associates
Damla Ergun, Langer Research Associates
Julie Phelan, Langer Research Associates
Gregory Holyk, Langer Research Associates
Concurrent Session E

Friday, May 15, 1:45 p.m. – 3:15 p.m.

Session 4

Panel: ACA Implementation - Data from Year 1 and Continuing Research Challenges

Organizer: Robyn Rapoport, SSRS
Moderator: Joanne Pascale, U.S. Census Bureau
Location: Regency Ballroom 3

- Following the Impact of the ACA in Minnesota
  Kathleen Thiede Call, SHADAC
  Alisha Simon, Minnesota Department of Health
  Elizabeth Lukanen, SHADAC
  Jessie Pintor, SHADAC
  Giovann Alarcon, SHADAC
  Stefan Gildemeister, Minnesota Department of Health
  Mollyann Brodie, Kaiser Family Foundation

- The ACA’s First Years: Focusing In On Non-Group Purchasers and the Uninsured In California
  Bianca DiJulio, Kaiser Family Foundation
  Elizabeth Hamel, Kaiser Family Foundation

- Tracking Change in the Quality of Health Insurance Coverage: The Commonwealth Fund’s Surveys on Underinsurance and Affordability
  Sara R. Collins, The Commonwealth Fund
  Petra Rasmussen, The Commonwealth Fund
  Robyn Rapoport, SSRS

- Evaluating Reported Health Insurance Coverage in the National Health Interview Survey
  Stephen J. Blumberg, National Center for Health Statistics
  Robin Cohen, National Center for Health Statistics

- Early Assessments of the ACA
  Joanne Pascale, U.S. Census Bureau

Session 5

Cross-National Research on Income and Economy

Moderator: Edward “Paul” Johnson, SSI
Location: Diplomat Ballroom 1

- Legal Authority and Crime Control: A Comparative, Cross-National Analysis
  Jonathan Jackson, London School of Economics & Political Science
  Mike Hough, Birkbeck College, London
  Ben Bradford, University of Oxford
  Jouni Kuha, London School of Economics & Political Science

- Assessing Tax Compliance in Europe Through Public Opinion: Quantitative Methods and Qualitative Considerations
  Joseph M. Goldman, Gallup

- Closing Data Gaps in Global Employment Metrics
  Benjamin Ryan, Gallup

- Assessment of Community Basics: Evaluating Country Development Using Local Citizen Ratings
  Cynthia English, Gallup
  Elizabeth Steele, Gallup

- Estimating the Joint Effect of the Corporate Hegemony in Labor Relations and Democratic Public Perception on Income Inequality
  Soyon Kim, SUNY-Stony Brook University

- Assessing Social Desirability Bias in the Face of Restricted Freedom of Speech
  Jenna Levy, Gallup
  Neli Esipova, Gallup
Session 6
Tradeoffs Between Response and Accuracy
Moderator: Yvonne Shands, Survey Technology & Research
Location: Diplomat Ballroom 2

Eliciting Financial Information on Surveys: The Tradeoff Between Precision and Nonresponse
Brooke Helppie McFall, University of Michigan
Michael Gideon, University of Chicago
Joanne W. Hsu, Federal Reserve Board of Governors

Item Nonresponse in a Mixed-Mode Household Travel Survey
Reyna J. Peña, Abt SRBI
Melanie Wilbur, Abt SRBI
Stas Kolenikov, Abt SRBI

Estimating Change in Telephone Survey Bias in an Era of Declining Response Rates and Transition to Wireless Telephones - Evidence from the National Immunization Survey (NIS), 1995-2013
James A. Singleton, Centers for Disease Control and Prevention
Laurie Elam-Evans, Centers for Disease Control and Prevention
Meena Khare, Centers for Disease Control and Prevention
Holly Hill, Centers for Disease Control and Prevention
David Yankey, Centers for Disease Control and Prevention
Vicki Pineau, NORC at the University of Chicago
Kirk Wolter, NORC at the University of Chicago

Response Rates vs. Representative Data: Is the Oversampling of Listed Sample on the BRFSS Survey Helping Response While Reducing Data Quality?
Piper Jean DuBray, ICF International
Randy ZuWallack, ICF International
Kristie Healey, ICF International

Innovations in Nonresponse Bias Measurement and Reporting for Probability-Based Web Surveys
Martin Barron, NORC at the University of Chicago
Ned English, NORC at the University of Chicago
Paul J. Lavrakas, Independent Consultant

Session 7
Using Propensity Scores, Sequencing Interventions, Subsampling and Other Strategies to Implement Responsive Designs
Moderator: Josh de la Rosa, U.S. Census Bureau
Location: Diplomat Ballroom 4

Jaki S. McCarthy, USDA/ National Agricultural Statistics Service
Tyler Wilson, USDA/National Agricultural Statistics Service

Evaluating Sequence of Responsive Design Interventions on the Health and Retirement Study Using the Sequential Multiple Assignment Randomized Trial (SMART)
Piotr Dworak, University of Michigan
Inbal Nahum-Shani, University of Michigan
Wen Chang, University of Michigan

The Use of a Calibration Sample in a Responsive Survey Design
David Wilson, RTI International
Jennifer Wine, RTI International
Bryan Shepherd

Predicting Completed Interviews in a National Panel Survey
Travis Pape, U.S. Census Bureau
Barbara C. O’Hare, U.S. Census Bureau
James Lawrence, U.S. Census Bureau

Exploring the Impact of Design Choices on Propensity Model Performance and Stability
James Lawrence, U.S. Census Bureau
Barbara C. O’Hare, U.S. Census Bureau
Chandra Erdman, U.S. Census Bureau
Travis Pape, U.S. Census Bureau
Concurrent Session E

Friday, May 15, 1:45 p.m. – 3:15 p.m.

Session 8

Coverage and Survey Participation

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

Location: Diplomat Ballroom 5

The Common Cause Model, Coverage, and Key Outcomes from the National Crime Victimization Survey
Rachel Michelle Bray, University of Maryland, JPSM; U.S. Census Bureau

Are the Hard-to-Cover Also Less Likely to Respond?
Stephanie Eckman, Institute for Employment Research
Frauke Kreuter, University of Maryland, JPSM

Smartphone and Internet Coverage in the National Survey of Family Growth
Mick P. Couper, University of Michigan
Jennifer Kelley, University of Michigan
William G. Axinn, University of Michigan
Heidi Guyer, University of Michigan
James Wagner, University of Michigan
Brady T. West, University of Michigan

Exploring Nonresponse and Coverage in a Web Study
Ipek Bilgen, NORC at the University of Chicago
Michael J. Stern, NORC at the University of Chicago
David Sterrett, NORC at the University of Chicago

Demonstration Session #2

Friday, May 15, 3:15 p.m. – 4:15 p.m.

Location: Great Hall 4-6

Libby Snow, NORC at the University of Chicago
Rene Bautista, NORC at the University of Chicago
Poster Session 2
Friday, May 15, 3:15 p.m. – 4:15 p.m.

Location: Great Hall 4-6

Student Poster Competition Entries

1. Reducing Skip Errors: Analysis of Visually Grouping Skip Patterns by Question Type
   Rebecca J. Powell, University of Nebraska-Lincoln

2. Cross-Cultural Perceptions of Youth: A Comparison Between the United States and Syria
   Laura Allen, University of Nebraska-Lincoln

3. Effects of the 2010 Haiti Earthquake on Haitian Public Opinion
   Devin Van’t Hof, University of Nebraska

4. Relationship Between Key Estimates and Assent Comprehension in the National Survey of Youth in Custody
   Maura Spiegelman, Westat

5. Assessing Mental Health Care Disparity Using Behavioral Risk Factor Surveillance System Data
   Jin Liu, University of South Carolina-Columbia
   Amy Z. Fan, Centers for Disease Control and Prevention

6. “Screen and Go” Interviews and Broken Appointments in a National Survey: Trends and Implications
   Maura Bardos, University of Michigan
   Heather Schroeder, University of Michigan
   Brady T. West, University of Michigan

7. Reversed Spiral of Silence: A Case Study of Fang-Han Debate on the Outspokenness of Deviant Opinions on the Internet in China
   Qian Liu, City University of Hong Kong

8. The Benefits of an Increased Cellphone Allocation to Target Low Socioeconomic (SES) Persons
   Jamie Ridenhour, RTI International
   Marcus Berzofsky, RTI International
   Bo Lu, The Ohio State University
   Caroline Blanton, RTI International
   G. Lance Couzens, RTI International
   Kimberly Peterson, RTI International
   Timothy Sahr, The Ohio State University
   Robert Ashmead, The Ohio State University
   Amy Ferketich, The Ohio State University
   Tom Duffy, RTI International

9. Do Late, Reluctant Respondents Give Poor Data Quality?
   Herschel Lisette Sanders, University of Maryland

10. Framing the Conservative Case for Same-Sex Marriage: Atypical Republican Issue Advocacy and the Effects of “Conflicting Cue” Value Frames on Same-Sex Marriage Attitudes Within the Republican Party
    Ashley A. Koning, Rutgers University

11. Partisan Flocks: The Influence of Congregation on Vote Choice
    Steven Andrew Snell, Duke University

12. The Polarization of Global Climate Change Attitudes: Differential Effects of Comedy, Science and Political Media Content
    Hyoyeun Jun, University of Georgia
    Hanyoung Kim, University of Georgia
    Michael A. Cacciatore, University of Georgia

13. Measuring In-Partisan Premium vs. Out-Partisan Discount in Economic Perception
    Ju Yeon Park, New York University
Poster Session 2

Friday, May 15, 3:15 p.m. – 4:15 p.m.

Location: Great Hall 4-6

Student Poster Competition Entries

   Alexa Bankert, Stony Brook University
   Leonie Huddy, Stony Brook University

15. Methodological Considerations in the Use of Name Generators and Interpreters
   David E. Eagle, Duke University
   Rae Jean Proeschold Bell, Duke University

16. Is Mandatory Drug-Testing for Welfare Recipients Grounded in Evidence or Public Sentiment?
   Lillian Reed Walsh, East Tennessee State University
   Nikki M. Bare, East Tennessee State University

17. Offline Data Collection in Sub-Saharan Africa Using SMS Surveys: Lessons Learned
   Carsten Broich, Sample Solutions
   Daniel Boonman, Sample Solutions

18. Can Labeling Participants in a Survey Cover Letter Affect Response Rates?
   Jessica Jordan Sykes, East Tennessee State University
   Kelly N. Foster, East Tennessee State University

19. Assessing the Influence of Importance Prompt and Box Size on Response to Open-Ended Questions in the Mixed-Mode Surveys: Evidence on Response Rate and Response Quality
   Anil Kumar Chaudhary, University of Florida
   Glenn Douglas Israel, University of Florida

20. Inconsistencies in Population Level Diabetes Data and Implications for Health Literacy
   Sarah E. Lessem, University of Wisconsin- Madison

21. Linking Mindfulness to Social Desirability Bias: Do Mindful Respondents Tend to Give Socially Desirable Answers?
   Ji Qi, University of Michigan
   Ting Yan, Westat
   Florian Keusch, University of Mannheim
   James Lepkowski, University of Michigan
   David L. Vannette, Stanford University
Poster Session 2
Friday, May 15, 3:15 p.m. – 4:15 p.m.

Location: Great Hall 4-6

Mini-Conference Posters

23. How Does Your Family Use Mobile Devices?: A Case Study on the Proxy Response
   Vera Kurmlavage, The Nielsen Company
   Kumar Rao, The Nielsen Company
   Anh Thu Burks, The Nielsen Company
   Jennifer Haskell, The Nielsen Company

24. How to Maintain an Internal Do Not Contact (DNC) List? Finding the Best Practices for Companies and Organizations
   Yelena Pens, The Nielsen Company
   Robert DeHaan, The Nielsen Company
   Colin King, The Nielsen Company

   David C. Miller, American Institutes for Research
   Teresa Kroeger, American Institutes for Research

26. Comparing Methods for Correcting Nonresponse Bias in a School Climate Survey
   Elisabeth Davis, American Institutes for Research
   Daniel Harwell, American Institutes for Research
   Samantha Neiman, American Institutes for Research
   Sandy Eyster, American Institutes for Research

27. County Level Targeting in the 2014 Maryland Healthier Communities Survey (MHCS)
   Marilyn I. Wilkinson, Abt SRBI
   Rachel Martonik, Abt SRBI
   Robert Fedler, Maryland Department of Health and Mental Hygiene
   Courtney Kennedy, Abt SRBI

28. Let’s Talk About Sex: Achieving High Response Rates When Asking Teens About Sexual Behaviors
   Meredith Kelsey, Abt Associates
   René E. Nutter, Decision Information Resources, Inc.

29. Geographical Predictors of GPS-Based Survey Response Rates
   Dara Seidl, Abt SRBI
   Timothy Michalowski, Abt SRBI

30. A Novel Approach to Coding Qualitative Survey Responses in a Health Survey: Harnessing the Power of Natural Language Processing (NLP)
   Andrew Hurwitz, Mathematica Policy Research
   Jeremy Biggs, Mathematica Policy Research
   Kate Dovgala, Mathematica Policy Research
   Martha Kovac, Mathematica Policy Research

31. The Results Are Only as Good as the Sample: Assessing the Accuracy of Three National Physician Sampling Frames
   Rachel Kogan, Mathematica Policy Research
   Catherine DesRoches, Mathematica Policy Research
   Kirsten Barrett, Mathematica Policy Research
   Bonnie Harvey, Mathematica Policy Research
   James Reschovsky, Mathematica Policy Research
   Bruce Landon, Harvard Medical School
   Steve Shortell, University of California, Berkeley
   Lawrence Casalino, Cornell University Medical School
   Eugene Rich, Mathematica Policy Research

32. Advancing Towards a Set of Best Practices in Managing Large Scale Qualitative Research Projects
   Martha Stapleton, Westat
   Darby Steiger, Westat

33. Mindfulness in the Survey Context: Who are Mindful and Who are Mindless?
   Ting Yan, Westat
   Florian Keusch, University of Mannheim, Germany
   James Lepkowski, University of Michigan
Poster Session 2
Friday, May 15, 3:15 p.m. – 4:15 p.m.

Location: Great Hall 4-6

Mini-Conference Posters

34. Enough is Enough: The Optimal Number of Contacts for a Multi-Mode Survey
   Stephanie A. Beauvais Dennig, Westat
   Jocelyn Newsome, Westat
   Kerry Levin, Westat
   Brenda Schaefer, Internal Revenue Service
   Jose Colon de la Matta, Internal Revenue Service

35. Getting the Right Place in the Right Time: How Updates to a Survey Locating Section Created Efficiencies in Survey Completion Time and Data Quality
   Natasha Janson, RTI International
   Nicole M. Tate, RTI International
   Jamie Wescott, RTI International

36. Who's Going Mobile: The Impact of Expanding an Established Web Survey to the Mobile Web
   Nicole M. Tate, RTI International
   Jordan P. Hudson, RTI International
   Jeff W. Franklin, RTI International

37. Where Does the Platform Matter: The Impact of Geographic Clustering in Device Ownership and Internet Access in Web Surveys
   Ilana Ventura, NORC at the University of Chicago
   Ned English, NORC at the University of Chicago
   Ipek Bilgen, NORC at the University of Chicago
   Michael Stern, NORC at the University of Chicago

38. An App to Facilitate Real Time Reporting of Interviewer Activities: Revelations and Outcomes
   Catherine C. Haggerty, NORC University of Chicago
   Kymn Kochanek, NORC University of Chicago
   Micah R. Sjoblom, NORC University of Chicago

39. The Immigration Issue in Mexican Public Opinion: How Do They See Us? How Do We See Them?
   Francisco Abundis Luna, Parametria S.A. de C.V.
   Jose Alberto Vera Mendoza, Parametria S.A. de C.V.
   Diana Paola Penagos Vasquez, Parametria S.A. de C.V.

40. Innovations in Registration Based Sampling for Public Opinion Research
   Jonathan Robinson, Catalist, LLC

41. Forecasting in Low Information Elections: Evaluating an Election Forecasting Model which Aggregates Across Countries to Other Approaches
   Julia Clark, Ipsos Public Affairs
   Clifford Young, Ipsos Public Affairs
   Neale El-Dash, Sleek Data

42. Building a Robust Methodology to Measure Media Ratings Through Mobile Phones
   Max Richman, GeoPoll
   King Beach, GeoPoll
   Jamal Boubakri, GeoPoll
   Roxana Elliott, GeoPoll

43. Experimenting with Advance Text Messages for Increasing Response Rates in an Australian RDD Mobile Frame Health Survey
   Darren W. Pennay, The Social Research Centre Pty Ltd
   Paul J. Lavrakas, Independent Consultant

44. Testing the Effect of an Email Reminder to Reduce Breakoff Rates in the American Community Survey’s Internet Data Collection Mode
   Rachel Horwitz, U.S. Census Bureau
   Mary Frances Zelenak, U.S. Census Bureau

45. Effects of Acculturation on Question Comprehension
   Marina Stavrakantonaki, University of Illinois at Chicago
   Timothy P. Johnson, University of Illinois at Chicago
   Allyson L. Holbrook, University of Illinois at Chicago
   Young Ik Cho, University of Wisconsin-Milwaukee
   Sharon Shavitt, University of Illinois at Urbana/Champaign
   Saul Weiner, University of Illinois at Chicago
   Noel Chavez, University of Illinois at Chicago
## Poster Session 2

**Friday, May 15, 3:15 p.m. – 4:15 p.m.**

**Location:** Great Hall 4-6

### Mini-Conference Posters

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>46.</td>
<td>Is One More Reminder Worth It? If So, Pick Up the Phone: Findings From a Web Survey</td>
<td>Lisa Lin-Freeman, IMPAQ International</td>
</tr>
</tbody>
</table>
| 47. | Representativeness of a Mixed-Mode Panel Across Time: Evidence from the GESIS Panel | Michael Bosnjak, GESIS - Leibniz Institute for the Social Sciences  
Tobias Enderle, GESIS - Leibniz Institute for the Social Sciences  
Klaus Pför, GESIS - Leibniz Institute for the Social Sciences |
| 48. | Measures of Sleep: Methodologies, Potential Measurement Error and New Measurement Techniques | Heidi Guyer, University of Michigan                          |
| 49. | Comparing Manual and Automated Industry and Occupation Coding: Accuracy and Cost from the Perspective of the California Health Interview Survey | David Grant, UCLA Center for Health Policy Research  
Royce Park, UCLA Center for Health Policy Research  
Matthew Jans, UCLA Center for Health Policy Research  
John Rauch, Westat  
Marisol Frausto, UCLA Center for Health Policy Research |
| 50. | Top of the Mind or Cognitive Probing--Assessing Survey Data Quality in a Survey to Identify the Unmet Civil Legal Needs of Hard to Reach Low Income Households | Danna L. Moore, Social and Economic Sciences Research Center  
Arina Gertseva, Social and Economic Sciences Research Center  
Nathan Palmer, Social and Economic Sciences Research Center |
| 51. | Interview Quality in In-Depth Interviews: Findings from CDC’s iQual Insight Study | Alisu Schoua-Glusberg, Research Support Services  
Katherine Kenward, Research Support Services  
Susan Berkowitz, IMPAQ International  
Elizabeth Gall, IMPAQ International  
James W. Carey, Centers for Disease Control |
| 52. | Using Paradata to Predict Mobile Usage in Online Surveys | Kristin L. Cavallaro, SSI                                    |
| 53. | The Effect of Providing Think-Aloud Examples and Practice on Cognitive Interviewing in Nepal | Kristen Cibelli Hibben, University of Michigan  
Jennifer Kelley, University of Michigan  
Ting Yan, Westat |
| 54. | Patterns of NonResponse to Health, Diet and Exercise Measures Conditioned on Body Mass Index | Rossi Dobrikova, Experian Marketing Services  
Josephine Leonard, Experian Marketing Services  
Jennifer Bouterse, Experian Marketing Services |
| 55. | Using Pre-Incentives to Increase BRFSS Response Rates | Piper Jean DuBray, ICF International  
Jessie Hammond, Vermont Department of Health |
| 56. | Zeroing In On Critical Respondents: Effectiveness of the Census Bureau’s Low Response Score in Recruitment for a Media Measurement Panel | Jeffrey W. Shand-Lubbers, GfK  
Chuck Shuttles, GfK |
| 57. | Modeling Uninsurance Estimates at the County Level | Joanna Turner, University of Minnesota, SHADAC  
Peter Graven, Oregon Health & Science University  
Brett Fried, University of Minnesota, SHADAC  
Donna Spencer, University of Minnesota, SHADAC  
Kathleen Call, University of Minnesota, SHADAC |
Concurrent Session F

Friday, May 15, 4:15 p.m. – 5:45 p.m.

Session 1

Mini Conference Panel:
Says Who? Effects of Survey Sampling Methods on Respondent Characteristics and Survey Findings

Organizer and Moderator: Elizabeth M. Nichols, U.S. Census Bureau
Location: Regency Ballroom 2

A Census-Affinity Nonprobability Panel: Uptake and Characteristics of the Participants
Jennifer Hunter Childs, U.S. Census Bureau
Elizabeth M. Nichols, U.S. Census Bureau
Kathleen Kephart, U.S. Census Bureau

Building a Quality Nonprobability Panel: Methods, Problems and Doing It All Innovatively
Annie Pettit, Peanut Labs

Non-Probability Surveys Online: Does “Empanelment” Affect Results?
Sarah Cho, SurveyMonkey
Noble Kuriakose, SurveyMonkey

Context Clues: The Impact of Questionnaire Content on Self-Selection Bias and Context Effects in a Probability-Based Sample
Casey Eggleston, U.S. Census Bureau

Selected or Self-Selected? Part 1: A Comparison of Methods for Reducing the Impact of Self-Selection Biases from Non-Probability Surveys
David J. Dutwin, SSRS
Trent D. Buskirk, Marketing Systems Group

Selected of Self-Selected? Part 2: Exploring Non-Probability and Probability Samples from Response Propensities to Participant Profiles to Outcome Distributions
Trent D. Buskirk, Marketing Systems Group
David J. Dutwin, SSRS

Session 2

Novel Uses of Social Media for Survey Application

Moderator: Joanne Binette, AARP
Location: Regency Ballroom 1

How We Data Mined Social Media to Predict the World’s Largest Music Poll
David Quach, The Nielsen Company

Linking Individuals’ Twitter Data with Survey Data: Challenges and Approaches
Ellen Wagner, University of Michigan
Josh Pasek, University of Michigan
Darren Stevenson, University of Michigan

Putting Social Media Data in a Probability Frame Context
Edward Paul Johnson, Survey Sampling International
Lisa M. Drew, Two.42.Solutions
Mohammad Hamid, Two4.2.Solutions

Can We Leverage Facebook’s Social Structures for Survey Recruitment?
Thomas M. Guterbock, University of Virginia Center for Survey Research
Rupa S. Valdez, University of Virginia Department of Public Health Sciences
Deborah L. Rexrode, University of Virginia Center for Survey Research
Ishan C. Williams, University of Virginia School of Nursing

How Important is the Visual?: Differences in Click-Through Rates for Social Media Ads Using Various Visuals
Ashley M. Schaad, ICF International
Rikki Welch, ICF International
Concurrent Session F
Friday, May 15, 4:15 p.m. – 5:45 p.m.

Session 3
Building Better Election Polls
Moderator: Mark A. Schulman, Abt SRBI
Location: Diplomat Ballroom 3

- It’s My Party: Comparing Actual Party Registration, Self-Reported Registration and Self-Identification
  Steven M. Koczela, The MassINC Polling Group
  Richard Parr, The MassINC Polling Group

- Again and Again and Again: Dynamic Bayesian Forecasting of Election Polling Data
  Robert A. Petrin, Ipsos Public Affairs
  Alan Roshwalb, Ipsos Public Affairs
  Neale El-Dash, Sleek Data
  Marcus Maher, Ipsos Public Affairs

- Model Based Inference using RBS Survey, Machine Learning and Voter List
  Masahiko Aida, Civis Analytics

- Does Candidate Order Matter? Impact of Matching Ballot Order on Pre-Election Poll Accuracy
  Scott Clement, The Washington Post; University of Maryland, JPSM
  Jon A. Krosnick, Stanford University

- Early Voting Effects on Pre-Election Poll Estimates
  Michael P. McDonald, University of Florida
  Michael Martinez, University of Florida
  Christopher McCarty, University of Florida
  Daniel Smith, University of Florida

- The Timeline of Elections: A Comparative Perspective
  Christopher Wlezien, University of Texas at Austin
  Will Jennings, University of Southampton

Session 4
Reducing “Grid”-Lock: Advances in Formatting Questions in Grids Versus Alternative Formats
Moderator: Paul C. Beatty, U.S. Census Bureau
Location: Regency Ballroom 3

- Gridlocked: The Impact of Adapting Survey Grids for Smartphones
  Ashley Richards, RTI International
  Rebecca Powell, RTI International
  Joe Murphy, RTI International
  Shengchao Yu, New York City Department of Health and Mental Hygiene
  Mai Nguyen, RTI International

- Grids and Online Panels: A Comparison of Device Type from a Survey Quality Perspective
  Mengyang Wang, University of Nebraska–Lincoln
  Allan L. McCutcheon, University of Nebraska–Lincoln
  Laura Allen, University of Nebraska–Lincoln

- The Effects of Grids on Web Surveys Completed with Mobile Devices
  David Sterrett, NORC at the University of Chicago
  Michael J. Stern, NORC at the University of Chicago
  Gwendolyn Rugg, Cultural Policy Center at the University of Chicago
  Ethan Raker, Columbia University
  Jiwon Baek, Yonsei University
  Ipek Bilgen, NORC at the University of Chicago

- Beyond the Yes-No Grid: Expanding Consideration of Events Leads to Higher Endorsement
  Randall K. Thomas, GfK Custom Research
  Frances M. Barlas, GfK Custom Research

- Using Grids Versus Mark All that Apply in a 2014 National Mail Survey
  Danielle Battle, American Institutes for Research
  Brett Bejcek, The Ohio State University
  Mahi Megra, American Institutes for Research
Concurrent Session F
Friday, May 15, 4:15 p.m. – 5:45 p.m.

Session 5

Sensitivity, Privacy and IRBs
Moderator: Timothy Triplett, Urban Institute
Location: Diplomat Ballroom 1

Overzealous Institutional Review Boards vs. Frustrated Academic Researchers
Don A. Dillman, Washington State University

A Qualitative and Quantitative Exploration of the Use of Text Messaging and Emailing on Perceptions of Privacy and Confidentiality
Jessica L. Holzberg, U.S. Census Bureau
Aleia Clark Fobia, U.S. Census Bureau
Ryan King, U.S. Census Bureau
Jennifer Hunter Childs, U.S. Census Bureau

The Value of Personal Information and Privacy: Evidence from Discrete Choice Surveys
Sarah Butler, NERA Economic Consulting
Garrett Glasgow, NERA Economic Consulting

Measuring Sensitivity
Robin Kaplan, Bureau of Labor Statistics
Erica Yu, Bureau of Labor Statistics

Reassessing and Communicating Concepts of Value and Risk Associated with Survey Data Quality

Disclosure Avoidance Techniques at the U.S. Census Bureau: Current Practices and Research
Amy Lauger, U.S. Census Bureau
Billy Wisniewski, U.S. Census Bureau
Laura McKenna, U.S. Census Bureau

Session 6

Monitoring and Evaluating Survey Quality
Moderator: Daniel G. Harwell, American Institutes for Research
Location: Diplomat Ballroom 2

Establishment of a Quality Management Program: Strategies and Challenges to Implementation
Robyn Sirkis, USDA National Agricultural Statistics Service
Pamela McGovern, USDA National Agricultural Statistics Service

A New Computational Tool to Detect Random Responses in Surveys
Delia Dumitrescu, University of Gothenburg
Johan Martinsson, University of Gothenburg
Sebastian Lundmark, University of Gothenburg
Razvan Gurau, CPHT, Ecole Polytechnique

A Demographic Data Quality Monitoring System at the U.S. Census Bureau
Rachel Bray, U.S. Census Bureau
Adriana Hernandez Viver, U.S. Census Bureau

Alternative Data Quality Indicators and Tools to Guide Adaptive Design
Debra L. Wright, Mathematica Policy Research
Amang Sukasih, Mathematica Policy Research
Michael Sinclair, Mathematica Policy Research
Shilpa Khambhati, Mathematica Policy Research
Brendan Kirwan, Mathematica Policy Research

Explaining Variation in Monitors’ Detection of Interviewing Errors in Telephone Surveys
Doug Currivan, RTI International
Paul Biemer, RTI International
Tamara Terry, RTI International
Gordon Brown, RTI International
Session 7
Organizer: Timothy B. Gravelle, University of Essex
Moderator: Geoffrey Feinberg, Yale University
Location: Diplomat Ballroom 4

Framing Trans-Border Energy Transportation: Media’s Impact on Public Opinion
Andrea Lawlor, King’s University College, Western University

Framing and the Pipeline: Analyzing the Persuasiveness of Arguments For and Against the Keystone XL Energy Pipeline in Canada and the United States
Erick Lachapelle, Université de Montréal
Timothy B. Gravelle, University of Essex
Christopher Borick, Muhlenberg College

Energy Knowledge as a Predictor of Attitudes toward Nuclear Power
Joe Murphy, RTI International
Brian Southwell, RTI International
Sarah Parvanta, RTI International

Same Old NIMBY Phenomenon? The Effect of Proximity on Americans’ Perceptions about Hydrofracking
Matthew Barnes, West Virginia University

Developing and Testing a Framework for Understanding Public Support of “Fracking”
Jessica Alcorn, Indiana University
Olga Schenk, Indiana University
John D. Graham, Indiana University
John Rupp, Indiana University
Sanya Carley, Indiana University
Michelle Lee, Indiana University
Yu Zhang, Indiana University
Ashley Clark, Indiana University

Session 8
Methodological Briefs: I’ll Do Anything for a Better Response Rate
Moderator: Dawn V. Nelson, U.S. Census Bureau
Location: Diplomat Ballroom 5

Using the Study Sponsor Name in CATI Introductions: Effects on Call Outcomes and Eligibility Rates
Mehera Baugher, Abt SRBI
Martina Smith, Abt SRBI
Kelly Daley, Abt SRBI

Does a Pre-Notice Letter Affect Response in the Internet Collection Mode in the American Community Survey?
Padraic A. Murphy, U.S. Census Bureau
Andrew W. Roberts, U.S. Census Bureau

The Effects of Persuasion Messages in the Advance Letter
Cong Ye, American Institutes for Research

Formal or Friendly: Does Messaging Style Impact Survey Response?
Kerry Y. Levin, Westat
Jocelyn Newsome, Westat
Stephanie Beauvais Dennig, Westat
Brenda Schafer, Internal Revenue Service
Pat Langetieg, Internal Revenue Service
Melissa Vigil, Internal Revenue Service
Michael Sebastiani, Internal Revenue Service

Maximum Bang for Minimum Buck: Using Complex Incentive Targeting Strategies to Improve Panel Compliance
Darin D. Harm, The Nielsen Company
Christine Heiss, The Nielsen Company
Session 8 (continued)

Methodological Briefs: I'll Do Anything for a Better Response Rate

Can a Magnet Attract Respondents? Incentive Type and Monetary Value Effects in an RDD Survey
Matt Jans, UCLA Center for Health Policy Research
John Rauch, Westat
Sherman Edwards, Westat
David Grant, UCLA Center for Health Policy Research
Royce Park, UCLA Center for Health Policy Research

Investigating the Relationship Between Nonmonetary Incentives, Questionnaire Length and Response Rates in a Physician Survey
Eric Jamoom, National Center for Health Statistics
Paul C. Beatty, Bureau of Census

A Response Rate That Was Too Good to be True: Detecting and Explaining Fraud in a Pharmacy Based Consumer Web Survey
Peter Batra, College of Pharmacy University of Michigan

Finding the Best Time to Make Contact Attempts for Face-to-Face Interviews
Dato Tsabutashvili, Gallup
Neli Esipova, Gallup
# AAPOR Day-at-a-Glance

**Saturday, May 16**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Fun Run/Walk <em>(Check in at 6:30 a.m.)</em></td>
<td>Southside of pool by beach entrance</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Committee Meetings</td>
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<tr>
<td></td>
<td>AAPOR History Committee</td>
<td>Conference Room 220</td>
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<td>Investment Committee</td>
<td>Conference Room 319</td>
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<td>Standards Committee</td>
<td>Conference Room 212-213</td>
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<tr>
<td>7:00 a.m. – 2:00 p.m.</td>
<td>Exhibit Hall Open</td>
<td>Great Hall 4-6</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast in the Exhibit Hall</td>
<td>Great Hall 4-6</td>
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<tr>
<td>7:30 a.m. – 3:00 p.m.</td>
<td>AAPOR Registration Desk Open</td>
<td>Great Hall Registration</td>
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<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td><strong>Concurrent Sessions G</strong></td>
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<tr>
<td></td>
<td>Session 1: <strong>Mini-Conference: Combining Probability and Non-Probability Samples</strong></td>
<td>Regency Ballroom 2</td>
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<td>Session 2: <strong>Incentive Effects</strong></td>
<td>Regency Ballroom 1</td>
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<tr>
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<td>Session 3: <strong>Evaluating Polling Accuracy</strong></td>
<td>Diplomat Ballroom 3</td>
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<td>Session 4: <strong>The Most Important Problem: Immigration or Energy?</strong></td>
<td>Regency Ballroom 3</td>
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<td>Diplomat Ballroom 1</td>
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<td>Diplomat Ballroom 2</td>
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<td>Diplomat Ballroom 4</td>
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<td>Session 8: <strong>Twitter Data for Social Research: Empirical Evidence</strong></td>
<td>Diplomat Ballroom 5</td>
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<td>9:30 a.m. – 10:00 a.m.</td>
<td><strong>Beverage Break in the Exhibit Hall</strong></td>
<td>Great Hall 4-6</td>
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<td><em>Sponsored by RTI</em></td>
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<td>10:00 a.m. – 11:30 a.m.</td>
<td><strong>Concurrent Sessions H</strong></td>
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<td>Session 1: <strong>Mini-Conference: Matching and Weighting Opt-In Panels</strong></td>
<td>Regency Ballroom 2</td>
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<td>Session 2: <strong>Computer-Administered Self-Interviewing (CASI): Impact of Setting, Interviewer and Voice Characteristics</strong></td>
<td>Regency Ballroom 1</td>
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<td>Diplomat Ballroom 2</td>
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<td>Session 7: <strong>Methodological Briefs: Online Surveying and Recruiting - Recent Developments and Technological Innovations</strong></td>
<td>Diplomat Ballroom 4</td>
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<td>Session 8: <strong>Mobile Effects in Panel Surveys</strong></td>
<td>Diplomat Ballroom 5</td>
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</tbody>
</table>
# AAPOR Day-at-a-Glance

**Saturday, May 16**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:45 a.m. – 1:00 p.m.</td>
<td>Committee Meetings</td>
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<td></td>
<td>Communications Committee</td>
<td>Conference Room 214</td>
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<td>Education Committee</td>
<td>Conference Room 319</td>
</tr>
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<td>Membership and Chapter Relations – Chapter Reps</td>
<td>Conference Room 212-213</td>
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<tr>
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<td>AASRO Luncheon</td>
<td>Conference Room 312-313</td>
</tr>
<tr>
<td>11:45 a.m. – 1:00 p.m.</td>
<td>Luncheon and Activities Awards Ceremony</td>
<td>Great Hall 1-3</td>
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<tr>
<td>12:45 p.m. – 2:15 p.m.</td>
<td>Speed Networking Session 2</td>
<td>Conference Room 307</td>
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<tr>
<td>1:00 p.m. – 2:00 p.m.</td>
<td>Dessert Reception in the Exhibit Hall</td>
<td>Great Hall 4-6</td>
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<td>2:15 p.m. – 3:45 p.m.</td>
<td><strong>Concurrent Sessions I</strong></td>
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<tr>
<td>Session 1:</td>
<td>Mini-Conference Panel: AAPOR Big Data Task Force Panel</td>
<td>Regency Ballroom 2</td>
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<td>Mode Effects</td>
<td>Regency Ballroom 1</td>
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<td>Session 3:</td>
<td>Scrub-A-Dub: Telephone Sampling Scrubbing and Working Rates</td>
<td>Diplomat Ballroom 3</td>
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<td>Media Influence on Public Opinion</td>
<td>Regency Ballroom 3</td>
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<td>Cultural Consideration of Interviewing in Africa and the Middle East</td>
<td>Diplomat Ballroom 1</td>
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<td>Session 6:</td>
<td>Panel Survey Refinements</td>
<td>Diplomat Ballroom 2</td>
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<td>Session 7:</td>
<td>Panel: Interviewer-Respondent Interactions in a Total Survey Error Framework</td>
<td>Diplomat Ballroom 4</td>
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<td>Session 8:</td>
<td>Experimenting and Developing Mobile Device Questionnaires</td>
<td>Diplomat Ballroom 5</td>
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<tr>
<td>4:00 p.m. – 6:00 p.m.</td>
<td><strong>Membership &amp; Business Meeting</strong></td>
<td>Regency Ballroom 2</td>
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<tr>
<td>6:30 p.m. – 7:30 p.m.</td>
<td>President’s Reception</td>
<td>Great Hall 1-2 Foyer</td>
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<td>7:30 p.m. – 10:00 p.m.</td>
<td>Awards Banquet</td>
<td>Great Hall 1-3</td>
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<tr>
<td>10:00 p.m. – 1:00 a.m.</td>
<td>Casino Night and Texas Hold’em Charity Poker Tournament</td>
<td>Great Hall 5</td>
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**“Meet the Author” Session #3**

*2015 AAPOR Book Award Winner*

Ed.: Peter V Marsden

*Social Trends in American Life: Findings from the General Social Survey since 1972*  
(Princeton University Press, 2012)

**Demonstration Session #3: “How to” Texas Hold’em Beginners Demo**

**Poster Session #3**
Concurrent Session G
Saturday, May 16, 8:00 a.m. – 9:30 a.m.

Session 1
Mini-Conference: Combining Probability and Non-Probability Samples
Moderator: Brady T. West, University of Michigan-Ann Arbor
Location: Regency Ballroom 2

Combining a Probability Based Telephone Sample with an Opt-in Web Panel
Randal ZuWallack, ICF International
James Dayton, ICF International
Naomi Freedner-Maguire, ICF International
Katherine J. Karriker-Jaffe, Alcohol Research Group
Thomas K. Greenfield, Alcohol Research Group

Fit for Purpose: Supplementing RDD Surveys with Online Opt-In Panels
Robert P. Agans, University of North Carolina at Chapel Hill

A Comparison of Online Panels with GSS and ANES Data
Elizabeth S. Zack, Indiana University
John M. Kennedy, Indiana University

Can a Non-Probability Sample Be Used to Measure Emerging Tobacco Product Use Among Young Adults?
James J. Dayton, ICF International
Tala Fakhouri, ICF International

Evaluating a Propensity Score Adjustment for Combining Probability and Non-Probability Samples in a National Survey
Kurt R. Peters, ICF International
Heather Driscoll, ICF International
Pedro Saavedra, ICF International

Session 2
Incentive Effects
Moderator: Ryan Hubbard, Westat
Location: Regency Ballroom 1

Non-Monetary Incentives Related to the Survey Topic and Survey Participation
Nicholas Ruther, Abt SRBI
Dianne Rucinski, Abt SRBI
David P. Eisenman, UCLA; Los Angeles City Dept of Public Health

The Effect of Large Monetary Incentives on Survey Completion Costs: Evidence from a Randomized Experiment
Maximilian Schmeiser, Federal Reserve Board
Joanne Hsu, Federal Reserve Board
Catherine C. Haggerty, NORC at the University of Chicago
Shannon Nelson, NORC at the University of Chicago

The Effectiveness of Using Prepaid Incentives in a Mixed-Mode Survey
Linda S. Mendenko, Mathematica Policy Research
Heinrich Hoch, Mathematica Policy Research
Priyanka Anand, Mathematica Policy Research
Rebecca DiGiuseppe, Mathematica Policy Research
Ryan McInerney, Mathematica Policy Research

Preliminary Results from an Incentive Experiment for Ohio PRAMS
Marilyn I. Wilkinson, Abt SRBI
Rebecca Devlin, Abt SRBI
Melissa VonderBrink, Ohio Department of Health
Connie Geidenberger, Ohio Department of Health
Katie Labrecque, Abt SRBI
Concurrent Session G
Saturday, May 16, 8:00 a.m. – 9:30 a.m.

Session 2 (continued)

Incentive Effects

Are Incentive Effects on Response Rates and Nonresponse Bias in Large-Scale, Face-to-Face Surveys Generalizable to Germany? Evidence from Ten Experiments

Klaus Pförr, GESIS – Leibniz-Institute for the Social Sciences
Michael Blohm, GESIS – Leibniz-Institute for the Social Sciences
Annelies G. Blom, University of Mannheim
Barbara Erdel, German Federal Employment Agency
Barbara Felderer, University of Mannheim
Mathis Fräßdorf, DIW Berlin
Kristin Hajek, Ludwig-Maximilians-University München
Susanne Helmschrott, University of Mannheim
Corinna Kleinert, Institut für Arbeits- und Berufsforschung
Achim Koch, GESIS – Leibniz-Institute for the Social Sciences
Ulrich Krieger, University of Mannheim
Martin Kroh, DIW Berlin
Silke Martin, GESIS – Leibniz-Institute for the Social Sciences
Denise Saßenroth, DIW Berlin
Claudia Schmiedeberg, Ludwig-Maximilians-University München
Eva-Maria Trüdinger, Universität Stuttgart
Beatrice Rammstedt, GESIS – Leibniz-Institute for the Social Sciences

Incentive Use Tracking and the Effect of Incentives on Interview Completion for the General Social Survey

Beth Fisher, NORC at the University of Chicago
Michael Buha, NORC at the University of Chicago

Session 3

Evaluating Polling Accuracy

Moderator: Mary McDougall, CfMC Survox Solutions
Location: Diplomat Ballroom 3

Evaluation of Mid-Term Election Polling in Georgia
Seth Brohinsky, Abt SRBI
Dean Williams, Abt SRBI
Courtney Kennedy, Abt SRBI

Sources of Error in the 2014 Midterm Pre-Election Polls
Natalie Jackson, Huffington Post/Pollster.com
Mark Blumenthal, Huffington Post/Pollster.com

Judging The Accuracy of Public Opinion Polls in Referendums
Thomas R. Marshall, University of Texas at Arlington

Measurements and Determinants of Polling Accuracy: Comparing Measures of Accuracy and Assessing Effects of Polling Practices
Jacob Sohlberg, University of Gothenburg, Department of Political Science
Mikael Gilljam, University of Gothenburg, Department of Political Science

Evaluation of Methods for Polling Third Party Candidates
Joseph W. Lenski, Edison Research
Randy Brown, Edison Research

What Happened in North Carolina? The 2014 Elections Through the Lens of the High Point University Poll
Martin J. Kifer, High Point University
Brian McDonald, High Point University
Concurrent Session G
Saturday, May 16, 8:00 a.m. – 9:30 a.m.

**Session 4**

**The Most Important Problem: Immigration or Energy?**

**Moderator:** Larry Luskin, ICF International  
**Location:** Regency Ballroom 3

- **Problems with the “Most Important Problem Question:” How Question Wording and Format Impact the American Public’s Priorities**  
  - Trevor Tompson, NORC at the University of Chicago  
  - David Sterrett, NORC at the University of Chicago  
  - Jennifer Benz, NORC at the University of Chicago  
  - Dan Malato, NORC at the University of Chicago  
  - Becky Reimer, NORC at the University of Chicago  
  - Emily Alvarez, NORC at the University of Chicago  
  - Jennifer Benz, NORC at the University of Chicago  
  - Dan Malato, NORC at the University of Chicago  
  - Becky Reimer, NORC at the University of Chicago  
  - Emily Alvarez, NORC at the University of Chicago  

- **Contact, Contexts, and Public Attitudes Toward Illegal Immigration**  
  - Timothy B. Gravelle, University of Essex

- **Beyond Innumeracy: Examining Qualitative Misperceptions About Immigrants in Finland**  
  - Daniel E. Herda, Merrimack College

- **Visual Framing of Unconventional Energy: How Support Shapes Interpretations of Environmental Risk and Economic Opportunity**  
  - Erik P. Bucy, Texas Tech University  
  - Amber Krause, Texas Tech University  
  - Matthew Van Dyke, Texas Tech University  
  - Andy King, Texas Tech University  
  - Melanie Sarge, Texas Tech University

**Session 5**

**Surveying Children and Teens**

**Moderator:** Dianne Rucinski, Abt SRBI  
**Location:** Diplomat Ballroom 1

- **A New Tool to Collect Ego-Centered Network Data in Online Surveys**  
  - Tobias H. Stark, Utrecht University  
  - Jon Krosnick, Stanford University

- **Luck of the Draw: A Comparison of Probability-Based Samples for Youth**  
  - Jennifer Cantrell, American Legacy Foundation  
  - Elizabeth C. Hair, American Legacy Foundation  
  - Valerie Williams, American Legacy Foundation  
  - Alexandria A. Smith, American Legacy Foundation  
  - Randall K. Thomas, GfK  
  - Donna M. Vallone, American Legacy Foundation

- **Does Modality Matter? Comparing Smoking Behavior Among 18-21 Year Olds Across Online, In-Person and Telephone Surveys**  
  - Peter Messeri, Mailman School of Public Health, Columbia University  
  - Jennifer Cantrell, American Legacy Foundation  
  - Valerie Williams, American Legacy Foundation  
  - Haijun Xiao, American Legacy Foundation  
  - Alexandria Smith, American Legacy Foundation  
  - Paul Mowery, Biostatistics, Inc  
  - Donna Vallone, American Legacy Foundation

- **Implementing a Large Scale Population-Based Youth Online Health Survey in a Non-School Setting**  
  - Amy Kristen Leite Bennett, Hennepin County Public Health Department  
  - Mei Ding, Hennepin County Public Health Department  
  - David C. Johnson, Hennepin County Public Health Department  
  - Urban Landreman, Hennepin County Public Health Department  
  - Komal Mehrotra, Hennepin County Public Health Department  
  - Emily Thompson, Hennepin County Public Health Department
Concurrent Session G
Saturday, May 16, 8:00 a.m. – 9:30 a.m.

Session 5 (continued)
Surveying Children and Teens (continued)
  Discrimination and Digital Abuse Among Socially Networked Teenagers and Young Adults in the United States
  Emily R. Alvarez, NORC at the University of Chicago
  Jennifer Benz, NORC at the University of Chicago
  Trevor Tompson, NORC at the University of Chicago
  Jennifer Agiesta, Associated Press

  Testing Alternative Methods to Enhance the Validity and Feasibility of Internet Based Research Among Children and Their Parents
  Keisha Miles, Institute for Survey Research - Temple University
  Rachel Teneralli, The Children’s Hospital of Philadelphia
  Heidi Gunwald, Institute for Survey Research - Temple University
  Nina Hoe, Institute for Survey Research - Temple University

Session 6
Field Effects, Survey Participation and Data Quality
Moderator: Carla Jackson, Abt SRBI
Location: Diplomat Ballroom 2

  Evaluating Two Differential Survey Treatment Strategies
  Gerry Dirksz, Experian Marketing Services
  Karen Swift, Experian Marketing Services
  Pat Pellegrini, Experian Marketing Services
  Charlie Palit, University of Wisconsin
  Christine Kudisch, Experian Marketing Services
  David Lustig, Experian Marketing Services

  Fieldwork Effort, Response Rate and the Distribution of Survey Outcomes: A Multi-Level Meta-Analysis
  Patrick Sturgis, University of Southampton
  Ian Brunton-Smith, University of Surrey
  Joel Williams, TNS-BMRB

  Is it Worth the Effort? Contact Attempts and Nonresponse Bias Reduction in a Large-Scale Cross-National Survey
  Tanja Kunz, Darmstadt University of Technology
  Marek Fuchs, Darmstadt University of Technology

  The Workload, Effort, and Quality Associated with Collecting Data on Vacant American Community Survey Addresses
  Gina K. Walejko, U.S. Census Bureau

  Towards Determining an Optimal Contact Attempt Threshold for a Large-Scale Personal Visit Survey
  Adam Safir, U.S. Bureau of Labor Statistics
  Lucilla Tan, U.S. Bureau of Labor Statistics
Concurrent Session G

Saturday, May 16, 8:00 a.m. – 9:30 a.m.

Session 7

Multi-Mode Surveys Minimizing Cost While Maintaining Quality

Moderator: Martin Wulfe, MWulf Consulting
Location: Diplomat Ballroom 4

Telephone Prompting to Obtain Survey Participation via Less Expensive Modes: Results from an Experiment in a Nationally Representative Mixed-Mode Establishment Survey
Lauren D. Harris-Kojetin, National Center for Health Statistics
Manisha Sengupta, National Center for Health Statistics
Melissa Hobbs, RTI International
Angela Greene, RTI International
Vincent Rome, National Center for Health Statistics

Assessing Differences in Web versus Telephone Survey/Interview Respondents and Responses in a Multimode Survey among a Low Eligibility Population
Michael J. Stern, NORC at the University of Chicago
Zhen Zhao, Centers for Disease Control
Meena Khare, National Center for Health Statistics
Holly Hill, Centers for Disease Control
Sarah Reagan-Steiner, Centers for Disease Control
David Yankey, Centers for Disease Control

Knowing When to Stop: Evaluating First 5 LA Family Survey Data Based on Data Collection Mode and Difficulty to Complete an Interview
Andrea Mayfield, NORC at the University of Chicago
Ying Li, NORC at the University of Chicago
Alicia Frasier, NORC at the University of Chicago
Ned English, NORC at the University of Chicago
Jeni Vanicek, NORC at the University of Chicago
Joelle Greene, Harder+Company Community Research
Melinda Leidy, First 5 LA

Benefits and Challenges of Web Surveys in Mix-Mode Designs: Demographic and Data Quality Differences Across Modes in Survey of Households Recovering From Superstorm Sandy
David Sterrett, NORC at the University of Chicago
Dan Malato, NORC at the University of Chicago
Michael J. Stern, NORC at the University of Chicago
Trevor Tompson, NORC at the University of Chicago
Jennifer Benz, NORC at the University of Chicago
Becky Reimer, NORC at the University of Chicago

Mixed-Mode Experiment - Evaluation of Effects on Data Quality, Response Rates and Cost Reduction
Mikaela Johanna Jarnbert, Statistics Sweden
Johan Eklund, Statistics Sweden

SAPOR Student Paper Winner
Panel Attrition: What’s Sex Got to Do With It?
Laura L. Frankel, Duke University
Concurrent Session G
Saturday, May 16, 8:00 a.m. – 9:30 a.m.

Session 8
Panel: Twitter Data for Social Research: Empirical Evidence

Organizer and Moderator: Josh Pasek, University of Michigan
Discussant: Michael Stern, NORC at the University of Chicago
Location: Diplomat Ballroom 5

Total Twitter Error? A Discussion of Surveys and Twitter for Examining Attitudes toward Marijuana Legalization
Yuli Patrick Hsieh, RTI International
Joe Murphy, RTI International

Using Twitter Data to Calibrate Retrospective Assessments in Surveys
Josh Pasek, University of Michigan
Elizabeth Hou, University of Michigan
Michael F. Schober, New School for Social Research
Frederick G. Conrad, University of Michigan
Cliff Lampe, University of Michigan
Lauren Guggenheim, University of Michigan

A “Collective-vs-Self” Hypothesis for When Twitter and Survey Data Tell the Same Story
Frederick G. Conrad, University of Michigan
Michael F. Schober, New School for Social Research
Josh Pasek, University of Michigan
Lauren Guggenheim, University of Michigan
Cliff Lampe, University of Michigan
Elizabeth Hou, University of Michigan

Opportunities of Social Media in Personal and Societal Wellbeing
Munmun De Choudhury, Georgia Tech
Scott Counts, Microsoft Research
Eric Horvitz, Microsoft Research
Andres Monroy-Hernandez, Microsoft Research
Gloria Mark, University of California, Irvine

Concurrent Session H
Saturday, May 16, 10:00 a.m. – 11:30 a.m.

Session 1
Mini-Conference: Matching and Weighting Opt-In Panels
Moderator: Jill A. Dever, RTI International
Location: Regency Ballroom 2

Matching an Internet Panel Sample of Health Care Personnel to a Probability Sample
Charles DiSogra, Abt SRBI
Stacie Greby, Centers for Disease Control and Prevention
K.P. Srinath, Abt SRBI
Andrew Burkey, Abt SRBI
Carla Black, Centers for Disease Control and Prevention
John Sokolowski, Abt SRBI
Xin Yue, Centers for Disease Control and Prevention
Sarah Ball, Abt Associates
Sara Donahue, Abt Associates

Weighting and Sample Matching Effects for an Online Sample
J. Michael Brick, Westat
Jon Cohen, SurveyMonkey
Sarah Cho, SurveyMonkey
Scott Keeter, Pew Research
Kyley McGeeney, Pew Research
Nancy Mathiowetz, University of Wisconsin-Milwaukee

Can Surveys Posted on Government Websites Give Fair Representations of Public Opinion?
Michelle Kobayashi, National Research Center, Inc.

Matching an Internet Panel Sample of Pregnant Women to a Probability Sample
Andrew M. Burkey, Abt SRBI
Charles DiSogra, Abt SRBI
Stacie Greby, Centers for Disease Control and Prevention
K.P. Srinath, Abt SRBI
Carla Black, Centers for Disease Control and Prevention
John Sokolowski, Abt SRBI
Helen Ding, Centers for Disease Control and Prevention
Sarah Ball, Abt Associates
Sara Donahue, Abt Associates
Session 1 (continued)

Mini-Conference: Matching and Weighting Opt-In Panels

Weighting Web Panel Data at the Community Level
Ronaldo Iachan, ICF International
John M. Boyle, ICF International
James Dayton, ICF International
Lew Berman, ICF International

Session 2


Moderator: David A. Raglin, U.S. Census Bureau
Location: Regency Ballroom 1

Can Interviewer Behaviors During ACASI Affect Data Quality?
Emilia Peytcheva, RTI International
Brady West, University of Michigan

Effects of ACASI Voice Choice and Voice Persona on Reports to Questions About Sensitive Behaviors Among Young Adults
Kerryann DiLoreto, University of Wisconsin Survey Center
Jennifer Dykema, University of Wisconsin Survey Center
Karen Jaques, University of Wisconsin Survey Center
Nadia Assad, University of Wisconsin Survey Center

Race-of-Interviewer Effect in the Computer-Assisted Self-Interview Module in a Face-To-Face Survey
Yichen Wang, NERA Economic Consulting
Mingnan Liu, SurveyMonkey

How Interview Location Affects Respondent’s Disclosure of Sensitive Information
H. Yanna Yan, University of Michigan

Comparison of Text-To-Speech with Human Voice Recordings on Comprehension of Survey Questions in Audio Computer-Assisted Self-Interviewing
Emily McFarlane Geisen, RTI International
Gretchen McHenry, RTI International
Patty LeBaron, RTI International
Gil Rodriguez, RTI International
Grace O’Neill, SAMHSA
Peggy Barker, SAMHSA
Dicy Painter, SAMHSA
Joel Kennet, SAMHSA
Session 3

Building and Evaluating Likely Voter Models

**Moderator:** G. Evans Witt, PSRAI

**Location:** Diplomat Ballroom 3

- **The Choice is Yours: Comparing Alternative Likely Voter Models within Probability and Non-Probability Samples**
  - Robert Benford, GfK
  - Randall K. Thomas, GfK
  - Jennifer Agiesta, Associated Press
  - Emily Swanson, Associated Press

- **Voter Turnout Sensitivity Analysis: Towards a More Parsimonious Combinatorial Likely Voter Model**
  - Joseph Chris Jackson, Ipsos Public Affairs
  - Julia Clark, Ipsos Public Affairs
  - Clifford Young, Ipsos Public Affairs

- **The Effects and Effectiveness of Likely Voter Models in Pre-Election Surveys**
  - David L. Vannette, Stanford University
  - Jon A. Krosnick, Stanford University

- **Using Voter File Validation to Improve Likely Voter Models: The Case of 2014**
  - Ruth Igielnik, Pew Research Center
  - Scott Keeter, Pew Research Center
  - Michael Dimock, Pew Research Center
  - Jocelyn Kiley, Pew Research Center
  - Kenneth M. Goldstein, University of San Francisco

- **Estimating the 2014 National House Vote: What Can Be Learned**
  - Lydia Saad, Gallup
  - Frank Newport, Gallup
  - Jeffrey M. Jones, Gallup
  - Stephanie Kafka, Gallup

Session 4

Freedom and Other Hot Topics in Public Opinion

**Moderator:** Barbara Robles, Federal Reserve Board

**Location:** Regency Ballroom 3

- **Global Approval of U.S., EU and Russia’s Leadership on the Brink of a New Cold War**
  - Julie Ray, Gallup
  - Neli Esipova, Gallup
  - Anita Pugliese, Gallup

- **A Cross-Cultural Look at Religious Tolerance**
  - Caitlin E. Deal, University of Nebraska-Lincoln
  - Allan L. McCutcheon, University of Nebraska-Lincoln

- **Afghanistan: After the Presidential Transition**
  - Matthew Warshaw, Afghan Center for Socio-Economic and Opinion Research
  - Gary Langer, Langer Research Associates
  - Stephen Hornbeck, D3 Systems Inc.
  - Amanda Bajkowski, D3 Systems Inc.
  - Christopher Weiss, Langer Research Associates

- **Public Opinion and Media Coverage about Freedom – The Case of Germany**
  - Thomas Roessing, University of Mainz
  - Thomas Petersen, Institut fuer Demoskopie Allensbach

- **Ukraine and the West vs. Russia and the Rest: The Media Battle for Public Opinion**
  - Neli Esipova, Gallup
  - Julie Ray, Gallup
  - Dato Tsabutashvili, Gallup

- **What Defines Democracy? Public and Elite Perceptions of Democratic Norms and Structures**
  - Frank Louis Rusciano, Rider University
  - Josephine Boyle, Rider University
  - Michael Brogan, Rider University
Concurrent Session H
Saturday, May 16, 10:00 a.m. – 11:30 a.m.

Session 5

Professional Development Panel: Training for Survey Research: Who We Need? Where We Train Them? And, How Are We Going to Fill the Jobs of the Future?
Organizer: Stanislav Kolenikov, Abt SRBI
Moderator: Frauke Kreuter, University of Maryland, JPSM
Location: Diplomat Ballroom 1

Training Needs in Survey Research Methods: An Overview
Graham Kalton, Westat

Training for the Modern Survey Statistician
Stanislav Kolenikov, Abt SRBI

Social Science Survey Methodology Training: Understanding the Past and Assessing the Present to Shape Our Future
Scott Fricker, Bureau of Labor Statistics
Matt Jans, UCLA
Mikelyn Meyers, U.S. Census Bureau

On-the-Job: What to Expect and How to Succeed
Mikelyn Meyers, U.S. Census Bureau
Barbara C. O’Hare, U.S. Census Bureau
Stanislav Kolenikov, Abt SRBI
Matt Jans, UCLA

Survey Informatics: The Future of Survey Methodology and Survey Statistics Training in the Academy?
Allan L. McCutcheon, University of Nebraska-Lincoln
Jill Dever, RTI International

Session 6

Weighting and Imputation
Moderator: Timothy Triplett, Urban Institute
Location: Diplomat Ballroom 2

Multiple Imputation for Complex Surveys: An Overview of the State of the Art
Joseph L. Schafer, United States Census Bureau

The Influence of Attrition Weights on the Evaluation of Measurement Reactivity in an Intensive Longitudinal Study
Jamie Griffin, University of Michigan
Megan E. Patrick, University of Michigan

PANJAAPOR Student Paper Award Winner
Examining Best Practices for Sampling and Weighting Dual-Frame Surveys
Elizabeth Kantor, Rutgers School of Arts and Sciences

Not So Standard: The Impact of Audience Imputation on Standard Errors of TV Ratings
Lukasz Chmura, The Nielsen Company
Scott Bell, The Nielsen Company
Victoria Tsay, The Nielsen Company
Concurrent Session H
Saturday, May 16, 10:00 a.m. – 11:30 a.m.

Session 7
Methodological Briefs: Online Surveying and Recruiting - Recent Developments and Technological Innovations
Moderator: Florian Keusch, University of Mannheim, Germany
Location: Diplomat Ballroom 4

How Fast Can I Get Survey Results? Assessing Demographics Differences in Cumulative Daily Response Rates to Web Panel Surveys
Kirti N. Kanitkar, Gallup
Jenny Marlar, Gallup

A Systematic Approach to Usability Evaluation of Web Survey
Lin Wang, U.S. Census Bureau
Temika Holland, U.S. Census Bureau
Marylisa Gareau, U.S. Census Bureau

Attrition in a Probability-Based Mixed-Mode Panel: Does Survey Mode Matter?
Bella Struminskaya, GESIS - Leibniz Institute for the Social Sciences
Michael Bosnjak, GESIS - Leibniz Institute for the Social Sciences

What Day of Week Would You Like to Answer Our Survey? A Large-Scale Randomized Experiment
Maria Andreasson, University of Gothenburg

Boosting Response Rates in Online Longitudinal Studies: A Dose of Funny
Jessica M. Rath, Legacy
Andrea C. Villanti, Legacy
Valerie Williams, Legacy
Molly Green, Legacy
Paul Mowery, Biostatistics Inc
Donna M. Vallone, Legacy

Comparing Social Media and Traditional Recruitment Methods: Which is Most Effective?
Jennifer Anderson, Westat
Jocelyn Newsome, Westat
Kerry Levin, Westat
April Oh, National Cancer Institute

Session 8
Mobile Effects in Panel Surveys
Moderator: Alice Robbin, Indiana University
Location: Diplomat Ballroom 5

Seymour Sudman Student Paper Award Winner
Effects of Mobile Versus PC Web on Survey Response Quality: A Crossover Experiment in a Probability Web Panel
Christopher Antoun, University of Michigan

The Changing Landscape of Technology and Its Effects on Online Survey Data Quality
Nicole Mitchell, Survey Sampling International

The Effects of Adding a Mobile-Compatible Design to the American Life Panel
Alerk Amin, RAND Corporation
Vera Toevoet, Utrecht University
Peter Lugtig, Utrecht University

Purposefully Mobile: Experimentally Assessing Device Effects in an Online Survey
Frances M. Barlas, GfK
Randall K. Thomas, GfK
Patricia Graham, GfK

The Mobile Influence: How Mobile Participants Affect Survey Results
Frances M. Barlas, GfK
Randall K. Thomas, GfK

App vs. Web for Surveys of Smartphone Users
Kyley McGeeney, Pew Research Center
Ruth Igielnik, Pew Research Center

Demonstration Session #3
Saturday, May 16, 1:00 p.m. - 2:00 p.m.

“How to” Texas Hold’em – Beginner’s Demonstration
Lee Childs
Poster Session 3
Saturday, May 16, 1:00 p.m. - 2:00 p.m.

Location: Great Hall 4-6

1. Influences on Response Latency in a Web Survey
   Benjamin Phillips, Abt SRBI
   Stanislav Kolenikov, Abt SRBI
   Elaine Howard Ecklund, Rice University
   Allison Ackermann, Abt SRBI
   Ho Won Cheng, Abt SRBI

2. Reducing Attrition Among a Sample of At Risk Teens
   Tiffany Henderson, Abt SRBI
   Dianne Rucinski, Abt SRBI
   Kim Francis, Abt Associates
   Michelle Woodford Martin, Abt Associates

3. Reducing Coverage Error in a Web Survey of College Students
   Julie Pacer, Abt SRBI
   Kelly Daley, Abt SRBI

4. Use of Continuation and Call-Back Interview Options to Increase the BRFSS Asthma Survey Response Rate
   Barbara M. Fernandez, Abt SRBI
   Marilyn Wilkinson, Abt SRBI
   Dennis Daly, Abt SRBI
   Andrew Burkey, Abt SRBI

5. Comparing Results from Telephone Reinterview with Unmoderated, Online Cognitive Interviewing

6. Contrasting Stylized Questions of Sleep with Diary Measures from the American Time Use Survey
   Robin L. Kaplan, Bureau of Labor Statistics
   Brandon Kopp, Bureau of Labor Statistics
   Polly Phipps, Bureau of Labor Statistics

7. Only for the Young at Heart: Co-Viewing on Mobile Devices and Viewing on the Go?
   Anh Thu Burks, The Nielsen Company
   Jennifer Haskell, The Nielsen Company
   Kumar Rao, The Nielsen Company
   Helena Mendrisova, The Nielsen Company

8. English or Español? Examining the Relationship between Language Choice and Survey Quality among Bilingual Respondents?
   Jennifer Haskell, The Nielsen Company
   Anh Thu Burks, The Nielsen Company
   Vera Kurmlavage, The Nielsen Company
   Kumar Rao, The Nielsen Company

9. Doubling Down: Examining Survey Response Rates After Increasing Questionnaire Length
   Amanda Libman, The Nielsen Company
   Kelly Bristol, The Nielsen Company
   Leah Christian, The Nielsen Company

10. The Paradox of Postcards: Examining the Effectiveness in Study Recruitment
    Kay Ricci, The Nielsen Company
    Lauren Walton, The Nielsen Company
    Tracie Yancey, The Nielsen Company

11. Crimes of Consolidation: Findings for Combining Household Communications
    Kay Ricci, The Nielsen Company
    Lauren Walton, The Nielsen Company
    Jennifer Romano Bergstrom, Fors Marsh Group
    Tracie Yancey, The Nielsen Company
    Robin Gentry, The Nielsen Company

12. Text That: SMS for Survey Data Collection in Developing Markets
    Jeff Scagnelli, The Nielsen Company
    Jacques Human, The Nielsen Company
    Janice Linnane, The Nielsen Company

    David Quach, The Nielsen Company
    Lukasz Chmura, The Nielsen Company
    Choongkoo Lee, The Nielsen Company
    Victoria Tsay, The Nielsen Company
Poster Session 3
Saturday, May 16, 1:00 p.m. - 2:00 p.m.

Location: Great Hall 4-6

14. Validation of Metrics: A Comparative Analysis of Predictive- and Criterion-Based Validation Tests in a Qualitative Study
   Erin Michele Fordyce, NORC at the University of Chicago
   Sabrina Bauroth, NORC at the University of Chicago
   Catherine Vladutiu, Maternal and Child Health Bureau, Health Resources and Services Administration

15. Leveraging Area Probability Sampling in Recruiting Households for Web Surveys
   Steven Pedlow, NORC at the University of Chicago
   Al Tupek, NORC at the University of Chicago
   Kennon Copeland, NORC at the University of Chicago

16. When “Number 1” is “The Best!” Experiment to Assess Scale Understanding Across Cultures
   John Lee Pratt Holmes, Qatar U. Social & Economic Survey Research Institute (SESRI)
   Abdoulaye Diop, Qatar U. Social & Economic Survey Research Institute (SESRI)
   Kien Trung Le, Qatar U. Social & Economic Survey Research Institute (SESRI)
   Buthaina Al Khulaifi, Qatar U. Social & Economic Survey Research Institute (SESRI)
   Rima Charbaji Elkassem, Qatar U. Social & Economic Survey Research Institute (SESRI)
   Semsia Al-Ali Mustafa, Qatar U. Social & Economic Survey Research Institute (SESRI)

17. Labor Migration in the GCC and Workers’ Rights
   Abdoulaye Diop, Qatar U. Social & Economic Survey Research Institute (SESRI)
   Kien Trung Le, Qatar U. Social & Economic Survey Research Institute (SESRI)
   John Lee Pratt Holmes, Qatar U. Social & Economic Survey Research Institute (SESRI)
   Mohamed Al Ansari, Qatar U. Social & Economic Survey Research Institute (SESRI)
   Engi Assaad Ahmed Elmaghraby, Qatar U. Social & Economic Survey Research Institute (SESRI)
   Catherine Nasrallah, Qatar U. Social & Economic Survey Research Institute (SESRI)

18. RTI Mobile Maps Application for Field Surveys
   Katherine Morton, RTI International
   Charles Loftis, RTI International
   Bonnie Shook-Sa, RTI International

19. Fit for Purpose: An Enhanced Quality Perspective for the National Internet Flu Survey
   Michael Bostwick, RTI International
   Jill A. Dever, RTI International
   M. Christopher Stringer, RTI International
   Tammy A. Santibanez, Centers for Disease Control
   Anup Srivastav, Centers for Disease Control
   Stacie Greby, Centers for Disease Control
   Peng-Jun Lu, Centers for Disease Control
   Mansour Fahimi, GfK
   Michael Lawrence, GfK

20. Effect of the Mode of Collection in Statistics Canada’s Fuel Consumption Survey
   Agnes Waye, Statistics Canada
   Serge Godbout, Statistics Canada
   Pierre Daoust, Statistics Canada

21. Challenges in Developing a New Collection Strategy for the Canadian Community Health Survey (CCHS) Redesign
   Marie-Claude Duval, Statistics Canada

22. Experiences in Improving Response Rates for Household Surveys
   Sylvie Bonhomme, Statistics Canada

23. The Redesigned Canadian General Social Survey: Our First Experience in a Multi-Mode Collection Environment
   Pierre Caron, Statistics Canada
   Marie-Hélène Miville, Statistics Canada
   Patrick St-Cyr, Statistics Canada

24. Assessing the Validity of Two Methods of Collecting the Number of Rooms in Housing Units: Is there a Measure of Truth?
   Mikelyn V. Meyers, U.S. Census Bureau
   Dawn V. Nelson, U.S. Census Bureau
Poster Session 3
Saturday, May 16, 1:00 p.m. - 2:00 p.m.

Location: Great Hall 4-6

25. Interviewer Compliance and Data Accuracy: Evidence from the Field
Mandi Martinez, U.S. Census Bureau
Dawn V. Nelson, U.S. Census Bureau

26. Distribution of Characteristics by Mode in a Sequential Multi-Modal Survey
David A. Raglin, U.S. Census Bureau

27. What are the Effects of Proposed Changes to the American Community Survey Internet Instrument?
Mary Frances E. Zelenak, U.S. Census Bureau
Rachel T. Horwitz, U.S. Census Bureau

28. Are You Still There? Using Respondent-Provided Email Addresses to Send Invitations for an On-Line Survey
Jonathan Hoechst, Tetra Tech
Mandy Pom, Tetra Tech
Peg Krecker, Tetra Tech

29. A Randomized Pilot Study of Three Approaches to Increase Participation in the GuLF STUDY Follow-Up Interview
Polly P. Armsby, Social & Scientific Systems, Inc.
Matthew D. Curry, Social & Scientific Systems, Inc.
Carley L. Prynn, Social & Scientific Systems, Inc.
Ryan J. Chaffee, Social & Scientific Systems, Inc.
John A. McGrath, Social & Scientific Systems, Inc.
Richard R. Kwok, National Institute of Environmental Health Sciences
Larry S. Engel, University of North Carolina-Chapel Hill
Dale P. Sandler, National Institute of Environmental Health Sciences

30. Will Personalized Graphics Help Improve Response Rates in Distrustful Populations?
Morgan S. Jones, East Tennessee State University
Stephanie P. Elliott, East Tennessee State University

31. Money Talks: Purposeful Incentive Increases in a Longitudinal RCT
Ronald E. McCowan, Decision Information Resources, Inc.
Sylvia R. Epps, Decision Information Resources, Inc.
Ronald H. Bass, Approximetrix

32. Your Money’s No Good Here: Who Returns a Prepaid Incentive?
Ashley Kaiser, American Institutes for Research
Danielle Battle, American Institutes for Research

33. Differential Reporting of Administrative Record Data by Cell Respondent Location
Becky Reimer, NORC at the University of Chicago
Dan Malato, NORC at the University of Chicago
Christopher Ward, NORC at the University of Chicago
Jennifer Benz, NORC at the University of Chicago
Jenny Kelly, NORC at the University of Chicago
Trevor Tompson, NORC at the University of Chicago

34. Going It Alone: Experiences of a Volunteer Helping a Not-for-Profit Organization to Conduct a Survey
Karen L. Goldenberg, Retired

35. Examining Survey Response with a “Choose Your Own Adventure” Approach
Tami Buhr, Opinion Dynamics
Melanie Munroe, Opinion Dynamics

36. Mode Effect for Minimally Invasive Questions Compared to Invasive Questions
Sari E. Schy, NORC at the University of Chicago
Alyssa Ghirardelli, NORC at the University of Chicago

37. How Much Do You Hate the Other Guy? More So On the Web Than On the Phone
Jeffrey Gottfried, Pew Research Center
Ruth Igielnik, Pew Research Center
Poster Session 3
Saturday, May 16, 1:00 p.m. - 2:00 p.m.

Location: Great Hall 4-6

38. Recruitment into a Clinical Trial: Comparison of Two Online Sample Sources
   Jordon Peugh, SSRS
   Ellen Meier, Medical University of South Carolina
   Amy Boatright, Medical University of South Carolina
   Amy Wahlquist, Medical University of South Carolina
   Matthew Carpenter, Medical University of South Carolina

39. Using Non-Probability Sampling Techniques to Track Seasonal Flu Activity
   Zachary H. Lewis, Ipsos Public Affairs
   Mary Choi, Ipsos Public Affairs

40. The AARP National and State Online Fraud Survey
   Jennifer Sauer, AARP
   Joanne Binette, AARP

41. Korean Occupational Prestige Scale: From KGSS (Korean General Social Survey)
   Hong Joon Yoo, Sungkyunkwan University
   Shin Jin, Sungkyunkwan University

42. A Neighborhood-Based Approach to Understanding Health and Healthy Living in Urban Communities
   Katelyn Duffy, Westat
   Denise St. Clair, Westat
   Vasudha Narayanan, Westat
   Ismael Flores Cervantes, Westat

43. How to Code School Names More Efficiently: Common Sense, Scripting and a Novel SAS Application
   Matt Jans, University of California Los Angeles
   Akbar Akbari Esfahani, University of California Los Angeles
   Ninez Ponce, University of California Los Angeles

44. The Influence of Question Order on Social Desirability Bias in a Telephone Survey
   Florian Keusch, University of Mannheim
   Ting Yan, Westat
   David L. Vannette, Stanford University
   James Lepkowski, University of Michigan

45. An Exploration of Survey Questions that Implicitly Categorize Respondents and Implications for Empirically Based Question Design Principles
   Stephanie Willson, National Center for Health Statistics

46. Can An Importance Prompt Reduce Item Nonresponse For Demographic Items Across Web and Mail Modes?
   Glenn D. Israel, University of Florida

47. The Problem of Double Confounding of Interviewer and Area Effects
   Koen Beullens, Centre for Sociological Research - KU Leuven
   Geert Loosveldt, Centre for Sociological Research - KU Leuven
## Concurrent Session I

**Saturday, May 16, 2:15 p.m. – 3:45 p.m.**

<table>
<thead>
<tr>
<th>Session 1</th>
<th>Session 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mini-Conference Panel: AAPOR Big Data Task Force Panel</strong></td>
<td><strong>Mode Effects</strong></td>
</tr>
<tr>
<td><strong>Organizer and Moderator:</strong> Frauke Kreuter, <em>University of Maryland, JPSM</em></td>
<td><strong>Moderator:</strong> Ryan Hubbard, <em>Westat</em></td>
</tr>
<tr>
<td><strong>Location:</strong> Regency Ballroom 2</td>
<td><strong>Location:</strong> Regency Ballroom 1</td>
</tr>
<tr>
<td><strong>Examples for Big Data Use in Official Statistics and Public Opinion Research</strong></td>
<td>From Telephone to the Web: The Challenge of Mode of Interview Effects in Public Opinion Polls</td>
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<tr>
<td>Frauke Kreuter, <em>University of Maryland, JPSM</em></td>
<td>Scott Keeter, <em>Pew Research Center</em></td>
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<td>Lilli Japcek, <em>Statistics Sweden</em></td>
<td>Nancy Mathiowetz, <em>University of Wisconsin-Milwaukee</em></td>
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<td><strong>Paradigm Shift and Risks Involved</strong></td>
<td>Kelsey McGeeeney, <em>Pew Research Center</em></td>
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<td>Julia Lane, <em>American Institutes for Research</em></td>
<td>Ruth Igielnik, <em>Pew Research Center</em></td>
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<td><strong>Big Data Process and Data Quality</strong></td>
<td><strong>An Evaluation of the Effect of Mode-Switching in Panel Surveys Using Recall Data</strong></td>
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<td>Paul Biemer, <em>RTI International</em></td>
<td>Nick Allum, <em>University of Essex</em></td>
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<tr>
<td><strong>Skills Required to Integrate Big Data into Public Opinion Research</strong></td>
<td>Frederick G. Conrad, <em>University of Michigan</em></td>
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<tr>
<td>Abe Usher, <em>HumanGeo</em></td>
<td><strong>Characteristics of Web, Mail and Phone Responders to a Survey About the Health Insurance Marketplace</strong></td>
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<tr>
<td><strong>How to Gain Insights from Big Data</strong></td>
<td>HarmoniJoie Noel, <em>American Institutes for Research</em></td>
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<td>Daniel Harwell, <em>American Institutes for Research</em></td>
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<td>Steven Garfinikel, <em>American Institutes for Research</em></td>
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<td><strong>Mode Effects on Response to Religion-Related Survey Questions</strong></td>
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<td>Gregory Smith, <em>Pew Research Center</em></td>
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<td>Elizabeth Sciupac, <em>Pew Research Center</em></td>
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<td>Jessica Martinez, <em>Pew Research Center</em></td>
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<td><strong>Evaluating Mixed-Mode Redesigns Strategies Against Single-Mode and Hybrid-Mode Benchmarks: The Case of the Crime Victimization Survey</strong></td>
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<td>Thomas Klausch, <em>Utrecht University</em></td>
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<td>Joop Hox, <em>Utrecht University</em></td>
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<td>Barry Schouten, <em>Statistics Netherlands</em></td>
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</tbody>
</table>
Concurrent Session I
Saturday, May 16, 2:15 p.m. – 3:45 p.m.

Session 3

Scrub-A-Dub: Telephone Sampling Scrubbing and Working Rates
Moderator: Katie Dekker, NORC at the University of Chicago
Location: Diplomat Ballroom 3

- Landline Frame Changes From 2010 Through 2014 And Their Implications
  - Marilyn Wilkinson, Abt SRBI
  - Dennis Daly, Abt SRBI
  - Barbara Fernandez, Abt SRBI
  - Andrew Burkey, Abt SRBI

- Use of Phone Number Usability Indicators to Improve Calling Efficiency and Reduce Cost
  - Robin J. Gentry, The Nielsen Company

- Is That a Good Phone Number? Scrubbing Phone Numbers Appended to an ABS Sample
  - Lawnzetta T. Yancey, The Nielsen Company
  - David Malarek, Marketing Systems Group

- Implications for Weighted Survey Estimates When Flagged-Inactive Cell Phones Are Excluded or Subsampled
  - Marci Schalk, Abt SRBI
  - Kyley McGeeney, Pew Research Center
  - Courtney Kennedy, Abt SRBI
  - Chintan Turakhia, Abt SRBI
  - Dean Williams, Abt SRBI

- Predicting Sample Performance in Telephone Surveys
  - Kristie Healey, ICF International
  - Joshua Brown, ICF International

Session 4

Media Influence on Public Opinion
Moderator: Samara Klar, University of Arizona
Location: Regency Ballroom 3

- Do Polls Drive the News or Does News Drive the Polls? A Meta-Analysis of Polling Questions and Big News Stories
  - Malaena Jo Taylor, University of Connecticut

- What’s Wrong With the News? Perceptions of News Coverage Among African Americans and Hispanics
  - Jennifer Benz, NORC at the University of Chicago
  - Nicole Willcoxon, NORC at the University of Chicago
  - Emily Alvarez, NORC at the University of Chicago
  - Tom Rosenstiel, The American Press Institute
  - Trevor Tompson, NORC at the University of Chicago
  - Jennifer Agiesta, Associated Press

- Political Conspiracies: Who Believes What and Why?
  - Dan Cassino, Fairleigh Dickinson University
  - Krista Jenkins, Fairleigh Dickinson University
  - Peter Woolley, Fairleigh Dickinson University

- Real-World Agenda-Setting: Linking Different Types of Voters to Media Reporting on Political Events
  - Evelyn Bytzek, University of Koblenz-Landau
  - Ina E. Bieber, Goethe-University Frankfurt
  - Sigrid Rossteutscher, Goethe-University Frankfurt
  - Philipp Scherer, Goethe-University Frankfurt

- Transparency, Survey Literacy and Motivated Reasoning in the Public Interpretation of Poll Results
  - Ozan Kuru, University of Michigan-Ann Arbor
  - Michael Traugott, University of Michigan-Ann Arbor
  - Josh Pasek, University of Michigan-Ann Arbor

- A Comparative Study of Public Opinion Regarding Digital Technologies and Information Privacy
  - Ann E. Williams, Georgia State University
Concurrent Session I

Saturday, May 16, 2:15 p.m. – 3:45 p.m.

Session 5
Cultural Consideration of Interviewing in Africa and the Middle East
Moderator: Alisu Schoua-Glusberg, Research Support Services Inc.
Location: Diplomat Ballroom 1

Third Party Presence During Face-to-Face Interviews: Interviewer-Level Predictors and Effect on Reporting Sensitive Attitudes
Zeina Mneimneh, University of Michigan
Julie de Jong, University of Michigan
Mansoor Moaddel, University of Maryland

How Does Interviewer Social Status Affect Self-Reported Attitudes About Democracy? Evidence from 20 African Countries
Charles Q. Lau, RTI International

The Implications of Gender-Matching on Survey Research in Egypt
Jessica M. Beaird, D3 Systems, Inc.
Samuel Solomon, D3 Systems, Inc.

Research in Afghanistan: Strategies for Overcoming Methodological Challenges
Parwez Besmel, Northern Arizona University
Frederic Solop, Northern Arizona University

Interviewer Nationality Effects: Assessing the Impact of Non-Citizen Interviewers on Survey Response in Qatar
Kien Trung Le, SESRI
Jill Wittrock, University of Michigan
Justin Gengler, SESRI
Anna Cotter, University of Michigan

Do The Media Construct Gender? A Comparative Study of Traditional and New Media’s Role in Constructing Egyptian Youth Gender’s Perceptions
Souraya Ahmad El Badaoui, Cairo University

Session 6
Panel Survey Refinements
Moderator: Ronaldo Iachan, ICF International
Location: Diplomat Ballroom 2

Let Me Tell You What You Told Me: Dependent Interviewing in Establishment Surveys
Heather Ridolfo, National Agricultural Statistics Service
Jennifer Edgar, Bureau of Labor Statistics

Flexible Stratification
Etienne Josserand, The Nielsen Company
William Waldron, The Nielsen Company

Using Paradata to Predict Case Completion Outcomes on the General Social Survey (GSS)
Jodie Daquilanea, NORC at the University of Chicago

Generating Synthetic Longitudinal Data for Radio Reach
Ekaterina Sotiris, The Nielsen Company
Jiaquan Fan, The Nielsen Company
Etienne Josserand, The Nielsen Company
William Waldron, The Nielsen Company

Attrition in Digital Ratings Panels
Tim L. Oltman, The Nielsen Company

Challenges of Building and Maintaining Consistent Panels in Emerging Markets
Max Richman, GeoPoll
King Beach, GeoPoll
Matthew Harber, GeoPoll
Roxana Elliott, GeoPoll
Concurrent Session I
Saturday, May 16, 2:15 p.m. – 3:45 p.m.

Session 7
Panel: Interviewer-Respondent Interactions in a Total Survey Error Framework
Organizer and Moderator: Kristen Olson, University of Nebraska-Lincoln
Location: Diplomat Ballroom 4

Comparing the Interviewer Variance Introduced by Standardized and Conversational Interviewing
Brady T. West, University of Michigan
Frederick G. Conrad, University of Michigan
Frauke Kreuter, Joint Program in Survey Methodology/IAB
Felicitas Mittereder, University of Michigan

Refusal Conversions across Calls: Interviewer’s Actions in Initial Calls and Their Consequences
Nora Cate Schaeffer, University of Wisconsin-Madison
Dana Garbarski, Loyola University Chicago
Jennifer Dykema, University of Wisconsin-Madison
Douglas W. Maynard, University of Wisconsin-Madison
Bo Hee Min, University of Wisconsin-Madison
Ellen Dinsmore, University of Wisconsin-Madison

Why Do Interviewers Speed Up? An Examination of Changes in Interviewer Behaviors Over the Course of the Survey Field Period
Kristen Olson, University of Nebraska-Lincoln
Jolene D. Smyth, University of Nebraska-Lincoln

The Effect of Question Characteristics on Respondent and Interviewer Behaviors
Allyson L. Holbrook, University of Illinois at Chicago
Timothy P. Johnson, University of Illinois at Chicago
Young Ik Cho, University of Wisconsin-Milwaukee
Sharon Shavitt, University of Illinois at Urbana-Champaign
Noel Chavez, University of Illinois at Chicago
Saul Weiner, University of Illinois at Chicago

Recording What the Respondent Says: Does Question Format Matter?
Jolene D. Smyth, University of Nebraska-Lincoln
Kristen Olson, University of Nebraska-Lincoln

Session 8
Experimenting and Developing Mobile Device Questionnaires
Moderator: Don A. Dillman, Washington State University
Location: Diplomat Ballroom 5

Response Option Order Effects for Different Scale Lengths in Online Surveys Using Different Response Devices
Johan Martinsson, University of Gothenburg

What They Can’t See Can Hurt You: Improving Grids for Online Surveys on Mobile Devices
Randall K. Thomas, GfK
Frances M. Barlas, GfK
Patricia Graham, GfK
Thomas Subias, GfK

The Impact of Screen Size on Data Quality
Douglas Williams, Westat
Aaron Maitland, Westat
Andrew Mercer, Westat
Roger Tourangeau, Westat

Examining the Impact of Mobile First and Responsive Web Design on Desktop and Mobile Respondents
Kevin Tharp, Indiana University

What Is The Impact of Smartphone Optimization on Long Surveys?
Jennifer Brooks, Indiana University
Shimon Sarraf, Indiana University
James S. Cole, Indiana University

Mobile Devices for the Collection of Sensitive Information
Roger Tourangeau, Westat
Doug Williams, Westat
Aaron Maitland, Westat
Andrew Mercer, Westat
## AAPOR Day-at-a-Glance

### Sunday, May 17

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. – 10:15 a.m.</td>
<td><strong>AAPOR Registration Desk Open</strong></td>
<td>Great Hall Registration</td>
</tr>
<tr>
<td>8:00 a.m. – 11:30 a.m.</td>
<td><strong>Short Course 7: A Small Course on Big Data for Survey Researchers</strong></td>
<td>Conference Room 212-213</td>
</tr>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td><strong>Concurrent Sessions J</strong></td>
<td></td>
</tr>
<tr>
<td>Session 1:</td>
<td><strong>Mini-Conference Panel:</strong> Using Latent Class Analysis to Evaluate Survey Quality</td>
<td>Regency Ballroom 2</td>
</tr>
<tr>
<td>Session 2:</td>
<td><strong>Partisan Identity and Ideological Formulation</strong></td>
<td>Regency Ballroom 1</td>
</tr>
<tr>
<td>Session 3:</td>
<td><strong>Sampling Local Areas With Cell Phones</strong></td>
<td>Diplomat Ballroom 3</td>
</tr>
<tr>
<td>Session 4:</td>
<td><strong>Polling Potpourri: Tobacco, Alcohol and Firearms</strong></td>
<td>Regency Ballroom 3</td>
</tr>
<tr>
<td>Session 5:</td>
<td><strong>Topical Issues in Measuring Sexual Violence and Victimization: Effects of Questions, Interviewers and Context</strong></td>
<td>Diplomat Ballroom 1</td>
</tr>
<tr>
<td>Session 6:</td>
<td><strong>Building Probability Based Web Panels</strong></td>
<td>Diplomat Ballroom 2</td>
</tr>
<tr>
<td>Session 7:</td>
<td><strong>Interviewers, Interviewing and Data Quality</strong></td>
<td>Diplomat Ballroom 4</td>
</tr>
<tr>
<td>Session 8:</td>
<td><strong>Social Media Data Mining:</strong> Staying on the Cutting Edge**</td>
<td>Diplomat Ballroom 5</td>
</tr>
<tr>
<td>10:15 a.m. – 11:45 a.m.</td>
<td><strong>Concurrent Sessions K</strong></td>
<td></td>
</tr>
<tr>
<td>Session 1:</td>
<td><strong>Mini-Conference:</strong> Nonprobability Samples in Election Surveys and Beyond</td>
<td>Regency Ballroom 2</td>
</tr>
<tr>
<td>Session 2:</td>
<td><strong>Applications from Market Research to the Survey World</strong></td>
<td>Regency Ballroom 1</td>
</tr>
<tr>
<td>Session 3:</td>
<td><strong>Methodological Briefs:</strong> Sampling and Frame Building</td>
<td>Diplomat Ballroom 3</td>
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<tr>
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<td><strong>Surveys on Science, Energy and Climate Change</strong></td>
<td>Regency Ballroom 3</td>
</tr>
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</tr>
<tr>
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<td>Diplomat Ballroom 2</td>
</tr>
<tr>
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<td>Diplomat Ballroom 4</td>
</tr>
<tr>
<td>Session 8:</td>
<td><strong>Maximizing Telephone and Cell Phone Survey Participation</strong></td>
<td>Diplomat Ballroom 5</td>
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</tbody>
</table>
Short Course 7 Description

Sunday, May 17, 8:00 a.m. – 11:30 a.m.

Course 7: A Small Course on Big Data for Survey Researchers

Instructor: Trent D. Buskirk, Marketing Systems Group and Frauke Kreuter, University of Mannheim; University of Maryland, JPSM

Location: Conference Room 212-213

Course Overview:

The amount of data generated as a by-product in society is growing fast, e.g., data from satellites, sensors, transactions, social media and smartphones. Such data are often referred to as Big Data, and can be used to create value in different areas such as health and crime prevention, commerce and fraud detection. An emerging practice in many areas is to append or link Big Data sources with more specific and smaller scale sources that often contain more limited information. This practice has been used for some time by survey researchers in constructing frames by appending auxiliary information that is often not directly available on the frame, but could be obtained from an external source. Using Big Data has the potential to go beyond the sampling phase for survey researchers and in fact has the potential to influence the social sciences in general. Big Data is of interest for public opinion researchers and agencies that produce statistics to find alternative data sources either to reduce cost, to improve estimates or to produce estimates in a more timely fashion. However, Big Data pose several interesting and new challenges to survey researchers and others who want to extract information from data. As Robert Groves (2012) pointedly commented, the era is “appropriately called Big Data and not Big Information”, because there is a lot of work for analysts before information can be gained from “auxiliary traces of some process that is going on in society.”

In this course we explore how Big Data concepts, processes and methods can be used within the context of Survey Research. Throughout this course we will illustrate key concepts using specific survey research examples including tailored survey designs and nonresponse adjustments and evaluation.
Concurrent Session J

Sunday, May 17, 8:30 a.m. – 10:00 a.m.

Session 1

Mini-Conference: Using Latent Class Analysis to Evaluate Survey Quality

Organizer and Moderator: Clyde Tucker, American Institutes for Research; CNN

Location: Regency Ballroom 2

Latent Class Analysis: What, Why and How
Paul Biemer, RTI International

Survey Measurement Errors That Are Not All One-Way: Applying the Latent Class MTMM Model
Daniel Oberski

Using a Two-Part Markov Latent Class Model to Examine the Quality of Consumer Expenditure Reports
Brian Meekins, Bureau of Labor Statistics
Clyde Tucker, American Institutes for Research; CNN

Using Latent Class Models to Identify Problem Items: An Empirical Appraisal
Roger Tourangeau, Westat
Frauke Kreuter, University of Maryland, JPSM
Ting Yan, University of Michigan

Comparison of Ratings and Rankings for Measuring Work Values Preferences: A Latent Class Segmentation Approach
Guy Moors, Tilburg University
Ingrid Vriens, Tilburg University
John Gelissen, Tilburg University

Session 2

Partisan Identity and Ideological Formulation

Moderator: Kirby Goidel, Texas A&M

Location: Regency Ballroom 1

Ideological Self-Identification, Political Values and Partisanship
Jocelyn Kiley, Pew Research Center
Scott Keeter, Pew Research Center
Alec Tyson, Pew Research Center

Is There An Implicit Agreement about the Terms of Public Debate? New Methodology and Findings
Andrei Boutyline, University of California, Berkeley

The Gendered Roots of Political Engagement
Laura Lazarus Frankel, Duke University

Political Polarization and Public Attitudes About Science: Beyond Climate Change
Cary Funk, Pew Research Center
Jocelyn Kiley, Pew Research Center

Why Americans Deny their Partisan Identities and What It Means for Politics
Samara Klar, University of Arizona
Yanna Krupnikov, Stony Brook University
**Concurrent Session J**

**Sunday, May 17, 8:30 a.m. – 10:00 a.m.**

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**Session 3**

**Sampling Local Areas With Cell Phones**

**Moderator:** Karol Krotki, RTI International  
**Location:** Diplomat Ballroom 3

Use of Small Area Analysis in Survey Analysis for Health Policy: Example from the 2015 Ohio Medicaid Assessment Survey  
Daniel Joseph Weston, The Ohio Colleges of Medicine Government Resource Center  
Marcus Berzofsky, RTI International  
Bo Lu, The Ohio State University  
Timothy Sahr, The Ohio Colleges of Medicine Government Resource Center  
Lance Couzens, RTI International  
Chengzhou Zhang, The Ohio Colleges of Medicine Government Resource Center

Reducing Cell Phone Coverage Bias in Geographically Targeted RDD Samples By Weighting for Residential Mobility  
Rachel Martonik, Abt SRBI  
Tara Merry, Abt SRBI  
Stephen Immerwahr, New York City Department of Health and Mental Hygiene  
Michael Sanderson, New York City Department of Health and Mental Hygiene  
Andy Weiss, Abt SRBI  
Michael Battaglia, Battaglia Consulting Group, LLC  
Rachel Martonik, Abt SRBI  
Josh Appelbaum, Abt SRBI

Methods to Account for Classification Error in County Assignment Based on Rate Center in a Periodic Survey  
Caroline W. Blanton, RTI International  
Marcus Berzofsky, RTI International  
Bo Lu, Ohio State University  
Kimberly Peterson, RTI International  
Lance Couzens, RTI International  
Jamie Ridenhour, RTI International  
Timothy Sahr, Ohio State University  
Robert Ashmead, Ohio State University  
Amy Ferketich, Ohio State University  
Thomas Duffy, RTI International

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**Session 4**

**Polling Potpourri: Tobacco, Alcohol and Firearms**

**Moderator:** Heidi Guyer, University of Michigan  
**Location:** Regency Ballroom 3

Views about Marijuana – Analyzing the Correlates of Support for Legalization  
Alec Tyson, Pew Research Center  
Jocelyn Kiley, Pew Research Center

Tom W. Smith, NORC at the University of Chicago  
Jaesok Son, NORC at the University of Chicago

When Do Religion and Science Conflict?  
Besheer Mohamed, Pew Research  
Cary Funk, Pew Research Center  
Becka Alper, Pew Research Center

A Population-Based Smartphone Survey on Tobacco Use  
Sean Hu, Centers for Disease Control and Prevention  
Naomi Freedner-Maguire, ICF International  
James Dayton, ICF International  
Linda Neff, Centers for Disease Control and Prevention

The Powerful Effects of Social Resources on Community Resilience: An In-Depth Study of Twelve Neighborhoods’ Recovery from Superstorm Sandy  
Daniel Malato, The Association Press – NORC Center  
Trevor Tompson, The Association Press – NORC Center  
Jennifer Benz, The Association Press – NORC Center  
Becky Reimer, The Association Press – NORC Center  
David Sterrett, The Association Press – NORC Center  
Emily Alvarez, The Association Press – NORC Center
Concurrent Session J
Sunday, May 17, 8:30 a.m. – 10:00 a.m.

Session 5


Moderator: Clarissa R. Steele, University of Wisconsin-Madison
Location: Diplomat Ballroom 1

Interviewer Effects and the Administration of Sensitive Behaviorally Specific Questions
Reanne L.M. Townsend, Westat
Aaron Maitland, Westat
Antonia Warren, Westat
David Cantor, Westat

Comparing Three Measures of Sexual Assault
David Cantor, Westat
Darby Steiger, Westat
Shannan Catalano, U.S. Department of Justice
Reanne Townsend, Westat

Improving Recall of Crime for the National Crime Victimization Survey
Rene Bautista, NORC at the University of Chicago
Lisa Lee, NORC at the University of Chicago
Pamela Loose, NORC at the University of Chicago
Stephanie Poland, NORC at the University of Chicago
Shannan Catalano, U.S. Department of Justice

Do the Self-Report Data Reflect the Real Burden of Lifetime Exposure to Sexual Violence Among Girls Aged 13 to 24 Years in Malawi?
Amy Z. Fan, Centers for Disease Control and Prevention
Howard Kress, Centers for Disease Control and Prevention
James Mercy, Centers for Disease Control and Prevention

Designing a Companion Survey to the NCVS Using a Mail Questionnaire
Sherman Edwards, Westat
Pamela Giambo, Westat
Pamela Broene, Westat
Michael Planty, U.S. Department of Justice
J. Michael Brick, Westat
Sharon Lohr, Westat

Session 6

Building Probability Based Web Panels

Moderator: Chuck Shuttles, GfK
Location: Diplomat Ballroom 2

Establishing the Probability-Based American Trends Panel
Chintan Turakhia, Abt SRBI
Nick Bertoni, Abt SRBI
Molly Caldaro, Abt SRBI
Charles DiSogra, Abt SRBI
Scott Keeter, Pew Research Center
Kelsey McGeeney, Pew Research Center

Advance Postcard Mailing Improves Web Panel Survey Participation
Charles DiSogra, Abt SRBI
Kelsey McGeeney, Pew Research Center
Scott Keeter, Pew Research Center
Andrew Burkey, Abt SRBI
Nick Bertoni, Abt SRBI
Molly Caldaro, Abt SRBI

Participation Effects in Panel Surveys: Evidence From Two Randomized Experiments
Sebastian Lundmark, University of Gothenburg
Mikael Gilljam, University of Gothenburg

Web Survey Invitations: Design Features to Improve Response Rates
Jon Hughes, Gallup
Jenny Marlar, Gallup
Concurrent Session J
Sunday, May 17, 8:30 a.m. – 10:00 a.m.

Session 7

Interviewers, Interviewing and Data Quality
Moderator: John Stevenson, University of Wisconsin Survey Center
Location: Diplomat Ballroom 4

- Examining Interviewers’ Ratings of Respondents’ Health: Associations with Health Correlates, Respondents’ Self-Rated Health, and Mortality
  Dana Garbarski, Loyola University Chicago
  Nora Cate Schaeffer, University of Wisconsin-Madison
  Jennifer Dykema, University of Wisconsin-Madison

- Understanding Paralinguistic and Linguistic Strategies in Research Interviews
  Casey Langer Tesfaye, The Nielsen Company
  Darin Harm, The Nielsen Company

- Accessing Quality of Interviewer Observations in Measuring Subjective Questions
  Mengmeng Zhang, American Institutes for Research
  Lindsay Ryan, University of Michigan
  Jacqui Smith, University of Michigan

- A New Method for the Analysis of Interviewer Variance, With an Empirical Application
  Patrick Sturgis, University of Southampton
  Ian Brunton-Smith, University of Surrey
  George Leckie, University of Bristol

- Interviewer Effects: Gender, Islamic Hijab, and Respondents’ Sociopolitical and Cultural Attitudes in a Nationally Representative Survey in Tunisia
  Zeina Mneimneh, University of Michigan
  Kristen Cibelli, University of Michigan
  Julie de Jong, University of Michigan
  Mansoor Moaddel, University of Maryland

DC-AAPOR Student Paper Award Winner
Do Interviewer Effects Matter: Evidence from European Social Survey
Ashley Amaya, JPSM at University of Maryland
Delancey Gustin, University of Maryland
Herschelle Lisette Sanders, University of Maryland
Ji Qi, University of Michigan

Session 8

Panel: Social Media Data Mining: Staying on the Cutting Edge
Organizer: Jennifer H. Childs, U.S. Census Bureau
Moderator: Kathleen Kephart, U.S. Census Bureau
Location: Diplomat Ballroom 5

- Assessing Brand Perceptions with Social Media
  David A. Schweidel, Goizueta Business School, Emory University

- Digital Research on Climate Change: Turning to Social Media
  Jason Boxt, Glover Park Group
  Colleen Campbell, Glover Park Group

- Development of Age-Prediction Algorithms for Twitter Followers
  Antonio Morgan-Lopez, RTI International

- Topic Discovery in Text-Driven Social Science Research
  Philip Resnik, University of Maryland
Concurrent Session K
Sunday, May 17, 10:15 a.m. – 11:45 a.m.

Session 1

Mini-Conference: Non-Probability Samples in Election Surveys and Beyond

Moderator: Mark A. Schulman, Abt SRBI
Location: Regency Ballroom 2

- Reaching Wider, Going Deeper: Incorporating Sample Source Variation and Other Considerations into MRP Adjustments of Polling Estimates for Blended River Samples
  Robert A. Petrin, Ipsos Public Affairs
  Neale A. El-Dash, Sleek Data

- Self-Reported Voting Patterns on the Day of the Election
  Zachary H. Lewis, Ipsos Public Affairs
  Alan Roshwalb, Ipsos Public Affairs

- Acing the Midterms: A Unique Approach to Pre-Election Polling
  Jon Cohen, SurveyMonkey
  Sarah Cho, SurveyMonkey
  Noble Kuriakose, SurveyMonkey

- Weighting to Scale: The Nature and Measurement of Selection Effects in Online Sample
  Yannick Dufresne, Université Laval
  Charles Tessier, Université Laval
  Clifton van der Linden, Vox Pop Lab

- Meta-Analysis of Online Panel and Non-Panel Sampling: Electoral and Non-Electoral Behavior Metrics
  Julia Clark, Ipsos Public Affairs
  Clifford Young, Ipsos Public Affairs
  Robert Petrin, Ipsos Public Affairs

Session 2

Applications from Market Research to the Survey World

Moderator: Dawn V. Nelson, U.S. Census Bureau
Location: Regency Ballroom 1

- Digging Deeper: Exploring Consumers’ Subconscious Perceptions in Survey Research
  Megan Peitz, Gongos, Inc.
  Joe Cardador, Gongos, Inc

- “Quality” in CATI Surveys: What does it Mean to Market Research Practitioners?
  Wojciech Jablonski, University of Lodz

- Adapting Conjoint Techniques to the CATI Environment
  Edward Paul Johnson, Survey Sampling International
  Pete Booth, Infosurv

- Activating Implicit Memory in a Survey through Primming
  Samantha Mower, The Nielsen Company
  Thomas Wells, The Nielsen Company
  Antonia Toupet, The Nielsen Company

- Audience Segmentation to Support Consumer Engagement in Using Healthcare Benefits
  Frank Funderburk, Centers for Medicare and Medicaid Services
  Diane Field, Centers for Medicare and Medicaid Services
  Clarese Astrin, Centers for Medicare and Medicaid Services
Concurrent Session K

Sunday, May 17, 10:15 a.m. – 11:45 a.m.

Session 3

Methodological Briefs: Sampling and Frame Building

Moderator: Paul B. Schroeder, Abt SRBI
Location: Diplomat Ballroom 3

Probabilistic Record Linkage to the National Plan and Provider Enumeration System for Data Recovery and Validation in Physician Sampling Frames
Akash A. Desai, American Institutes for Research
Grace Wang, American Institutes for Research
Sarah Ng, Amgen

Comparing Surveys Based on RDD and ABS Samples Draw to Represent the Same Populations: Are There Demographic and Health Differences?
David R. Johnson, Pennsylvania State University
Yunfeng Shi, Pennsylvania State University
Donald S. Miller, Pennsylvania State University

Use of Chain Referral Sampling to Build a Panel of Latino Families
Christine Cowles, Abt SRBI
Mary Haan, University of California, San Francisco
Allison Aiello, University of North Carolina, Chapel Hill

A Validation of R-Indicators as a Measure of the Risk of Bias Using Data from a Nonresponse Follow-Up Survey
Caroline Roberts, University of Lausanne
Caroline Vandenplas, Katholieke Universiteit Leuven

Are Women Less Likely to Answer Cell Phones?
Sarah Dipko, Westat
Darby Steiger, Westat
David Cantor, Westat

Comparing Eligibility Rates and Demographic Characteristics Across Multiple Online Recruitment Methods in a Smoking Cessation Study
Derick Brown, RTI International
Linda Squiers, RTI International
Jill Dever, RTI International
Janice Tzeng, RTI International
Brian Southwell, RTI International
Suzanne Dolina, RTI International
Sidney Holt, George Washington University
Amy Sanders, ICF Interactive
Erik Augustson, National Institutes of Health

To Re-Mail Or Not to Re-Mail: Evaluating Occupancy Status in an Address-Based Household Mail Survey
Cameron Brook McPhee, American Institutes for Research
Michelle Cantave, American Institutes for Research
Mark Masterton, American Institutes for Research

Automated SMS Text Messaging as a Tool in Public Opinion Research
Nina DePena Hoe, Temple University
Heidi Grunwald, Temple University
Keisha Miles, Temple University

Using Auxiliary Data to Increase Efficiency of Sampling Rental Units
Randal ZuWallack, ICF International
Joshua Brown, ICF International
Thomas Brassell, ICF International
Davia Spado, ICF International
Session 4

Surveys on Science, Energy and Climate Change

Moderator: Richard L. Clark, Castleton College
Location: Regency Ballroom 3

The Influence of Political Ideology on Politicized Beliefs About Science
Rebecca R. Donaway, Middle Tennessee State University
Jason B. Reineke, Middle Tennessee State University

Attitudes Toward Unconventional Energy Production: An Emerging Political Prism?
Erik P. Bucy, Texas Tech University
Melissa R. Gotlieb, Texas Tech University
Bryan McLaughlin, Texas Tech University

Climate Change Policy and Public Opinion in Canada
Keith Neuman, The Environics Institute for Survey Research

Saving Energy: The Vital Role of Survey Research in Evaluating Low-Income Energy Efficiency Programs
Daniel Bausch, APPRISE
Kevin McGrath, APPRISE

The Effect of Question Wording on Measurement of Science Literacy
Aaron Maitland, Westat
Roger Tourangeau, Westat
Hanyu Sun, Westat
Yanna Yan, University of Michigan

Session 5

Panel: Quality of Qualitative Research: Setting Standards for Qualitative Public Opinion Research and Pretesting
Organizer: Jennifer H. Childs, U.S. Census Bureau
Moderator: Casey Langer Tesfaye, The Nielsen Company
Discussant: Margaret Roller, Roller Marketing Research
Location: Diplomat Ballroom 1

Ensuring Quality in Qualitative Research through Content Analysis: The GAO Approach
S. Andrew Stavisky, Government Accountability Office

Collaborative Approaches to Qualitative Reliability and Validity: Examples from Evaluation and Policy Research
Diane Purvin, Yale University School of Medicine/The Consultation Center

Using Conjoint Analysis to Improve the Validity of Focus Group Results
Rebecca Quarles, QSA Research

The NSF Interdisciplinary Standards for Systematic Qualitative Research: Their Relevance Ten Years Later
Ronald Chenail, Abraham S. Fischler School of Education Nova Southeastern University

International Development of a Quality Framework in the Qualitative Context
Karen Kellard, The Social Research Centre
Concurrent Session K
Sunday, May 17, 10:15 a.m. – 11:45 a.m.

Session 6
Web Panels: Recruitment and Retention
Moderator: Rossi Dobrikova, Experian Marketing Services
Location: Diplomat Ballroom 2

The Implications of Survey Experience and Panel Conditioning on Data Quality
Michael Henderson, Louisiana State University
D. Sunshine Hillygus, Duke University

The Role of Device Type and Respondent Characteristics in Internet Panel Survey Breakoff
Allan L. McCutcheon, Gallup Research Center

Impact of Images on Survey Participation, Respondents and Online Panel Recruitment
Mingnan Liu, SurveyMonkey
Noble Kuriakose, SurveyMonkey
Jon Cohen, SurveyMonkey
Sarah Cho, SurveyMonkey

Session 7
Conversation, Rapport and Interaction: Effects of Interviewers and Respondents on Data Quality
Moderator: Beth Ellen Pennell, Institute for Social Research, University of Michigan
Location: Diplomat Ballroom 4

Effects of Interviewer and Respondent Behavior on Data Quality: An Investigation of Question Types and Interviewer Learning
Antje Kirchner, University of Nebraska - Lincoln
Kristen Olson, University of Nebraska - Lincoln

The Impact of Rapport on Data Quality in CAPI and Video-Mediated Interviews: Disclosure of Sensitive Information and Item Nonresponse
Hanyu Sun, Westat

Interviewer Voice Characteristics and Data Quality
Nuttirudee Charoenruk, Survey Research and Methodology Program, University of Nebraska-Lincoln

Using Data Mining to Examine Interviewer-Respondent Interactions in Calendar Interviews
Robert F. Belli, University of Nebraska
L. Dee Miller, University of Nebraska
Leen-Kiat Soh, University of Nebraska
Tarek Al Baghal, University of Essex

Interviewer-Respondent Interactions in Conversational and Standardized Interviewing: Results from a National Face-to-Face Survey in Germany
Felicitas Mittereder, Michigan Program in Survey Methodology, University of Michigan-Ann Arbor
Jen Durow, Michigan Program in Survey Methodology, University of Michigan-Ann Arbor
Brady T. West, Institute for Social Research, University of Michigan-Ann Arbor
Frauke Kreuter, Joint Program in Survey Methodology-University of Maryland
Frederick G. Conrad, Institute for Social Research, University of Michigan-Ann Arbor
Concurrent Session K

Sunday, May 17, 10:15 a.m. – 11:45 a.m.

Concurrent Session K
Session 7 (continued)

Conversation, Rapport and Interaction: Effects of Interviewers and Respondents on Data Quality (continued)

Does an Introductory Sentence in an Opinion Question Cause Acquiescence Response Bias?
Jon A. Krosnick, Stanford University
Bo MacInnis, Stanford University
Ana Villar, City University London

Concurrent Session K
Session 8

Maximizing Telephone and Cell Phone Survey Participation
Moderator: Wendy Hicks, Westat
Location: Diplomat Ballroom 5

Inclusion of Cell Phone Households in the 2014 FDA Health and Diet Survey
Alan Roshwalb, Ipsos Public Affairs
Chung-Tung Lin, U.S. Food and Drug Administration
Agnelé S. Lawson, Ipsos Public Affairs

I Think I Know You: Matching Local Area Codes in National Telephone Surveys
Heather Knappen, Metrix Matrix Inc.
Chris Horn, Metrix Matrix Inc.

Impact of Pre-Notices on Response Rate in a National RDD study in Norway
Sofia Pinero Kluch, Gallup
Robert Tortora, Gallup
Ken J. Kluch, Gallup

The Effect of Varying Incentive Amounts on Physician Survey Response
Harmoni Joie Noel, American Institutes for Research
Grace Wang, American Institutes for Research
Akash Desai, American Institutes for Research
Alison Huang, American Institutes for Research

Use of a Reimbursement to Increase the Proportion of Pay-As-You-Go Cellphone Respondents
Marcus E. Berzofsky, RTI International
Bo Lu, Ohio State University
George L. Couzens, RTI International
Caroline Blanton, RTI International
Kimberly Peterson, RTI International
Jamie Ridenhour, RTI International
Tim Sahr, The Ohio State University
Robert Ashmead, The Ohio State University
Amy Ferketich, The Ohio State University
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Index

A

Ackermann, Allison 94
Agans, Robert P. 84
Agiesta, Jennifer J. 15, 17, 68, 87, 91, 99
Aida, Masahiko 63, 78
Aiello, Allison 109
Ailshire, Jennifer 66
Alarcon, Giovann 69
Alcorn, Jessica 80
Allen, Laura 72, 78
Allum, Nick 98
Alper, Becka A. 66, 105
Alqassass, Haneen B.K 49
Alvarez, Emily R. 43, 86, 87, 99, 105
Alwin, Duane F. 44
Amar, Ashley E. 16, 17, 107
Amer, Safaa R. 43
Amin, Alerk 93
Anand, Priyanka 84
Anderson, Jennifer 93
Anderson, Melissa 50
Andreasson, Maria 93
Ansari, Mohamed Al 95
Antoun, Christopher 93
Appelbaum, Josh 105
Armsby, Polly P. 96
Arunachalam, Hariharan 65, 68
Ashmead, Robert 49, 72, 105, 112
Assad, Nadia 90
Atkin, Gregory Scott 65, 68
Augustson, Erik 109
Ault, Kimberly L. 51
Averkiou, Eugene 48
Axelrad, Stephen 47
Axinn, William G. 71
Ayres, Whit 20

B

Badaoui, Souraya Ahmad El 100
Baek, Jiwon 78
Baghal, Tarek Al 111
Bajkowski, Amanda 91
Baker, Reg 20
Ballou, Janice 64
Ballou, McKenzie 55
Ball, Sarah 89
Bankert, Alexa 73
Barabas, Jason 52
Barba, Stefany 66
Bardos, Maura 72
Bare, Nikki M. 73
Barker, Peggy 90
Barlas, Frances M. 52, 78, 93, 101
Barnes, Matthew 80
Barreto, Matt 59
Barrett, Kirsten 74
Barron, Martin 52, 70
Bartels, Larry 20
Bass, Ronald H. 96
Bates, Nancy 15, 16, 54
Batra, Peter 81
Bat taglia, Michael P. 19, 105
Battle, Danielle 64, 78, 96
Baugher, Mehera 80
Berman, Lew 67
Benton, Nick 106
Bertrand, Christian 48
Bergstrom, Jennifer C. 19, 54, 94
Berkowitz, Susan 76
Besmel, Parwaz 100
Beuillens, Koen 97
Beveridge, Andrew A. 21
Bieber, Ina E. 99
Biemer, Paul P. 19, 20, 79, 98, 104
Blagden, Ipek 17, 64, 71, 75, 78
Blanet, Joanne 77, 97
Blumberg, Stephen J. 12, 20
Blumenthal, Mark M. 15, 85
Blum, Michelene 18, 48
Blum, Michael 18
Blum, Michelene 18
Boals, TraShawna 62
Boatright, Amy 97
Bonhomme, Sylvie 95
Boonman, Daniel 73
Booth, Bradford 47
Booth, Pete 108
Borick, Christopher 80
Bosnjak, Michael 76, 93
Bourdeaux, Michel 44
Boutin, Kathleen 44
Bower, John A. 44
Bowers, Ashley 17, 22
Boyer, John M. 67, 90
Boyle, Josephine 91
Bradford, Ben 69
Brassell, Thomas 109
Brenner, Philip S. 53, 59
Brick, Jesse 43
Brick, J. Michael 20, 67, 89, 106
Bristol, Kelly 94
Brodie, Molyann 12, 15, 19, 45, 66, 69
Broeke, Pamela 106
Brogan, Michael 91
Brohinsky, Seth 85
Broich, Carsten 73
Brooks, Jennifer 101
Brooks, Rhoda L. 12, 20
Brown, Derick 109
Brown, Gordon 79
Brown, Heather 99, 109
Brown, Randy 85
Brunton-Smith, Ian 87, 107
Bucy, Erik P. 86, 110
Buha, Michael 85
Buhr, Tami 96
Bulgar-Medina, Justine 53
Burkey, Andrew M. 89, 94, 99, 106
Burk, Diane 18
Burks, Anh Thu 15, 74, 94
Burszttein, Elie 52
Buskirk, Trent D. 18, 19, 20, 22, 64, 77, 103
Butler, Sarah M. 21, 79
Bytzek, Evelyn 99
# Conference Program

## Index

### C
- Cacciatore, Michael A. 72
- Calabrese, Joseph 47
- Caldarro, Molly 106
- Callegaro, Mario 22
- Call, Kathleen Thiede 21, 44, 69, 76
- Campbell, Colleen 107
- Cannon, Geoff 43
- Cano, Ashley N. 50
- Cantave, Michelle 109
- Cantor, David I. 18, 50, 106, 109
- Cantrell, Jennifer 86
- Caplan, James R. 15
- Caporaso, Andrew R. 50
- Cardador, Joe 108
- Carey, James W. 76
- Carley, Sanya 80
- Carman, Katherine Grace 43
- Carney, Pierre 95
- Carrillo, Robert 59
- Carpenter, Matthew 97
- Carpenter, Rachel 64
- Casalino, Lawrence 74
- Caspar, Rachel A. 20, 21, 22
- Cassino, Dan 99
- Cassirer, Sharon 106
- Cavallaro, Kristin L. 76
- Cernat, Alexandru 72
- Cervantes, Ismael Flores 20, 61, 97
- Chaffee, Ryan J. 96
- Chang, Wen 70
- Chappell, Gary B. 64
- Charoenruk, Nutirudee 111
- Chattopadhyay, Manas 68, 105
- Chaudhary, Anil Kumar 73
- Chavez, Noel 75, 101
- Chenail, Ronald 110
- Chen, Ho Won 94
- Cheung, Gina 42
- Chew, Kean 62
- Childs, Jennifer H. 15, 16, 17, 19, 20, 62, 77, 79, 107, 110
- Childs, Lee 93
- Chmura, Lukasz 92, 94
- Choi, Mary 97
- Choudhury, Munmun De 89
- Chowdhury, Pranesh 60
- Chowdhury, Sadeq R. 67
- Cho, Young Ik 75, 101
- Christian, Leah M. 18, 20, 45, 94
- Cibelli, Kristen 107
- Ciruli, Floyd 16
- Clair, Denise St. 97
- Clark, Ashley 80
- Clark, Julia 75, 91, 108
- Clark, Richard L. 110
- Clark, Sandra Luckett 50
- Clement, Scott F. 16, 78
- Cobb, Curtiss 49
- Coffey, Stephanie 63
- Cohen, Gregory 47
- Cohen, Larry 17
- Cohen, Michael P. 43
- Cohen, Robin 69
- Cohen, Steven B. 43
- Cole, James S. 101
- Collins, Sara R. 69
- Connelly, Anne 19
- Connelly, Marjorie 15, 21
- Conrad, Frederick G. 22, 62, 65, 89, 98, 101, 111
- Consolvo, Sunny 52
- Coombs, Danielle Sarver 50
- Coombs, Julia F. 61
- Copeland, Kenneth R. 60, 95
- Cordova-Cazar, Ana Lucia 17, 50, 61
- Corey, Michael 49
- Corry, Nida 47
- Cotter, Anna 100
- Counts, Scott 89
- Couper, Mick P. 16, 17, 22, 68, 71
- Courtright, Melanie 67
- Couzen, G. Lance 49, 72, 105, 112
- Cowles, Christine 109
- Cox, Daniel 48
- Craighill, Peyton M. 15, 17, 20
- Creel, Alisha H. 47
- Crimmins, Eileen 66
- Creon, Alyson 46
- Cross, Kenneth D. 59
- Crosby, Andrew W. 63
- Currivan, Douglas 15, 79
- Curry, Matthew D. 96
- Curtin, Richard 60

### D
- Dahlhamer, Jim 53
- Daley, Kelly 46, 80, 94
- Daly, Dennis 94, 99
- Daniel, Johnnie 21
- Dan, Oana 49
- Daoust, Pierre 95
- Daquilanea, Jodie 66, 100
- Darling, Jill E. 18, 20, 21
- Daves, Robert P. 17
- Davey, Victoria 47
- Davis, Elisabeth 74
- Davis, Robert 17
- Dayton, James J. 67, 84, 90, 105
- Deal, Caitlin E. 50, 91
- Dean, David, Jr. 53
- Deane, Claudia 17
- Dean, Kayla 54
- Decker, Paul 19, 98
- DeHaan, Robert 74
- Dekker, Katie 16, 66, 99
- DeMarco, Donna 45
- Dennig, Stephanie A. Beauvais 46, 75, 80
- Desai, Akash A. 109, 112
- DeSantis, Jessica 54
- DeSimone, Tracey 48
- DesRoches, Catherine 74
- Dever, Jill A. 67, 89, 92, 95, 109
- Devlin, Rebecca 84
- DiGiuseppe, Rebecca 84
- DiJulio, Bianca 66, 69
- Dillman, Don A. 19, 79, 101
- DiLoreto, Kerryn 90
- Dimock, Michael 91
- Dineen, Jennifer 16, 22
- Ding, Helen 89
- Ding, Mei 62, 86
- Dinsmore, Ellen 101
- Diop, Abdoulaye 49, 95
- DiPerna, Paul 48
- Dipko, Sarah 109
- Dirkusz, Gerry 87
- DiSogra, Charles 43, 89, 106
- Dobrikova, Rossi 76, 111
- Dolina, Suzanne 109
- Donahue, Sara 89
- Donaway, Rebecca R. 110
- Dovgala, Kate 74
- Drew, Lisa M. 77
- Driscoll, Heather 43, 84
- DuBray, Piper Jean 70, 76
- Duffy, Katelyn 97
- Duffy, Thomas 49, 72, 105, 112
- Dufresne, Yannick 108
- Dugan, Andrew B. 48, 60
- Dugger, Melissa 54
- Dumitrescu, Delia 79
- Dunham, Elise M. 50
- Dunston, Sheba K. 59
- Durow, Jen 111
- Durrant, Gabriele B. 61
- Dursa, Erin 47
- Dutwin, David J. 12, 15, 18, 20, 21, 22, 41, 48, 52, 77
- Duval, Marie-Claude 95
- Dworak, Piotr 50, 70
- Dykema, Jennifer 12, 15, 17, 20, 59, 90, 101, 107

### E
- Eagle, David E. 73
- Earp, Morgan 12, 64
- Eck, Adam 65, 68
- Ecklund, Elaine Howard 94
- Eckman, Stephanie 18, 71
- Edelman, Murray 17
- Edgar, Jennifer 100
- Edwards, Brad 22, 44
- Edwards, Dorothy F. 59
- Edwards, Michelle L. 48
- Edwards, Sherman 81, 106
- Eggleston, Casey 77
- Eibner, Christine 43
Index

Einaudi, Peter   51
Eisenman, David P.   84
Eklund, Johan   88
Ekwueme, Donatus   67
Elam-Evans, Laurie   70
El-Dash, Neale A.   75, 78, 108
Elkassem, Rima Charbajji   95
Elliott, Roxana   75, 100
Elliott, Stephanie P.   96
Ellyne, Lissandra   50
Elmaghraby, Engi Assaad Ahmed   95
Ettinger, John L.   79
Enderle, Tobias   76
Engel, Larry S.   96
English, Cynthia   69
English, Ned   17, 18, 19, 60, 64, 66, 70, 75, 88
Epps, Sylvia R.   48, 96
Erdel, Barbara   85
Erdman, Chanda   70
Ergun, Da-roada   65, 68
Ericksen, Eugene P.   21
Esfahani, Akbar Akbari   97
Espino, Neli   42, 49, 69, 81, 91
Evans, Andrew M.   51
Evans, Christian   48
Everett, Lori   15
Everett, Steve   15
Eyster, Sandra   43, 44, 46, 74

F

Fahimi, Mansour   19, 20, 52, 95
Fakhouri, Tala   67, 84
Fan, Amy Z.   72, 106
Fan, David P.   18
Fan, Jiaquan   51, 100
Faul, Jessica   66
Faust, Philip   19
Feinberg, Geoffrey   46, 80
Felderer, Barbara   85
Feld, Karl G.   12, 17
Ferketich, Amy   49, 72, 105, 112
Fernandez, Barbara M.   94, 99
Fernandez, Kenneth   15, 65, 68
Fernandez, Leticia E.   61
Fiedler, Robert   74
Field, Diane   108
Fienberg, Howard   20
Finamore, John   63
Fink, Eric   63
Fiori, Andrew   49
Firth, Jamie   15, 45
Fisher, Beth   66, 85
Fitch, Matthew   51
Fitzgerald, Rory   42
Fobia, Aleia Clark   79
Fontes, Angela   62
Fordyce, Erin Michele   95
Forrestal, Sarah   65
Foster, Kelly N.   50, 73
Foster, Eric   17
Francis, Kim   94
Frankel, Laura Lazarus   88, 104
Frankel, Martin   19
Franklin, Jeff W.   75
Fraser, Alicia M.   60, 88
Frädrich, Mathis   85
Frausto, Marisol   76
Fredrikson, Karen   66
Freedner-Maguir, Naomi   48, 84, 105
Fricker, Scott   64, 92
Fried, Brett M.   44, 76
Friend, Daniel   54
Fries, John C.   17
Fuchs, Marek   87
Funderburk, Frank   108
Funk, Cary   104, 105

G

Galea, Sandro   47
Gall, Elizabeth   76
Ganesh, Nadaraja Sundaram   60
Garbarski, Dana   59, 101, 107
Gareau, Marylisa   93
Garfinkel, Steven   98
Gatward, Rebecca   50
Gauvin, Rachel V.   16
Gecewicz, Claire   66
Geidenberger, Connie   84
Geisen, Emily M.   17, 54, 90
Gelissen, John   104
Geng, Can   62
Gengler, Justin   100
Gentry, Robin J.   54, 94, 99
Gershova, Arina   76
Getman, David P.   48
Ghandour, Reem   45, 46
Ghirardelli, Alyssa   96
Giambo, Pamela   106
Gideon, Michael   70
Goldemir, Stefan   69
Gilljam, Mikael   85, 106
Glasgow, Garrett   79
Gleicher, David   50
Godbout, Serge   95
Goerman, Patricia L.   42
Gold, Kirby   20, 22, 49, 50, 104
Goldenberg, Karen L.   96
Goldman, Joseph M.   69
Goldstein, Kenneth M.   91
Gonzalez, Nicole   45
Gotlieb, Melissa R.   110
Gottfried, Jeffrey   96
Gould, Rebekah   44
Gudy, Sarah   62
Graham, John D.   80
Graham, Patricia   93, 101
Grant, David   53, 76, 81
Gravell, Timothy B.   80, 86
Graven, Peter   76
Greby, Stacie   89, 95
Greene, Angela   88
Greene, Diana   49
Greene, Joel   60, 88
Greenfield, Thomas K.   84
Green, Molly   93
Green, Patricia   51
Griepentrog, Brian   54
Griffin, Jamie   92
Grunwald, Heidi   109
Guggenheim, Lauren   89
Gunwald, Heidi   87
Gurau, Razvan   79
Gurtkin, Tuba Suzer   66
Gustin, Delancey   107
Guterbock, Thomas M.   20, 77

H

Haan, Mary   109
Haggerty, Catherine C.   75, 84
Hair, Elizabeth C.   86
Hajek, Kristin   85
Hal, Leslyn   48
Hamel, Elizabeth   17, 20, 45, 60, 69
Hamid, Mohammad   77
Hammer, Heather   47
Hammond, Jessie   76
Harber, Matthew   100
Harr, Darin D.   45, 80, 107
Harris-Kojetin, Lauren D.   88
Harrison, Chase H.   17
Harter, Rachel   18, 19, 51
Harvey, Bonnie   74
Harwell, Daniel G.   55, 60, 74, 79, 98
Haskell, Jennifer   74, 94
Hazen, Ron   66
Healey, Kristin M.   50, 70, 99
Heine, Sarah K.   64
Heiss, Christine   80
Helmenschrott, Susanne   85
Henderson, Michael   111
Henderson, Tiffany   94
Henrikson, Nora   50
Henriques, Alice   43
Henry, Nigel Adrian Ronald   47
Herda, Daniel E.   86
Herrmann, Melissa J.   16, 18
Herrnson, Paul   20
Hibben, Kristen Cibelli   59, 62, 76
Hicks, Wendy   66, 112
Hildonan, Ray   45
Hill, Aaron   16
Hill, Craig A.   15, 22
Hill, Holly   70, 88
Hilliard, Tandrea   55
Hillygus, D. Sunshine   22, 63, 111
Hobbs, Melissa   88
Hoch, Heinrich   84
Hodge, Ron   46

Gutsche, Tania   60
Guyer, Heidi   46, 71, 76, 105
Index

L
Labrecque, Katie 84
Lachapelle, Erick 80
Lai, Jennie 16, 19
LaMarre, Heather 48
Lambert, David B. 18
Lampe, Cliff 19, 89
Landau, Jocelyn I. 16
Landon, Bruce 74
Landreman, Urban E. 62, 86
Lane, Julia 19, 98
Langer, Gary 20, 21, 49, 65, 68, 91
Lane, Julia 19, 98
Lapinski, John 41, 52
Lau, Charles Q. 49, 100
Lauger, Amy 79
Lavrakas, John 16, 17, 18, 19, 20, 21, 38, 55, 60, 62, 70, 75
Lawlor, Andrea 80
Lawrence, James 70
Lawrence, Michael 95
Lawson, Agnélé S. 112
LeBaron, Patty 15
LeBlanc, Jessica L. 59
Leckie, George 107
Lederer, Suzanne B. 47
Lee, Choongkoo 94
Lee, Lisa 106
Lee, Michelle 80
Lee, Nicole C. 51
Lee, Sunghee 53, 65, 66
Leibod, Jürgen 50
Leidy, Melinda 50
Leibod, Jürgen 50
Leidy, Melinda 50
Leitz, Amy 50
Le, Kien Trung 49, 95, 100
Levenson, Min K. 49
Lepkowski, James M. 53, 60, 73, 74, 97
Leonard, Josephine P. 44, 64, 76
Lepkowski, James M. 53, 60, 73, 74, 97
Lessem, Sarah E. 73
Levine, Burton 55
Levine, Sarah 45
Levin, Kerry Y. 46, 75, 80, 93
Levy, Jenna 69
Lewis, Faith M. 45
Lewis, Jamie M. 54
Lewis, Katie 61
Lewis, Zachary H. 97, 108
Liberzon, Israel 47
Libman, Amanda 94
Li, Dan 65
Lienesch, Rachel 48
Lien, Rebecca 54
Lieskovsky, Min K. 49
Lightstone, Amy S. 51
Lin, Chung-Tung 112
Linden, Clifton van der 108
Lineback, Joanna Fane 63
Lin-Freeman, Lisa 76
Ling, Ji-Ting 22
Linnane, Janice 94
Lin, Yu-Chieh (Jay) 16
Lipari, Rachel 53
Lischewski, Julia 50
Little, Roderick 22
Liu, Benmei 67
Liu, Diana 60
Liu, Jin 72
Liu, Mingnan 17, 62, 65, 90, 111
Liu, Qian 72
Li, Ying 60, 88
Loew, Daniel 47
Lo, Daphne 54
Loftis, Charles 95
Lott, John D. 12, 18, 20, 21
Lohr, Sharon 106
Lomelino, Linda 16
Loose, Pamela 106
Loosveldt, Gert 97
Losch, Mary 15, 16, 17, 18, 20, 21, 22
Lu, Bo 49, 72, 105, 112
Lugtig, Peter 93
Lukanen, Elizabeth 44, 69
Luna, Francisco Abundis 75
Lundmark, Sebastian 79, 106
Lu, Peng-Jun 95
Luskin, Larry 86
Lustig, David 87
Luxenberg, Harlan 54
M
MacDonald, Maggie 68
MacInnis, Bo 112
MacInnis, Debi 45
Mack, Susan 101
Macleod, Brian 96
McManus, J. D. 110
McKee, William 110
McKee, William 110
McKee, William 110
Meadway, Rebecca 64
Meekins, Brian 104
Meerkamper, Eric 52
Megra, Mahi 76
Mehrotra, Komal 62, 86
Meier, Ellen 97
Mellman, Mark S. 20
Mendelson, Jonathan 16
Mendenko, Linda S. 84
Mendoza, Jose Alberto Vera 75
Mendirvila, Helena 94
Merce, Andrew 101
Mercy, James 106
Merkle, Daniel 12, 15, 16, 17, 20, 21, 22, 41, 52
Merry, Tara 51, 105
Messier, Peter 86
Meyers, Mikelyn V. 42, 92, 95
Mezetin, Justin 59
Michaels, Stuart 44
Michalowski, Timothy 74
Miles, Keisha 87, 109
Mills, Peter V. 18
Miller, David C. 74
Miller, Donald S. 109
Miller, Kristen S. 53, 59
Miller, L. Dee 111
Miller, Peter V. 22, 63
Miller, Thomas I. 18
Min, Bo Hee 101
Mirel, Lisa 67
Mitchell, Nicole 93
Mitran, Michael 15, 21, 22
Index

Mittereder, Felicitas 101, 111
Miville, Marie-Hélène 95
Mneimneh, Zeina 100, 107
Moaddel, Mansoor 100, 107
Mockovak, William P. 94
Mohamed, Besheer 105
Monroy-Hernandez, Andres 89
Montaquila, Jill 19
Moore, Danna L. 76
Moore, Janet S. de 67
Moors, Guy 104
Morales, Marco 63
Morgan-Lopez, Antonio 107
Morgan, Mark 47
Morin, Richard 12, 15, 16, 18, 61
Morovati, Diane 62
Morrison, Katie 54
Morton, Katherine 95
Mosher, Missy 19, 43, 64
Mower, Samantha 108
Mulrow, Edward 48
Munroe, Melanie 96
Murphy, Joe 15, 19, 78, 80, 89
Murphy, Padraic A. 80
Murray, Marina 46
Mustafa, Semsia Al-Ali 95
Muzzio, Douglas 48

N

Nahum-Shani, Inbal 70
Nanos, Nik 20
Narayanan, Vasudha 97
Nares, Yamil Gustavo 54
Nasrallah, Catherine 95
Natori, Gemma 46
Neff, Linda 105
Neiman, Samantha 74
Nelson, Dawn V. 15, 19, 42, 80, 95, 96, 108
Nelson, Shannon 84
Neuman, Keith 65, 110
Newport, Frank M. 20, 48, 91
Newsome, Jocelyn 46, 75, 80, 93
Ng, Sarah 109
Nguyen, Mai 78
Nichols, Elizabeth M. 15, 54, 62, 77
Noel, HarmoniJoie 17, 98, 112
Norris, Tina 46
Norton, Mira 16, 45
Nutter, René E. 74
Nutt, Stephanie 67

O

Oberski, Daniel 104
Oh, April 93
O’Hare, Barbara C. 70, 92
Oldendick, Bob 20
Olmsdied-Hawala, Erica 54
Olsen, Joseph 43
Olson, Kristen 12, 15, 17, 20, 22, 64, 101, 111
Oltman, Tim L. 100
O’Neil, Cathy 19
O’Neill, Grace 53, 90
O’Rourke, Diane M. 15, 16, 21, 22
Ortega, Julie Martinez 51
Owen, Travis 49

P

Pacer, Julie 46, 94
Paez, Carlos 52
Painter, Dicy 90
Palit, Charles D. 44, 87
Palmer, Nathan 76
Pal, Sujata 46
Pape, Travis 70
Park, Hyunjoo 42
Park, Ju Yeon 63, 72
Park, Royce 53, 76, 81
Parr, Richard 78
Parvanta, Sarah 80
Pascale, Joanne 69
Pasek, Josh 68, 77, 89, 99
Pashupati, Kartik 67
Patrick, Megan E. 92
Patten, Eileen 61
Patterson, Tom 20
Pedlow, Steven 95
Peitz, Megan 108
Pellegrini, Pat 87
Peña, Reyna J. 70
Pennay, Darren W. 75
Pennell, Beth Ellen 22, 42, 111
Pens, Yelena 54, 74
Petek, Sonja 12
Petersen, Thomas 91
Peters, Kurt R. 84
Peterson, Kimberly 49, 72, 105, 112
Petrin, Robert A. 78, 108
Pettit, Annie 77
Peugh, Jordon 12, 15, 16, 52, 97
Peytcheva, Emilia 21, 49, 90
Peytchev, Andy 20, 55
Pfarr, Klaus 76, 85
Phelan, Julie 65, 68
Phillips, Benjamin 94
Phillips, Keith 52
Phipps, Polly 94
Piche, Tara 59
Piekarshi, Linda B. 19, 20
Pierannunzi, Carol A. 60
Pineau, Vicki 18, 22, 70
Pinkus, Susan H. 16
Pintor, Jessie 69
Planty, Michael 106
Plutzer, Eric 22
Poirier, Jeffrey 44
Poland, Stephanie 106
Pold, Jack 46
Pom, Mandy 96
Ponce, Nieve 53, 97
Porter, Colleen K. 21, 42, 68
Powell, Rebecca J. 72, 78
Presser, Stanley 22
Pryn, Carley L. 96
Pugliese, Anita 49, 91
Purvin, Diane 110
Putansu, Steven R. 59
Pyrer-Pereira, Tiana 15

Q

Qadri, Ahmad 46
Qi, Ji 73, 107
Quach, David 77, 94
Quarles, Rebecca 110
Quetteina, Yara 49

R

Rabhan, Lindsey 49
Raglin, David A. 90, 96
Rainey, Julie 54
Raker, Ethan 78
Ramirez, Carl 18, 20, 46
Rammstedt, Beatrice 85
Rao, J.N.K. 22
Rao, Kumar 22, 74, 94
Rappoport, Robyn 44, 69
Rasmussen, Petra 69
Rath, Jessica M. 93
Rauch, John 76, 81
Ray, Julie A. 49, 91
Raynor, Lewis 44
Reagan-Steiner, Sarah 88
Redlawsk, David P. 65
Redline, Cleo D. 55
Reimer, Becky 43, 86, 88, 96, 105
Reineke, Jason B. 110
Reist, Benjamin 63
Reiter, Amanda 65
Reschovsky, James 74
Resnik, Philip 107
Rexrode, Deborah L. 15, 21, 22, 77
Rhindress, Mindy 21, 46
Ricci, Kay 94
Richards, Ashley 78
Rich, Eugene 74
Richman, Max 75, 100
Riddles, Minsun 63
Ridenhour, Jamie 49, 72, 105, 112
Ridolfo, Heather 100
Riedel, Karolina 62
Rios, Merays 61
Rivers, Douglas 59
Rizzo, Louis 63
Index

Robbin, Alice 93
Roberts, Andrew W. 80
Roberts, Caroline 109
Robinson, John 66
Robinson, Jonathan 75
Robles, Barbara 91
Rodriguez, Gil 90
Rodriguez, Juan 67
Roemer, Marc I. 50
Roentgen, Alyson 45
Roessing, Thomas 17, 91
Roller, Margaret R. 38, 110
Rome, Vincent 88
Rosa, Josiah de la 70
Rosenkranz, Meghan 62
Rosenstiel, Tom 109
Rosenthal, Seth A. 51
Roshwalb, Alan 17, 92
Sabra, Michael 91
Saad, Lydia 48, 91
Saavedra, Pedro 84
Sabarre, Nina R. 49
Sabelhaus, John 43
Sadowsky, Michael 60
Safir, Adam 17, 87
Sahr, Timothy 49, 72, 105, 112
Sait, Yasuyuki 60
Sakhaug, Joe 68
Salvato, Anthony M. 20, 41, 52
Sampson, Laura 47
Sanders, Amy 109
Sanders, Herschel Lissette 72, 107
Sanderson, Michael 105
Sandler, Dale P. 96
Santibanez, Tammy A. 95
Santos, Robert L. 16, 17, 19, 21, 22
Sarge, Melanie 86
Sarraf, Shimon 101
Saenroth, Denise 85
Saucier, Olivia 43
Sauer, Jennifer 43, 97
Scagnelli, Jeff 94
Scalzo, Paul J. 53
Schaad, Ashley M. 77
Schaefter, Nora Cate 101, 107
Schafer, Brenda 46, 75, 80
Schafer, Joseph L. 92
Schalk, Marci 99
Schend, Olga 80
Scherer, Philip 99
Schleider, William 47
Schlosser, Stephan 50
Schmeier, Maximilian 84
Schmiedeburg, Claudia 85
Schumacher, Alexandra 68
Schneiderman, Aaron I. 47
Schober, Michael F. 19, 89
Scholz, Elia 22
Schoua-Glusberg, Alisu 42, 76, 100
Schouten, Barry 98
Schroeder, Heather 72
Schroeder, Paul B. 54, 109
Schulman, Mark A. 21, 78, 108
Schwedz, Laurie K. 61
Schweidel, David A. 107
Schiaparelli, Elizabeth 98
Scott, Christopher John 50
Sebastiani, Michael 80
Sedley, Aaron 52
Sedransk, Joseph 22
Seidl, Dana 74
Sendelbach, Anje 65
Sengupta, Manisha 88
Sha, Mandy 15, 42
Shand-Lubbers, Jeffrey W. 76
Shands, Yvonne 15, 70
Shapiro, Robert Y. 20, 22
Shavitt, Sharon 75, 101
Shepherd, Brian 70
Sherman-Wilkins, Kyler J. 44
Sherr, Susan 12, 44
Shin, Hee-Choon 60
Shin, Hyon 61
Shi, Yunfeng 109
Shook-Sa, Bonnie E. 19, 67, 95
Shortell, Steve 74
Shuttles, Charles D. 15, 16, 19, 20, 21, 52, 76, 106
Sibley, Candace D. 59
Silber, Henning 50
Simek, Chris L. 48
Simon, Alisa Baines 44, 69
Simonetta, Leo G. 15
Singer, Michael 79
Singh, Avinash C. 67
Singleton, James A. 60, 70
Sinibaldi, Jennifer 34
Smith, Alexandra A. 86
Smith, Daniel 78
Smith, Gregory 98
Smith, Jacqui 107
Smith, Martina 46, 80
Smith, Tom W. 17, 18, 19, 21, 22, 68, 105
Smyth, Jolene D. 101
Sosik, Victoria 52
Sotiris, Ekaterina 100
Southwell, Brian 80, 109
Spado, Dava 68, 109
Spencer, Donna 76
Spiegelman, Maura 72
Squier, Linda 109
Srini, K.P. 89
Sriniwasan, Rajesh 53, 68
Srivasav, Anup 95
Stapleton, Martha 61, 74
Stark, Tobias H. 86
Stavisky, S. Andrew 110
Stavrakantonaki, Marina 75
St-cy, Patrick 95
Ste, Jeffery A. 17, 21
Steele, Clarissa R. 17, 48, 106
Steele, Elizabeth 69
Steeles, Gillian 22
Steiger, Darby M. 61, 74, 106, 109
Sterrer, David 17, 43, 71, 78, 86, 88, 89
Stevenson, Darren 77
Stevenson, John 107
Stone, Celeste N. 17
Streeter, Matthew 54
Streicher, Janet L. 15, 16, 17
Stringer, M. Christopher 95
Struminskaya, Bella 93
Sturgis, Patrick 87, 107
Subias, Thomas 101
Suh, Annabel 53
Sukash, Amang 79
Suls, Robert 16
Sun, Hanyu 110, 111
Suzer-Gurtekin, Tuba 60
Swan, Deanne W. 55
Swanson, Emily 68, 91
Swift, Karen 87
Sykes, Jessica Jordan 73
Szoc, Ronald Z. 16

T
Tamburrino, Marijo 47
Tannebaum, Erin 64
Tan, Lucilla 87
Tanur, Judith M. 60
Tao, Shaw 52
Tao, Xian 60
Tate, Nicole M. 75
Taylor, Malaena Jo 50, 99
Index

Teneralli, Rachel 87
Terhanian, George 20
Terry, Rodney L. 61
Terry, Tamara 79
Tesfaye, Casey Langer 16, 17, 45, 46, 107, 110
Tessier, Charles 108
Thanasombat, Sup 68
Tharp, Kevin 101
Thomas, Randall K. 52, 68, 78, 86, 91, 93, 101
Thompson, Emily 62, 86
Thompson, Mary 22
Thompson, Emily 61
Thompson, Mary 22
Tillema, Juliana 54
Toepoel, Vera 93
Tompson, Trevor N. 18, 20, 43, 86, 87, 88, 96, 99, 105
Tortora, Bob 51
Tortora, Robert D. 60, 64, 112
Tourangeau, Roger 12, 22, 101, 104, 110
Town, Machell 60
Townsend, Reanne L.M. 106
Traugott, Michael W. 16, 20, 99
Trea, James B. 64
Triplet, Timothy 17, 18, 21, 79, 92
Trocki, Karen 48
Trüdinger, Eva-Maria 85
Tsabutashvili, Dato 42, 49, 81, 91
Tsai, Shirley 61
Tsai, Vietnam 92, 94
Tucker, Clyde 16, 43, 44, 104
Tupek, Al 95
Turakhia, Chintan R. 17, 99, 106
Turner, Joanna 76
Turner, Karen 44
Tyson, Alec 104, 105
Tzeng, Janice 109

U
Ulrich, Kevin 50, 62
Unangst, Jennifer 64
Usher, Abraham 19, 98

V
Valdez, Rupa S. 77
Vallone, Donna M. 86, 93
Vandenplas, Caroline 109
VanDyke, Matthew 86
Vanicek, Jennifer 60, 88
VanLiere, Kent D. 21
Vannette, David L. 17, 53, 73, 91, 97
Vasquez, Diana Paola Penagos 75
Vaveck, Lynn 59
Ventura, Ilana 64, 75
Viana, Joe 53
Vigil, Melissa 80
Villanti, Andrea C. 93
Villard, Ana 42, 112
Viox, Melissa Heim 66
Virgo, Katherine S. 67
Viver, Adriana Hernandez 79
Vladutiu, Catherine 95
VonderBrink, Melissa 84
Vriens, Ingrid 104

W
Wagner, Ellen 77
Wagner, James 55, 63, 71
Wahlquist, Amy 97
Waldron, William 51, 100
Walejko, Gina K. 63, 87
Walker, Shonetra 50
Walsh, Lillian Reed 73
Walsh, Rachael 61
Walton, Lauren 94
Wang, Fang 48
Wang, Grace 109, 112
Wang, Jiantong 51
Wang, Lin 45, 93
Wang, Mengyang 42, 78
Wang, Yan 46
Wang, Yichen 90
Ward, Christopher 62, 96
Warren, Antonia 106
Warshaw, Matthew 91
Waye, Agnes 95
Weber, Annie 52, 68
Weerman, Bas 60
Weindorf, Marielle 15
Weiner, Marc D. 17, 20
Weiner, Saul 75, 101
Weiss, Andy 105
Weiss, Christopher 91
Welch, Rikki 77
Welch, Vince 62
Weldon, Kathleen J. 50
Wells, Thomas 45, 108
Wescott, Jamie 75
West, Brady T. 37, 65, 71, 72, 84, 90, 101, 111
West, Jerry 54
Weston, Daniel Joseph 105
Wettlauer, Douglas 65, 68
White, Brianna 66
Whitsett, Healey 54
Wiencrot, Anna 12, 15, 16, 52
Wiese, Cheryl J. 21
Wilbur, Melanie 54, 70
Wiley, Erin 63
Wilkinson, Marilyn L. 74, 84, 94, 99
Willcoxon, Nicole E. 43, 86, 99
Williams, Ann E. 50, 99
Williams, Daniel E. 43
Williams, Dean 85, 99
Williams, Douglas 101
Williams, Ishan C. 77
Williams, Joel 87
Williams, Valerie 86, 93
Willis, Gordon B. 67
Willson, Stephanie 97
Wilson, David 70
Wilson, Maggie 67
Wilson, Tyler 70
Wine, Jennifer 70
Winisniewski, Billy 79
Witters, Dan 43
Witt, G. Evans 91
Wittrock, Jill 100
Wlezien, Christopher 78
Wolter, Kirk 70
Woolley, Peter 99
Wright, Debra L. 79
Wulf, Martin 88

X
Xiao, Haijun 86

Y
Yabroff, K. Robin 67
Yancey, Lawnzetta T. 19, 99
Yancey, Tracie 94
Yan, H. Yanna 90
Yankey, David 70, 88
Yan, Ting 53, 59, 61, 73, 74, 76, 97, 104
Yan, Yanna 110
Ye, Cong 46, 80
Yeo, Sara K. 15, 17
Yoo, Hong Joon 97
York, Chance 50
Young, Clifford 75, 91, 108
Yu, Daniela 45
Yu, Erica C. 64, 79
Yu, Shengchao 78
Yue, Xin 89

Z
Zack, Elizabeth S. 84
Zahnd, Elaine 53
Zahs, Dan 60
Zanakos, Sophia 68
Zelenak, Mary Frances E. 75, 96
Zeng, Wei 60
Zhang, Chengzhou 105
Zhang, Mengmeng 46, 107
Zhang, Yu 80
Zhang, Yuan 66
Zhao, Zhen 88
Ziakas, Jeanette Y. 54, 66
Zukerberg, Andrew L. 18, 19, 20, 21, 55, 63
Zukin, Cliff 20, 22
ZuWallack, Randal 84, 70, 109
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Fax: +1-860-486-6308
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155

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