Public Perception & Societal Conflict

Conference Program

May 12 – 15, 2011
Arizona Grand Resort
Phoenix, AZ

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Greetings!

Welcome to Phoenix and the 66th Annual Conference of the American Association for Public Opinion Research! We appreciate your participation and contributions to a wonderful program.

Our program speaks for itself — spanning four days of provocative sessions, in-depth short courses and a plenary panel featuring nationally prominent leaders discussing issues of critical important to our nation. You will enjoy our fabulous family-friendly venue, complete with special social activities and events planned for all our attendees, including an opportunity to see the really big picture by joining expert stargazers for a special evening of wonderment.

Our conference theme, Public Perception & Societal Conflict, entwines public opinion research and its relationship to society, culture and ultimately to ourselves. The conference theme is prominent throughout the program providing ample opportunity for you to attend key sessions.

This year’s plenary session places our conference theme front and center exploring an important policy issue facing the nation. Arizona’s SB1070 represents a watershed in the ongoing public debate over immigration reform. President Obama has placed immigration reform squarely back on the table for action over the next two years. AAPOR is delighted to welcome a renowned panel of experts, led by Former Secretary of Housing and Urban Development Henry G. Cisneros. The plenary focuses on the story of immigration reform in the U.S. from several complementary viewpoints, including local and national policy perspectives, Latino and economic history, the evolution of public opinion and media coverage and specific reform efforts such as Arizona’s SB1070 legislation.

In keeping with long-standing AAPOR tradition, the 2011 conference will be rich with discussion on how public opinion is shaped and its consequences for individuals and collectives. More than 500 papers and posters will be presented during the conference. Be sure to visit the Exhibit Hall in the Park Pavilion where you will find a wealth of information from exhibitors, demonstrations, poster presentations and meet the author sessions each offering additional opportunities designed to ensure maximum educational benefits.
The annual conference is all about our ‘community’ — bringing people together to share experiences in a common venue. We believe you will find the next few days rewarding, informative, thought-provoking and just plain fun!

Robert L. Santos  Dan Merkle  
Annual Conference Chair  Associate Annual Conference Chair

About AAPOR

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

The AAPOR Registration Desk is located on Level 1 of the Conference Center, at the Arizona Grand Resort.

Registration Hours:

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<th>Date</th>
<th>Time</th>
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<tr>
<td>Wednesday, May 11</td>
<td>1:00 p.m. – 3:00 p.m.</td>
<td>Short Course Only</td>
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<td>4:00 p.m. – 7:00 p.m.</td>
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<td>Thursday, May 12</td>
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<tr>
<td>Sunday, May 15</td>
<td>8:00 a.m. – 10:15 a.m.</td>
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Badges

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

Meal Tickets

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

Speaker Materials

Presenters who plan to use PowerPoint® and the data projector must bring their presentation on a flash drive or CD-ROM to the AV Technician at the Registration Desk area a minimum of 24 hours prior to their session. The presentations will be loaded onto the computer in the designated meeting room.

Conference Materials

The final program and abstracts are available on the flash drive in each attendee’s tote bag.

Messages

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

Thursday, May 12 • 8:00 p.m. – 9:30 p.m.

Public Perception and Societal Conflict: The History of Immigration Reform in the U.S.

Location: Grand Ballroom E-J
Moderator: Gary Langer, Langer Research Associates
Panelists: Henry G. Cisneros, executive chairman of CityView companies, former Housing and Urban Development Secretary
Rodolfo de la Garza, Columbia University
Doris Meissner, senior fellow at the Migration Policy Institute, former commissioner of Immigration and Naturalization Services Commissioner
Frank M. Newport, Gallup, Inc.

We are delighted to welcome a renowned panel of experts for a discussion of a critical public policy issue with national and global implications - immigration reform. The plenary session will explore immigration reform, the role of public perception and its impact on today’s society. The objective is to understand the history of immigration to the United States and explore the interactions between public perception of immigrants and local/national policy. The session will include discussion of the interplay between public opinion polling, media coverage and local, regional and national reaction to immigrants, reform efforts and policies such as Arizona’s SB1070 legislation. We seek a better understanding of these interrelationships with the hope that this could lead to more effective immigration policy.

Panelist Include:

Henry G. Cisneros

Henry Cisneros is currently executive chairman of the CityView companies, which work with homebuilders to construct affordably priced homes. He was the first Hispanic-American mayor of a major U.S. city, San Antonio. In 1984, he was interviewed by the Democratic presidential nominee as a possible candidate for Vice President of the United States and in 1986 was selected as the “Outstanding Mayor” in the nation by City and State Magazine. A scholarly study of America’s Mayors, The American Mayor, ranked Mr. Cisneros as one of the 15 best mayors in the nation in a period
that spanned the 20th Century. In 1992, President Clinton appointed Mr. Cisneros to be Secretary of the U.S. Department of Housing and Urban Development. He was president and chief operating officer of Univision Communications, and currently serves on Univision’s Board of Directors. Mr. Cisneros has been active in non-profit and civic leadership, serving as president of the National League of Cities, deputy chair of the Federal Reserve Bank of Dallas and national chairman of the After-School All-Stars. He is currently a member of the advisory boards of the Bill and Melinda Gates Foundation and the Broad Foundation. Mr. Cisneros is also the author of *Casa y Comunidad: Latino Home and Neighborhood Design* which was awarded the Benjamin Franklin Silver Medal in the category of best business book of 2006.

Doris Meissner

*Doris Meissner* is senior fellow at the Migration Policy Institute and former commissioner of Immigration and Naturalization Services (INS) in the Clinton administration. Her accomplishments included reforming the nation’s asylum system; creating new strategies for managing U.S. borders; improving naturalization and other services for immigrants; shaping new responses to migration and humanitarian emergencies; strengthening cooperation and joint initiatives with Mexico, Canada and other countries; and managing growth that doubled the agency’s personnel and tripled its budget. Ms. Meissner’s board memberships include CARE-USA and the Wisconsin Alumni Research Foundation. She is a member of the Council on Foreign Relations, the Inter-American Dialogue, the Pacific Council on International Diplomacy, the National Academy of Public Administration, the Administrative Conference of the United States and the Constitution Society.
Plenary Session
Thursday, May 12 • 8:00 p.m. – 9:30 p.m.

Rodolfo de la Garza

**Rodolfo de la Garza** is Eaton Professor of Administrative Law and Municipal Science at Columbia University. His primary interests in public policy include immigration and immigrant settlement and incorporation. He has edited, co-edited and co-authored numerous books including: *The Future of the Voting Rights Act; Muted Voices: Latinos and the 2000 Election; Sending Money Home: Hispanic Remittances and Community Development; Latinos and U.S. Foreign Policy: Lobbying for the Homeland?; Bridging the Border: Transforming Mexico-U.S. Relations; At the Crossroads: Mexican and U.S. Immigration Policy; Awash in the Mainstream: Latinos and the 1996 Elections*. Currently he is directing studies on immigrant incorporation, Latinos and U.S. foreign policy and Latino voting patterns. Professor de la Garza has also participated in the evaluation and design of community service programs including increasing immigrant access to health services in California, and in evaluating Texas’ state-sponsored naturalization campaign. He served as vice president of the American Political Science Association and received the Lifetime Achievement Award of the Committee on the Status of Latinos in the Profession of the American Political Science Association in 1993. He is a member of the Council of Foreign Relations.

Frank M. Newport

**Frank Newport** is editor-in-chief of The Gallup Poll in Princeton, New Jersey, and heads the nation’s best-known and longest-running continuous monitor of American public opinion. He is president of the American Association for Public Opinion Research, vice president of the National Council on Public Polls, and serves on the board of directors of the Roper Center for Public Opinion Research. He is the author of *Polling Matters - Why Leaders Must Listen to the Wisdom of the People* and coauthor with Stuart Rothenberg of *The Evangelical Voter*. Newport contributed to the book series *Where America Stands*, and to *The Ethnic Voter and Ethnic Voters and National Issues*. With Alec Gallup, he is the co-editor of *The Gallup Poll: Public Opinion 2004 and 2005*. His articles and opinion editorial pieces have appeared in many publications, including the American
Plenary Session
Thursday, May 12 • 8:00 p.m. – 9:30 p.m.

Moderator:
Gary Langer, Langer Research Associates
The founder and president of Langer Research Associates, AAPOR member Gary Langer is an internationally recognized public opinion researcher with expertise in analysis of political, policy, economic and social attitudes, questionnaire design, data interpretation, survey methodology and survey management. With more than 25 years in the field, Langer has overseen and analyzed more than 700 surveys on a broad range of topics as director of polling at ABC News. Langer has won two Emmy awards and received eight Emmy nominations – the first and only to cite public opinion polls – as well as being honored with the 2010 Policy Impact Award of the American Association for Public Opinion Research. He is a two-time winner of the University of Iowa-Gallup Award for Excellent Journalism Using Polls, produced a pair of ABC News polls recognized by the Excellence in Media Coverage of Polls Award from the National Council on Public Polls and shared a DuPont-Columbia Award for ABC’s 9/11 coverage. Langer is a member of the Board of Directors of the Roper Center for Public Opinion Research, a trustee of the National Council on Public Polls and past president of the New York chapter of the American Association for Public Opinion Research.
Highlights

Education – Short Courses
Six in-depth short courses taught by seasoned professionals are offered to enhance your learning experience. The course offerings include:

Course 1: Dealing with Missing Data
Course 2: Designing Surveys for Mobile Devices: Pocket-Sized Surveys that Yield Powerful Results
Course 3: The Principles for Questionnaire Design
Course 4: The Benefits & Challenges of Address-Based Sampling Designs
Course 5: Creating Effective Designs for Mixed-Mode Surveys
Course 6: The Use of Incentives in Survey Research

There is still time to register for a short course. Sign up at the Registration Desk! For course descriptions see pages 55, 61 – 62, 175.

Exhibit Hall Hours
Thursday, May 12  3:00 p.m. – 5:30 p.m.
Friday, May 13   7:00 a.m. – 4:30 p.m.
Saturday, May 14  7:00 a.m. – 2:30 p.m.

The AAPOR Annual Conference Exhibit Hall located in the Park Pavilion is your best source of information about products, services, survey planning and design from key vendors interested in the important issues facing the survey community.

Networking Opportunities
Several events are planned to encourage attendees to network with colleagues. A 10-minute conversation during speed networking or during a session break could make all the difference in your career! Gather with old friends and meet new ones at evening dinners, dessert receptions, the golf outing, stargazing events and applied probability.
Highlights

New Member & All-Chapter Reception
Thursday, May 12, 6:00 p.m. – 7:00 p.m.
Palm and Paseo Court – Level 1
Places to go and people to meet – that’s what this reception is all about! Sponsors, exhibitors, first-time attendee or old hand, this is your opportunity to get started on the right foot, balancing the intensity of AAPOR education sessions with the satisfaction of meeting colleagues who share your interests. Take a moment to visit your regional colleagues, and share insights from what you’ve learned.

Dinner and Plenary
Thursday, May 12, 7:00 p.m. – 9:30 p.m.
Grand Ballroom E-J – Level 1
Enjoy a great meal and the mental stimulation that only the AAPOR conference can deliver. Debate the big issues with your table mates, push back your chair, open your mind and listen to our STELLAR PANEL OF EXPERTS weigh in on public perception and societal conflict. The floor will be open for questions following the plenary presentation.

Presidential Address and Luncheon
Friday, May 13, 11:45 a.m. – 1:45 p.m.
Grand Ballroom E-J – Level 1
Join fellow attendees for lunch and an insightful keynote address from AAPOR President Frank M. Newport.

AAPOR Public Opinion and Leadership Task Force Discussion
Friday, May 13, 6:00 p.m. – 7:00 p.m.
Acacia – Level 1
All interested conference attendees are invited to join Co-Chairs, Frank M. Newport and Robert Shapiro along with other task force members in an open discussion forum. Learn about the task force objectives, ask questions and offer suggestions. Light refreshments will be served.

AAPOR Membership and Business Meeting
Saturday, May 14, 4:00 p.m. – 5:30 p.m.
Lantana – Level 2
AAPOR members are encouraged to attend the annual business meeting to learn more about the past year’s accomplishments and the future initiatives of the association.
Highlights

President’s Reception & AAPOR Awards Banquet
Saturday, May 14, 6:00 p.m. – 9:30 p.m.
Palm and Paseo Court & Grand Ballroom E-J – Level 1
Following two and half days of intensive learning, AAPOR’s traditional Saturday night program is a chance to enjoy a cool drink at the President’s Reception before joining colleagues for a delicious meal and spirited idea exchange. Join us as we welcome the newly-elected Executive Councilors and toast the award-winning accomplishments of AAPOR members.

Post-Banquet Party
Saturday, May 14, 9:30 p.m. – Midnight
Vista Dining Terrace
Don’t miss this much anticipated event which includes a live Mariachi Band, margarita fountain, beautiful southwestern vistas and an opportunity to catch up with friends.

AAPOR Recognition Award

Recipient: Shapard Wolf, Arizona State University
The American Association for Public Opinion Research recognizes and expresses its sincere gratitude to Shapard Wolf for nearly a decade of continuous stewardship of AAPORnet and for promoting and nurturing our AAPOR community.
Things to Do, Places to Go: AAPOR Social Activities

**Golf**  
**Thursday, May 12, 7:30 a.m.**  
**Arizona Grand Resort Golf Course**  
Golfers will meander through the majestic beauty of Arizona’s South Mountain Park, a protected natural desert preserve. Dramatic elevation changes and breathtaking mountain vistas highlight the diverse and challenging Par 71 layout.

**Fun Run/Walk**  
**Saturday, May 14, 7:00 a.m.**  
**Athletic Club**  
Join fellow early risers for some friendly competitive exercise in our annual two-mile Fun Run/Walk. All participants will receive bottled water. More information will be posted on the message board at the conference, and volunteers will be available Saturday morning to guide participants to the starting line. A waiver must be signed onsite to participate.

**Applied Probability**  
**Saturday, May 14, 9:30 p.m. – 2:00 a.m.**  
**Palm 3 A/B – Level 3**  
Few games better illustrate elementary probability theory than poker. The derivation of an optimal game strategy appears to be beyond current game theory and has confounded mathematicians, statisticians and AAPORites for years. If you want to ponder one of the most popular practical applications of probability, join us Saturday night after the awards banquet for our annual Applied Probability session.

**Stargazing Opportunity**  
**Friday, May 13, 8:00 p.m. – 10:00 p.m.**  
**Saturday, May 14, 9:30 p.m. – 11:30 p.m.**  
**Arizona Grand Golf Course – Island Green**  
The setting for this year’s Annual Conference provides a unique opportunity to spend time networking under the stars on Friday and Saturday evening. Participants can view the wonders of the universe through telescopes, while experienced professional stargazers give a guided tour of the night sky. What a great way to finish off the day!
Things to Do, Places to Go: AAPOR Social Activities

Speed Networking
Back by popular demand - put your AAPOR network to work!

Who Should Attend: Those who are new to the field of survey research, those looking to make a change in their career or anyone interested in learning more about key organizations in our field.

When:
Friday, May 13 3:15 p.m. – 4:15 p.m.
Saturday, May 14 12:45 p.m. – 2:15 p.m.

Where:
Conference Center Lobby – Level 2

How:
• Sign up to participate at the AAPOR registration desk or during the networking session. Participants will sign up for 15-minute sessions with the organizations represented.
• Spend 15 minutes discussing the details of the company/organization and then quickly move on to the next interview.
• Bring copies of your current resume.

This is not a substitute for a more formal interview, but these brief discussions could be the start of something big!

2011 AAPOR Conference T-Shirt Slogan
Congratulations to Rich Clark, University of Georgia, for his winning slogan: “Would you say you like this T-shirt…

1) Very much
2) Somewhat
3) Very little
4) Not at all?”

Show your AAPOR spirit by wearing this limited edition 66th Annual Conference T-shirt.

Purchase T-shirts at the onsite registration desk.
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J. Michael Brick, Westat
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Mike Dennis, Knowledge Networks
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Robert Shapiro, Columbia University, Co-Chair
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Nancy Belden, Belden Russonello & Stewart
James Fishkin, Stanford University
Archon Fung, Harvard University
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Celinda Lake, Lake Research Partners
Benjamin Page, Northwestern University
Susan Page, USA Today
James Pinkerton, New America Foundation and Fox News
J Ann Selzer, Selzer & Company
Mark Warren, University of British Columbia
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Frank M. Newport, Gallup, Inc.
Nancy Whelchel, North Carolina State University

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Sarah Butler, NERA Economic Consulting
Johnnie Daniel, Howard University
Eugene Ericksen, Temple University
Tom Guterbock, University of Virginia
Sean Hogan, RTI International
Deborah Jay, Field Research Corporation
Peter V. Miller, Northwestern University
Jeff Stec, Charles River Associates International
John Tarnai, Washington State University
Kent Van Liere, NERA Economic Consulting
Cheryl Wiese, University of Michigan
Award Winners

Burns “Bud” Roper Fellows
The Burns “Bud” Roper AAPOR Fund was established to help early-career individuals working in survey research or public opinion research. Awards are used to help recipients with the cost of travel and registration fees to attend the AAPOR Annual Conference and/or participate in short courses.

Michel Boudreaux, University of Minnesota
Emanuel Gregory Boussios, Nassau Community College
Laran Despain, University of Wyoming, WYSAC
Vincent Palozzi, Miami University
Orin Puniello, Rutgers University
Tim Sanders, The Pennsylvania State University Survey Research Center
Ana Slavec, Faculty of Social Sciences, University of Ljubljana
Josh Tobias, Brandeis University
Ryan Tully, Princeton University
Rebecca Weiner, Mathematica Policy Research

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

WINNER: Andrew Therriault, New York University
“Is Anybody Listening?: Informing, Persuading and Priming in the 2000 and 2004 Presidential Campaigns”

HONORABLE MENTION: Joseph Sakshaug, University of Michigan
“Non-Consent Error, Non-Response Error, and Measurement Error: Assessing the Overall Quality of Linked Survey and Administrative Data”

HONORABLE MENTION: Susanna Dilliplane, Annenberg School for Communication
“All the News You Want to Hear: The Impact of Partisan News Exposure on Political Participation”
Award Winners

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

WINNERS: Robert M. Groves, Don A. Dillman, John L. Eltinge and Roderick J. A. Little
Survey Non-Response

AAPOR Policy Impact Award
This award recognizes outstanding research that has had a clear impact on improving policy decisions practice or discourse, either in the public or private sectors.

RAND Corporation Survey Team
Westat Survey Team

Warren J. Mitofsky Innovators Award
The Innovators Award recognizes accomplishments in the field of public opinion and survey research that occurred in the past ten years, or that had their primary impact on the field during the past decade.

Martin R. Frankel, Baruch College
Michael W. Link, The Nielsen Company
Ali H. Mokdad, Institute for Health Metrics & Evaluation
Larry Osborn, Knowledge Networks
and
Vincent G. Iannacchione, RTI International
Jennifer M. Staab, RTI International
David T. Redden, University of Alabama
for their research on Address-Based Sampling.
Award Winners

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

Past AAPOR Award Winners
2010    Michael W. Traugott
2009    Elizabeth Martin
2008    Kathleen Frankovic
2007    Harry O’Neill
2006    Norman H. Nie
2005    Andrew Kohut
2004    Benjamin I. Page
2003    Don A. Dillman
         Frank Stanton
2002    Tom W. Smith
2001    Robert Groves
2000    Philip Meyer
1999    Charles Cannell
### AAPOR Committee Meetings

**Wednesday, May 11**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 p.m. – 5:00 p.m.</td>
<td>AAPOR Executive Council Meeting</td>
<td>Palm 3A/B</td>
</tr>
</tbody>
</table>

**Friday, May 13**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>National Network of State Polls (NNSP)</td>
<td>Palm 3A – Level 3</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Membership/Chapter Relations Committee</td>
<td>Palm 3B – Level 3</td>
</tr>
<tr>
<td>8:30 a.m. – 11:30 a.m.</td>
<td>WAPOR Council</td>
<td>Palm 3C – Level 3</td>
</tr>
<tr>
<td>11:45 a.m. – 1:45 p.m.</td>
<td>Survey Practice Editorial Board</td>
<td>Reserved table - Grand Ballroom E-J</td>
</tr>
</tbody>
</table>

**Saturday, May 15**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Academic Programs in Survey Methods</td>
<td>Palm 3B – Level 3</td>
</tr>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Association of Academic Survey Research Organizations (AASRO)</td>
<td>Palm 3A – Level 3</td>
</tr>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Chapter Representatives</td>
<td>Palm 3B – Level 3</td>
</tr>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Communications Committee</td>
<td>Palm 3C – Level 3</td>
</tr>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Education Committee</td>
<td>Palm 3D – Level 3</td>
</tr>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Endowment Committee</td>
<td>Sedona C – Sedona Building</td>
</tr>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>JOS Editorial Meeting</td>
<td>Sedona D – Sedona Building</td>
</tr>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Multilingual Issues in Surveys</td>
<td>Camelback C – Camelback Building</td>
</tr>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Standards Committee</td>
<td>Camelback D – Camelback Building</td>
</tr>
</tbody>
</table>
# AAPOR Social Activities

## Thursday, May 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m.</td>
<td>Golf Outing</td>
<td>Arizona Grand Golf Course</td>
</tr>
<tr>
<td>6:00 p.m. - 7:00 p.m.</td>
<td>New Member/All Chapter Reception</td>
<td>Palm &amp; Paseo Court</td>
</tr>
<tr>
<td>9:30 p.m. - 10:30 p.m.</td>
<td>Dessert Reception</td>
<td>Palm &amp; Paseo Court</td>
</tr>
</tbody>
</table>

## Friday, May 13

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 p.m. - 10:00 p.m.</td>
<td>Stargazing Event</td>
<td>Arizona Grand Golf Course - Island Green</td>
</tr>
</tbody>
</table>

## Saturday, May 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Fun Run/Walk</td>
<td>Athletic Club</td>
</tr>
<tr>
<td>6:00 p.m. - 7:00 p.m.</td>
<td>President's Reception</td>
<td>Palm &amp; Paseo Court</td>
</tr>
<tr>
<td>9:30 p.m. - 11:30 p.m.</td>
<td>Stargazing Event</td>
<td>Arizona Grand Golf Course - Island Green</td>
</tr>
<tr>
<td>9:30 p.m. - Midnight</td>
<td>Post-Banquet Party</td>
<td>Vista Dining Terrace</td>
</tr>
<tr>
<td>9:30 p.m. - 2:00 a.m.</td>
<td>Applied Probability</td>
<td>Palm 3A/B</td>
</tr>
</tbody>
</table>
## Schedule of Events

### Wednesday, May 11

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 p.m. – 3:00 p.m.</td>
<td>Short Course Registration Desk Open</td>
</tr>
<tr>
<td>2:30 p.m. – 6:00 p.m.</td>
<td>Short Courses</td>
</tr>
<tr>
<td>4:00 p.m. – 7:00 p.m.</td>
<td>Registration Desk Open</td>
</tr>
</tbody>
</table>

### Thursday, May 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 5:00 p.m.</td>
<td>Registration Desk Open</td>
</tr>
<tr>
<td>7:30 a.m. – 1:00 p.m.</td>
<td>Golf Outing</td>
</tr>
<tr>
<td>8:00 a.m. – 11:30 a.m.</td>
<td>Short Courses</td>
</tr>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Concurrent Session A</td>
</tr>
<tr>
<td>3:00 p.m. – 4:00 p.m.</td>
<td>Refreshment Break in the Exhibit Hall</td>
</tr>
<tr>
<td></td>
<td>Meet the Author Session</td>
</tr>
<tr>
<td></td>
<td>Poster Session 1</td>
</tr>
<tr>
<td></td>
<td>Demonstration Session 1</td>
</tr>
<tr>
<td>3:00 p.m. – 5:30 p.m.</td>
<td>Exhibit Hall and Book Exhibit Open</td>
</tr>
<tr>
<td>4:00 p.m. – 5:30 p.m.</td>
<td>Concurrent Session B</td>
</tr>
<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td>New Member/All Chapter Reception</td>
</tr>
<tr>
<td>7:00 p.m. – 8:00 p.m.</td>
<td>Dinner</td>
</tr>
<tr>
<td>8:00 p.m. – 9:30 p.m.</td>
<td>Plenary Session</td>
</tr>
<tr>
<td>9:30 p.m. – 10:30 p.m.</td>
<td>Dessert Reception</td>
</tr>
</tbody>
</table>

### Friday, May 13

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Committee Meetings</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>7:00 a.m. – 4:30 p.m.</td>
<td>Exhibit Hall and Book Exhibit Open</td>
</tr>
<tr>
<td>7:30 a.m. – 4:30 p.m.</td>
<td>Registration Desk Open</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Concurrent Session A</td>
</tr>
<tr>
<td>8:30 a.m. – 11:30 a.m.</td>
<td>WAPOR Council Meeting</td>
</tr>
<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>Refreshment Break</td>
</tr>
<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td>Concurrent Session B</td>
</tr>
<tr>
<td>11:45 a.m. – 1:45 p.m.</td>
<td>Luncheon &amp; Presidential Address</td>
</tr>
</tbody>
</table>
Schedule of Events

Friday, May 13 (continued)

1:45 p.m. – 3:15 p.m.  Concurrent Session C
3:15 p.m. – 4:15 p.m.  Dessert Break in Exhibit Hall
                     Meet the Author Sessions
                     Poster Session 2
                     Demonstration Session 2
3:15 p.m. – 4:15 p.m.  Speed Networking Session 1
4:15 p.m. – 5:45 p.m.  Concurrent Session D
6:00 p.m.               Dinner on your own
6:00 p.m. – 7:00 p.m.  AAPOR Public Opinion and
                     Leadership Task Force Discussion
8:00 p.m. – 10:00 p.m. Stargazing Event

Saturday, May 14

7:00 a.m.               Fun Run/Walk
7:00 a.m. – 8:00 a.m.  Continental Breakfast
7:00 a.m. – 8:00 a.m.  AAPOR Committee Meetings
7:00 a.m. – 2:30 p.m.  Exhibit Hall and Book Exhibit Open
7:30 a.m. – 3:00 p.m.  Registration Desk Open
8:00 a.m. – 9:30 a.m.  Concurrent Session A
9:30 a.m. – 10:00 a.m. Refreshment Break
10:00 a.m. – 11:30 a.m. Concurrent Session B
11:45 a.m. – 1:15 p.m. Lunch
12:45 p.m. – 2:15 p.m. Speed Networking Session 2
1:15 p.m. – 2:15 p.m.  Dessert Reception in Exhibit Hall
                     Book Sale
                     Meet the Author Sessions
                     Poster Session 3
                     Demonstration Session 3
2:15 p.m. – 3:45 p.m.  Concurrent Session C
4:00 p.m. – 5:30 p.m.  AAPOR Membership & Business Meeting
6:00 p.m. – 7:00 p.m.  President’s Reception
## Schedule of Events

### Saturday, May 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 p.m. – 9:30 p.m.</td>
<td>Awards Banquet</td>
</tr>
<tr>
<td>9:30 p.m. – 11:30 p.m.</td>
<td>Stargazing Event</td>
</tr>
<tr>
<td>9:30 p.m. – Midnight</td>
<td>Post-Banquet Party</td>
</tr>
<tr>
<td>9:30 p.m. – 2:00 a.m.</td>
<td>Applied Probability</td>
</tr>
</tbody>
</table>

### Sunday, May 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. – 10:15 a.m.</td>
<td>Registration Desk Open</td>
</tr>
<tr>
<td>8:00 a.m. – 11:30 a.m.</td>
<td>Short Course 6</td>
</tr>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Concurrent Session A</td>
</tr>
<tr>
<td>10:15 a.m. – 11:45 a.m.</td>
<td>Concurrent Session B</td>
</tr>
</tbody>
</table>
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<table>
<thead>
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<th>Booth</th>
</tr>
</thead>
<tbody>
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<td>Abt SRBI</td>
<td>202</td>
</tr>
<tr>
<td>ADAPT Inc</td>
<td>305</td>
</tr>
<tr>
<td>American Institutes for Research</td>
<td>408</td>
</tr>
<tr>
<td>Apperson</td>
<td>209</td>
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## Publishers/Book Exhibitors

- Brookings Institution Press
- Cambridge University Press
- Continuum
- Emerald Group Publishing Limited
- Guilford Publications
- Harvard University Press
- John Wiley & Sons, Inc.
- LSU Press
- Oxford University Press
- Princeton University Press
- Psychology Press/Routledge
- SAGE Publications
- University of Chicago Press
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<td>Valassis</td>
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<td>Westat</td>
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Endowment Fund Contributors

2010 – 2011

General Fund
Angela A. Aidala
Janice M. Ballou
Nancy Jane Belden
Dan Bernard
James F. Burton
James R. Chromy
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Richard Sobel
Blanche Sudman
Robert D. Tortora
Clyde Tucker
Martha A. Van Haitsma
Diane K. Willimack
Blue Book Organizations

A
Abt - SRBI, Inc.  
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American Institutes for Research  
Washington, DC

Anderson, Niebuhr & Associates, Inc.  
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Columbia, MD

B
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C
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N
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O
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Orem, UT

P
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Islamabad, Pakistan
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Q
QSA Integrated Research Solutions
Alexandria, VA

R
RAND Survey Research Group
Santa Monica, CA
Renaissance Research & Consulting
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Research Support Services
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RTI International
RTP, NC

S
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Northbrook, IL
Scientific Telephone Samples (STS)
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Social Weather Stations
Quezon City, Philippines
SSRS/Social Science Research Solutions
Media, PA
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London, UK
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Stony Brook, NY
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T
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Erbil, Baghdad & Basrah, Iraq

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d/b/a Concepts in Focus
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Fayetteville, AR
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Santa Barbara, CA
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Urban Research 
Pittsburgh, PA

University of South Carolina, 
Survey Research Lab 
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Survey & Analysis Center (WYSAC) 
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V
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W
Washington State University, 
Social & Economic Sciences 
Research Center 
Pullman, WA

Westat 
Rockville, MD
Upcoming Events

MIDWEST CHAPTER – MAPOR
2011 Annual MAPOR Conference
November 18-19, 2011
Chicago, IL

PACIFIC CHAPTER – PAPOR
2011 PAPOR Mini-Conference
June 24, 2011 • 9:00 a.m. – 3:00 p.m.
Berkeley, CA

2011 Annual PAPOR Conference
December 8-9, 2011
Sir Francis Drake Hotel • San Francisco, CA

SOUTHERN CHAPTER – SAPOR
Short Course – Introduction to Usability Testing for Survey Research
October 5, 2011 • Raleigh, NC

30th Annual SAPOR Conference
October 6-7, 2011
Hilton North Raleigh/Midtown • Raleigh, NC

WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH – WAPOR
64th Annual Conference “Public Opinion and the Internet”
21-23 September, 2011
Amsterdam, The Netherlands
### Day-at-a-Glance

#### Wednesday, May 11

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<th>Time</th>
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<td>Noon – 5:00 p.m.</td>
<td><strong>AAPOR Executive Council Meeting</strong></td>
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<tr>
<td>1:00 p.m. – 3:00 p.m.</td>
<td><strong>Short Course Registration Desk Open</strong></td>
<td>Conference Center – Level 1 Lobby</td>
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<tr>
<td>2:30 p.m. – 6:00 p.m.</td>
<td><strong>AAPOR Short Courses</strong></td>
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<td>Course 1:</td>
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<td>Course 2:</td>
<td>Designing Surveys for Mobile Devices:</td>
<td>Bougainvillea – Level 1</td>
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<td>Pocket-Sized Surveys That</td>
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<td>Yield Powerful Results</td>
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<tr>
<td>4:00 p.m. – 7:00 p.m.</td>
<td><strong>AAPOR Registration Desk Open</strong></td>
<td>Conference Center – Level 1 Lobby</td>
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</table>
Short Course 1 & 2 Descriptions  
**Wednesday, May 11, 2:30 p.m. – 6:00 p.m.**

**Course 1: Dealing With Missing Data**

**Instructors:** Mansour Fahimi, Ph.D.  
Darryl Creel

**Location:** Acacia – Level 1

**Course Overview:**  
Invariably, missing data create analytical complexities and inefficiencies in survey research. Records with missing data, which can occur as a result of item non-response, inconsistent data, or loss of data, cause problems in several respects. For tabulations, missing data have to be reported as separate categories – a compromise that both complicates the presentation and undermines the survey credibility. For analysis, records with missing items are commonly omitted – another compromise that reduces the reportable database and can produce biased results. Also, demographic variables used for weighting need to be complete but this expectation is virtually never realized in practice.

**Course 2: Designing Surveys for Mobile Devices: Pocket-Sized Surveys That Yield Powerful Results**

**Instructors:** Mario Callegaro, Ph.D.  
Tim Macer

**Location:** Bougainvillea – Level 1

**Course Overview:**  
This short course will familiarize the participants with the issues of designing surveys that can be taken on mobile devices. We will discuss topics such as questionnaire design, layout, navigation, use of images and video, and email invitations. Data on mobile phone web browsing and data on number of respondents accessing a survey via a mobile device will be presented. We will review the scarce literature on the topic together with original studies never presented before. Practical advice on topics such as measuring which device has been used to take the survey and the technical requirements needed to conduct effective mobile research will be covered. A discussion on different survey platforms that can handle mobile phone surveys will conclude the course.
## Day-at-a-Glance

### Thursday, May 12

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<td>7:00 a.m. – 5:00 p.m.</td>
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<td>Conference Center – Level 1 Lobby</td>
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<td>7:30 a.m. – 1:00 p.m.</td>
<td>Golf Outing</td>
<td>Arizona Grand Golf Course – Island Green</td>
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<td>8:00 a.m. – 11:30 a.m.</td>
<td><strong>Short Courses</strong></td>
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<td>Course 3: <strong>The Principles for Questionnaire Design</strong></td>
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<td>Course 4: <strong>The Benefits &amp; Challenges of Address-Based Sampling Designs</strong></td>
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<td>Course 5: <strong>Creating Effective Designs for Mixed-Mode Surveys</strong></td>
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<td>1:30 p.m. – 3:00 p.m.</td>
<td><strong>Concurrent Sessions A</strong></td>
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<td>Session 1: <strong>Surveys in the Islamic World: Methods &amp; Findings</strong></td>
<td>Acacia – Level 1</td>
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<td>Session 2: <strong>Something Borrowed, Something New: Exploring Post-Participation Incentives</strong></td>
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<td>Session 3: <strong>Historical Perspectives on Survey Research and Polling</strong></td>
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<td>Session 4: <strong>Methods to Improve Web Surveys</strong></td>
<td>Desert Willow – Level 1</td>
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<td>Session 5: <strong>Understanding Public Perceptions on Global Warming</strong></td>
<td>Kaibab – Level 2</td>
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<td>Session 6: <strong>Sharpening Your Instrument: Strategies to Improve Survey Questions</strong></td>
<td>Lantana – Level 2</td>
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<td>Session 7: <strong>Administrative Records and the 2020 Census</strong></td>
<td>Mesquite – Level 2</td>
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<td>Session 8: <strong>Methodological Briefs: Weighting &amp; Design Issues in RDD/Cell Phone Surveys</strong></td>
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<tr>
<td>3:00 p.m. – 5:30 p.m.</td>
<td><strong>Exhibit Hall and Book Exhibit Open</strong></td>
<td>Park Pavilion</td>
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# Day-at-a-Glance

## Thursday, May 12

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<td>Peter Marsden</td>
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<td>James Wright</td>
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<td><em>Handbook of Survey Research</em></td>
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<td>(Emerald Group Publishing, 2010)</td>
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<td><strong>Session 2</strong></td>
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<td></td>
<td>Yuling Pan</td>
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<td>Daniel Z. Kadar</td>
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<td><em>Politeness in Historical and Contemporary Chinese: A Comparative Analysis</em></td>
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<td>(Continuum, 2011)</td>
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<td><strong>Demonstration Session 1</strong></td>
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<td>4:00 p.m. – 5:30 p.m.</td>
<td><strong>Concurrent Session B</strong></td>
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<td>Session 1: <em>Cross-Cultural Survey Methods:</em> I</td>
<td>Acacia – Level 1</td>
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<td>Session 2: <em>Racism and Sexism in Contemporary Society</em></td>
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<td>Session 3: <em>Factors Influencing Survey Participation</em></td>
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<td>Session 4: <em>Enhancements to Address-Based Sampling</em></td>
<td>Desert Willow – Level 1</td>
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<td>Session 5: <em>Interviewer Effects &amp; Performance Measurement</em></td>
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<td>Session 6: <em>Media Exposure &amp; IT Influence on Opinion and Behavior</em></td>
<td>Lantana – Level 2</td>
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<td>Session 7: <em>A Generation of Societal Change</em></td>
<td>Mesquite – Level 2</td>
</tr>
<tr>
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<td>Session 8: <em>Proliferation of Polls (Good &amp; Bad) &amp; the Way Media Uses Them With a Less-Than-Critical Eye</em></td>
<td>Noble – Level 2</td>
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</table>
## Day-at-a-Glance

### Thursday, May 12

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<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td><strong>AAPOR New Member/All Chapter Reception</strong></td>
<td>Palm and Paseo Court</td>
</tr>
<tr>
<td>7:00 p.m. – 8:00 p.m.</td>
<td><strong>Dinner</strong></td>
<td>Grand Ballroom E-J - Level 1</td>
</tr>
<tr>
<td>8:00 p.m. – 9:30 p.m.</td>
<td><strong>Plenary Session:</strong> Public Perception &amp; Societal Conflict: The History of Immigration Reform in the U.S.</td>
<td>Grand Ballroom E-J - Level 1</td>
</tr>
<tr>
<td></td>
<td><strong>Henry G. Cisneros,</strong> executive chairman of CityView companies, former Housing and Urban Development Secretary</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Rodolfo de la Garza,</strong> Columbia University</td>
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<td><strong>Doris Meissner,</strong> senior fellow at the Migration Policy Institute, former commissioner of Immigration and Naturalization Services Commissioner</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Frank M. Newport,</strong> Gallup Editor-in-Chief and AAPOR President</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Gary Langer,</strong> Langer Research Associates, Moderator</td>
<td></td>
</tr>
<tr>
<td>9:30 p.m. – 10:30 p.m.</td>
<td><strong>Dessert Reception</strong></td>
<td>Palm and Paseo Court</td>
</tr>
</tbody>
</table>
Short Course 3, 4 & 5 Descriptions
Thursday, May 12 • 8:00 a.m. – 11:30 a.m.

Course 3: Principles for Questionnaire Design
Instructor: Roger Tourangeau, Ph.D.
Location: Acacia – Level 1
Course Overview:
This course will introduce the scientific literature on the design of survey questionnaires. It will discuss various guidelines for crafting survey questions and review some of the key findings that are the basis for these guidelines. It will include some in-class exercises to give the students practice in applying these principles to specific survey items.

Course 4: The Benefits & Challenges of Address-Based Sampling Designs
Instructors: David Dutwin, Ph.D.
Michael W. Link, Ph.D.
Location: Bougainvillea – Level 1
Course Overview:
Address-Based Sampling (ABS), whereby survey units are sampled from a database of residential listings, has been the subject of intensive research efforts in recent years. The promise of ABS is that it provides high coverage of residential homes using a nearly complete sampling frame based on the U.S. Postal Service Computerized Delivery Sequence file. Because the frame is based on addresses and not landline telephone numbers, cell phone only households are included in the frame in proportion to their penetration within the sampled geography. Additionally, telephone numbers and other sample frame indicators – such as geocoded information from Census block groups or commercial databases – can be appended to the frame, providing more information for sample stratification and targeted sample treatments. However, while ABS may solve the problem of cell phone noncoverage, there are issues particular to ABS that researchers must factor. Additionally, the use of ABS requires the researcher to choose from a number of different methodological choices, and be aware of very different operational considerations.
Short Course 3, 4 & 5 Descriptions
Thursday, May 12 • 8:00 a.m. - 11:30 a.m.

Course 5: Creating Effective Designs for Mixed-Mode Surveys

Instructor: Don A. Dillman, Ph.D.
Location: Copperwood - Level 1

Course Overview:
Interest in using mixed-mode designs to improve survey quality continues to grow, just as our knowledge of potential problems also expands. This short course builds upon the 2009 book *Internet, Mail and Mixed-Mode Survey* (Dillman, Smyth and Christian), and emphasizes research conducted since its publication.
Concurrent Session A
Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Administrative Records and the 2020 Census
Location: Mesquite – Level 2
Chair: John Thompson, NORC
Organizer: Lee Beck, U.S. Department of Commerce

Possible 2020 Census Designs and the Use of Administrative Records: What is the Impact on Cost and Quality?
Frank Vitrano, U.S. Census Bureau

Expanded Use of Administrative Records in the 2020 Decennial Census: Can the Non-Technical Issues Be Resolved Early in the Decade?
Nancy Potok, U.S. Department of Commerce

Moving Toward Integrated Data Sets—Can we Overcome the Challenges?
Sally Obenski, U.S. Census Bureau

Replacing Census Reports with Administrative Data: Is the Public Ready and Willing?
Eleanor Singer, ISR, University of Michigan
Nancy Bates, U.S. Census Bureau
John Van Hoewyk, University of Michigan
Concurrent Session A
Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Historical Perspectives on Survey Research and Polling

Location: Copperwood – Level 1
Chair: Robert Y. Shapiro, Columbia University
Discussant: Michael Mokrzycki, Independent Consultant

The Dissemination of an Innovation: Survey Research 1936-1959
Tom W. Smith, NORC

Trends in Media Polling: Public Opinion Polls, Pre-Election Polls and Trial-Heat Questions Since 1970
Chase Harrison, Harvard Business School
Marc Maynard, Roper Center for Public Opinion Research, University of Connecticut
Richard Clark, Carl Vinson Institute of Government, University of Georgia

The New Deal Realignment in Real Time
Helmut Norpoth, Stony Brook University
Clara Suong, Stony Brook University
Andrew Sidman, John Jay College

Public Agenda in México During 2007-2011
Paul F. Valdes Cervantes, Parámetro Investigación
Nelson Arteaga, UAEM
Concurrent Session A
Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Methodological Briefs: Weighting & Design Issues in RDD/Cell Phone Surveys
Location: Noble – Level 2
Chair: Taylor Lewis, National Center for Health Statistics

Do Cell Phone Mostly and Equal Cell/Landline Telephone Users Differ By Frame and Should We Care?
Kathleen T. Call, University of Minnesota
Donna D. McAlpine, University of Minnesota
Timothy Beebe, Mayo Clinic
Michel Boudreaux, University of Minnesota
Brett Fried, Minnesota Department of Health
David Dutwin, Social Science Research Solutions

Comparison of RDD and Address Based Cell Phone Only Sample Frames
Courtney N. Mooney, Arbitron, Inc.
Ryan McKinney, Arbitron, Inc.

The Impact of Cell Phones in Landline Households for an RDD Telephone Survey
Andrea Werner-Leonard, Population Research Laboratory

Who’s There? Comparing Respondents From a Telephone Survey to a Mail Survey
Andrew Zukerberg, National Center for Education Statistics
Stacey Bielick, American Institutes for Research

Living in a Digital World: A Comparison of Consumer Ownership, Attitudes and Behaviors of Technology by Sample Frame
Rhonda Daniel, Consumer Electronics Association

Exploring Health-Related Experiences and Access to Care: Differences Between Online and Telephone Survey Administration
Michelle M. Doty, The Commonwealth Fund
Jordon Peugh, Knowledge Networks
Jeffery Shand-Lubbers, Knowledge Networks
Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Response Rate Calculation in Mobile Surveys: Higher Precision in Cases of Unknown Eligibility
Bella Struminskaya, GESIS - Leibniz Institute for the Social Sciences
Ines Schaurer, GESIS - Leibniz Institute for the Social Sciences
Wolfgang Bandilla, GESIS - Leibniz Institute for the Social Sciences
Siegfried Gabler, GESIS - Leibniz Institute for the Social Sciences
Sabine Haeder, GESIS - Leibniz Institute for the Social Sciences
Lars Kaczmirek, GESIS - Leibniz Institute for the Social Sciences

Methods to Improve Web Surveys

Location: Desert Willow – Level 1
Chair: Patrick Cagney, NORC

Analyzing Paradata as a Form of Post-Hoc “Remote” Usability Testing: Initial Results From the 2010 Census Quality Survey (CQS)
Kathleen T. Ashenfelter, U.S. Census Bureau
Matthew Jans, U.S. Census Bureau

Choice of Content Presentation Mode in Web-Based Survey Administration
Larry Osborn, Knowledge Networks
Wendy Mansfield, Knowledge Networks
Carl Ramirez, Government Accountability Organization
Jill Lacey, Government Accountability Organization
Virginia Chanley, Government Accountability Organization
Gregory Wilmoth, Government Accountability Organization
Ana I. Aviles, Government Accountability Organization

Providing Clarifying Instructions in a Web Survey
Cleo D. Redline, University of Maryland
DC-AAPOR Student Paper Award Winner

Which Web Survey Respondents are Most Likely to Click for Clarification?
Tania Coiner, New School for Social Research
Michael F. Schober, New School for Social Research
Frederick G. Conrad, University of Michigan
Concurrent Session A
Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Race-of-Virtual-Interviewer Effects
Frederick G. Conrad, University of Michigan
Michael F. Schober, New School for Social Research
Daniel Nielsen, University of Michigan

Sharpening Your Instrument:
Strategies to Improve Survey Questions
Location: Lantana – Level 2
Chair: Darby Steiger, Gallup, Inc.

Hitting the Target: How Number of Items, Response Categories and Sample Size Affect Aggregate Estimates
Randall K. Thomas, ICF International
John Bremer, Compete Inc.

Matrix Questionnaire Design to Reduce Measurement Error
Andy Peytchev, RTI International
Emilia Peytcheva, RTI International

Text Box Formatting in a State Omnibus Survey: Content, Response and Perceptions
Mindy Anderson-Knott, University of Nebraska-Lincoln, SSP
Amanda Richardson, Bureau of Sociological Research, University of Nebraska-Lincoln
Ashley Frear Cooper, Bureau of Sociological Research, University of Nebraska-Lincoln
Julia McQuillan, Bureau of Sociological Research, University of Nebraska-Lincoln
Stacia Jorgensen, Bureau of Sociological Research, University of Nebraska-Lincoln

Optimizing the Design of a Question Intended to Measure Expected Starting Salary
Curtiss Cobb, Stanford University
Jon A. Krosnick, Stanford University
Brent Bannon, Facebook
Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Bounding Estimates: Effects of Question Clarifications on Self-Reported Media Exposure
Ronald Z. Szoc, ICF International
John F. Kunz, ICF International
Samantha L. Schwartz, ICF International
Randall K. Thomas, ICF International

Something Borrowed, Something New: Exploring Post-Participation Incentives
Location: Bougainvillea – Level 1
Chair: Missy Koppelman, NORC

Evaluating the Impact of “Music Downloads” as Instantly Delivered Contingent Incentives
Kelly L. Bristol, The Nielsen Company
E. N. Bensky, The Nielsen Company
Lukasz Chmura, The Nielsen Company
Dinaz Kachhi, The Nielsen Company
Michael W. Link, The Nielsen Company

Effect of a Post-Paid Incentive in a Patient Experience of Care Survey
Julie A. Brown, RAND Corporation

An Experiment Evaluating Different Monetary Gift Amounts Given to Respondents in the Medical Expenditure Panel Survey (MEPS)
Wendy Hicks, Westat
Ralph DiGaetano, Westat
Sue Connor, Westat
Pat Ward, Westat
Huseyin Goksel, Westat
Virender Kumar, Westat
Trena Ezzati-Rice, Agency for Healthcare Research and Quality
Doris Lefkowitz, Agency for Healthcare Research and Quality
Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Refusal Conversion Incentives and Participation in a Longitudinal Study of Older Adults
Michael Colicchia, NORC at the University of Chicago
Meredith Czaplewski, NORC at the University of Chicago
Angie Jaszczak, NORC at the University of Chicago

When Do Incentives Not Work?
Inger Marie Christensen, SFI Survey
Maja Mortensen, SFI Survey

Surveys in the Islamic World: Methods & Findings
Location: Acacia – Level 1
Chair: Allan L. McCutcheon, University of Nebraska
Organizer: Cross-Cultural Research Conference Subcommittee

Are Opinion Surveys Undercounting Muslims Around the World?
Conrad Hackett, Pew Research Center’s Forum on Religion & Public Life
Brian Grim, Pew Research Center’s Forum on Religion & Public Life

Afghan Women’s Perspective on Negotiating With the Taliban
Stephen R. Hornbeck, D3 Systems, Inc.

Public Attitudes in Yemen
Gary Langer, Langer Research Associates

The Importance of Ethnicity in Afghan Public Opinion
John Richardson, D3 System, Inc.

Measuring Progress to Peace in Afghanistan; Applying the U.S. Institute of Peace MPICE Framework
Matthew Warshaw, D3 Systems, Inc.
Brianna Augenreich, D3 Systems, Inc.
Veronica A. Gardner, D3 Systems, Inc.
Anne Pessala, D3 Systems, Inc.
John Richardson, D3 Systems, Inc.
William Hayes, D3 Systems, Inc.
Eric Chappell, D3 Systems, Inc.
Concurrent Session A
Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Understanding Public Perceptions on Global Warming
Location: Kaibab – Level 2
Chair: Susan Willis-Walton, Virginia Tech University

The Persistence of American Public Opinion on Climate Policy
Bo MacInnis, Stanford University
Jon Krosnick, Stanford University

All Climate is Local: Measuring the Effect of Weather Events on Perceptions of Global Warming
Christopher P. Borick, Muhlenberg College Institute of Public Opinion
Barry G. Rabe, University of Michigan

Measuring Americans’ Issue Priorities: A New Version of the Most Important Problem Question Reveals More Concern About Global Warming and the Environment
David S. Yeager, Stanford University
Jon Krosnick, Stanford University

Declared vs. Real Purchasing Behavior Affected by Producers’ Action Against the Environment
Jiri Remr, Charles University in Prague, Faculty for Social Sciences

The Stability of American Public Opinion on Global Warming: Towards Explaining the Existence Beliefs Trends
Jon Krosnick, Stanford University
Poster Session 1
Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

Location: Exhibit Hall – Park Pavilion

1. **Public Opinion on Gun Control Revisited: Collective Consensus or Unbridgeable Ideological Divide?**
   Bryan C. Parkhurst, *University of Cincinnati*

2. **The Impact of Survey Design Modifications on Health Insurance Coverage Estimates in a National Longitudinal Health Care Survey**
   Steven B. Cohen, *Agency for Healthcare Research and Quality*
   Trena Ezzati-Rice, *Agency for Healthcare Research and Quality*
   Marc Zodet, *Agency for Healthcare Research and Quality*

3. **New Techniques for Weight Trimming**
   Seth Brohinsky, *Abt SRBI, Inc.*
   Graham Wright, *Brandeis University*
   Chintan Turakhia, *Abt SRBI, Inc.*

4. **Accounting for Diffuse Diversity: Accurately Polling Asian Voters in the City of Los Angeles**
   Nathan Aderhold, *Loyola Marymount University, Leavey Center for the Study of LA*

5. **Perception about Characteristics of Scientists, Results of the Survey of Youth Perception of Science and Technology in Bogotá**
   Edgar Mauricio Bueno Castellanos, *Colombian Observatory of Science and Technology*

6. **Deliberative Polling and Small Sample Sizes: Robustness of the Deliberative Polling Model**
   Sean J. Westwood, *Stanford University*
   Alice Siu, *Stanford University*
   James S. Fishkin, *Stanford University*
Poster Session 1
Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

7. Improving Questionnaire Design of Establishment Surveys for Field Data Collection
   Lorelle Vanno, The Nielsen Company
   Jennie Lai, The Nielsen Company
   Teresa Jin, The Nielsen Company
   Michael Link, The Nielsen Company

   Jason Minser, Abt SRBI, Inc.
   Courtney Kennedy, Abt SRBI, Inc.

9. Enumerating Parents in a Household Survey: Challenges With Nontraditional Households, Same-Sex Parents and Spanish-Speakers
   Cameron McPhee, American Institutes for Research
   Sarah K. Grady, American Institutes for Research

10. A Comparison of Collecting In-School Parent Permission Forms
    Greg Mosorjak, RTI International

11. Testing the Effects of Eliminating the Mandatory Long Form for the Canadian Census of Population
    Fred Hazelton, Statistics Canada

12. Identifying Efficiencies in Completing a Complex Telephone Interview
    Julie A. Pacer, Abt SRBI, Inc.
    Suzanne Bogue, Abt SRBI, Inc.
    Cathy Joseph, Abt Associates
    Sarah Minden, Brigham & Women’s Hospital, Harvard Medical School
Poster Session 1
Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

13. Using a Probability-Based Online Panel to Survey American Jews
Graham Wright, Cohen Center for Modern Jewish Studies - Brandeis University
Benjamin Phillips, Abt SRBI, Inc.
Josua Tobias, Cohen Center for Modern Jewish Studies - Brandeis University
Jordan Peugh, Knowledge Networks
Karen Semans, Knowledge Networks

14. Data Collection: Sample Members Responses, Influences and Perception of Data Security
Tamara L. Terry, RTI International
McKinlay Jeannis, RTI International
Dawn Thomas-Banks, RTI International

15. The Reunion Crashers: Locating and Tracking Longitudinal Study Respondents After a 30-year Hiatus
Leslie Scott, American Institutes for Research
Susan Lapham, American Institutes for Research
Sandra Eyster, American Institutes for Research
Sabine Horner, American Institutes for Research

Hsuan-Ting Chen, University of Texas at Austin, School of Journalism
Sun Ho Jeong, University of Texas at Austin, School of Journalism
Homero Gil de Zúñiga, University of Texas at Austin, School of Journalism

17. Using “Sufficiently Knowledgeable Adult” as an Alternative Respondent Selection Rule for Child Health
Donna Eisenhower, NYC Department of Health and Mental Hygiene
Stephen Immerwahr, NYC Department of Health and Mental Hygiene
Tara Merry, Abt SRBI, Inc.
Andy Weiss, Abt SRBI, Inc.
Poster Session 1
Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

Kristen L. Cibelli, U.S. Census Bureau/University of Maryland

19. Charting the Vote: Maintaining Diversity and Measuring Exit Poll Reliability
Brianne Gilbert, Loyola Marymount University - Leavey Center for the Study of LA
Melissa Woehrstein, Loyola Marymount University - Leavey Center for the Study of LA

20. Social and Economic Characteristics of Mexican Migrants
Paul F. Valdes Cervantes, Parámetro Investigación
Jesús Irineo C. Rodríguez, Parámetro Investigación
Igor V. Avila, Universidad Autónoma del Estado de México

21. Technological Advances to Reduce Survey Error
Chris Ellis, RTI International
Nathan Sikes, RTI International
Adam Sage, RTI International
Joe Eyerman, RTI International
Brian Burke, RTI International

22. Understanding the Tea Party
Jocelyn Kiley, Pew Research Center for the People & the Press
Alec Tyson, Pew Research Center for the People & the Press
Scott Keeter, Pew Research Center

23. Which Technologies Do Respondents Use in Online Surveys – An International Comparison
Lars Kaczmirek, GESIS - Leibniz Institute for the Social Sciences
Dorothée Behr, GESIS - Leibniz Institute for the Social Sciences
Wolfgang Bandilla, GESIS - Leibniz Institute for the Social Sciences
24. Online Survey Software: A Comparison of the Features of Common Packages
   Alexandra Cooper, Social Science Research Institute, Duke University
   Patrick Miller, Duke Initiative on Survey Methodology

25. Age-Related Differences in Reported Computer and Internet Usage Based on Question Type: ‘A Great Deal’ of Variability
   Jennifer C. Romano Bergstrom, U.S. Census Bureau
   Erica L. Olmsted-Hawala, U.S. Census Bureau
   Wendy A. Rogers, Georgia Institute of Technology
   Jon A. Krosnick, Stanford University

26. Non-Response Bias in the Survey of Youth Perception of Science and Technology in Bogotá
   Edgar Mauricio Bueno Castellanos, Colombian Observatory of Science and Technology

27. Pursuing an Education While Facing Serious Physical or Cognitive Difficulties: Examining Educational Attainment for Young Adults With Self-Reported Disabilities
   Angelina N. Kewal Ramani, American Institutes for Research

28. The Depths of American Public Opinion on Climate Change: Harmonizing the Results of Diverse Surveys
   Jon A. Krosnick, Stanford University
   Bo MacInnis, Stanford University

29. Sampling Transgender Communities to Assess Healthcare Access and Develop Public Health Programs
   Judith Bradford, The Fenway Institute

30. Sample Re-Use: An Application in Canadian Media Ratings
   Kimberley Lafleur, BBM Canada
Poster Session 1
Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

31. The Social Aspect of the Digital Divide
   Edward P. Johnson, Opinionology, formally Western Wats

32. Predicting Mobility in Special Populations: Lessons From the Making Connections Survey
   Kate E. Bachtell, NORC at the University of Chicago
   Michael Latterner, NORC at the University of Chicago

33. The Search for a Definition of Socioeconomic Status for a Survey of High School Students
   Tommy Holder, RTI International

34. The Political Implications of A Drive to Digitize: An Examination of Audience Engagement with Newspapers
   Ann E. Williams, Georgia State University

35. Public Health Accreditation in the State of Ohio: Developing a Methodological Model for Accreditation
   T. David Jones, Wright State University-Center for Urban and Public Affairs
   Brittany D. Sumler, Wright State University-Center for Urban and Public Affairs

36. Exploring Trends and Patterns of Non-Response: Results From the Supplementary German ISSP Surveys, 1986-2008
   Volker Hüfken, University of Duesseldorf, Institute of Social Sciences
Demonstration Session 1

Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

Demonstrations 1A – 1D

Location: Exhibit Hall – Park Pavilion
Chair: Michael Lawrence, Knowledge Networks

Demonstration 1A, 3:05 p.m. – 3:15 p.m.
(IQ) 2: A Cutting-Edge, Online Hybrid Solution for Qualitative/Quantitative Insights From Your Target Audience Located Anywhere in the World
Michael Remolona, Blackstone Group
Mike Burmester, Blackstone Group

Demonstration 1B, 3:20 p.m. – 3:30 p.m.
Completing Web Surveys on Cell-Enabled iPads®
James Dayton, ICF International
Heather Driscoll, ICF International

Demonstration 1C, 3:35 p.m. – 3:45 p.m.
Facilitating Deliberative Consultation: A System for Automated Deliberative Polling Analysis
Sean Westwood, Stanford University

Demonstration 1D, 3:50 p.m. – 4:00 p.m.
A Stata Program for Respondent Driven Sampling
Matthias Schonlau, RAND Corporation
Concurrent Session B
Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

A Generation of Societal Change

Location: Mesquite – Level 2
Chair: Tom W. Smith, NORC at the University of Chicago
Organizer: Tom W. Smith, NORC at the University of Chicago

Measuring Change With Changing Measures
Peter V. Marsden, Harvard University

Trends in ANES Survey Data: 1988-2008
Vincent L. Hutchings, University of Michigan
Simon Jackman, Stanford University
Gary Segura, Stanford University

The Millennials Come of Age
Rich Morin, Pew Research Center

Stability and Change in U.S. Society Since 1980:
A Review of Gallup Trends
Jeffrey M. Jones, Gallup, Inc.
Lydia Saad, Gallup, Inc.
Cross-Cultural Survey Methods: I

**Location:** Acacia – Level 1

**Chair:** Peter P. Mohler, *Mannheim University*

**Organizer:** Cross-Cultural Research Conference Subcommittee

- **Influence of Health Care Attributes and Language Preference on Disparities in Willingness to Engage in Cancer Prevention Among Hispanic and White Americans**
  Jocelyn Landau, *University of Pennsylvania*
  Katrina Armstrong, *University of Pennsylvania*

- **A Nation of Immigrants: Innumeracy and Distortion Surrounding Estimation of Hispanic/Latino Group Size**
  Jonathan D. Stringfield, *The University of Illinois at Chicago*
  Ryan A. Sporer, *The University of Illinois at Chicago*

- **Cross-Cultural Measurement of Self-Rated Health**
  Sunghee Lee, *University of Michigan*

- **Methodological Challenges in Implementing Comparative Ethnographic Evaluation Research Across Race/Ethnic Populations in the 2010 Census: An Asian Case Study**
  Laurie Schwede, *U.S. Census Bureau*
Concurrent Session B
Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Enhancements to Address-Based Sampling

Location: Desert Willow – Level 1
Chair: David Dutwin, Social Science Research Solutions

A Data Collection Model for Address-Based Samples
Jill M. Montaquila, Westat
J. M. Brick, Westat

Creating an Improvement Universe for an Address-Based Sampling Frame
Timothy Kennel, U.S. Census Bureau

Supplementing Address-Based Sampling Frames With Physical Addresses of Housing Units With Unlocatable Mailing Addresses
Bonnie E. Shook-Sa, RTI International
Douglas B. Currivan, RTI International

Enhancing Address-Based Sampling With Contingent Incentives and Sample Indicators
Lukasz Chmura, The Nielsen Company
Tracie Yancey, The Nielsen Company
Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Factors Influencing Survey Participation

Location: Copperwood – Level 1
Chair: Karen Bogen, Mathematica Policy Research
Discussant: Danna Moore, Washington State University

The Influence of Personality Traits and Motives for Joining on Participation Behavior in Online Panels
Florian Keusch, Vienna University of Economics and Business, Austria

Motivated Underreporting in Screening Interviews
Frauke Kreuter, Joint Program in Survey Methodology
Stephanie Eckman, Institute for Employment Research
Roger Tourangeau, University of Michigan

Multivariate Models of Intended 2010 Census Participation
Gina K. Walejko, Science and Technology Policy Institute
Peter V. Miller, Northwestern University
Nancy Bates, U.S. Census Bureau
Concurrent Session B
Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Interviewer Effects & Performance Measurement

Location: Kaibab – Level 2
Chair: John Kennedy, Indiana University

Gender of Interviewer Effects on In-Person Surveys on Potentially Sensitive Topics
Joseph W. Lenski, Edison Research

Interviewer Gender Effects on Survey Responses to Marriage-Related Questions
Mingnan Liu, Purdue University
Kevin Stainback, Purdue University

The PAIP Score: A Propensity-Adjusted Interviewer Performance Indicator
Brady T. West, Institute for Social Research

Multifactor Approach to Assessing the Quality of a Face-to-Face Interview
Michael W. Link, The Nielsen Company
Pambos Charalambous, The Nielsen Company
Jennie Lai, The Nielsen Company
TraShawna Boals, The Nielsen Company

Increasing the Efficiency of CATI and CAPI Monitoring Operations at Statistics Canada
Caroline Pelletier, Statistics Canada
Concurrent Session B
Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Media Exposure & IT Influence on Opinion and Behavior

Location: Lantana – Level 2
Chair: David LeBaron, Salisbury University

The Internet and Media/Social Time Displacement Since 1995
John P. Robinson, University of Maryland

The Knowledge Gap in Generation X
Jon D. Miller, International Center for the Advancement of Scientific Literacy

Influences from the Mass Media, the Internet and Social Media on the Time Trend of Public Opinion About the Toyota Brand
David Fan, University of Minnesota
David Geddes, Evolve24
Felix Flory, Evolve24

Response to Surveys of High-Profile Topics: The Effects of Media Coverage and Public Engagement on Response to the National 2009 H1N1 Flu Survey
Nicholas D. Davis, NORC at the University of Chicago
James A. Singleton, Centers for Disease Control and Prevention
Lina Balluz, Centers for Disease Control and Prevention

Information or Affirmation?
Nicholas Brigham Schmuhl, University of Wisconsin-Madison
Albert C. Gunther, University of Wisconsin-Madison
Heather Akin, University of Wisconsin-Madison
Concurrent Session B
Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Proliferation of Polls (Good & Bad) & the Way Media Uses Them With a Less-Than-Critical Eye

Location: Noble – Level 2
Chair: Susan Pinkus, S.H. Pinkus Research & Associates
Organizer: Susan Pinkus, S.H. Pinkus Research & Associates

The Proliferation of Polling in the 2010 California Governor’s Race (Meg Whitman vs. Jerry Brown)
Mark DiCamillo, The Field Poll

How Blogs Should Handle Polling Data (How Pollsters Should Handle Blogs)
Phil Trounstine, CalBuzz

“Are We Supposed to Take This Poll Seriously?”

“The Proliferation of Polls: So What Do We Do About It?”
Mark Blumenthal, Huffington Post

AAPOR’s Role in Sorting the Wheat From the Chaff
Peter V. Miller, Northwestern University
Concurrent Session B
Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Racism and Sexism in Contemporary Society
Location: Bougainvillea – Level 1
Chair: Scott F. Clement, Pew Research Center

What Black and White Americans Believe About Racial Progress, and How it Matters for Affirmative Action
Matthew DeBell, Stanford University

Discriminatory Attitudes in Europe: As Hard to Get at as in the USA?
Mario Ignatov, University of Cincinnati

Racial Aversion, Obama’s Election and Governing a Divided Country
Monika L. McDermott, Fordham University
Cornell Belcher, Brilliant Corners Research and Strategy

Exploring Women’s Status and Rights in Iraq
Kevin Tillmann, D3 Systems, Inc.

Predicting Biased Behavior With Implicit Attitudes: Results From a Voting Experiment
Wendy Gross, Stanford University
Cecilia H. Mo, Stanford University
Tabitha Bonilla, Stanford University
## AAPOR 66th Annual Conference

### Day-at-a-Glance

**Friday, May 13**

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<th>Time</th>
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<td>7:00 a.m. – 8:00 a.m.</td>
<td><strong>AAPOR Committee Meetings</strong></td>
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<td>National Network of State Polls (NNSP)</td>
<td>Palm 3A – Level 3</td>
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<td>Membership/Chapter Relations Committee</td>
<td>Palm 3A – Level 3</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td><strong>Continental Breakfast with the Exhibitors</strong></td>
<td>Park Pavilion</td>
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<td>7:00 a.m. – 4:30 p.m.</td>
<td><strong>Exhibit Hall and Book Exhibit Open</strong></td>
<td>Park Pavilion</td>
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<tr>
<td>7:30 a.m. – 4:30 p.m.</td>
<td><strong>Registration Desk Open</strong></td>
<td>Conference Center – Level 1 Lobby</td>
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<td>8:00 a.m. – 9:30 a.m.</td>
<td><strong>Concurrent Sessions A</strong></td>
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<td>Session 1: <strong>Cross-Cultural Survey Methods:</strong></td>
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<td>II</td>
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<td>Session 2: <strong>Assessing and Adjusting</strong></td>
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<td>for Unit Non-Response Bias</td>
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<td>Session 3: <strong>Do Incentives Affect</strong></td>
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<td>Data Quality?</td>
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<td>Session 4: <strong>Methods to Improve</strong></td>
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<td>Online Surveys</td>
<td>Desert Willow – Level 1</td>
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<td>Session 5: <strong>Using Address-Based Sampling</strong></td>
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<td>With Challenging Populations</td>
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<td>Socialization Among Language Minorities</td>
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<td>Session 7: <strong>GLBT Persons &amp; Couples:</strong></td>
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<td>Perceptions, Attitudes, Behaviors</td>
<td>Mesquite – Level 2</td>
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<td>Session 8: <strong>Public Opinion and</strong></td>
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<td>the Economy</td>
<td>Noble – Level 2</td>
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<tr>
<td>8:30 a.m. – 11:30 a.m.</td>
<td><strong>WAPOR Council Meeting</strong></td>
<td>Palm 3C – Level 3</td>
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<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td><strong>Refreshment Break with</strong></td>
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<td>the Exhibitors</td>
<td>Park Pavilion</td>
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### Day-at-a-Glance

**Friday, May 13**

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<tr>
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<td><strong>10:00 a.m. - 11:30 a.m.</strong></td>
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<tr>
<td>Session 1:</td>
<td>Cross-National Comparative Survey Findings</td>
<td>Acacia – Level 1</td>
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<td>2010 Mid-Term Elections: The Western Battleground States</td>
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<td>Session 8:</td>
<td>Methodological Briefs: Survey Participation &amp; Response Bias</td>
<td>Noble – Level 2</td>
</tr>
<tr>
<td><strong>11:45 a.m. - 1:45 p.m.</strong></td>
<td><strong>Luncheon &amp; Presidential Address</strong></td>
<td>Grand Ballroom E-J – Level 1</td>
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<tr>
<td><strong>11:45 a.m. - 1:45 p.m.</strong></td>
<td><strong>Survey Practice Editorial Board Committee Meeting</strong></td>
<td>Reserved table 1 – Grand Ballroom E-J</td>
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<tr>
<td><strong>1:45 p.m. - 3:15 p.m.</strong></td>
<td><strong>Concurrent Sessions C</strong></td>
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<tr>
<td>Session 1:</td>
<td>Cross-National Public Perspectives on Immigration</td>
<td>Acacia – Level 1</td>
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<tr>
<td>Session 2:</td>
<td>The Full Monty on RDD Samples – Enhancement, Weighting, Abandonment</td>
<td>Bougainvillea – Level 1</td>
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<tr>
<td>Session 3:</td>
<td>Multi-Mode Comparative Data – When Does Mode Matter?</td>
<td>Copperwood – Level 1</td>
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<td>Session 4:</td>
<td>Methods to Improve Data Quality</td>
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## Day-at-a-Glance

### Friday, May 13

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<tr>
<td>1:45 p.m. – 3:15 p.m.</td>
<td><strong>Concurrent Sessions C (continued)</strong></td>
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<td>Session 5: <strong>Comparative Research on World Suffering, Extremism &amp; Evangelicalism</strong></td>
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<td>Session 6: <strong>Public Opinion on Healthcare Policy &amp; Reform</strong></td>
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<td>Session 7: <strong>Survey Research in the Arab Gulf: Lessons From the Region</strong></td>
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<td>Session 8: <strong>All Things Obama</strong></td>
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<td>3:15 p.m. – 4:15 p.m.</td>
<td><strong>Refreshment Break in the Exhibit Hall</strong></td>
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<td><strong>Meet the Author Sessions</strong></td>
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<td>Kate Kenski</td>
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<td>Bruce W. Hardy</td>
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<td>Kathleen Hall Jamieson</td>
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<td></td>
<td><em>The Obama Victory: How Media, Money, and Message Shaped the 2008 Election</em></td>
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<td>Johnnie Daniel</td>
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<td><em>Sampling Essentials</em></td>
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<td>(SAGE Publications, 2011)</td>
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<td><strong>Poster Session 2</strong></td>
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<td><strong>Demonstration Session 2</strong></td>
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<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td><strong>Speed Networking Session 1</strong></td>
<td>Conference Center – Level 2 Lobby</td>
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<td>4:15 p.m. – 5:45 p.m.</td>
<td><strong>Concurrent Sessions D</strong></td>
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<tr>
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<td>Session 1: <strong>Public Perception of Illegal Immigration Policy: Local, State, Regional &amp; National Perspectives</strong></td>
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<td>Session 2: <strong>Dynamics of Consumer Confidence</strong></td>
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<td>Session 4: <strong>Web Survey Methods – Sampling, Participation, Data Quality</strong></td>
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<td><strong>Session 5:</strong> Are Measurement and Item Non-Response Differences a Problem in Web &amp; Mail Mixed-Mode Surveys?</td>
<td>Kaibab – Level 2</td>
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<td><strong>Session 6:</strong> Survey Data Collection With Smartphones &amp; iPads®</td>
<td>Lantana – Level 2</td>
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<td><strong>Session 7:</strong> Election Polls - Mechanics</td>
<td>Mesquite – Level 2</td>
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<td><strong>Session 8:</strong> Methodological Briefs: Data Collection &amp; Post-Survey Processing</td>
<td>Noble – Level 2</td>
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<tr>
<td>6:00 p.m.</td>
<td>Dinner on your own – dine at the resort or explore Phoenix</td>
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<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td><strong>Public Opinion and Leadership Task Force Discussion</strong></td>
<td>Acacia – Level 1</td>
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<tr>
<td>8:00 p.m. – 10:00 p.m.</td>
<td><strong>Stargazing Event</strong></td>
<td>Arizona Grand Golf Course – Island Green</td>
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Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Assessing and Adjusting for Unit Non-Response Bias

Location: Bougainvillea – Level 1
Chair: Jeanette Zigenfuss, Mayo Clinic

Analyzing Non-Response and Non-Response Bias in the Occupational Employment Statistics Survey Using Regression Trees
Daniell Toth, U.S. Bureau of Labor Statistics

Identifying Sources of Non-Response Bias: A Mixed-Mode Health Survey of a Low-Income, Culturally Diverse Population
Donna McAlpine, School of Public Health, University of Minnesota

Assessment of Bias When Field Operations are Curtailed in a Mixed Mode Telephone and Face-to-Face Survey of Persons With Disabilities
Eric Grau, Mathematica Policy Research

Evaluating the Impact of Interviewer Observed Auxiliary Information in Non-Response Adjustments

Using Non-Response Propensity Scores to Improve Data Collection Methods and Reduce Non-Response Bias
Morgan S. Earp, USDA National Agricultural Statistics Service
Concurrent Session A
Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Cross Cultural Survey Methods: II
Location: Acacia – Level 1
Chair: Janet A. Harkness, University of Nebraska-Lincoln
Organizers: Cross-Cultural Research Conference Subcommittee

The Color of Culture
Peter P. Mohler, University of Mannheim Germany

Uneasy Coexistence: Current Relations Between Aboriginal and Non-Aboriginal People in Canadian Cities
Sarah Roberton, Environics Research Group
Keith Neuman, Environics Research Group

What Makes Minority Populations Hard-to-Reach in a Cross-Cultural Perspective?
Mathew Stange, University of Nebraska

Design Considerations for a Cross-Cultural Enumeration Survey
Teresa (Ye) Jin, The Nielsen Company
Justin T. Bailey, The Nielsen Company
Kelly Bristol, The Nielsen Company
Michael W. Link, The Nielsen Company
Concurrent Session A
Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Do Incentives Affect Data Quality?
Location: Copperwood – Level 1
Chair: Patrick Moynihan, Harvard University
Discussant: Eleanor Singer, University of Michigan

Effects of Differential Incentives on Response Rates in Four Countries for a Web-Based Follow-Up Survey: ITC Four-Country Wave 8 Survey
Kathleen McSpurren, Survey Research Centre, University of Waterloo

Effects of Mode and Incentives on Response Rates, Costs and Response Quality in a Mixed Mode Survey of Alcohol Use Among Young Adults
John Stevenson, University of Wisconsin Survey Center
Jennifer Dykema, University of Wisconsin Survey Center
Chad Kniss, University of Wisconsin Survey Center
Penny Black, University of Wisconsin
Paul Moberg, University of Wisconsin

Exploring the Impact of Prepaid Cash Incentives on Multiple Indicators of Data Quality
Rebecca Medway, Joint Program in Survey Methodology, University of Maryland
Roger Tourangeau, Joint Program in Survey Methodology, University of Maryland
Luciano Viera, Jr., Fors Marsh Group, LLC
Scott Turner, Fors Marsh Group, LLC
Sean Marsh, Fors Marsh Group, LLC

Impact on Data Quality of Making Incentives Salient in Web Survey Invitations
Chan Zhang, Institute for Social Research, University of Michigan
Concurrent Session A
Friday, May 13 • 8:00 a.m. – 9:30 a.m.

GLBT Persons & Couples: Perceptions, Attitudes, Behaviors
Location: Mesquite – Level 2
Chair: Kimberly Downing, University of Cincinnati

Individual Religiosity, National Religious Context and Attitudes Toward Homosexuals: An Analysis of 40 Countries
Peter J. Martini, University of Nevada, Reno

Same-Sex Marriage: An Analysis of Question Wording & Context Effects
Daniel Cox, Public Religion Research Institute
Robert P. Jones, Public Religion Research Institute

Latent vs. Explicit Attitudes Toward Same-Sex Marriage
David Redlawsk, Rutgers University
Caroline Tolbert, University of Iowa
Allison Hamilton, University of Iowa

Comparing Health-Related Behaviors of Community Health Patients Based on Sexual Orientation and Gender Identity
Judith Bradford, The Fenway Institute

Documenting & Tracking How Couples Meet
William C. McCready, Knowledge Networks
Michael J. Rosenfeld, Stanford University
Larry Osborne, Knowledge Networks
Concurrent Session A
Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Methods to Improve Online Surveys
Location: Desert Willow – Level 1
Chair: Diane R. Burkom, Battelle Centers for Public Health Research and Evaluation

A Meta-Analysis of Experiments Manipulating Progress Indicators in Online Surveys
Mario Callegaro, Google
Yongwei Yang, Gallup, Inc.
Ana Villar, Stanford University

Interactive Interventions in Web Surveys Can Increase Response Accuracy
Frederick G. Conrad, University of Michigan

Qualified Success: Effects of Response Format on Requalification for Recontact Studies
Randall K. Thomas, ICF International

To Link or Not To Link: Why and When Respondents Give Consent
Marcel Das, CentERdata, Tilburg University, The Netherlands

Measuring User Satisfaction in the Lab: Questionnaire Mode, Physical Location and Social Presence Concerns
Matt Jans, U.S. Census Bureau, Center for Survey Measurement
Jennifer C. Bergstrom, U.S. Census Bureau, Center for Survey Measurement
Kathleen T. Ashenfelter, U.S. Census Bureau, Center for Survey Measurement
Jon Krosnick, Stanford University, Department of Communication
Concurrent Session A
Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Public Opinion and the Economy – WAPOR Sponsored Session

Location: Noble – Level 2
Chair: Patricia Moy, University of Washington
Discussant: Tom W. Smith, NORC
Organizer: Patricia Moy, University of Washington

The Public Opinion Deficit: Global Reactions to the Economic Crisis
Gideon Skinner, Ipsos MORI Social Research Institute

Public Opinion on the Economy in Three Countries
Trevor Tompson, The Associated Press
Jennifer Agiesta, The Associated Press

A New View on the Economy? Distinguishing Between Important Issues and Important Problems
Christopher Wlezien, Temple University

The “Easterlin Paradox”: A Spurious Correlation?
Thomas Petersen, Institut for Demoskopie Allensbach
Concurrent Session A
Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Survey Context & Socialization Among Language Minorities
Location: Lantana – Level 2
Chair: Colleen K. Porter, University of Florida

All About Us or Part of a Sub-Group: The Effect of Survey Context on Response Among Immigrant Respondents
Angela Fontes, NORC at the University of Chicago

Hispanic Attitudes Toward Immigration and the Language of the Interview
Kate Kenski, University of Arizona
Marisa A. Enriquez, University of Arizona

Symbols and Layout: Unique Issues in Chinese Translation of Self-Administered Survey Forms
M. Mandy Sha, RTI International
Yuling Pan, U.S. Census Bureau

Factors Contributing to Differences in Reported Party Identification Across Polls in 2010
Elizabeth Hamel, Kaiser Family Foundation
Bianca DiJulio, Kaiser Family Foundation
Sarah Cho, Kaiser Family Foundation
Claudia Deane, Kaiser Family Foundation
Mollyann Brodie, Kaiser Family Foundation
Larry Hugick, Princeton Survey Research Associates International
Jonathan Best, Princeton Survey Research Associates International
Concurrent Session A
Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Using Address-Based Sampling with Challenging Populations
Location: Kaibab – Level 2
Chair: Linda Piekarski, Survey Sampling International
Discussant: Timothy Triplett, Urban Institute

Young Cell Phone Only or Mature Survey Responding Household? Exploring the Use of Geo-Demographic Clusters in Sample Stratification
Daniel Estersohn, Arbitron, Inc.
Robin Gentry, Arbitron, Inc.
Vrinda Nair, Arbitron, Inc.
Kelly Dixon, Arbitron, Inc.

Seasonal Yield Variation and Related Response Patterns in Address-Based Mail Samples
Charles A. DiSogra, Knowledge Networks, Inc.
Erlina Hendarwan, Knowledge Networks, Inc.

Sampling College Students to Improve Coverage in University Towns
Michelle A. Cantave, Arbitron, Inc.
Robin Gentry, Arbitron, Inc.

Improving REACH U.S. Sampling and Operations by Using Demographic Flags
Ying Li, NORC at the University of Chicago
Michael Davern, NORC at the University of Chicago
Concurrent Session B
Friday, May 13 • 10:00 a.m. – 11:30 a.m.

2010 Mid-Term Elections: The Western Battleground States
Location: Bougainvillea – Level 1
Chair: Floyd Ciruli, Ciruli Associates
Organizer: Floyd Ciruli, Ciruli Associates

Panelists:
Mark DiCamillo, Field Research Corp.
Stuart Elway, Elway Research
Michael J. O’Neil, O’Neil Associates
Craig Wilson, Montana State University, Billings
Concurrent Session B
Friday, May 13 • 10:00 a.m. - 11:30 a.m.

Comparative Analyses – When Does ABS Matter?
Location: Kaibab – Level 2
Chair: Stephanie Eckman, Institute for Employment Research
Discussant: Mansour Fahimi, Marketing Systems Group

A Study of Health Measures Within Cell Phone Populations: Differences and Similarities of Cell Phone Respondents Attained by RDD Versus ABS
David Dutwin, Social Science Research Solutions
Sharon Long, Shadac
Timothy Triplett, Urban Institute
Susan Sherr, Social Science Research Solutions

National Survey of Fishing, Hunting and Wildlife-Associated Recreation (FHWAR) Cell Phone and Debit Card Test
Elke McLaren, U.S. Census Bureau
Denise Pepe, U.S. Census Bureau

A Direct Comparison of ABS and Telephone Sampling in a Pilot Study of Children’s Health
Mary E. Losch, UNI Center for Social & Behavioral Research & Dept of Psychology
Pete Damiano, University of Iowa Public Policy Center
Jean Willard, University of Iowa Public Policy Center
Anne Bonsall Hoekstra, UNI Center for Social & Behavioral Research
Duoc Nguyen, UNI Center for Social & Behavioral Research

A Comparison of Address Based Sampling and Dual Frame Sampling for National Telephone Surveys
John Boyle, Abt SRBI, Inc.
Anna Fleeman, Abt SRBI, Inc.
Courtney Kennedy, Abt SRBI, Inc.
Faith Lewis, Abt SRBI, Inc.
Charles D. Shuttles, Abt SRBI, Inc.
Andy Weiss, Abt SRBI, Inc.
Concurrent Session B
Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Cross-National Comparative Survey Findings
Location: Acacia – Level 1
Chair: Karl Feld
Organizer: Cross-Cultural Research Conference Subcommittee

Comparing Opinions of “Clashing” Civilizations Between Western and Islamic Worlds
Lauren A. Walton, Gallup Research Center University of Nebraska-Lincoln
Brian Wells, Gallup Research Center University of Nebraska-Lincoln
Ann Arthur, Gallup Research Center University of Nebraska-Lincoln
Ana Lucia Cordova-Cazar, Gallup Research Center University of Nebraska-Lincoln
Tarek Albaghal, Gallup Research Center University of Nebraska-Lincoln
Allan McCutcheon, Gallup Research Center University of Nebraska-Lincoln
Meryem Ay, Gallup Research Center University of Nebraska-Lincoln
Lei Wang, Gallup Research Center University of Nebraska-Lincoln

Is Globalization Undermining the “Clash of Civilizations”?: A Test of Huntington Among the Publics of Greater Asia and the Pacific
Christian Collet, International Christian University

Measuring Tolerance, Religiosity and National Identity in the South Caucasus
Robia Charles, The Caucasus Research Resource Centers

Public Opinion Perceptions in the Israeli-Palestinian Intractable Conflict
Jacob Shamir, Hebrew University

Variation in Perceptions of Democracy: The Influence of Procedural Fairness
Matthew Miles, University of Kansas
Concurrent Session B
Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Methodological Briefs: Survey Participation & Response Bias
Location: Noble – Level 2
Chair: Deborah H. Griffin, U.S. Census Bureau

Driving Respondents to the Web: Experimental Trial of Benefit Appeals and Impacts on Survey Completion
Danna L. Moore, Social and Economic Sciences Research Center

Early Response Bias in a Northern Colorado Community Health Survey
Michael Dorssom, Wyoming Survey & Analysis Center (WYSAC)

Exploring the Attitudes, Styles & Policy Preferences of Top Legislative Leaders in the 50 States
Debbie Borie-Holtz, Rutgers University

How to Survey All 14,000 Swedish Local Political Representatives and Get 10,000 Responses
Mikael Gilljam, Department of Political Science, University of Gothenburg
Donald Granberg, University of Missouri
Bengt Holm, Detector
Mikael Persson, Department of Political Science, University of Gothenburg

Can Information as Part of a Pre-Notice Help to Improve Response Rates in Telephone Surveys?
Alicia C. Tomaszczyk, York University

Pick up the Phone! An Experiment Using Conversational Answering Machine Messages
Jennifer Vanicek, NORC at the University of Chicago
Ashley Amaya, NORC at the University of Chicago
Edward Sipulski, NORC at the University of Chicago
Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Methodological Issues in Questionnaire Design

Location: Lantana – Level 2
Chair: Kristin J. Stettler, U.S. Census Bureau

Research Based on Satisficing Theory: A Systematic Review of Methods and Results
Caroline Roberts, FORS, University of Lausanne
Emily Gilbert, University of Essex
Nick Allum, University of Essex

Complete Satisficing in Surveys: An Exploratory Investigation
Jon A. Krosnick, Stanford University
Bo MacInnis, Stanford University

Generalizing What We Know About Respondents Who “Don’t Know”
Rebekah Young, The Pennsylvania State University

Does Mentioning “Some People” and “Other People” in an Attitude Question Improve Measurement Quality?
David S. Yeager, Stanford University
Jon Krosnick, Stanford University

The Impacts of the Zone of Ambivalence: Considering the Impact of Ignoring the Measurement of Apathy, Indecision and Lack of Information
Don Levy, Siena Research Institute
Concurrent Session B

Friday, May 13 • 10:00 a.m. - 11:30 a.m.

Mixed-Mode Methods of Data Collection
Location: Desert Willow – Level 1
Chair: Yvonne Shands, Survey Technology & Research

Testing Mail Notification Strategies for an Internet Response Option in the American Community Survey (ACS)
Mary Frances E. Zelenak, U.S. Census Bureau
Mary C. Davis, U.S. Census Bureau
Rachel Horwitz, U.S. Census Bureau
Megha Joshipura, U.S. Census Bureau
Michelle Ruiter, U.S. Census Bureau
Jennifer G. Tancreto, U.S. Census Bureau

Employing Mixed-Mode Methodology for the National Teacher Survey on Children: An Analysis of Response Rates & Cost
Kristin Fuller, RTI International
Keith Smith, RTI International
Orin Day, RTI International
Sarah Harris, RTI International
Jennifer Wallin, RTI International

Using Predicting Spanish Preference to Target Bilingual Mailings in a Mail Survey With Telephone Follow-Up: A Randomized Experiment
Marc Elliott, RAND Corporation
Amelia Haviland, RAND Corporation
David J. Klein, Children’s Hospital of Boston, Harvard Medical School
Carol Edwards, RAND Corporation

Emerging Methodologies for Capturing Long Distance Travel in Household Travel Surveys
Julie L. Paasche, NuStats

Mobile Phone Mode Effects at Event-Based Sampling
Daniel E. Williams, Opinionology
Laura Haber, Opinionology
Concurrent Session B

Friday, May 13 • 10:00 a.m. - 11:30 a.m.

Overcoming Challenges in Sensitive Topic Health Surveys

Location: Copperwood – Level 1
Chair: Dawn Nelson, Mathematica Policy Research

An App a Day Could Keep the Doctor Away: Quantifying the Use of Health and Prevention Related Smartphone Apps Among a National Sample of iPhone Users
Trent D. Buskirk, Saint Louis University
Mark Gaynor, Saint Louis University

Respondent Willingness to Grant Record Access or Provide Identifying Information in a Survey
Jenna A. Fulton, Joint Program in Survey Methodology, UMD
Roger Tourangeau, Joint Program in Survey Methodology, UMD

Interview Privacy and Social Desirability Effects in Cross-Cultural Survey Research: The World Mental Health Survey Experience
Zeina Mneimneh, Institute for Social Research, University of Michigan

The Effects of Neighborhood Level Characteristics on the Reliability and Validity of Self-Reports of Health Data
Jennifer Benoit-Bryan, University of Illinois, Chicago
Timothy P. Johnson, University of Illinois, Chicago
Geon Lee, University of Illinois, Chicago

Accuracy of Self-Reported Condom Use Assessed by the Semen Y-Chromosome Biomarker
Janet Rosenbaum, University of Maryland
Concurrent Session B
Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Public Perception of Hispanics in the U.S. – Attitudes & Impact
Location: Mesquite – Level 2
Chair: Nancy Belden, Belden, Russonello & Stewart
Discussant: Rodolfo de la Garza, Columbia University

A Before and After Comparison Investigating the Effects on Hispanics of the April 23, 2010, Signing of the Arizona Immigration Bill
Paul J. Lavrakas, Independent Consultant
Trevor N. Tompson, The Associated Press

Undocumented or Illegal? A Content Analysis of the Arizona Immigration Law Issues in Leading National Newspapers during 2010
Thomas B. Christie, University of Texas at Arlington
Andrew M. Clark, University of Texas at Arlington

Anti-Hispanic Racism and Immigration Attitudes
Wendy Gross, Stanford University
Jon A. Krosnick, Stanford University
Trevor Tompson, The Associated Press

Exploring Public Opinion of U.S. Hispanics About Education
Trevor Tompson, The Associated Press
Jennifer Agiesta, The Associated Press
Concurrent Session C
Friday, May 13 • 1:45 p.m. – 3:15 p.m.

All Things Obama
Location: Noble – Level 2
Chair: Mark Blumenthal, Huffington Post

**A One-Term President? Obama’s Prospect in the 2012 Election**
Helmut Norpoth, Stony Brook University

**Faith in the President: How Public Perception of Barack Obama’s Faith Shape Views of him and his Presidency**
Daniel Cox, Public Religion Research Institute
Robert Suls, Pew Research Center for the People and the Press

Emanuel Boussios, Nassau Community College

**An Examination of Partisanship During the Obama Era**
Jeffrey M. Jones, Gallup, Inc.
Concurrent Session C
Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Comparative Research on World Suffering, Extremism & Evangelicalism

Location: Kaibab – Level 2
Chair: Maria Ivancin, American University

A World Suffering Metric Using the Gallup-Healthways Well-Being Index
Ronald E. Anderson, University of Minnesota

Modernizers vs. Fundamentalists: How Religion, Politics and Economics Shape Attitudes in the Muslim World
Juliana M. Horowitz, Pew Research Center
Neha Sahgal, Pew Research Center

The Predictors of Latent Support for Extremist Ideology in Pakistan
Tarek Baghal, University of Nebraska
Allan McCutcheon, University of Nebraska-Lincoln

A Global Portrait of Evangelicals: A Survey of Evangelical Leaders From the Third Lausanne Congress of World Evangelization
Carolyn L. Funk, Virginia Commonwealth University
Allison Pond, Pew Forum on Religion & Public Life
Timothy S. Shah, Georgetown University

Women’s Opinion on Women’s Religious Freedom in Iran and Turkey
Meryem Ay, Gallup Research Center, University of Nebraska-Lincoln
Tarek Albaghal, Gallup Research Center,
University of Nebraska-Lincoln
Allan L. McCutcheon, Gallup Research Center,
University of Nebraska-Lincoln
Ana Lucia Cordova-Cazar, Gallup Research Center,
University of Nebraska-Lincoln
Ann Arthur, Gallup Research Center, University of Nebraska-Lincoln
Lei Wang, Gallup Research Center, University of Nebraska-Lincoln
Lauren Walton, Gallup Research Center,
University of Nebraska-Lincoln
Concurrent Session C
Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Cross-National Public Perspectives on Immigration

Location: Acacia – Level 1
Chair: Fred Solop, Northern Arizona University
Organizer: Cross-Cultural Research Conference Subcommittee

**Attitudes Toward Immigrants in the U.S. and Europe: Do Skills Matter?**
Claudia Diehl, University of Goettingen
Nyiri Zsolt, The German Marshall Fund of the United States

**Cross-Cultural Views on Immigration: Hispanics and Non-Hispanics in the Wake of Arizona’s Immigration Law**
Trevor Tompson, The Associate Press

**Leaving Home: Current Motivations Behind Latin American Migration to the United States**
Ana Lucia Cordova-Cazar, Gallup Research Center, University of Nebraska-Lincoln
Lei Huang, Gallup Research Center, University of Nebraska-Lincoln
Tarek Albaghal, Gallup Research Center, University of Nebraska-Lincoln
Ann Arthur, Gallup Research Center, University of Nebraska-Lincoln
Allan L. McCutcheon, University of Nebraska
Meryem Ay, Gallup Research Center, University of Nebraska-Lincoln
Lauren Walton, Gallup Research Center, University of Nebraska-Lincoln

**Exploring the Effects of Political Ideology and U.S.-Mexico Border Proximity on American Attitudes Toward Illegal Immigration**
Timothy B. Gravelle, Gallup, Inc.
Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Methods to Improve Data Quality

Location: Desert Willow – Level 1

Dear Diary: Improving Data Quality and Creating an Engaging Experience Through Video
Miriam Gerver, VS Research
Vivienne Segal, VS Research

Ensuring Data Quality: Monitoring the Accuracy and Consistency Among Telephone Interview Monitors
Rebecca Weiner, Mathematica Policy Research
Joe Baker, Mathematica Policy Research
Claudia Gentile, Mathematica Policy Research
Jason Markesich, Mathematica Policy Research
Shawn Marsh, Mathematica Policy Research

Memory Jogging Tool to Reduce Recall Bias: The Use of a Calendar Tool to Help Store Owners Recall Retrospective Information
TraShawna Boals, The Nielsen Company
Lorelle Vanno, The Nielsen Company
Jennie Lai, The Nielsen Company
Michael Link, The Nielsen Company

Redesigning Contact Materials for the National Survey on Drug Use and Health
Douglas B. Currivan, RTI International

Logical Edits of Health Insurance Coverage in the ACS and the CPS ASEC
Joanna M. Turner, University of Minnesota - SHADAC
Michel Boudreaux, University of Minnesota - SHADAC
Concurrent Session C
Friday, May 13 • 1:45 p.m. - 3:15 p.m.

Multi-Mode Comparative Data – When Does Mode Matter?
Location: Copperwood – Level 1
Chair: Charles D. Shuttles, Abt SRBI, Inc.

Is There a Trade-Off Between Quality and Cost? An Experiment Comparing Telephone and Face-to-Face Responses to the National Beneficiary Survey (NBS)
Matt Sloan, Mathematica Policy Research
Debra Wright, Mathematica Policy Research
Kirsten Barrett, Mathematica Policy Research

Re-Examining the Validity of Different Survey Modes for Measuring Public Opinion in the U.S.: Findings From a 2010 Multi-Mode Comparison
Stephen D. Ansolabehere, Harvard University
Bernard Fraga, Harvard University
Brian F. Schaffner, University of Massachusetts, Amherst

Does Survey Mode Matter? – Comparing Consumer Satisfaction Results Across Internet and RDD Telephone Samples
Barbara E. Bryant, University of Michigan
Forrest V. Morgeson, ACSI, LLC
Reg Baker, Market Strategies, International

Age Matters: Differential Mode Effects in Vulnerable Populations
Tracy A. Keirns, UNH Survey Center

Sampling the American Community Survey to Collect Vaccination Data: Results of a Mixed-Mode Study by Collection Mode, Household and Demographic Characteristics and Key Vaccination Indicators
M. C. Stringer, U.S. Census Bureau
Andrea L. Piani, U.S. Census Bureau
Philip J. Smith, NCIRD/CDC
Stacie M. Greby, NCIRD/CDC
Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Public Opinion on Healthcare Policy & Reform

Location: Lantana – Level 2
Chair: Kevin Ulrich, Group Health Research Institute

Public Opinion on Health Reform Post-Midterm Elections: Continuities and Contradictions
Claudia Deane, Kaiser Family Foundation
Mollyann Brodie, Kaiser Family Foundation
Sarah Cho, Kaiser Family Foundation

Representing and Misrepresenting Public Opinion About Health Reform
Gerald M. Kosicki, School of Communication, The Ohio State University

Testing a Model of Public Support for Healthcare as a Government Priority
Michael G. Elasmar, Boston University

Measuring Health Insurance Premium Assistance and Program Participation in Social Surveys
Dianne Rucinski, Institute for Health Research and Policy

The Impact of Healthcare Utilization on Satisfaction With Health Insurance Plans
LinChiat Chang, LinChiat Chang Consulting, LLC
Jon A. Krosnick, Stanford University
Trevor Tompson, Associated Press
Concurrent Session C
Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Survey Research in the Arab Gulf: Lessons From the Region
Location: Mesquite – Level 2
Chair: David Howell, University of Michigan
Discussant: Paul Biemer, RTI International
Organizer: Abdoulaye Diop, Qatar University, David Howell, University of Michigan

Political Attitude Research in the Middle East
Jill Wittrock, Center for Political Studies
Mark Tessler, University of Michigan

Building Survey Research Capacity in the Arab Gulf Region: the Case of the Social and Economic Survey Research Institute (SESRI) at Qatar University
Darwish Alemadi, Social and Economic Survey Research Institute, Qatar University
Hanan Abdul Rahim, Social and Economic Survey Research Institute, Qatar University

Survey Data Collection in the Arab Gulf Countries
Abdoulaye Diop, Social and Economic Survey Research Institute (SESRI)
Elmogiera F. Elawad, Social and Economic Survey Research Institute
David Howell, University of Michigan
Kien T. Le, Social and Economic Survey Research Institute

Handling of Sensitive Social Topics in the Arab Gulf
Mohammad N. Khan, Social and Economic Survey Research Institute (SESRI)
Hanan A. Rahim, Social and Economic Survey Research Institute (SESRI)

Challenges and Solutions to Traditional Western Data Collection Methods in the Middle East
Vadim Volos, GfK
Concurrent Session C
Friday, May 13 • 1:45 p.m. – 3:15 p.m.

The Full Monty on RDD Samples – Enhancement, Weighting, Abandonment
Location: Bougainvillea – Level 1
Chair: Vincent Iannacchione, RTI International

RDD Sampling in the 21st Century – Construction of a True Landline Frame
Mansour Fahimi, Marketing Systems Group
David Malarek, Marketing Systems Group
Gerry Holzbaur, Marketing Systems Group
Jerry Oberkofler, Marketing Systems Group

Improving Landline RDD Coverage and Dialing Efficiency Through the Selective Use of 100 Banks With No Listings
Andy Weiss, Abt SRBI, Inc.
Mike Battaglia, Abt Associates Inc.
John Boyle, Abt SRBI, Inc.
Donna Eisenhower, New York City Department of Health and Mental Hygiene
Stephen Immerwahr, New York City Department of Health and Mental Hygiene
Tara Merry, Abt SRBI, Inc.

Improving Landline RDD Coverage With an ABS Supplement
Robin Gentry, Arbitron, Inc.
Michelle Cantave, Arbitron, Inc.

Weighting for Enhanced RDD Sampling
Vicki J. Pineau, TNS
Margaret E. Strickland, TNS

Conversion of CATI Surveys to Mail Mode
Pat D. Brick, Westat
Douglas Williams, Westat
J. M. Brick, Westat
Poster Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

Location: Exhibit Hall – Park Pavilion

1. The Electronic Fax: Transitioning to a New Mode of Transcript Collection
   Jamie Wescott, RTI International
   Tiffany Mattox, RTI International

2. The Influence of Public Radio on Public Perception, Civic Engagement and Community Involvement
   Lisa McQuighan, Arbitron, Inc.

3. Use of Passive Electronic Measurement to Complement More Traditional Data Collection Methods
   Anh Thu Burks, The Nielsen Company
   Ana Melgar, The Nielsen Company
   Rosemary Holden, The Nielsen Company
   Yvonne Olivares, The Nielsen Company
   Jeff Scagnelli, The Nielsen Company
   Norm Trussell, The Nielsen Company

4. Collection of Biological Specimens in a Three-Year Survey of Detroit Residents
   Christine Cowles, Abt SRBI, Inc.
   Mark Morgan, Abt SRBI, Inc.

5. Employing a Process-Tracing Methodology in a Questionnaire: Evidence From a Statewide Poll
   Virginia Tangel, Eagleton Center for Public Interest Polling, Rutgers University
   David P. Redlawsk, Eagleton Center for Public Interest Polling, Rutgers University

6. Societal Conflict Over Research and Treatment Using Human Stem Cells? Public Perceptions
   Mariah Evans, University of Nevada, Reno

7. How Can We Believe What They Say? The Role of Missing and Validating Data in Panelists Demographic Information
   Kumar Rao, The Nielsen Company
Poster Session 2
Friday, May 13 • 3:15 p.m. – 4:15 p.m.

8. **Respondent Conditioning: Effects on Participation and Data Quality**
   Graciela Contreras, U.S. Census Bureau
   Kyra Linse, U.S. Census Bureau

9. **Cognitive Pretesting of Memory Aids for the National Crime Victimization Survey**
   Alison K. Baldwin, NORC at the University of Chicago
   Lisa Lee, NORC at the University of Chicago
   James Carr, NORC at the University of Chicago

10. **Twitter Content Capture and Analysis: A Case Study of the 2010 AAPOR Conference**
    Elizabeth Dean, RTI International
    Joe Murphy, RTI International
    Robert Furberg, RTI International
    Anna Thompson, RTI International

11. **Public Opinion Toward Police Enforcement of Illegal Immigrant Policy: The Case of Prince William County**
    Kien Le, Social and Economic Survey Research Institute, Qatar University
    Thomas Guterbock, Center for Survey Research, University of Virginia
    Abdoulaye Diop, Social and Economic Survey Research Institute, Qatar University
    Deborah Rexrode, Center for Survey Research, University of Virginia

12. **Studying Broadband Access: Consider the Non-Adopter**
    Marc Weiner, Bloustein Center for Survey Research, Rutgers University
    Chintan Turakhia, Abt SRBI, Inc.
    David Ciemnecki, Abt SRBI, Inc.
    Orin T. Puniello, Bloustein Center for Survey Research, Rutgers University
Poster Session 2
Friday, May 13 • 3:15 p.m. – 4:15 p.m.

13. Minimizing Item Non-Response in a School-Based Web Survey of High School Students
   Laura Burns, RTI International
   Jill Dever, RTI International
   Daniel Pratt, RTI International

   Holly H. Matulewicz, Mathematica Policy Research
   Laura Kalb, Mathematica Policy Research
   Nancy Cole, PhD., Mathematica Policy Research
   Nicholas M. Redel, Mathematica Policy Research

15. Comparing Attitudes of Evangelicals in an RDD and Internet Sample: Adjusting for Non-Random Bias
   Veronica Roth, The Pennsylvania State University

   Azucena A. Derecho, RTI International
   Brian Head, RTI International
   Marni Kan, RTI International
   Olivia S. Ashley, RTI International
   Cassie Williams, RTI International
   Sarah Jones, RTI International

17. Conducting Surveys on Sensitive Topics; Sexual Behavior and Health
   William C. McCready, Knowledge Networks
   Debra L. Herbenick, Indiana University, Center for Sexual Health Promotion
   Michael Reece, Indiana University, Center for Sexual Health Promotion
   Rick Li, Knowledge Networks

18. Effects of Response Formats when Measuring Attitudes in Consumer Web Surveys Across Markets
   Elizabeth Nunge, Google
   Mick Couper, University of Michigan
19. Pretty Please, Complete My Survey: Refusal Conversion by Mail
Ashley Amaya, NORC at the University of Chicago
Alyson Croen, NORC at the University of Chicago
Karen Wooten, Centers for Disease Control and Prevention

20. Financial Stress, Self-Reported Health Status and Personal Health
Robert K. Goidel, Louisiana State University
Dek Terrell, Louisiana State University
Stephen Barnes, Louisiana State University
Todd Griffin, Louisiana Department of Health & Hospitals

21. Taking Comedy Seriously: The Effect of Political Comedy on Political Knowledge and Ideological Polarization
Krysha Gregorowicz, University of Michigan

22. Exploring Record-of-Call Paradata in an RDD Survey
Taylor H. Lewis, National Center for Health Statistics
Meena Khare, National Center for Health Statistics
James Singleton, National Center for Immunization and Respiratory Diseases

23. If Not Response Rates, What Alternatives Should be Used for Survey Quality Indicator Measures
Donsig Jang, Mathematica Policy Research
Flora F. Lan, National Science Foundation, Division of Science Resources Statistics

24. Showcard Use and Mixed-Mode Administration in Longitudinal Surveys: Are the Data Comparable?
Beth A. Fisher, NORC at the University of Chicago
Ned English, NORC at the University of Chicago
Catherine Haggerty, NORC at the University of Chicago
25. Tailoring Aided Recall Tools: Relating Task Difficulty and Need for Cognition to the Effects of a Calendar Tool on Recall Accuracy
Wander V. Vaart, University for Humanistics
Tina J. Glasner, Utrecht University
Wil Dijkstra, VU University Amsterdam

26. An Exploration of Racial and Ethnic Identity Constructs Among U.S. Hispanics With Implications for Survey Design and Analysis
Martin Cerda, Encuesta, Inc.
Ilgin Basar, Encuesta, Inc.
Jessica Jamanca, Encuesta, Inc.

27. Do Extra Efforts Enhance Retention of Racial/Ethnic Subgroups in Longitudinal RDD Telephone Surveys?
Ashley J. Frear, Cooper, University of Nebraska-Lincoln
Julia McQuillan, University of Nebraska-Lincoln
Stacia Jorgensen, University of Nebraska-Lincoln
Amanda Richardson, University of Nebraska-Lincoln
Andrew V. Bedrous, University of Nebraska-Lincoln

28. New Tricks: Cell Phone Adoption and Use Among Older Adults
John Fries, AARP

29. Public Activism and Public Opinion Among Mid-Life and Older Persons: Comparisons and Trends
Robert H. Prisuta, AARP

30. Young Hearts and Old Brains: Does Ideology Change Over Time?
Zeljka Buturovic, Zogby International
Leann Atkinson, Zogby International
Joe Mazloom, Zogby International

31. Taming Box's M
Scott Van Manen, The Futures Company
Amy E. Drew, The Futures Company
Poster Session 2
Friday, May 13 • 3:15 p.m. – 4:15 p.m.

32. Evaluating a Dual-Response Design for the Collection of Salary Data on a Federal Survey
   Vincent E. Welch, NORC at the University of Chicago
   Brianna Groenhout, NORC at the University of Chicago
   Sarah Hernandez, NORC at the University of Chicago
   Mireya Dominguez, NORC at the University of Chicago

33. Poster Withdrawn

34. The Public Acceptance of Nanotechnology: How Ideology and Confidence in Safety Systems Moderate the Effect of Benefit Perceptions on Federal Funding Support
   Jiyoun Kim, University of Wisconsin, Madison
   Peter Ladwig, University of Wisconsin, Madison
   Ashley Anderson, University of Wisconsin, Madison
   Dominique Brossard, University of Wisconsin, Madison
   Dietram Scheufele, University of Wisconsin, Madison
   Mike Xenos, University of Wisconsin, Madison

35. Evaluating Change in DSF Coverage for a Representative Sample of Rural Segments
   Michael Latterner, NORC at the University of Chicago

36. Changes in Marginal MSE per Additional Costs in Multimode Surveys
   Carol Pierannunzi, Centers for Disease Control and Prevention
   Haci Akcin, Northrup Grumman/CDC Contractor

37. Differences in Respondent Propensity to Disclose Child’s Name in the NHES 2009 Pilot Study
   Cameron McPhee, American Institutes for Research
   Alex Knecht, American Institutes for Research
   Sarah Grady, American Institutes for Research
Poster Session 2
Friday, May 13 • 3:15 p.m. – 4:15 p.m.

38. Selection Bias in the Deliberative Poll: Balancing Representation of Opinion and Representation of Socio-Demographics
Sean J. Westwood, Stanford University
Nuri Kim, Stanford University

Dan Cassino, Fairleigh Dickinson University’s PublicMind Poll
Yasemin Besen-Cassino, Montclair State University
Demonstration Session 2
Friday, May 13 • 3:15 p.m. – 4:15 p.m.

Demonstrations 2A – 2C
Location: Exhibit Hall – Park Pavilion
Chair: Edward P. Johnson, Opinionology

Demonstration 2A, 3:20 p.m. – 3:30 p.m.
Multi-Media Ethics Education: Tools to Assist in Preparing Undergraduates to Collect Data From Human Subjects
Alexandra Cooper, Social Science Research Institute, Duke University
Dwayne Dixon, Duke University
Lorna Hicks, Office of Research Support, Duke University

Demonstration 2B, 3:35 p.m. – 3:45 p.m.
Building a Web-Based Tool to Aid in Training Users of a New Survey Monitoring System
Erica Saleska, RTI International
Neelima Kunta, RTI International
M. Rita Thissen, RTI International

Demonstration 2C, 3:50 p.m. – 4:00 p.m.
A Demonstration of CARI Tools: Increasing the Efficiency of Survey Operations and Improving Data Quality
Wendy Hicks, Westat
Rick Dulaney, Westat
Brad Edwards, Westat
Concurrent Session D
Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Are Measurement and Item Non-Response Differences a Problem in Web & Mail Mixed-Mode Surveys?
Location: Kaibab – Level 2
Chair: Don A. Dillman, Washington State University
Organizer: Don A. Dillman, Washington State University

Do Mail and Web Produce Different Answers?
Mode Differences in Question Responses and Item Non-Response Rates
Morgan M. Millar, Washington State University
Don A. Dillman, Washington State University

Comparing Numeric and Text Open-End Responses in Mail and Web Surveys
Jolene Smyth, University of Nebraska-Lincoln
Kristen Olson, University of Nebraska-Lincoln

Item Non-Response in Web and Mail Responses to General Public Surveys
Virginia M. Lesser, Survey Research Center-Oregon State University
Lydia Newton, Survey Research Center-Oregon State University
Daniel Yang, Survey Research Center-Oregon State University

Determinants of Web and Mail Item Non-Response in Address-Based Samples of the General Public
Benjamin L. Messer, Washington State University Social and Economic Sciences Research Center
Michelle L. Edwards, Washington State University Department of Sociology
Don A. Dillman, Washington State University Social and Economic Sciences Research Center

Item Non-Response in a Client Survey of the General Public
Glenn D. Israel, University of Florida
Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

**Correlates & Impacts of Unit Non-Response**

**Location:** Copperwood – Level 1

**Chair:** Jeanne Wintz, *Gilmore Research Group*

- **Longitudinal Response Rates and the Economy**
  Tricia McCarthy, *NORC at the University of Chicago*
  Hildie Cohen, *NORC at the University of Chicago*

- **Should First Time Sample Members in Longitudinal Establishment Surveys Receive Special Attention?**
  Geraldine Mooney, *Mathematica Policy Research*
  Elisha Smith, *Mathematica Policy Research*
  Cathie Alderks, *SAMHSA*

- **Nonsampling Errors in the Ohio Family Health Survey’s Cell and Landline Telephone Samples**
  Bo Lu, *Ohio State University*
  Ronaldo Iachan, *ICF Macro*
  Timothy Sahr, *Ohio State University*
  Seth H. Muzzy, *ICF Macro*

- **Refusal Conversion in REACH U.S.: A Targeted Approach**
  Lee J. Fiorio, *NORC at the University of Chicago*
  Kanru Xia, *NORC at the University of Chicago*
  Ashley Amaya, *NORC at the University of Chicago*

- **The Integrated Uses of Surveys, Administrative Records and Census: The Case of the Census in School and Partnership Research in Informing the 2020 Census**
  Zhiwei Zhang, *ICF International*
  Christopher Spera, *ICF International*
  Megan Kindelan, *U.S. Census Bureau*
  Peter V. Miller, *Northwestern University*
  Ronald Szoc, *ICF International*
  Diana Boyd, *ICF International*
  Tasha Boone, *U.S. Census Bureau*
Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Dynamics of Consumer Confidence

Location: Bougainvillea – Level 1
Chair: Jeffrey Henning, Vovici
Discussant: Cliff Zukin, Rutgers University

Consumer Confidence and Consumer Purchase Behavior During the Economic Crisis of 2008
Max Kilger, Experian Simmons
Charles Palit, University of Wisconsin

Watching for Signs of a Rebound Monitoring Consumer Sentiment 2009 to 2011
Allan Rivlin, Hart Research Associates, LLC
Janet L. Streicher, Citibank

Consumer Confidence: Concurrent and Predictive Validity
Julie E. Phelan, Langer Research Associates
Gary Langer, Langer Research Associates

An Analysis of the Relationship Between Public Sentiment and Corporate Performance during a Crisis as Illustrated by the British Petroleum Gulf Coast Crisis
Charles Palit, University of Wisconsin
Max Kilger, Experian Simmons
Concurrent Session D
Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Election Polls – Mechanics
Location: Mesquite – Level 2
Chair: Richard L. Clark, University of Georgia
Discussant: Peyton Craighill, The Washington Post

Are Different Approaches to Determining Likely Voters Better Able Handle Early Voters and First-Time Voters?
Jocelyn Kiley, Pew Research Center for the People & the Press
Leah M. Christian, Pew Research Center for the People & the Press
Michael Dimock, Pew Research Center

Incumbents, Challengers and Unallocated Votes: An Examination of Late Breaking Voter Decisions in the 2010 Midterm Elections
Christopher P. Borick, Muhlenberg College Institute of Public Opinion
David G. Wegge, St. Norbert College Survey Center

Bias in Legislative Generic Ballot Questions: Building a Better House Election Forecast
Dan Cassino, Fairleigh Dickinson University’s PublicMind Poll
Peter Woolley, Fairleigh Dickinson University’s PublicMind Poll
Krista Jenkins, Fairleigh Dickinson University’s PublicMind Poll

Nothing Generic About This: Using Generic Ballots to Predict State Legislative Elections
Andrew Smith, UNH Survey Center
Concurrent Session D
Friday, May 13 • 4:15 p.m. - 5:45 p.m.

Methodological Briefs: Data Collection & Post Survey Processing
Location: Noble – Level 2
Chair: Boris Lorence, Statistics Sweden

Web Survey Live Validations - What Are They Doing?
Scott D. Crawford, Survey Sciences Group, LLC
Colleen McClain, Survey Sciences Group, LLC

Investigating the General Telephone Interviewer Training Procedure
Wojciech Jablonski, University of Lodz, Institute of Sociology

Obtaining Survey Responses From Two Members of a Health Care Team: An Example of Long-Term Care Organizations
Melissa Clark, Brown University, Program in Public Health
Michelle Rogers, Brown University, Program in Public Health
Vincent Mor, Brown University, Program in Public Health

Interviewer Characteristics Related to Field Interviewer Falsification
Angel B. Griffin, RTI International
James Pratt, RTI International
Sean S. Liu, RTI International
Lee Ellen Coffey, RTI International
Stephanie A. Terrey, RTI International
Christine Clark, RTI International

A Comparison Between Expert Coders and Computerized Coding Error Detection
Adam Sage, RTI International
Brian Burke, RTI International
Chris Ellis, RTI International
Joe Eyerman, RTI International
Robert Hughes, RTI International
Matthew Strobl, RTI International
Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Incorporating Interviewer Characteristics Into Item Non-Response Imputation
Rebekah Young, The Pennsylvania State University
Tim Sanders, The Pennsylvania State University Survey Research Center
Rob Schofield, The Pennsylvania State University Survey Research Center
David R. Johnson, The Pennsylvania State University

Public Perception of Illegal Immigration Policy: Local, State, Regional & National Perspectives
Location: Acacia – Level 1
Chair: Robert Santos, Urban Institute
Organizers: Thomas Guterbock, University of Virginia,
Fred Solop, Northern Arizona University,
Mike O’Neil, O’Neil Associates

Political and Social Trends in Arizona, 1992–2010
Michael J. O’Neil, O’Neil Associates

Research in Immigration Opinion in Arizona, New Mexico, Texas and California
Fred Solop, Northern Arizona University
Nancy Wonders, Northern Arizona University

Analysis of National Data on Immigration Issues From Recent Surveys by Pew
Mark Lopez, Pew Hispanic Center

Research in Prince William County, Virginia
Thomas Guterbock, University of Virginia
Concurrent Session D
Friday, May 13 • 4:15 p.m. - 5:45 p.m.

Survey Data Collection With Smartphones & iPads®
Location: Lantana – Level 2
Chair: Benjamin Phillips, Abt SRBI, Inc.

Can Your Smartphone Do This?:
A New Methodology for Advancing Digital Ethnography
Justin T. Bailey, The Nielsen Company
E. N. Bensky, The Nielsen Company
Michael W. Link, The Nielsen Company
Karen Benezra, The Nielsen Company
Hala Makowska, The Nielsen Company

“Can You See It Now? Good”:
Usability Testing of a Mobile Health Application
Sarah L. Cook, RTI International
Rita Sembajwe, RTI International
Emily Geisen, RTI International
Barbara Massoudi, RTI International

The Smart (Phone) Way to Collect Survey Data
Carey Stapleton, Service Management Group

The Next CAPI Evolution - Completing Web Surveys on Cell-Enabled iPads®
James Dayton, ICF International
Heather Driscoll, ICF International

This Time for Africa: Using Smartphones to Measure World Cup Engagement in South Africa
E. Nicole Bensky, The Nielsen Company
Justin Bailey, The Nielsen Company
Jennie Lai, The Nielsen Company
Michael Link, The Nielsen Company
Karen Benezra, The Nielsen Company
Hala Makowska, The Nielsen Company
Concurrent Session D
Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Web Survey Methods – Sampling, Participation, Data Quality
Location: Desert Willow – Level 1
Chair: J. Michael Dennis, Knowledge Networks

**Differential Sampling Based on Historical Individual-Level Data in Online Panels**
Richard H. Kelly, Opinionology

**Are You Who You Say You Are? Using a Multisource Cross-Validation Methodology for Panel Membership Information**
Kumar Rao, The Nielsen Company
Tim Dolson, The Nielsen Company
Mark Kinnucan, The Nielsen Company

**Measuring and Stimulating Respondent Attentiveness in Web Surveys**
Adam Berinsky, Massachusetts Institute of Technology
Samantha Luks, YouGov
Doug Rivers, Stanford University and YouGov

**Display Matters: A Test of Visual Display Options in a Web-Based Survey**
Jennifer Romano Bergstrom, U.S. Census Bureau
Jennifer M. Chen, U.S. Census Bureau
Timothy R. Gilbert, U.S. Census Bureau
Matt Jans, U.S. Census Bureau
## Day-at-a-Glance

### Saturday, May 14

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<tr>
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<th>Location</th>
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<tr>
<td>7:00 a.m.</td>
<td>Fun Run/Walk</td>
<td>Athletic Club</td>
</tr>
<tr>
<td>7:00 a.m. – 2:30 p.m.</td>
<td>Exhibit Hall and Book Exhibit Open</td>
<td>Park Pavilion</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>AAPOR Committee Meetings</td>
<td>Park Pavilion</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast with the Exhibitors</td>
<td>Park Pavilion</td>
</tr>
<tr>
<td>7:30 a.m. – 3:00 p.m.</td>
<td>Registration Desk Open</td>
<td>Conference Center – Level 1 Lobby</td>
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<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td><strong>Concurrent Sessions A</strong></td>
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<tr>
<td>Session 1:</td>
<td><strong>Cultural Competence in Survey Research – What is it?</strong></td>
<td>Acacia – Level 1</td>
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<tr>
<td>Session 2:</td>
<td><strong>Improving Response Rates in Health &amp; Medical Surveys</strong></td>
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<td><strong>Questionnaire Design: Improving Data Quality</strong></td>
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<td><strong>The Challenge of Polling in Congressional Races: A View from 2010</strong></td>
<td>Lantana – Level 2</td>
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<td><strong>Web Survey Questionnaire Design</strong></td>
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<td><strong>Addressing the Challenges of Interviewing Youth About Sexual Assault: Experiences from the National Survey of Youth in Custody</strong></td>
<td>Noble – Level 2</td>
</tr>
<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>Refreshment Break with the Exhibitors</td>
<td>Park Pavilion</td>
</tr>
<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td><strong>Concurrent Sessions B</strong></td>
<td></td>
</tr>
<tr>
<td>Session 1:</td>
<td><strong>AAPOR’s Transparency Initiative – Progress &amp; Prospects</strong></td>
<td>Acacia – Level 1</td>
</tr>
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<td><strong>Cell Phone Sampling &amp; Weighting</strong></td>
<td>Bougainvillea – Level 1</td>
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<td><strong>Issues in Multi-Mode</strong></td>
<td>Copperwood – Level 1</td>
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</tbody>
</table>
# Day-at-a-Glance

**Saturday, May 14**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td><strong>Data Collection</strong>&lt;br&gt;<strong>Concurrent Sessions B (continued)</strong>&lt;br&gt;Session 4: <strong>Surveying Ethnic Populations</strong>&lt;br&gt;Session 5: <strong>Advanced Statistical Methods for Exploring Interviewer Effects in Behavior Coded Data and Survey Pretest Data</strong>&lt;br&gt;Session 6: <strong>The Story Behind the 2010 Mid-Term Election</strong>&lt;br&gt;Session 7: <strong>Re-Examining Classic Measures in Public Opinion Surveys</strong>&lt;br&gt;Session 8: <strong>Methodological Briefs: Improving Questionnaires</strong></td>
<td>Desert Willow – Level 1&lt;br&gt;Kaibab – Level 2&lt;br&gt;Lantana – Level 2&lt;br&gt;Mesquite – Level 2&lt;br&gt;Noble – Level 2</td>
</tr>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td><strong>Lunch</strong></td>
<td>Grand Ballroom E-J – Level 1</td>
</tr>
<tr>
<td>12:45 p.m. – 2:15 p.m.</td>
<td><strong>Speed Networking Session 2</strong></td>
<td>Conference Center – Level 1 Lobby</td>
</tr>
<tr>
<td>1:15 p.m. – 2:15 p.m.</td>
<td><strong>Refreshment Break in the Exhibit Hall</strong>&lt;br&gt;<strong>Book Sale</strong>&lt;br&gt;<strong>Meet the Author Sessions</strong>&lt;br&gt;Session 1&lt;br&gt;Paul P. Biemer&lt;br&gt;<em>Latent Class Analysis of Survey Error</em> (John Wiley &amp; Sons, Hoboken NJ, 2011)&lt;br&gt;<strong>Session 2</strong>&lt;br&gt;AAPOR BOOK AWARD&lt;br&gt;Robert M. Groves&lt;br&gt;Don A. Dillman&lt;br&gt;John L. Eltinge&lt;br&gt;Roderick J. A. Little&lt;br&gt;<em>Survey Non-Response</em> (John Wiley &amp; Sons, New York NY, 2002)&lt;br&gt;<strong>Poster Session 3</strong>&lt;br&gt;<strong>Demonstration Session 3</strong></td>
<td>Park Pavilion</td>
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</table>
## Day-at-a-Glance

### Saturday, May 14

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<tr>
<td>2:15 p.m. – 3:45 p.m.</td>
<td><strong>Concurrent Sessions C</strong></td>
<td></td>
</tr>
<tr>
<td>Session 1:</td>
<td>Exploring Interviewer &amp; Respondent Error in Cross-National, Cross-Cultural Surveys</td>
<td>Acacia – Level 1</td>
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<tr>
<td>Session 2:</td>
<td>Respondent Conditioning in Panel Surveys</td>
<td>Bougainvillea – Level 1</td>
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<td>Cost &amp; Operational Efficiencies in Cell Phone Surveys</td>
<td>Copperwood – Level 1</td>
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<td>Session 4:</td>
<td>The Role of the Interviewer in Survey Data Quality</td>
<td>Desert Willow – Level 1</td>
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<td>Session 5:</td>
<td>Comparing Probability &amp; Non-Probability Sample Surveys</td>
<td>Kaibab – Level 2</td>
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<td>Session 6:</td>
<td>Using Sample Surveys to Measure the Effect of Messaging</td>
<td>Lantana – Level 2</td>
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<td>Session 7:</td>
<td>Survey Research on “Don't Ask, Don't Tell” – Methodological Challenges and Solutions</td>
<td>Mesquite – Level 2</td>
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<tr>
<td>Session 8:</td>
<td>2010 Election Polls: Assessments and Mechanics</td>
<td>Noble – Level 2</td>
</tr>
<tr>
<td>4:00 p.m. – 5:30 p.m.</td>
<td>AAPOR Membership &amp; Business Meeting</td>
<td>Lantana – Level 2</td>
</tr>
<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td>President’s Reception</td>
<td>Palm and Paseo Court</td>
</tr>
<tr>
<td>7:00 p.m. – 9:30 p.m.</td>
<td>Awards Banquet</td>
<td>Grand Ballroom E-J – Level 1</td>
</tr>
<tr>
<td>9:30 p.m. – 11:30 p.m.</td>
<td>Stargazing Event</td>
<td>Arizona Grand Golf Course – Island Green</td>
</tr>
<tr>
<td>9:30 p.m. – Midnight</td>
<td>Post-Banquet Party</td>
<td>Vista Dining Terrace</td>
</tr>
<tr>
<td>9:30 p.m. – 2:00 a.m.</td>
<td>Applied Probability</td>
<td>Palm 3 A/B, Level 3</td>
</tr>
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</table>
Concurrent Session A  
Saturday, May 14, 8:00 a.m. – 9:30 a.m.  

Addressing the Challenges of Interviewing Youth About Sexual Assault: Experiences From the National Survey of Youth in Custody  

Location: Noble – Level 1  
Chair: Rachel Caspar, RTI International  
Organizer: David Cantor, Westat

Outlier Analysis of Youth Reports of Sexual Assault  
David Cantor, Westat  
John Hartge, Westat

Addressing Human Subject Issues for a Survey on Sexual Assault Among Youth in Residential Placement  
Tim Smith, Westat

Assessment of the Effects of Active Consent for a Survey of Youth in Custody  
John Hartge, Westat  
David Cantor, Westat

Procedures to Obtain Active Parental Consent for Youth in Custody  
Andrea Sedlak, Westat  
Tim Smith, Westat
Concurrent Session A
Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Cell Phone Sampling: Operational Issues
Location: Desert Willow – Level 1
Chair: Burton Levine, RTI International

Integration of Cell Phones at Statistics Canada
Marco Grenier, Statistics Canada

Pre-Call Validation of Random Digit Dialing Cell Phone Numbers: A Field Experiment
Tanja Kunz, Darmstadt University of Technology
Marek Fuchs, Darmstadt University of Technology

Validity of Questions to Identify Cell-Only Households
Sherman Edwards, Westat
Michael Brick, Westat
Royce Park, UCLA Center for Health Policy Research
David Grant, UCLA Center for Health Policy Research

The Next Generation: Using Cell Phones to Survey Households With Children
Kristie M. Hannah, ICF Macro International
Randal ZuWallack, ICF Macro International
William Robb, ICF Macro International

The Telephone Point of Purchase Survey Cell Phone Hit Rate Test
Aniekan Okon, U.S. Census Bureau
James Arthur, U.S. Census Bureau
Concurrent Session A
Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Cultural Competence in Survey Research – What is it?
Location: Acacia – Level 1
Chair: Susan Sprachman, Mathematica Policy Research
Organizers: Susan Sprachman and Marta Induni, Mathematica Policy Research

Increasing Cultural Sensitivity as a Means of Improving Cross-Cultural Surveys: Methods Utilized in the California Health Interview Survey (CHIS) 2001-2011
Elaine G. Zahnd, Public Health Institute
Sue Holtby, Public Health Institute
David Grant, UCLA Center for Health Policy Research

Breaking Barriers for Nonstandard Language Speakers in Survey Research
Julie Ingels, Mathematica Policy Research
Erin Panzarella, Mathematica Policy Research

Cultural Sensitivity and Questionnaire Design
Janet A. Harkness, University of Nebraska-Lincoln

Cultural Awareness and Sensitivity: From Design Through Dissemination
Beth-Ellen Pennell, Institute for Social Research, University of Michigan
Yuchieh Lin, University of Michigan
Margaret Brill, Kalamazoo College

Measurement Error and Non-Response Bias: Current Practices for Addressing Language Minority Issues in Pretesting and Data Collection
Brad Edwards, Westat
Concurrent Session A
Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Improving Response Rates in Health & Medical Surveys
Location: Bougainvillea – Level 1
Chair: Robert Montgomery, NORC

Are You Still Home? Recontacting Respondents for Follow-Up Surveys
Kathleen S. O’Connor, Centers for Disease Control and Prevention
Alicia M. Frasier, NORC at the University of Chicago
Shannon TenBroeck, NORC at the University of Chicago
Stephen Blumberg, Centers for Disease Control and Prevention

Does Customizing Medicare Surveys With Health Plan Names Justify its Cost? A Randomized Experiment
Amelia Haviland, RAND Corporation
Marc N. Elliott, RAND Corporation
Nate Orr, RAND Corporation
Carol Edwards, RAND Corporation

Increasing Response Rates in a Survey of Physicians and Nurses
Jeanette Y. Ziegenfuss, Mayo Clinic
Jon Tilburt, Mayo Clinic
Timothy J. Beebe, Mayo Clinic

Decision Factors Related to Physician Participation in Surveys
Paul C. Beatty, National Center for Health Statistics
David Woodwell, National Center for Health Statistics

Drilling Down to Examine a Dentist Survey Response Rate: Lessons for Surveys of Professionals
Colleen K. Porter, University of Florida
Henrietta L. Logan, University of Florida
Frank A. Catalanotto, University of Florida
Heather G. Steingraber, University of Florida
Concurrent Session A
Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Questionnaire Design: Improving Data Quality
Location: Kaibab – Level 2
Chair: Anh Thu Burks, The Nielsen Company

Outside the Answer Boxes: Messages From Respondents
Fran Featherston, National Science Foundation
Kristin Stettler, U.S. Census Bureau

Lessons Learned From the 2009 NHTS in Travel Behavior Measurement
Adella Santos, Federal Highway Administration

Instability Overlooked: Evidence of the Importance of Household Roster Data Collection and Matching Over Time
Nola du Toit, NORC at the University of Chicago
Cathy Haggerty, NORC at the University of Chicago

Who Missed the Skips?: Empirical Results From a Self-Administered Survey
Jeremy Redford, Education Statistics Services Institute, Macrosys, LLC
Sarah Hastedt, National Center for Education Statistics
Concurrent Session A
Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Technical Aspects of the Construction, Coverage, Limitations and Future of the DSF
Location: Copperwood – Level 1
Chair: Ned English, NORC at the University of Chicago
Discussant: Michael Link, The Nielsen Company
Organizer: Ned English, NORC at the University of Chicago

A Summary of Delivery Sequence File Coverage Research at the U.S. Census Bureau
Timothy L. Kennel, U.S. Census Bureau

Constructing the Address-Based Frame: Present and Future
Phillip L. Faulstich, Valassis
Ned English, NORC
Ashley Amaya, NORC
Michael Latterner, NORC

Using Ancillary Information to Facilitate Address-Based Sampling in Rare Populations
Ashley Amaya, NORC at the University of Chicago
Ned English, NORC at the University of Chicago

An Evaluation of a Training Protocol Designed to Supplement the Coverage of an Address-Based Sampling Frame
Joe McMichael, RTI International
Allison C. McKamey, RTI International
Bonnie E. Shook-Sa, RTI International
Stephanie J. Stolzenberg, RTI International
Katherine B. Morton, RTI International
Vincent G. Iannacchione, RTI International
Concurrent Session A
Saturday, May 14, 8:00 a.m. – 9:30 a.m.

The Challenge of Polling in Congressional Races: A View from 2010
Location: Lantana - Level 2
Chair: Michael Mokrzycki, Independent Consultant
Organizer: Patrick Murray, Monmouth University Polling Institute

The Challenge of Polling Congressional Races: A View from 2010
Jim Lee, Voter Survey Service/Susquehanna Polling & Research
Don Levy, Siena Research Institute
Patrick Murray, Monmouth University Polling Institute
Seth Rosenthal, Merriman River Group
Concurrent Session A
Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Web Survey Questionnaire Design
Location: Mesquite – Level 2
Chair: Gina Waljeko, Science and Technology Institute
Discussant: Don A. Dillman, Washington State University

**Up Means Good: The Impact of Screen Position on Evaluative Ratings in Web Surveys**
Roger Tourangeau, Joint Program in Survey Methodology, University of Maryland
Frederick Conrad, Survey Research Center, University of Michigan
Mick Couper, Institute for Social Research, University of Michigan

**Investigating the Impact of Scale Height, Width and Spacing on Responses in Web Surveys**
Hanyu Sun, Joint Program in Survey Methodology, University of Maryland

**Visual Design and Usability of Filter and Follow-Up Questions in a Web Survey**
Carl M. Ramirez, U.S. Government Accountability Office

**An Investigation of the Impact of Stylistic Features on Web Survey Responses**
Rebecca Medway, Joint Program in Survey Methodology, University of Maryland
Roger Tourangeau, Joint Program in Survey Methodology, University of Maryland
Concurrent Session B
Saturday, May 14, 10:00 a.m. – 11:30 a.m.

AAPOR’s Transparency Initiative – Progress & Prospects
Location: Acacia – Level 1
Chair: Scott Keeter, Pew Research Center
Organizer: Peter V. Miller, Northwestern University

AAPOR’s Transparency Initiative - Progress and Prospects
Peter V. Miller, Northwestern University
Reg Baker, Market Strategies International
Tim Johnson, University of Illinois, Chicago
Concurrent Session B
Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Advanced Statistical Methods for Exploring Interviewer Effects in Behavior Coded Data and Survey Pretest Data
Location: Kaibab – Level 2
Chair: Brady West, University of Michigan
Discussant: Frauke Kreuter, University of Maryland
Organizer: Matt Jans, U.S. Census Bureau

**Interviewer Effects in a Small-Scale Experimental Research Survey of Demographic Questions**
Elizabeth Nichols, U.S. Census Bureau
Jennifer H. Childs, U.S. Census Bureau
Rolando Rodriguez, U.S. Census Bureau

**Using Random Effect Models, Intraclass Correlations and Design Effects to Explore Interviewer Effects on Respondent Behavior and Psychological States in Dyadic Data**
Matt Jans, U.S. Census Bureau, Center for Survey Measurement

**The Effect of General Interviewer Experience on Item Non-Response: A Verbal Behavior Study**
Ipek Bilgen, University of Nebraska-Lincoln
Robert F. Belli, University of Nebraska-Lincoln

**Exploring the Reliability of Behavior Coding Data**
Jennifer H. Childs, U.S. Census Bureau
Nathan Jurgenson, U.S. Census Bureau
Concurrent Session B
Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Cell Phone Sampling & Weighting
Location: Bougainvillea – Level 1
Chair: Mary Losch, University of Northern Iowa
Discussant: Karol Krotki, RTI International

Propensity Model for Weighting Dual Frame Telephone Samples
Robert Benford, GfK Custom Research North America
Trevor Tompson, Associated Press
Julian Baim, GfK MRI
John Lien, GfK CRNA
Lancey Heyman, GfK MRI

Dual Frame Weighting and Estimation: Considerations When Incorporating Cell Phone Sample Within a Telephone Survey
Elizabeth Ormson, NORC at the University of Chicago
Kennon R. Copeland, NORC at the University of Chicago
Stephen J. Blumberg, National Center for Health Statistics
Kirk M. Wolter, NORC at the University of Chicago
N. Ganesh, NORC at the University of Chicago

An Evaluation of Popular Weighting Approaches in Dual Frame RDD Surveys
Courtney Kennedy, Abt SRBI, Inc.

Stratification of Cell Phones: Implications for Research
David Dutwin, Social Science Research Solutions
Kathleen Call, Shadac
Donna McAlpine, University of Minnesota
Tim Beebe, The Mayo Clinic
Robyn Rapoport, Social Science Research Solutions
Concurrent Session B
Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Issues in Multi-Mode Data Collection

Location: Copperwood – Level 1
Chair: Geraldine Mooney, Mathematica Policy Research
Discussant: Rachel Caspar, RTI International

How Do Respondents React When Asked to Self-Report Their Behavior?
Marla D. Cralley, Arbitron Inc.
Kelly M. Dixon, Arbitron Inc.

Kristen Olson, University of Nebraska-Lincoln
Jolene Smyth, University of Nebraska-Lincoln
Mathew Stange, University of Nebraska-Lincoln
Lauren Walton, University of Nebraska-Lincoln

Attitudes Toward A-CASI and IVR to Measure Elder Mistreatment Among Older Adults: Results From a Population-Based Survey Experiment
Scott Beach, University of Pittsburgh, University Center for Social & Urban Research
Richard Schulz, University of Pittsburgh, University Center for Social & Urban Research

Comparing Response Propensities Between a Web Mail Multi-Mode Survey and a Mail Survey
Zeynep Suzer-Gurtekin, ISR - University of Michigan
Mahmoud Elkasabi, ISR - University of Michigan
Concurrent Session B
Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Methodological Briefs: Improving Questionnaires
Location: Noble – Level 2
Chair: Keith Neuman, Environics Research Group

A Question Order Effect for Opinions About Tax Increases
John Tarnai, Social & Economic Sciences Research Center
Tim Faiella, Social & Economic Sciences Research Center

How the Order of Response Options in a Running Tally can Affect Online Survey Estimates
Tom Wells, The Nielsen Company
Mario Callegaro, Google
Charles DiSogra, Knowledge Networks

Effects of Cue Lists and Question Format on Survey Response
Lisa Lee, NORC
Parvati Krishnamurty, NORC
Rene Bautista, NORC

Designing Questions for Web Surveys: Effects of Check-List, Check-All and Stand-Alone Response Formats on Survey Reports and Data Quality
Jennifer Dykema, University of Wisconsin Survey Center
Nora C. Schaeffer, University of Wisconsin Survey Center
Jeremy Beach, University of Wisconsin Survey Center
Vicki Lein, University of Wisconsin Survey Center
Brendan Day, University of Wisconsin Survey Center

Exploring Visual Design Effects in Web Survey Questions. An Experimental Study Using Animated Answer Scales
Matthias Emde, Darmstadt University of Technology
Marek Fuchs, Darmstadt University of Technology

Results of a Survey Experiment on Frequency Reporting: Religious Service Attendance from the 2010 ANES Panel Recontact Survey
Matthew DeBell, Stanford University
Lucila Figueroa, Stanford University
Concurrent Session B
Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Asking Sensitive Questions: Do They Affect Participation in Follow-Up Surveys?
Ines Schaurer, GESIS – Leibniz Institute for the Social Sciences
Bella Struminskaya, GESIS - Leibniz Institute for the Social Sciences
Lars Kaczmirek, GESIS - Leibniz Institute for the Social Sciences
Wolfgang Bandilla, GESIS - Leibniz Institute for the Social Sciences

Re-Examining Classic Measures in Public Opinion Surveys
Location: Mesquite – Level 2
Chair: Gerald Kosicki, The Ohio State University
Discussant: Jon Krosnick, Stanford University

Is Life Getting Better Or Worse? A Look at the Order Effect on the “Ladder of Life” Question in Public Opinion Surveys
Wendy Wang, Pew Research Center
Rich Morin, Pew Research Center

The Measurement of Political Ideology
Jon D. Miller, International Center for the Advancement of Scientific Literacy

Samantha L. Schwartz, ICF International
Frances M. Barlas, ICF International
Randall K. Thomas, ICF International
Regina A. Corso, Harris Interactive
Ronald Z. Szoc, ICF International

Revisiting Open-Ended Questions
Floyd J. Fowler, Center for Survey Research, UMass Boston
Carol Cosenza, Center for Survey Research, UMass Boston
Concurrent Session B
Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Surveying Ethnic Populations
Location: Desert Willow – Level 1
Chair: Jennifer Hawes-Dawson, RAND
Discussant: Timothy Johnson, University of Illinois-Chicago

Testing a Privacy-Protected Method with Language Minorities for Collecting Data on Immigration Status
Young Chun, NORC at the University of Chicago
Fritz Scheuren, NORC at the University of Chicago

Cleaving the Past Behind: A Comparison of Response Formats in the Measurement of Ethnic and Racial Origins
Frances M. Barlas, ICF International
Randall K. Thomas, ICF International
Wm. B. Higgins, ICF International

Behavioral and Attitudinal Differences Between Hispanics in the U.S. From Whom Data are Gathered in Spanish and Hispanics in the U.S. From Whom Data are Gathered in English
Paul J. Lavrakas, Independent Consultant
Trevor N. Tompson, The Associated Press

Framing a Path to Citizenship: The Implications of Question Wording on Responses by Ethnicity
Marisa A. Enriquez, University of Arizona
Kate Kenski, Department of Communication, University of Arizona
Concurrent Session B
Saturday, May 14, 10:00 a.m. – 11:30 a.m.

The Story Behind the 2010 Mid-Term Election

**Location:** Lantana – Level 2  
**Chair:** Robert Kirby Goidel, *LSU*

**The Voters’ Voice in 2010**  
Gary Langer, *Langer Research Associates*  
Julie E. Phelan, *Langer Research Associates*

**A Pox on all Their Houses:**  
The American Electorate in the 2010 Election  
Allan L. McCutcheon, *University of Nebraska-Lincoln, Survey Research and Methodology*

**Who are Those Tea Partiers and Who Supports Them?**  
Thomas Lamatsch, *Monmouth University Polling Institute*

**The Character of the Tea Party Movement**  
Emily E. Ekins, *University of California, Los Angeles*

**The Role of Social Networks Over Time in Party Identification and Political Participation**  
Darby Steiger, *Gallup, Inc.*  
Bob Torongo, *Gallup, Inc.*  
Kyley Nemeckay, *Gallup, Inc.*  
Samuel Arbesman, *Harvard University, Department of Health Care Policy*  
Alistair J. O'Malley, *Harvard University, Department of Health Care Policy*
Poster Session 3
Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

Location: Exhibit Hall – Park Pavilion

1. **Response Consistency to Similar Questions Asked in One Study Instrument Administered in a Five Country Trial**
   Annette M. Green, RTI International
   Tyler D. Hartwell, RTI International
   Willo Pequegnat, NIMH
   Godfrey B. Woelk, RTI International

2. **Category Selection Probing in Online Access Panels**
   Dorothée Behr, GESIS - Leibniz Institute for the Social Sciences
   Lars Kaczmirek, GESIS - Leibniz Institute for the Social Sciences
   Michael Braun, GESIS - Leibniz Institute for the Social Sciences
   Wolfgang Bandilla, GESIS - Leibniz Institute for the Social Sciences

3. **Using VoIP and a Local Cellular Phone to Contact Hard-to-Reach Respondents for the National Birth Defects Prevention Study**
   Rebecca G. Devlin, Abt SRBI, Inc.
   Jennita Reefhuis, Centers for Disease Control and Prevention
   Sarah Tinker, Centers for Disease Control and Prevention

4. **An Evaluation of the Collection and Production of Medical Condition Estimates From the Medical Expenditure Panel Survey**
   Frances M. Chevarley, AHRQ/DHHS

5. **Evaluating the Meaning of Vague Quantifier Terms in Questionnaires**
   John Tarnai, Social & Economic Sciences Research Center
   Danna L. Moore, Social & Economic Sciences Research Center
   Marion Schultz, Social & Economic Sciences Research Center

6. **An Acoustic Analysis Of Respondents’ Expressed Conviction: Testing a Refinement of Telephone Surveys in Predicting Electoral Results**
   Anne-Marie Lesperance, University of Montreal
   Victor J. Boucher, University of Montreal
7. Tracking American Community Survey Mail Response During the 2010 Census
Stephanie Baumgardner, U.S. Census Bureau
David Raglin, U.S. Census Bureau

8. Recruiting and Hiring: The Impacts of Specialized Skill Sets
Tamara Terry, RTI International
McKinlay Jeannis, RTI International
Carmen Lopez, RTI International

9. Developing an Internet Response Mode for the American Community Survey (ACS)
Jennifer G. Tancreto, U.S. Census Bureau
Mary Davis, U.S. Census Bureau
Mary Frances Zelenak, U.S. Census Bureau

10. Environmental Disaster? Global Warming and Subjective Wellbeing: Some Gain and Loss Estimates from Survey Research
Jonathan Kelley, University of Nevada, Reno and University of Melbourne

11. Assessing Survey Accuracy Across Multiple Domains
LinChiat Chang, LinChiat Chang Consulting, LLC
Jon A. Krosnick, Stanford University

12. 2010 Census Confidentiality Notification Experiment
Gianna Dusch, U.S. Census Bureau

13. Tracking a City’s Recovery: New Orleans Five Years After the Storm
Sarah Cho, Kaiser Family Foundation
Bianca DiJulio, Kaiser Family Foundation
Poster Session 3
Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

Jeffrey Franklin, RTI International
Nicole Tate, RTI International
Joe Simpson, RTI International
Nadia Paoli, RTI International

15. The RWJF Health Care Consumer Confidence Index: Public Perceptions of Health Care and the Health Reform Debate
Peter Graven, SHADAC
Sarah Gollust, University of Minnesota

16. Media Coverage of Polling Methodology in 2010 Multi-Candidate General Elections
Benjamin Duffey, University of Michigan

17. The Gulf Oil Spill and Support for Offshore Drilling in Coastal Louisiana
Robert K. Goidel, Louisiana State University

18. Racial Differences in Non-Response Patterns Between Landline and Cellular Telephone Surveys
Sunghee Lee, University of Michigan

19. Same Family, Different Planet: Comparing the Views of Teens and Parents on Their Relationship and Potential Substance Use
Roger Vaughan, Columbia University
Emily C. Feinstein, National Center on Addiction and Substance Abuse, Columbia University
Jordon Peugh, Knowledge Networks
Jeffery Shand-Lubbers, Knowledge Networks

20. Poster Withdrawn
Poster Session 3
Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

21. Utilizing Facebook Application for Disaster Relief: Social Network Analysis of American Red Cross Cause Joiners
   Jennie W. Lai, The Nielsen Company
   John Skvoretz, University of South Florida

22. Redesigned Meter’s Effect on Improving Recruitment and Compliance
   Arianne Buckley, Arbitron, Inc.
   Darin Harm, Arbitron, Inc.

23. Ideology and Empathic Profiles
   Zeljka Buturovic, Zogby International
   Leann Atkinson, Zogby International
   Joe Mazloom, Zogby International

   John L. Eltinge, Bureau of Labor Statistics

25. Differences in Primary Care Physicians’ and Psychiatrists’ Treatment Preferences for Difficult-to-Treat Disorders: Results of a National Survey
   Kenneth A. Rasinski, University of Chicago, Department of Medicine
   John D. Yoon, University of Chicago, Department of Medicine
   Farr A. Curlin, University of Chicago, Department of Medicine

26. How do we Reduce the Impact of Respondent Fatigue in a Household Expenditure Diary?
   Jenny Lynch, Statistics Canada

27. Demographic Assessment of Mixed-Mode Sample Frames and Panel Recruitment Methods
   Ryan McKinney, Arbitron, Inc.

28. Unauthorized Immigration and Language Policy: Ohio Voter Opinions
   Vincent J. Palozzi, Miami University Ohio
29. Identifying Common Verbatim Errors Through use of Field Observations
Christine Clark, RTI International

30. A Multivariate Study of Respondent Engagement
Steven H. Gittelman, Mktg, Inc.

31. Using Paradata to Manage Responsive Collection Design
Francois Laflamme, Statistics Canada

32. Economic Impact Analysis in Indigenous Fishing Communities: A Political Ecology Perspective
Robynne A. Locke, ICF Macro International

33. An Investigation of the Quality of the United States Postal Service Delivery Sequence File for Use as a Sampling Frame for a Commercial Building Study
An Liu, NORC at the University of Chicago
Susan Hinkins, NORC at the University of Chicago
Kanru Xia, NORC at the University of Chicago

34. Governing in Difficult Times: Analysis of Responses From the 2009 Dayton Citizen Perception Survey
T. David Jones, Wright State University-Center for Urban and Public Affairs
Brittany D. Sumler, Wright State University-Center for Urban and Public Affairs

35. The Effects of Emphasizing an Incentive in a Mailed Survey
Vrinda Nair, Arbitron, Inc.
Yelena Pens, Arbitron, Inc.

36. Individuals’ Experiences With Public Opinion Data: Fostering Political Engagement Through Multi-Sensory Presentation
Ann E. Williams, Georgia State University
Poster Session 3
Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

37. Using Community Information and Survey Methodology for Bias Reduction to Enhance the Quality of the Air Force Community Assessment Survey
Zhiwei Zhang, ICF International
Christopher Spera, ICF International
Jyothsna Prabhakaran, ICF International
Jennifer Harvey, ICF International

38. The Influence of the Direction of Likert-Type Scales in Web Surveys on Response Behavior in Different Respondent Groups
Florian Keusch, Vienna University of Economics and Business, Austria
Demonstration Session 3  
Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

Demonstrations 3A – 3D  
Location: Exhibit Hall – Park Pavilion  
Chair: Andy Zukerberg, National Center for Education Statistics

Demonstration 3A, 1:20 p.m. – 1:30 p.m.  
Obtaining High Rates of Parental Consent: Additional Evidence for the Field Enrollment Specialist Approach  
Elisha Smith, Mathematica Policy Research  
Susan Sprachman, Mathematica Policy Research

Demonstration 3B, 1:35 p.m. – 1:45 p.m.  
School Data Collection and Parental Permission Slips: Integrating Project Research Staff in Schools to Increase Return Rates  
Becky Durocher, RTI International  
Linda Bailey-Stone, RTI International  
Lisa McCaskill, RTI International

Demonstration 3C, 1:50 p.m. – 2:00 p.m.  
Okay We Have Permission… Now How Do We Administer This Survey?  
Linda K. Bailey-Stone, RTI International  
Becky Durocher, RTI International

Demonstration 3D, 2:05 p.m. – 2:15 p.m.  
Ohio Electronic Health Records Survey: Increasing Response Rates Surveying Medical Practices  
Timothy Sahr, Ohio Colleges of Medicine Government Resource Center  
Elizabeth Stasny, Ohio State University  
Daniel Weston, Ohio State University  
Lorin Ranbom, Ohio State University
Concurrent Session C
Saturday, May 14, 2:15 p.m. – 3:45 p.m.

2010 Election Polls: Assessments and Mechanics
Location: Noble – Level 2
Chair: Helmut Norpoth, Stony Brook University

Cell-Only Voters in the Exit Polls: An Update from the 2010 Midterms
Michael Mokrzycki, Independent Consultant
Scott Keeter, Pew Research Center

A Multi-Method Assessment of the Reliability of the 2010 Pre-Election Polls
Mark Blumenthal, Huffington Post
Joel D. Bloom, The University at Albany, SUNY

How Should we Handle Undecided in Vote Preferences in Congressional District Level Political Polls? Empirical Analysis Using Micro Level Survey Datasets
Masahiko Aida, Greenberg Quinlan Rosner Research

Mode Effects in U.S. House Race Polling: IVR Versus Live Interviewer
Patrick Murray, Monmouth University Polling Institute

To Vote or not to Vote, are we Asking the Right Questions?: Testing Different Likely Voter Models Across 23 Different Midterm Election Races
Clifford A. Young, Ipsos Public Affairs
Concurrent Session C
Saturday, May 14, 2:15 p.m. – 3:45 p.m.

Comparing Probability & Non-Probability Sample Surveys
Location: Kaibab – Level 2
Chair: Jill Dever, RTI International
Discussant: Doug Rivers, Stanford University

The Use of Web Panels to Characterize Rare Conditions
John M. Boyle, Abt SRBI, Inc.

Measuring Intent to Participate and Participation in the 2010 Census and Their Correlates and Trends: Comparisons of RDD Telephone and Non-Probability Sample Internet Survey Data
Josh Pasek, Stanford University
Jon A. Krosnick, Stanford University

More Comparisons of Probability and Non-Probability Sample Internet Surveys: The Dutch NOPVO Study
Rebecca Weiss, Stanford University
Jon Krosnick, Stanford University
David S. Yeager, Stanford University

Can a Non-Probability Sample Ever be Useful for Representing a Population? Comparing Probability and Non-Probability Samples of Recent College Graduates
Cliff Zukin, Rutgers University
Jessica Godofsky, Rutgers University
Carl Van Horn, Rutgers University
Wendy Mansfield, Knowledge Networks
J. M. Dennis, Knowledge Networks
Concurrent Session C

Saturday, May 14, 2:15 p.m. – 3:45 p.m.

Cost & Operational Efficiencies in Cell Phone Surveys

**Location:** Copperwood – Level 1

**Chair:** Douglas Curivan, RTI International

- **A Comparison of Cell and Landline Dialing Patterns**
  Robert Montgomery, NORC
  Wei Zeng, NORC at the University of Chicago
  Meena Khare, National Center for Health Statistics, CDC
  Karen Wooten, NCIRD, CDC

- **Minimizing Respondent Burden in Cell Telephone Interviewing: Paths to Efficient Eligibility Screening**
  Alicia M. Frasier, NORC at the University of Chicago
  Heather M. Morrison, NORC at the University of Chicago
  Rebecca Ruthenburg, NORC at the University of Chicago

- **Cell-to-Landline Cost Ratios for RDD Surveys of Rare Populations**
  Benjamin Skalland, NORC at the University of Chicago

- **Costs Error Optimization for Cell-Landline Dual Frame Surveys**
  Vasja Vehovar, University of Ljubljana
  Ana Slavec, University of Ljubljana

- **Using Telecommunication Trends to Estimate State Cell-Only Population**
  Randal ZuWallack, ICF Macro
  Frederica Conrey, ICF Macro
Concurrent Session C
Saturday, May 14, 2:15 p.m. – 3:45 p.m.

Exploring Interviewer & Respondent Error in Cross-National, Cross-Cultural Surveys
Location: Acacia – Level 1
Chair: Brianne Gilbert, Loyola Marymount University

Interviewer Gender Effects in International Surveys
Neha Sahgal, Pew Forum on Religion & Public Life
Juliana M. Horowitz, Pew Research Center’s Global Attitudes Project

Survey Comprehension Across Multiple Racial/Ethnic Groups: Evidence From the California Health Interview Survey
Gordon B. Willis, National Cancer Institute
Salma Shariff-Marco, National Cancer Institute
Timothy Johnson, University of Illinois

Cross-Cultural Validity of Behavior Codes
Timothy P. Johnson, University Of Illinois at Chicago, Survey Research Laboratory
Allyson Holbrook, University Of Illinois at Chicago, Survey Research Laboratory
Sharon Shavitt, University of Illinois at Urbana-Champaign
Young I. Cho, University Of Illinois at Chicago, Survey Research Laboratory
Noel Chavez, University of Illinois at Chicago
Saul Weiner, University of Illinois at Chicago

Comparisons of “Good” Interviewer and Respondent Behavior in Bilingual (English and Spanish) Behavior Coding Research
Patricia L. Goerman, U.S. Census Bureau
Concurrent Session C

Saturday, May 14, 2:15 p.m. – 3:45 p.m.

Does Behavior Coding Capture Cultural Differences in Survey Response?
Martha Stapleton, Westat
Kerry Levin, Westat
Jocelyn Newsome, Westat
Stephanie Beauvais, Westat
Salma Shariff-Marco, National Cancer Institute
Nancy Breen, National Cancer Institute
Gordon Willis, National Cancer Institute
Anne Hartman, National Cancer Institute

Respondent Conditioning in Panel Surveys
Location: Bougainvillea – Level 1
Chair: Pamela Campanelli, The Survey Coach
Discussant: Robert M. Groves, U.S. Census Bureau

Conditioning Effects of Panel Participation
Ting Yan, NORC
A. Rupa Datta, NORC
Peter S. Hepburn, NORC

Are You Burdened? Let’s Find Out
Scott Fricker, U.S. Bureau of Labor Statistics

Examination of Panel Conditioning Effects in a Web-Based 2007-2008 Election Study
J. Michael Dennis, Knowledge Networks, Inc.
Yelena Kruse, Knowledge Networks, Inc.
Trevor Tompson, The Associated Press

Tom W. Smith, NORC at the University of Chicago
Concurrent Session C
Saturday, May 14, 2:15 p.m. – 3:45 p.m.

Survey Research on “Don’t Ask, Don’t Tell” - Methodological Challenges and Solutions

Location: Mesquite – Level 2  
Chair: Brad Edwards, Westat  
Discussant: Dick Kulka, Abt Associates; Jay Goodwin, U.S. Army Research Institute  
Organizer: Sandra Berry, RAND Corporation

A Team-Based Approach to Analyzing a Large Volume of Qualitative Data on Repeal of “Don’t Ask Don’t Tell”  
Susan Berkowitz, Westat  
Cynthia Robins

Military Members’ and Military Spouses’ Assessment of the Effects of the Potential “Don’t Ask, Don’t Tell” Policy  
Kimya Lee, Westat

RAND Survey of Gay, Lesbian and Bisexual Military Personnel  
Sandra H. Berry, RAND Corp.  
Ryan A. Brown  
Terry L. Schell
Concurrent Session C

Saturday, May 14, 2:15 p.m. - 3:45 p.m.

The Role of the Interviewer in Survey Data Quality

Location: Desert Willow – Level 1
Chair: Beth Ellen Pennell, University of Michigan

Interactional Environments, Requests and Participation in the Survey Interview
Nora Cate Schaeffer, University of Wisconsin Madison, Survey Center
Dana Garbarski, Department of Sociology, University of Wisconsin Madison
Douglas W. Maynard, University of Wisconsin Madison, Department of Sociology
Jeremy Freese, Northwestern University

Effects of Speech Rate, Pitch and Pausing on Survey Participation Decisions
José R. Benki, Survey Research Center, University of Michigan
Jessica Broome, Joint Program in Survey Methodology, University of Michigan
Fred Conrad, Survey Research Center, University of Michigan
Robert Groves, U.S. Census Bureau
Frauke Kreuter, Joint Program in Survey Methodology, University of Maryland

Interviewer’s Rewording of Questions in CATI Surveys
Yfke Ongena, University of Groningen
Mike Huiskes, University of Groningen

Difficult Situations in Telephone Interviews
Wojciech Jablonski, University of Lodz, Institute of Sociology

Strategies and Techniques for Improving the Accuracy of Interviewer Observations
Brady T. West, Institute for Social Research
Concurrent Session C
Saturday, May 14, 2:15 p.m. – 3:45 p.m.

Using Sample Surveys to Measure the Effect of Messaging
Location: Lantana – Level 2
Chair: Eric Plutzer, Pennsylvania State University
Discussant: Andrew Smith, University of New Hampshire

How Seeing Movies Changes Attitudes, Perceptions and Consideration of Military Service: Findings From a Pre-Post Factorial Design Field Experiment
Robert P. Daves, The Everett Group

Effects of Message Framing and Political Disposition on Policy Opinions Regarding Direct-to-Consumer Genetic Testing
Jocelyn Landau, University of Pennsylvania
Sarah Gollust, University of Minnesota
Joseph N. Cappella, University of Pennsylvania

Social Disparities, Communication Inequalities and HIV/AIDS-Related Knowledge and Attitudes in India
Leland K. Ackerson, University of Massachusetts Lowell
Shoba Ramanadhan, Dana-Farber Cancer Institute
Monisha Arya, Baylor College
Vish Viswanath, Dana-Farber Cancer Institute

Is Anybody Listening? Informing, Persuading and Priming in the 2000 and 2004 Presidential Campaigns
Andrew Therriault, Department of Politics, New York University
2011 Seymour Sudman Student Paper Competition Winner
Notes
## AAPOR 66th Annual Conference Day-at-a-Glance

### Sunday, May 15

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<th>Time</th>
<th>Event</th>
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<tr>
<td>8:00 a.m. – 10:15 a.m.</td>
<td>Registration Desk Open</td>
<td>Conference Center – Level 1 Lobby</td>
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<tr>
<td>8:00 a.m. – 11:30 a.m.</td>
<td><strong>Short Course</strong></td>
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<td>Course 6: The Use of Incentives in Survey Research</td>
<td>Palm 3 A/B</td>
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<td>8:30 a.m. – 10:00 a.m.</td>
<td><strong>Concurrent Sessions A</strong></td>
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<td>Session 1: Understanding Panel Attrition</td>
<td>Acacia – Level 1</td>
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<td>Session 2: Insights From Cognitive Interviewing</td>
<td>Bougainvillea – Level 1</td>
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<td>Session 3: Election Polling Methods and Considerations</td>
<td>Copperwood – Level 1</td>
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<td>Session 4: Sampling/Weighting in Multi-Frame Designs Involving Cell Phone Populations</td>
<td>Desert Willow – Level 1</td>
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<td>Session 5: Cross-National Illustrations of ABS &amp; Other Sample Designs</td>
<td>Kaibab – Level 2</td>
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<td>Session 6: Coverage Follow-Up in the 2010 Census</td>
<td>Lantana – Level 2</td>
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<td>Session 7: Sampling Racial/Ethnic Minorities in the U.S.</td>
<td>Mesquite – Level 2</td>
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<td>Session 8: Methodological Briefs: Using Incentives to Increase Survey Participation</td>
<td>Noble – Level 2</td>
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<td>10:15 a.m. – 11:45 a.m.</td>
<td><strong>Concurrent Sessions B</strong></td>
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<td>Session 1: Assessing Public Attitudes Towards Minorities</td>
<td>Acacia – Level 1</td>
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<td>Session 2: How Recalcitrance Affects Data Quality</td>
<td>Bougainvillea – Level 1</td>
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<td>Session 3: Response &amp; Non-Response Issues in Multi-Mode Surveys</td>
<td>Copperwood – Level 1</td>
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<td>Session 4: Sampling Frame Methods – Geographic, Network and Within Households</td>
<td>Desert Willow – Level 1</td>
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### Day-at-a-Glance

**Sunday, May 15**

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<td>10:15 a.m. - 11:45 a.m.</td>
<td><strong>Concurrent Sessions B (continued)</strong></td>
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<td>Session 5: <em>Questionnaire Design: Response Options and Order Effects</em></td>
<td>Kaibab - Level 2</td>
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<td>Session 6: <em>Religious Attitudes and Beliefs</em></td>
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<td>Session 7: <em>Media Effects: Framing &amp; Priming</em></td>
<td>Mesquite - Level 2</td>
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Short Course 6 Description

Sunday, May 15, 8:00 a.m. – 11:30 a.m.

Course 6: The Use of Incentives in Survey Research

Instructor: Paul J. Lavrakas, Ph.D.
Location: Palm 3C

Course Overview:
This half-day AAPOR short course will focus on a framework that survey researchers should use to determine how to choose, deploy and evaluate the incentives they will use in their surveys. This framework covers (a) possible goals that incentives are meant to achieve (e.g., improving response rates; improving data quality; reducing Non-Response bias) and the theories that underlie possible achievement of these goals, (b) which respondents will be chosen to receive incentives, (c) the type of incentives that will be used (e.g., contingent and/or noncontingent; cash and/or noncash; fixed and/or differential), (d) ethical considerations in choosing the incentives that will be deployed, (e) costs implications the chosen incentives will have, and (f) how to evaluate the impact of the chosen incentives. Examples of incentives used for various studies and purposes will be provided throughout the course. Q&A will allow for targeted advice to be suggested about incentives in specific projects the attendees may choose to ask about.
Concurrent Session A
Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Coverage Follow-Up in the 2010 Census
Location: Lantana – Level 2
Chair: Elizabeth Poehler, U.S. Census Bureau
Organizer: Elizabeth Poehler, U.S. Census Bureau

2010 Coverage Follow-Up Instrument: Issues and Recommendations
Sarah E. Brady Clark, U.S. Census Bureau
Kelly Govern, U.S. Census Bureau

Examining Service Quality and Data Quality in Telephone Interviews
Julia F. Coombs, U.S. Census Bureau
Kelly Govern, U.S. Census Bureau

Overview and Results of the 2010 Coverage Follow-Up Operation
Kelly Govern, U.S. Census Bureau
Elizabeth Poehler, U.S. Census Bureau

Selecting and Monitoring the Workload for the 2010 Coverage Follow-Up Operation
Elizabeth K. Poehler, U.S. Census Bureau
Sarah Brady Clark, U.S. Census Bureau

Census 2010 Coverage Follow-Up Experiment: Mod Q Questionnaire
Timothy D. Stewart, U.S. Census Bureau
Concurrent Session A
Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Cross-National Illustrations of ABS & Other Sample Designs
Location: Kaibab – Level 2
Chair: Ashley Amaya, NORC
Discussant: Charles DiSogra, Knowledge Networks

Address-Based Sampling (ABS) in Puerto Rico
Mansour Fahimi, Marketing Systems Group
David Malarek, Marketing Systems Group
Edward Cohen, Arbitron, Inc.

Overcoming Challenges to Sample Design in Iraq
Matthew Warshaw, D3 Systems, Inc.
John Willingham, D3 Systems, Inc.
David Peng, D3 Systems, Inc.
Nelson Gunter, D3 Systems, Inc.
Kevin Tillman, D3 Systems, Inc.

Within-Household Selection: Searching for a Better Method Conditional on Household Size Information
Kien Le, Social and Economic Survey Research Institute, Qatar University
Abdoulaye Diop, Social and Economic Survey Research Institute, Qatar University
Darwish Alemadi, Social and Economic Survey Research Institute, Qatar University
Michael Brick, Westat

Response Quantity, Response Quality and Costs of Building an Online Panel via Social Contacts
Vera Toepoel, Tilburg University
Concurrent Session A
Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Election Polling Methods and Considerations

Location: Copperwood - Level 1
Chair: Jennifer Agiesta, The Associated Press
Discussant: Clyde Tucker, Consultant

A Comparative Analysis of Voter Misreport in Two Modes of Interviewing: Telephone and Online
Kenneth Winneg, Annenberg Public Policy Center

How Polling Locations Influence Voting Behavior
Clint W. Stevenson, Edison Research

Conducting Online Pre-Election Polls Using Registration Based Sampling
Michael Barber, Princeton University
Chris Mann, University of Miami
J. Q. Monson, Brigham Young University
Kelly D. Patterson, Brigham Young University
Concurrent Session A
Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Insights From Cognitive Interviewing
Location: Bougainvillea – Level 1
Chair: Janice Ballou, Mathematica Policy Research

Cognitive Research on Experimental Race and Hispanic Origin Questions Translated Into Spanish
Rodney L. Terry, U.S. Census Bureau
Marissa Fond, U.S. Census Bureau
George Higbie, U.S. Census Bureau

Suspicious and Non-Suspicious Response Patterns Which are and are not Problematic: Cognitive Interviewing as Tool for Exploring Quantitative Findings
Pamela Campanelli, The Survey Coach
Michelle Gray, The National Centre for Social Research
Margaret Blake, The National Centre for Social Research
Steven Hope, The National Centre for Social Research

Usability Issues From Testing a Census Web Survey: Results From Testing of the Census Quality Survey (CQS)
Kathleen T. Ashenfelter, U.S. Census Bureau
Temika Holland, U.S. Census Bureau
Victor Quach, U.S. Census Bureau
Elizabeth Nichols, U.S. Census Bureau

Developing a Sexual Identity Measure for the National Health Interview Survey: Results From Cognitive Testing
Heather Ridolfo, National Center for Health Statistics
Kristen Miller, National Center for Health Statistics

New Relationship and Marital Status Questions: A Reflection of Changes to the Social and Legal Recognition of Same-Sex Couples in the U.S.
Theresa DeMaio, U.S. Census Bureau
Nancy Bates, U.S. Census Bureau
Concurrent Session A
Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Methodological Briefs:
Using Incentives to Increase Survey Participation

Location: Noble – Level 2
Chair: James Caplan, U.S. Department of Defense

Impact of Differential Incentive Amounts on Early and Final Survey Response Rates
Yan Wang, American Institutes for Research
Jason Hill, American Institutes for Research

Full-Factorial Experiment on the Effect of Tailoring Incentives, Mail Survey Delivery Options and Questionnaire Length to Increase Response Rates and Reduce Non-Response Bias
Sonja Ziniel, Harvard Medical School, Children’s Hospital Boston
Jonathan Amatruda, Children’s Hospital Boston
Robert Green, Children’s Hospital Boston
Noelle Huntington, Children’s Hospital Boston
Ingrid Holm, Children’s Hospital Boston

The Impact of Gift Cards Versus Checks: Comparisons of Daily Response Rate in Panels
Adam Gluck, Arbitron, Inc.
Yelena Pens, Arbitron, Inc.

Increasing (or Decreasing) Response Rate by Changing the Subject of Email Invitations
Vani Henderson, Google
Mario Callegaro, Google

Combining Prepaid and Promised Incentives: Impact on Survey Quality in a Mail Survey of Young Adults
Luciano Viera Jr., Fors Marsh Group, LLC
Scott Turner, Fors Marsh Group, LLC
Sean Marsh, Fors Marsh Group, LLC

The Effect of Customized Materials on Response Rates
Michelle A. Cantave, Arbitron, Inc.
Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Sampling Racial/Ethnic Minorities in the U.S.

Location: Mesquite – Level 2
Chair: Justin Bailey, The Nielsen Company

Improving Recruitment Efficiency in Minority Populations: Lessons Learned From the Genetic Study of Nicotine Dependence in African Americans (AAND)
Stacey Weger, RTI International
Christy Hottinger, RTI International

Representative Sampling by Korean Surnames
Jibum Kim, NORC
Hee-Choon Shin, NORC
Diane Lauderdale, University of Chicago
Yongmo Lee, Konkuk University

Do Different Recruitment Methods Reach Different People?
Hyunjoo Park, RTI International
Lu Liu, RTI International
Mandy Sha, RTI International
Michelle Yuan, RTI International

Bias in Surveys of Hispanics
David Dutwin, Social Science Research Solutions
Mark Lopez, Pew Hispanic Center
Eran Ben-Porath, Social Science Research Solutions
Jocelyn Kiley, Pew Hispanic Center
Concurrent Session A
Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Sampling/Weighting in Multi-Frame Designs Involving Cell Phone Populations
Location: Desert Willow – Level 1
Chair: Martin Barron, NORC

The Impact of Cell Phones in the 2010 Elections: More Than Just the Cell Onlys
Leah M. Christian, Pew Research Center for the People & the Press
Scott Keeter, Pew Research Center
Michael Dimock, Pew Research Center

From Dual-Frame to Triple Frame: An Assessment of Coverage Bias in a Telephone Survey Design Combining RDD, Directory-Listed and Cellphone Samples
Thomas M. Guterbock, Center for Survey Research, University of Virginia
Abdoulaye Diop, Social and Economic Survey Research Institute
James M. Ellis, University of Virginia Center for Survey Research
John Lee P. Holmes, University of Virginia Center for Survey Research
Trung K. Le, Social and Economic Survey Research Institute

The Impact on Accuracy of Estimates of Increasing Cell Telephone Sample to Correct Coverage Error in the Survey of Consumer Attitudes
Mahmoud Elkasabi, ISR - University of Michigan
Zeynep Suzer-Gurtekin, ISR - University of Michigan

Accuracy of Geographic Stratification in a Cell-Phone Survey
Kirk M. Wolter, NORC at the University of Chicago
Robert Montgomery, NORC at the University of Chicago
Xian Tao, NORC at the University of Chicago
Stacie Greby, Centers for Disease Control and Prevention
Erin Kennedy, Centers for Disease Control and Prevention
Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Assessment of Bias From Incomplete Frame Coverage and Other Sources in a Random Digit Dial Survey: Applications of a Supplement to the National Health Interview Survey
Kennon R. Copeland, NORC at the University of Chicago
Meena Khare, National Center for Health Statistics
Philip J. Smith, National Center for Immunization and Respiratory Diseases
Reiping Huang, NORC at the University of Chicago
Lin Liu, NORC at the University of Chicago
Kirk M. Wolter, NORC at the University of Chicago
Concurrent Session A
Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Understanding Panel Attrition
Location: Acacia – Level 1
Chair: Barbara O’Hare, U.S. Census Bureau

Panel Attrition and the Survey Experience
Sunshine Hillygus, Duke University
Trevor Tompson, Associated Press
Laura Lazarus Frankel, Duke University

Identifying Potential Attrition Bias Using Paradata, Sampling Frame Information and Survey Data
Darryl Creel, RTI International

Comparing Two Telephone Panel Surveys Conducted 25 Years Apart: Similarities and Differences in Factors Affecting Panel Attrition
David R. Johnson, Pennsylvania State University
Veronica Roth, Pennsylvania State University

Characteristics Influencing Biomeasure and DNA Cooperation Rates in a Longitudinal Study of Older Adults
Katie Lundeen, NORC at the University of Chicago
Jane McPhillips, NORC at the University of Chicago
Krishna Chokshi, NORC at the University of Chicago
Angela Jaszczak, NORC at the University of Chicago
Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

Assessing Public Attitudes Towards Minorities

Location: Acacia – Level 1
Chair: Angela Fontes, NORC at the University of Chicago

Conflict Over Discrimination Against Ethnic Minorities, Smokers and the Overweight: Australian Evidence
S. M. Kelley, Yale University

Do Individual Characteristics Matter? An Analysis of Americans’ Opinions Towards the Korean, Vietnam, Persian Gulf, Iraq Wars and the War on Terror
Emanuel Boussios, Nassau Community College

Public Attitudes Toward the Homeless
Robert P. Agans, Survey Research Unit, Dept of Biostatistics, UNC-CH

Political, Social and Demographic Factors Underlying Public Reaction to the “Ground Zero” Muslim Community Center and Mosque
Mark A. Schulman, Abt SRBI, Inc.
Benjamin Phillips, Abt SRBI, Inc.
Seth Brohinsky, Abt SRBI, Inc.

Investigating the Terrain of Hate Crimes in the Oklahoma Public Education System: Are We Facing a Decline in Tolerance in an Era of Purported Ethnic, Racial and Social Diversity?
Amy S. Goodin, University of Oklahoma Public Opinion Learning Laboratory
Natalie Jackson, University of Oklahoma Public Opinion Learning Laboratory
Sheryll Brown, Oklahoma State Department of Health
Andrea Hamor Edmondson, Oklahoma State Department of Health
Concurrent Session B  
Sunday, May 15, 10:15 a.m. – 11:45 a.m.

How Recalcitrance Affects Data Quality

Location: Bougainvillea – Level 1  
Chair: Roy Whitmore, RTI International

The Relationship Between Response Propensity and Measurement Error in Survey Reports of Program Participation: An Exploration Using Linked National Health Interview Survey Data  
Renee Gindi, National Center for Health Statistics  
James M. Dahlhamer, National Center for Health Statistics  
Aaron Maitland, National Center for Health Statistics

Do Reluctant Responders Provide Poor Data? Evidence From the Face-To-Face Recruited Internet Survey Platform (FFRISP)  
Emily Gilbert, Institute for Social and Economic Research, University of Essex  
Nick Allum, Department of Sociology, University of Essex  
Ana Villar, Institute for Research in the Social Sciences, Stanford University  
Jon Krosnick, Stanford University

Non-Consent Error, Non-Response Error and Measurement Error: Assessing the Overall Quality of Linked Survey and Administrative Data  
Joseph W. Sakshaug, University of Michigan

Identifying Causes of Verification Refusals on a Large Nation-Wide Field Study Using a Multilevel Model  
Dustin Williams, RTI International  
Christina Touarti, RTI International  
Christine Clark, RTI International  
Jason Butler, RTI International
Concurrent Session B
Sunday, May 15, 10:15 a.m. – 11:45 a.m.

Have You Really Seen This Ad? An Investigation of Measurement Error in Self-Reported Exposure Through Confirmed Awareness and Mode-Specific Cueing
Peter S. Hepburn, NORC
Ting Yan, NORC
A. Rupa Datta, NORC
W. Douglas Evans, George Washington University

Media Effects: Framing & Priming
Location: Mesquite – Level 2
Chair: Curtis Cobb, Stanford University

Powerful Pictures: Examining the Effects of Visual Priming on Public Perceptions of Controversial Scientific Information
Kajsa Dalrymple, University of Wisconsin Madison

Religious Media, Political Knowledge and Attitude Polarization: Cheap Framing in Focus on the Family
Colene J. Lind, University of Texas at Austin

See No Evil, Hear No Evil: National Identity, Drone Warfare and Culturally Resonant Frames
Charles M. Rowling, University of Washington
Penelope Sheets, University of Washington
Timothy M. Jones, Bellevue College

War of Words: Framing of the United States in Selected Belarusian Newspapers in 2009
Natalie Manayeva, University of Tennessee
Dzmitry Yuran, University of Tennessee

An Analysis of the Presentation of Research Data in News Media
Maria Ivancin, American University
Concurrent Session B
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Questionnaire Design: Response Options and Order Effects
Location: Kaibab – Level 2
Chair: Anna Fleeman, Abt SRBI, Inc.

Designing Effective Rating Scales in Customer Satisfaction Surveys
Carey Stapleton, Service Management Group

Measuring Perceptions of Probabilities: Verbal or Numerical Response Options?
Yphtach Lelkes, Stanford University
Jon Krosnick, Stanford University

Re-Examining the Effects of Grouping the Options in Factual Questions
Nuttirudee Charoenruk, Program of Survey Methodology, University of Michigan
Roger Tourangeau, The Joint Program in Survey Methodology, University of Maryland
Cleo Redline, The Joint Program in Survey Methodology, University of Maryland

Question and Respondent Predictors of Response Latencies to Survey Questions Measuring Opinions, Personal Characteristics and Factual Knowledge
Allyson L. Holbrook, Survey Research Laboratory, University of Illinois at Chicago
Timothy P. Johnson, Survey Research Laboratory, University of Illinois at Chicago
Young I. Cho, Survey Research Laboratory, University of Illinois at Chicago
Sharon Shavitt, University of Illinois Urbana-Champaign
Noel Chavez, University of Illinois at Chicago
Saul Weiner, University of Illinois at Chicago
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Not Getting it Right: Incorrect Answers vs. “I Don’t Know” in Knowledge Surveys
Gregory A. Smith, Pew Research Center
Rob Suls, Pew Research Center
Mike Mokrzycki, Independent Consultant
Jocelyn Kiley, Pew Research Center
Scott Keeter, Pew Research Center

Religious Attitudes and Behaviors
Location: Lantana – Level 2
Chair: Frances Barlas, ICF International

Evolving a Better Measure: Developing Alternative Measures of Beliefs in Human Origins
William B. Higgins, ICF International
Randall K. Thomas, ICF International
George Bishop, University of Cincinnati

Religious Intermarriage and its Relationship to Religious Commitment and Politics
Scott Clement, Pew Research Center - Forum on Religion and Public Life
Christine B. Bhutta, Pew Research Center - Forum on Religion and Public Life
Greg Smith, Pew Research Center - Forum on Religion and Public Life
Allison Pond, Pew Research Center - Forum on Religion and Public Life

Catholics and Confidence in Religious Institutions
Ann Arthur, Gallup Research Center, University of Nebraska-Lincoln
Tarek Albaghal, Gallup Research Center, University of Nebraska-Lincoln
Lei Huang, Gallup Research Center, University of Nebraska-Lincoln
Ana Lucia Cordova Cazar, Gallup Research Center, University of Nebraska-Lincoln
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Meryem Ay, Gallup Research Center, University of Nebraska-Lincoln
Allan L. McCutcheon, Gallup Research Center, University of Nebraska-Lincoln
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“He Who Lies With Another Man as With a Woman”: Attitudes Towards Homosexual Sex in Australia
C. G. Kelley, Yale University
S. M. Kelley, Yale University

Over Reporting of Religious Service Attendance as a Function of Identity Importance
Philip Brenner, University of Michigan
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Response & Non-Response Issues in Multi-Mode Surveys

Location: Copperwood – Level 1
Chair: Miriam Gerver, VS Research

More Positive or More Extreme? A Meta-Analysis of Mode Differences in Response Choice
Cong Ye, University of Maryland
Jenna Fulton, University of Maryland
Roger Tourangeau, University of Maryland

Examining Response Rates and Patterns in a Multimode Experiment: A Study of Department Chairs/Heads in STEM Programs at Research Intensive Universities
Kelly N. Foster, University of Georgia
Monica Gaughan, University of Georgia

Mode Differences in a Mixed-Mode ABS Design
Rene Bautista, NORC
Ting Yan, NORC
A. Rupa Datta, NORC
Peter S. Hepburn, NORC

Pay to Play: An Incentive Experiment
Nicholas Redel, Mathematica Policy Research

The Impact of a Mixed-Mode Data Collection Design on Response and Non-Response Bias on a RDD Landline Telephone Survey
Sean Hu, Centers for Disease Control and Prevention
Carol Pierannunzi, Centers for Disease Control and Prevention
Lina Balluz, Centers for Disease Control and Prevention
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Sampling Frame Methods – Geographic, Network and Within Households
Location: Desert Willow – Level 1
Chair: Paul Schroeder, Abt SRBI, Inc.

Eliminating Invisible Boundary Problems in Area Samples, With an Application to the National Children’s Study (NCS)
Colm O’Muircheartaigh, Harris School-University of Chicago
Ned English, NORC at the University of Chicago

Failure of the Half-Open Interval Missed Housing Unit Procedure
Stephanie Eckman, Institute for Employment Research
Colm O’Muircheartaigh, University of Chicago

A Field Validation Study of Frame Construction for the National Children’s Study: Enhancing the Delivery Sequence File
Ned English, NORC at the University of Chicago
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Katie Dekker, NORC at the University of Chicago

Comparing the Selection of one Person per Household to the Selection of all Household Members: Can Less be More?
Vincent G. Iannacchione, RTI International
Bonnie E. Shook-Sa, RTI International

Cognitive Testing Results of Personal Network Size Questions: Implications for Respondent Driven Sampling Weights
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Heather Ridolfo, National Center for Health Statistics
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