Some places are hard to reach

That’s why you have us

For over 20 years, D3 has successfully completed full-service research in difficult environments such as Afghanistan, Pakistan, the Balkans, North Africa and throughout the Middle East including Iraq. We go where others don’t to get the answers you need from hard to reach places across the globe.

Add another dimension to your research. Contact us to learn how we can assist you with your research needs.
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Welcome to Hollywood, Florida! We are delighted to welcome you to the 64th Annual Conference of the American Association for Public Opinion Research (AAPOR).

Please accept our sincere thanks for your participation and contribution to this event!

The wonderful conference facilities, blue skies, clear water, and hot sand make this the perfect venue for all. Our theme this year focuses on “Public Choices in Changing Times.” We see change in many aspects of our professional (and personal) lives from the economic downturn and global challenges to major transformations in society and communication, the ways in which we obtain information, and our understanding of the world around us. Capturing this theme, the conference program features an array of discussions and research debates that will appeal to diverse intellectual tastes. The record number of abstract submissions this year is a testament to the depth and breadth of our research endeavors and the vibrancy of our association.

New this year are several networking activities for new members, those interested in exploring potential new career opportunities, and folks just interested in forging stronger ties with other AAPOR members. These include “Speed Networking” and “Network Sampling” forums in addition to our annual Docent mentoring program.

We have also transformed our exhibit space into an “AAPOR village,” with a host of activities including new technology/software demonstration sessions,
research posters, a book exhibit, "Meet the Author" sessions, and a wide range of vendors and exhibitors (and don’t forget the dessert breaks!).

The conference is also a well-recognized social forum for AAPOR members and we are pleased to offer an array of activities, including: the annual golf outing, New Member/All-Chapter Reception and Post-Plenary Dessert Reception on Thursday; a baseball game outing and the annual Pub Crawl on Friday; and on Saturday we start the day with the Fun Run/Walk and end with the President’s Reception, Awards Banquet, Post-Banquet Party, and Applied Probability Session.

We hope you find the next few days rewarding, informative, and thought-provoking. And remember to enjoy a bit of fun in the sun – just don’t forget the sunscreen!

Michael W. Link Patricia Moy
Conference Chair Associate Conference Chair

The Executive Council and staff wish to recognize the Program Committee and Conference Chairs for their time and commitment to planning this conference!
**General Information**

**Registration/Information Desk**
The AAPOR registration and information desk is located in the Grand Ballroom foyer on the second floor of the Westin Diplomat Convention Center. All meeting attendees must check in at the registration desk to pick up their Final Program, name badge, conference tote bag, and other meeting materials prior to attending sessions or social events. Tickets will be included in your registration packet for admittance to all the meals.

*Registration hours are as follows:*

**Wednesday, May 13, 2009**
4:00 PM - 8:00 PM

**Thursday, May 14, 2009**
7:00 AM - 5:00 PM

**Friday, May 15, 2009**
7:30 AM - 4:30 PM

**Saturday, May 16, 2009**
7:30 AM - 3:00 PM

**Sunday, May 17, 2009**
8:00 AM - 10:15 AM
**Badges/Tickets**
Name badges are provided for all registered conference attendees, exhibitors, speakers and staff. Badges are required to gain admittance to all sessions, the exhibit hall, and all social events. **Tickets will be collected at each core meal function. Be sure to bring your ticket with you.**
Executive Council, committee chairs, exhibitors, sponsors, new members, first-time attendees, docents and staff will be identified by ribbons.

**Meeting Rooms**
Meeting rooms are noted next to the session title throughout this program. See the conference schedule of events section for each session’s room location.

**Messages**
Telephone calls will be directed by the hotel operator either to your guest room, or if requested, to the AAPOR Registration Desk. For those calls coming to the registration desk, messages will be taken and posted on the message board located in the registration area.

**Final Program & Flash Drive**
NEW! This year we have condensed the final program to make it easier to carry and handier to use. All of the conference materials, including the full abstracts, will be included on a flash drive.
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**Chapter Presidents**

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<td>Midwest Chapter (MAPOR)</td>
<td>Patricia Moy</td>
<td>University of Washington</td>
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<td>New England Chapter (NEAAPOR)</td>
<td>Chase Harrison</td>
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<td>Ed Freeland</td>
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<td>Anthony Salvanto</td>
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<td>Pacific Chapter (PAPOR)</td>
<td>Ginger Blazier</td>
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<td>Kelly Foster</td>
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<td>Washington/Baltimore Chapter (DC AAPOR)</td>
<td>Paul Schroeder</td>
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David DesRoches, Mathematica Policy Research
Linda Dimitropoulos, RTI International
Richard Kulka, Abt Associates
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Steve Everett, Everett Group
Michael Mokrzycki, The Associated Press
Colleen Porter, University of Florida
Leo Simonetta, Art & Science Group
Education Committee
Mollyann Brodie, Chair, and Journalist Education
Subcommittee Chair, Henry J. Kaiser Family Foundation
Melissa J. Herrmann, Short Course Subcommittee Chair,
Social Science Research Solutions
Chuck Shuttles, Online Education Subcommittee Chair, The
Nielsen Company
Eran Ben-Porath, ICR
Mick P. Couper, University of Michigan
Gretchen Grabowski, The Nielsen Company
Allyson L. Holbrook, University of Illinois-Chicago
Karol Krotki, RTI International
Judith Mopsik, Lewin Group
Richard Morin, Pew Research Center
Kate M. Stewart, Belden Russonello & Stewart
Michael W. Traugott, University of Michigan
Clyde Tucker, CNN
Cliff Zukin, Rutgers University

Endowment Committee
Jennifer M. Rothgeb, Chair
John M. Boyle, Abt SRBI
Brad Edwards, Westat
Daniel Merkle, ABC News
Dawn V. Nelson, AARP
Kate M. Stewart, Belden Russonello & Stewart

Finance Committee
Daniel Merkle, Chair, ABC News
John M. Boyle, Abt SRBI
Kristin Povilonis, AAPOR Executive Office
Mark A. Schulman, Abt SRBI
Kate M. Stewart, Belden Russonello & Stewart

Heritage Interview Committee
Janet Streicher, Chair, CitiBank, North America
Herbert Abelson, Co-Chair
Kathleen Frankovic, CBS News
Adam Safir, U.S. Bureau of Labor Statistics
Dawn V. Nelson, AAPR
Warren J. Mitofsky Innovators Award Committee
Scott Keeter, Chair, Pew Research Center
Jennifer Agiesta, Washington Post
Mark Blumenthal, Pollster.com
Mick Couper, University of Michigan
Fran Featherston, National Science Foundation
Dawn V. Nelson, AARP
Roger Tourangeau, University of Maryland

Membership and Chapter Relations Committee
Adam Safir, Chair, U.S. Bureau of Labor Statistics
Nancy Whelchel, North Carolina State University
Matt Jans, University of Michigan
John Fries, AARP

Newsletter Editor
J. Michael Brick, Westat

Nominations Committee
Nancy A. Mathiowetz, Chair, University of Wisconsin-Milwaukee
Mark Blumenthal, Poliester.com
Craig Hill, RTI International
Kristen Olson, University of Nebraska-Lincoln
Kate Stewart, Belden Russonello & Stewart
Cliff Zukin, Rutgers University

Public Opinion Quarterly Advisory Committee
Robert Groves, Chair, University of Michigan
Robert Erikson, Columbia University
E. Deborah Jay, Field Research
Scott Keeter, Pew Research Center
Paul Lavrakas, Independent Consultant
Nora Cate Schaeffer, University of Wisconsin-Madison

Public Opinion Quarterly Editors
James N. Druckman, Editor, Northwestern University
Nancy A. Mathiowetz, Editor, University of Wisconsin-Milwaukee
Daniel Merkle, Associate Editor, ABC News
Patricia Moy, Associate Editor, University of Washington

Survey Practice Advisory Board
J. Michael Brick, Westat
Scott Keeter, Pew Research Center
Peter Miller, Northwestern University
Nora Cate Schaeffer, University of Wisconsin-Madison
Standards Committee
Mary Losch, Chair, University of Northern Iowa
Stephen Blumberg, National Center for Health Statistics
Reginald Baker, Marketing Strategies
Diane Burkom, Battelle
John M. Kennedy, Indiana University
Ronald E. Langley, University of Kentucky
John Loft, RTI International
Trevor N. Tompson, The Associated Press
James G. Wolf, Indiana University

Standards Definitions Committee
Tom W. Smith, Chair, NORC
Stephen Blumberg, Centers for Disease Control & Prevention
Mick P. Couper, University of Michigan
Robert P. Daves, Daves & Associates Research
Paul J. Lavrakas, Independent Consultant
Michael Mokrzycki, The Associated Press

Seymour Sudman Student Paper Award
Patricia Moy, Chair, University of Washington
Paul Beatty, National Center for Health Statistics
Leah Melani Christian, Pew Research Center
David Dutwin, Social Science Research Solutions
Kate Kenski, University of Arizona
Andy Peytchev, RTI International
Michael A. Xenos, Louisiana State University

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Committee Meetings

Thursday, May 14, 2009
3:00 PM – 4:00 PM
Public Opinion Quarterly Advisory Board – Room 305

Friday, May 15, 2009
7:00 AM – 8:00 AM
National Network of State Polls (NNSP) – Room 305
11:45 PM – 12:45 PM
Journal of Official Statistics Editorial Board – Room 305
6:00 PM – 7:30 PM
Academic Survey Research Organizations (ASRO) – Room 314
Saturday, May 16, 2009

7:00 AM – 8:00 AM
Academic Programs in Survey Methods – Room 303
Heritage Committee – Room 309

11:45 PM – 1:15 PM
Chapter Representatives – Room 301
Education Committee – Room 302
Endowment Committee – Room 310
Multilingual Issues In Surveys Special Interest Group – Room 305
Standards Committee – Room 306
Survey Practice Editorial Board – Room 303

Social Activities

Thursday, May 14, 2009

8:00 AM – AAPOR Golf Outing at Emerald Hills
6:00 PM – 7:00 PM – New Member / All-Chapter Reception
9:30 PM – 10:30 PM – Dessert Reception

Friday, May 15, 2009

5:45 PM – Baseball Outing
9:00 PM – Pub Crawl

Saturday, May 16, 2009

7:00 AM – Fun Run/Walk
6:00 PM – 7:00 PM – President’s Reception
9:30 PM – 12:00 AM – Post-Banquet Party
9:30 PM – 2:00 AM – Applied Probability
NEW THIS YEAR!
PUT YOUR AAPOR NETWORK TO WORK!

These are tough and scary times for a lot of people and organizations in public opinion polling and survey research. Sharing our stories and expanding our circle of contacts can help. The Executive Council has scheduled some late-breaking activities at the 2009 conference for AAPORites who want to enhance their professional and social networks:

- “Speed Networking” Thursday morning and afternoon, and
- “Network Sampling” sessions Friday and Saturday

Please join us for some fun and facts. Who knows, it could lead to your next big break or your next new employee of the year!

WHAT: “Speed Networking”

WHEN: Two sessions on Thursday, May 14, 2009
11:30 a.m. to 12:30 p.m., and 3:00 p.m. to 4:00 p.m.

WHERE: At 11:30 a.m. in the Foyer right outside the Exhibit Hall; at 3:00 p.m. in the Exhibition Hall, near the Posters.

WHO SHOULD COME: First Timers at the conference, Old Timers, and anyone in-between who wants to meet more people in the profession fast, connect with a few people who share their interests, and have some fun along the way. Participants in the Docent Program are especially encouraged to attend.

HOW IT WORKS: There will be 2 parts to this event.
Starting out at 11:30 and 3:00: “Scatterplot” – Brad Edwards from Westat will lead a group exercise to get everyone moving around and to highlight what we have in common and what makes us different.
At 11:50 and 3:20: a variation on speed dating – random pairs will talk for 3 minutes, a bell will ring, and everyone rotates to other tables/other partners. Prizes for all! The session is a warm-up for the Newcomer/All-Chapter Reception on Thursday at 6 p.m.
WHAT: “Network Sampling” (in the storied tradition of AAPOR’s Saturday night applied probability sessions)

WHEN: Friday, May 15, 2009 from 3:30 p.m. to 4:30 p.m. and Saturday, May 16, 2009 from 11:45 a.m. to 2:15 p.m.

WHERE: In the Foyer right outside the Exhibit Hall

WHO SHOULD COME: Anyone currently in the job market, anyone who wants to brush up on interviewing skills, anyone who wants to learn more about organizations in our field than you can get at an Exhibit booth, and any organization interested in meeting new talent.

HOW IT WORKS: The session will allow people to get a rapid “sample” of organizations in our profession and expand their network of people who might know about jobs.

Sign up at the registration booth, or during the sessions at a podium in the Foyer outside the Exhibit Hall. The sheet will list companies and organizations that are participating in the “network sampling” session. Individuals may sign up for 15-minute blocks. A maitre’d will escort participants to tables to meet company representatives and keep the whole event moving.

These short “network sampling” interviews are designed for informational purposes, so people can get a quick, direct, one-on-one sense of what the company or organization is about -- beyond what’s available on a web site or at an exhibit booth -- and so businesses can get quick exposure to a number of job hunters or people who might be thinking about changing jobs.

It’s not a substitute for more formal job interviews about specific openings – those will occur as they usually do at the conference, through the resume book and book of job postings and through other means. But the “network sampling” sessions can funnel job seekers and job offerers into more formal interviews, if the initial match seems good in the informational interview.
Burns “Bud” Roper Fellows
Individuals awarded monies from the Burns “Bud” Roper AAPOR Fund, established to help early-career people working in survey research or public opinion research. Awards are used to attend the annual AAPOR conference and/or participate in short courses.

Patrick Faust, Greenberg Quinlan Rosner Research
Lija Greenseid, Professional Data Analysts, Inc.
Kasey Hoy, Oppenheim Research, Inc.
Natalie Jackson, University of Oklahoma
Kien T. Lee, University of Virginia
Alexandre Morin Chasse, Laval University
Adam Slater, Greenberg Quinlan Rosner Research
Raquel af Ursin, Mathematica Policy Research

Seymour Sudman Student Paper Award
Recognizes excellence in the study of public opinion, broadly defined, or to the theory and methods of survey research, including statistical techniques used in such research.


Winner: Brady West, University of Michigan, A Simulation Study of Alternative Weighting Class Adjustments for Nonresponse when Estimating a Population Mean from Complex Sample Survey Data

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

Warren J. Mitofsky Innovators Award
Recognizes accomplishments in public opinion and survey research that occurred in the past 10 years or that had their primary impact on the field during the past decade. Celebrates new theories, ideas, applications, methodologies and/or technologies.

Winners: Stephen J. Blumberg, Julian V. Luke, and Marcie L. Cynamon for their work in providing the field of survey research with timely data on changing telephony patterns in the United States.

Winners: Vasja Vehovar and Katja Lozar Manfreda for their work in creating and fostering the WebSM Portal.

AAPOR Award for Exceptionally Distinguished Achievement
The Association’s highest honor, in recognition of lifetime achievement and outstanding contribution to the field of public opinion research.

Winner: To be announced at the Saturday evening banquet

A list of previous award recipients is available online at www.aapor.org and in the AAPOR directory.
AAPOR acknowledges and gratefully expresses our appreciation to the following organizations for sponsoring the 2009 conference. The support provided by these corporate colleagues enables AAPOR to continue to hold quality educational programs for our attendees year after year.

**Platinum**

- **Abt SRBI**
  Underwrote the Audio Visual

- **Nielsen**
  Underwrote the Fun Run

- **Knowledge Networks**
  Underwrote the Saturday evening President’s reception

- **NORC at the University of Chicago**
  Underwrote the tote bags

- **RTI International**
  Underwrote the program flash drives & golf outing

**Gold**

- **DAT·STAT**
  Underwrote the cyber cafe

- **Westat**
  Underwrote the cyber cafe
Underwrote the Saturday evening banquet centerpieces

Underwrote the lanyards

Underwrote the water bottles

Underwrote the Professional Development Breakfast

Several organizations provided additional support by underwriting a specific event/item in addition to their conference sponsorship. Underwriting contributions are noted above in blue.
Please visit the exhibit hall and thank the exhibitors for their continued support and commitment to AAPOR.

<table>
<thead>
<tr>
<th>Company</th>
<th>Booth #</th>
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<tbody>
<tr>
<td>Abt SRBI</td>
<td>Booth 3</td>
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<tr>
<td>Apperson Print Resources</td>
<td>Booth 20</td>
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<tr>
<td>ASDE Survey Sampler</td>
<td>Booth 23</td>
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<tr>
<td>CfMC</td>
<td>Booth 11</td>
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<tr>
<td>Confirmit</td>
<td>Booth 24</td>
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<td>DatStat</td>
<td>Booth 18</td>
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<td>ICF Macro</td>
<td>Booth 19</td>
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<td>ICPSR</td>
<td>Booth 15</td>
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<tr>
<td>Issues &amp; Answers</td>
<td>Booth 16</td>
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<tr>
<td>Knowledge Networks</td>
<td>Booth 29</td>
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<td>Marketing Systems Group</td>
<td>Booth 1</td>
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<tr>
<td>Mathematica Policy Research</td>
<td>Booth 14</td>
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<td>NORC</td>
<td>Booth 7</td>
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<td>Ocucom</td>
<td>Booth 9</td>
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<tr>
<td>Oxford University Press</td>
<td>Booth 13</td>
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<tr>
<td>RTI International</td>
<td>Booths 5 &amp; 6</td>
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<td>Scientific Telephone Samples</td>
<td>Booth 17</td>
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<tr>
<td>Social Science Research Solutions</td>
<td>Booth 2</td>
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<tr>
<td>Survey Sampling International</td>
<td>Booth 12</td>
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<td>Survey Sciences Group</td>
<td>Booth 10</td>
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<tr>
<td>The Nielsen Company</td>
<td>Booth 4</td>
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<tr>
<td>The Roper Center for Public Opinion Research</td>
<td>Booth 8</td>
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<tr>
<td>Voxco</td>
<td>Booth 21</td>
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<tr>
<td>Westat</td>
<td>Booth 30</td>
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</tbody>
</table>
Publishers/Book Exhibitors
Cambridge University Press – New York, NY
Guilford Publications – New York, NY
Harvard University Press – Cambridge, MA
John Wiley & Sons – Hoboken, NJ
Oxford University Press – Cary, NC
Princeton University Press – Princeton, NJ
SAGE Publications – Thousand Oaks, CA
The University of Chicago Press – Chicago, IL
Yale University Press – New Haven, CT
Individuals

**General Endowment**

Angela A. Aidala
Jeanne L. Anderson
Janice M. Ballou
Paul C. Beatty
Michael J. Bucuvalas
Joan R. Cates
James R. Chromy
Floyd Ciruli
Hugh M. Clark
Mick P. Couper
Robert P. Daves
Don A. Dillman
Eugene P. Ericksen
James L. Esposito
Karen L. Goldenberg
Harry E. Heller

Vincent G. Iannacchione
Jay H. Leve
Todd Luce
Peter V. Miller
Judith Mopsik
Dawn V. Nelson
Eileen M. O'Brien
Edward Ratledge
Alice Robbin
Robert L. Santos
Robert O. Simmons
Barbara Simon
Clyde Tucker
Robert M. Ward

**Seymour Endowment**

Angela A. Aidala
Barbara A. Bickart
Johnny Blair
Robert J. Blendon
Lawrence D. Bobo
Jacqueline Bruskin
Mick P. Couper
Miguel Gomez-Barrantes
Robert M. Groves
Syed A. Idid
Timothy P. Johnson

Frauke Kreuter
Paul J. Lavrakas
John D. Loft
Dawn V. Nelson
Elizabeth Nichols
Eileen M. O'Brien
Raymond K. Oldakowski
Diane M. O'Rourke
Eric Plutzer
Robert L. Santos
Diane K. Willimack

**Heritage Endowment**

Nancy J. Belden
Christian Collet
James M. Ellis
Richard A. Kulka
Jay H. Leve

Dawn V. Nelson
Eileen M. O'Brien
Alice Robbin
Robert O. Simmons
Janet L. Streicher
Organizations

A

- Abt - SRBI, Inc. .......................................... New York, NY
- American Institutes for Research .................. Washington, DC
- Arbitron, Inc. ........................................ New York, NY
- ASDE Survey Sampler, Inc. ......................... Gatineau, QC, Canada
- Bauman Research & Consulting, LLC ......... Glen Rock, NJ

B

- Belden, Russonello & Stewart .................... Washington, DC
- Blackstone Group................................. Chicago, IL
- Braun Research, Inc. ............................ Princeton, NJ
- California Survey Research Services, Inc. Van Nuys, CA
- Charlton Research Co. ................................ Grants Pass, OR
- Clearwater Research, Inc. ....................... Boise, ID
- Common Knowledge,
  a company of the Toluna Group .............. Dallas, TX
- Computers for Marketing Corp. (CfMC) .... San Francisco, CA
- Confirmit ............................................. New York, NY
- Cornell University,
  Survey Research Institute ..................... Ithaca, NY

D

- D3 Systems, Inc. ..................................... Vienna, VA
- DataPrompt International ....................... Chicago, IL
- Davis Research, LLC ............................. Calabasas, CA
- Decipher ............................................ Fresno, CA
- Decision Information Resources, Inc. .... Houston, TX
- Directions In Research ......................... San Diego, CA
- Discovery Research Group ..................... Midvale, UT

E

- Ernst & Young Quantitative Economics &
  Statistics Group ................................. Washington, DC
FACTS Worldwide India Private, Ltd.  
(a MORI Co.) ........................................... Mumbai, India
Fairleigh Dickinson University's  
Public Mind ........................................... Madison, NJ
Field Research Corp. ................................ San Francisco, CA

GfK Roper Public Affairs & Media/GfK International  
Social & Public Affairs Team ................. New York, NY
GlobeScan, Inc. ....................................... Toronto, ON, Canada

ICR/International Communications  
Research ........................................... Media, PA
Indiana University,  
Center for Survey Research .................. Bloomington, IN
Information & Decision Support  
Center (IDSC), The Egyptian Cabinet .... Cairo, Egypt
Institut für Demoskopie Allensbach ....... Allensbach, Germany
Interviewing Service of America .......... Van Nuys, CA
Iowa State University, Center for Survey  
Statistics & Methodology ..................... Ames, IA
Israel Democracy Institute,  
the Guttman Center ............................... Jerusalem, Israel

J.D. Franz Research, Inc. .................... Sacramento, CA

KA Research Ltd................................. Istanbul, Turkey
Knowledge Networks, Inc. ..................... Menlo Park, CA
Knowledge World Center for Polls  
(KWC Polls) ........................................... Amman, Jordan
Koski Research.................................... San Francisco, CA
M
Macro International, Inc............................. Calverton, MD
Marketing Systems Group......................... Ft. Washington, PA
Mathematica Policy Research, Inc.............. Princeton, NJ
MORI Chile S.A..................................... Santiago, Chile
MRB Hellas, S.A.................................... Athens, Greece

N
National Business Research
    Institute (NBRI).................................... Addison, TX
National Opinion Research
    Services (NORS).................................. Miami, FL
Nielsen Company, The............................. New York, NY
NORC at the University of Chicago............. Chicago, IL
Norman Hecht Research, Inc..................... Syosset, NY
Northern Illinois University,
    Public Opinion Lab............................ DeKalb, IL
NSON Opinion Research........................... Salt Lake City, UT

P
Pennsylvania State University,
    Survey Research Center....................... University Park, PA
PhoneBase Research, Inc....................... Ft. Collins, CO

Q
Q Research Ltd.................................... London, United Kingdom
QSA Integrated Research Solutions.............. Alexandria, VA
Quirk Global Strategies......................... Istanbul, Turkey

R
RDA Global, Inc.................................... Houston, TX
Renaissance Research & Consulting............. New York, NY
RTI International................................. RTP, NC
San Diego State University,
  Social Science Research Lab.................. San Diego, CA
San Francisco State University,
  Public Research Institute .................... San Francisco, CA
Sawtooth Technologies, Inc. .................. Northbrook, IL
Social Weather Stations ....................... Quezon City, Philippines
SPSS Inc. .......................................... Chicago, IL
SSRS/Social Science Research
  Solutions ........................................... Media, PA
Stony Brook University, Center for
  Survey Research ................................ Stony Brook, NY
Survey Sampling International, LLC ....... Fairfield, CT

T

TNS ILRES ............................................ Luxembourg
TNS North America Polling &
  Social Research ................................. Horsham, PA
TNS Philippines ................................. Quezon City, Philippines

U

Ulrich Research Services, Inc.,
  d/b/a Concepts in Focus ....................... Orange Park, FL
University of Arkansas,
  Survey Research Center ....................... Fayetteville, AR
University of California - Berkeley,
  Survey Research Center ....................... Berkeley, CA
University of California - Santa Barbara,
  Social Science Survey Center ............... Santa Barbara, CA
University of Connecticut,
  Roper Center for Public Opinion
    Research ........................................ Storrs, CT
University of Massachusetts - Boston,
  Center for Survey Research ................. Boston, MA
University of Michigan,
  Survey Research Center ...................... Ann Arbor, MI
University of Nebraska - Lincoln,
  Survey Research & Methodology
    Program ....................................... Lincoln, NE
University of North Carolina,
  Odum Institute for Research in
    Social Science ............................... Chapel Hill, NC
University of North Florida,
  Public Opinion Research Lab ............... Jacksonville, FL
University of Northern Iowa,
Center for Social & Behavioral Research. Cedar Falls, IA
University of Pittsburgh, University
Center for Social & Urban Research.......Pittsburgh, PA
University of South Carolina,
Survey Research Lab..............................Columbia, SC
University of Virginia,
Center for Survey Research....................Charlottesville, VA
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
Western Wats......................................Orem, UT
Wright State University, Center
for Urban & Public Affairs (CUPA) .........Dayton, OH
AAPOR expresses sincere thanks to GMI for its generosity in conducting the 2008 post-conference survey.
### Wednesday, May 13, 2009

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00 PM – 8:00 PM</td>
<td>REGISTRATION DESK OPEN</td>
<td>Grand Registration</td>
</tr>
<tr>
<td>1:00 PM – 5:00 PM</td>
<td>AAPOR EXECUTIVE COUNCIL MEETING</td>
<td>212/213</td>
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<tr>
<td>2:30 PM – 6:00 PM</td>
<td>AAPOR SHORT COURSES - Additional registration required</td>
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<tr>
<td></td>
<td>• Weighting Survey Data – Krotki</td>
<td>Regency 1</td>
</tr>
<tr>
<td></td>
<td>• Practical Tools for Nonresponse Bias Studies – Brick &amp; Olson</td>
<td>Regency 2</td>
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</tbody>
</table>

### Thursday, May 14, 2009

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
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<tbody>
<tr>
<td>7:00 AM – 5:00 PM</td>
<td>REGISTRATION DESK OPEN</td>
<td>Grand Registration</td>
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<tr>
<td>8:00 AM</td>
<td>AAPOR GOLF OUTING</td>
<td>Emerald Hills</td>
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<tr>
<td>8:00 AM – 11:30 AM</td>
<td>AAPOR SHORT COURSES - Additional registration required</td>
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<tr>
<td></td>
<td>• To Mix or Not to Mix Survey Modes – Dillman</td>
<td>Regency 1</td>
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<tr>
<td></td>
<td>• Address-Based Sampling: Merits, Design &amp; Implementation – Fahimi</td>
<td>Regency 2</td>
</tr>
<tr>
<td></td>
<td>• Introduction to Questionnaire Design – Schaeffer</td>
<td>Regency 3</td>
</tr>
<tr>
<td>11:30 AM – 12:30 PM</td>
<td>NEW! “SPEED NETWORKING” SESSION #1</td>
<td>Great Hall 1 &amp; 2 Foyer</td>
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<tr>
<td>Time</td>
<td>Session Title</td>
<td>Location</td>
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<tr>
<td>1:30 PM –</td>
<td><strong>CONCURRENT SESSIONS A</strong></td>
<td></td>
</tr>
<tr>
<td>3:00 PM</td>
<td>• Adjusting for Nonresponse</td>
<td>Atlantic 1</td>
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<td></td>
<td>• Multilingual/Cross-Cultural Approaches</td>
<td>Atlantic 2</td>
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<tr>
<td></td>
<td>• Methodological Briefs: Reducing Nonresponse</td>
<td>Atlantic 3</td>
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<td></td>
<td>• Mode &amp; Health Surveys</td>
<td>Regency 1</td>
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<td></td>
<td>• Questionnaire Design</td>
<td>Regency 2</td>
</tr>
<tr>
<td></td>
<td>• Sampling Hard-to-Reach Populations</td>
<td>Regency 3</td>
</tr>
<tr>
<td></td>
<td>• Religion &amp; Social Attitudes</td>
<td>312/313</td>
</tr>
<tr>
<td>3:00 PM –</td>
<td><strong>IN THE EXHIBIT AREA</strong></td>
<td></td>
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<tr>
<td>4:00 PM</td>
<td><strong>MEET THE AUTHOR SESSION #1</strong></td>
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<tr>
<td></td>
<td>• Meet the AAPOR Standards Chair and Associate Chair Mary Losch, Stephen J. Blumberg <em>Mysteries of the AAPOR Code</em></td>
<td>Jeffrey Hall 1, 2 &amp; 3</td>
</tr>
<tr>
<td></td>
<td><strong>DEMONSTRATION SESSION #1</strong></td>
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<td><strong>POSTER SESSION #1</strong></td>
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<tr>
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<td><strong>NEW! “SPEED NETWORKING” SESSION #2</strong></td>
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<tr>
<td>3:00 PM –</td>
<td><strong>COMMITTEE MEETING</strong></td>
<td></td>
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<tr>
<td>4:00 PM</td>
<td><em>Public Opinion Quarterly Advisory Board</em></td>
<td>305</td>
</tr>
<tr>
<td>Time</td>
<td>Event Description</td>
<td>Location</td>
</tr>
<tr>
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</table>
| 4:00 PM – 5:30 PM | **CONCURRENT SESSIONS B**  
- Response Rates, Calculations & Alternative Measures  
- Use of Incentives  
- Reflecting on Public Opinion Research: Lou Harris  
- Pre-election Polls: Accuracy  
- Cell Phone Sampling & Weighting  
- Methodological Briefs: Web, Wireless, & Address Sampling  
- Public Health Issues | Atlantic 1  
Atlantic 2  
Atlantic 3  
Regency 1  
Regency 2  
Regency 3  
312/313 |
| 6:00 PM – 7:00 PM | **NEW MEMBER / ALL-CHAPTER RECEPTION** | Grand Foyer |
| 7:00 PM – 8:00 PM | **DINNER (core meal)** | Grand Ballroom |
| 8:00 PM – 9:30 PM | **PLENARY SESSION** –  
*The Role of Traditional Survey Research in a World of Electronic Measurement and Changing Information Needs*  
**Moderator:**  
Michael W. Link, The Nielsen Company  
**Speakers:**  
Paul Donato - Executive Vice President and Chief Research Officer, The Nielsen Company  
Kenneth Prewitt - Carnegie Professor of Public Affairs, Columbia University | Grand Ballroom |
| 9:30 PM – 10:30 PM | **DESSERT RECEPTION** | Grand Foyer |
**Adjusting for Nonresponse - Atlantic Ballroom 1**

Chair: Timothy Elig, Defense Manpower Data
Discussant: Audience members

**An Interpretable Nonresponse Model Using Regression Trees**
Daniell Toth, U.S. Bureau of Labor Statistics

**Are We Adjusting Response Rates or Survey Variables? The Effects of Multiple Auxiliary Variables on Nonresponse Adjustment**
Frauke Kreuter, University of Maryland
Kristen Olson, University of Nebraska-Lincoln

**Who Are You?: A Data Mining Approach to Predicting Survey Non-Respondents**
Jaki S. McCarthy, National Agricultural Statistics Service
Thomas Jacob, National Agricultural Statistics Service

**Can Post-Stratification Adjustments Correct Telephone Survey Estimates for Coverage Bias Associated with not Sampling Cell Phone-Only Households?**
Kathleen T. Call, University of Minnesota
Michael Davern, University of Minnesota
Michel Boudreaux, University of Minnesota
Pamela J. Johnson, University of Minnesota
Justine Nelson, University of Minnesota
Donna Spencer, University of Minnesota
Item Nonresponse and Weighting Adjustments in a Telephone Survey of Tobacco Use
Cong Ye, University of Maryland
Richard Valliant, University of Maryland
Guangyu Zhang, University of Maryland
Frauke Kreuter, University of Maryland
Olivia Carter-Pokras, University of Maryland
Robert Fiedler, Maryland Department of Health and Mental Hygiene

Multilingual/Cross-Cultural Approaches - Atlantic Ballroom 2
Chair: Sue Ellen Hansen, University of Michigan
Discussant: Eugenio Giglio, Posicione Pesquisa de Mercado

The Use of Vignettes in Evaluating Multilingual Questionnaires
M. Mandy Sha, RTI International
Yuling Pan, U.S. Bureau of the Census

Using Interpreters in Telephone Surveys
Janet Harkness, University of Nebraska-Lincoln
Ana Villar, University of Nebraska-Lincoln
Yelena Kruse, Knowledge Networks
Laura Branden, Westat
Brad Edwards, Westat
Clarissa Steele, University of Nebraska-Lincoln
Ying Wang, University of Nebraska-Lincoln

The Influence of Cultural Dimensions on Survey Response Styles: An Analysis of IBM Global Employee Surveys for India
Randal R. Ries, IBM

The Effects of Assertiveness and Nationality on Extreme Response Behaviors for Japanese and Americans
Jennifer M. Benoit-Bryan, University of Illinois-Chicago
Eric W. Welch, University of Illinois-Chicago
Timothy P. Johnson, University of Illinois-Chicago
Methodological Briefs: Reducing Nonresponse -
Atlantic Ballroom 3
Chair: Andrea Werner-Leonard, University of Alberta
Discussant: Audience members

Increasing Youth Tobacco Survey Response Rates: Could Seasonality Be a Factor?
Ashley Arthur, Centers for Disease Control and Prevention
Monique Young, Centers for Disease Control and Prevention
Charlotte Steeh, Independent Consultant

The In-Person Coaching Test: Comparisons of Daily Response Rate in Panels
Adam Gluck, Arbitron
Courtney Mooney, Arbitron

The Effect of Up-Front Incentives on Long-Term Panel Performance
Courtney N. Mooney, Arbitron
Adam Gluck, Arbitron

Differential Incentives Within Households
Ryan McKinney, Arbitron

Incentive Conditioning in the National Survey of College Graduates
Timothy Gilbert, U.S. Bureau of the Census

The Impact of Interviewer Performance Measures on Response Bias in a Small Telephone Record Validation Study
Joseph W. Sakshaug, University of Michigan
Frauke Kreuter, University of Maryland

Behavioral Correlates of Rapport in Survey Interviews
Brooke Foucault, Northwestern University
Joaquin Aguilar, Northwestern University
Peter V. Miller, Northwestern University
Justine Cassell, Northwestern University
Mode & Health Surveys - Regency Ballroom 1
Chair: Dawn V. Nelson, AARP
Discussant: Audience members

Mode Effects in Questions About Stigmatized Behaviors and Personal Distress
Rebecca Rosen, The New School for Social Research
Michael Schober, The New School for Social Research
Frederick Conrad, University of Michigan

Examining Mail and Web Survey Response Differences in a Survey on Assessment of Hospital Inpatient Care
Judith T. Lynch, RTI International
Patrick Chen, RTI International
Harper Gordek, RTI International
Lorraine Babeu, U.S. Department of Defense

Predictors of Unit and Item Nonresponse to the 2008 Medicare CAHPS Survey
Anna K. Burkhart, RAND Corporation
Marc N. Elliott, RAND Corporation
Amelia Haviland, RAND Corporation
Carol Edwards, RAND Corporation

The Effects of Survey Mode, Patient Mix and Nonresponse on CAHPS® Hospital Survey (HCAHPS) Scores
Julie Brown, RAND Corporation
Marc N. Elliott, RAND Corporation
Elizabeth Goldstein, Centers for Medicare & Medicaid Services
William G. Lehrman, Centers for Medicare & Medicaid Services
Katrin Hambarsoomian, RAND Corporation
Laura Giordano, Health Services Advisory Group

Does Pre-Filling Responses on a Longitudinal Establishment Survey Stem Sample Attrition?
Geraldine Mooney, Mathematica Policy Research
Melissa Krakowiecki, Mathematica Policy Research
Deborah Trunzo, Substance Abuse & Mental Health Services Administration
Development and Use of Questionnaire Design Guidelines for Establishment Surveys at the U.S. Bureau of the Census
Rebecca Morrison, U.S. Bureau of the Census

Neither Fish nor Fowl: The Problem of ‘Neither/Nor’ Responses as Indicators of Opinion Neutrality
Patrick Sturgis, University of Southampton
Patten Smith, Ipsos MORI
Caroline Roberts, FORS (Swiss Foundation for Research in the Social Sciences)

Anchoring and Adjusting in Questionnaire Responses
Hunter Gehlbach, Harvard University
Scott Barge, Harvard University

A Comparison of Survey Reports Obtained Via Standard Questionnaire and Event History Calendar
Jeffrey Moore, U.S. Bureau of the Census
Jason Fields, U.S. Bureau of the Census
Joanne Pascale, U.S. Bureau of the Census
Gary Benedetto, U.S. Bureau of the Census
Martha Stinson, U.S. Bureau of the Census
Anna Chan, U.S. Bureau of the Census

The Crystallization Hypothesis Revisited: Response-Order Effect in “Most Important Issue” Questions
Alexandre Morin-Chassé, Laval University
François Petry, Laval University
Sampling Hard-to-Reach Populations - Regency Ballroom 3
Chair: Matthew Courser, Pacific Institute for Research and Evaluation
Discussant: Edward P. Johnson, Western Wats

Use of Respondent-Driven Sampling to Study HIV Transmission Potential of Men Who Have Sex with Men and Drug Users in the U.S. and Russia
Sandra H. Berry, RAND Corporation
Martin Iguchi, RAND Corporation
Allison Ober, RAND Corporation
Terry Fain, RAND Corporation
Douglas D. Heckathorn, Cornell University
Pamina Gorbach, University of California-Los Angeles
Robert Heimer, Yale University
Andre Kozlov, St. Petersburg State University
Larry Ouellet, University of Illinois-Chicago
Steve Shoptaw, University of California-Los Angeles
William Zule, RTI International

Looking for a Needle in a Haystack: Sampling of Muslim Voters in the U.S.
Mansour Fahimi, Marketing Systems Group
Brian R. Calfano, Missouri State University
Ashley Hyon, Marketing Systems Group

Accounting for Cultural Differences in Survey Ratings: Identifying and Controlling for Response Bias
Joe Cardador, Service Management Group

Using Respondent Driven Sampling to Study Hard to Reach Populations: Experiences in the Minnesota Hmong and Latino Populations
Melissa Constantine, University of Minnesota
Todd Rockwood, University of Minnesota
Michael Davern, University of Minnesota
Sharrilyn Evered, Blue Cross and Blue Shield of Minnesota
Steven Foldes, Long Term Care Group
Two Approaches to Measuring Religious Affiliation Among Protestants
Allison Pond, The Pew Forum on Religion & Public Life
Gregory Smith, The Pew Forum on Religion & Public Life
Dan Cox, Public Religion Research
Neha Sahgal, The Pew Forum on Religion & Public Life
Scott Clement, The Pew Forum on Religion and Public Life

Overreporting of Socially Desirable Behavior on Surveys: A Cross-National Examination of Religious Service Attendance
Philip S. Brenner, University of Wisconsin-Madison

Atheists, Agnostics, Seculars, and the Non-Religious? Who Are the Religious Unaffiliated?
Daniel Cox, Public Religion Research
Scott Clement, Pew Forum on Religion & Public Life

‘That’s Me in the Spotlight’: Young People’s Consistency and Change Over Time in Self-Assigned Religion
Iain A. Noble, Department for Children, Schools and Families
Nick Moon, GfK NOP
Demonstration Session 1 - Exhibit Hall

Facilitator: Jana Mazak, The Nielsen Company

Hatteras: A Collaborative Web-Based Instrument Design and Deployment System Developed by RTI International
Chris Rasmussen, RTI International
Stuart Allen, RTI International
R. Suresh, RTI International
Sridevi Sattaluri, RTI International
Emily Warmoth, RTI International

InfoTrend System for the Computer Content Analysis of Text
David Fan, University of Minnesota

From Use Cases to Tech Visits: A Demonstration of the Development and Deployment of Multi-Channel Passive Monitoring Systems for Longitudinal Exposure Surveys
Gina Kilpatrick, RTI International
Robert Furberg, RTI International
Stacey Weger, RTI International

A Demonstration of SSGeo Mapping: A Web-Based Self-Administered Geographical Survey Tool
Sara A. Showen-O’Brien, Survey Sciences Group
Aaron M. Pearson, Survey Sciences Group
Poster Session 1 - Exhibit Hall

**Combating Telephone Fatigue After Multiple Waves: Testing Prepaid Incentives and a Hard-Copy Questionnaire in a Telephone Survey of Youth with Disabilities and their Parents**
Anne E. Kenyon, RTI International
Lynn Newman, SRI International
Suzanne Triplett, RTI International
Anne-Marie Knokey, SRI International
Kathryn Valdes, SRI International
Helen Smith, RTI International

**Women in Southern Asia vs. Women in Saudi Arabia**
William C. Hayes, D3 Systems

**Comparative Analysis of Gender and Age in the Cell-Only and Landline Samples of the 2008 Iowa Behavioral Risk Factor Surveillance System (BRFSS) Data**
Anne Bonsall Hoekstra, University of Northern Iowa
Mary E. Losch, University of Northern Iowa
Gene M. Lutz, University of Northern Iowa

**Personal Contact and Performance Based Incentives: Two Approaches to Raise Long-Term Panel Compliance and Reduce Missing Data**
Ana P. Melgar, The Nielsen Company
Matt Walker, The Nielsen Company
Jeff M. Scagnelli, The Nielsen Company
Michael W. Link, The Nielsen Company

**New Media Use, Political Sophistication and Cell-Phone Surveys**
Robert K. Goidel, Louisiana State University
Christopher Kenny, Louisiana State University
Michael A. Xenos, Louisiana State University

**Testing the Use of Reminder Postcards in the Occupational Employment Statistics Survey**
A Comparative Analysis of Final Pre-Presidential Election Surveys Employing Consistent Likely Voter Models, 1980-2008
Lois Timms-Ferrara, University of Connecticut
Marc Maynard, University of Connecticut

Impact of News Media Choices on Presidential Candidate and Public Policy Preferences
Mark Hungerford, University of Washington

Producing Straightlining and Item Non-Differentiation in a Web Survey: How Visual Design Plays a Role in Eliciting Satisficing Behaviors
Mario Callegaro, Knowledge Networks
Jeffrey Shand-Lubbers, Knowledge Networks
Mike Dennis, Knowledge Networks

Results of Mailing Experiments Aimed at Maximizing Self-Administered Web Participation
Jeffrey Franklin, RTI International

Telephone Survey Length: How Long Is Too Long?
Frederica R. Conrey, Macro International
Randal S. ZuWallack, Macro International

When Easy Doesn’t Do It: An Attempt to Simplify a Mailed Diary Survey
Justin T. Bailey, The Nielsen Company
Gretchen Grabowski, The Nielsen Company
Ray Xiao, The Nielsen Company
Michael W. Link, The Nielsen Company

New Approaches to Causal Relationships Between Late Night Comedy Viewing and Political Knowledge
Michael A. Xenos, Louisiana State University
Chris Weber, Louisiana State University

Clarifying the “Progress” of Progress Indicators
Kumar Rao, Gallup
Mick P. Couper, University of Michigan
Youth Tobacco Survey Split Ballot Analysis: Methodological Modifications
Michelle Carlberg, Centers for Disease Control and Prevention
Kiersten Adams, Centers for Disease Control and Prevention
Charlotte Steeh, Independent Consultant
Heather Ryan, Centers for Disease Control and Prevention

Sampling Variance Estimation for the Dissimilarity Index: An Application Using the Census 2000 Long Form
Richard Griffin, U.S. Bureau of the Census

The When and Where of Cell Phone-Only Incidence
Eran N. Ben-Porath, Social Science Research Solutions
Melissa J. Hermann, Social Science Research Solutions
David Dutwin, Social Science Research Solutions
Richard W. Possett, Arbitron
Anna Fleeman-Elhini, Arbitron

A Discriminating Measure: Response Format and Context Effects in the Measurement of Discrimination
Randall Thomas, ICF International
David Krane, Harris Interactive

Who Needs RDD? (Part II): An Assessment of Coverage Bias in Dual-Frame Designs That Combine Directory-Listed and Cell Phone Samples
James M. Ellis, University of Virginia
Thomas M. Guterbock, University of Virginia
Abdoulaye Diop, University of Virginia
John Lee P. Holmes, University of Virginia
Trung K. Le, University of Virginia

Using a Longitudinal Panel Study to Examine the Dynamics of Voter Decision-Making
Michael Henderson, Harvard University
Sunshine Hillygus, Harvard University
Trevor Tompson, The Associated Press

The Impact of Landline and Cell Phone Usage Patterns Among Young Adults on BRFSS Outcomes
S. S. Hu, Centers for Disease Control and Prevention
Lina Balluz, Centers for Disease Control and Prevention
Can Interviewer Characteristics Influence Results of an Establishment Survey?
Karol Krotki, RTI International

Mail Surveys as an Alternative to Random Digit Dial When Attempting to Reach the Young Adult Population
Rebecca Medway, Fors Marsh Group
Luke Viera, Fors Marsh Group
Scott Turner, Fors Marsh Group
Sean Marsh, Fors Marsh Group

A Listed Oversample Design for the National Immunization Survey
Elizabeth Welch, NORC
Hee-Choon Shin, NORC
Noelle Angelique Molinari, Centers for Disease Control and Prevention

Statistics Canada’s Computer-Assisted Interview Monitoring Program
Caroline Pelletier, Statistics Canada

Comparing Response Rates of Multi-Mode Recruit Single Mode Address-Based Sampling and Random-Digit Dialing Sampling
Edward P. Johnson, Western Wats

Latent Class Analysis of Bioeconomy Consumer Survey Data
Michael D. Larsen, Iowa State University
Sarah M. Nusser, Iowa State University
Cynthia N. Fletcher, Iowa State University
Craig Gundersen, University of Illinois, Urbana-Champaign

The Age Question: The Impact of Question Wording on Voter Attitudes About a Candidate’s Age
Patrick Murray, Monmouth University
Timothy MacKinnon, Monmouth University Polling Institute

Experimental Test of the Accuracy of Proxy Reports Compared to Target Reports with Third-Party Validity
Curtiss Cobb, Stanford University
Jon Krosnick, Stanford University
Screening Households for the REACH US Risk Factor Survey: An Experiment in Using Self-Administered Questionnaires
Keeshawna Brooks, NORC
Kari L. Nysse-Carris, NORC
Martin Barron, NORC
Lauren Kemp, NORC
Julie Gasparac, NORC
Angela Debello, NORC

Thursday 4:00 PM - 5:30 PM
Concurrent Sessions B

Response Rates, Calculations & Alternative Measures - Atlantic Ballroom 1
Chair: Harmoni Joie Noel, University of Nebraska-Lincoln
Discussant: Audience members

Measuring Total Participation: An Alternative Metric to Response Rate
Bruce Hoynoski, The Nielsen Company
Michael W. Link, The Nielsen Company
Martin Frankel, Baruch College, City University of New York

Calculating Response Rates for Today's Landline RDD Samples
Marla D. Cralley, Arbitron
Diana Buck, Arbitron

To Link or Not to Link?: Exploring Approaches to Maintaining American Community Survey Response Rates During Census 2010
Laurie Schwede, U.S. Bureau of the Census
Anissa Sorokin, U.S. Bureau of the Census

Using Contact Attempt History Data to Determine the Optimal Number of Contact Attempts
Adam Safir, U.S. Bureau of Labor Statistics
Lucilla Tan, U.S. Bureau of Labor Statistics

Thursday, May 14
Impact of Increased Incentives on Response Rates on a Longitudinal Study
Rebecca K. Granger, RTI International
Marjorie Hinsdale, RTI International
Elvessa Aragon-Logan, RTI International
Jean Richardson, RTI International

Use of Incentives - Atlantic Ballroom 2
Chair: Jane Traub, Scarborough Research
Discussant: Kristen Olson, University of Nebraska-Lincoln

Monetary Incentive vs. Donation to Charity: Does the Survey Intro Affect Survey Response Rates?
Naomi Freedner, Macro International
Beth Tarallo, Macro International
Emily Burns, University of Colorado-Denver
Arnold Levinson, University of Colorado-Denver

Timing is Everything (Part 2): Efficacy Evaluation of Using Incentives at Two Different Time Periods
Karen Grigorian, NORC
Shana M. Brown, NORC

Timing and Amount of Incentives: Implications for Enhancing Survey Participation and Encouraging Web Completion in a Multimode Survey
Anne Ciemnecki, Mathematica Policy Research
Sheila Heaviside, Mathematica Policy Research
Kirsten Barrett, Mathematica Policy Research
Geri Mooney, Mathematica Policy Research
Donsig Jang, Mathematica Policy Research
Kelly H. Kang, National Science Foundation

Is $10 the New $5 for Hard-to-Reach Demographics?
Robin Gentry, Arbitron
Marla Cralley, Arbitron
AAPOR Special Panel - Atlantic Ballroom 3
An Interview with Louis Harris: Reflections on his Life in Polling
Chair: Mark Schulman, Abt SRBI
Lou Harris, Founder, Harris Poll
G. Evans Witt, Princeton Survey Research Associates International

Pre-Election Polls: Accuracy - Regency
Ballroom 1
Chair: Jon Cohen, The Washington Post
Discussant: Audience members

Are All Polls Becoming Equal? The Predictive Validity of Academic, Corporate, Partisan and Robo-Polls in 2006
Dan Cassino, Fairleigh Dickinson University
Krista Jenkins, Fairleigh Dickinson University
Peter Woolley, Fairleigh Dickinson University

Markets vs. Polls as Predictors: An Historical Assessment of U.S. Presidential Elections
Christopher Wlezien, Temple University
Robert Erikson, Columbia University

Evaluating the Polls in the 2008 Presidential Election: Beyond the Final Pre-Election Polls
David Moore, University of New Hampshire

Methods, Forecasts, and Elections: Statewide Presidential Polls in 2008
Chase H. Harrison, Harvard University

Polling Accuracy in the 2008 Election: Untangling the “Miracle of Aggregation”
Jason A. Wood, University of Cincinnati
Cell Phone Sampling & Weighting - Regency
Ballroom 2
Chair: Clyde Tucker, U.S. Bureau of Labor Statistics
Discussant: Audience members

Cell Phones: The Key to Including the Full Population?
Martin Frankel, Baruch College, City University of New York
Michael P. Battaglia, Abt Associates
Lena S. Balluz, Centers for Disease Control and Prevention

Wireless and Wireline: Dual Frame Implications for Sample
Design Decisions on Estimates, Weighting and Costs
Robert Benford, GfK Custom Research North America
Trevor Tompson, The Associated Press
Barry Feinberg, GfK Custom Research North America
Geoff Feinberg, GfK Custom Research North America
Annie Weber, GfK Custom Research North America
Nicole Speulda, GfK Custom Research North America
Christopher Fleury, GfK Custom Research North America

Exploring the Overlap Domain in a National Dual-Frame
(Cell/Landline) Telephone Survey:
Results from the National Park Service Comprehensive
Survey of the American Public
Sharon Lohr, Arizona State University
Burke Grandjean, University of Wyoming
Patricia A. Taylor, University of Wyoming

Mitofsky-Waksberg Sampling of Cell Phone Numbers
Joshua Brown, Macro International
Randal ZuWallack, Macro International

Estimating Local Phone Service Percentages: How to
Weight the Data from a Local, Dual-Frame Sample Survey of
Cellphone and Landline Telephone Users in the United
States
Thomas M. Guterbock, University of Virginia
Methodological Briefs: Web, Wireless, and Address Sampling - Regency Ballroom 3
Chair: Yonghe Michael Yang, ICF International
Discussant: Audience members

Address-Based Sampling and Address Matching:
Experience from REACH US
Katie Dekker, NORC
Whitney Murphy, NORC

Priming Web Survey Respondents with Location-Specific Graphics: Effects on Customer Survey Scores and Break-Off Rates
Joe Cardador, Service Management Group

Who Chooses the Web Option?
Barbara C. O'Hare, Arbitron
Robin Gentry, Arbitron

Respondent-Oriented Interaction Design Reduces Item Nonresponse in Internet Surveys
Lars Kaczmirek, GESIS

Results of an Experiment of Alternate Versions of Skip Instructions
Patricia M. Gallagher, University of Massachusetts-Boston

Cell Phone Reverse Directories: Promise or Peril?
Sarah Dipko, Westat
Krista Freedman, Westat

Wireless Telephone Sharing: Household Estimates from the National Health Interview Survey
Stephen J. Blumberg, National Center for Health Statistics
Julian V. Luke, National Center for Health Statistics
Public Health Issues - Room 312/313
Chair: Judie Mopsik, The Lewin Group
Discussant: John Loft, RTI International

Public and Professional Attitudes Regarding Pandemic Influenza Preparedness
James Wolf, Indiana University-Indianapolis

Ready or Not? Public Perceptions of Barriers to Preparing for Emergency Situations
Robert W. Oldendick, University of South Carolina
Sonya Duhe, University of South Carolina
Joseph L. Pearson, University of South Carolina
Charlotte T. Galloway, University of South Carolina

Native Americans' Health Care Attitudes and Experiences
John Benson, Harvard University
Melissa Herrmann, International Communications Research
Robert Blendon, Harvard University

Produce Food Safety in the Marketing Channel and the American Consumer
Julie Pennington, University of Wisconsin-Eau Claire
Kumar Rao, Gallup
Dwayne Ball, University of Nebraska-Lincoln
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<th>Time</th>
<th>Event</th>
<th>Room</th>
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<td>7:00 AM – 8:00 AM</td>
<td>COMMITTEE MEETING</td>
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<td>National Network of State Polls (NNSP)</td>
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<td>7:00 AM – 8:00 AM</td>
<td>CONTINENTAL BREAKFAST (in exhibit hall)</td>
<td>Great Hall 1, 2 &amp; 3</td>
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<td>EXHIBIT HALL OPEN</td>
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<td>REGISTRATION DESK OPEN</td>
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<td>• Pre-Election Polls: Methodological Issues I</td>
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<td>• American Image Abroad</td>
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<td>9:30 AM – 10:00 AM</td>
<td>REFRESHMENT BREAK</td>
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<td>• Address Based Alternatives to RDD in Surveying the General Population</td>
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<td>• Resolved: That Major Media Polls Today Impair Democracy in the United States</td>
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<td>• Cognitive Interviewing</td>
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<td>• Pre-Election Polls: Methodological Issues II</td>
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<td>• Sampling: Revisiting the Use of Zero Listed Banks</td>
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<td>• What is R? A Brief Statistical Software Seminar</td>
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<td>11:45 PM –</td>
<td><strong>LUNCHEON &amp; PRESIDENTIAL ADDRESS (core meal)</strong></td>
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<td>11:45 PM –</td>
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<td>• Methodological Briefs: Response Rates</td>
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<td>• Methodological Advances in Health Research</td>
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<td>• Duane F. Alwin</td>
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<td>Margins of Error: A Study of Reliability in Survey Measurement</td>
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<td>• Janet A. Harkness, Beth Ellen Pennell, Peter Ph. Mohler, Tim</td>
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<td>Survey Methods in Multinational, Multiregional, and Multicultural</td>
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62
Immigration, Ideology, & Polarization - Atlantic
Ballroom 1
Chair: David Redlawsk, University of Iowa
Discussant: David Fan, University of Minnesota

2008 National Household Travel Survey: Trends on Immigrant Travel Behavior
Adella Santos, Cambridge Systematics
Heather Contrino, Federal Highway Administration
Nancy McGuckin, Travel Behavior Analyst
Robert Santos, Urban Institute

Americans’ Changing Foreign Language Policy Attitudes
John P. Robinson, University of Maryland

Effects of Gain-Loss News Framing and Political Ideology on Audience Sympathy
Melissa R. Gotlieb, University of Wisconsin-Madison
Itay Gabay, University of Wisconsin-Madison
Stephanie Edgerly, University of Wisconsin-Madison

It's All Relative: Party Polarization, Alienation, and Trust in Government
Scott O'Brien, University of North Carolina-Chapel Hill
Interviewer Effects - Atlantic Ballroom 2
Chair: Claire Durand, University of Montreal
Discussant: Audience members

The Effect of Interview Experience on Follow-Up Response Propensity in a Longitudinal Survey
Matt Sloan, Mathematica Policy Research
Debra Wright, Mathematica Policy Research

Race/Ethnicity and RDD Nonresponse Processes: Understanding the Role of Interviewer, Respondent and Community-Level Race/Ethnic Composition on Survey Participation
Timothy Johnson, University of Illinois-Chicago
Allyson L. Holbrook, University of Illinois-Chicago
Maria Krysan, University of Illinois-Chicago
Pei-Pei Lei, University of Illinois-Chicago
Young I. Cho, University of Illinois-Chicago

Relating Interviewer Attitudes, Personality Traits and Skills to Survey Response
Jennifer Sinibaldi, National Centre for Social Research
Annette Jackle, University of Essex
Sarah Tipping, National Centre for Social Research
Peter Lynn, University of Essex

Polling Pink: An Examination of Interviewer Bias and Pragmatic Inference in Item Wording and Question Order on the Issue of Gay Rights in the 2008 Presidential Election
Paul G. Harwood, University of North Florida
Mark Swanhart, University of North Florida
Nicholas J. Seaton, University of North Florida

Curtiss Cobb, Stanford University
Norman Nie, Stanford University
Multimode: Measurement Effects - Atlantic
Ballroom 3
Chair: Lars Lyberg, Statistics Sweden
Discussant: Audience members

Measuring Mode Effects in a Panel Survey of New Businesses
Betsy Santos, Mathematica Policy Research
David DesRoches, Mathematica Policy Research

Who’s Missing Data in a Multi-Mode Survey
Deborah Harper, NORC
Lance Seifa, NORC

Evaluation of Measurement Equivalence for a Web-Based Survey with Paper Survey Option
Jennifer Gibson, Fors Marsh Group
Scott Turner, Fors Marsh Group
Sean Marsh, Fors Marsh Group
Rebecca Medway, Fors Marsh Group

Mode Effects in Measurement of Adults' Functional Writing Literacy
Young Chun, University of Maryland
Sheida White, National Center for Education Statistics
Jaleh Soroui, American Institutes for Research
Jing Chen, American Institutes for Research

Are You Feeling Worthless? An Investigation of Mode Effects for Measures of Emotional Well-Being
David Cantor, Westat
Brett McBride, Westat
Web Representation - Regency Ballroom 1
Chair: Justin Bailey, The Nielsen Company
Discussant: Audience members

Does Weighting Improve the Accuracy of Data from Non-Probability Internet Survey Panels of People Who Volunteer to Do Surveys for Money?
David Yeager, Stanford University
Jon A. Krosnick, Stanford University

Differences Between Internet and Non-Internet Households on Survey Items: Do These Differences Disappear After Controlling for Correlates of Internet Status?
Chan Zhang, University of Michigan
Mario Callegaro, Knowledge Networks
Melanie Thomas, Knowledge Networks
Charles DiSogra, Knowledge Networks

The Challenge and Importance of Including Spanish-Dominant Latinos in Online Panel Studies Addressing the U.S. Hispanic Population: Lessons from KnowledgePanel Latino(SM)
Charles A. DiSogra, Knowledge Networks
Tom Wells, Knowledge Networks
Jannet Torres, Knowledge Networks

How to Cover the General Population by Internet Interviewing
Annette Scherpenzeel, CentERdata

Interactive Interventions in Web Surveys Can Increase Respondent Conscientiousness
Frederick G. Conrad, University of Michigan
Roger Tourangeau, University of Michigan
Mick P. Couper, University of Michigan
Courtney K. Kennedy, University of Michigan
Collecting Recall & Event Information - Regency Ballroom 2
Chair: John Nienstedt, Competitive Edge Research
Discussant: Audience members

Effects of Recall Cues and Respondent Age on Data Quality
Lisa Lee, NORC
Parvati Krishnamurty, NORC

Life360: Usability of Mobile Devices for Time Use Surveys
Jennie Lai, The Nielsen Company
Lorelle Vanno, The Nielsen Company
Michael W. Link, The Nielsen Company
Jennie Pearson, University of Nebraska-Lincoln
Hala Makowska, The Nielsen Company
Karen Benezra, The Nielsen Company
Mark Green, The Nielsen Company

Evaluating Event History Calendars Through Behavior Coding
Joanne Pascale, U.S. Bureau of the Census
Alice McGee, National Centre for Social Research

Implications for Survey Design When Collecting Autobiographical Data
Lindsay Virost, NORC
Vincent E. Welch, NORC
Brianna Groenhout, NORC

A Comparison of Direct Recall to Milestone-Related Recall of Autobiographical Intervals
Vincent E. Welch, NORC
Brianna Groenhout, NORC
Kristy Webber, NORC
Pre-Election Polls: Methodological Issues-1 - Regency Ballroom 3
Chair: Kate Stewart, Belden, Russonello & Stewart
Discussant: Audience members

More Race of Interviewer Effects in 2008 Pre-Election Presidential Polls
Jennifer De Pinto, CBS News
Sarah Dutton, CBS News
Fred Backus, CBS News

"Would You Still Hang Up on This Poll If You Knew . . . ?" An Experiment to Improve the Design of Political Message Testing Polls
Thomas M. Guterbock, University of Virginia
Deborah L. Rexrode, University of Virginia
Samantha Luks, Polimetrix

Internet Polling in the 2008 Election
Doug Rivers, Stanford University
Samantha Luks, YouGov/Polimetrix

Likely Voter Screens Exclude Many Actual Voters: Evidence from Multiple Elections and Multiple Screens
Masahiko Aida, Greenberg Quinlan Rosner Research
Todd Rogers, The Analyst Institute

The Incumbency Rule 2008: Rest in Peace or Born Again
Christopher P. Borick, Muhlenberg College

American Image Abroad - Room 312/313
Chair: Brandon Bosch, University of Washington
Discussant: Robert Kirby Goidel, Louisiana State University

"Goodwill" Effect of a New Presidential Administration on U.S. Favorability Ratings
Erin Carriere-Kretschmer, Pew Research Center
Kathleen M. Holzwarth, Pew Research Center

Media Use and Middle Eastern Public Opinion
Karl G. Feld, D3 Systems
Brittany Shanks, D3 Systems

Friday, May 15
The Mental Image of the U.S.-Led War on Terror Among Muslim Populations Living Outside the U.S.: Extracting Image Components from Public Opinion Data Using Structural Equation Modeling Techniques
Michael Elasmar, Boston University

**Friday 10:00 AM - 11:30 AM**
**Concurrent Sessions B**

**Nonresponse Error in Survey Estimates of US Television Viewing - Atlantic Ballroom 1**
Chair: Norman Trussell, The Nielsen Company
Discussant: Ceril Shagrin, Univision

Assessing Bias Through a Large Multi-Mode Nonresponse Bias Study: Design and Outcomes
Teresa Jin, The Nielsen Company
Jennie Lai, The Nielsen Company
Natalie Coser, The Nielsen Company
Michael W. Link, The Nielsen Company

Implications for the Study of Television Audiences
Peter V. Miller, Northwestern University
Paul J. Lavrakas, Independent Consultant

Television Viewing Among Respondents and Nonrespondents to the Nielsen People-Meter Survey
Ashley Bowers, University of Michigan
Robert M. Groves, University of Michigan

Television Viewing Among Respondents and Nonrespondents to the Nielsen Diary Survey
Carolina Casas-Cordero, University of Maryland
Frauke Kreuter, University of Maryland
Address-Based Alternatives to RDD in Surveying the General Population - Atlantic Ballroom 2
Chair: Colleen K. Porter, University of Florida
Discussant: Michael Lawrence, Knowledge Networks

Obtaining Responses by Mail or Web: Response Rates and Data Consequences
Glenn D. Israel, University of Florida

Evaluating Response Quality in a Study Using Random Digit Dialing, Mail and Web Using the Postal Delivery Sequence File
Virginia M. Lesser, Oregon State University

Using the U.S. Postal Deliver Sequence File for Mixed-Mode Studies: Report on Measurement Differences Between Mail and Telephone Responses in the SHAPE Study
Todd Rockwood, University of Minnesota
Melissa Constantine, University of Minnesota
Michael Davern, University of Minnesota
Timothy Beebe, Mayo Clinic
Sheldon Swaney, Hennepin County Human Services and Public Health Department

Improving the Effectiveness of Mail Contact Procedures to Obtain Survey Response Over the Internet for General Public Household Surveys
Benjamin Messer, Washington State University
Don A. Dillman, Washington State University

Resolved: That Major Media Polls Today Impair Democracy in the United States (a Debate) – Atlantic Ballroom 3
Chair: Patricia Moy

David Moore, University of New Hampshire
George F. Bishop, University of Cincinnati
Eric Plutzer, Pennsylvania State University
Mark Schulman, Abt-SRBI
**Cognitive Interviewing - Regency Ballroom 1**
Chair: Eileen O'Brien, Energy Information Administration
Discussant: Fran A. Featherston, National Science Foundation

**Current Practices in Cognitive Interviewing**
Pat D. Brick, Westat
Johnny Blair, Abt Associates

**Concurrent Cognitive and Usability Testing: Taking Full Advantage of Pretesting Methodologies**
Jennifer H. Childs, U.S. Bureau of the Census
Jennifer C. Romano, U.S. Bureau of the Census
Elizabeth D. Murphy, U.S. Bureau of the Census

**What Does 'Usual' Usually Mean?**

**Cognitive Testing as a Method of Pre-Testing Questionnaires in High and Low Context Cultures**
Hyunjoo Park, RTI International
Mandy M. Sha, RTI International
Yuling Pan, U.S. Bureau of the Census

**Pre-Election Polls: Methodological Issues - 2 - Regency Ballroom 2**
Chair: Terry Richardson, U.S. Government Accountability Office
Discussant: Audience members

**Methodological Issues in 2008 Pre-Election Polling**
Gary Langer, ABC News
Jon Cohen, The Washington Post
Jennifer Agiesta, The Washington Post
Peyton Craighill, ABC News
Patrick Moynihan, ABC News

**Don't Throw the Baby Out with the Bath Water: Pre-Election Polls in 2008 and Cell Phones**
Clifford A. Young, Ipsos Public Affairs
Perils of the 2008 Election Polls
Scott Keeter, Pew Research Center
Michael Dimock, Pew Research Center
Leah Christian, Pew Research Center
Jocelyn Kiley, Pew Research Center

Enhancing Pre-Election Polling Using Cluster Analysis
Don Levy, Siena College

Pre-Election Polling: The Pros and Cons of a 5-Day Field Period
Trevor Tompson, The Associated Press
Robert Benford, GfK Custom Research North America
Christopher Fleury, GfK Custom Research North America
Barry Feinberg, GfK Custom Research North America
Geoff Feinberg, GfK Custom Research North America
Paul J. Lavrakas, Independent Consultant
Nicole Speulda, GfK Custom Research North America
Annie Weber, GfK Custom Research North America

Sampling: Revisiting the Use of Zero Listed Banks
- Regency Ballroom 3
Chair: Pia Peltola, American Institutes for Research
Discussant: Audience members

Topology of the Landline Telephone Sampling Frame
Mansour Fahimi, Marketing Systems Group
Dale Kulp, Marketing Systems Group

Impact of Unlisted Banks on Telephone Surveys: Coverage Error and Bias in Samples Based on Hundreds Banks with Listed Numbers
John M. Boyle, Abt SRBI
Michael Bucuvalas, Abt SRBI
Linda Piekarski, Survey Sampling International
Andy Weiss, Abt SRBI

A Practical Look at 1000-Series RDD Sampling
Karen CyBulski, Mathematica Policy Research
John Hall, Mathematica Policy Research
Nancy Duda, Mathematica Policy Research

Friday, May 15
Unlisted Banks in New York City: Coverage Error and Bias in Urban Areas from RDD Samples Based on Hundreds of Banks with Listed Numbers
Andy Weiss, Abt SRBI
Mike Battaglia, Abt Associates
John M. Boyle, Abt SRBI
Ashley Hyon, Marketing Systems Group
Dale Kulp, Marketing Systems Group

A Comparison of Landline Telephone Households in Zero-Banks to Those in a Traditional RDD Sample: Is Lack of Coverage a Source of Bias?
David Dutwin, Social Science Research Solutions
Dale Kulp, Marketing Systems Group
Melissa Herrmann, Social Science Research Solutions
Robyn Rapoport, Social Science Research Solutions
Mansour Fahimi, Marketing Systems Group

What is R? A Brief Statistical Software Seminar-Room 312/313
Thomas Lumley, University of Washington

Friday 2:00 PM - 3:30 PM
Concurrent Sessions C

Total Survey Error - Atlantic Ballroom 1
Chair: Kathleen Ashenfelter, U.S. Bureau of the Census
Discussant: Audience members

Changing from Total Survey Error to Total Survey Variation
Tom W. Smith, NORC

What to Do with Questionable Survey Responses: A Practical and Ethical Analysis of Approaches to Handling Dubious Data
Agnieszka Flizik, BioVid Corporation
Respondent Substitution in Self-Administered Surveys of Named Individuals
Carl M. Ramirez, U.S. Government Accountability Office
Stuart M. Kaufman, U.S. Government Accountability Office

Research on a Hybrid Within-Unit Respondent Selection Method
Paul J. Lavrakas, Independent Consultant
Trevor Tompson, The Associated Press
Robert Benford, GfK Custom Research North America

Strategies for Increasing Response Rates in Web and Mail Surveys: Effects on Sample Composition
Iris Haas, GESIS

Race & Public Opinion - Atlantic Ballroom 2
Chair: Steven Barkan, University of Maine
Discussant: Audience members

The Effect of Implicit Prejudice on Vote Choice During the 2008 Presidential Election: Insights from the Associated Press-Yahoo News-Stanford University Study
Keith Payne, University of North Carolina-Chapel Hill
Yptach Lelkes, Stanford University
Jon A. Krosnick, Stanford University
Omair Akhtar, Stanford University
Josh Pasek, Stanford University
Trevor Tompson, The Associated Press

Implicit Racial Attitudes, Race Related Policy Opinions and Support for Barack Obama: Combining Online Reaction Time Studies and Representative Surveys
Thomas Craemer, University of Connecticut
Todd Shaw, University of South Carolina
Courtney Edwards, University of South Carolina
Hakeem Jefferson, University of South Carolina

Race of Interviewer Effects on Reports of Political Attitudes and Participation: Results of a New Experiment
Maria Krysan, University of Illinois-Chicago
Allyson Holbrook, University of Illinois-Chicago
Timothy Johnson, University of Illinois-Chicago
Loren Henderson, University of Illinois-Chicago
Candidate Race, Age and Gender: Did They Make a Difference in Candidate Evaluations and Choices in 2008?
Eric W. Rademacher, University of Cincinnati
Kimberly Downing, University of Cincinnati

Race of Interviewer Effects on 2008 Presidential Horserace Results
John E. Nienstedt, Competitive Edge Research & Communication

Methodological Briefs: Response Rates - Atlantic Ballroom 3
Chair: Julie Paasche, Nustats
Discussant: Audience members

Zero – Two – Five: Which Pre-Pay Amount Gets You More for Your Money?
Patricia S. Nemeth, Mathematica Policy Research

Does Anonymous Survey Administration Improve Response to a Questionnaire with Sensitive Questions?
Alisha B. Simon, Center for Chronic Disease Outcomes Research
Maureen Murdoch, Center for Chronic Disease Outcomes Research
AnnMarie K. Bangerter, Center for Chronic Disease Outcomes Research

Effects of Alternative Forms of Addressing Households on Response Rates and Costs in a Mail Survey
Kelly M. Elver, University of Wisconsin-Madison
Jennifer Dykema, University of Wisconsin-Madison
John R. Stevenson, University of Wisconsin-Madison

A Propensity-Adjusted Interviewer Response Rate Indicator
Patricia Maher, University of Michigan
Robert M. Groves, University of Michigan

Making the Most of a Traditional Landline RDD Survey in the 21st Century: A Case Study
Jonathan Wivagg, Westat
Martha S. Kudela, Westat
Conrad Choinière, U.S. Food and Drug Administration
Amy Lando, U.S. Food and Drug Administration
Effect on Participation Rate of Including Data From a Prior Mail Survey in Cover Letters
Jeanette O. Janota, American Speech-Language-Hearing Association

Long-Term Effects of Incentives: Results from the NLSY97
Parvati Krishnamurty, NORC
Kyle Fennell, NORC
Jodie Daquilina, NORC

Methodological Advances in Health Research - Regency Ballroom 1
Chair: Timothy Beebe, Mayo Clinic
Discussant: Audience members

Using Survey to Administrative Record Linkage Studies to Partially Correct Survey Program Participation for Timely Policy Research Purposes
Michael Davern, University of Minnesota
Jacob Klerman, Abt Associates
Jeanette Ziegenfuss, University of Minnesota
Michael Plotzke, Abt Associates

Using Verbal and Paralinguistic Behaviors to Explain Variation in Self-Reported Health Items
Dana Garbarski, University of Wisconsin-Madison
Nora Cate Schaeffer, University of Wisconsin-Madison
Jennifer Dykema, University of Wisconsin-Madison

Flexibility and Structure in Health Status Measurement Via Event History Calendars: “Long Time, No Status Change”
Debra R. Miller, University of Nebraska-Lincoln
Clarissa Steele, University of Nebraska-Lincoln
Ipek Bilgen, University of Nebraska-Lincoln
Robert Belli, University of Nebraska-Lincoln

Truth or Consequences: The Inter-Temporal Consistency of Adolescent Risk Behavior Reporting
Janet Rosenbaum, Johns Hopkins University
The Utility of Prediction Models to Oversample the Long-Term Uninsured
Steven Cohen, Agency for Healthcare Research and Quality

Cell Phone Coverage - Regency Ballroom 2
Chair: Jeannette Ziegenfuss, Mayo Clinic
Discussant: Audience members

Identifying Cell-Phone-Primary Households: Why, How and Who?
Anna Fleeman, Arbitron
Nicole Wasikowski, Arbitron
Meilyng Wigney-Burmaka, Arbitron
Richard Possett, Arbitron

Do Landline RDD Samples Adequately Cover the "Wireless Mostly"?
Michael Dimock, Pew Research Center for the People & the Press
Leah Christian, Pew Research Center for the People & the Press
Scott Keeter, Pew Research Center

Characteristics of Cell Phone Only, Listed and Unlisted Telephone Households
John Tarnai, Washington State University
Danna L. Moore, Washington State University
Marion Schultz, Washington State University

Out and About: An Evaluation of Data Quality in Cell Phone Surveys
Lindsey J. Witt, University of Nebraska-Lincoln
Randal S. ZuWallack, Macro International
Frederica Conrey, Macro International

Where Do We Find You? How to Locate Cell Respondents
Leah M. Christian, Pew Research Center for the People & the Press
Michael Dimock, Pew Research Center for the People & the Press
Methodological Issues for Online Election Panel Studies - Regency Ballroom 3
Chair: Eric Plutzer, Pennsylvania State University
Discussant: David J. Roe, Survey Sciences Group

Attrition and Panel Conditioning in the AP-Yahoo News Election Panel Study
Mike Dennis, Knowledge Networks
Yelena Kruse, Knowledge Networks
Stefan Subias, Knowledge Networks
Michael Lawrence, Knowledge Networks
Trevor Tompson, The Associated Press

Web Panel Studies of the 2008 Election: New Opportunities for Causal Analysis of Dynamic Change in the Electorate
Mike Dennis, Knowledge Networks
Trevor Tompson, The Associated Press

The Impact of News Reports of Survey Findings on Respondents in a Longitudinal Panel Study
Trevor Tompson, The Associated Press
Dennis Junius, The Associated Press
Yelena Kruse, Knowledge Networks

Patterns of Response and Nonresponse on an Election Day Survey
Trevor Tompson, The Associated Press
Stefan Subias, Knowledge Networks
Dennis Junius, The Associated Press
Science & Public Attitudes - Room 312/313
Chair: Ian Yohai, Harvard University
Discussant: Jon Miller, Michigan State University

Nick Allum, University of Essex

The Year of Darwin: Americans’ Scientific Knowledge & Beliefs About Human Evolution in 2009
George F. Bishop, University of Cincinnati
Randall K. Thomas, Harris Interactive

Framing the Debate About Genetics, Race and Health: Effects of Racial Priming on Public Opinion About Personalized Medicine
Jocelyn Landau, University of Pennsylvania

Factors Predicting Participation in the Collection of Biological Measures in a Survey of Older Adults
Kerryann DiLoreto, University of Wisconsin-Madison
Ken Croes, University of Wisconsin-Madison
Jennifer Dykema, University of Wisconsin-Madison

Friday 3:30 PM - 4:30 PM
In the Exhibits Area

Demonstration Session 2 - Exhibit Hall
Facilitator: Jana Mazak, The Nielsen Company

“Log On”: Communicating Effectively with Respondents Using Websites
Ekua Kendall, Arbitron

A Web Survey Interface for Building Surveys, Collecting Paradata and Testing Web-Respondent Interactions
Gina K. Walejko, Northwestern University

Friday, May 15
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Changing Times in Household Travel Surveys: Use of TripTracer Software for Location Data
Julie L. Paasche, NuStats

Demonstration of the Q-Bank Database for Accessing Question Evaluation Reports
Aaron Maitland, National Center for Health Statistics
Kristen Miller, National Center for Health Statistics
Heather Ridolfo, National Center for Health Statistics

Poster Session 2 - Exhibit Hall

QDDS III: A Tool for Documenting Survey Questionnaires for Researchers and Data Archives
Anja Zwingenberger, University of Duisburg-Essen
Rainer Schnell, University of Duisburg-Essen
Max Stempfhuber, GESIS

Sarah Cook, RTI International
Laura Flicker, RTI International
Patty LeBaron, RTI International
Tim Flanigan, RTI International

Development of a New Scale to Measure Literacy Without a Reading Assessment
Jennie E. Pearson, University of Nebraska-Lincoln
Ying Wang, University of Nebraska-Lincoln
Kristen Olson, University of Nebraska-Lincoln
Jolene Smyth, University of Nebraska-Lincoln

An Exploratory Study of Participant Perceptions of In-Avatar Interviewing and Virtual Settings
Tracy Tuten, Longwood University
Elizabeth Dean, RTI International

Challenges and Benefits of Interactive Online Surveys: A Case Survey of Youth Political Ideology
Katy Schwab, Zogby International
Zeljka Buturovic-Bradaric, Zogby International
Grace Ren, Zogby International
Teaching Public Opinion: What's Now Taught in Undergraduate Public Opinion Classes and What's Not?
Thomas R. Marshall, University of Texas-Arlington

Measuring Fear of Gang Crime in a Developing Nation
Devon Johnson, George Mason University

Implications of Offering a “Don't Know” Option on Presidential Preference
Brad Nankerville, Franklin & Marshall College
Berwood Yost, Franklin & Marshall College

The 2008 Election: A Success or Disappointment for Women?
Kellyanne Conway, the polling company
Karen Bentley, the polling company

The Catholic Vote in 2008
Liorin M. Edwards, Belden Russonello & Stewart
Christina Lien, Belden Russonello & Stewart

Examining the Effect of Increased Prepaid Incentives in a National Study of College Students
David J. Roe, Survey Sciences Group
Sara O'Brien, Survey Sciences Group
Alanna Knoppow, Survey Sciences Group
M.J. Paschall, Pacific Institute for Research and Evaluation

Cost-Error Optimization Model for Mixed-Mode Surveys
Vasja Vehovar, University of Ljubljana
Nejc Berzelak, University of Ljubljana
Katja Lozar Manfreda, University of Ljubljana

Josh Pasek, Stanford University
Jon A. Krosnick, Stanford University
Omair Akhtar, Stanford University
Yptach Lelkes, Stanford University
Keith Payne, University of North Carolina-Chapel Hill
Trevor Tompсон, The Associated Press
IT Use and Declining Social Capital? More Cold Water from the General Social Survey (GSS) and the American Time-Use Survey (ATUS)
John P. Robinson, University of Maryland

Non-Attitudes in Opinion Research: How Priming Lack of Knowledge Affects Responses
Neil Malhotra, Stanford University
Philip Garland, Survey Sampling International

Public Opinion on Public Education in Georgia and the Role of Local School Boards
Richard L. Clark, University of Georgia

Relationship Between Portrayals of VA Hospitals in the Media and Employee and Patient Satisfaction: An Exploratory Analysis
Katherine Osatuke, Veterans Health Administration
Jonathan Fishman, Veterans Health Administration
Sue R. Dyrenforth, Veterans Health Administration

Experiences with Designing a Software Application at the U.S. Bureau of the Census for the 2007 Economic Census
Amy E. Anderson, U.S. Bureau of the Census

Re-Contacting Respondents for a Survey of Religious Conversion
Gregory Smith, The Pew Forum on Religion & Public Life
Neha Sahgal, The Pew Forum on Religion & Public Life
Scott Clement, The Pew Forum on Religion and Public Life
Allison Pond, The Pew Forum on Religion & Public Life

How Dynamic Placement Improves the Predictive Power of Candidate and Party Preference Among Independents
Ashley Grosse, YouGov/Polimetrix
Samantha Luks, YouGov/Polimetrix
Doug Rivers, Stanford University

Public Understanding of and Support for Wind Power
Holly Klick, University of California-Santa Barbara
Eric R. A. N. Smith, University of California-Santa Barbara

Friday, May 15
What Difference Does It Make? Adding Cell Phone Numbers to Traditional Land-Line Samples
Dennis Lambries, University of South Carolina
Robert W. Oldendick, University of South Carolina
Lisa G. Williams, University of South Carolina

Developing a Survey Instrument About Oral Cancer Communication for a Rural Setting
Joseph L. Riley, University of Florida
Virginia J. Dodd, University of Florida
Henrietta L. Logan, University of Florida
Colleen K. Porter, University of Florida

Qualitative Interviews Among Exiting Panelists from the Out of Home Exploratory Research
Rosemary Holden, The Nielsen Company
Susan Baylis, The Nielsen Company
Jeff Scagnelli, The Nielsen Company
Yvonne Olivares, The Nielsen Company

The Effect of Interviewer Demographics on Response Rates in NLSY97
Kanru Xia, NORC
Jodie Daquilanea, NORC
Arleigh Dom, NORC
Kyle Fennell, NORC

Mail Invitation Letters for a Web Survey of a Targeted Population: Does the Cost Result in Response Rate Benefits?
Natalie M. Jackson, University of Oklahoma

The Language and Behavior Profile as a Nonresponse Tool
Pamela C. Campanelli, The Survey Coach
David C. Klaasen, Inspired Working

Misreporting Medicaid Enrollment: The Results of Evaluating the Effects of Reference Periods and Dependent Interviewing in the Medical Expenditure Panel Survey (MEPS)
Victoria Lynch, U.S. Bureau of the Census
Dean Resnick, U.S. Bureau of the Census
Are Montana’s Wireless-Only Adults Different from Their Neighbors? Evidence from Montana Department of Transportation’s 2008 Seat Belt Survey
John Baldridge, University of Montana
James Sylvester, University of Montana
Patrick Barkey, University of Montana

Tracking Public Interest in Emerging Technologies: Mapping the Landscape
Dominique Brossard, University of Wisconsin-Madison
Ashley A. Anderson, University of Wisconsin-Madison
Dietram A. Scheufele, University of Wisconsin-Madison

Dialing for Dollars: The Effect of Mode on Income and Asset Item Nonresponse
Ryan A. Hubbard, Westat

Decline to Answer: SED Web Respondent Results of Explicit and Passive Item Refusal
Lino M. Jimenez, NORC
Vince Welch, NORC
Syed Ahsan, NORC
Brianna Groenhout, NORC

Friday 4:30 PM - 5:45 PM
Concurrent Sessions D

Special Issues Dealing with Nonresponse - Atlantic Ballroom 1
Chair: Janet Rosenbaum, Johns Hopkins University
Discussant: Audience members

Disclosure Risk, Disclosure Harm, Topic and Participation in a Mail Survey
Mick P. Couper, University of Michigan
Eleanor Singer, University of Michigan
Frederick G. Conrad, University of Michigan
Robert M. Groves, University of Michigan
Where Did All the Children Go? Undercoverage Analysis
Using Telephone Exchange Information
Ting Yan, NORC
Kathleen Santos, NORC
Wei Zeng, NORC
Zhen Zhao, Centers for Disease Control and Prevention

Social Program Evaluation Surveys: Nonresponse Bias and Other Challenges
Karol Krotki, RTI International
Ellen Marks, RTI International

Naomi Freedner, Macro International
Randal ZuWallack, Macro International
James Dayton, Macro International
James Ross, Macro International

Nonresponse and Measurement Error in Employment Research
Frauke Kreuter, University of Maryland
Gerrit Mueller, Institute for Employment Research
Mark Trappmann, Institute for Employment Research

Public Opinion & Policy - Atlantic Ballroom 2
Chair: Michael Hagen, Temple University
Discussant: Audience members

Using Public Opinion Polling to Move a Public Policy Agenda: Local, State, and National Polls on Economic Insecurity, Health Care and Poverty
Celinda Lake, Lake Research Partners
Jeremy Reiss, Community Service Society
Anita Sharma, Lake Research Associates
Elisabeth Benjamin, Community Service Society

Tom W. Smith, NORC
Incorporating Public Choices in Policy Planning Using Online Town Hall Meetings Integrated with a Statewide Survey
William C. McCready, Knowledge Networks
Rita Brogan, PRR
Poom Nukulkij, Knowledge Networks

Should We Let Citizens Decide? Lessons from Citizen Assemblies
Patrick Fournier, University of Montreal
Henk van der Kolk, University of Twente
André Blais, Université de Montréal
R. Kenneth Carty, University of British Columbia
Jonathan Rose, Queen’s University

Overreporting of Voting Participation as a Function of Identity Salience
Philip S. Brenner, University of Wisconsin-Madison

Methodological Briefs: Questionnaire Design - Atlantic Ballroom 3
Chair: Ashley Landreth, U.S. Bureau of the Census
Discussant: Audience members

Multimode Strategies for Designing Establishment Surveys
Shelton M. Jones, RTI International

Mode Preference, Mode Choice and Data Quality in the Army Defense, Resilience and Retention Study
Rachel M. Levenstein, University of Michigan

Interviewer Intercept vs. Inbound Web Satisfaction Surveys
Carey Stapleton, Service Management Group

Mode Preferences in the National Survey of College Graduates
Timothy Gilbert, U.S. Bureau of the Census

Friday, May 15
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Challenges of Pretesting and Methods Development Within a Longitudinal Multi-Mode Survey
Wendy Hicks, Westat
Martha S. Kudela, Westat
Douglas Williams, Westat
Jessica Graber, National Institute of Child Health and Human Development

Multimode: Mode Choice - Regency Ballroom 1
Chair: Ekua Kendall, Arbitron
Discussant: Audience members

Mode Choice in a Longitudinal Mail/Web/Telephone Survey
Martha Kovac, Mathematica Policy Research
Barbara Rogers, Mathematica Policy Research
Geraldine Mooney, Mathematica Policy Research
Deborah Trunzo, Substance Abuse and Mental Health Services Administration

The Effects of Web and Mail Mixed-Mode Approaches on Response Rates in a Survey of Physicians
Emily McFarlane, RTI International
Joe Murphy, RTI International
Murrey Olmsted, RTI International
Jessica Severance, RTI International

Giving the People What They Want: A Study of Respondents’ Survey Mode Preference Over Multiple Rounds of a Longitudinal Survey
Lance Selfa, NORC
Thomas B. Hoffer, NORC

Unraveling Mode Preference
Jolene D. Smyth, University of Nebraska-Lincoln
Kristen Olson, University of Nebraska-Lincoln
Ashley Richards, University of Nebraska-Lincoln

Analysis of the Effects of a Data Collection Mode Change in the 2003 National Survey of Recent College Graduates
Donsig Jang, Mathematica Policy Research
Zhanyun Zhao, Mathematica Policy Research
Kelly H. Kang, National Science Foundation
Analytic Methodology - Regency Ballroom 2
Chair: Timothy Gravelle, Gallup
Discussant: Audience members

A New Approach to Optimal Weight Trimming and Compression
Benjamin T. Phillips, Brandeis University

Small-Sample Properties of a Composite Estimator for Efficient Combination of Incomplete and Complete Frame Data When Targeting a Rare Population
Amelia Haviland, RAND Corporation
Marc N. Elliott, RAND Corporation
Bonnie Ghosh-Dastidar, RAND Corporation

Blue and Red Neighborhoods in the 2008 Election: An Analysis of Intracluster Correlation in the American National Election Survey
Bonnie E. Shook-Sa, RTI International
Vincent G. Iannacchione, RTI International
Joseph P. McMichael, RTI International
Joe D. Eyerman, RTI International

Improving the Utility of Imputed Values in Survey Datasets
David R. Johnson, Pennsylvania State University
Rebekah Young, Pennsylvania State University

A New Approach to Separating Interviewer from Area Variability in Face-to-Face Interview Surveys
Ian Brunton-Smith, University of Surrey
Patrick Sturgis, University of Southampton
Participation and Turnout - Regency Ballroom 3
Chair: Barbara Bardes, University of Cincinnati
Discussant: Audience members

Where Have All the Republicans Gone? An Examination of the Causes of The Demise of Republican Party Registration
Christopher P. Borick, Muhlenberg College

Voter Participation in a Dual-Primary Election Year
Jon D. Miller, Michigan State University
Jason Kalmbach, Michigan State University
Linda G. Kimmel, Michigan State University

The Effects of Judicial Campaign Messages on Voter Mobilization: An Experimental Study
Jeffrey A. Gottfried, University of Pennsylvania
Eran N. Ben-Porath, International Communications Research

Tracing the Growing Popularity of Mail Ballot Voting in California
Mark DiCamillo, Field Research Corporation

Josh Pasek, Stanford University
Jon A. Krosnick, Stanford University
Omair Akhtar, Stanford University
Yptach Lelkes, Stanford University
Keith Payne, University of North Carolina-Chapel Hill
Trevor Tompson, The Associated Press
Effective Use of Incentives - Room 312/313
Chair: John Goyder, University of Waterloo
Discussant: Audience members

Logos and Dollars: How Procedural and Incentive Payment Changes Can Increase Response Rate
Erin Gemmill, Mathematica Policy Research
Patricia S. Nemeth, Mathematica Policy Research
Peter Schochet, Mathematica Policy Research
Jillian Berk, Mathematica Policy Research

When a Face Doesn’t Launch a Thousand Ships: Including a Personalized Image on a Mail Questionnaire
Raquel af Ursin, Mathematica Policy Research
Kathy Sonnenfeld, Mathematica Policy Research
Barbara L. Carlson, Mathematica Policy Research
Susan Sprachman, Mathematica Policy Research

Effects of Differential Branding on Survey Materials
E. Nicole Bensky, The Nielsen Company
Gretchen Grabowski, The Nielsen Company
Justin Bailey, The Nielsen Company
Chuck Shuttles, The Nielsen Company
Michael W. Link, The Nielsen Company

An Innovative Incentive Effort: Passive Refusals in a Large Population-Based Survey
Alicia M. Frasier, NORC
Erin B. Foster, NORC
Heather M. Morrison, NORC
Kathleen S. O’Connor, National Center for Health Statistics

Efficient Allocation of Survey Incentives Using Survey Response Prediction Models
Morgan S. Earp, National Agricultural Statistics Service
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
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<tbody>
<tr>
<td>7:00 AM – 8:00 AM</td>
<td>COMMITTEE MEETING</td>
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<td>Academic Programs in Survey Methods</td>
<td>303</td>
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<td>Heritage Committee</td>
<td>309</td>
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<td>7:00 AM – 8:00 AM</td>
<td>FUN RUN/WALK</td>
<td>Off-site</td>
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<td>7:00 AM – 8:00 AM</td>
<td>PROFESSIONAL DEVELOPMENT BREAKFAST</td>
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<td>7:00 AM – 8:00 AM</td>
<td>CONTINENTAL BREAKFAST</td>
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<td>(in exhibit hall)</td>
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<td>7:00 AM – 8:00 AM</td>
<td>EXHIBIT HALL OPEN</td>
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<td>7:30 AM – 3:00 PM</td>
<td>REGISTRATION DESK OPEN</td>
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<td>8:00 AM – 9:30 AM</td>
<td>CONCURRENT SESSIONS A</td>
<td>Atlantic 1</td>
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<td>• Issues in Survey Translation</td>
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<td>• Bias &amp; Nonresponse I</td>
<td>Atlantic 2</td>
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<td>• Focus Groups &amp; Qualitative Methods</td>
<td>Atlantic 3</td>
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<td>• Methodological Briefs: Effects of Survey</td>
<td>Regency 1</td>
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<td>• Cell Phone-Only Profiles</td>
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<td>• 2008 Elections: New Research Directions</td>
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<td>• Census Barriers Attitudes &amp; Motivators</td>
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<td>9:30 AM – 10:00 AM</td>
<td>REFRESHMENT BREAK</td>
<td>Great Hall 1, 2 &amp; 3</td>
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<td>10:00 AM – 11:30 AM</td>
<td>CONCURRENT SESSIONS B</td>
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<td>• New Technologies</td>
<td>Atlantic 1</td>
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<td>• Web: Mode Comparisons</td>
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<td>• Cognitive Interviewing &amp; Cross-Cultural Contexts</td>
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<td>• Address-Based Sampling: Identifying Effective Survey Designs</td>
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<td>• Question Design: Structure</td>
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<td>• Exit Poll Methods</td>
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<td>• Reflections on Public Opinion Research: Lou Harris</td>
<td>312/313</td>
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<td>11:45 PM – 1:15 PM</td>
<td>LUNCH (core meal)</td>
<td>Grand Ballroom</td>
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<td>11:45 PM – 1:15 PM</td>
<td>COMMITTEE MEETINGS</td>
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<td>Endowment Committee</td>
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<td>Multilingual Issues In Surveys Special Interest Group</td>
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<td>Standards Committee</td>
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<td>NEW! “NETWORK SAMPLING”</td>
<td>Great Hall 1 &amp; 2 Foyer</td>
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<td>DESSERT BREAK</td>
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<td>1:15 PM – 2:15 PM</td>
<td>ANNUAL BOOK SALE</td>
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<td>MEET THE AUTHOR SESSION #3</td>
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<td>• Frederick G. Conrad, Michael F. Schober</td>
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<td>Envisioning the Survey Interview of the Future</td>
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<td>• Don A. Dillman, Jolene D. Smyth, Leah Melani Christian</td>
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<td>Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method, 3rd Edition</td>
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<td>John Wiley &amp; Sons (2008)</td>
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<td>DEMONSTRATION SESSION #3</td>
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<td>POSTER SESSION #3</td>
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<td>CONCURRENT SESSIONS C</td>
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<td>• Bias &amp; Nonresponse II</td>
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<td>• Issues Involving Federal Surveys</td>
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<td>• The Development of Cross-Cultural Survey Guidelines</td>
<td>Regency 1</td>
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<td>• Cell Phones: Bias Assessment</td>
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<td>• Explaining the 2008 Elections</td>
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<td>• First Look at the Work of the AAPOR Online Panel Task Force</td>
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<td>4:00 PM – 5:30 PM</td>
<td>MEMBERSHIP &amp; BUSINESS MEETING</td>
<td>312/313</td>
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<td>PRESIDENT’S RECEPTION</td>
<td>Grand Foyer</td>
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<td>7:00 PM – 9:00 PM</td>
<td>AWARDS BANQUET (core meal)</td>
<td>Grand Ballroom</td>
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<td>9:00 PM – 12:00 AM</td>
<td>POST-BANQUET PARTY</td>
<td>Great Hall 1 &amp; 2 Foyer</td>
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<td>APPLIED PROBABILITY</td>
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</table>
Issues in Survey Translation - Atlantic Ballroom 1
Chair: Elizabeth Dean, RTI International
Discussant: Mary Hagedorn, Westat

Understanding the Impact of Translation: How Can You Tell if Your Message Is Being Lost in Translation?
Marjorie Hinsdale, RTI International
Alisú Schoua-Glusberg, Research Support Services

Survey Translation Evaluation: Back Translation Versus Expert Review
Janet Harkness, University of Nebraska-Lincoln
Ana Villar, University of Nebraska-Lincoln
Kathleen Kephart, University of Nebraska-Lincoln
Alisú Schoua-Glusberg, Research Support Services
Dorothée Behr, GESIS

How Does the French Culture Impact the Translation of Survey Materials? An Examination of French Translations for a U.S. Survey
Erica Saleska, RTI International
Musindu Kanya-Ngambi, RTI International
Herman Alvarado, U.S. Bureau of the Census
Bias & Nonresponse - 1 - Atlantic Ballroom 2
Chair: Mansour Fahimi, Marketing Systems Group
Discussant: Audience members

Unit Nonresponse, Measurement Error, and Self-Reports of Abortion Experiences
Andy Peytchev, RTI International
Emilia Peytcheva, RTI International
Robert M. Groves, University of Michigan

A Correction for the Full-Supplement Imputation Bias in the Current Population Survey’s Annual and Social Economic Supplement
Jeanette Ziegenfuss, Mayo Clinic
Michael Davern, University of Minnesota
Amy Godecker, Minnesota State Health Access Data Assistance Center
Michele Burlew, Minnesota State Health Access Data Assistance Center

Quantifying Bias in a Health Survey: An Application of Total Survey Error Modeling to the National Immunization Survey
Noelle Angelique Molinari, Centers for Disease Control and Prevention

A Randomized Experiment Investigating a Common Cause Model of Survey Nonresponse Error and Measurement Error
Robert M. Groves, University of Michigan
Roger Tourangeau, University of Michigan
Stanley Presser, University of Maryland
Mick P. Couper, University of Michigan
Eleanor Singer, University of Michigan
Christopher Toppe, RAFFA
Brady West, University of Michigan
John Lafrance, Market Strategies International

Robert Montgomery, NORC
Kyle Enger, Michigan Department of Community Health
Lisa Rasmusson, Arizona Immunization Program Office
Diana Bartlett, Centers for Disease Control and Prevention
Noelle Angelique Molinari, Centers for Disease Control and Prevention
Phillip J. Smith, Centers for Disease Control and Prevention
Focus Groups & Qualitative Methods - Atlantic
Ballroom 3
Chair: Charles Shuttles, The Nielsen Company
Discussant: Matt Jans, University of Michigan

Evaluating the Many in the “Mini” Approach Panel: From Many to One Through Creating an Integrated Continuous Measurement Survey Program
Rob Daves, Daves and Associates Research

Exploring Opinions and Beliefs About Cord Blood Donation Among Latinas and African-American Women
Dianne Rucinski, University of Illinois-Chicago
Rise’ Jones, University of Illinois-Chicago
Brenda Reyes, HealthConnect One
Lawon Tidwell, HealthConnect One

In and Out of the Rabbit Hole: From Conceptualization to Latent Variables Within the Community Participatory Based Research Framework
Todd Rockwood, University of Minnesota
Melissa Constantine, University of Minnesota
Karen Virnig, University of Minnesota
Michael Davern, University of Minnesota
Barbara Schillo, Clearway Minnesota
Jessie Saul, North American Quitline Consortium

Exploring the Use of Polls and Focus Groups in Health Care Policy Making
François Petry, Laval University
Lisa M. Birch, Laval University
Methodological Briefs: Effects of Survey Design - Regency Ballroom 1
Chair: Jolene Smyth, University of Nebraska-Lincoln
Discussant: Audience members

Overlap and Gaps Between Experts and Respondents: What We Learn from Both and from Each About Race/Ethnicity Questions
Leticia Fernandez, U.S. Bureau of the Census
Patricia Goerman, U.S. Bureau of the Census
Matthew Clifton, U.S. Bureau of the Census

Respondent Effects Associated with Questionnaires Designed to Accommodate Survey Processing
Deborah H. Griffin, U.S. Bureau of the Census
Sandra L. Clark, U.S. Bureau of the Census

Assessing Questions About Self-Reported Racial/Ethnic Discrimination in a Health Survey
Kerry Levin, Westat
Martha S. Kudela, Westat
Debra Stark, Westat
Salma Shariff-Marco, National Cancer Institute
Nancy Breen, National Cancer Institute
Gordon Willis, National Cancer Institute

Testing Measures of Economic Evaluations in Public Opinion Surveys: Results from an Experiment in a National Survey
Marco Morales, New York University
Rene Bautista, University of Nebraska-Lincoln
Yamil Nares, Sistemas de Inteligencia en Mercado y Opinión

Do Emotional Reactions During Cognitive Testing Carry Over to the Field?
Martha S. Kudela, Westat
Kerry Levin, Westat
Salma Shariff-Marco, National Cancer Institute
Nancy Breen, National Cancer Institute
Gordon Willis, National Cancer Institute
Helping Respondents to Format their Answers: A Question Wording Experiment in a Telephone Survey.
Yfke Ongena, University of Twente

Can Your Spouse Accurately Report Your Activities? An Examination of Proxy Reporting from the 2008 Survey of Public Participation in the Arts
Timothy Triplett, The Urban Institute

Cell Phone-Only Profiles - Regency Ballroom 2
Chair: David Dutwin, Social Science Research Solutions
Discussant: Audience members

A Social Profile of the “Wireless-Only” and “Wireless-Mostly” Population
Martin Barron, NORC
Kirk Wolter, NORC

U.S. Consumers & Their Cell Phones
Marla D. Cralley, Arbitron
Diana Buck, Arbitron

Wireless Substitution: State-Level Estimates from the National Health Interview Survey
Stephen J. Blumberg, National Center for Health Statistics
Julian V. Luke, National Center for Health Statistics
Gestur Davidson, University of Minnesota
Michael E. Davern, University of Minnesota
Tzy-Chyi Yu, University of Minnesota
Karen Soderberg, University of Minnesota

Examining Cell-Only, Cell-Mainly and Landline-Mainly Populations in California
Sunghee Lee, UCLA Center for Health Policy Research

Inclusion of Mobile-Only Households in Canadian Television Ratings Panels
Natasha Arzumanian, BBM Canada
Derrick Gray, BBM Canada
2008 Elections: New Research Directions - Regency Ballroom 3
Chair: Amy Simon, Goodwin Simon Victoria Research
Discussant: Audience members

Understanding the Political Distinctiveness of the Cell
Phone Only Public
Stephen Ansolabehere, Harvard University
Brian F. Schaffner, University of Massachusetts-Amherst

Latino Voting Patterns in the 2008 Presidential Election: Some Results from NEP Exit Polls
Rene Bautista, University of Nebraska-Lincoln
Allan McCutcheon, University of Nebraska-Lincoln
Joe Lenski, Edison Media Research
Clint Stevenson, Edison Media Research

A New Electorate? Examining the 2008 Battleground States and the Impact of New Voters
Anthony M. Salvanto, CBS News

First-Time Voters in the 2008 Presidential Election
Allan L. McCutcheon, University of Nebraska-Lincoln
Rene Bautista, University of Nebraska-Lincoln
Joe Lenski, Edison Media Research
Clint Stevenson, Edison Media Research

Public Theology, Civic Engagement, and the 2008 Presidential Election
Bryan T. Froehle, St. Thomas University

Census Barriers Attitudes and Motivators Survey - Room 312/313
Chair: Parvati Krishnamurty, NORC
Discussant: Diane K. Willimack, U.S. Bureau of the Census

CBAMS: Evaluation of CBAMS in Rural Areas and Neighborhoods with High Ethnic Concentrations
William Robb, Macro International
Randal ZuWallack, Macro International
Lee Robeson, Human Resources Research Organization
Lessons for Partnerships from the Census Barriers, Attitudes, and Motivator Survey (CBAMS)
Mary H. Mulry, U.S. Bureau of the Census
Timothy P. Olson, U.S. Bureau of the Census

Messaging to America: Results from the Census Barriers, Attitudes, and Motivators Survey (CBAMS)
Nancy Bates, U.S. Bureau of the Census
Frederica R. Conrey, MACRO International
Randal ZuWallack, MACRO International
Darlene Billia, Draftfcb
Vita Harris, Draftfcb
Linda Jacobsen, Population Reference Bureau
Tanya White, Draftfcb

CBAMS: Multi-Frame, Dual-Mode Sampling to Survey Hard to Count Populations
Randal ZuWallack, Macro International
William Robb, Macro International
Todd Hamlin, Macro International

Saturday 10:00 AM - 11:30 AM
Concurrent Sessions B

New Technologies - Atlantic Ballroom 1
Chair: Ronald Langley, University of Kentucky
Discussant: Audience members

The Effectiveness of Survey Recruitment Methods in Second Life
Elizabeth Dean, RTI International
Sarah Cook, RTI International
Joe Murphy, RTI International
Michael Keating, RTI International

Political Media Use in Changing Times: Problems and Opportunities for Survey Research in the New Communication Landscape
Gerald M. Kosicki, The Ohio State University

Saturday, May 16 104
Text-Message Surveys: Results in a Flash
Zannette Uriell, Navy Personnel Research, Studies, and Technology
Evangeline Clewis, Navy Personnel Research, Studies, and Technology

Modeling the Digital Citizen
Wayne Buente, Indiana University

Using Paradata in an Establishment Survey to Guide Interviewer Training and Interviewer Behavior
Karen Tourangeau, Westat
Brett McBride, Westat
Wendy Hicks, Westat
Brad Edwards, Westat
Laura Branden, Westat
Lauren Harris-Kojetin, National Center for Health Statistics
Abigail Moss, National Center for Health Statistics

Web: Mode Comparisons - Atlantic Ballroom 2
Chair: Ryan Hubbard, Westat
Discussant: Audience members

Online Opinions: A Pilot Study to Extend the UK's Social Data Collection Capabilities
Ed Dunn, Office for National Statistics

Cost and Quality in Low-Cost Survey Alternatives: A Comparison of Mail Versus Web
David Dutwin, Social Science Research Solutions
Karen Donelan, Massachusetts General Hospital

Do They Mean What They Say? Efficacy Evaluation of Assigning Sample Members Without a Mode Preference to the Web Mode
Shana M. Brown, NORC
Karen Grigorian, NORC

Comparison Study of Probability and Non-Probability Sample Surveys Conducted by Internet and Face to Face
David Yeager, Stanford University
Jon Krosnick, Stanford University
Comparing an Internet Panel Survey to Mail and Phone Surveys on “Willingness to Pay” for Environmental Quality: A National Mode Test
Burke Grandjean, University of Wyoming
Patricia A. Taylor, University of Wyoming
Nanette Nelson, University of Wyoming

Cognitive Interviewing & Cross-Cultural Contexts - Atlantic Ballroom 3
Chair: Lindsay Hoffman, University of Delaware
Discussant: Audience members

Using Cross-Cultural Comparative Analysis to Better Understand Survey Data Findings
Heather Ridolfo, University of Maryland
Alisú Schoua-Glusberg, Research Support Services

Language, Culture and Respondent Knowledge: Findings from the Cognitive Test of the Spanish Translation of the American Housing Survey
George Carter, U.S. Bureau of the Census
Alisu Schoua-Glusberg, Research Support Services
M. Mandy Sha, RTI International

Asians: Are They the Same? Findings from Cognitive Interviews with Chinese, Korean and Vietnamese Americans
Hyunjoo Park, RTI International
Virginia Wake, U.S. Bureau of the Census

The Use of Cognitive Interviewing to Explore the Effectiveness of Advance Materials Among Five Language Groups
Anna Y. Chan, U.S. Bureau of the Census
Yuling Pan, U.S. Bureau of the Census

Vignettes in Cross-Cultural Cognitive Testing: Adaptation for Spanish-Speaking Respondents of Lower Educational Levels
Patricia L. Goerman, U.S. Bureau of the Census
Matthew Clifton, U.S. Bureau of the Census
Address-Based Sampling: Identifying Effective Survey Designs - Regency Ballroom 1
Chair: Charles DiSogra, Knowledge Networks
Discussant: Linda Piekarski, Survey Sampling International

Building a New Foundation: Transitioning to Address Based Sampling After Nearly 30 Years of RDD
Michael W. Link, The Nielsen Company
Gail Daily, The Nielsen Company
Charles Shuttles, The Nielsen Company
L. Tracie Yancey, The Nielsen Company
Anh Thu Burks, The Nielsen Company
H. Christine Bourquin, The Nielsen Company

Subsequent Survey Performance Rates of CPO Households Identified Via Address Frames
Anna Fleeman, Arbitron
Nicole Wasikowski, Arbitron Inc

Multimode Surveys Using Address-Based Sampling: The Design and Preliminary Experience of REACH US
Martin Barron, NORC

Evaluation of Address Based Sampling (ABS) Frame Supplementation Methods for In-Person Household Surveys
Joseph P. McMichael, RTI International
Jamie L. Ridenhour, RTI International
Bonnie E. Shook-Sa, RTI International
Vincent G. Iannacchione, RTI International

Question Design: Structure - Regency Ballroom 2
Chair: Karen Bogen, Mathematica Policy Research
Discussant: Audience members

The Effects of Providing Examples: Questions About Frequencies and Ethnicity Background
Roger Tourangeau, University of Maryland
Frederick Conrad, University of Michigan
Mick Couper, University of Michigan
Cleo Redline, University of Maryland
Cong Ye, University of Maryland
The Influence of Question Salience on Response Order Effects in a Self-Administered Survey
Michael Stern, Oklahoma State University
Jeanette Mendez, Oklahoma State University

The Effects on Respondents and Interviewers of Asking Filter Items in Interleafed Versus Grouped Form
Frauke Kreuter, University of Maryland
Susan K. McCulloch, University of Maryland
Stanley Presser, University of Maryland

Smoking, Numbers, and Words: Quantitative Versus Qualitative Measures of Perceived Risk
Mohammad Albaghal, University of Nebraska-Lincoln

The Effects of Different Question Structures on Interactional Indicators of Respondent and Interviewer Processing of Physical and Mental Health Questions
Jennifer Dykema, University of Wisconsin-Madison
Nora C. Schaeffer, University of Wisconsin-Madison
Dana Garbarski, University of Wisconsin-Madison

Exit Poll Methods - Regency Ballroom 3
Chair: Micheline Blum, Baruch College
Discussant: Audience members

Disconnected Modes: Mode Effects Among Early Voter Phone and Election Day In-Person Exit Poll Surveys
Michael P. McDonald, George Mason University
Matthew P. Thornburg, George Mason University

A Spatial Analysis of Exit Poll Interviewers During the 2008 Presidential Election
Clint W. Stevenson, Edison Research
Joseph W. Lenski, Edison Research
Allan L. McCutcheon, University of Nebraska-Lincoln
René Bautista, University of Nebraska-Lincoln

A Comparison Study of Exit Poll Methodologies Between Taiwan and the U.S.
Ge Tang, University of Nebraska-Lincoln
Yeh-Diing Wang, TVBS TV Network
Rene Bautista, University of Nebraska-Lincoln

Saturday, May 16
Questionnaire Experiments in 2008 Georgia Senate Run-Off Exit Poll
Joseph W. Lenski, Edison Media Research
Clint Stevenson, Edison Media Research
Allan McCutcheon, University of Nebraska-Lincoln
Rene Bautista, University of Nebraska-Lincoln

Cell-Phone-Only Voters in the 2008 Exit Poll
Michael Mokrzycki, The Associated Press
Scott Keeter, Pew Research Center
Courtney Kennedy, University of Michigan

Creation of a New Internet Survey Panel Via Face-to-Face Recruitment and Providing Free Computers to All Respondents - Room 312/313
Chair: Jon Krosnick, Stanford University
Discussant: Audience members

Assessing the FFISP’s Representativeness of the American Adult Population
Matthew DeBell, Stanford University
Jon A. Krosnick, Stanford University
Ari Malka, Stanford University
Allison Ackermann, Abt SRBI
Chintan Turakhia, Abt SRBI

A Comparison of Behavioral and Attitudinal Findings from the FFISP with Those of Major National Surveys
Jon A. Krosnick, Stanford University
Allison Ackermann, Abt SRBI
Matthew DeBell, Stanford University
Ari Malka, Stanford University
Chintan Turakhia, Abt SRBI

Lessons Learned About How to Accomplish Effective In-Person Recruitment of a Web-Equipped Survey Panel
Allison Ackermann, Abt SRBI
Jon A. Krosnick, Stanford University
Chintan Turakhia, Abt SRBI
Matthew DeBell, Stanford University
Ari Malka, Stanford University
Ricki Jarmon, Abt SRBI, Inc.
Attrition in a Face-to-Face Recruited Internet Panel with Substantial Incentives
Ari Malka, Stanford University
Jon A. Krosnick, Stanford University
Allison Ackermann, Abt SRBI
Matthew DeBell, Stanford University
Chintan Turakhia, Abt SRBI

Dispositions and Outcome Rates in the “Face-to-Face/Internet Survey Platform” (the FFISP)
Joe Sakshaug, University of Michigan
Roger Tourangeau, University of Maryland
Jon A. Krosnick, Stanford University
Allison Ackermann, Abt SRBI
Ari Malka, Stanford University
Matthew DeBell, Stanford University
Chintan Turakhia, Abt SRBI

Saturday 1:15 PM - 2:15 PM
In the Exhibits Area

Demonstration Session 3 - Exhibit Hall
Facilitator: Jana Mazak, The Nielsen Company

Conducting Virtual Survey Research: RTI's Facility in the Online Community Second Life®
Elizabeth Dean, RTI International
Craig Hill, RTI International

The SNAAP Lifemap: A Visual Interactive Survey Data Collection Program
John Kennedy, Indiana University

Automate and Managing All Aspects of a Research Program: Support Multi-Mode Designs, Customized Data Reports and Enterprise-Like Dashboards
David Proestos, DatStat
Enhanced CARI Review and Feedback Tool and Processes
Utilized on the NSCAW II Project
Kristin F. Miller, RTI International
Orin Day, RTI International
Teresa Johnson, RTI International

The Nielsen Company Out-Of-Home Cell Phone Go Meter Demonstration
Jeff Scagnelli, The Nielsen Company
Jerlando Graceffo, The Nielsen Company

Poster Session 3 - Exhibit Hall

What Response Rates Do We Report? The Politics and Science of Reporting Response Rates
David R. Johnson, Pennsylvania State University
Kurt D. Johnson, Pennsylvania State University
Rob Schofield, Pennsylvania State University

An Experiment in Using Prepaid Cell Phones to Interview Households Without an Available Phone Number
Keesha Brooks, NORC
Angie Jaszczak, NORC
Karen Wooten, Centers for Disease Control and Prevention

Satire, Punch Lines and the Nightly News: Untangling Media Effects on Political Participation
Lindsay H. Hoffman, University of Delaware
Dannagal Goldthwaite Young, University of Delaware

A Methodology for Creating Criterion-Referenced Self-Weighting Benchmarks from Survey Questions: Examples from a Survey of Foster Parents
John Tarnai, Washington State University

Impact of Within-Study Interviewer Experience in Different Interviewing Techniques
Ipek Bilgen, University of Nebraska-Lincoln
Robert F. Belli, University of Nebraska-Lincoln
Kristen Olson, University of Nebraska-Lincoln
Email and Networks of Social Communication
Christopher Kenny, Louisiana State University
Kirby Goldel, Louisiana State University

Age and Subjective Health: Is There a Cross-National Variation?
Kana Fuse, University of Washington

What About the Visuals? A Cross-National Study of Politicians’ Photographs and Their Effects on Public Opinion
Robert Eisinger, Lewis & Clark College
Thomas Petersen, Institut fur Demoskopie Allensbach

Measuring Educational Careers: Alternative Indices of Time-to-Degree in Educational Surveys
Thomas B. Hoffer, NORC
Mary Ann Latter, NORC

The Multi-Level Integrated Database Approach: An Initial Assessment
Tom W. Smith, NORC

Cost of One Lost: An Exploration of the Predictors of Interviewer Attrition
Rachel A. Orlowski, University of Michigan
Ashley Bowers, University of Michigan

Quality and Transparency: Standards for Reporting and Documenting Survey Methods in Scientific Journals
Chase H. Harrison, Harvard University
D. Sunshine Hillygus, Harvard University

Effect of Pay Structure on Interviewer Productivity
Michelle A. Cantave, REDA International
Frauke Kreuter, University of Maryland
Elham E. Alldredge, REDA International

A Meta-Analysis of Within-Household Respondent Selection Methods
Ting Yan, NORC
Expanding the Use and Applicability of Cognitive Interviews in Research
Gretchen Grabowski, The Nielsen Company
Justin Bailey, The Nielsen Company
Nicole Bensky, The Nielsen Company
Michael W. Link, The Nielsen Company

Including Institutionalized Populations in Measures of High School Completion
Angelina N. KewalRamani, American Institutes for Research

Reliability Assessment of ACS Multi-Year Estimates for Small Areas
Alfredo Navarro, U.S. Bureau of the Census
Michael D. Starsinic, U.S. Bureau of the Census

Expanding the BRFSS to a Dual Frame Telephone Survey: Comparison of Selected Risk Factors and Health Conditions
Lina S. Balluz, Centers for Disease Control and Prevention
S. S. Hu, Centers for Disease Control and Prevention
Michael P. Battaglia, Abt Associates
Martin R. Frankel, Baruch College, City University of New York

Types of News Coverage Most Influential in Affecting the Index of Consumer Sentiment
David Fan, University of Minnesota

A Pilot Study to Assess the Feasibility of a Four-Day Work Week Policy in Dayton, Ohio: Lessons Learned
Laura Seaman, Wright State University

Voting Patterns, Policy Preferences, and Precinct Quality in the City of Los Angeles: A Profile of Los Angeles City Voters Using Data from the 2008 Leavey Center for the Study of Los Angeles (LCSLA) Exit Poll
Brianne Barclay, Leavey Center for the Study of Los Angeles

Impact of Adding an Additional Follow-Up Letter to an Extended Recontact Protocol
Larry Cohen, SRI Consulting Business Intelligence
Framing in Competitive Environments: The Influence of News Frames on Cognitive Complexity
Porismita Borah, University of Wisconsin-Madison

Spanish Respondents' Choice of Language of Survey Materials: Bilingual or English Only?
Norman Trussell, The Nielsen Company
Michael W. Link, The Nielsen Company
Justin Bailey, The Nielsen Company
Lorelle Vanno, The Nielsen Company
Elizabeth Matthess, The Nielsen Company

Public Opinion Formation on Ethnic-Targeted Versus Income-Targeted Employment Policy in the Netherlands
Marieke van Londen, Radboud University Nijmegen
Marcel Coenders, Utrecht University
Peer Scheepers, Radboud University Nijmegen

Respondent Characteristics That Are Predictive of Financial Item Nonresponse
Jill Ruppenkamp, RTI International
Laura Flicker, RTI International
Barbara Bibb, RTI International
Sarah Riley, University of North Carolina-Chapel Hill
Mark Lindblad, University of North Carolina-Chapel Hill

Examining the Relationship Between Survey Response Elicitation Efforts, Response Motivation, and Satisficing: A Case Study of Web-Based Panel Survey
Geon Lee, University of Illinois-Chicago
Kumar Rao, Gallup

Survey Nonresponse Rates Among Underrepresented Minority Students
Brianna Groenhout, NORC
Thomas B. Hoffer, NORC
The Introduction of a Cell Phone Oversample to the Ohio Family Health Survey: Covering the Undercovered
Tom Duffy, Macro International
Ronaldo Iachan, Macro International
Sara Bausch, Macro International
Seth Muzzy, Macro International
Randall ZuWallack, Macro International

Internet Usage Research: Comparing Household Expectations and Concerns
Yvonne Olivares, The Nielsen Company
Susan Baylis, The Nielsen Company
Rosemary Holden, The Nielsen Company

Saturday 2:15 PM - 3:45 PM
Concurrent Sessions C

Bias & Nonresponse - 2 - Atlantic Ballroom 1
Chair: Pamela Campanelli, The Survey Coach
Discussant: David R. Johnson, Pennsylvania State University

An Examination of the Relationship Between Panel Attrition and Measurement Error
Chun Feng, University of Nebraska-Lincoln
Kristen Olson, University of Nebraska-Lincoln

Mechanisms of Nonresponse in Cell Phone Surveys
Courtney Kennedy, The Everett Group
Stephen E. Everett, The Everett Group
Michael W. Traugott, University of Michigan

Refined or Biased Opinions? Examining Self-Selected Participation in Deliberation and Post-Survey in Online Deliberative Polls
Rui Wang, Stanford University
Alice Siu, Stanford University
Reduction of Nonresponse Bias Through Intervention on Response Propensities
Andy Peytchev, RTI International
Sarah Riley, University of North Carolina-Chapel Hill
Jeff Rosen, RTI International
Joe Murphy, RTI International
Mark Lindblad, University of North Carolina-Chapel Hill

New Media - Atlantic Ballroom 2
Chair: Susan Pinkus, Independent Consultant
Discussant: Audience members

From Decatur to YouTube: A Re-Examination of the Personal Influence Hypotheses in the Internet Era
Jon D. Miller, Michigan State University
Charles T. Salmon, Michigan State University
Eliene Augenbraun, ScienCentral

Don't Shoot the Messenger: Rethinking the Relationship Between the Media, Politics and Public Opinion
James W. Stoutenborough, University of Kansas
Kellee J. Kirkpatrick, University of Kansas

Global Warming, Selective Exposure and Audience Fragmentation: Examining Climate Change Skeptics in the New Media Era
Ann E. Williams, Georgia State University
Matt J. Duffy, Georgia State University

Public Opinion About the News Media: The Industry, the Medium, the Outlet and the Personality
Natalie J. Stroud, University of Texas-Austin
Jae K. Lee, University of Texas at Austin

Heavy Media Users: Are These Respondents Who We Think They Are?
Ekua Kendall, Arbitron
Yelena Pens, Arbitron
Issues Involving Federal Surveys - Atlantic
Ballroom 3
Chair: Anna Fleeman, Arbitron
Discussant: Audience members

Evaluating Net Coverage on the Bureau of the Census’s
2007 Master Address File Using Independent Housing Unit
Estimates
Robert W. Colosi, U.S. Bureau of the Census
Nancy R. Johnson, U.S. Bureau of the Census
Sonja Clark, U.S. Bureau of the Census

Correcting Nonsampling Error in the 2010 Census Coverage
Measurement
Tamara Adams, U.S. Bureau of the Census

Improving the Usability of American Community Survey
Data Tables: Results from Testing a Prototypical Data
Reliability Indicator
Kathleen T. Ashenfelter, U.S. Bureau of the Census
Jennifer Tancreto, U.S. Bureau of the Census
Michael Springer, U.S. Bureau of the Census

The Current Population Survey’s Experience with the
Respondent Identification Policy
Anne E. Polivka, U.S. Bureau of Labor Statistics
Hugette Sun, U.S. Bureau of Labor Statistics

Incentives in the Consumer Expenditure Interview Survey:
One Payment, Lasting Effects
David McGrath, Defense Manpower Data Center
Lucilla Tan, U.S. Bureau of Labor Statistics
The Development of Cross Cultural Survey Guidelines - Regency Ballroom 1
Chair: Beth Ellen Pennell, University of Michigan
Discussant: Audience members

The Development of Cross-Cultural Survey Guidelines
Beth-Ellen Pennell, University of Michigan
Kirsten Alcser, University of Michigan
Janet Harkness, University of Michigan

A Critique of Cross-Cultural Survey Guidelines
Tom W. Smith, NORC

Guidelines in Perspective – the European Social Survey in view of the Cross-Cultural Survey Guidelines
Peter Ph Mohler, ZUMA

Using the Cross-Cultural Survey Guidelines as a Teaching Tool
Timothy Johnson, University of Illinois-Chicago

Cell Phones: Bias Assessment - Regency Ballroom 2
Chair: Patricia Taylor, University of Wyoming
Discussant: Mario Callegaro, Knowledge Networks

The Coverage Bias of Mobile Web Surveys
Marek Fuchs, University of Kassel

Shifting Samples: The Impact of Wireless Substitution on National Estimates in RDD Surveys
Kristie Hannah, Macro International

Assessment of Potential Bias in the National Immunization Survey (NIS) Estimates Using Data on Telephone Status from the 2007 NHIS
Meena Khare, National Center for Health Statistics
Abera Wouhib, National Center for Health Statistics
James A. Singleton, Centers for Disease Control and Prevention
Cell-Only Adults Versus Cell-Mostly Adults: Does It Make a Difference in the Results?
Michael P. Battaglia, Abt Associates
Martin R. Frankel, Baruch College, City University of New York and Abt Associates
Lina S. Balluz, Centers for Disease Control and Prevention

Explaining the 2008 Elections - Regency Ballroom 3
Chair: Janice Ballou, Mathematica Policy Research
Discussant: Audience members

The 2008 Presidential Election: Reaction or Transformation?
Gary Langer, ABC News

Campaign Advertising and the Structure of the Vote
Charles H. Franklin, University of Wisconsin-Madison

The Impact of the Economic Crisis on the Vote in the 2008 Election
Trevor Tompson, The Associated Press
Matthew W. Courser, Pacific Institute for Research and Evaluation
Dennis Junius, The Associated Press

An Exploration of Forces Driving Vote Choices in the 2008 American Presidential Election: Insights from the Associated Press-Yahoo News-Stanford University Study
Omair Akhtar, Stanford University
Jon A. Krosnick, Stanford University
Yptach Lelkes, Stanford University
Josh Pasek, Stanford University
Trevor Tompson, The Associated Press
Keith Payne, University of North Carolina-Chapel Hill

Did Clinton Supporters Really Pose a Serious Obstacle for Obama?
Trevor Tompson, The Associated Press
Sunshine Hillygus, Harvard University
First Look at the Work of the AAPOR Online Panel Task Force - Room 312/313
Chair: Reginald Baker, Market Strategies
Discussant: Audience members

Panelists:
Robert M. Groves, University of Michigan
Philip Garland, Survey Sampling International
Randall K. Thomas, ICF International
Reg Baker, Market Strategies International
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<td>8:00 AM – 11:30 AM</td>
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<td>- Calendar and Time Diary Data Collection Methods – Belli, Callegaro &amp; Phipps</td>
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<td><strong>CONCURRENT SESSIONS A</strong></td>
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<td>- Web Surveys: Best Practices</td>
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<td>- Cell Phone Surveys: Practical Concerns</td>
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<td>- Issues in Surveying Consumer Behaviors</td>
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<td>- Address-Based Sampling: Results from the Field</td>
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<td>- AAPOR Ad Hoc Committee on the 2008 Presidential Primary Polling</td>
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Sunday 8:30 AM - 10:00 AM
Concurrent Sessions A

Web Surveys: Best Practices - Atlantic Ballroom 1
Chair: Andy Zukerberg, National Center for Education Statistics
Discussant: John Kennedy, Indiana University

Web of Caring: Development of Web-Survey Best Practices
Janice Ballou, Mathematica Policy Research
Brian Roff, Mathematica Policy Research

Words, Numbers and Visual Heuristics in Web Surveys: Is There a Hierarchy of Importance?
Vera Toepoel, CentERdata
Don A. Dillman, Washington State University

The Effect of Email Invitation Subject Title and Text on Online Survey Completion Rates in Internet Panel Surveys
Yelena Kruse, Knowledge Networks
Melanie Thomas, Knowledge Networks
Poom Nukulkij, Knowledge Networks
Mario Callegaro, Knowledge Networks

The Use of Advance Contact, Monetary Incentives, and Lotteries to Increase Response Rates in a Web Survey of Physicians
John Stevenson, University of Wisconsin-Madison
Jennifer Dykema, University of Wisconsin-Madison
Brendan Day, University of Wisconsin-Madison
Vence Bonham, National Human Genome Research Institute
Sherill Sellers, University of Wisconsin-Madison
Issues of Well Being - Atlantic Ballroom 2
Chair: Allison Pond, Pew Research Center
Discussant: Audience members

Gender and Natural Disasters: The Psychological Impact of Hurricane Katrina
Alicia N. Jencik, University of New Orleans

Women and Health Care in the 2008 Election
Carolina Gutierrez, The Henry J. Kaiser Family Foundation
Sasha Buscho, The Henry J. Kaiser Family Foundation
Claudia Deane, The Henry J. Kaiser Family Foundation
Liz Hamel, The Henry J. Kaiser Family Foundation
Mollyann Brodie, The Henry J. Kaiser Family Foundation

The U.S. Opinion Divide Over Working Women and Working Moms
Carolyn L. Funk, Virginia Commonwealth University
Erna Ruijer, Virginia Commonwealth University

New Research on Debt Stress and Related Health Problems
Paul J. Lavrakas, Independent Consultant
Trevor N. Tompson, The Associated Press

Technology & Data Collection - Atlantic Ballroom 3
Chair: Larry Luskin, Macro International
Discussant: Audience members

Exploring Inherent Differences Between CARI and Non-CARI Interviews
Adam Sage, RTI International
Michael Keating, RTI International

Correlation Between Interviewer Experience and Blood Spot Collection Quality on the Add Health Wave IV Study
Christy Hottinger, RTI International
Marjorie Hinsdale, RTI International
Casey Tischner, RTI International

Sunday, May 17
Using Audio Computer-Assisted Self-Interviewing and Interactive Voice Response to Measure Elder Mistreatment in Older Adults: Feasibility and Effects on Prevalence Estimates
Scott Beach, University of Pittsburgh
Richard Schulz, University of Pittsburgh
Howard Degenholtz, University of Pittsburgh
Nicholas Castle, University of Pittsburgh
Jules Rosen, University of Pittsburgh
Andrea Fox, University of Pittsburgh
Alan Meisel, University of Pittsburgh
Richard Morycz, University of Pittsburgh

PDA vs. Computer Web Survey Respondents
Carey Stapleton, Service Management Group

Changing the Way We Work: Conducting Survey Research in the Age of Heightened Data Security
John M. Doherty, RTI International
Debbie Herget, RTI International
Saju Joshua, RTI International

Focus on Youth - Regency Ballroom 1
Chair: Ipek Bilgen, University of Nebraska-Lincoln
Discussant: Daniel Cicenia, University of Florida

‘He Calls Himself My Father, but He’s Not My Real Dad:’ The Accuracy of Young People’s Descriptions of Non-Biological Family Relationships
Iain A. Noble, Department for Children, Schools and Families
Nick Moon, GfK NOP

Interviewing Youth with Disabilities Over the Telephone: Data Quality and Implications for Best Practice
Kirsten A. Barrett, Mathematica Policy Research
Karen CyBulski, Mathematica Policy Research
Anne Ciemnecki, Mathematica Policy Research
The Challenges of Locating Young Adults for a Longitudinal Study: Improved Tracing Strategies Implemented for the National Longitudinal Study of Adolescent Health, Wave IV
Amanda Meehan, RTI International
Erica Saleska, RTI International
Marjorie Hinsdale, RTI International
Nick Kinsey, RTI International

Is Two Out of Three Not Bad? Do the Inaccuracies of Young People’s Reports of Parental Occupations Affect the Analysis of Their Educational Attainment?
Iain A. Noble, Department for Children, Schools and Families
Nick Moon, GfK NOP

Cell Phone Surveys: Practical Concerns -
Regency Ballroom 2
Chair: Ana Villar, University of Nebraska-Lincoln
Discussant: Audience members

Cell Phone Mainly and Cell Phone Mostly: A Comparison of Two Approaches to Dual Frame Cell Phone and Landline Samples
John M. Boyle, Abt SRBI
Joel Cantor, Rutgers University

Improving Response Rates on Both Landline and Cell Surveys Through the Strategic Use of Caller ID
James Dayton, Macro International
Emily Burns, University of Colorado-Denver
Arnold H. Levinson, University of Colorado-Denver
Naomi Freedner, Macro International
Kristie Hannah, Macro International
Beth Tarallo, Macro International

Measurement Error in Cell Phone Surveys
Courtney Kennedy, The Everett Group
Stephen E. Everett, The Everett Group
Michael W. Traugott, University of Michigan
Some Practical Issues in Cell Phone Interviewing from a Phone Room Perspective
Jonathan Best, Princeton Survey Research Associates International
Larry Hugick, Princeton Survey Research Associates International

Have I Caught You at a Bad Time? Call Protocol and Bias in the 2008 BRFSS Cell Phone Sample
Paul Schroeder, Abt SRBI
Brian Meekins, U.S. Bureau of Labor Statistics

Issues in Surveying Consumer Behaviors - Regency Ballroom 3
Chair: Christopher Spera, ICF International
Discussant: Christopher Spera, ICF International

The Impact of Sourcing Models on Respondent Profiles in a Wide Spectrum of Commercial Panels
Steven Gittelman, MKTG

Rating Across or Within Dimensions? Effects of Rating Context for Attitudes
Randall Thomas, ICF International
Jon A. Krosnick, Stanford University

4P Customer Satisfaction and Loyalty Model: Calculating Loyalty Profiles Based on the Evaluation of People, Product Process, and Place
Jon Harrington, Chamberlain Research Consultants
Contemporary Issues in Measurement & Quality - Room 312/313
Chair: Debra Miller, University of Nebraska-Lincoln
Discussant: Nancy A. Mathiowetz, University of Wisconsin-Milwaukee

Using Indirectly Estimated Race/Ethnicity to Improve the Efficiency of Sampling Newly Married Couples from Marriage License Data
Marc Elliott, RAND Corporation
Philip Pantoja, RAND Corporation
Benjamin R. Karney, University of California-Los Angeles
Peter A. Morrison, RAND Corporation
Kirsten Becker, RAND Corporation
Allen Fremont, RAND Corporation
Nicole Lurie, RAND Corporation

A Simulation Study of Alternative Weighting Class Adjustments for Nonresponse When Estimating a Population Mean from Complex Sample Survey Data
Brady West, University of Michigan

What are They Asking Me? A Web Survey Experiment on Question Clarity and Measurement Error
Timo Faass, GESIS
Lars Kaczmirek, GESIS
Alwine Lenzner, University of Mannheim

Sunday 10:15 AM - 11:45 AM
Concurrent Sessions B

Crime & Confidence - Atlantic Ballroom 1
Chair: Patricia Gallagher, University of Massachusetts-Boston
Discussant: Audience members

Mayoral Approval and Natural Disasters: New Orleans as a Case Study
Alicia N. Jencik, University of New Orleans

Sunday, May 17
Trends in Confidence in Institutions: 1973-2008
Tom W. Smith, NORC

Developing Social Indicators of Trust in Justice and Insecurities About Crime: Methodological Reflections on a European Project
Jonathan Jakson, London School of Economics
Mike Hough, King's College London
Stephen Farrall, University of Sheffield

Thinking About Crime: Attributions, Race and Lay Accounts of Law-Breaking Behavior
Lawrence Bobo, Harvard University
Victor Thompson, Stanford University

Surveys & Their Impact - Atlantic Ballroom 2
Chair: Nick Moon, GfK NOP Social Research
Discussant: Nick Moon, GfK NOP Social Research

Trends in Surveys on Surveys
Jibum Kim, NORC
Carl Gershenson, Harvard University
Tom W. Smith, NORC

Changing Minds: Two Tests of the Influence of Polls on Movement in Opinion During Electoral Campaigns
Claire Durand, University of Montreal
John Goyder, University of Waterloo

Making Sense of the "Quasi-Statistical Sense": A Study in the Operationalization and Analysis of Perceptions of Public Opinion
Jason B. Reineke, Middle Tennessee State University
Lindsay H. Hoffman, University of Delaware
Kenneth R. Blake, Middle Tennessee State University
Carroll J. Glynn, The Ohio State University

Global Warming Attitudes in a Changing Political Climate
Whitt Kilburn, Grand Valley State University
Informed Consent - Atlantic Ballroom 3
Chair: Scott Crawford, Survey Sciences Group
Discussant: Marjorie Hinsdale, RTI International

The Routinization of Informed Consent
Melissa Constantine, University of Minnesota
Todd Rockwood, University of Minnesota

Parent Engagement in the Informed Consent Process:
Evidence from Four Parental Surveys
Matthew Courser, Pacific Institute for Research and Evaluation
Paul J. Lavrakas, Independent Consultant
David Collins, Pacific Institute for Research and Evaluation
Paul Ditterline, Pacific Institute for Research and Evaluation

Conveying Translated Informed Consent Concepts: Effects
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Yuling Pan, U.S. Bureau of the Census
Ashley D. Landreth, U.S. Bureau of the Census

Cross-National Surveys - Regency Ballroom 1
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Discussant: Audience members

The Impact of Answer Scale Adaptation on Response Style
Differences Across Countries
Ana Villar, University of Nebraska-Lincoln
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International Legislator Survey Project on the Role of
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Economic Growth and the Human Condition
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Lee B. Becker, University of Georgia
Jenny Marlar, Gallup
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Ensuring Data Quality In Conflict Zones
Stephen Hornbeck, D3 Systems
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Interviewing & Interviewers - Regency Ballroom 2
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Learning from Call Rule Compliance for Face to Face Surveys
Jennifer Sinibaldi, National Centre for Social Research
Simon Holroyd, National Centre for Social Research

Monitoring Field Interviewer and Respondent Interactions Using Computer-Assisted Recorded Interviewing: A Case Study
Susan Mitchell, RTI International
Kristine Fahrney, RTI International
Matthew Strobl, RTI International

Predicting Interviewer Performance Over Time: A Practical Analysis of Performance Indicators on the National Survey of Family Growth
Nicole Kirgis, University of Michigan
Shonda Kruger Ndiaye, University of Michigan
Robert M. Groves, University of Michigan

Hanging by a Thread: The Telephone Interviewers Tell Their Story
Maria Concetta Pitrone, Sapienza University of Rome
Gabriella Fazzi, Sapienza University of Rome
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Address-Based Sampling: Results from the Field -
Regency Ballroom 3
Chair: Richard Griffin, U.S. Bureau of the Census
Discussant: Audience members

Continuing Telephone Surveys in the Age of Address Based Sampling: Lessons from a Large-Scale Mixed-Mode National Study
Charles D. Shuttles, The Nielsen Company
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L. Tracie Yancey, The Nielsen Company
Christine Bourquin, The Nielsen Company
Anh Thu Burks, The Nielsen Company

Modeling the Need for Traditional vs. Commercially-Available Address Listings for In-Person Surveys: Results from a National Validation of Addresses
Ned English, NORC
Colm O'Muircheartaigh, NORC
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Recruitment of Minorities Using Address-Based Sampling (ABS): A Pilot Study
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Comparing Random Digit Dial (RDD) and United States Postal Service (USPS) Address-Based Sample Designs for a General Population Survey: The 2008 Massachusetts Health Insurance Survey
Susan Sherr, Social Science Research Solutions
David Dutwin, Social Science Research Solutions
Timothy Triplett, The Urban Institute
Doug Wisssoker, The Urban Institute
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AAPOR Ad Hoc Committee on the 2008 Presidential Primary Polling – Room 312/313
Chair: Michael W. Traugott, University of Michigan

Panelists:
Nancy Mathiowetz, University of Wisconsin-Milwaukee
Kristen Olsen, University of Nebraska-Lincoln
Michael W. Traugott, University of Michigan
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