Evaluating New Frontiers in Public Opinion and Social Research

Conference Program

May 17 – 20, 2012
JW Marriott Orlando Grande Lakes • Orlando, Florida

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WE SEE ANALYSIS DIFFERENTLY.
SO WILL YOU.

The intangible becomes insightful. From disorder, we create structure. To confusion, we bring clarity. And the formerly invisible is brought into focus as superior knowledge and understanding.

EXPLORE OUR SOFTWARE.
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VISIT BOOTH #309
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Greetings!

Welcome to Orlando and the 67th Annual Conference of the American Association for Public Opinion Research (AAPOR)! This year’s conference includes four days of provocative sessions, a cutting-edge panel featuring nationally prominent thought leaders and in-depth short courses. Take advantage of the fabulous family-friendly location, social activities and events planned for our attendees.

Our theme this year is **Evaluating New Frontiers in Public Opinion and Social Research.** The focus will be on how the continued proliferation of new communication media and technologies presents increased opportunities as well as challenges for public opinion, marketing science and survey researchers. Our conference theme focuses on evaluating the strengths and weaknesses of new methodologies and modes of data collection and exploring the implications of our profession. This includes new methods of measuring opinion and behavior such as the analysis of social media content (e.g., Facebook), blogs, microblogs (e.g., Twitter) and Internet searches.

Also related to the conference theme is the use of newer technologies in research such as smartphones, tablets (e.g., iPad®), texting, webcams (e.g., Skype), avatars (e.g., Second Life®) and other advances in Internet surveys. In this rapidly changing communication environment, this year’s conference theme will provide a forum to discuss the implications of these myriad changes for the public opinion, marketing science and survey research professions.

In keeping with long standing AAPOR tradition, the 2012 conference will be rich with discussion on how public opinion is shaped and its consequences for individuals and collectives. Numerous presentations will address all aspects of survey research methodology. More than 500 papers and posters will be presented during the conference. Networking opportunities, short courses, “meet the author” sessions and an outstanding exhibit hall will offer additional opportunities for attendees to develop expertise to ensure maximum educational benefits.

We hope that you will find the next four days informative, engaging and thought-provoking.

Dan Merkle,  
Conference Chair  
Paul Beatty,  
Associate Conference Chair
General Information

The AAPOR Registration is located at the Mediterranean Registration Desk.

Hours:
Wednesday, May 16  4:00 p.m. – 6:00 p.m.
Thursday, May 17  7:00 a.m. – 5:00 p.m.
Friday, May 18  7:30 a.m. – 4:30 p.m.
Saturday, May 19  7:30 a.m. – 3:00 p.m.
Sunday, May 20  8:00 a.m. – 10:15 a.m.

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

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

Speaker Materials
Presenters who plan to use PowerPoint® and the data projector must bring their presentation on a flash drive or CD-ROM to the AV technician at the registration desk 24 hours prior to their session or earlier. The presentations will be loaded onto the computer in the designated meeting room.

Conference Materials
The final program and abstracts will be available on the conference website.

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

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.
Plenary Session
Thursday, May 17, 8:00 p.m. – 9:30 p.m.

Examining the Value of Non-Probability Sampling in Social Research
Location: Palazzo Ballroom

A distinguished panel of experts will explore the value of non-probability sampling to public opinion and survey research and to science more generally. The plenary will explore the circumstances under which non-probability sampling can and cannot be used effectively and with confidence. Two panelists will present the case for the value of non-probability sampling, outlining the strengths of the approach, when it can be used effectively and with confidence and when it cannot.

The panelists, who have been at the forefront of research in this area, will be Doug Rivers, professor of political science at Stanford University and chief innovations officer at YouGov, and George Terhanian, Toluna’s North American president and group chief strategy officer. The plenary will also include two discussants who will evaluate the panelists’ arguments. The discussants will be Robert M. Groves, director of the U.S. Census Bureau, and Elizabeth Stasny, professor of statistics at Ohio State University. The session will be moderated by Nancy Mathiowetz, professor of sociology at the University of Wisconsin-Milwaukee.

Plenary Session participants include:

Doug Rivers, Panelist
Doug Rivers is a professor of political science at Stanford University, a senior fellow at the Hoover Institution and chief innovations officer at YouGov. Most of his academic research has been on the application of statistics to political science and economics, covering diverse topics ranging from voting to unemployment insurance and international trade flows. He has also done pioneering work on simultaneous probit models, causal inference in social experiments and model selection for time series published in the American Political Science Review, the American Economic Review and the Journal of Econometrics. He was awarded the Innovators Award from AAPOR in 2001. In his spare time, Doug has started three companies, including Knowledge Networks and Polimetrix, and was named Executive of the Year by Research Business Report in 2000.
Plenary Session
Thursday, May 17, 8:00 p.m. – 9:30 p.m.

George Terhanian, Panelist
George Terhanian is Toluna’s North American President and group chief strategy officer. He is a member of the board of directors of the Advertising Research Foundation. Through the years, Dr. Terhanian has also served on committees or advisory groups for organizations such as the European Society for Opinion and Marketing Research, the U.S. Department of Education (USDE), the British Polling Council and the American Social Health Association. Prior to joining Toluna in 2011, he served in a variety of roles for nearly 14 years at Harris Interactive, including as president, Global Solutions; president, Harris Interactive Europe; and president, Global Internet Research. He also oversaw the Harris Poll. Earlier in his career, Dr. Terhanian taught in elementary and secondary schools and worked briefly in the Inspector General’s Office of the USDE. He also served an appointment as an American Educational Research Association (AERA) fellow at the National Center for Educational Statistics and received a dissertation fellowship from the AERA. Dr. Terhanian earned a Ph.D. from the University of Pennsylvania, and Ed.M. from Harvard University, and a Bachelor of Arts degree from Haverford College. His methodological expertise lies in the design and analysis of multi-mode studies.

Robert M. Groves, Discussant
Robert Groves is currently the director of the U.S. Census Bureau, having been nominated by President Barack Obama on April 2, 2009, and confirmed by the U.S. Senate on July 13, 2009. Groves is on leave as a professor at the University of Michigan. Mr. Groves has authored or co-authored seven books and scores of scientific articles. His book, *Survey Errors and Survey Costs*, was named one of the 50 most influential books in survey research and another titled, *Nonresponse in Household Interview Surveys*, with Mick Couper, received the 2008 AAPOR Book Award. His edited book, *Survey Nonresponse*, with Don Dillman, John Eltinge and Rod Little won the 2011 AAPOR Book Award. Mr. Groves is a member of the U.S. National Academy of Sciences. He is an elected fellow of the American Academy of Arts and Sciences, the American Statistical Association, the Midwest Association for Public Opinion Research and the International Statistical Institute. He is also the recipient of the distinguished achievement award of the American Association for Public Opinion Research and the Julius Shiskin Memorial Award, in recognition of contributions in the development of economic statistics. Mr. Groves has an A.B. from Dartmouth College and M.A. and Ph.D. degrees in statistics and sociology, respectively, from the University of Michigan.
Plenary Session
Thursday, May 17, 8:00 p.m. – 9:30 p.m.

Elizabeth A. Stasny, Discussant
Elizabeth Stasny is professor and vice chair for graduate studies in statistics and biostatistics in the Department of Statistics at The Ohio State University. For more than 25 years, her main research area has been in handling missing data in sample surveys, with applications mainly in the social sciences. Ms. Stasny has expertise in large-scale government surveys, such as the National Crime Victimization Survey, the Current Population Survey, and the National Longitudinal Surveys, as well as with RDD, mail and email surveys. She is a fellow of the American Statistical Association, associate editor for Survey Methodology and is currently a member of the U.S. Attorney General’s Office of Justice Programs (OJP) Science Advisory Board. Ms. Stasny served a six-year term on the Census Advisory Committee leading up to the 2000 census. Recently she has been working on ranked set sampling problems, especially with applications to sample surveys.

Nancy A. Mathiowetz, Moderator
Nancy Mathiowetz is a professor in the Department of Sociology at the University of Wisconsin-Milwaukee (UWM). Prior to joining the faculty at UWM, she was on the faculty at the University of Maryland/University of Michigan Joint Program in Survey Methodology, spent 10 years in the service of the federal government and worked as a consultant at Westat, Inc. Ms. Mathiowetz received her B.S. in sociology from the University of Wisconsin-Madison and an M.S. in biostatistics and a Ph.D. in sociology from the University of Michigan. She teaches graduate courses in survey methodology, questionnaire design, statistics and data analysis. In addition, she has published articles on various topics related to the quality of survey data in journals such as the Journal of Business and Economic Statistics, Handbook of Econometrics and the American Journal of Public Health. Ms. Mathiowetz currently serves as co-editor of Public Opinion Quarterly. She is an active member of the American Statistical Association and the American Association for Public Opinion Research (AAPOR), serving as AAPOR president in 2007-2008.
Education – Short Courses
Six in-depth short courses are offered to enhance your learning experience. Course offerings include:

Course 1: Single and Multi-Mode Surveys Using Address-Based Sampling
Course 2: Unlocking the Potential of Conjoint Analysis/Discrete Choice Modeling and MaxDiff Scaling in Public Opinion Research
Course 3: Maximizing the Accuracy of Online Surveys: Comparisons of Methods and Recommendations of Optimal Procedures
Course 4: Improving Surveys With Paradata: Making Use of Process Information
Course 5: Designing Web Questionnaires
Course 6: The Role of New Technologies in Powering, Augmenting, or Replacing Traditional Surveys

There is still time to register for a short course. Sign up at the registration desk! For course descriptions see pages 49, 53, 54 and 173.

Exhibit Hall Hours
Thursday, May 17 3:00 p.m. – 5:30 p.m.
Friday, May 18 7:00 a.m. – 4:30 p.m.
Saturday, May 19 7:00 a.m. – 2:30 p.m.

The AAPOR Annual Conference Exhibit Hall located in Mediterranean 4 & 5 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.

New Member & All-Chapter Reception
Thursday, May 17, 6:00 p.m. – 7:00 p.m.
Valencia Lawn & Terrace
Places to go and people to meet – that’s what this reception is all about! Sponsor, exhibitor, first-time attendee or old hand, this is your opportunity to get started on the right foot, balancing AAPOR educational sessions with the satisfaction of meeting colleagues who share your interests.
Highlights

**Dinner and Plenary Session**
Thursday, May 17, 7:00 p.m. – 9:30 p.m.
Palazzo Ballroom
Enjoy a great meal and the mental stimulation that only the AAPOR conference can deliver! Debate the big issues with your tablemates, open your mind and listen to our panel of experts weigh in on the value of non-probability sampling. The floor will be open for questions following the plenary presentation.

**Presidential Address and Luncheon**
Friday, May 18, 11:45 a.m. – 1:45 p.m.
Palazzo Ballroom
Join fellow attendees for lunch and an insightful keynote address from AAPOR President Scott Keeter.

**AAPOR Membership and Business Meeting**
Saturday, May 19, 4:00 p.m. – 5:30 p.m.
Mediterranean 1
AAPOR members are encouraged to attend the annual business meeting to learn more about the past year’s accomplishments and future initiatives of the association.

**President’s Reception & AAPOR Awards Banquet**
Saturday, May 19, 6:00 p.m. – 9:30 p.m.
Valencia Lawn and Terrace
Palazzo Ballroom
AAPOR’s traditional Saturday night program is a chance to enjoy a cool drink before joining colleagues for a delicious meal and spirited idea exchange. Join us as we welcome the newly elected executive councilors and toast the award-winning accomplishments of AAPOR members.

**Post-Banquet Party**
Saturday, May 19, 9:30 p.m. – Midnight
Citrus Garden
Don’t miss this much anticipated event, to be held in the Citrus Garden, where you can enjoy a specialty cocktail and catch up with friends while listening to “unplugged” acoustic entertainment.
Things to Do, Places to Go: AAPOR Social Activities

Golf
Thursday, May 17, 7:30 a.m.
The Annual AAPOR Golf Outing will be held at the Grande Pines Golf Club, with tee times starting at 7:30 a.m. Nestled among lakes, tall pines, oaks and palms, Grande Pines peacefully coexists with the native flora and wetlands. Each hole of Grande Pines was created to be a strategic challenge that will bring out the best in each player’s game.

Fun Run/Walk
Saturday, May 19, 7:00 a.m.
The Fun Run/Walk will take place on two miles of the jogging/fitness trails on the resort grounds. If you would like to enter into some competitive early morning exercise, this is just for you! All participants will receive bottled water. More information will be posted on the message board at the conference and volunteers will be available on Saturday morning to guide participants to the starting line. A waiver must be signed on site to participate. Awards will be given to the top runners and to those record-breaking walkers. Fun Run/Walk participants should meet at the Primo Garden, just behind Citron Restaurant.

Applied Probability
Saturday, May 19, 9:30 p.m.
Cordova 5 & 6
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.

Speed Networking – Two Sessions
Friday, May 18, 3:15 p.m. – 4:15 p.m.
Saturday, May 19, 12:45 p.m. – 2:15 p.m.
Palazzo F, G, H Foyer
Sign up to participate at the AAPOR registration desk or during the networking session. Sessions run for 15 minutes with the organizations represented. Spend your time discussing the details of the company/organization with your new contact and then quickly move on to the next networking opportunity. Be sure to bring plenty of business cards!
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Paul J. Lavrakas, Independent Consultant
Emilia Peytcheva, RTI International
Jeffrey Stec, CRA International
Timothy Triplett, The Urban Institute
Andrew Zukerberg, National Center for Education Statistics
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.

Burns “Bud” Roper Fellows
Matthew Anderson, Mathematica Policy Research
Wojciech Jablonski, University of Lodz, Poland
Su Li, University of California, Berkeley
Jessie Kemmick Pintor, University of Minnesota
Christopher Werner, University of South Carolina
Lindsay Wood, 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:
Christopher J. Ojeda, The Pennsylvania State University
“Who Rallies? The Impact of 9/11 on the Heritability of Political Trust”

HONORABLE MENTION:
Rebekah Young, The Pennsylvania State University
“Men Don’t Know Everything: Gender Difference in ‘Don’t Know’ Responses”

Student Travel Scholarships Award
These awards make it possible for more graduates students to attend and engage in the AAPOR annual conference.

Michael Barthel, University of Washington
Kristen Cyffka, University of Wisconsin-Madison
Ashley Koning, The State University of New Jersey, Rutgers
Julia Lee, University of Michigan
Amanda Libman, University of Nebraska, Lincoln
Stephanie Morain, Harvard University
Elizabeth Roodhouse, The University of Pennsylvania
David Vanette, Stanford University
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:
Sidney Verba, Kay Lehman Schlozman and Henry E. Brady,
Voice and Equality: Civic Voluntarism in American Politics
(Harvard University Press, 1995)

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.

WINNER:
State Health Access Data Assistance Center (SHADAC)
at the University of Minnesota
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

2011  Stanley Presser  
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

Congratulations
AAPOR Annual T-shirt Contest Winner!
Adam Enders
Michigan State University
For “AAPOR: We are the 99% (+1)”
T-shirts are available for purchase at the registration desk.
# AAPOR Committee Meetings

## Wednesday, May 16

<table>
<thead>
<tr>
<th>Time</th>
<th>Committee</th>
<th>Location</th>
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<tbody>
<tr>
<td>Noon – 5:00 p.m.</td>
<td>AAPOR Executive Council Meeting</td>
<td>Del Lago 1 &amp; 2</td>
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</tbody>
</table>

## Friday, May 18

<table>
<thead>
<tr>
<th>Time</th>
<th>Committee</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Membership Committee</td>
<td>Amarante 2</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Survey Practice Editorial Board</td>
<td>Amarante 2</td>
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</table>

## Saturday, May 19

<table>
<thead>
<tr>
<th>Time</th>
<th>Committee</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Association of Academic Survey Research Organizations</td>
<td>Cordova 5 &amp; 6</td>
</tr>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Chapter Representatives</td>
<td>Amarante 3</td>
</tr>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Communications Committee</td>
<td>Marbella 3</td>
</tr>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Education Committee</td>
<td>Cordova 1</td>
</tr>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Endowment Committee</td>
<td>Seguara 2</td>
</tr>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>JOS Editorial Meeting</td>
<td>Amarante 1</td>
</tr>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Standards Committee</td>
<td>Amarante 2</td>
</tr>
</tbody>
</table>
# AAPOR Social Activities

## Thursday, May 17

<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>Grande Pines Golf Club</td>
</tr>
<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td>AAPOR New Member/ All-Chapter Reception</td>
<td>Valencia Lawn and Terrace</td>
</tr>
<tr>
<td>9:30 p.m. – 10:30 p.m.</td>
<td>Dessert Reception</td>
<td>Valencia Lawn and Terrace</td>
</tr>
</tbody>
</table>

## Saturday, May 19

<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>Primo Garden</td>
</tr>
<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td>President’s Reception</td>
<td>Valencia Lawn and Terrace</td>
</tr>
<tr>
<td>9:30 p.m. – Midnight</td>
<td>Post-Banquet Party</td>
<td>Citrus Garden</td>
</tr>
<tr>
<td>9:30 p.m. – 2:00 a.m.</td>
<td>Applied Probability</td>
<td>Cordova 5 and 6</td>
</tr>
</tbody>
</table>
Schedule of Events

Wednesday, May 16
1:00 p.m. – 3:00 p.m.  Short Course Registration Desk Open
2:30 p.m. – 6:00 p.m.  Short Courses
4:00 p.m. – 6:00 p.m.  Registration Desk Open

Thursday, May 17
7:00 a.m. – 5:00 p.m.  Registration Desk Open
7:30 a.m. – 1:00 p.m.  Golf Outing
8:00 a.m. – 11:30 a.m.  Short Courses
1:30 p.m. – 3:00 p.m.  Concurrent Session A
3:00 p.m. – 5:30 p.m.  Exhibit Hall and Book Exhibit Open
3:00 p.m. – 4:00 p.m.  Refreshment Break in the Exhibit Hall
Meet the Author Sessions
Poster Session 1
Demonstration Session 1
4:00 p.m. – 5:30 p.m.  Concurrent Session B
6:00 p.m. – 7:00 p.m.  AAPOR New Member/All-Chapter Reception
7:00 p.m. – 8:00 p.m.  Dinner
8:00 p.m. – 9:30 p.m.  Plenary Session
9:30 p.m. – 10:30 p.m.  Dessert Reception

Friday, May 18
7:00 a.m. – 8:00 a.m.  AAPOR Committee Meetings
7:00 a.m. – 8:00 a.m.  Continental Breakfast in the Exhibit Hall
7:00 a.m. – 4:30 p.m.  Exhibit Hall and Book Exhibit Open
7:30 a.m. – 4:30 p.m.  Registration Desk Open
8:00 a.m. – 9:30 a.m.  Concurrent Session C
9:30 a.m. – 10:00 a.m.  Refreshment Break in the Exhibit Hall
10:00 a.m. – 11:30 a.m.  Concurrent Session D
11:45 a.m. – 1:45 p.m.  Luncheon and Presidential Address
1:45 p.m. – 3:15 p.m.  Concurrent Session E
3:15 p.m. – 4:15 p.m.  Dessert Break in the 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 F
6:00 p.m.  Dinner on your own
## Schedule of Events

### Saturday, May 19

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>AAPOR Committee Meetings</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast in the Exhibit Hall</td>
</tr>
<tr>
<td>7:00 a.m. – 2:30 p.m.</td>
<td>Exhibit Hall and Book Exhibit Open</td>
</tr>
<tr>
<td>7:30 a.m. – 3:00 p.m.</td>
<td>Registration Desk Open</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Concurrent Session G</td>
</tr>
<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>Refreshment Break in the Exhibit Hall</td>
</tr>
<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td>Concurrent Session H</td>
</tr>
<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Lunch</td>
</tr>
<tr>
<td>12:45 p.m. – 2:15 p.m.</td>
<td>Speed Networking Session 2</td>
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<tr>
<td>1:15 p.m. – 2:15 p.m.</td>
<td>Dessert Reception in the Exhibit Hall</td>
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<tr>
<td></td>
<td>Book Sale</td>
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<td>Meet the Author Sessions</td>
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<td>Poster Session 3</td>
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<td></td>
<td>Demonstration Session 3</td>
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<tr>
<td>2:15 p.m. – 3:45 p.m.</td>
<td>Concurrent Session I</td>
</tr>
<tr>
<td>4:00 p.m. – 5:30 p.m.</td>
<td>AAPOR Membership and Business Meeting</td>
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<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td>President’s Reception</td>
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<tr>
<td>7:00 p.m. – 9:30 p.m.</td>
<td>Awards Banquet</td>
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<tr>
<td>9:30 p.m. – Midnight</td>
<td>Post-Banquet Party</td>
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<tr>
<td>9:30 p.m. – 2:00 a.m.</td>
<td>Applied Probability</td>
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### Sunday, May 20

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<th>Event</th>
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<tr>
<td>8:00 a.m. – 10:15 a.m.</td>
<td>Registration Desk Open</td>
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<tr>
<td>8:00 a.m. – 11:30 a.m.</td>
<td>Short Course 6</td>
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<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Concurrent Session J</td>
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<tr>
<td>10:15 a.m. – 11:45 a.m.</td>
<td>Concurrent Session K</td>
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</table>
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# AAPOR Donors

## 2011 – 2012

### General Fund

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<tr>
<th>Name</th>
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<th>Name</th>
<th>Donald Hinckley</th>
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Blue Book Organizations

A
Abt SRBI, Inc.
New York, NY
Adapt, Inc.
Hopkins, MN
American Institutes for Research
Washington, DC
Anderson, Niebuhr & Associates, Inc.
Arden Hills, MN

B
Bauman Research & Consulting, LLC
Glen Rock, NJ
Belden, Russonello & Stewart
Washington, DC
Blum & Weprin Associates, Inc.
New York, NY
Braun Research, Inc.
Princeton, NJ

C
CAE at Education Development Center, Inc.
Newton, MA
California Survey Research Services, Inc.
Van Nuys, CA
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Georgia
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Grants Pass, OR
Clearwater Research, Inc.
Boise, ID
Computers for Marketing Corp.
(CFMC)
San Francisco, CA
Confrmit
New York, NY
Confirmit
San Marcos, TX

D
D3 Systems, Inc.
Vienna, VA
Decision Analyst, Inc.
Arlington, TX
DeFoe, Experts on Social Reporting, S.C.
Mexico
Directions in Research
San Diego, CA

E
Edison Research
Somerville, NJ
Employee Motivation & Performance Assessment
Chelsea, MI
Ernst & Young Quantitative Economics & Statistics Group
Washington, DC

F
Field Research Corp.
San Francisco, CA

H
Headway Workforce Solutions
Raleigh, NC

I
ICF International, Survey Research Center
Fairfax, VA
Indiana University, Center for Survey Research
Bloomington, IN
Infinite Insight
Nairobi
Interviewing Service of America
Van Nuys, CA
# Blue Book Organizations

## J
- Juarez & Associates, Inc.  
  Los Angeles, CA

## K
- Knowledge Networks, Inc.  
  Menlo Park, CA

## M
- Mail Survey Solutions  
  Stillwater, MN
- Marketing Systems Group  
  Ft. Washington, PA
- Marketwise, Inc.  
  Charlotte, NC
- Mathematica Policy Research  
  Princeton, NJ
- Mktg., Inc.  
  East Islip, NY

## N
- The Nielsen Company  
  New York, NY
- NORC at the University of Chicago  
  Chicago, IL
- NSON Opinion Strategy,  
  Salt Lake City, UT

## O
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  Cary, NC

## P
- Pacific Consulting Group  
  Palo Alto, CA
- Princeton Survey Research Associates International, LLC  
  Princeton, NJ

## R
- RAND Survey Research Group  
  Santa Monica, CA
- Renaissance Research & Consulting  
  New York, NY
- RTI International  
  Raleigh, NC

## S
- San Diego State University, Social Science Research Lab  
  San Diego, CA
- The Social Research Centre, PTY, LLD  
  North Melbourne, Australia
- Scientific Telephone Samples  
  Foothill Ranch, CA
- Society for Human Resource Management  
  Alexandria, VA
- SSRS/Social Science Research Solutions  
  Media, PA
- Stony Brook University, Center for Survey Research  
  Stony Brook, NY
- Survey Sampling International, LLC  
  Fairfield, CT

## T
- Temple University Institute for Survey Research  
  Philadelphia, PA
- Thoroughbred Research Group  
  Louisville, KY
Blue Book Organizations

U
University of California - Santa Barbara, Social Science Survey Center
Santa Barbara, CA

University of Connecticut, Roper Center for Public Opinion Research
Storrs, CT

University of Idaho, Social Science Research Unit
Moscow, ID

University of Michigan, Survey Research Center
Ann Arbor, MI

University of North Carolina, Odum Institute for Research in Social Science
Chapel Hill, NC

University of Northern Iowa, Center for Social & Behavioral Research
Cedar Falls, IA

University of South Carolina Survey Research Lab
Columbia, SC

University of Wisconsin, Survey Center
Madison, WI

University of Wyoming, Wyoming Survey & Analysis Center (WYSAC)
Laramie, WY

W
Washington State University, Social & Economic Sciences Research Center
Pullman, WA
Upcoming Events

Annual Conferences

68th Annual Conference
May 16 – 19, 2013
Seaport Boston Hotel & Seaport World Trade Center • Boston, Massachusetts

69th Annual Conference
May 15 – 18, 2014
Anaheim Marriott • Anaheim, California

70th Annual Conference
May 14 – 17, 2015
Westin Diplomat Resort & Spa • Hollywood, Florida

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

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

Webinars

Single and Multi-Mode Surveys Using Address-Based Sampling
Colm O’Muircheartaigh, PhD
Thursday, June 7, 2012
Noon - 1:30 p.m., Central Time

Population-Based Survey Experiments:
How to Do Them and What They’re Good For
Diana C. Mutz, PhD
Thursday, August 30, 2012
Noon - 1:30 p.m., Central Time

Weighting Approaches for Dual Frame RDD Surveys
Courtney Kennedy, PhD
Thursday, October 11, 2012
Noon - 1:30 p.m., Central Time

Leveraging New Technologies: What We Know So Far
Michael W. Link, PhD
Wednesday, December 5, 2012
Noon - 1:30 p.m., Central Time

Go to aapor.org to register.
### Day-at-a-Glance

**Wednesday, May 16**

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<th>Time</th>
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<th>Location</th>
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<tbody>
<tr>
<td>Noon – 5:00 p.m.</td>
<td>AAPOR Executive Council Meeting</td>
<td>Del Lago 1 &amp; 2</td>
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<tr>
<td>1:00 p.m. – 3:00 p.m.</td>
<td>Short Course Registration Open</td>
<td>Mediterranean Registration Desk</td>
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<tr>
<td>2:30 p.m. – 6:00 p.m.</td>
<td>AAPOR Short Courses</td>
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<td><strong>Course 1:</strong> Single and Multi-Mode Surveys Using Address-Based Sampling</td>
<td>Cordova 5 &amp; 6</td>
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<td><strong>Course 2:</strong> Unlocking the Potential of Conjoint Analysis/Discrete Choice Modeling and MaxDiff Scaling in Public Opinion Research</td>
<td>Amarante 2 &amp; 3</td>
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<tr>
<td>4:00 p.m. – 6:00 p.m.</td>
<td>AAPOR Registration Open</td>
<td>Mediterranean Registration Desk</td>
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</table>
Course 1: Single and Multi-Mode Surveys Using Address-Based Sampling
Instructors: Colm A. O’Muircheartaigh
Edward English
Location: Cordova 5 & 6
Course Overview:
This course will include an overview of address-based sampling (ABS) for survey design within its historical context. Emphasis will be given to the typical and specialized challenges encountered in ABS surveys in real-world situations.

The following themes will be presented during the course:
- Historical context with traditional listing and random-digit dial surveys
- An introduction to address-databases, including the United States Postal Service delivery sequence files (DSF) and its vendors
- The importance of geographic information systems (GIS) and geocoding
- The coverage properties of lists
- Costs and benefits of enhancing commercial databases
- Examples of ABS and the DSF in survey research include National Opinion Research Center (NORC) studies such as Making Connections as well as the American Community Survey
- Challenges of ABS including rural areas, invisible boundaries for local area samples, telephone matching, drop points, community samples and targeted minority samples

Course 2: Unlocking the Potential of Conjoint Analysis/Discrete Choice Modeling and MaxDiff Scaling in Public Opinion Research
Instructor: Joe Curry
Location: Amarante 2 & 3
Course Overview:
Conjoint Analysis/Discrete Choice Modeling (CA/DCM) and MaxDiff Scaling (MD) are quantitative research techniques that determine the tradeoffs people are willing to make in complex choice situations. Their results let decision makers effectively match the resources and capabilities of an organization to the needs and preferences of its constituents. These techniques have been applied in the areas of transportation theory, economics, marketing research, and, most recently, health science. This course will identify the research objectives CA/DCM and MD are designed to address and will underscore the advantages and insights these techniques offer. It will also work through how data is collected and analyzed and how results are interpreted and presented. A list of resources for getting started will also be included.
### Conference Program

#### Day-at-a-Glance

**Thursday, May 17**

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<thead>
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<td>7:00 a.m. – 5:00 p.m.</td>
<td><strong>Registration Open</strong></td>
<td>Mediterranean Registration Desk</td>
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<tr>
<td>7:30 a.m. – 1:00 p.m.</td>
<td><strong>Golf Outing</strong></td>
<td>Grand Pines Golf Club</td>
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<tr>
<td>8:00 a.m. – 11:30 a.m.</td>
<td><strong>Short Courses</strong></td>
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<td>Course 3: <strong>Maximizing the Accuracy</strong></td>
<td>Cordova 5 &amp; 6</td>
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<td>of Online Surveys: Comparisons of Methods</td>
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<td>and Recommendations of Optimal Procedures</td>
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<td>Course 4: <strong>Improving Surveys with</strong></td>
<td>Amarante 2 &amp; 3</td>
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<td>Paradata: Making Use of Process Information</td>
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<td>Course 5: <strong>Designing Web Surveys</strong></td>
<td>Del Lago 3 &amp; 4</td>
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<td>1:30 p.m. – 3:00 p.m.</td>
<td><strong>Concurrent Session A</strong></td>
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<td>Session 1: <strong>New Frontiers: Interactive</strong></td>
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<td>and Gaming Techniques to Improve Surveys</td>
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<td>Session 2: <strong>Advances in Survey Sampling</strong></td>
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<td>Session 3: <strong>Cell Phones and</strong></td>
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<td>Non-Sampling Error</td>
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<td>Session 4: <strong>Improving Questionnaire</strong></td>
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<td>Session 5: <strong>Predicting and Adjusting</strong></td>
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<td>for Nonresponse Bias</td>
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<td>Session 6: <strong>The External Survey</strong></td>
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<td>Environment: Measuring and Monitoring the</td>
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<td>Session 7: <strong>Exploring the Immigration</strong></td>
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<td>Session 8: <strong>Alternative Interviewing</strong></td>
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<td>3:00 p.m. – 5:30 p.m.</td>
<td><strong>AAPOR Exhibit Hall and</strong></td>
<td>Mediterranean 4 &amp; 5</td>
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<td><strong>Book Exhibit Open</strong></td>
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<td>3:00 p.m. – 4:00 p.m.</td>
<td><strong>Refreshment Break in the Exhibit Hall</strong></td>
<td>Mediterranean 4 &amp; 5</td>
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#### Meet the Author Sessions

- Robert Y. Shapiro
- Lawrence R. Jacobs

**The Oxford Handbook of America Opinion and the Media** (Oxford University Press, 2011)

**Poster Session #1**

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

## Thursday, May 17

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<td>4:00 p.m. – 5:30 p.m.</td>
<td>Concurrent Session B</td>
<td>Mediterranean 1</td>
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<td>Session 1: New Frontiers: Challenges in Using Twitter to Measure Public Opinion</td>
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<td>Session 2: Expanding the Frontiers of Survey Research Through the Collection of Biological Data</td>
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<td>Session 3: Operational Issues in Cell Phone Surveys</td>
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<td>Session 4: Web Survey Questionnaire Design</td>
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<td>Session 5: Assessing the Impact of Nonresponse on Survey Estimates</td>
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<td>Session 6: Election and Opinion Polling Methods</td>
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<td>Session 7: Public Opinion and Survey Research in Afghanistan</td>
<td>Marbella 4</td>
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<td>Session 8: Conference Chair’s Potpourri: Interesting Papers That Didn’t Quite Fit Elsewhere in the Conference Program</td>
<td>Marbella 1 &amp; 2</td>
</tr>
<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td>AAPOR New Member/All-Chapter Reception</td>
<td>Valencia Lawn &amp; Terrace</td>
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<td>7:00 p.m. – 8:00 p.m.</td>
<td>Dinner</td>
<td>Palazzo Ballroom</td>
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<tr>
<td>8:00 p.m. – 9:30 p.m.</td>
<td>Plenary Session</td>
<td>Palazzo Ballroom</td>
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<td>9:30 p.m. – 10:30 p.m.</td>
<td>Dessert Reception</td>
<td>Valencia Lawn &amp; Terrace</td>
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Short Course 3, 4 & 5 Descriptions
Thursday, May 17, 8:00 a.m. – 11:30 a.m.

Course 3: Maximizing the Accuracy of Online Surveys: Comparisons of Methods and Recommendations of Optimal Procedures

Instructor: Jon A. Krosnick

Location: Cordova 5 & 6

Course Overview:
As survey research marches into the 21st century, the Internet offers exciting opportunities for data collection, alone and in coordination with data collection via other methods. This course is designed to provide guidance to researchers on how to obtain the most useful results using the Internet mode of data collection, whether one’s goals are to document the prevalence of characteristics in a population, to explore covariation between attributes of individuals, to explore the impact of manipulations or to explore trends over time.

During the last 15 years, a body of studies has accumulated (1) comparing interviewer administration with computer self-administration in laboratory experiments, and (2) comparing the results of Internet surveys of general population samples with results obtained from parallel administrations by interviewers with the same populations.

In addition, a large number of regional and national elections have now been preceded by polls of potential voters conducted via the Internet and similar polls conducted by interviewers, allowing comparison of their performance in anticipating election outcomes. These various studies permit exploration of specific implementation issues, such as how best to construct weights to correct for known sample departures from population distributions, whether lower response rates yield less accuracy and whether heroic efforts to increase response rates toward the ends of field periods improve survey accuracy. The course will review all of this evidence and offer assessments of the opportunities currently afforded by Internet survey data collection, identifying methods that appear to produce the most accurate measurements and the most useful application of various methodologies for various purposes.
Course 4: Improving Surveys With Paradata: Making Use of Process Information
Instructor: Frauke Kreuter
Location: Amarante 2 & 3
Course Overview:
During the last 20 years, survey data have been increasingly collected through computer assisted modes. As a result, a new class of data, called paradata, is now available to survey methodologists. Typical examples are key-stroke files, capturing the navigation through the questionnaire and time stamps, providing information such as date and time of each call attempt or the length of a question-answer sequence. While the type of available paradata varies by mode, all share one feature—they are a by-product of the data collection process capturing information about that process. This course covers the great potential of paradata for social survey research. The course will give an introduction and overview of methodological issues involved in the conceptualization, collection and analysis of paradata. Selected research examples for various total survey error components (in particular measurement error and nonresponse bias) will also be discussed.

Course 5: Designing Web Questionnaires
Instructor: Mick P. Couper
Location: Del Lago 3 & 4
Course Overview:
The course will cover various aspects of instrument design for Web surveys, including the appropriate use of widgets (e.g., radio buttons, check boxes, drop boxes), general formatting and layout issues (e.g., alignment, font, color), movement through the instrument (e.g., action buttons, navigation, error messages) and so on. The course will draw on empirical results from experiments on alternative design approaches as well as practical experience in the design and implementation of Web surveys. The course will not address the technical aspects of Web survey implementation (such as hardware, software or programming) and will also not focus on question wording, sampling or recruitment issues.
Concurrent Session A
Thursday, May 17, 1:30 p.m. – 3:00 p.m.

New Frontiers: Interactive and Gaming Techniques to Improve Surveys
Location: Mediterranean 1
Organizer: Elizabeth Dean, RTI International
Chair: Elizabeth Dean, RTI International
Discussant: Peter Miller, U.S. Census Bureau

Emerging Techniques of Respondent Engagement: Leveraging Game and Social Mechanics for Mobile Application Research
Jennie W. Lai, The Nielsen Company
Michael W. Link, The Nielsen Company
Lorelle Vanno, The Nielsen Company

King Me! How Anyone Can Easily Gamify Their Next Survey
Jeffrey Henning, Affinova, Inc.

Facebook Applications as a Data Collection Platform
Adam Sage, RTI International

Gaming the System: Inaccurate Responses to Randomized Response Technique Items
Ashley Richards, RTI International
Elizabeth Dean, RTI International
Concurrent Session A
Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Advances in Survey Sampling and Weighting
Location: Mediterranean 2
Chair: Linda Piekarski, Survey Sampling International

Probability-Based Sampling Using Split-Frames With Listed Households
Mary E. Losch, University of Iowa Center for Social & Behavioral Research
Mansour Fahimi, Marketing Systems Group

Surveying Katrina Survivors – Challenges and Solutions
Karol Krotki, RTI International
Darryl Creel, RTI International
Joseph R. McMichael, RTI International
Marjorie Hinsdale-Shouse, RTI International

To Weight, or Not to Weight, That is the Question: Survey Weights and Multivariate Analysis
Rebekah Young, The Pennsylvania State University
David R. Johnson, The Pennsylvania State University

Item-Specific Weights: A Proposal
Hee-Choon Shin, NORC at the University of Chicago
Jibum Kim, NORC at the University of Chicago
Fang Wang, NORC at the University of Chicago

Optimal Sample Allocation – A Portable Tool for Estimating Design Effect
Mansour Fahimi, Marketing Systems Group
Concurrent Session A
Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Cell Phones and Non-Sampling Error
Location: Mediterranean 3
Chair: Kathleen T. Call, University of Minnesota

Nonsampling Error Attributable to Sampled Cell Phone Numbers in the American Time Use Survey
Brian Meekins, U.S. Bureau of Labor Statistics
Stephanie Denton, U.S. Bureau of Labor Statistics

Exploring Direct Calibration of NIS Weights Using Cell Telephone Status From the NHIS
Meena Khare, NCHS/CDC
Nadarajasundaram Ganesh, NORC at the University of Chicago
Kennon R. Copeland, NORC at the University of Chicago
Abera Wouhib, NCHS/CDC

Assessment of Bias in the National Immunization Survey – Teen: Benchmarking to the National Health Interview Survey, 2009-2010
Christina Dorell, U.S. Centers for Disease Control and Prevention
Kennon R. Copeland, NORC at the University of Chicago
Reiping Huang, NORC at the University of Chicago
Benjamin Duffey, NORC at the University of Chicago

The Impact of Cell Phones in Longitudinal Studies
Daniel Loew, Abt SRBI, Inc.
Mark Morgan, Abt SRBI, Inc.
Concurrent Session A
Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Improving Questionnaire Design
Location: Mediterranean 6
Chair: Rachel Caspar, RTI International
Discussant: Colleen Porter, University of Florida

The Effects of Question Design Features on the Cognitive Processing of Survey Questions Across Cultural Groups
Timothy P. Johnson, Survey Research Laboratory
Allyson L. Holbrook, Survey Research Laboratory
Young I. Cho, University of Wisconsin-Milwaukee
Sharon Shavitt, University of Illinois at Urbana-Champaign
Noel Chávez, University of Illinois at Chicago
Saul Weiner, University of Illinois at Chicago

Exploring the Associations of Question, Respondent, and Interviewer Characteristics With Survey Data Quality
Aaron Maitland, Westat
Heather Ridolfo, National Center for Health Statistics
James Dahlhamer, National Center for Health Statistics

Mechanisms of Misreporting to Filter Questions
Frauke Kreuter, Joint Program in Survey Methodology
Stephanie Eckman, Institute for Employment Research
Annette Jaeckle, ISER
Antje Kirchner, Institute for Employment Research
Stanley Presser, Joint Program in Survey Methodology
Roger Tourangeau, Joint Program in Survey Methodology

Turn That Frown Upside-Down: The Effects of Smiley Faces as Symbolic Language in Self-Administered Surveys
Amanda Libman, University of Nebraska-Lincoln
Jolene D. Smith, University of Nebraska-Lincoln
Concurrent Session A
Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Predicting and Adjusting for Nonresponse Bias
Location: Mediterranean 7
Chair: Barry Radler, University of Wisconsin-Madison
Discussant: Trent D. Buskirk, The Nielsen Company

Anticipatory Survey Design: Reduction of Nonresponse Bias Through Bias Prediction Models
Andy Peytchev, RTI International
Sarah Riley, University of North Carolina at Chapel Hill
Jeff Rosen, RTI International
Joe Murphy, RTI International
Mark Lindblad, University of North Carolina at Chapel Hill

Accounting for Nonresponse Bias in the Nebraska Behavioral Health Consumer Survey
Brian M. Wells, University of Nebraska-Lincoln,
MAPOR Student Paper Award Winner

From Analysis to Action: Use of Paradata in a CAPI Environment
Barbara C. O’Hare, U.S. Census Bureau
Concurrent Session A
Thursday, May 17, 1:30 p.m. – 3:00 p.m.

The External Survey Environment: Measuring and Monitoring the Public
Location: Mediterranean 8
Organizer: Nancy Bates, U.S. Census Bureau
Chair: Nancy Bates, U.S. Census Bureau

The 2010 Census Integrated Communications Program: A Comprehensive Effort to Alter the External Survey Environment
Rupa Datta, NORC at the University of Chicago
Ting Yan, NORC at the University of Chicago

Did the 2010 Census Social Marketing Campaign Shift Public Mindsets?
Nancy Bates, U.S. Census Bureau
Mary Mulry, U.S. Census Bureau

Mindsets Revisited: Results of the Second Iteration of the Census Barriers, Attitudes and Motivators Survey
Monica J. Wroblewski, U.S. Census Bureau

Development of the Federal Statistical System Public Opinion Survey
Jennifer Hunter Childs, U.S. Census Bureau
Stephanie Willson, National Center for Health Statistics
Shelly Wilkie Martinez, U.S. Office of Management and Budget
Laura Rasmussen, Internal Revenue Service
Monica Wroblewski, U.S. Census Bureau

Factors of Trust in Statistics That Influence Public Perceptions of Use of Administrative Records
Morgan Earp, U.S. Bureau of Labor Statistics
Melissa Mitchell, U.S. National Agricultural Statistics Service
Jenny Hunter Childs, U.S. Census Bureau
Peter Miller, U.S. Census Bureau
Shelly Wilkie Martinez, U.S. Office of Management and Budget
Concurrent Session A
Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Exploring the Immigration Issue
Location: Marbella 4
Chair: Linda Dimitropoulos, RTI International

Immigration Policy Attitudes at the Local Level: What’s Threat Got to do With it?
Maria Krysan, University of Illinois at Chicago

Applying the “Contact Hypothesis” to White Anglos’ Views About Latinos and Immigration: Evidence From Five Chicago-Area Communities
Marylee C. Taylor, The Pennsylvania State University

Immigration Policy, A Non-Border State, and the Nation – A View From the Midwest
Amy S. Goodin, University of Oklahoma Public Opinion Learning Laboratory
Natalie M. Jackson, Duke University

Integration of Migrants
Neli Esipova, Gallup, Inc.
Anita Pugliese, Gallup, Inc.

Leaving Home: Examining the Influence of Social Ties on Latin American Immigration
Ana Lucia Cordova Cazar, Gallup Research Center, University of Nebraska-Lincoln
Matt Hastings, Gallup Research Center, University of Nebraska-Lincoln
Allan L. McCutcheon, Gallup Research Center, University of Nebraska-Lincoln
Concurrent Session A
Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Alternative Interviewing Approaches
Location: Marbella 1 & 2
Chair: Jennifer Marlar, University of Nebraska

**Cumulative Effects of Dependent Interviewing on Measurement Error: Results From a Four-Wave Validation Study**
Johannes Eggs, Institute for Employment Research
Annette Jaeckle, Institute for Social and Economic Research
Mark Trappmann, Institute for Employment Research

**Exploring Conversational Interviewing in the American Time-Use Survey**
Stephanie Denton, U.S. Bureau of Labor Statistics
Scott Fricker, U.S. Bureau of Labor Statistics

**Conversational Interviewing and the Comprehension of Opinion Questions**
Frost A. Hubbard, Survey Research Center, University of Michigan
Chris Antoun, Survey Research Center, University of Michigan
Frederick G. Conrad, Survey Research Center, University of Michigan

**Language Barriers to Conversational Interviewing: Results From the 2010 & 2011 SIPP-EHC Tests**
Rachael Walsh, U.S. Census Bureau

**Conducting Surveys With Proxies: Evaluating a Standardized Measure to Determine Need**
Kirsten A. Barrett, Mathematica Policy Research
Debra Wright, Mathematica Policy Research
Jennifer Gardner, Mathematica Policy Research
Poster Session 1
Thursday, May 17, 3:00 p.m. – 4:00 p.m.

Location: Exhibit Hall – Mediterranean 4 & 5

1. Web Survey With ABS Sample – A Viable Alternative to RDD?
   Jun Suzuki, Research Into Action, Inc.

2. Reuniting With Retirees: Determining the Effectiveness of Locating Older Adults Through Milestone Reunions
   Sabine K. Horner, American Institutes for Research

3. Changing Survey Modes: Does it Matter How You Get There?
   Felicia LeClere, NORC at the University of Chicago
   Jennifer Vanicek, NORC at the University of Chicago
   Kanru Xia, NORC at the University of Chicago
   Amaya Ashley, NORC at the University of Chicago
   Whitney Murphy, NORC at the University of Chicago
   Kari Carris, NORC at the University of Chicago

4. Multiple Email Reminders and Response Rate for an Internet-Based Survey
   Robert Brackbill, New York City Department of Health and Mental Hygiene
   Shengchao Yu, New York City Department of Health and Mental Hygiene
   Deborah Walker, New York City Department of Health and Mental Hygiene
   Lennon Turner, New York City Department of Health and Mental Hygiene
   Sara Miller, New York City Department of Health and Mental Hygiene
   Mark Farfel, New York City Department of Health and Mental Hygiene
   Steven Stellman, New York City Department of Health and Mental Hygiene

5. Trends in Residential Energy Use Attitudes and Behaviors, 2002-2010: Did the Great Recession Have an Impact?
   Carla Jackson, Abt SRBI, Inc.
Poster Session 1
Thursday, May 17, 3:00 p.m. – 4:00 p.m.

6. Targeting Precise Geographic or Localized Areas Using an Address-Based Sample Frame
   Anna Fleeman, Abt SRBI, Inc.
   Tiffany Henderson, Abt SRBI, Inc.
   John M. Boyle, Abt SRBI, Inc.
   Kenneth J. Ruggiero, Medical University of South Carolina

7. Effective Recruitment and Coaching Method for Long Term Panels: Using Testimonial Videos to Gain Cooperation and Improve Task Compliance
   Ana P. Petras, The Nielsen Company
   Anh Thu Burks, The Nielsen Company
   Rosemary Holden, The Nielsen Company
   Michael W. Link, The Nielsen Company

8. Response Effects of Symbolic Images in Satisfaction Scales
   Ziv Tepman, Google
   Vani Henderson, Google

9. The Relation Between Visual Imagery and Attitudes About Social Issues and Types of People
   John D. Edwards, Loyola University Chicago
   Patrick R. Harrison, Loyola University Chicago

10. Do Respondents' Self-Reported Behavior Differ Over Time?
    Marla D. Cralley, Arbitron Inc.

11. The Social Economic Determinants of Suicide Rates of the Elderly in Taiwan’s Aging Society
    Wen-jen Hsieh, National Cheng Kung University

12. The Role of Narrative in Cognitive Interviewing
    Caroline Gray, National Center for Health Statistics

13. Dual Frame Sample and Mixed-Mode Survey Strategy for Improving Coverage Error
    John Tarnai, Social & Economic Sciences Research Center
    Lori Pfingst, Washington State Budget & Policy Center
    David Solet, Public Health-Seattle & King County
Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

14. Electronic Democracy for Whom? Understanding Demand of Brazil’s Chamber of Deputies Website  
   Max Stabile, University of Brasilia  
   Carlos Batista, University of Brasilia  
   Deborah C. Celentano, University of Brasilia

15. Effects of Progress Indicators on Short Questionnaires  
   Aaron Sedley, Google  
   Mario Callegaro, Google

16. An Examination of the 2010 Census Be Counted Program and its Effects on Census Coverage and Duplication  
   Geoffrey I. Jackson, U.S. Census Bureau  
   Keith M. Wechter, U.S. Census Bureau

   Clarissa R. Steele, Value-Added Research Center, University of Wisconsin-Madison

18. Nonresponse in a Census of Chicago Public Schools Students: Relative Impacts of Schools, Principals and Students  
   Rachel Levenstein, Chicago Consortium on School Research, University of Chicago  
   Marisa de la Torre, Chicago Consortium on School Research, University of Chicago  
   Susan Sporte, Chicago Consortium on School Research, University of Chicago

19. Home or Work or Both? Assessing the Role of Duplication of Website Visitations Using an Online Metered Panel  
   Cristina Ion, The Nielsen Company  
   Kumar Rao, The Nielsen Company  
   Seema Varma, The Nielsen Company  
   Pengfei Yi, The Nielsen Company
20. Is Past, the Future? Resampling Past Respondents to Improve Current Sample Quality

Lawnzetta T. Yancey, The Nielsen Company
Lukasz Chmura, The Nielsen Company
Kumar Rao, The Nielsen Company
David Kurzynski, The Nielsen Company
Scott Bell, The Nielsen Company
Tim Dolson, The Nielsen Company


Sara Yeo, University of Wisconsin-Madison
Kristin Runge, University of Wisconsin-Madison
Nan Li, University of Wisconsin-Madison
Dominique Brossard, University of Wisconsin-Madison
Dietram A. Scheufele, University of Wisconsin-Madison
Michael Xenos, University of Wisconsin-Madison

22. Gender Pre-Specified Sampling for Cost Control

Kien Le, Qatar University
Abdoulaye Diop, Qatar University
Darwish Alemadi, Qatar University
Jill Wittrock, University of Michigan

23. Drop-Off Point for Undergraduate Students on a Web-Based Alcohol and Tobacco Use Questionnaire

Ananda Mitra, Department of Communication, Wake Forest University

24. Cost Implications of New Address Listing Technology: Implications for Efficiency and Data Quality

Katie Dekker, NORC at the University of Chicago
Edward English, NORC at the University of Chicago
25. Assessing Quality of Care Through Medical Record Reviews in Mesoamerica
Gulnoza Usmanova, University of Washington
Catherine M. Wetmore, University of Washington
Ali Mokdad, University of Washington
K. Ellicott Colson, University of Washington
Emily Carnahan, University of Washington
Dharani Ranganathan, University of Washington
Emma M. Iriarte, Inter-American Development Bank
Paola Zúñiga Brenes, Inter-American Development Bank
Sebastian Martinez, Inter-American Development Bank
Jennifer Nelson, Inter-American Development Bank
Brent Anderson, University of Washington
Tasha B. Murphy, University of Washington
Bernardo Hernández Prado, University of Washington
Rafael Lozano, University of Washington
Ali H. Mokdad, University of Washington

Juhem Navarro-Rivera, University of Connecticut
Ariela Keysar, Trinity College
Barry A. Kosmin, Trinity College

27. Use of Ignored Data in Existing Datasets to Evaluate and Enhance the Representativeness of Survey Responses
David Fan, University of Minnesota

28. Measuring the Number of Government Contractors on the Annual Survey of Public Employment and Payroll
Rebecca L. Morrison, U.S. Census Bureau
Jennifer Beck, U.S. Census Bureau
Kenneth L. Long, U.S. Census Bureau
Lisa Miller, U.S. Census Bureau
Regina Padgett, U.S. Census Bureau

29. Complementing Survey Data With Observational Methods: The Role of Video Coding
Cleo Jacobs Johnson, Mathematica Policy Research
Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

30. A Typology and Review of Web Evaluation Strategies
   Bryan Wiggins, Fors Marsh Group
   Jennifer Romano Bergstrom, Fors Marsh Group
   Scott Turner, Fors Marsh Group

31. Can We Interview Your Teenager? Parent Permission Scripts and Teen Participation
   David Grant, UCLA Center for Health Policy Research
   Royce Park, UCLA Center for Health Policy Research
   May Aydin, UCLA Center for Health Policy Research
   Yu-Chiech (Jay) Lin, Institute for Social Research, University of Michigan

32. The Effects of Vignette Placement on Survey Estimates: A Split Ballot Experiment
   Charles Q. Strohm, RTI International
   Judith A. Seltzer, UCLA
   Suzanne M. Bianchi, UCLA

33. Behavioral Comparison for Originally Designated vs. Replacement Sample
   Ryan McKinney, Arbitron Inc.
   Kelly Dixon, Arbitron Inc.

34. Using the iPad®2 as a Prize-Based Incentive to Boost Response Rates
   Richard McClendon, Brigham Young University
   Eric Jenson, Brigham Young University
   Danny Olsen, Brigham Young University

35. Understanding How Technology Changes Have Influenced How Students Interact With Surveys in a University Environment
   Steve Wygant, Brigham Young University
   Richard McClendon, Brigham Young University
   Eric Jenson, Brigham Young University
Poster Session 1
Thursday, May 17, 3:00 p.m. – 4:00 p.m.

Bin Xing, Kent State University

37. Viability of Using Facebook to Increase Response Rates in an ABS Survey
Paul Ruggiere, University of North Texas Survey Research Center
Ashton Sams, University of North Texas Survey Research Center
Ashley Niermann, University of North Texas Survey Research Center
Enrique Romero, University of North Texas Survey Research Center

38. The DRC Model for Hot Comment Processing
Valerie Waller, Data Recognition Corporation (DRC)
Paula Eckel, Data Recognition Corporation (DRC)
Ann Davies, Data Recognition Corporation (DRC)
Anna Chandonnet, Data Recognition Corporation (DRC)

39. Breaking Down the Tailored Design Method
Leslyn M. Hall, Redstone Research, LLC
Randall ZuWallack, ICF
Fred J. Eggers, Econometrica

40. Multi-Mode or Multi-Choice
Leslyn M. Hall, Redstone Research, LLC
Randall ZuWallack, ICF
Fred J. Eggers, Econometrica

41. Age Influences on Attitudes Towards Information Privacy and Consent to Record Linkage
Kristen L. Cibelli, Program in Survey Methodology, University of Michigan
Jenna Fulton, Joint Program in Survey Methodology, University of Maryland

42. A Revised Framework for Survey Participation: An NSI Perspective
Boris Lorenc, Statistics Sweden
43. Evaluating New Incentives: The Efficacy of Grand Prize Sweepstakes and Participant Compliance
   Ekua Kendall, Arbitron Inc.
   Arianne Buckley, Arbitron Inc.

44. Evaluating the Validity of Age-Targeted List in an ABS Mix-Mode Survey
   Ting Yan, NORC at University of Chicago
   Rupa Datta, NORC at the University of Chicago
   Joshua Borton, NORC at the University of Chicago

45. Results from the National Survey of Fishing, Hunting, and Wildlife Association Recreation (FHWAR) Cell Phone and Debit Card Test: Response Rates
   Matthew Herbstritt, U.S. Census Bureau

46. Technologies Used to Interview Youth Who are Deaf or Have Hearing Impairments: Results From the National Longitudinal Transition Study 2012
   Holly H. Matulewicz, Mathematica Policy Research
   Daniel J. Friend, Mathematica Policy Research
   Anne B. Ciemnecki, Mathematica Policy Research, Inc.

47. Exploring the Gender Gap and the Impact of Stressed Environment Residence on Environmental Risk Tolerance Using Observational and Experimental Data
   Marc Weiner, Rutgers University
Demonstration Session #1
Thursday, 3:00 p.m. – 4:00 p.m.

Location: Exhibit Hall - Mediterranean 4 & 5
Chair: Marek Fuchs, Darmstadt University of Technology

Completing Complex Intercept Surveys on Cell-Enabled iPads*
James J. Dayton, ICF
Heather Driscoll, ICF
Robert S. Pels, ICF

A Demonstration of a Multi-Platform Mobile Survey Application: SurveyPulse™, by RTI International
David James Roe, RTI International
Yuying Zhang, RTI International
Michael Keating, RTI International

Sociometric Badges: Using Wearable Sensors to Measure Behavior
Ben Waber, Harvard Business School
Concurrent Session B
Thursday, May 17, 4:00 p.m. – 5:30 p.m.

New Frontiers: Challenges in Using Twitter to Measure Public Opinion
Location: Mediterranean 1
Chair: Nancy Belden, Belden Russonello Strategists
Discussant: Gary Langer, Langer Research Associates

Methodological Considerations in Analyzing Twitter Data
Annice Kim, RTI International
Heather Hansen, RTI International
Joe Murphy, RTI International

The Challenges in Analyzing Twitter Data for Public Opinion Researchers
Masahiko Aida, Greenberg Quinlan Rosner

Do Social Media Affect Public Discourses? A Sentiment Analysis of Political Tweets During the French Presidential Election Campaign
Steve Schwarzer, Marie Curie Initial Training Network ELECDEM
Leendert de Voogd, TNS (Political & Social)
Pascal Chelala, TNS Opinion

Can Automated Sentiment Analysis of Twitter Data Replace Human Coding?
Annice Kim, RTI International
Ashley Richards, RTI International
Joe Murphy, RTI International
Adam Sage, RTI International
Heather Hansen, RTI International
Concurrent Session B
Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Expanding the Frontiers of Survey Research Through the Collection of Biological Data
Location: Mediterranean 2
Organizer: Angela Jaszczak, NORC at the University of Chicago
Chair: Angela Jaszczak, NORC at the University of Chicago

Methods of Collecting Biological Data: Considerations, Challenges and Implications
Samantha Clemens, National Centre for Social Research
Lisa Given, National Centre for Social Research
Susan Purdon, National Centre for Social Research

Integrating Biological Data Collection and Retaining Survey Subjects in a Longitudinal Workplace Survey
Leslie Erickson, RTI International
Frank Mierzwa, RTI International

Collecting Saliva Samples for DNA Extraction From Children and Parents on the Fifth Wave Pilot of the Millennium Cohort Study
Nickie Rose, Ipsos MORI
Lisa Calderwood, Institute of Education
Kirsty Burston, Ipsos MORI

Collecting Physical Measures and Biomarkers Over the Years: Longitudinal Experiences
Heidi Guyer, University of Michigan
Mary Beth Ofstedal, University of Michigan

Monitoring Biological Specimen Data Quality During Data Collection in a Population-Based Survey
Angela Jaszczak, NORC at the University of Chicago
Katie Lundeen, NORC at the University of Chicago
Jane McPhillips, NORC at the University of Chicago
Concurrent Session B
Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Operational Issues in Cell Phone Surveys
Location: Mediterranean 3
Chair: Jonathan Wivagg, Westat

Why We No Longer Need Cell Phone Incentives
Thomas M. Guterbock, Center for Survey Research, University of Virginia
John Lee P. Holmes, Center for Survey Research, University of Virginia
Robin A. Bebel, Center for Survey Research, University of Virginia
Peter A. Furia, Center for Survey Research, University of Virginia

Geographical Accuracy of Cell Phone Samples and the Effect on Telephone Survey Bias, Variance and Cost
Benjamin Skalland, NORC at the University of Chicago
Meena Khare, National Center for Health Statistics
Carolyn Furlow, National Center for Immunization and Respiratory Diseases

Distractions, Privacy, Costs: What are Cell Phone Respondents Concerned About?
Gene M. Lutz, Center for Social and Behavioral Research, University of Northern Iowa
Mary E. Losch, Center for Social and Behavioral Research, University of Northern Iowa

The Impact of Telephone Number Churn on Dual-Frame (Landline/Cell) RDD Response Rates
Heather M. Morrison, NORC at the University of Chicago
Kathleen Santos, NORC at the University of Chicago
Robert H. Montgomery, NORC at the University of Chicago
Concurrent Session B
Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Web Survey Questionnaire Design
Location: Mediterranean 6
Chair: Natalie M. Jackson, Duke University

Using Adaptive Questionnaire Design in Open-Ended Questions: A Field-Experimental Study on the Size of Answer Boxes in Web Surveys
Marek Fuchs, Darmstadt University of Technology
Matthias Emde, Darmstadt University of Technology

Yes-No vs. Checkboxes Response Options in Web Surveys: What Form is Closer to Benchmarks?
Mike Murakami, Google
Mario Callegaro, Google
Vani Henderson, Google
Ziv Tepman, Google
Qi Dong, Google

Optimal Response Formats for Online Surveys: Branch, Grid or List?
Matthew DeBell, Stanford University
Catherine Wilson, Stanford University
Simon Jackman, Stanford University
Lucila Figueroa, Stanford University
Kyle Dropp, Stanford University

Investigating the Impact of the Number of Grid Items on Web Survey Responses
Fan Guo, Survey Research Center, University of Michigan
Elizabeth Nunge, Google

Positioning of Clarification Features in Web Surveys: Evidence From Eye Tracking Data
Tanja Kunz, Darmstadt University of Technology
Marek Fuchs, Darmstadt University of Technology
Concurrent Session B
Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Assessing the Impact of Nonresponse on Survey Estimates
Location: Mediterranean 7
Chair: Kristen Cyffka, University of Wisconsin

Effects of Nonresponse on Survey Estimates of Political Participation
Richard Ohrvall, Statistics Sweden
Mikaela Jarnbert, Statistics Sweden

Nonresponse and the Validity of Estimates From National Telephone Surveys
Leah M. Christian, Pew Research Center for the People & the Press
Scott Keeter, Pew Research Center
Michael Dimock, Pew Research Center

Examining the Impact of Nonresponse on Estimates From the 2006-2010 Continuous NSFG
James Wagner, University of Michigan/Survey Research Center
James M. Lepkowski, University of Michigan/Survey Research Center
Brady T. West, University of Michigan/Survey Research Center
Mick P. Couper, University of Michigan/Survey Research Center
Nicole Kirgis, University of Michigan/Survey Research Center
William Axinn, University of Michigan/Survey Research Center
William Mosher, National Center for Health Statistics

Investigating Nonresponse Bias in a Nonresponse Bias Study
Paul J. Lavrakas, Independent Consultant
J. Michael Dennis, Knowledge Networks, Inc.
Jordon Peugh, Knowledge Networks, Inc.
Jeffrey Shand-Lubbers, Knowledge Networks, Inc.
Elissa Lee, Google
Owen Charlebois, Google

Nonresponse in Recontact Surveys of Hard to Reach Populations
Gregory A. Smith, Pew Research Center
Leah M. Christian, Pew Research Center
Concurrent Session B
Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Election and Opinion Polling Methods
Location: Mediterranean 8
Chair: Jon Cohen, The Washington Post

Probabilistic Turnout Reporting for Upcoming Elections: An Analysis
Catherine Wilson, American National Election Studies

Identifying Likely Voters in Pre-Election Polls: Comparing Methods to Find the Best One
David Vannette, Stanford University

Reducing Overreporting Voter Turnout in Seven European Countries – Results From a Survey Experiment
Steve Schwarzer, TNS Opinion
Sylvia Kritzinger, University of Vienna, Department of Methods in the Social Sciences
Eva Zeglovits, University of Vienna, Department of Methods in the Social Sciences

Breaking Bad? Method and Meaning of the “Breaking News” Question in Exit Polling
Jennifer Agiesta, The Associated Press
Patrick J. Moynihan, Harvard University
Lillian Nottingham, Harvard University

Data Quality From Low Cost Data Collection Methodologies
Michael W. Traugott, University of Michigan
Concurrent Session B
Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Public Opinion and Survey Research in Afghanistan
Location: Marbella 4
Chair: Jenny Korn, University of Illinois at Chicago

Prospects for Taliban Reconciliation in Afghanistan
Matthew Warshaw, D3 Systems, Inc.
John Richardson, D3 Systems, Inc.

Effects of the 2009 Afghani Presidential Election on Public Opinion
Jill M. Heese, University of Nebraska-Lincoln
Ann M. Arthur, University of Nebraska-Lincoln

Pashtun Women in Pakistan and Afghanistan
Anne D. Pessala, D3 Systems, Inc.

The Unique Challenges of Polling in a War Zone
Pamela Hunter, Glevum Associates
Concurrent Session B
Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Conference Chair’s Potpourri: Interesting Papers That Didn’t Quite Fit Elsewhere in the Conference Program
Location: Marbella 1 & 2
Chair: Dawn V. Nelson, Mathematica Policy Research

- Emotional Risks of Survey Research: Experimental Evidence
  Susan Labott, University of Illinois at Chicago
  Timothy P. Johnson, University of Illinois at Chicago

- Emotion, Neuroscience and Responses to Survey Questions
  George F. Bishop, University of Cincinnati
  Stephen T. Mockabee, University of Cincinnati

- Investigating Automated Coding of Open-Ended Survey Questions
  Rebecca J. Weiss, Stanford University
  Matthew Berent, Stanford University
  Jon A. Krosnick, Stanford University
  Arthur Lupia, University of Michigan

- Guidelines for Matching Ethnographers to Targeted Race/Ethnic Sites in Cross-Cultural Survey Evaluations: How Well Did They Work in a 2010 Census Evaluation?
  Laurie Schwede, U.S. Census Bureau
  Rodney Terry, U.S. Census Bureau

- A Case Study of Developing Translation Standards for Consumer Research in Emerging Markets
  Jennie W. Lai, The Nielsen Company
  Mandy Sha, RTI International
  Teresa (Ye) Jin, The Nielsen Company
# Day-at-a-Glance

## Friday, May 18

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<tr>
<th>Time</th>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>AAPOR Committee Meetings</td>
<td>Mediterranean 4 &amp; 5</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast in the Exhibit Hall</td>
<td>Mediterranean 4 &amp; 5</td>
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<tr>
<td>7:00 a.m. – 4:30 p.m.</td>
<td>Exhibit Hall and Book Exhibit Open</td>
<td>Mediterranean 4 &amp; 5</td>
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<tr>
<td>7:30 a.m. – 4:30 p.m.</td>
<td>Registration Open</td>
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| 8:00 a.m. – 9:30 a.m. | Concurrent Sessions C  
  - Session 1: New Frontiers: Social Media Use, Public Opinion and Behavior | Mediterranean 1        |
|                   | - Session 2: Methodological Issues in Mail Surveys                   | Mediterranean 2        |
|                   | - Session 3: Address-Based Sampling: Issues and Challenges           | Mediterranean 3        |
|                   | - Session 4: Questions on Sensitive Topics and Social Desirability Bias | Mediterranean 6        |
|                   | - Session 5: Issues in Survey Nonresponse                            | Mediterranean 7        |
|                   | - Session 6: Using Qualitative Methods to Study Census Coverage Issues | Mediterranean 8        |
|                   | - Session 7: Public Opinion and Political Behavior                   | Marbella 4            |
|                   | - Session 8: Methodological Briefs: Issues in Cell Phone and Landline Surveys | Marbella 1 & 2        |
| 9:30 a.m. – 10:00 a.m. | Refreshment Break in the Exhibit Hall                               | Mediterranean 4 & 5    |
| 10:00 a.m. – 11:30 a.m. | Concurrent Sessions D  
  - Session 1: New Frontiers: Advances in Mobile Data Collection – New Methods, New Opportunities, New Challenges | Mediterranean 1        |
|                   | - Session 2: Furthering the Debate on Non-Probability Sampling       | Mediterranean 2        |
|                   | - Session 3: Frame and Coverage Issues in Address-Based Sampling     | Mediterranean 3        |
|                   | - Session 4: Reliability and Validity of Survey Self Reports         | Mediterranean 6        |
## Day-at-a-Glance

**Friday, May 18**

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<td><strong>Concurrent Sessions D</strong> (continued)</td>
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<td>Session 5: Using Incentives to Increase Survey Participation and Decrease Bias</td>
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<td>Session 6: Assessing the Accuracy of Election Prediction Methods</td>
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<td>Session 8: Methodological Briefs: Methods for Improving Response Rates</td>
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<tr>
<td>11:45 a.m. – 1:45 p.m.</td>
<td><strong>Luncheon &amp; Presidential Address</strong></td>
<td>Palazzo Ballroom</td>
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<td>1:45 p.m. – 3:15 p.m.</td>
<td><strong>Concurrent Sessions E</strong></td>
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<td>Session 1: New Frontiers: Advances in Web Surveys</td>
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<td>Session 8: Methodological Briefs: Questionnaire Design Issues</td>
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<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td><strong>Dessert Break in the Exhibit Hall</strong></td>
<td>Mediterranean 4 &amp; 5</td>
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### Meet the Author Sessions
- Jennifer Madans
- Kristen Miller
- Aaron Maitland
- Gordon Willis

**Questions Evaluation Methods**
(John Wiley & Sons, 2011)

### Meet the Incoming *Public Opinion Quarterly* Editors
- Patricia Moy
- Tom W. Smith

(Oxford University Press)
# Day-at-a-Glance

**Friday, May 18**

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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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<td><strong>Speed Networking Session 1</strong></td>
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<td>4:15 p.m. – 5:45 p.m.</td>
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<td><strong>Session 1:</strong> New Frontiers: Design Issues for Surveys Using Mobile Devices</td>
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<td><strong>Session 4:</strong> Improving Self-Administered Questionnaire Design</td>
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<td><strong>Session 5:</strong> Maximizing Survey Response Rates</td>
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<td><strong>Session 7:</strong> Understanding Public Opinion on Health Care</td>
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<td><strong>Session 8:</strong> The Role of the Interviewer in Survey Data Quality</td>
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<tr>
<td>6:00 p.m.</td>
<td><strong>Dinner on your own – dine at the resort or explore Orlando</strong></td>
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Concurrent Session C
Friday, May 18, 8:00 a.m. – 9:30 a.m.

New Frontiers: Social Media Use, Public Opinion and Behavior
Location: Mediterranean 1
Chair: Peyton M. Craighill, The Washington Post
Discussant: Shelly Boulianne, Grant MacEwan University

Facebook User Estimates Based on a Large, Representative, Probability Sample
Tom Wells, The Nielsen Company
Michael W. Link, The Nielsen Company

Social Media, News Exposure and Political Expression: Facebook as a Venue for Political Participation
Narayanan Iyer, Southern Illinois University-Carbondale
Aaron S. Veenstra, Southern Illinois University-Carbondale
Mohammad D. Hossain, Southern Illinois University-Carbondale
Chee Youn Kang, Southern Illinois University-Carbondale
Benjamin Lyons, Southern Illinois University-Carbondale
Changsup Park, Southern Illinois University-Carbondale
Rajvee Subramanian, Southern Illinois University-Carbondale
Yanfang Wu, Southern Illinois University-Carbondale

Wikipedia and Political Communication: The Role of the Online Encyclopedia in the German 2009 National Election Campaign
Thomas Roessing, Institut fuer Publizistik, University of Mainz
Nicole Podschuweit, University of Mainz

Opening Up Online: Social Networking and Online Survey Response Behaviors
Matthew Lackey, Fors Marsh Group
Nicholas Irwin, Fors Marsh Group
Scott Turner, Fors Marsh Group
Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Methodological Issues in Mail Surveys

Location: Mediterranean 2

Chair: Missy Koppelman, NORC at the University of Chicago

Addressing Topic Salience Bias by Questionnaire Design

Pat D. Brick, Westat
J. Michael Brick, Westat
Rob Andrews, NOAA
Nancy A. Mathiowetz, University of Wisconsin
Lynne Stokes, Southern Methodist University

Alternative Questionnaire Effects on Response in Mail Surveys

Douglas Williams, Westat
J. Michael Brick, Westat
Jill M. Montaquila, Westat
Daifeng Han, Westat

An Experimental Examination of Four Within-Household Selection Methods in Household Mail Surveys

Kristen Olson, University of Nebraska-Lincoln
Jolene Smyth, University of Nebraska-Lincoln
Stacia Jorgensen, University of Nebraska-Lincoln

Evaluating Methods to Select a Respondent for a General Population Mail Survey

Wendy Hicks, Westat
David Cantor, Westat

Reaching Medical Professionals: A Review of the Methodology for a Mail Survey of Physicians and Residents

Kinsey Gimbel, Fors Marsh Group
Fahima Vakalia, Fors Marsh Group
Concurrent Session C
Friday, May 18, 8:00 a.m. – 9:30 a.m.

Address-Based Sampling: Issues and Challenges
Location: Mediterranean 3
Chair: Ronald Langley, University of Kentucky

Effectiveness of Address-Based Sampling for Recruiting Into a Longitudinal Panel
Darby Steiger, Gallup, Inc.
Kyley McGeeney, Gallup, Inc.
Yongwei Yang, Gallup, Inc.

Sampling From the Abyss? Exploring Biases Inherent in Address-Based Sampling With Marketing Data
S. Mo Jang, University of Michigan
Josh Pasek, University of Michigan
Curtiss Cobb, Knowledge Networks
Charles A. DiSogra, Knowledge Networks
J. Michael Dennis, Knowledge Networks

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

ABS – Address-Based Sampling – A Better Sample? Exploring the Benefits of Using Address-Based Sampling in a State-Wide Targeted Sub-Population
James M. Ellis, University of Virginia Center for Survey Research
Deborah L. Rexrode, University of Virginia Center for Survey Research

Redesigning Fair Market Rent Surveys
Randal ZuWallack, ICF
Leslyn M. Hall, Redstone Research
Doray Sitko, Econometrica
Charles Hanson, Econometrica
Fred J. Eggers, Jr., Econometrica
Concurrent Session C
Friday, May 18, 8:00 a.m. – 9:30 a.m.

Questions on Sensitive Topics and Social Desirability Bias
Location: Mediterranean 6
Chair: Larry Luskin, ICF International
Discussant: Robert Simmons, U.S. Army Research Institute

Towards a More Objective Measure of Socially Desirable Reporting in Survey Research
Zeina Mneimneh, University of Michigan

Item Sum: A New Technique for Asking Quantitative Sensitive Questions
Antje Kirchner, Institute for Employment Research (IAB)
Mark Trappmann, Institute for Employment Research (IAB)
Ivar Krumpal, Universität Leipzig
Ben Jann, University of Bern

The Relationship Between the Accuracy of Self-Reported Data and the Availability of Respondent Financial Records
Emily Geisen, RTI International
Charles Q. Strohm, RTI International
Brandon Kopp, U.S. Bureau of Labor Statistics
Ashley Richards, RTI International

2011 New York City HIV/Sexual Practices Survey
Micheline Blum, Baruch College
Douglas Muzzio, Baruch College
Concurrent Session C
Friday, May 18, 8:00 a.m. – 9:30 a.m.

Issues in Survey Nonresponse
Location: Mediterranean 7
Chair: Rene Bautista, NORC at University of Chicago

Who Doesn’t Respond When a Survey is Voluntary?
Deborah H. Griffin, U.S. Census Bureau

Actualization of Respondents’ Participation in “Isolated” Conditions
Jason Minser, Abt SRBI, Inc.
Mindy Rhindress, Abt SRBI, Inc.
Marci Schalk, Abt SRBI, Inc.

Virginia M. Lesser, Department of Statistics-Survey Research Center
Daniel Yang, Oregon State University-Survey Research Center
Lydia Newton, Oregon State University-Survey Research Center

Exploring the Effects of a Shorter Interview on Data Quality, Nonresponse and Respondent Burden
Scott Fricker, U.S. Bureau of Labor Statistics

An Analysis of the AAPOR 2011 Membership Survey Nonresponse and Paradata
Heather Hammer, Abt, SRBI, Inc.
Joe Murphy, RTI International
Liz Hamel, The Henry J. Kaiser Family Foundation
Chase Harrison, Harvard Business School
Concurrent Session C
Friday, May 18, 8:00 a.m. – 9:30 a.m.

Using Qualitative Methods to Study Census Coverage Issues
Location: Mediterranean 8

Organizer: M. Mandy Sha, RTI International
Chair: Jennifer Hunter Childs, U.S. Census Bureau

Characteristics of People Overcounted in the Census
Sarah Heimel, U.S. Census Bureau

The Coverage Follow-Up Operation and Duplication in the Census
Ryan King, U.S. Census Bureau

Resolving Duplication: Success of Applying Census Residency Rule to Census 2010 Duplicates’ Data
Emilia Peytcheva, RTI International
M. Mandy Sha, RTI International
Ryan King, U.S. Census Bureau

Interviewing Proxy Versus Suspected Duplicate Respondents to Obtain Information Regarding Potential Duplicate Living Situations
Tiffany King, RTI International
Sarah Cook, RTI International
Jennifer Hunter Childs, U.S. Census Bureau

Duplication in the Decennial Census: Using Ethnographic Methods to Understand Duplication of Children
Alisú Schoua-Glusberg, Research Support Services
Eleanor Gerber, Research Support Services
Jennifer Hunter Childs, U.S. Census Bureau

Managing Quality on a Large Qualitative Research Study With Complex Respondent Recruitment Criteria
M. Mandy Sha, RTI International
Katherine Kenward, Research Support Services
Julie Feldman, RTI International
Sarah Heimel, U.S. Census Bureau
 Concurrent Session C  
Friday, May 18, 8:00 a.m. – 9:30 a.m.

Public Opinion and Political Behavior
Location: Marbella 4
Chair: Megan Scott, Prudential Financial

Issue Indifference and Policy Opinion: When Not Caring is Consequential
Justine G. Ross, University of California, Riverside

Generations in American Politics
Jocelyn Kiley, Pew Research Center
Michael Dimock, Pew Research Center
Scott Keeter, Pew Research Center

Gaps in Americans’ Political Interest: Following Politics in Surveys From Gallup, Pew and the ANES
Joshua Robison, Northwestern University

POPTOP: How Public Opinion is Related to Public Policy
Cliff Zukin, Rutgers University

Who Rallies! The Impact of 9/11 on the Heritability of Political Trust
Christopher Ojeda, The Pennsylvania State University, 2012 Seymour Sudman Student Paper Competition Winner
Concurrent Session C
Friday, May 18, 8:00 a.m. – 9:30 a.m.

Methodological Briefs: Issues in Cell Phones and Landline Surveys
Location: Marbella 1 & 2
Chair: Vicki Pineau, NORC at the University of Chicago

Geographic Differences Between RDD Cell and Landline Frames and Self-Report
Robert Benford, GfK Custom Research North America
Linda Piekarski, Survey Sampling International
John Lien, GfK Custom Research North America
Trevor Tompson, The Associated Press

Increasing Response Rates in Cell Frames: Results From an Incentive and Voicemail Experiment
Kathleen T. Call, University of Minnesota, SHADAC
Jessie K. Pintor, University of Minnesota, SHADAC
Stefan Gildemeister, Minnesota Department of Health
David Dutwin, SSRS/Social Science Research Solutions
Robyn Rapoport, SSRS/Social Science Research Solutions

Cell Phones in Smaller Geographies: Are You Reaching the Right People?
Meghann Crawford, Siena College Research Institute

Impact of a Reduced Pre-Recruitment Incentive on Nonresponse in Cell Phone Surveys
Vrinda Nair, Arbitron Inc.
Robin Gentry, Arbitron Inc.

Veronica Roth, The Pennsylvania State University
David Johnson, The Pennsylvania State University

Disproportionate Stratification to Increase Incidence of Finding Minorities in RDD Landline and Cell Frames
Robert Benford, GfK Custom Research North America
Linda Piekarski, Survey Sampling International
Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Predictors of Survey Length
Eran N. Ben-Porath, SSRS/Social Science Research Solutions
Melissa J. Herrmann, SSRS/Social Science Research Solutions
Concurrent Session D
Friday, May 18, 10:00 a.m. – 11:30 a.m.

New Frontiers: Advances in Mobile Data Collection—New Methods, New Opportunities, New Challenges
Location: Mediterranean 1
Organizer: David James Roe, RTI International
Discussant: Craig Hill, RTI International

Mobile Technology and Survey Research: Lessons From Early Implementations and the Consumer Marketplace
Michael Keating, RTI International

Online Surveys Aren’t Just for Computers Anymore! Exploring Potential Mode Effects Between Smartphone vs. Computer-Based Online Surveys
Trent D. Buskirk, The Nielsen Company

SMS-Adjunct to Support Data Quality and Compliance in Health Survey Research
Robert Furberg, RTI International

Capturing In-the-Moment Insights via Mobile Data Collection
Patricia Graham, Knowledge Networks

Smartphone Applications: The Next (and Most Important?) Evolution in Data Collection
Michael W. Link, The Nielsen Company
Jennie W. Lai, The Nielsen Company
Lorelle Vanno, The Nielsen Company
Concurrent Session D

Friday, May 18, 10:00 a.m. – 11:30 a.m.

Furthering the Debate on Non-Probability Sampling

Location: Mediterranean 2

Chair: Justin T. Bailey, The Nielsen Company

Discussant: Murray Edelman, CBS News

Comparison of Dual Frame Telephone and Non-Probability Online Panels Regarding Accuracy of Political Opinion Polling

Clifford Young, Ipsos
Chris Jackson, Ipsos
Jon A. Krosnick, Stanford University

A Systematic Review of Studies Investigating the Quality of Data Obtained With Online Panels

Mario Callegaro, Google UK
Ana Villar, Independent Consultant
Jon A. Krosnick, Stanford University
David S. Yeager, Stanford University

Some Thoughts on a Framework for Statistical Inference From Non-Probability Samples

Robert Santos, The Urban Institute

In Defense of Probability: Are the Times a-Changing?

Gary Langer, Langer Research Associates
Concurrent Session D
Friday, May 18, 10:00 a.m. – 11:30 a.m.

Frame and Coverage Issues in Address-Based Sampling
Location: Mediterranean 3
Chair: Anna Fleeman, Abt SRBI, Inc.

Modeling Coverage Error in Address Lists Due to Geocoding Error: The Impact on Survey Operations and Sampling
Lee Fiorio, NORC at the University of Chicago

Sub-National Coverage Profile of U.S. Housing Units Using the USPS Computerized Delivery Sequence File
Joseph P. McMichael, RTI International
Rachel Harter, RTI International
Bonnie E. Shook-Sa, RTI International
Vincent G. Iannacchione, RTI International

Predicting When to Adopt Given Frame Construction Methods: Modeling Coverage and Cost Benefits
Edward English, NORC at the University of Chicago
Colm O’Muircheartaigh, NORC at the University of Chicago
Katie Dekker, NORC at the University of Chicago
Ipek Bilgen, NORC at the University of Chicago
Lee Fiorio, NORC at the University of Chicago
Mark Clausen, NORC at the University of Chicago
Tamara Brooks, NORC at the University of Chicago

Assessing Coverage and Accuracy of an Address-Based Frame for Subgroups of the Population
Kelly Dixon, Arbitron Inc.
Dan Estersohn, Arbitron Inc.
Al Tupek, Arbitron Inc.
Mike Kwanisai, Arbitron Inc.
Missy Mosher, Survey Sampling International
Linda Piekarski, Survey Sampling International
Jessica Smith, Survey Sampling International
Concurrent Session D
Friday, May 18, 10:00 a.m. – 11:30 a.m.

Reliability and Validity of Survey Self Reports
Location: Mediterranean 6
Chair: Holly H. Matulewicz, Mathematica Policy Research

Lying vs. Fail-to-Match: Self-Reported Turnout and Validated Turnout in the 2008-2009 ANES Panel Study
Matthew Berent, Stanford University
Jon A. Krosnick, Stanford University
Arthur Lupia, University of Michigan

The Validity of Adolescents’ Self-Reported Data
Jill Walston, American Institutes for Research

Findings From a Split-Ballot Experiment on a New Approach to Measuring Health Insurance in the Current Population Survey
Joanne Pascale, U.S. Census Bureau

How Likely? Comparisons of Behavioral Intention Measurement Validity
John Bremer, Toluna USA Inc.
Randall K. Thomas, ICF International

Are You Sure You Didn’t See Our Ad? Factors Affecting Recall Inconsistencies in an Advertising Tracking Study
Lindsey Brewer, Fors Marsh Group LLC
Ashton Jacobe, Fors Marsh Group LLC
Scott Turner, Fors Marsh Group LLC
Concurrent Session D
Friday, May 18, 10:00 a.m. – 11:30 a.m.

Using Incentives to Increase Survey Participation and Decrease Bias
Location: Mediterranean 7
Chair: James Caplan, U.S. Department of Defense

What are the Odds? Lotteries vs. Cash Incentives. Response Rates, Cost and Data Quality for a Web Survey of Low-Income Former and Current College Students
John Stevenson, University of Wisconsin Survey Center
Jennifer Dykema, University of Wisconsin Survey Center
Lisa Klein, Mathematica Policy Research
Kristen Cyffka, University of Wisconsin Survey Center
Sara Goldrick-Rab, University of Wisconsin-Madison

Experimenting With Noncontingent and Contingent Incentives in a Media Measurement Panel
Paul J. Lavrakas, Independent Consultant
J. Michael Dennis, Knowledge Networks
Jordon Peugh, Knowledge Networks
Jeffrey Shand-Lubbers, Knowledge Networks
Elissa Lee, Google
Owen Charlebois, Google

Incentives Effects on Nonresponse Bias: Can Monetary Incentives Be Used to Decrease Nonresponse Bias in Measuring Wealth-Related Quantities?
Barbara Felderer, Institute for Employment Research
Gerrit Müller, Institute for Employment Research
Frauke Kreuter, Institute for Employment Research

Survey Research of Economic Incentives: Do Incentives Given Prior to a Survey Affect Participation in the Survey?
Aaron Hill, MDRC

Maximizing Survey Participation for Retail Customers by Understanding Survey Mode and Incentive Preferences
Joe Cardador, Service Management Group
Concurrent Session D
Friday, May 18, 10:00 a.m. – 11:30 a.m.

Assessing the Accuracy of Election Prediction Methods
Location: Mediterranean 8
Chair: Andrew Smith, University of New Hampshire
Discussant: Michael W. Traugott, University of Michigan

Maximizing the Accuracy of Final Pre-Election Polls Predicting the Outcomes of Races for Seats in the U.S. Senate and the House of Representatives: A Meta-Analysis
Sam Storey, Stanford University
Jon A. Krosnick, Stanford University

How Accurate are Robo Polls? And Why?
Scott F. Clement, The Washington Post
Peyton M. Craighill, The Washington Post
Jon Cohen, The Washington Post

Online Exit Polls: The Canadian Experience
Darrell J. Bricker, Ipsos Public Affairs

Fundamental Models for Forecasting Elections
David Rothschild, Yahoo! Research
Concurrent Session D
Friday, May 18, 10:00 a.m. – 11:30 a.m.

Cross-National Survey Research – WAPOR Sponsored Session
Location: Marbella 4
Organizer: Tom W. Smith, NORC at the University of Chicago
Chair: Jibum Kim, NORC at the University of Chicago

The International Social Survey Program, 1985-2012
Tom W. Smith, NORC at the University of Chicago

Explaining Electoral Participation in Non-Democracies: Evidence From the Arab Barometer
Mark Tessler, University of Michigan
Amaney Jamal, Princeton University
Carolina DeMiquel, University of Michigan

A Decade of Cross-National Attitude Measurement: Innovations and Findings From the European Social Survey
Roru Fitzgerald, ESS

The Comparative Study of Electoral Systems (CSES)
David Howell, University of Michigan

The International Workshop on Comparative Survey Design and Implementation (CSDI): Contributions of a Voluntary Research Initiative to Comparative Methodology
Jane Harkness, University of Nebraska
Peter D. Mohler, University of Mannheim, Germany
Beth-Ellen Pennell, University of Michigan
Lars Lyberg, Lyberg Survey Quality Management, Inc.
Concurrent Session D
Friday, May 18, 10:00 a.m. – 11:30 a.m.

Methodological Briefs: Methods for Improving Response Rates
Location: Marbella 1 & 2
Chair: Jamie L. Marincic, Mathematica Policy Research

John Tarnai, Social & Economic Sciences Research Center
David Schultz, Social & Economic Sciences Research Center
David Solet, Public Health-Seattle & King County
Lori Pfingst, Washington State Budget & Policy Center

Mail Survey as a Nonresponse Follow Up? Experience From the 2010 Health and Retirement Study
Piotr Dworak, ISR
Heidi Guyer, Institute for Social Research University of Michigan
James Wagner, Institute for Social Research University of Michigan

The Effect of Personalized Address Labels on Response Rates and Postal Deliverability Rates
Vrinda Nair, Arbitron Inc.
Yelena Pens, Arbitron Inc.

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

Response Rate and Recall Effects of Using a Tailored Stamp on Advance Materials in a General Population Telephone Study
Grant D. Benson, University of Michigan Institute for Social Research
Sunghee Lee, University of Michigan Institute for Social Research
Toby Jayaratne, University of Michigan School of Public Health
Paul Schulz, University of Michigan Institute for Social Research
Alicia Giordimaina, University of Michigan School of Public Health
Concurrent Session D
Friday, May 18, 10:00 a.m. – 11:30 a.m.

SHOW Me the Money? Effects of Preincentives, Differential Incentives, and Envelope Messaging in an ABS Mail Survey
Kristen Cyffka, University of Wisconsin Survey Center
Jennifer Dykema, University of Wisconsin Survey Center
John Stevenson, University of Wisconsin Survey Center
Kelly Elver, University of Wisconsin Survey Center
Karen Jaques, University of Wisconsin Survey Center

Cash Incentives vs. Sweepstakes: What Works Best?
Charles D. Harm, Arbitron Inc.
Courtney N. Mooney, Arbitron Inc.
Concurrent Session E
Friday, May 18, 1:45 p.m. – 3:15 p.m.

New Frontiers: Advances in Web Surveys
Location: Mediterranean 1
Chair: Rodney Terry, U.S. Census Bureau
Discussant: Chris Ellis, RTI International

Information-Communication Technology Support for Online Surveys: A Need for Integration
Vasja Vehovar, University of Ljubljana
Ana Slavec, University of Ljubljana
Nejc Berzelak, University of Ljubljana
Katja Lozar Manfreda, University of Ljubljana

The Effect of Mode on Participant Responses to Qualitative Research in Virtual Worlds
Sarah Dipko, Westat
Catherine Billington, Westat
Pat D. Brick, Westat

Designing Interactive Interventions in Web Surveys: Humanness, Social Presence and Data Quality
Chan Zhang, Institute for Social Research, University of Michigan

The Persistence of Attentiveness in Web Surveys: A Panel Study
Adam Berinsky, MIT
Samantha Luks, YouGov
Doug Rivers, Stanford University and YouGov
Concurrent Session E
Friday, May 18, 1:45 p.m. – 3:15 p.m.

Investigating Mode Effects
Location: Mediterranean 2
Chair: Eric Jodts, Westat

Mode Effects Measurement and Correction: A Case Study
Courtney Kennedy, Abt SRBI, Inc.
Allison Ackermann, Abt SRBI, Inc.
Chintan Turakhia, Abt SRBI, Inc.
Michael O. Emerson, Rice University
Adele James, Rice University

Disentangling Mode and Nonresponse Effects in the World Trade Center Health Registry
Joe Murphy, RTI International
Robert Brackbill, New York City Department of Health and Mental Hygiene
Shengchao Yu, New York City Department of Health and Mental Hygiene
David Wu, New York City Department of Health and Mental Hygiene
Deborah Walker, New York City Department of Health and Mental Hygiene
Lennon Turner, New York City Department of Health and Mental Hygiene
Steven Stellman, New York City Department of Health and Mental Hygiene
Sara Miller, New York City Department of Health and Mental Hygiene
Erica Saleska, RTI International

Assessing Measurement Equivalence and Bias of Questions in Mixed-Mode Surveys Under Controlled Sample Heterogeneity
Thomas Klausch, Utrecht University
Joop Hox, Utrecht University
Barry Schouten, Statistics Netherlands
Concurrent Session E
Friday, May 18, 1:45 p.m. – 3:15 p.m.

Mixed-Mode Design and Mode Effect in Surveying Military Veterans
Wendy Wang, Pew Research Center
Rich Morin, Pew Research Center
Kim Parker, Pew Research Center

Estimating Mode Effects Without Bias: A Randomized Experiment to Compare Mode Differences Between Face-to-Face Interviews and Web Surveys
Doug Rivers, Stanford University and YouGov
Lynn Vavreck, UCLA, Department of Political Science
Concurrent Session E
Friday, May 18, 1:45 p.m. – 3:15 p.m.

Targeting Sub-Populations Using Address-Based Sampling
Location: Mediterranean 3
Chair: Ashley Amaya, NORC at The University of Chicago
Discussant: Mansour Fahimi, Marketing Systems Group

Using Qualitative and Quantitative Testing to Improve Response From Hispanic Households
Michelle A. Cantave, Arbitron Inc.
Robin Gentry, Arbitron Inc.

Targeting Minority Populations Using Demographic-Appended Address-Based Sampling
Kyley McGeeney, Gallup, Inc.
Manas Chattopadhyay, Gallup, Inc.
Jennifer Marlar, Gallup, Inc.

Does Ethnically Stratified Address-Based Sample Result in Both Ethnic and Class Diversity? Case Studies in Oregon and Houston
Robyn Rapoport, SSRS/Social Science Research Solutions
Susan Shorr, SSRS/Social Science Research Solutions

Using Ancillary Information to Stratify and Target Young Adults and Hispanics in National ABS Samples
J. Michael Dennis, Knowledge Networks, Inc.
Charles A. DiSogra, Knowledge Networks, Inc.
Erlina Hendarwan, Knowledge Networks, Inc.
Concurrent Session E
Friday, May 18, 1:45 p.m. – 3:15 p.m.

Recall and Measurement Error in Surveys
Location: Mediterranean 6
Chair: Murrey Olmsted, RTI International

Measurement Errors in Self-Reports of Consumer Expenditures: Are Errors Attributable to Respondents or Expenditure Types?
Charles Q. Strohm, RTI International
Emily Geisen, RTI International
Ashley Richards, RTI International
Brandon Kopp, U.S. Bureau of Labor Statistics

Examination of Recall Error in Reports of H1N1 and Seasonal Flu Vaccination
Ipek Bilgen, NORC at the University of Chicago
Kennon R. Copeland, NORC at the University of Chicago
Tammy A. Santibanez, U.S. Centers for Disease Control and Prevention
Nicholas Davis, NORC at the University of Chicago

A Pilot Study to Validate Health Measures on the Behavior Risk Factor Surveillance System
Andrew Caporaso, Westat
Wendy Hicks, Westat
David Cantor, Westat
Sean Hu, U.S. Centers for Disease Control and Prevention
Carol Pierannunzi, U.S. Centers for Disease Control and Prevention
Lina Balluz, U.S. Centers for Disease Control and Prevention

Inconsistency in Reporting Health Conditions: Is Measurement Error to Blame?
Stephen J. Blumberg, National Center for Health Statistics
Rosa M. Avila, National Center for Health Statistics

The Impact of Relationship Quality in Parent-Child Dyads on the Accuracy of Matches in Proxy Reports Mediated by Question Characteristics of Sensitivity, Abstraction and Mutability
Jennifer Benoit-Bryan, University of Illinois at Chicago
Concurrent Session E
Friday, May 18, 1:45 p.m. – 3:15 p.m.

Interviewer Communication and Survey Participation
Location: Mediterranean 7
Chair: Jeanette Y. Ziegenfuss, Mayo Clinic
Discussant: Patricia Gallagher, University of Massachusetts-Boston

An Interactional Model of the Call for Participation in the Survey Interview
Nora Cate Schaeffer, University of Wisconsin Survey Center, University of Wisconsin-Madison
Dana Garbarski, Department of Sociology, University of Wisconsin-Madison
Jeremy Freese, Northwestern University
Douglas W. Maynard, Department of Sociology, University of Wisconsin-Madison

Using Interviewer Observations of Door Step Concerns to Characterize Reluctance of Survey Respondents
Shirley Tsai, U.S. Bureau of Labor Statistics
Ting Yan, NORC at University of Chicago
Jay Lin, University of California at Los Angeles

How Telephone Interviewers’ Approaches Impact Their Success
Jessica Broome, University of Michigan

It’s About Time: Examining the Effect of Interviewer-Quoted Survey Completion Time Estimates on Nonresponse
Bess Welch, NORC at the University of Chicago
Stacie Greby, National Center for Immunization and Respiratory Diseases
Christopher Ward, NORC at the University of Chicago
Jacqueline George, NORC at the University of Chicago
Kathleen S. O’Connor, U.S. Centers for Disease Control and Prevention, National Center for Health
Concurrent Session E
Friday, May 18, 1:45 p.m. – 3:15 p.m.

Perspectives on the 2008 and 2010 General Elections
Location: Mediterranean 8
Chair: Kimberly Downing, University of Cincinnati

American Pride and Prejudice: Public Opinion on the Meaning of Obama’s Election as President
David C. Wilson, University of Delaware

Race of Interviewer Effects in the 2008 Presidential Election
Nuri Kim, Stanford University
Yphtach Lelkes, Stanford University
Jon A. Krosnick, Stanford University

The Impact of Climate Change Issue in the 2008 U.S. Presidential Election
Bo MacInnis, Stanford University
Jon Krosnick, Stanford University

Candidates, Campaigns, and Policy Issues: Original Panel Data From the 2010 Midterms
Andrew Therriault, Vanderbilt University, Center for the Study of Democratic Institutions

What Actually Happened in the 2010 Midterm Elections?
Scott F. Clement, The Washington Post
Peyton M. Craighill, The Washington Post
Jon Cohen, The Washington Post
Concurrent Session E
Friday, May 18, 1:45 p.m. – 3:15 p.m.

Consumer Confidence and Economic Issues
Location: Marbella 4
Chair: Ekua Kendall, Arbitron Inc.
Discussant: Cliff Zukin, Rutgers University

Americans’ Economic Confidence and Objective Economic Indicators
Lydia Saad, Gallup, Inc.
Christopher Wlezien, Temple University

Confidently Partisan: Consumer Views and Political Attitudes in Good Times and Bad
Dan Cassino, Fairleigh Dickinson University’s PublicMind Poll
Peter J. Woolley, Fairleigh Dickinson University’s PublicMind Poll
Krista Jenkins, Fairleigh Dickinson University’s PublicMind Poll

Deliberate Decisions About the 2012 Federal Budget: How the American Public Would Reduce Spending and Increase Taxes to Shrink the Projected Budget Deficit
Curtiss Cobb, Knowledge Networks
Norman Nie, Revolution Analytics
Saar Golde, Revolution Analytics

County Elected Officials, Partisanship and the Economy
Richard L. Clark, Castleton State College
Concurrent Session E
Friday, May 18, 1:45 p.m. – 3:15 p.m.

Methodological Briefs: Questionnaire Design Issues
Location: Marbella 1 & 2
Chair: Kristen A. Barrett, Mathematica Policy Research

The Direction of Rating Scales and Its Influence on Response Behavior in Web Surveys
Florian Keusch, WU Vienna University of Economics and Business, Austria

Asking Sensitive Questions in Labour Market Surveys: A Comparison of Survey and Register Data
Antje Kirchner, Institute for Employment Research (IAB)

The Accuracy of Retrospective Reports of Residence and Employment
Lisa Lee, NORC at the University of Chicago
Catherine C. Haggerty, NORC at the University of Chicago
Nola du Toit, NORC at the University of Chicago

A Comparison of Extreme Response Styles Between Non-Hispanic and Hispanic Populations in United States
Jennifer Kelley, University of Michigan
Sunghee Lee, University of Michigan

Student Effort on Large-Scale, Low-Stakes Assessments: Comparing Results From NAEP and PISA
Pia Peltola, American Institutes for Research
David Miller, American Institutes for Research
Rhonda Baylor, Optimal
Laura Warren, American Institutes for Research

Do Longer Questionnaires Yield Lower Response Rates?
Stephanie Lloyd, Center for Survey Research, University of Massachusetts Boston
Patricia Gallagher, Center for Survey Research
Carol Cosenza, Center for Survey Research
Poster Session 2  
Friday, May 18, 3:15 p.m. – 4:15 p.m.

Location: Exhibit Hall – Mediterranean 4 & 5

1. The Utility of the Integrated Design of the Medical Expenditure Panel Survey to Inform Mortality Related Studies  
Steven B. Cohen, Agency for Healthcare Research and Quality

2. Predicting the Success of Brand Launch Using Retail Index  
Shahzad Muhammad, The Nielsen Company  
Ravish Khare, The Nielsen Company

3. Uncooperative Respondents in Japan, Korea and the U.S.: Using the General Social Surveys in Japan, Korea and the United States  
Jibum Kim, NORC at the University of Chicago  
Noriko Iwai, Osaka University of Commerce  
Tom W. Smith, NORC at the University of Chicago

4. Comparing Face-to-Face and Online Approach: Household Recruitment of Consumer Panel Research in China  
Teresa (Ye) Jin, The Nielsen Company  
Yu-Chieh (Jay) Lin, Institute for Social Research, University of Michigan  
Shu Duan, University of Michigan  
Jennie W. Lai, The Nielsen Company

5. The Challenge of Going National: An Experimental Evaluation of the Effects of Local vs. Distant Survey Sponsorship on General Public Internet and Mixed-Mode Response Rates  
Michelle L. Edwards, Washington State University  
Don A. Dillman, Washington State University

6. Adjusting the Response Bias in RES ACV: An Analysis of Propensity Score Matching for Comparing RES and Panel Data  
Muhammad Usman Sikander, The Nielsen Company  
Muhammad Shahzad, The Nielsen Company
Poster Session 2
Friday, May 18, 3:15 p.m. – 4:15 p.m.

7. Assessing Housing Conditions: The Validity of a Mixed-Mode Research Design
   Amy Donley, Institute for Social and Behavioral Sciences
   Rachel Morgan, Institute for Social and Behavioral Sciences

8. Language Measurement, Trends, and Media Usage Among Hispanics
   Marla D. Cralley, Arbitron Inc.
   Kate Williams, Arbitron Inc.

9. Using Dual Sample Surveys to Examine the Relationship Between Response Rate and Bias
   Graham Wright, Brandeis University
   Theadora Fisher, Brandeis University
   Leonard Saxe, Brandeis University

10. What is Quality of Life and Can Polling Measure It?
    Thomas Lamatsch, Monmouth University Polling Institute
    Patrick Murray, Monmouth University Polling Institute
    Tyler Breder, Monmouth University Polling Institute

11. Evaluating New Technologies for Retention of Rural Youth in Longitudinal Survey Research
    Eleanor M. Jaffee, University of New Hampshire
    Meghan L. Mills, University of New Hampshire

12. Public Opinion and Uncertain Science: Exploring the Dynamics Behind Real and Perceived Knowledge Gaps in Nanotechnology
    Leona Yi-Fan Su, University of Wisconsin-Madison
    Dominique Brossard, University of Wisconsin-Madison
    Ashley A. Anderson, University of Wisconsin-Madison
    Dietram A. Scheufele, University of Wisconsin-Madison
    Michael Xenos, University of Wisconsin-Madison

13. E-Government 2.0: Overview of Social Media Utilization by South American Federal Executives
    Leonardo C. Rodrigues, Universidade de Brasilia
    Max Stabile, Universidade de Brasilia
14. The Effects of Survey Design Features on Answers to Sensitive Questions
Lindsey Witt, Bureau of Social Research, University of Nebraska-Lincoln

15. Predictive Validity of Vague Quantifier and Numeric Responses for Frequency Estimation
Tarek Baghal, University of Nebraska

16. The Digital Divide in Rural Louisiana: Broadband Access and Adoption
Robert K. Goidel, Louisiana State University

17. Survey Mode Preference Among Enrollees in the World Trade Center Health Registry
Shengchao Yu, New York City Department of Health and Mental Hygiene
Robert Brackbill, New York City Department of Health and Mental Hygiene
Deborah Walker, New York City Department of Health and Mental Hygiene
Lennon Turner, New York City Department of Health and Mental Hygiene
Mark Farfel, New York City Department of Health and Mental Hygiene
Steven Stellman, New York City Department of Health and Mental Hygiene
Sara Miller, New York City Department of Health and Mental Hygiene
Jiehui Li, New York City Department of Health and Mental Hygiene

18. Using State Variation to Assess the Association Between Social Change and Odds of Recontact in a Longitudinal Study
Julia McQuillan, University of Nebraska-Lincoln
Anna Bellatorre, University of Nebraska-Lincoln
Andrew Bedrous, University of Nebraska-Lincoln
Ashley J. Frear-Cooper, University of Nebraska-Lincoln
Poster Session 2
Friday, May 18, 3:15 p.m. – 4:15 p.m.

19. Where Did We Go Wrong? Using Multiple Regression to Identify Budgeting Errors
Julia McQuillan, University of Nebraska-Lincoln, Sociology
Chan W. Kok, University of Nebraska-Lincoln
Stacia Jorgensen, University of Nebraska-Lincoln
Jacob E. Cheadle, University of Nebraska-Lincoln, Sociology
Amanda Richardson, Bureau of Social Research, University of Nebraska-Lincoln
Nicole R. Bryner, Bureau of Social Research, University of Nebraska-Lincoln

Young Chun, U.S. Census Bureau
Andre Williams, U.S. Census Bureau
Diane Barrett, U.S. Census Bureau

21. Would You Like a Receipt With That? Availability of Respondent Records When Collecting Expenditure Information
Amy Hendershott, RTI International
Christopher Stringer, U.S. Census Bureau
Emily Geisen, RTI International

22. Expectation: Intention, Social Network and Central Signal
David Rothschild, Yahoo! Research
Zeljka Buturovic, IBOPE Zogby

23. The Impact of a Reminder Postcard in a Multi-Mode Survey of Rental Units
Stephanie Dion, ICF International
Katelyn Muir, ICF International
Randal ZuWallack, ICF International
Leslyn M. Hall, Redstone Research, LLC

24. Sleep Diary Feasibility and Mode Study: Paper vs. Electronic
Jaki Brown, RTI International
25. Intensifying the Request: Results From an Experiment on Improving Internet Response Rates for Address-Based Samples of the General Public
   Benjamin L. Messer, Washington State University
   Don A. Dillman, Washington State University

26. East-West Differences in German Household Telephone Ownership: A Replication of ‘Phone Home’?
   Volker Hufken, Heinrich-Heine-University of Duesseldorf, Institute of Social Sciences

27. Tracking Residential Mobility at the Household Level
   Kate Bachtell, NORC at the University of Chicago
   Edward English, NORC at the University of Chicago
   Catherine C. Haggerty, NORC at the University of Chicago

   Don Levy, Siena Research Institute

29. Putting the “Social” in Exploring the Social Media Frontier: Collaborating to Investigate Social Media’s Past, Present and Future
   Jennifer C. Romano Bergstrom, Fors Marsh Group
   Caitlin Krulikowski, Fors Marsh Group
   Megan Fischer, Fors Marsh Group
   Sarah Evans, Fors Marsh Group
   Sean Marsh, Fors Marsh Group
   Shawn Bergman, Appalachian State University; Fors Marsh Group

30. Social Seniors: Determining the Viability of Reaching American Seniors Through Social Media
   Melissa Wentzel, American Institutes for Research

31. Conducting Research on Native American Reservations: Challenges and Solutions From the Field
   Robynne A. Locke, ICF International
Poster Session 2
Friday, May 18, 3:15 p.m. – 4:15 p.m.

32. A Multi-Mode Approach for Assessing Key Health Indicators in Resource-Limited Settings via Household and Health Facility Surveys

Catherine M. Wetmore, University of Washington
Emily Carnahan, University of Washington
K. Ellicott Colson, University of Washington
Ali Mokdad, University of Washington
Gulnoza Usmanova, University of Washington
Dharani Ranganathan, University of Washington
Sebastian Martinez, Inter-American Development Bank
Paola Zúñiga Brenes, Inter-American Development Bank
Emma M. Iriarte, Inter-American Development Bank
Ana Pérez Expósito, Inter-American Development Bank
Jennifer Nelson, Inter-American Development Bank
Pablo Ibarrarán, Inter-American Development Bank
Brent Anderson, University of Washington
Tasha B. Murphy, University of Washington
Bernardo Hernández Prado, University of Washington
Rafael Lozano, University of Washington
Ali H. Mokdad, University of Washington

33. Rapid Roll-Out of Household Surveys to Assess Monitoring and Impact Evaluation Indicators Pertaining to Reproductive Health, Child Nutrition and Immunization in Mesoamerica

Catherine M. Wetmore, Institute for Health Metrics and Evaluation
Emily Carnahan, Institute for Health Metrics and Evaluation
K. E. Colson, Institute for Health Metrics and Evaluation
Ali Mokdad, Institute for Health Metrics and Evaluation
Gulnoza Usmanova, Institute for Health Metrics and Evaluation
Dharani Ranganathan, Institute for Health Metrics and Evaluation
Sebastian Martínez, Inter-American Development Bank
Paola Zúñiga Brenes, Inter-American Development Bank
Ana Pérez Expósito, Inter-American Development Bank
Maria F. Merino, Inter-American Development Bank
Luis Tejerina, Inter-American Development Bank
Emma Margarita Iriarte, Inter-American Development Bank
Brent Anderson, Institute for Health Metrics and Evaluation
Tasha B. Murphy, Institute for Health Metrics and Evaluation
Bernardo Hernández Prado, Institute for Health Metrics and Evaluation
Rafael Lozano, Institute for Health Metrics and Evaluation
Ali H. Mokdad, Institute for Health Metrics and Evaluation
Poster Session 2
Friday, May 18, 3:15 p.m. – 4:15 p.m.

34. Collecting Biomedical Specimens in Health Research
   Kevin Ulrich, Group Health Research Institute

35. An Experiment Among U.S. Hispanics Regarding Contextual Identity With Survey Research Design Implications
   Martin Cerda, Encuesta, Inc.

36. To Lead or Not to Lead, That is the Question: Is the Job of a Legislative Leader to Lead the Caucus Where It Should Go, or Rather, to Follow It?
   Debbie Borie-Holtz, Rutgers University

37. Communication Inequality and Fatalistic Beliefs About Cancer Prevention: The Role of Numeracy in Explaining the Socio-Economic Disparities in Response to Cancer Information Seeking
   Sungjong Roh, Cornell University

38. How Do Respondent Behaviors Reflect and Influence Perceptions of Surveys?
   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, School of Public Health, University of Wisconsin Milwaukee
   Noel Chávez, University of Illinois at Chicago
   Saul J. Weiner, University of Illinois at Chicago
   Sharon Shavitt, University of Illinois

39. Predictions of the Effects of Individual Media Messages on the Time Trend of Public Opinion About the Toyota Brand
   David Fan, University of Minnesota-Twin Cities
   David Geddes, Institute for Public Relations
   Felix Flory, evolve24, A Maritz Research Company
   Carrie Lu, evolve24, A Maritz Research Company
Poster Session 2
Friday, May 18, 3:15 p.m. – 4:15 p.m.

40. Open-Ended Questions in Web Surveys: One Large vs. Ten Small Boxes
Florian Keusch, WU Vienna University of Economics and Business, Austria

41. Definitions Matter: Selective Processing of Mediated Messages in Online Environments
Jiyoun Kim, University of Wisconsin-Madison
Dominique Brossard, University of Wisconsin-Madison
Michael Xenos, University of Wisconsin-Madison
Dietram A. Scheufele, University of Wisconsin-Madison

42. The Effects of Race/Ethnicity, Cultural Values, and Language of Interview on Socially Desirable Responding
Sharon Shavitt, University of Illinois
Timothy P. Johnson, Survey Research Laboratory
Allyson L. Holbrook, Survey Research Laboratory
Young I. Cho, School of Public Health
Saul J. Weiner, University of Illinois at Chicago
Noel Chávez, Survey Research Laboratory

43. The River Flows: Comparison of Experimental Effect Replicability With Different Sample Sources
Randall K. Thomas, ICF International
John Bremer, Toluna USA Inc.

44. Model Based Targeted Address Canvassing: A Simulation Based on the 2009 Address Canvassing Program
John L. Boies, U.S. Census Bureau
Kevin M. Shaw, U.S. Census Bureau

45. Getting News From Non-News Outlets: How Incidental News Exposure on the Internet Promotes Young Adults’ Political Participation
JungHwan Yang, University of Wisconsin-Madison
Poster Session 2
Friday, May 18, 3:15 p.m. – 4:15 p.m.

46. Methuselah and the Internet Survey: How the Aging Population is Eluding Research in the Technological Age
Amy Flowers, Analytic Insight
Andrea Libby, Analytic Insight

47. Age Effects on Measurement Error and Data Quality in Surveys
Jonathan Mendelson, Fors Marsh Group
Fahima Vakalia, Fors Marsh Group
Jennifer C. Romano Bergstrom, Fors Marsh Group
Scott Turner, Fors Marsh Group

48. Incorporating Computer-Assisted and Real-Time Data Collection Methods Into a Field Survey in a Developing Country Setting: Lessons Learned From a Longitudinal Maternal-Child Health Survey in Eight Mesoamerican Countries
Ali Mokdad, Institute for Health Metrics and Evaluation
Catherine M. Wetmore, Institute for Health Metrics and Evaluation
Dharani Ranganathan, Institute for Health Metrics and Evaluation
Emily Carnahan, Institute for Health Metrics and Evaluation
Gulnoza Usmanova, Institute for Health Metrics and Evaluation
Sebastian Martínez, Inter-American Developmental Bank
Paola Zúñiga Brenes, Inter-American Developmental Bank
Emma M. Iriarte, Inter-American Developmental Bank
Ana Pérez Expósito, Inter-American Developmental Bank
Maria F. Merino, Inter-American Developmental Bank
Luis Tejerina, Inter-American Developmental Bank
Brent Anderson, Institute for Health Metrics and Evaluation
Tasha G. Murphy, Institute for Health Metrics and Evaluation
Rafael Lozano, Institute for Health Metrics and Evaluation
Ali H. Mokdad, Institute for Health Metrics and Evaluation

49. Using Longitudinal Multilevel Analysis to Analyze Trends in Surveys
Claire Durand, Universite de Montreal
Francois Yale, ASSSMM

50. An Examination of the Effect of Third Person vs. First Person Item Wording
Valerie Waller, Data Recognition Center
Jack Fentress, Data Recognition Center
Colleen Rasinowich, Data Recognition Center
Demonstration Session 2
Friday, May 18, 3:15 p.m. – 4:15 p.m.

Location: Exhibit Hall – Mediterranean 4 & 5
Chair: Michael Lawrence, Knowledge Networks, Inc.

Issue Publics in the Digital Age: Estimating the Influence of Ideologues Through Social Media Polling
William S. Isaac, Resources for the Future

Leveraging Social Media Monitoring for Market Research
Marie-Eve St-Arnaud, Voxco
Alkis Papadopoulos, Voxco
Concurrent Session F
Friday, May 18, 4:15 p.m. – 5:45 p.m.

New Frontiers: Design Issues for Surveys Using Mobile Devices
Location: Mediterranean 1
Chair: Susan Willis-Walton, Virginia Tech Center for Survey Research

Response Quality and Demographic Characteristics of Respondents Using a Mobile Device on a Web-Based Survey
Kevin R. Guidry, Indiana University

Use of Mobile Devices to Access Computer-Optimized Web Instruments: Implications for Respondent Behavior and Data Quality
Colleen A. McClain, Survey Sciences Group, LLC
Scott D. Crawford, Survey Sciences Group, LLC
John P. Dugan, Loyola University Chicago

Scale Orientation, Number of Scale Points and Grids in Mobile Web Surveys
Keith Chrzan, Maritz Research
Ted Saunders, Maritz Research
Jamin Brazil, Decipher, Inc.

Understanding Smartphone Usage to Take Web Surveys: A Cross Country Analysis
Carey Stapleton, Service Management Group

Better (Quality), Faster, Cheaper? Completing Web Surveys on Cell-Enabled iPads®
James J. Dayton, ICF
Heather Driscoll, ICF
Robert S. Pels, ICF
Concurrent Session F
Friday, May 18, 4:15 p.m. – 5:45 p.m.

Internet Data Collection for the American Community Survey and Census
Location: Mediterranean 2
Organizer: Jennifer Guarino Tancreto, U.S. Census Bureau
Chair: Jennifer Guarino Tancreto, U.S. Census Bureau

The 2010 Census Quality Survey: Results from a Mixed-Mode Mail and Internet Reinterview
Michael Bentley, U.S. Census Bureau
Joan Hill, U.S. Census Bureau
Samantha Stokes, U.S. Census Bureau

Methods for Incorporating an Internet Response Mode into American Community Survey Mailings: A Comparison of Approaches
Michelle Ruiter, U.S. Census Bureau
Mary Frances Zelenak, U.S. Census Bureau
Jennifer Guarino Tancreto, U.S. Census Bureau
Mary Davis, U.S. Census Bureau

Take Two: Can We Do Better the Second Time Around?
Mary Davis, U.S. Census Bureau
Brenna Matthews, U.S. Census Bureau
Jennifer Guarino Tancreto, U.S. Census Bureau

Why Do Survey Participants Choose to Report by Web, Paper or Not at All? Results From an American Community Survey Qualitative Study
Elizabeth Nichols, U.S. Census Bureau

Use of Paradata to Assess the Quality and Functionality of the American Community Survey Internet Instrument
Rachel Horwitz, U.S. Census Bureau
Jennifer Guarino Tancreto, U.S. Census Bureau
Mary Frances Zelenak, U.S. Census Bureau
Concurrent Session F
Friday, May 18, 4:15 p.m. – 5:45 p.m.

Addressing the Challenges of Address-Based Sampling Designs
Location: Mediterranean 3
Chair: Yvonne Shands, Survey Technology & Research Center
Discussant: Michael W. Link, The Nielsen Company

The Public According to Marketers: Imputing National Demographics From Marketing Data Linked to Address-Based Samples
Josh Pasek, University of Michigan
S. Mo Jang, University of Michigan
Curtiss Cobb, Knowledge Networks
Charles A. DiSogra, Knowledge Networks
J. Michael Dennis, Knowledge Networks

Handling Records With Missing Information in an Address-Based Sample With Appended Demographic Characteristics
Dan Estersohn, Arbitron Inc.
Kelly Dixon, Arbitron Inc.
Mike Kwanisai, Arbitron Inc.
Al Tupek, Arbitron Inc.
Linda Piekarski, Survey Sampling International
Missy Mosher, Survey Sampling International
Jessica Smith, Survey Sampling International

Methods to Deal With Non-Working “Matched” Phone Numbers in an Address-Based Sample Survey
Anna Fleeman, Abt SRBI, Inc.
Tiffany Henderson, Abt SRBI, Inc.

Removal of Address Types to Improve the Effectiveness of Address-Based Sampling Frame
Lawnzetta T. Yancey, The Nielsen Company
Lukasz Chmura, The Nielsen Company
Scott Bell, The Nielsen Company
Concurrent Session F
Friday, May 18, 4:15 p.m. – 5:45 p.m.

Improving Self-Administered Questionnaire Design
Location: Mediterranean 6
Chair: Ellen Denzen, National Marrow Donor Program
Discussant: Dianne Rucinski, Abt Associates

Understanding the Relationship Between Literacy and Data Quality in Self-Administered Surveys
Jolene Smyth, University of Nebraska-Lincoln
Kristen Olson, University of Nebraska-Lincoln
Rebecca Powell, University of Nebraska-Lincoln
Amanda Libman, University of Nebraska-Lincoln

Questionnaire Instructions and Respondent Behavior: A Cross-Survey Comparison
Brett E. McBride, Westat
David Cantor, Westat

An Examination of Visual Design Effects in a Self-Administered Mail Survey
Sarah Hastedt, National Center for Education Statistics
Douglas Williams, Westat

Following the Yellow Brick Road: Two Experiments in Formatting Skip Instructions
Carol Cosenza, Center for Survey Research/UMass Boston
Patricia Gallagher, Center for Survey Research/UMass Boston
Stephanie Lloyd, Center for Survey Research/UMass Boston
Concurrent Session F
Friday, May 18, 4:15 p.m. – 5:45 p.m.

Maximizing Survey Response Rates
Location: Mediterranean 7
Chair: Brian M. Wells, University of Nebraska-Lincoln

The Effect on Differential Mailing Methodologies on Response Rates: Testing Advanced Notices, Package Design, Postage and Personalization
Yelena Pens, Arbitron Inc.
Robin Gentry, Arbitron Inc.

Implementing Timely Data Collection Interventions Based on Response Rates and Key Survey Estimates
Donsig Jang, Mathematica Policy Research
Flora F. Lan, National Science Foundation
Ananth Koppikar, Mathematica Policy Research

Exploring the Effect of an Advance Letter on Response Rates: A Meta-Analysis Study for the National Immunization Survey
Abera Wouhib, CDC/NCHS
Meena Khare, CDC/NCHS
Vicki Pineau, NORC at the University of Chicago
Jie Zhao, NORC at the University of Chicago

Use of a Second Reminder Mailing, Quick Response Code and Optimized Mobile Survey to Increase Response to a Screener Questionnaire
Michelle A. Cantave, Arbitron Inc.
Robin Gentry, Arbitron Inc.

New Reminder Methods and Their Effect on Response Rates for an Establishment Survey
Matthew G. Anderson, Mathematica Policy Research
Melissa Krakowiecki, Mathematica Policy Research
Lawrence Vittoriano, Mathematica Policy Research
Cathie E. Alderks, SAMHSA
Karen CyBulski, Mathematica Policy Research
Concurrent Session F
Friday, May 18, 4:15 p.m. – 5:45 p.m.

Implementing the AAPOR Transparency Initiative
Location: Mediterranean 8

Organizer: Paul J. Lavrakas, Independent Consultant
Chair: Paul J. Lavrakas, Independent Consultant

Panelists:
David Cantor, Westat
Leah M. Christian, Pew Research Center
Marjorie Connelly, The New York Times
Liz Hamel, The Henry J. Kaiser Family Foundation
Melissa J. Herrmann, Social Science Research Solutions
Timothy P. Johnson, University of Illinois at Chicago
Scott Keeter, Pew Research Center
Courtney Kennedy, Abt SRBI, Inc.
Peter Miller, Northwestern University
Joe Murphy, RTI International
Rich Morin, Pew Research Center
Chuck Shuttles, Knowledge Networks, Inc.
Concurrent Session F
Friday, May 18, 4:15 p.m. – 5:45 p.m.

Understanding Public Opinion on Health Care
Location: Marbella 4
Chair: Timothy B. Gravelle, PriceMetrix, Inc.
Discussant: Claudia Deane, The Henry J. Kaiser Family Foundation

Public Knowledge and Misunderstanding About Health Reform: A Geographical Analysis
Gerald M. Kosicki, School of Communication, The Ohio State University

The Affordable Care Act and the Republican Presidential Primaries
Bianca DiJulio, The Henry J. Kaiser Family Foundation
Sarah Cho, The Henry J. Kaiser Family Foundation
Liz Hamel, The Henry J. Kaiser Family Foundation
Claudia Deane, The Henry J. Kaiser Family Foundation
Mollyann Brodie, The Henry J. Kaiser Family Foundation

Sampling Low-Income Californians to Assess Their Healthcare Preferences
Julie Phelan, Langer Research Associates
Gregory Holyk, Langer Research Associates
Gary Langer, Langer Research Associates
David Dutwin, SSRS/Social Science Research Solutions
Eran N. Ben-Porath, SSRS/Social Science Research Solutions

Public Opinion on “New Frontier” Policy Efforts to Combat Chronic Disease
Stephanie Morain, Harvard University
Jordon Peugh, Knowledge Networks, Inc.
Concurrent Session F
Friday, May 18, 4:15 p.m. – 5:45 p.m.

The Role of the Interviewer in Survey Data Quality
Location: Marbella 1 & 2
Chair: Jeanne Wintz, Gilmore Research Group
Discussant: Janice Ballou, Independent Consultant

Do Interviewers Influence Respondent Propensity to ‘Satisfice’?
Gosia Turner, University of Southampton, UK
Patrick Sturgis, University of Southampton, UK
Chris Skinner, London School of Economics

Observational Strategies Associated With Increased Accuracy of Interviewer Observations in Employment Research
Brady T. West, Institute for Social Research
Frauke Kreuter, Joint Program in Survey Methodology (JPSM)
Mark Trappmann, Institute for Employment Research (IAB)

The Utility of Interviewer Observations as a Measure of Survey Data Quality
Chris Antoun, Institute for Social Research, University of Michigan

Using Behavior Coding to Diagnose Education Question Problems in Telephone Interviewing
Fan Guo, Program in Survey Methodology, University of Michigan
James M. Lepkowski, Survey Research Center, University of Michigan
Joe Matuzak, Survey Research Center, University of Michigan
## Day-at-a-Glance
### Saturday, May 19

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Fun Run/Walk</td>
<td>Primo Garden</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>AAPOR Committee Meetings</td>
<td>Mediterranean 4 &amp; 5</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast in the Exhibit Hall</td>
<td>Mediterranean 4 &amp; 5</td>
</tr>
<tr>
<td>7:00 a.m. – 2:30 p.m.</td>
<td>Exhibit Hall and Book Exhibit Open</td>
<td>Mediterranean 4 &amp; 5</td>
</tr>
<tr>
<td>7:30 a.m. – 3:00 p.m.</td>
<td>Registration Open</td>
<td>Mediterranean Registration Desk</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Concurrent Sessions G</td>
<td>Mediterranean 1</td>
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<tr>
<td></td>
<td>Session 1: New Frontiers: Data Collection Using</td>
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<td>Smartphones and Other Mobile Devices</td>
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<td>Session 2: Evaluating Online Non-Probability</td>
<td>Mediterranean 2</td>
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<td>Samples</td>
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<td>Session 3: Issues in Cell Phone Surveys</td>
<td>Mediterranean 3</td>
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<td>Session 4: Questionnaire Design:</td>
<td>Mediterranean 6</td>
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<td>Experiments on Demographic Questions</td>
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<td>Session 5: Examining Item Nonresponse and</td>
<td>Mediterranean 7</td>
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<td></td>
<td>Missing Data</td>
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<td>Session 6: Analyzing Trends and Issues</td>
<td>Mediterranean 8</td>
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<tr>
<td></td>
<td>Concerning the 2012 Elections</td>
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<td>Session 7: Cross-National Research on Public</td>
<td>Marbella 4</td>
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<td>Opinion</td>
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<td>Session 8: Methodological Briefs: Issues in</td>
<td>Marbella 1 &amp; 2</td>
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<td>Survey Nonresponse</td>
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<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>Refreshment Break in the Exhibit Hall</td>
<td>Mediterranean 4 &amp; 5</td>
</tr>
<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td>Concurrent Sessions H</td>
<td>Mediterranean 1</td>
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<tr>
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<td>Session 1: New Frontiers: Survey Responses vs.</td>
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<td>Tweets — New Choices for Social Measurement</td>
<td>Mediterranean 2</td>
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<td>Session 2: Mixed-Mode Methods of Data Collection</td>
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<td>Session 3: Sampling and Weighting Dual Frame</td>
<td>Mediterranean 3</td>
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<td>Cell Phone/Landline Surveys</td>
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<td>Session 4: Questionnaire Design:</td>
<td>Mediterranean 6</td>
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<td>Experiments on Rating Scales</td>
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</tbody>
</table>
# Day-at-a-Glance

## Saturday, May 19

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<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td><strong>Concurrent Sessions H</strong> (continued)</td>
<td>Mediterranean 7</td>
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<tr>
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<td><strong>Session 5:</strong> Nonresponse, Reluctant Respondents and Data Quality</td>
<td>Mediterranean 7</td>
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<td><strong>Session 6:</strong> Considering Changing Sectors in the Research Industry? Advice From Those Who Have Done It!</td>
<td>Mediterranean 8</td>
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<td><strong>Session 7:</strong> Confidence and Trust in Institutions</td>
<td>Marbella 4</td>
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<td></td>
<td><strong>Session 8:</strong> Examining Partisanship and Ideology</td>
<td>Marbella 1 &amp; 2</td>
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<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td><strong>Lunch</strong></td>
<td>Palazzo Ballroom</td>
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<tr>
<td>12:45 p.m. – 2:15 p.m.</td>
<td><strong>Speed Networking Session 2</strong></td>
<td>Palazzo F/G/H Foyer</td>
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<tr>
<td>1:15 p.m. – 2:15 p.m.</td>
<td><strong>Dessert Reception in the Exhibit Hall</strong></td>
<td>Mediterranean 4 &amp; 5</td>
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</tbody>
</table>

**Book Sale**

**Meet the Author Sessions**
- Robert Blendon
- Mollyann Brodie
- Drew E. Altman
- John Benson

*American Public Opinion and Health Care* (CQ Press, 2010)

**2012 AAPOR Book Award Winners**
- Sidney Verba
- Kay Lehman Scholzman
- Henry Brady


**Poster Session #3**

**Demonstration Session #3**
## Day-at-a-Glance
### Saturday, May 19

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<thead>
<tr>
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<tbody>
<tr>
<td>2:15 p.m. – 3:45 p.m.</td>
<td><strong>Concurrent Sessions I</strong></td>
<td></td>
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<tr>
<td>Session 1:</td>
<td><strong>New Frontiers: Smarter Data Collection – Innovations in the Use of Smartphones</strong></td>
<td>Mediterranean 1</td>
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<tr>
<td>Session 2:</td>
<td><strong>The Impact of Survey Mode on Nonresponse</strong></td>
<td>Mediterranean 2</td>
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<tr>
<td>Session 3:</td>
<td><strong>Weighting and Design Issues in Dual Frame Cell Phone/Landline Surveys</strong></td>
<td>Mediterranean 3</td>
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<tr>
<td>Session 4:</td>
<td><strong>Questionnaire Design: Question Wording and Order Effects</strong></td>
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<tr>
<td>Session 5:</td>
<td><strong>Experimenting With Incentives</strong></td>
<td>Mediterranean 7</td>
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<tr>
<td>Session 6:</td>
<td><strong>Advancing the Methodology for Cognitive Pretesting and Evaluation of Multilingual Survey Instruments</strong></td>
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<tr>
<td>Session 7:</td>
<td><strong>Societal Change Across a Generation: The General Social Survey at 40 (1972-2012)</strong></td>
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<tr>
<td>Session 8:</td>
<td><strong>Methodological Briefs: New Technologies and Web Surveys</strong></td>
<td>Marbella 1 &amp; 2</td>
</tr>
<tr>
<td>4:00 p.m. – 5:30 p.m.</td>
<td><strong>AAPOR Membership and Business Meeting</strong></td>
<td>Mediterranean 1</td>
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<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td><strong>President’s Reception</strong></td>
<td>Valencia Lawn &amp; Terrace</td>
</tr>
<tr>
<td>7:00 p.m. – 9:30 p.m.</td>
<td><strong>Awards Banquet</strong></td>
<td>Palazzo Ballroom</td>
</tr>
<tr>
<td>9:30 p.m. – Midnight</td>
<td><strong>Post-Banquet Party</strong></td>
<td>Citrus Garden</td>
</tr>
<tr>
<td>9:30 p.m. – 2:00 a.m.</td>
<td><strong>Applied Probability</strong></td>
<td>Cordova 5 &amp; 6</td>
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</tbody>
</table>
Concurrent Session G
Saturday, May 19, 8:00 a.m. – 9:30 a.m.

New Frontiers: Data Collection Using Smartphones and Other Mobile Devices
Location: Mediterranean 1
Chair: Alicia Frazier, NORC at University of Chicago

Assessing Data Quality and Respondent Compliance in a Smartphone App Survey
Lorelle Vanno, The Nielsen Company
Jennie W. Lai, The Nielsen Company
Michael W. Link, The Nielsen Company

Using Smart Phones to Capture Objective Data on Caregiver Child Dyads: Lesson Learned From New York City
Ahuva Jacobowitz, NYC Department of Housing Preservation and Development
Elyzabeth Gaumer, NYC Department of Housing Preservation and Development
Jeanne Brooks Gunn, Columbia University

A Focus Group Pilot Study of Use of Smartphone to Collect Information About Health Behaviors
Shanta Dube, U.S. Centers for Disease Control and Prevention
Sean Hu, U.S. Centers for Disease Control and Prevention
Naomi Freedner-Maguire, ICF MACRO

Gathering User Experience on Metering Technology for iPhone®/iPad® Users
Kelly L. Bristol, The Nielsen Company
Tom Wells, The Nielsen Company
Michael W. Link, The Nielsen Company

The Effectiveness of Collecting and Transmitting Data Via Cell Phones in Poor Cell Coverage Areas
Courtney N. Mooney, Arbitron Inc.
Arianne Buckley, Arbitron Inc.
Concurrent Session G
Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Evaluating Online Non-Probability Samples
Location: Mediterranean 2
Chair: Kathy Krey, Baylor University
Discussant: Reg Baker, Market Strategies, Inc.

The Challenge of Measuring Political Engagement With Online Surveys: An Analysis of Data From the British Election Study
Jeffrey Karp, University of Exeter
Maarja Luhiste, University of Exeter

Using Probability-Based Online Samples to Calibrate Non-Probability Opt-In Samples
Charles A. DiSogra, Knowledge Networks, Inc.
Curtiss L. Cobb, Knowledge Networks, Inc.
Elisa Chan, Knowledge Networks, Inc.
J. Michael Dennis, Knowledge Networks, Inc.

How Representative is a Self-Selected Web Panel? The Effect on Representation of Different Sampling Procedures and Survey Modes!
Stefan Dahlberg, University of Gothenburg
Johan Martinsson, University of Gothenburg
Sebastian Lundmark, University of Gothenburg

Using Online Panels for National Surveys of Low Incidence Populations: Findings From the CDC Influenza Vaccination Monitoring Survey of Pregnant Women
John M. Boyle, Abt SRBI, Inc.
Sarah Ball, Abt Associates
Helen Ding, Chenega Government Consulting/CDC
Gary Euler, U.S. Centers for Disease Control and Prevention
K. P. Srinath, Abt Associates
Concurrent Session G
Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Issues in Cell Phone Surveys
Location: Mediterranean 3
Chair: Eran N. Ben-Porath, SSRS/Social Science Research Solutions
Discussant: Karol Kroti, RTI International

Cell Phone Operational Efficiencies for a Survey of Young Adults
Ashley Mark, ICF International
Randal ZuWallack, ICF International
Cristine Delnevo, University of Medicine and Dentistry of New Jersey
Daniel Gundersen, University of Medicine and Dentistry of New Jersey
Michelle Bover Manderski, University of Medicine and Dentistry of New Jersey

Cell Phone Usage in the United States – Estimation From the 2010 Behavioral Risk Factor Surveillance System (BRFSS)
Pranesh P. Chowdhury, U.S. Centers for Disease Control and Prevention
Carol Pierannunzi, U.S. Centers for Disease Control and Prevention
Machell Town, U.S. Centers for Disease Control and Prevention
Lina Balluz, U.S. Centers for Disease Control and Prevention

The Telephone Point of Purchase Survey Cell Phone Hit Rate Test
Aniekan Okon, U.S. Census Bureau
James Arthur, U.S. Census Bureau

Cognitive Lessons From Telephone Status Questions
Vincent E. Welch, NORC at the University of Chicago
Concurrent Session G
Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Questionnaire Design: Experiments on Demographic Questions
Location: Mediterranean 6
Chair: Matthew Berent, Stanford University
Discussant: Theresa Demaio, U.S. Census Bureau

Effects of Conceptual Variability Among Response Category Options on Classification of Employment—Implications for Data Quality
Scott Fricker, U.S. Bureau of Labor Statistics

David Dutwin, SSRS/Social Science Research Solutions
Robyn Rapoport, SSRS/Social Science Research Solutions
Ron Miller, JPAR

Collecting Information About Every Kind of Household From a Self-Administered Questionnaire
Sarah K. Grady, American Institutes for Research
Jeremy Redford, American Institutes for Research

Demographic Question Placement and Its Effect on Item Response Rates and Means of a Veterans Health Administration Survey
Robert Teclaw, VHA National Center for Organization Development
Mark Price, VHA National Center for Organization Development
Katerine Osatuke, VHA National Center for Organization Development
Concurrent Session G
Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Examining Item Nonresponse and Missing Data
Location: Mediterranean 7
Chair: Clarissa R. Steele, University of Wisconsin–Madison

A Tradeoff Between Quality and Quantity. An Examination of the Negative Relationship Between Unit and Item Nonresponse in Survey Research
Johan Martinsson, University of Gothenburg
Elias Markstedt, The SOM-Institute, University of Gothenburg
Mikael Gilljam, University of Gothenburg

Trends of Income Nonresponse: Forty Years of the General Social Survey
Jibum Kim, NORC at the University of Chicago
Jaesok Son, NORC at the University of Chicago
Jodie Daquilanea, NORC at the University of Chicago
Lauren Doerr, NORC at the University of Chicago
Faith Laken, University of Chicago
Peter P. Kwok, NORC at the University of Chicago
Steven Pedlow, NORC at the University of Chicago
Hee-Choon Shin, NORC at the University of Chicago
Tom W. Smith, NORC at the University of Chicago

Nonresponse in Open-Ended Questions
Bradford H. Bishop, Duke University
D. Sunshine Hillygus, Duke University
Natalie M. Jackson, Duke University

Visualizing Multiply Imputed Data for Quality Review
Darryl Creel, RTI International

Coping With Missing Data: Assessing Methods for Logically Assigning Race/Ethnicity
Jessica Knoerzer, NORC at the University of Chicago
Lance Selfa, NORC at the University of Chicago
Lynn Milan, National Science Foundation
Karen Grigorian, NORC at the University of Chicago
Concurrent Session G
Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Analyzing Trends and Issues Concerning the 2012 Elections
Location: Mediterranean 8
Chair: Samara M. Klar, Northwestern University

The 2012 Republican Primaries: What the Heck Was That All About?
Gary Langer, Langer Research Associates
Damla Ergun, Langer Research Associates
Patrick J. Moynihan, Institute for Quantitative Social Science-Kennedy School of Government

Key Insights on the 2012 Republican Presidential Nomination Contest From Gallup Tracking
Jeffrey M. Jones, Gallup, Inc.

Altogether Different: Understanding Dynamics of Primary and General Elections
Andrew Smith, University of New Hampshire Survey Center

The Tea Party and Perot Voters: Kindred Spirits?
Larry Hugick, Princeton Survey Research Associates International
Jessica Starace, Princeton Survey Research Associates International

The End of Dempire: An Examination of Party Registration Shifts in Pennsylvania
Christopher P. Borick, Muhlenberg College Institute of Public Opinion
Concurrent Session G
Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Cross-National Research on Public Opinion
Location: Marbella 4
Chair: Angela Fontes, NORC at the University of Chicago

Post-Conflict but not Post-Communist: Using Surveys to Measure Moldova’s Transition From War to Stability
Karl G. Feld, Abt SRBI, Inc.

Spin the Tale of the Donkey: Networked Authoritarianism and Social Media in Azerbaijan
Katy E. Pearce, University of California, Santa Barbara
Sarah Kendzior, Washington University,
DC-AAPOR Student Award Winner

Cross-Border Public Opinion: Canadian and American Attitudes Toward Canada-United States Relations
Timothy B. Gravelle, PriceMetrix, Inc.

Agenda Setting in Qatar
Jill Wittrock, University of Michigan
Michael W. Traugott, University of Michigan
Amina Albloshi, Social and Economic Survey Research Institute
Sara Zikri, Social and Economic Survey Research Institute
Kaltham Khalifa Al-Suwaidi, Social and Economic Survey Research Institute
Fatimah Ali Al-Khalidi, Social and Economic Survey Research Institute

The Public Agenda in Mexico 2007–2012: The Evaluation of the Public Agenda in 14 National Phone Surveys Between October 2007 and April 2012
Paul F. Valdes Cervantes, Parámetro Investigación
Jorge M. García, Parámetro Investigación
Jesús Irineo C. Rodriguez, Parámetro Investigacion
Concurrent Session G
Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Methodological Briefs: Issues in Survey Nonresponse
Location: Marbella 1 & 2
Chair: Chuck Shuttles, GFK Research

**Interviewer Assessments of Response Propensity**
Stephanie Eckman, Institute for Employment Research
Jennifer Sinibaldi, Institute for Employment Research

**The Effect of Events Between Waves on Panel Attrition**
Mark Trappmann, Institute for Employment Research (IAB)

**An Examination of Cohort Retention Efforts on the National Survey of Child and Adolescent Well-Being**
Jennifer W. Keeney, RTI International
Melissa Dolan, RTI International
Orin Day, RTI International
Keith Smith, RTI International
Alison Kowalski, RTI International

**Best Approaches to Mode Order and Nonresponse Prompting in a Multi-Mode Survey**
Jocelyn Newsome, Westat
Kerry Levin, Westat
Pat D. Brick, Westat
Brenda Schafer, Internal Revenue Service
Melissa Vigil, Internal Revenue Service

**Increasing Mail Survey Response Using Automated Phone Call Reminders (Robocalls)**
Michael D. Kaplowitz, Michigan State University
Fank Lupi, Michigan State University
Scott Weicksel, Michigan State University
Min Chen, Michigan State University

**Increasing the Student Response Rate to University Sponsored Survey Research**
Eric Jenson, Brigham Young University
Danny Olsen, Brigham Young University
Steve Wygant, Brigham Young University
Concurrent Session H
Saturday, May 19, 10:00 a.m. – 11:30 a.m.

New Frontiers: Survey Responses vs. Tweets – New Choices for Social Measurement
Location: Mediterranean 1

Organizers: Frederick G. Conrad, University of Michigan
            Michael F. Schober, New School for Social Research

Chairs: Frederick G. Conrad, University of Michigan
        Michael F. Schober, New School for Social Research

Social Media and Implications for Public Opinion and Survey Research
Jeff Hancock, Cornell University
Jamie Guillory, Cornell University

From Tweets to Polls: Linking Text Sentiment to Public Opinion Time Series
Brendan O’Connor, Carnegie Mellon University

New Data Sources for Statistics: Experiences at Statistics Netherlands
Piet Daas, Statistics Netherlands
Marko R. Roos, Statistics Netherlands
Chris de Blois, Statistics Netherlands
Rutger Hoekstra, Statistics Netherlands
Olav Ten Bosch, Statistics Netherlands

Text Mining and Lightweight Online Surveys in Facebook
Roddy Lindsay, Facebook

When Twitter Predicts: Philosophical and Empirical Considerations for Population Inferences
Josh Pasek, University of Michigan
Concurrent Session H
Saturday, May 19, 10:00 a.m. – 11:30 a.m.

Mixed-Mode Methods of Data Collection
Location: Mediterranean 2
Chair: Geri Mooney, Mathematica Policy Research

The Effect of Mixed-Mode Designs on Nonresponse Bias
Brian M. Wells, University of Nebraska-Lincoln
Kristen Olson, University of Nebraska-Lincoln

When More Gets You Less: A Meta-Analysis of the Effect of Concurrent Web Options on Mail Survey Response Rates
Jenna Fulton, Joint Program in Survey Methodology, University of Maryland
Rebecca Medway, Joint Program in Survey Methodology, University of Maryland

Recruitment and Retention in Multi-Mode Survey Panels
Allan L. McCutcheon, University of Nebraska-Lincoln, Survey Research and Methodology
Kumar Rao, The Nielsen Company
Olena Kaminska, University of Essex

Question or Mode Effects in Mixed-Mode Surveys: A Cross-Cultural Study in the Netherlands, Germany and the UK
Edith de Leeuw, Utrecht University
Gerry Nicolaas, Natcen
Pamela Campanelli, The Survey Coach
Joop Hox, Utrecht University

Making a Match: Exploring the Impact of Mode Preference on Measurement
Alian Kasabian, University of Nebraska-Lincoln
Kristen Olson, University of Nebraska-Lincoln
Jolene Smyth, University of Nebraska-Lincoln
Concurrent Session H
Saturday, May 19, 10:00 a.m. – 11:30 a.m.

Sampling and Weighting Dual-frame Cell Phone/Landline Surveys
Location: Mediterranean 3
Chair: Julie Paasche, Artemis Strategy Group

Cell Sample Demographics Under Alternative Dual-Frame Sample Designs
Robert H. Montgomery, NORC at the University of Chicago
Wei Zeng, NORC at the University of Chicago
Heather M. Morrison, NORC at the University of Chicago
Kirk Wolter, NORC at the University of Chicago
Stephen J. Blumberg, National Center for Health Statistics
Kathy O’Connor, National Center for Health Statistics

Telephone Status, Attitudes Toward Participation in Future Surveys, and Willingness to Join a Local Survey Panel: Data From Two Dual-Frame RDD Landline/Cell Phone Surveys
Scott Beach, University of Pittsburgh
Donald Musa, University of Pittsburgh

Evaluating Where Overlap Occurs in a Landline and Cell Phone Dual-Frame
Piper Dubray, ICF International
Randal ZuWallack, ICF International
Kristie Hannah, ICF International
Naomi Freedner-Maguire, ICF International

Using Iterative Proportional Fitting Techniques to Improve Estimates for RDD Phone Surveys
Haci Akcin, CDC/OSELS/PHSPO

Practical Considerations in Design and Analysis of Dual-Frame Telephone Surveys: A Simulation Perspective
Timothy R. Sahr, Ohio Colleges of Medicine Government Resource Center
Bo Lu, The Ohio State University
Jung Peng, The Ohio State University
Ronaldo Iachan, ICF MACRO
Concurrent Session H
Saturday, May 19, 10:00 a.m. – 11:30 a.m.

Questionnaire Design: Experiments on Rating Scales
Location: Mediterranean 6
Chair: Scott Turner, Fors Marsh Group

What Number of Scale Points in an Attitude Question Optimizes Response Validity and Administration Practicality?
David S. Yeager, Stanford University
Sowmya Anand, University of Illinois at Chicago
Jon A. Krosnick, Stanford University

I Got a Feeling: Comparison of Feeling Thermometers With Verbally Labeled Scales in Attitude Measurement
Randall K. Thomas, ICF International
John Bremer, Toluna USA Inc.

Where is Neutral? Using Negativity Biases to Interpret Thermometer Scores
Stuart Soroka, McGill University
Quinn Albaugh, McGill University

A Visual Personification of Personalities
John Magnus Roos, Ergonomidesign

Tracking Economic Confidence: Effects of Response Format in Trend Sensitivity and Correspondence With National Measures
Frances M. Barlas, ICF International
Randall K. Thomas, ICF International
Concurrent Session H
Saturday, May 19, 10:00 a.m. – 11:30 a.m.

Nonresponse, Reluctant Respondents and Data Quality
Location: Mediterranean 7
Chair: Yu-Chieh Lin, Institute for Social Research

Do We Really Want Everyone? Evaluating the Data Quality of NCS Respondents Based on the Difficulty to Complete an Interview
Bradley Parsell, NORC at the University of Chicago
Andrea Mayfield, NORC at the University of Chicago
Lee Lucas, Center for Outcomes Research and Evaluation, Maine Medical Center

Straight-Lining and Survey Reluctance: Prevalence and Implications
James Cole, Indiana University
Ashley Bowers, Indiana University
Heather Brummett-Carter, Center for Survey Research
Alex McCormick, Indiana University

A Comparison of Estimates From Respondents Chosen for In-Person Recruitment (IPR)
Kelly Dixon, Arbitron Inc.
Ryan McKinney, Arbitron Inc.
Al Tupek, Arbitron Inc.
William Waldron, Arbitron Inc.
Beth Webb, Arbitron Inc.

An Investigation of Nonresponse Error Due to Breakoffs in Telephone Surveys
Ana Villar, Independent Consultant
Jon A. Krosnick, Stanford University

First Response: Household Portraits by Timing of Response in a Mail Survey
Saida Mamedova, American Institutes for Research
Stacey Bielick, American Institutes for Research
Concurrent Session H
Saturday, May 19, 10:00 a.m. – 11:30 a.m.

Considering Changing Sectors in the Research Industry?: Advice From Those Who Have Done It!
Location: Mediterranean 8

Organizer: Jordan Peugh, Knowledge Networks
Chair: Michael W. Link, The Nielson Company

Panelists:
Michael W. Link, The Nielsen Company
Gillian Steel Fisher, Harvard Opinion Research Program
John H. Thompson, NORC at the University of Chicago
Ali H. Mokdad, University of Washington
Paul J. Lavrakas, Independent Consultant
Concurrent Session H
Saturday, May 19, 10:00 a.m. – 11:30 a.m.

Confidence and Trust in Institutions
Location: Marbella 4
Chair: Ariela Keysar, Trinity College, Hartford

Dmitriy Poznyak, University of Cincinnati
George F. Bishop, University of Cincinnati
Bart Meuleman, University of Leuven

Trust at the Federal, State and Local Levels: An Examination of the Similarities and Differences
Dean E. Bonner, PPIC
Mark Baldassare, PPIC

Is Confidence Really Declining? The Canadian Case
Isabelle Valois, Université de Montréal, Département de Sociologie
Claire Durand, Université de Montréal, Département de Sociologie
John Goyder, University of Waterloo, Department of Sociology

Public Confidence in Social Institutions and Media Coverage: A Case of Belarus
Dzmitry Yuran, University of Tennessee

Georgia on Their Minds: The Impact of War and Financial Crisis on Georgian Confidence in Social and Governmental Institutions
Andrea Lynn Phillips, University of Nebraska-Lincoln, Survey Research and Methodology Program
Davit Tsabutashvili, University of Nebraska-Lincoln, Survey Research and Methodology Program
Allan L. McCutcheon, University of Nebraska–Lincoln
Concurrent Session H
Saturday, May 19, 10:00 a.m. – 11:30 a.m.

Examining Partisanship and Ideology
Location: Marbella 1 & 2
Chair: Barry Feinberg, BMF Research & Consulting

The Dynamics of Partisanship Within Election Cycles
Curtiss Cobb, Knowledge Networks, Inc.
Norman Nie, Revolution Analytics

How Much Does “Moderate” Label Mask Mixed Views? Survey Experiments on Self-Described Ideology
Michael Mokrzycki, Consultant, University of Massachusetts Lowell
Jordon Peugh, Knowledge Networks, Inc.
Stephanie Jwo, Knowledge Networks, Inc.
Francis Talty, University of Massachusetts Lowell

When Do They Vote for Parties, Rather Than Issues?
Hyeonho Hahm, University of Michigan, Ann Arbor

Are We Really That Liberal? Evidence From the General Social Survey Spending Items
Robert W. Oldendick, University of South Carolina
Dennis N. Lambries, University of South Carolina
Chris Werner, University of South Carolina
Edwin Self, University of South Carolina
Poster Session 3
Saturday, May 19, 1:15 p.m. – 2:15 p.m.

Location: Exhibit Hall – Mediterranean 4 & 5

1. Programme for the International Assessment of Adult Competencies Incentive Experiment
   Tom Krenzke, Westat

2. New Approaches to Health Facility Surveys
   Michael Hanlon, University of Washington
   Catherine M. Wetmore, University of Washington
   Ali H. Mokdad, University of Washington

3. A Survey Analysis of Identity Importance and Political Engagement Among American Independents
   Samara M. Klar, Northwestern University

4. Creating Mixed Internet and Mail Samples for Patient Satisfaction Surveys at Medical Practices
   Kristopher H. Morgan, Press Ganey Associates
   Bradley R. Fulton, Press Ganey Associates

   Bin Xing, Kent State University

6. Kenya: Cultural and Political Opinions From a National Survey
   Dameka T. Williams, D3 Systems, Inc.
   Amanda Bajkowski, D3 Systems, Inc.

7. Who Seeks Stop-Smoking Help Online? Demographic and Tobacco Use Profiles at the National Cancer Institute Site SmokeFree.gov
   Janet Brigham, SRI International
   Harold S. Javitz, SRI International
   Ruth E. Krasnow, SRI International
   Lisa M. Jack, SRI International
   Gary E. Swan, SRI International

8. Usability and Computer Literacy in ACASI Survey for Spanish Speakers
   Anna Sandoval Giron, National Center for Health Statistics
   Jennifer Edgar, Bureau of Labor Statistics

10. Using Mixed-Mode Contacts to Facilitate Participation in Public Agency Client Surveys
    Glenn D. Israel, University of Florida

11. Differential Effects of Cash Incentives in Vulnerable Populations
    Tracy A. Keirns, UNH Survey Center

12. Order Manipulation of a Request to Validate Responses With Records in a Web Survey of Researchers
    Kelly Burmeister, Children’s Hospital Boston
    Stavroula Osganian, Children’s Hospital Boston – Harvard Medical School
    Sarah de Ferranti, Children’s Hospital Boston – Harvard Medical School
    Erica Denhoff, Children’s Hospital Boston
    Sarah Stelz, Children’s Hospital Boston

13. “What’s Happening?” Twitter for Diary Studies
    Sarah Cook, RTI International
    Ashley Richards, RTI International
    Elizabeth Dean, RTI International
    Saira Haque, RTI International

14. Hispanic Self-Identification Among Spanish-Speakers in the U.S.
    Jennifer Leeman, U.S. Census Bureau

15. Factors Impacting the Accuracy of Interviewer Observations in the National Survey of Family Growth (NSFG)
    Brady T. West, Institute for Social Research
    Frauke Kreuter, Joint Program in Survey Methodology (JPSM)
Poster Session 3
Saturday, May 19, 1:15 p.m. – 2:15 p.m.

   Amy E. Falcone, ICF International
   Randall K. Thomas, ICF International
   Amy R. Mack, ICF International, SAMHSA DTAC Project Director

17. Using Technology to Enhance the Quality of In-Depth Interview Data Collected by Telephone: A Study of Illicit Retail Methamphetamine Markets
   Timothy M. Mulcahy, NORC at the University of Chicago
   Kim Nguyen, NORC at the University of Chicago
   Henry Brownstein, NORC at the University of Chicago
   Fernandes-Huessy Johannes, NORC at the University of Chicago

18. Variable Selection Methods for Survey Data Analysis
   Curtis Signorino, University of Rochester

19. Increasing the Utility of a Cell Phone Screener
   Charles D. Harm, Arbitron Inc.

20. Challenges and Lessons Learned From Tracing Highly Select Postdoctoral Populations in the NIST RAP Study
   Henry Tran, Westat
   Kwang Kim, Westat
   Kimberly Raue, Westat
   Keith MacAllum, Westat

21. Five Golden Rings? The Impact of Number of Rings on Data Quality
   Nicole R. Buttermore, SSRS/Social Science Research Solutions
   Melissa J. Herrmann, SSRS/Social Science Research Solutions
Poster Session 3
Saturday, May 19, 1:15 p.m. – 2:15 p.m.

Heidi M. Butler, U.S. Census Bureau

23. Data Quality of Adolescent Reports on Person and Household Level Income and Program Participation
Patricia LeBaron, RTI International
Gretchen McHenry, RTI International
Lauren Klein Warren, RTI International

24. Comparison of the American Community Survey Voluntary vs. Mandatory Estimates
Karen E. King, U.S. Census Bureau

25. Facebook Ads: An Adaptive Convenience Sample-Building Mechanism
Adam Sage, RTI International
Elizabeth Dean, RTI International
Ashley Richards, RTI International

26. Measures of Neighborhood Quality: Self-Reports of Mothers of Infant Children
Melissa Clark, Brown University, Program in Public Health
Samantha Rosenthal, Brown University, Program in Public Health
Michelle Rogers, Brown University, Program in Public Health
Frances Saadeh, Brown University, Program in Public Health
Patrick Vivier, Brown University, Program in Public Health

27. Partials Interviews in the BRFSS Data Collection: Causes and Characteristics in Six States
Marilyn Wilkinson, Abt SRBI, Inc.

28. Effects of Technical Difficulties on Item Nonresponse and Response Favorability in a Mixed-Mode Survey
Jennifer L. Gibson, Fors Marsh Group LLC
Poster Session 3
Saturday, May 19, 1:15 p.m. – 2:15 p.m.

29. Look Who’s Screening? Participant Characteristics and Pregnancy Screening Outcomes in the National Children’s Study
Keeshawna Brooks, NORC at the University of Chicago
Andrea Mayfield, NORC at the University of Chicago
Lee Lucas, Center for Outcomes Research and Evaluation - Maine Medical Center

30. Investigating Spouse/Partner Dyad Response in a Longitudinal Study of Older Adults
Meredith Czaplewski, NORC at the University of Chicago
Jennifer Satorius, NORC at the University of Chicago
Michael Colicchia, NORC at the University of Chicago

31. Siamese Triplets Neither With nor Without: Jewish Israelis, Palestinian-Israelis, and Palestinians of the Palestinian Territories
Meryem Ay, University of Nebraska-Lincoln, Gallup Research Center
Tarek Baghal, University of Nebraska-Lincoln, Gallup Research Center

32. Telephone Quality Control Checks in a Mail Survey of Residential Utility Customers
Christine Ledoux, Southern Company
Lincoln Wood, Southern Company

33. Understanding Nonresponse and Refusal to Participation in a Biobank
Jeanette Y. Ziegenfuss, Mayo Clinic
Jennifer Ridgeway, Mayo Clinic
Janet E. Olson, Mayo Clinic
Timothy J. Beebe, Mayo Clinic

34. A National and Multistate Survey on Issues of Importance to the 50+ Population
Joanne Binette, AARP
Jennifer H. Sauer, AARP

35. Measuring, Quantifying and Bemoaning Civic Health in America
Don Levy, Siena Research Institute
Poster Session 3
Saturday, May 19, 1:15 p.m. – 2:15 p.m.

36. Assessing the Feasibility of Respondent-Driven Sampling: A Telephone Survey of African American Males in Georgia
   Robert P. Agans, Carolina Survey Research Laboratory, Department of Biostatistics, UNC-CH

37. Meeting Expectations: The Intersection of Issues, Traits, Party and Gender in the Candidate Evaluation Process
   Lindsey Meeks, University of Washington

38. Collecting Dried Blood Spots in a Sample of Cambodian Refugees
   Suzanne Perry, RAND Corporation
   Emily Cansler, RAND Corporation
   Judy Perlman, RAND Corporation

39. Gaining Knowledge From the Field: The Importance of Fact-Finding Trips Prior to the Design and Implementation of Health Evaluation Surveys in Central America
   Bernardo Hernández Prado, Institute for Health Metrics and Evaluation, University of Washington
   Paola Zúñiga Brenes, Inter-American Development Bank
   Catherine M. Wetmore, Institute for Health Metrics and Evaluation, University of Washington
   Rafael Lozano, Institute for Health Metrics and Evaluation, University of Washington
   Ali H. Mokdad, Institute for Health Metrics and Evaluation, University of Washington

   Danna L. Moore, Social and Economic Sciences Research Center

41. Update Your Status Lately? Then Why Not Respond to Our Survey!
   Debbie Borie-Holtz, Rutgers University

42. The Quality Pledge: Encouraging Accurate Reporting
   Inna Burdein, NPD Group
Poster Session 3
Saturday, May 19, 1:15 p.m. – 2:15 p.m.

43. The Mobile Phone Revolution: Implications for Survey Research and Global Well-Being
Jesus Rios, Gallup, Inc.

44. Priming Issue Agendas and Changes in Trust in Government Over Time: The Multilevel SEM Approach
Dmitriy Poznyak, University of Cincinnati
Stephen T. Mockabee, University of Cincinnati
Bart Meuleman, University of Leuven

45. Cultural Differences in the Validity of Self-Reports of Chronic Health Conditions
Young I. Cho, Zliver School of Public Health, University of Wisconsin-Milwaukee
Timothy P. Johnson, Survey Research Laboratory, University of Illinois at Chicago
Allyson L. Holbrook, Survey Research Laboratory, University of Illinois at Chicago
Sharon Shavitt, Business Administration, University of Illinois
Noel Chávez, School of Public Health, University of Illinois at Chicago
Saul J. Weiner, University of Illinois at Chicago

46. Does Supplying Definitions on Request to Opinion Questions on the Ethics of Assisted Reproductive Techniques Affect the Response Patterns? A Comparison of Two Telephone Surveys
Brooke Long, Kent State University
Laurie K. Scheuble, The Pennsylvania State University
David R. Johnson, The Pennsylvania State University

47. Response Anchoring and Polarity Effects on Endorsement and Response Patterns
William B. Higgins, ICF International
Randall K. Thomas, ICF International

48. A Shot in the Dark: Measurement Influence on Likelihood to Vaccination
William B. Higgins, ICF International
Randall K. Thomas, ICF International
Poster Session 3
Saturday, May 19, 1:15 p.m. – 2:15 p.m.

49. The Use of Online Methodology to Inform Public Policy Planning: A Case Study From San Francisco
   Jeffrey Shand-Lubbers, Knowledge Networks, Inc.
   J. Michael Dennis, Knowledge Networks, Inc.
   Jordon Peugh, Knowledge Networks, Inc.
   Liz Brisson, San Francisco County Transportation Authority
   Elizabeth M. Bent, San Francisco County Transportation Authority
Demonstration Session 3
Saturday, May 19, 1:15 p.m. – 2:15 p.m.

Location: Exhibit Hall – Mediterranean 4 & 5
Chair: Joseph McMichael, RTI International

Demonstration of an Integrated Sample Management System for a Mixed-Mode (Paper/Web) Survey
Esther Ullman, Survey Research Center, ISR, University of Michigan
Hueichun Peng, Survey Research Center, ISR, University of Michigan
Brooke Helppie McFall, Survey Research Center, ISR, University of Michigan

Demonstration of the International Cross-Time, Cross-System Database
David Miller, American Institutes for Research
Concurrent Session I
Saturday, May 19, 2:15 p.m. – 3:45 p.m.

New Frontiers: Smarter Data Collection – Innovations in the Use of Smartphones
Location: Mediterranean 1
Chair: Joseph P. McMichael, RTI International

Discourse and Quality of Answers in Text and Voice Interviews on iPhones*
- Michael F. Schober, New School for Social Research
- Frederick G. Conrad, University of Michigan
- Christopher Antoun, University of Michigan
- David Carroll, Parsons the New School for Design
- Patrick Ehlen, AT&T Research
- Stefanie Fail, New School for Social Research
- Andrew L. Hupp, University of Michigan
- Michael Johnston, AT&T Research
- Courtney Kellner, New School for Social Research
- Kelly F. Nichols, Parsons the New School for Design
- Leif Percifield, Parsons the New School for Design
- Lucas Vickers, Parsons the New School for Design
- Huiying Yan, University of Michigan
- Chan Zhang, University of Michigan

Measurement and Methodological Challenges in Utilizing Passive Meter Technology on Smartphones
- Max Kilger, Experian Simmons
- TraShawna Boals, Experian Simmons

On the Run: In the Moment Smartphone Data Collection
- Jeff M. Scagnelli, The Nielsen Company
- Justin T. Bailey, The Nielsen Company
- Michael W. Link, The Nielsen Company
- Hala Makowska, The Nielsen Company
- Karen Benezra, The Nielsen Company
Concurrent Session I
Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Time Use Data Collection Using Smartphones: Results of a Pilot Study Among Experienced and Inexperienced Users
Annette C. Scherpenzeel, CentERdata, Tilburg University
Meike Morren, CentERdata, Tilburg University
Nathalie Sonck, The Netherlands Institute for Social Research
Henk Fernee, The Netherlands Institute for Social Research

What is That Thing? Knowledge and Usage of Quick Response Codes
Jonathan Mendelson, Fors Marsh Group
Matthew Lackey, Fors Marsh Group
Scott Turner, Fors Marsh Group
Concurrent Session I
Saturday, May 19, 2:15 p.m. – 3:45 p.m.

The Impact of Survey Mode on Nonresponse
Location: Mediterranean 2
Chair: Robert H. Montgomery, NORC at the University of Chicago

Assessing the Mode-Dependency of Survey Response and Nonresponse Bias
Thomas Klausch, Utrecht University
Joop Hox, Utrecht University
Barry Schouten, Statistics Netherlands

Are Multiple Modes Helpful? Balancing Reduction of Nonresponse and Sampling Error Against Mode Effects
Benjamin Phillips, Abt SRBI, Inc.
Chase Harrison, Harvard Business School
Chintan Turakhia, Abt SRBI, Inc.

Nonresponse and Mode Effects in a Two-Wave Randomized Mode Experiment
Scott Beach, University of Pittsburgh
Donald Musa, University of Pittsburgh

Developing a New Mixed Mode Methodology for a Provincial Park Camper Survey in British Columbia
Brian W. Dyck, Ministry of Environment, British Columbia
Phil Dearden, Department of Geography, University of Victoria
Rick Rollins, Department of Recreation and Tourism Management, Vancouver Island University

Influencing Mode Choice in a Mixed-Mode Survey
Geraldine Mooney, Mathematica Policy Research, Inc.
Flora F. Lan, National Science Foundation
Xiaojing Lin, Mathematica Policy Research, Inc.
Andrew Hurwitz, Mathematica Policy Research, Inc.
Concurrent Session I
Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Weighting and Design Issues in Dual Frame Cell Phone/Landline Surveys
Location: Mediterranean 3
Chair: Edward P. Johnson, Survey Sampling International
Discussant: Martin Barron, NORC at the University of Chicago

In Search of a Method: Model-Based Approach to Weighting Overlapping Dual Frame RDD Samples
Paul Schroeder, Abt SRBI, Inc.
Brian Meekins, BLS
Randolph Atkins, NHTSA
Mike Battaglia, Abt Associates

Dual-Frame Weighting: Issues and Approaches for Incorporating an Undersampled Cell Phone Frame in a Dual-Frame Telephone Survey
Elizabeth Ormson, NORC at the University of Chicago

Allocation to Cell and Landline Frames for Various Dual Frame Telephone Survey Designs
Burton Levine, RTI International
Concurrent Session I
Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Questionnaire Design: Question Wording and Order Effects
Location: Mediterranean 6
Chair: Rebecca Quarles, QSA Integrated Research Solutions

Effects of Agree/Disagree vs. Construct-Specific Items on Reliability, Validity and Interviewer-Respondent Interaction
Jennifer Dykema, University of Wisconsin Survey Center
Nora C. Schaeffer, University of Wisconsin Survey Center
Dana Garbarski, University of Wisconsin Department of Sociology

Question-Wording Effect: Bias or Conceptual Difference?
Ward R. Kay, Adirondack Communications

Is President Obama Up or Down? The Impact of Question Wording and Universe Definition on Approval Ratings
Clifford Young, Ipsos Public Affairs
Julia Clark, Ipsos Public Affairs

Question Order Effects in Long Question Lists
Jamie L. Marincic, Mathematica Policy Research
Martha Kovac, Mathematica Policy Research
Hong Zhang, Mathematica Policy Research

Question Order Effect: A Web Survey Experiment With Paradata
Cong Ye, University of Maryland
Roger Tourangeau, University of Maryland
Concurrent Session I
Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Experimenting With Incentives
Location: Mediterranean 7
Chair: Pat Cagney, NORC at the University of Chicago
Discussant: Eleanor Singer, University of Michigan

Making the Money Count: Maximizing the Utility of Incentives in a Two-Stage Mail Survey
Cameron B. McPhee, American Institutes for Research

Address-Based Sampling: Census Block Group Data Used to Define Incentive Structure
Anh Thu Burks, The Nielsen Company
Michael W. Link, The Nielsen Company

Want to be an Early Bird? Can Encouraging Respondents to Contact Interviewers to Make Appointments Boost Co-Operation Rates and Save Costs in the UK Context?
Matt Brown, Centre for Longitudinal Studies
Lisa Calderwood, Centre for Longitudinal Studies

Satisficing in Telephone Surveys: Do Prepaid Cash Incentives Make a Difference?
Rebecca Medway, Joint Program in Survey Methodology, University of Maryland
Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Advancing the Methodology for Cognitive Pretesting and Evaluation of Multilingual Survey Instruments

Location: Mediterranean 8

Organizer: M. Mandy Sha, RTI International
Chair: Yuling Pan, U.S. Census Bureau
Discussant: Gordon Willis, National Cancer Institute

Efficiency of Recruitment Methods to Recruit Monolingual Asian Participants for Cognitive Interviews

Lu Liu, RTI International
M. Mandy Sha, RTI International
Hyunjoo Park, RTI International

Who is Truly a Monolingual Speaker?
Hyunjoo Park, RTI International
Jiyoung Son, Independent Consultant

Adapting and Improving Methodology of Managing Cognitive Pretesting of Multilingual Survey Instruments

M. Mandy Sha, RTI International
Yuling Pan, U.S. Census Bureau
Barbara Lazirko, U.S. Census Bureau

Evaluating Multilingual Survey Translation Quality

Yuling Pan, U.S. Census Bureau
Marissa Fond, U.S. Census Bureau
M. Mandy Sha, RTI International
Hyunjoo Park, RTI International
Concurrent Session I
Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Location: Marbella 4
Organizer: Tom W. Smith, NORC at the University of Chicago
Chair: Tom W. Smith, NORC at the University of Chicago

Trends in American Religion
Mark Chaves, Duke University

Crime, Punishment, and Social Disorder in 40 Years of the General Social Survey
James D. Wright, University of Central Florida
Jana L. Jasinski, University of Central Florida

Recent Trends in Social Issue Attitudes
Peter V. Marsden, Harvard University

Americans’ Attitudes Toward Civil Liberties: Trends in Tolerance of Nonconformity Over the Past 40 Years
Allan L. McCutcheon, University of Nebraska

Overview
Tom W. Smith, NORC at the University of Chicago
Concurrent Session I
Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Methodological Briefs: New Technologies and Web Surveys
Location: Marbella 1 & 2

Encouraging Survey Response via Smartphones: Effects on Respondents' Use of Mobile Devices and Survey Response Rates
Morgan M. Millar, Washington State University
Don A. Dillman, Washington State University

Using SMS Text Messaging to Collect Time Use Data
Philip Brenner, University of Michigan
John DeLamater, University of Wisconsin-Madison

Auto vs. Manual Login Today: Updating Early Research
Scott D. Crawford, Survey Sciences Group, LLC
Colleen A. McClain, Survey Sciences Group, LLC
John P. Dugan, Loyola University, Chicago

Using Text-to-Speech (TTS) for Audio-CASI
Mick P. Couper, University of Michigan
Nicole Kirgis, University of Michigan
Sarrah Buageila, University of Michigan
Patricia Berglund, University of Michigan

Designing an Instrument to Measure No-Notice Emergency Evacuations: The Case of the Emergency Evacuation Response Survey
Rene Bautista, NORC at the University of Chicago
Angela Fontes, NORC at the University of Chicago/Illinois State University
Joshua Auld, Argonne National Laboratory
Vadim Sokolov, Argonne National Laboratory
Concurrent Session I  
Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Matrix vs. Single Question Formats in Web Surveys: Results From a Large Scale Experiment  
Joop Hox, Department Methods & Statistics, Utrecht University  
Thomas Klausch, Utrecht University  
Edith de Leeuw, Utrecht University

Professional Respondents in Internet Panels: Who Are They and What Do They Do to Our Data?  
Edith de Leeuw, Utrecht University  
Suzette Matthijsse, Erasmus University
## Conference Program

### Day-at-a-Glance

**Sunday, May 20**

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<td>8:00 a.m. – 10:15 a.m.</td>
<td><strong>Registration Open</strong></td>
<td>Mediterranean Registration Desk</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: <strong>The Role of New Technologies in Powering, Augmenting, or Replacing Traditional Surveys</strong></td>
<td>Amarante 2 &amp; 3</td>
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<td>8:30 a.m. – 10:00 a.m.</td>
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<td>Session 1: <strong>AAPOR Presidents’ Roundtable: Looking Ahead to New Frontiers in Public Opinion and Survey Research</strong></td>
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<td>Session 2: <strong>Comparing Data Collected Using Mobile Devices With Other Survey Modes</strong></td>
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<td>Session 4: <strong>Questionnaire Design: Experiments on Response Options and Format</strong></td>
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<td>Session 5: <strong>New Developments in Cognitive Interviewing</strong></td>
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<td>Session 6: <strong>Assessing Public Opinion on Social and Political Issues</strong></td>
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<td>Session 7: <strong>Explaining Public Attitudes About Science and Technology</strong></td>
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<td>Session 8: <strong>Addressing the Challenges of Surveying Hispanics</strong></td>
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<td>10:15 a.m. – 11:45 a.m.</td>
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<td>Session 1: <strong>New Frontiers: Social Media Analysis</strong></td>
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<td>Session 2: <strong>Addressing the Challenges of Longitudinal Surveys</strong></td>
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<td>Session 3: <strong>Methods to Improve Web Surveys</strong></td>
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<td>Session 4: <strong>Investigating Privacy Concerns</strong></td>
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<td>Session 5: <strong>Interviewer Job Performance, Training, Satisfaction and Retention</strong></td>
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## Day-at-a-Glance

### Sunday, May 20

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<td>10:15 a.m. – 11:45 a.m.</td>
<td><strong>Concurrent Sessions K</strong> (continued)</td>
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<td><strong>Session 6:</strong> Media Effects on Political Views and Behaviors</td>
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<td><strong>Session 8:</strong> Cross-National Studies of Muslim Public Opinion</td>
<td>Marbella 1 &amp; 2</td>
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Course 6: The Role of New Technologies in Powering, Augmenting, or Replacing Traditional Surveys

Location: Amarante 2 & 3

Instructors: Michael W. Link and Trent D. Buskirk

Course Overview: New technology development and survey methods enhancement have powered survey research for more than 75 years. Never before, however, has the proliferation, complexity and growth of technology been as expansive and rapid as seen today. Smartphones and tablets, social networking, as well as application development and metering devices offer survey researchers an array of potential new techniques and approaches for the collection of behavioral, attitudinal and related data. This includes new modes for administering surveys; adjunct data collection techniques, which could augment survey data, and, in some instances, approaches that could replace traditional self-reported surveys with more real-time, electronic data capture.

This course provides an innovative look at both technologies and how these are (and may) be used to evolve survey research to the next level. The course will cover four broad areas. First, a framework will be provided to help assess and categorize new technologies and their impact on data collection. Second, we examine current and potential future uses of new technology devices and platforms. Current applications, known best practices and cautions will be discussed for a range of new data collection platforms, including smartphones (for surveys, GPS and visual data collection), Internet-based data capture (beyond Web surveys) and leveraging social network platforms (surveys and other forms of information). Third, we take a deep-dive into the uses of smartphone technology, both as a mode of conducting traditional surveys as well as data collection vehicles in their own right through the use of data collection applications.

We will discuss some of the current software and hardware available for Android™ and iPhone® smartphones that can be used as part of survey deployment and/or data collection. The final section of the course examines some of the impediments to research and development of new technologies within the field of survey research and provides some guidance on how such tools can be developed, tested and deployed in a more efficient and effective manner.
Concurrent Session J
Sunday, May 20, 8:30 a.m. – 10:00 a.m.

AAPOR Presidents’ Roundtable: Looking Ahead to New Frontiers in Public Opinion and Survey Research
Location: Mediterranean 1
Organizer: Dan Merkle, ABC News
Chair: Dan Merkle, ABC News

Panelists:
Nancy Belden, AAPOR President 2004-2005, Belden Russonello Strategists
Rob Daves, AAPOR President 2006-2007, Daves and Associates Research
Peter Miller, AAPOR President 2009-2010, U.S. Census Bureau
Mark Schulman, AAPOR President 2002-2003, Abt SRBI
Cliff Zukin, AAPOR President 2005-2006, Rutgers University
Concurrent Session J
Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Comparing Data Collected Using Mobile Devices With Other Survey Modes
Location: Mediterranean 2
Chair: Annette C. Scherpenzeel, CentERdata Tilburg University, The Netherlands

The Reliability and Validity of Alternative Customer Satisfaction Measurement Scales in PC Web and Mobile Web Environments
Keith Chrzan, Maritz Research
Ted Saunders, Maritz Research

A Direct Comparison of Mobile vs. Online Survey Modes
Tom Wells, The Nielsen Company
Justin T. Bailey, The Nielsen Company
Michael W. Link, The Nielsen Company

Matching Data Collection Method to Purpose: In the Moment Data Collection With Mobile Devices for Occasioned Based Analysis
Edward P. Johnson, Survey Sampling International
Carol Shea, Olivetree Research

Effectiveness and Reliability of Student Response Systems (SRS) Devices for Evaluating an Adolescent Adventure Program
Jack Fentress, Data Recognition Corporation (DRC)
John J. Deyer, United States Air Force
Colleen Rasinowich, Data Recognition Corporation (DRC)

Do Surveys That Are Completed on Mobile Devices Differ From Surveys Completed Online, Over the Phone or via Mail?
Adam Gluck, Arbitron Inc.
Concurrent Session J
Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Case Studies of Address-Based Sampling Designs

Location: Mediterranean 3
Chair: Anh Thu Burks, The Nielsen Company

Address-Based Sampling for In-Person Interviews: A Case Study in Low Coverage
Randal ZuWallack, ICF
Matthew Denker, ICF
Robynne A. Locke, ICF
William Robb, ICF
Paul Martino, ICF

Methodological Findings From a Two-Phase Address-Based Sample Fielded by Mail
Jill M. Montaquila, Westat
J. Michael Brick, Westat
Kwang Kim, Westat

The Use of Address-Based Sampling to Target Households With Children
John M. Boyle, Abt SRBI, Inc.
Anna Fleeman, Abt SRBI, Inc.
Andy Weiss, Abt SRBI, Inc.
Patricia Vanderwolf, Abt SRBI, Inc.
Ruvini Ratnayake, Abt SRBI, Inc.

Mode Differences Within an Address-Based Sample Survey of the Washington Area
Peyton M. Craighill, The Washington Post
Jon Cohen, The Washington Post
Scott F. Clement, The Washington Post
David Dutwin, SSRS/Social Science Research Solutions
Eran N. Ben-Porath, SSRS/Social Science Research Solutions

The 2011 National Survey of Fishing, Hunting, and Wildlife-associated Recreation (FHWAR) Cell Phone and Debit Card Test Study Logistics and Cost Analysis
Elke McLaren, U.S. Census Bureau
Aniekan Okon, U.S. Census Bureau
Denise Pepe, U.S. Census Bureau
Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Questionnaire Design: Experiments on Response Options and Format

Location: Mediterranean 6

Chair: Joanne Pascale, U.S. Census Bureau
Discussant: William McCready, Knowledge Networks, Inc.

Is More Better? 4 vs. 6 Response Options
Patricia Gallagher, University of Massachusetts-Boston
Carol Cosenza, University of Massachusetts-Boston
Stephanie Lloyd, University of Massachusetts-Boston

Ordering Your Attention: Response Order Effects in Parallel Phone and Online Surveys
Frances M. Barlas, ICF International
Randall K. Thomas, ICF International

Differences in Vague Quantifier Interpretation: Influences on and Detection by Latent Variable Models
Jamie L. Marincic, Mathematica Policy Research

Testing Questions on a Large-Scale Schools Omnibus Panel for the Fifth Wave of the UK Millennium Cohort Study
Kate Smith, Centre for Longitudinal Studies, Institute of Education
Lucinda Platt, Centre for Longitudinal Studies, Institute of Education
Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

New Developments in Cognitive Interviewing
Location: Mediterranean 7
Chair: Florian Keusch, Wirtschafts University Vienna

Towards a Cultural Sociology of Survey Response Data and Measurement
Valerie L. Chepp, National Center for Health Statistics
Caroline Gray, National Center for Health Statistics

Measuring Environmental Barriers as a Source of Disablement: Lessons Learned From Cognitive Interviewing
Heather Ridolfo, National Center for Health Statistics
Valerie Chepp, National Center for Health Statistics
Dynesha Brooks, National Center for Health Statistics

Another Use for Cognitive Interviews: Understandings Inconsistencies in Survey Data
HarmoniJoie Noel, National Center for Health Statistics

Cognitive Interviews Without the Cognitive Interviewer?

Design, Development and Evaluation of a Sexual Identity Question for the NHIS
John M. Ryan, National Center for Health Statistics
Kristen Miller, National Center for Health Statistics
Concurrent Session J
Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Assessing Public Opinion on Social and Political Issues
Location: Mediterranean 8
Chair: Jennifer Agiesta, The Associated Press

Public Opinion on Gun Control Revisited: Collective Consensus or Unbridgeable Ideological Divide?
Bryan C. Parkhurst, University of Nebraska-Lincoln

A Multi-Method Approach to Polling Same-Sex Marriage: Experiments in Question Wording, Framing and Implicit Attitudes
David P. Redlawsk, Rutgers University
Ashley A. Koning, Rutgers University

Examining the Growing Support for Same-Sex Marriage in California: What Factors are Driving the Change?
Sonja Petek, Public Policy Institute of California
Mark Baldassare, Public Policy Institute of California

Demographic Determinants of Trends in Public Opinion About Abortion in the United States
Jason Kevern, Northwestern University
Jeremy Freese, Northwestern University

Exploring the Gender Gap in Public Opinion Toward Global Climate Change
Marc D. Weiner, Bloustein Center for Survey Research, Rutgers University
Orin T. Puniello, Bloustein Center for Survey Research, Rutgers University
Concurrent Session J
Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Explaining Public Attitudes About Science and Technology
Location: Marbella 4
Chair: Curtiss Cobb, Knowledge Networks, Inc.
Discussant: Josh Pasek, University of Michigan

Religious Beliefs, Knowledge About Science and Attitudes Towards Medical Genetics
Nick Allum, University of Essex
Elissa Sibley, University of Essex
Patrick Sturgis, University of Southampton
Paul Stoneman, University of Southampton

Disentangling Public Opinion of Nanotechnology: Exploring the Interactive Effects of News Media, Values, and Information Processing on Opinion Formation
Doo-Hun Choi, University of Wisconsin-Madison
Michael Cacciatore, University of Wisconsin-Madison
Dietram A. Scheufele, University of Wisconsin-Madison
Dominique Brossard, University of Wisconsin-Madison
Michael Xenos, University of Wisconsin-Madison

The Racial Gap in Confidence in Science
Eric Plutzer, Penn State University

Weather or Not? Examining the Impact of Meteorological Conditions on Public Opinion Regarding Climate Change
Christopher P. Borick, Muhlenberg College
Barry G. Rabe, University of Michigan
Concurrent Session J
Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Addressing the Challenges of Surveying Hispanics
Location: Marbella 1 & 2
Chair: Michael Mitrano, Transition Strategies Corporation

Using a Hispanic Surname List to Tailor Contacts in an RDD Telephone Survey
Sherman Edwards, Westat
Sarah Dipko, Westat
Royce Park, UCLA Center for Health Policy Research
David Grant, UCLA Center for Health Policy Research

Speaking the Same Language: Effective Techniques for Reaching Spanish Speaking Households in a Mail Survey
Andrew Zukerberg, National Center for Education Statistics
Saida Mamedova, American Institutes for Research

Critical Lessons for Training Bilingual Assessors on a Longitudinal Study
Rebecca Weiner, Mathematica Policy Research

Quantitative Evaluation of Questionnaire Translation With Bilingual Speakers
Sunghee Lee, University of Michigan
Julia Lee, University of Michigan

Survey Error of Hispanics From Sample Design, Language and Effort
David Dutwin, SSRS/Social Science Research Solutions
Mark Lopez, Pew Hispanic Center
Melissa J. Herrmann, SSRS/Social Science Research Solutions
Concurrent Session K
Sunday, May 20, 10:15 a.m. – 11:45 a.m.

New Frontiers: Social Media Analysis
Location: Mediterranean 1
Chair: Richard L. Clark, Castleton State College

Social Media Intelligence: Measuring Brand Sentiment From Online Conversations
David A. Schweidel, University of Wisconsin-Madison

Appealing to the Masses: How Crowdsourcing can be Effectively Used as a Data Collection Tool
Justin T. Bailey, The Nielsen Company
Michael W. Link, The Nielsen Company

The Brave New World of Social Communication: Exploring Patterns of Opinion Dissemination in Online News Environments
Kristin Runge, University of Wisconsin-Madison
Dominique Brossard, University of Wisconsin-Madison
Dietram A. Scheufele, University of Wisconsin-Madison

If You Ask Me I Won’t Tell You, But I’ll Tell the World When I Feel Like Doing So! The Frequency of Answering a Survey About a Specific Topic vs. Posting Comments About This Same Topic on Social Media Sites
Michael G. Elasmar, Boston University

Predicting the Future of Social Media Analysis
Peter P. Mohler, University of Mannheim
Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Addressing the Challenges of Longitudinal Surveys

Location: Mediterranean 2

Chair: Diane Burkom, Battelle Centers for Public Health Research & Evaluation

All Participants Being Unequal: A Bias Analysis of Three Contemporary Strategies for Locating Longitudinal Study Participants After an Extended Hiatus

Celeste Stone, American Institutes for Research
Jenny Bandyk, University of Michigan, Survey Research Center
Sandy Eyster, American Institutes for Research
Christopher Bradley, American Institutes for Research
Susan Lapham, American Institutes for Research

Modeling the Confounds of Divorce and Attrition in a 20-Year Panel Study: Chickens or Eggs?

Veronica Roth, The Pennsylvania State University

Parents’ Participation in a Two-Generation Longitudinal Health Study

Amy Lucas, University of North Carolina at Chapel Hill
Judith A. Seltzer, University of California, Los Angeles
Kathleen M. Harris, University of North Carolina at Chapel Hill

Predicting Retention in a National Longitudinal Study of Health and Well-Being

Barry Radler, University of Wisconsin Institute on Aging

“I Still Don’t Know”: Non-Substantive Responses in Longitudinal Data

Rebekah Young, The Pennsylvania State University
David R. Johnson, The Pennsylvania State University
Concurrent Session K
Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Methods to Improve Web Surveys
Location: Mediterranean 3
Chair: Chris Benson, NORC at the University of Chicago

Advanced Paradata in Web Surveys: What Can They Tell About the Response Process?
Nejc Berzelak, University of Ljubljana
Katja Lozar Manfreda, University of Ljubljana
Ana Slavec, University of Ljubljana
Vasja Vehovar, University of Ljubljana

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

Effects of Pagination on Short Online Surveys
Aaron Sedley, Google
Mario Callegaro, Google

Testing Video Messages in Web Surveys: Effects on Sample Bias and Validity
Dina Shapiro, Annenberg School for Communication, University of Pennsylvania
Joseph Cappella, Annenberg School for Communication, University of Pennsylvania

Panel Conditioning: Results From Two Experiments in a Probability-Based Online Panel
Bella Struminskaya, GESIS - Leibniz Institute for the Social Sciences
Lars Kaczmarek, 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
Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Investigating Privacy Concerns

Location: Mediterranean 6

Chair: Andrew Stavisky, United States Accountability Office
Discussant: Dawn V. Nelson, Mathematica Policy Office Research

Predictors of Personal Data Privacy Attitudes and Behaviors and the Consequences for Survey Researchers
Max Kilger, Experian Simmons
Danica Jovanova, Experian Simmons

Privacy Concern: A Question of Age or the Ages?
Kristen L. Cibelli, University of Michigan

Respondent-Level Influences on Consent to Record Linkage: Effects of Privacy Attitudes and Consent Request Salience
Jenna Fulton, Joint Program in Survey Methodology, University of Maryland

Respondent Permission to Contact or Locate on Facebook: Findings From the National Longitudinal Transition Study 2012
Holly H. Matulewicz, Mathematica Policy Research
Stephanie Boraas, Mathematica Policy Research
Daniel J. Friend, Mathematica Policy Research
Anne B. Ciemnecki, Mathematica Policy Research
Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Interviewer Job Performance, Training, Satisfaction and Retention
Location: Mediterranean 7
Chair: Benjamin Phillips, Abt SRBI, Inc.

Investigating the Effect of Interviewer Job Attitudes on Turnover and Job Performance
Ashley Bowers, University of Michigan and Indiana University
Steven G. Heeringa, University of Michigan
Michael R. Elliott, University of Michigan
Alycia H. Cameron, Indiana University
Lilian Yahng, Indiana University

CATI Interviewers Job Satisfaction Level
Wojciech Jablonski, University of Lodz

Evaluating Interviewer Performance in Surveys of Early Care and Education
Rupa Datta, NORC at University of Chicago
Ting Yan, NORC at the University of Chicago
Jill Connelly, NORC at the University of Chicago

Training Data Collectors for Panel Surveys
Brad Edwards, Westat
Laura Branden, Westat
Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Media Effects on Political Views and Behaviors

Location: Mediterranean 8

Chair: Michael Binder, University of North Florida
Discussant: Kirby Goidel, Louisiana State University

- **Media Partisanship Scores: Developing a Holistic Measure for the Effects of Politically Relevant Media**
  Devra C. Moehler, Annenberg School for Communication, University of Pennsylvania
  Elizabeth Roodhouse, Annenberg School for Communication, University of Pennsylvania
  Douglas Allen, Annenberg School for Communication, University of Pennsylvania

- **The Effects of Media Localism on Political and Social Trust**
  Michael Barthel, University of Washington, Department of Communication

- **The Impacts of Fox News and Not-Fox Television News on Americans’ Judgments About Global Warming**
  Bo MacInnis, Stanford University
  Jon A. Krosnick, Stanford University

- **Effects of Televised Campaign Advertising: Considering the Accuracy of Retrospective Survey Self-Reports of Media Consumption**
  Sarah Niebler, University of Wisconsin-Madison
  Carly Urban, University of Wisconsin-Madison
  Ken Goldstein, Campaign Media Analysis Group (CMAG)
Concurrent Session K
Sunday, May 20, 10:15 a.m. – 11:45 a.m.

The Relationship Between Religion and Political Attitudes
Location: Marbella 4
Chair: Magued Osman, Information & Decision Support Center, Egypt
Discussant: Matthew Corrigan, University of North Florida

Faith and Politics Around the World: A Cross-National Study of the Relation Between Religiosity and Political Attitudes
Ariel Malka, Yeshiva University
Yphtach Lelkes, Stanford University

A Secular Society? Examining the Religious Beliefs, Knowledge and Attitudes Among the Unaffiliated in the U.S.
Carolyn Funk, Pew Research Center
Besheer Mohamed, Pew Research Center

The Interplay Between Religiosity, Moral Values and Political Party Preference: What Are Americans Willing to Die For?
Ariela Keysar, ISSSC Trinity College
Barry A. Kosmin, ISSSC Trinity College
Benjamin Beit-Hallahmi, University of Haifa

Mormon Presidents and Mosques Next Door: An Examination of American Attitudes Toward Religious Minorities in 2012
Daniel Cox, Public Religion Research Institute
Robert P. Jones, Public Religion Research Institute
Concurrent Session K
Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Cross-National Studies of Muslim Public Opinion
Location: Marbella 1 & 2
Chair: Darwish Alemadi, Quatar University

The Arab Spring: Roots of the Popular Uprisings
Meryem Ay, University of Nebraska-Lincoln, Gallup Research Center
Tarek Baghal, University of Nebraska-Lincoln, Gallup Research Center

The Fighting Factions Within the “Clash of Civilizations”: An Examination of the Latent Classes of Conflict
Lauren A. Walton, University of Nebraska-Lincoln
Brian M. Wells, University of Nebraska-Lincoln

Factors Shaping the Politics of American Muslims
Jessica Hamar Martinez, Pew Forum on Religion & Public Life
Gregory A. Smith, Pew Forum on Religion & Public Life

Love Thy Neighbor and Zakat: Religiosity and Positive Social Engagement in the Western and Islamic Worlds
Nicholas Ruther, University of Nebraska-Lincoln
Amanda Libman, University of Nebraska-Lincoln
Allan L. McCutcheon, University of Nebraska-Lincoln

South Sudan: Voices From an Emerging Democracy
Brian M. Kirchhoff, D3 Systems, Inc.
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