AAPOR
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
69th Annual Conference
Measurement and the Role of Public Opinion in a Democracy
Conference Program
May 15 – 18, 2014
Anaheim Marriott • Anaheim, CA
www.aapor.org
#AAPOR
Ipsos Public Affairs conducts strategic research in more than 100 countries around the world in partnership with clients from government, public, corporate, and not-for-profit sectors.

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

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

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

Welcome to Anaheim and the 69th Annual Conference of the American Association for Public Opinion Research (AAPOR).

This year’s conference includes four days of provocative sessions and a distinguished plenary with Steve Schmidt, Vice Chairman of Public Affairs at Edelman, Garry South, Principal of The Garry South Group, and Raphael J. Sonenshein, Executive Director of the Edmund G. “Pat” Brown Institute for Public Affairs at California State University, discussing our conference theme, “Measurement and the Role of Public Opinion in a Democracy.” We encourage you to take advantage of the exceptional learning opportunities and networking planned for our attendees, as well as all that Anaheim has to offer.

Many of our more than 500 papers for the conference touch on some aspect of this year’s theme. For example: Does public opinion have a negative or a positive effect on policymakers? Is there a relationship between the opinions of the electorate and what legislators actually do? Should legislators and other leaders take public opinion into account in decision-making? The conference will also feature presentations discussing the power (or not) of social media. For instance, did Facebook or other social media change the course of events in the world? As the world watched the Arab Spring revolution in real time, did social media increase the opportunity for the public to express their opinion and make it impossible for leaders to ignore public opinion?

Presenters will explore big data and how it can be scientifically evaluated and look at big government data such as the American Community Survey to see how government is adapting to the new environment. There will be panels and papers on issues affecting Americans today, among them the economy, immigration, healthcare and the Affordable Healthcare Act, LGBT issues, and race and ethnicity. Many of these issues have global applications.

In keeping with long-standing AAPOR tradition, the 2014 conference will be rich with discussion on the shaping of public opinion and the consequences for individuals and collectives. Presentations will address all aspects of survey research methodology. In-depth, half-day short courses (a seventh course

Conference App
A big thank you to RTI International for developing and donating a conference app containing AAPOR annual meeting 2014 program information and a terrific scheduling tool. The AAPOR 2014 app is available for download for both Apple (iPhone/iPad) and Android devices from the app stores. Please see www.aapor.org/Conference for more information.

(next page)
added this year), “meet the author” sessions and an **outstanding exhibit hall** will offer additional opportunities for attendees to develop their expertise and ensure maximum educational benefits.

We are offering several new features this year to increase the impact of the conference. **AAPOR’s first-ever ResearchHack** will challenge the minds of new members, as they form teams to solve a real-life research problem for the leading domestic hunger-relief charity, Feeding America. Over two days, teams will compete to innovate research methodology using the Instagram app as a collection tool.

Kick off the shoes and bust some moves on Saturday night at the Hollywood-themed Post-Award Banquet Party. The DJ will be spinning tunes and we’ll have a photo booth to capture the action.

Grab coffee and join us for the **Sunday Breakfast Roundtable Discussion: “Does Public Opinion Matter to Leaders? Real-World Politics and Possibilities.”** A panel of seasoned political pollsters, along with our own moderators Robert Y. Shapiro and Cliff Zukin, will hold a concluding discussion on the conference theme.

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

Susan Pinkus, Conference Chair
Dawn V. Nelson, Associate Conference Chair

**About AAPOR**

Founded in 1947, AAPOR is a professional society of individuals engaged in public opinion research, market research and social policy research. Our membership includes people from all sectors of the research community: academic institutions, commercial organizations, government agencies and non-profit organizations.
May 15, 2014

American Association for Public Opinion Research
2014 Annual Conference
Anaheim, CA

To All Attendees:

On behalf of the City of Anaheim, I am delighted to extend a warm welcome to everyone attending the AAPOR 69th Annual Conference – Measurement and the Role of Public Opinion in a Democracy - being held at the Anaheim Marriott from May 15 - 18, 2014.

The AAPOR is recognized for their dedication to advancing the science and practice of survey and opinion research and this conference affords attendees an excellent opportunity to learn ways to improve survey research and how it is conducted and disseminated. I applaud your commitment to the AAPOR Code of Professional Ethics and Practice, pledging to maintain high standards of scientific competence and integrity in the development of best practices, methods, and resources to assist researchers. This conference also presents a wonderful opportunity to exchange ideas and recognize members for their outstanding accomplishments and professional contributions.

By coming to Anaheim, the City of Kindness, you will have an opportunity to enjoy our world-class attractions and amazing weather. Anaheim is California’s 10th largest city and the sports, entertainment and hospitality heart of Orange County. It is a sincere pleasure to have this opportunity to extend our hospitality to you.

Please enjoy your stay, and I hope you will come back to visit again in the near future.

Sincerely,

Tom Tait
Mayor

200 South Anaheim Boulevard, Anaheim, California 92805
(714) 765-5247 • FAX (714) 765-5164 • www.anaheim.net
General Information

The AAPOR Registration Desk is located at the Anaheim Marriott in the Platinum Registration area.

Short Course Registration Hours
Wednesday, May 14  Noon – 3:00 p.m.

AAPOR General Registration Hours
Wednesday, May 14  4:00 p.m. – 6:00 p.m.
Thursday, May 15  7:00 a.m. – 5:00 p.m.
Friday, May 16  7:30 a.m. – 4:30 p.m.
Saturday, May 17  7:30 a.m. – 3:00 p.m.
Sunday, May 18  7:30 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® (or similar software) must bring their presentation on a flash drive to the AV technician in Gold Key III at least 24 hours prior to their session. The presentations will be loaded onto the computer in the designated meeting room.

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

Messages
A message board will be maintained in the registration area during registration hours.
Plenary Session
Thursday, May 15, 8:00 p.m. – 9:30 p.m.

Measurement and the Role of Public Opinion in a Democracy

Location: Marquis Ballroom

This year’s plenary session will explore the conference theme, Measurement and the Role of Public Opinion in a Democracy. Our distinguished panelists have consulted and strategized on many national and local campaigns. Their work requires a keen appreciation of what the American public thinks. They have worked on presidential, congressional, gubernatorial and local races, as well as specific ballot initiatives. Their insights will help us understand how public opinion shapes discussion by their candidates and they will address the relationship between leadership and voter opinion.

AAPOR is pleased to welcome two well-known, successful political strategists and campaign consultants as our plenary speakers: Republican strategist Steve Schmidt and Democratic strategist Garry South. Moderating the discussion is Dr. Raphael Sonenshein. Dr. Sonenshein is Executive Director of the Edmund G. “Pat” Brown Institute for Public Affairs at California State Los Angeles.

Plenary Session participants include:

Steve Schmidt joined Edelman in 2010 as Vice Chairman of Public Affairs. Steve provides strategic counsel to Fortune 500 companies, professional sports teams and nonprofits. Previously he worked on Capitol Hill as a communications director for the National Republican Congressional Committee, served as one of the top strategists during President Bush’s 2004 re-election, as a deputy assistant to President George W. Bush and counselor to Vice President Dick Cheney. Steve directed strategic communications for the nomination of Chief Justice John Roberts and led the nomination of Justice Samuel Alito. In 2006, he was campaign manager for the re-election of California Governor Arnold Schwarzenegger and also served as the senior advisor to Senator John McCain’s presidential campaign.

Steve has a BA in Political Science from the University of Delaware and is a Senior Fellow at the University’s Center for Political Communication.
Plenary Session
Thursday, May 15, 8:00 p.m. – 9:30 p.m.

Garry South, Principal of The Garry South Group, has been called the “Carville of California” by The New York Times and “California’s political chess master” by the Los Angeles Times. In 1998, South managed the come-from-behind victory of Gray Davis as the first Democratic governor of California elected in 20 years. In 2002, he directed Davis’ re-election effort, helping Davis become only the third Democratic governor in the state’s history to win a second four-year term. In 2000, South was a top advisor to Al Gore’s California presidential campaign, which carried the state by 12% and 1.3 million votes.

South is a member of the Council on American Politics of George Washington University’s Graduate School of Political Management, the author of many opinion pieces for major publications such as the Los Angeles Times, Politico and Huffington Post, and a regular guest commentator on NPR and other radio programs. South is also a member of the Advisory Board for Capitol Weekly.

A native of Montana, South graduated with honors from the University of Montana, where he served as student body president. In 2008, he was the recipient of the University’s Distinguished Alumni Award.

Raphael J. Sonenshein is the Executive Director of the Edmund G. “Pat” Brown Institute for Public Affairs at California State University, Los Angeles and Director of the Pat Brown Institute (PBI) poll. Previously, he was chair of the Division of Politics, Administration, and Justice at California State University Fullerton where he taught political science for 29 years. He received his BA in public policy from Princeton, and his MA and PhD in political science from Yale. His book, Politics in Black and White: Race and Power in Los Angeles (Princeton University Press, 1993), received the 1994 Ralph J. Bunche Award from the American Political Science Association.

Dr. Sonenshein served as the political consultant to the election-day Los Angeles Times Exit Poll. His monthly column, “The Jewish Vote” in the Jewish Journal was nominated in 2005 for the best editorial by the Los Angeles Press Club and in 2013 for the best online political commentary.
Highlights

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

Course 1: Going Mobile with Survey Research: Design, Data Collection, Sampling and Recruitment Considerations for Smartphone and Tablet-Based Surveys
Course 2: Cognitive Interviewing
Course 3: Multilevel Modeling with Complex Sample Survey Data
Course 4: The Use of Paradata to Model Response Propensities and Inform Responsive Design Decisions
Course 5: Digital Research: Methodological Best Practices
Course 6: Conducting Better Mixed-Mode Surveys
Course 7: Total Survey Error in Project Management

There is still time to register for a short course. Sign up at the registration desk.
For course descriptions see pages 61 – 62, 69 – 71 and 198.

Exhibit Hall Hours
Thursday, May 15  3:00 p.m. – 5:30 p.m.
Friday, May 16   7:00 a.m. – 4:30 p.m.
Saturday, May 17  7:00 a.m. – 2:00 p.m.

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

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

New This Year! AAPOR ResearchHack
Sponsored by nielsen

ResearchHack Kickoff!
Thursday, May 15, Noon – 12:45 p.m. • Platinum 7 & 8

ResearchHack Preliminary Pitch
Thursday, May 15, 9:30 – 11:00 p.m. • Platinum 7 & 8

ResearchHack – Professional Development Session:
Presentation of Finalists Research Proposals
Friday, May 16, 4:15 – 5:45 p.m. • Platinum 4

ResearchHack Winning Pitch Announced at AAPOR Awards Banquet
Saturday, May 17, 7:45 – 10:00 p.m. • Marquis Ballroom

AAPOR’s first-ever ResearchHack aims to challenge the minds of new members to innovate research methodology using the Instagram app as a data collection tool. Hackers will solve a real-life research problem for the leading domestic hunger-relief charity, Feeding America, and present their innovative research ideas over a two-day period.

See more on the ResearchHack Facebook page at www.facebook.com/aaporresearchhack

New-Member & All-Chapter Reception
Thursday, May 15, 5:45 – 7:00 p.m. • Platinum 5

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

Dinner and Plenary Session
Thursday, May 15, 7:00 – 9:30 p.m. • Marquis Ballroom

Enjoy a great meal and the mental stimulation that only the AAPOR conference can deliver! The floor will be open for questions following the plenary presentation.
President Address and Lunch
Friday, May 16, 11:45 a.m. – 1:45 p.m. • Marquis Ballroom
Join fellow attendees for lunch and an insightful Presidential Address from AAPOR President Rob Santos.

Student Meet and Greet
Friday, May 16, 6:00 – 7:30 p.m. • Platinum 10
Calling all students! Join us for a student meet-and-greet hosted by the AAPOR Membership & Chapter Relations Committee. Come meet and mingle with other students, learn more about AAPOR resources, and share your thoughts about how AAPOR can best serve our student members. Refreshments will be provided. And whether or not you make it to the meet-and-greet, join other students for an informal dinner in Downtown Disney (meet in the Anaheim Marriott Lobby at 7:45 p.m. Email crsteele@wisc.edu to RSVP).

Networking Luncheon and Very Special Guest
Saturday, May 17, 11:30 a.m. – 12:45 p.m. • Marquis Ballroom
Meet up with old and new friends. Join us to celebrate the accomplishments of AAPOR’s Fun Run/Walk and Annual Golf Outing participants. Also, don’t miss a visit from a very special guest!

AAPOR Membership and Business Meeting
Saturday, May 17, 5:15– 6:45 p.m. • Platinum 1 & 2
AAPOR members are encouraged to attend the annual business meeting to learn more about the past year’s accomplishments and future initiatives of the association.

President’s Reception & AAPOR Awards Banquet
Saturday, May 17, 7:00– 10:00 p.m. • Platinum 1–4 Foyer and Marquis Ballroom
President Reception Sponsored by

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 and friends.

Post Banquet Party
Saturday, May 17, 10:00 p.m. – 1:00 a.m. • Platinum 5
Back by popular demand! If a great DJ, dancing and a Hollywood theme aren’t enough, a photo booth will allow AAPORites to “capture the moment.” Don’t miss this much anticipated event where you can catch up with friends while dancing the night away.
Highlights (continued)

**Breakfast Roundtable Discussion**
New!
**Sunday, May 18, 7:30 – 9:30 a.m. • Platinum 6**

A new feature for 2014, we invite you to our Breakfast Roundtable discussion on Sunday. Join seasoned political pollsters Celinda Lake, Jon McHenry, James Fishkin, Steven Kull, along with moderators Robert Y. Shapiro and Cliff Zukin, for “Leaders and Public Opinion: Real-World Politics and Possibilities,” a concluding discussion of the conference theme. This discussion is also part of a follow-up discussion to “Polling and Democracy,” the report of the AAPOR Task Force Report on Public Opinion and Political Leadership.

**Things to Do, Places to Go:**
**AAPOR Social Activities**

**Anaheim Angels Baseball Game**
**Friday, May 16, buses will leave promptly at 6:00 p.m.**
*Meet outside the Ballroom Entrance (by Platinum 1)*

Celebrate surviving the “Winter of 2014” by joining your AAPOR colleagues for an evening of baseball, hotdogs and warm SoCal weather when the Anaheim Angels host the Tampa Bay Rays at Angel Stadium of Anaheim. No matter who wins, the evening promises to be snow-free! Ticket price includes round-trip transportation.

**Fun Run/Walk**
Sponsored by **Nielsen**
**Saturday, May 17, 7:00 a.m.**
*Meet outside the Ballroom Entrance (by Platinum 1)*

The run/walk will depart from outside the Ballroom Entrance (by Platinum 1). If you would like to enter into some competitive early morning exercise, or simply enjoy some fresh air, this is just for you! All participants will receive bottled water. Volunteers will be available on Saturday morning to guide participants to the starting line. Advance registration is not required. A waiver must be signed on site to participate. Awards will be given to the top runners and to those record-breaking walkers.
Golf
Sponsored by RTI
Thursday, May 15, 7:25 a.m.
The annual AAPOR golf outing will be held at the Dad Miller Golf Course in Anaheim, with tee times starting at 7:25 a.m. The Dad Miller Golf Course opened in 1963 and features a lake with lovely trees surrounding the fairways. As Tiger Woods’ home course during high school, Dad Miller is a favorite among those who like to walk. Enjoy a pleasurable, even-paced round of golf on a course noted for its flat terrain, mature trees and a 614-yard par 5.

Applied Probability
Saturday, May 17, 10:00 p.m.
Newport Beach/Rancho Las Palmas, Lower Level
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 16, 3:15– 4:15 p.m. and Saturday, May 17, 12:45– 2:15 p.m.
Platinum 5
Two Speed Networking sessions are offered each year at the annual conference. These interview opportunities are designed for those who are exploring career possibilities. These sessions are not intended for commercial activities. Conference attendees may sign up for 15-minute sessions at the sign-up table located outside Grand Ballroom Salon D or during the networking session. A list of companies participating in the Speed Networking sessions and a sign-up sheet will be available at the registration desk. Be sure to bring plenty of business cards!

Student Activities
Thursday, May 15
9:00 a.m. – 1:00 p.m.
Student meet-up/trip to Downtown Disney
Meet in the Anaheim Marriott Lobby
Thursday, May 15
5:45 – 7:00 p.m.
New Member & All-Chapter Reception
Platinum 5
Friday, May 16
6:00 – 7:30 p.m.
Student Meet & Greet
Platinum 10
Friday, May 16
7:45 p.m.
Informal student dinner off site
Meet in the Anaheim Marriott Lobby
(Email Clarissa Steele, crsteele@wisc.edu to RSVP)
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Marjorie Connelly, The New York Times
Claudia Deane, Pew Research Center
Michael J. Mokrzycki, Mokrzycki Survey Research Services
Richard Morin, Pew Research Center
Mandy Sha, RTI International
Leo G. Simonetta, Art & Science Group, LLC
Shapard Wolf, Arizona State University-Emeritus

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Peyton Craighill, The Washington Post
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Timothy P. Johnson, University of Illinois - Chicago
Ronald E. Langley, University of Kentucky
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Emilia Peytcheva, RTI International
Vicki Pineau, NORC at the University of Chicago
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Andrew L. Zukerberg, National Center for Education Statistics
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Scott Keeter, Pew Research Center
Courtney Kennedy, Abt SRBI, Inc.
Frauke Kreuter, University of Maryland, JPSM
David B. Lambert
Mary Losch, University of Northern Iowa
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Paul B. Schroeder, Abt SRBI, Inc.
Jan Werner, Jan Werner Data Processing

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Paul Harwood, Twitter
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Josh Pasek, University of Michigan
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Jill A. Dever, RTI International
Roger Tourangeau, Westat
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Ronald E. Langley, University of Kentucky
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Kristen Olson, University of Nebraska - Lincoln
Emilia Peytcheva, RTI International
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Patricia Moy, University of Washington
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Diane M. O’Rourke, O’Rourke Associates
Deborah L. Rexrode, University of Virginia

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Claudia Deane, Pew Research Center
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AAPOR Award for Exceptionally Distinguished Achievement

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

Past AAPOR Award Winners

2013  Floyd J. “Jack” Fowler, Jr.  1987  Norman Bradburn
1986  Seymour Sudman
2012  Daniel Yankelovich  1985  Daniel Katz
2011  Stanley Presser  1984  Ithiel de Sola Pool
2010  Michael W. Traugott  1983  Paul K. Perry
2009  Elizabeth Martin  1982  Paul B. Sheatsley
2008  Kathleen Frankovic  Matilda White Riley
2006  Norman H. Nie  Wilbur Schramm
2005  Andrew Kohut  1981  Lester R. Frankel
2004  Benjamin I. Page  1980  Shirley A. Starr
2003  Don A. Dillman  1979  Mervin D. Field
Frank Stanton  1978  W. Phillips Davison
1999  Charles Cannell  1977  Leo Bogart
1998  Albert E. Gollin  1975  Raymond A. Bauer
1997  Irving Crespi  1974  Bernard Berelson
1996  Eleanor Singer  1973  Rensis Likert
1995  Herbert I. Abelson  1972  Jean Stoetzel
1994  Howard Schuman  1971  Walter Lippman
1993  Jack Elinson  1970  Archibald M. Crossley
1992  James Davis  1969  Roper Public Opinion
1991  Joe Belden  Research Center
1990  Herbert E. Krugman  1968  Elmo C. Wilson
1989  Gladys Engel Lang  1967  Hans Zeisel
Kurt Lang  1966  Hadley Cantril
  1965  Harry H. Field
  1964  Harold D. Lasswell
  1963  George H. Gallup, Inc.
  1962  Angus Campbell
Awards Winners

**Book Award**
The AAPOR Book Award recognizes influential books that have stimulated theoretical and scientific research in public opinion; and/or influenced our understanding or application of survey research methodology. Eligibility for the AAPOR Book Award includes any book in the field that is at least three years old (to allow time for books to be read and reviewed), including books published before or during the period covered by the AAPOR list of the Fifty Books That Have Significantly Shaped Public Opinion Research 1946-1995.

**Winner:**
Mick Couper, *Survey Research Center, University of Michigan*

**Warren J. Mitofsky Innovators Award**
The Warren J. Mitofsky Innovators Award recognizes accomplishments in the fields of public opinion and survey research that occurred in the past ten years or that had their primary impact on the field during the past decade. The innovations could consist of new theories, ideas, applications, methodologies or technologies. To be considered for the award, innovations must be publicly documented. The award can be given to individuals, groups or institutions.

**Winners:**
Willem Saris, *Pompeu Fabra University, Spain*
Daniel Oberski, *Tilburg University, The Netherlands*

For their work on the *Survey Quality Predictor (SQP)* which is a publicly available computer program that predicts the validity and reliability of survey questions and is based on findings from a large-scale meta-analysis of experiments conducted on more than 3,000 survey questions.
Award Winners

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

Winner:
U.S. Bureau of Justice Statistics (BJS) and its contractors, RTI International, Westat, NORC and the U.S. Census Bureau, for the National Prison Rape Statistic Program.

These organizations are recognized for their joint work doing collaborative research on the impact of the Prison Rape Elimination Act of 2003.

Burns “Bud” Roper Fellows
The Burns “Bud” Roper Fellow Award is named for the late Burns “Bud” Roper who provided a substantial bequest in his will. Roper Fellows must demonstrate primary work responsibilities related to survey research or public opinion and have recently started their careers. Fellows receive financial assistance to help them attend the AAPOR Annual Conference and/or participate in conference short courses; most are first-time conference attendees.

Winners:
Laura Davidson, Washoe County School District
Roger Feltman, Anderson, Niebuhr & Associates
Ryan Flood, Castleton Polling Institute
Farrah Graham, Virginia Commonwealth University
Samara Klar, University of Arizona
Amanda Skaff, Mathematica Policy Research
Award Winners

Seymour Sudman Student Paper Competition Award
The Seymour Sudman Student Paper Competition Award is given as a tribute to Seymour Sudman in memory of his many contributions to survey methodology, his leadership in the AAPOR community and his teaching and mentoring of students in the survey research profession.

Winner:
Nikki L. Graf, Department of Sociology, University of Wisconsin-Madison
“Parenthood and Voter Turnout: Children as Resource Drain or Mobilizing Force?”

Student Travel Award
The AAPOR Student Travel Award funds graduate student attendance at the AAPOR Annual Conference. Student Travel Awards help to offset the expense of attending the conference. The awards are offered to students who are in need of financial support to attend the annual conference and experience this important educational and collegial event for public opinion and survey researchers.

Winners:
Vilma Agalioti-Sgompou, University of Essex
Reagan Barbee, E. Tennessee State
LaToya Blanks, University of Arkansas
Morgan Jones, E. Tennessee State
Kirstin Scott, Harvard University
Henning Silber, Stanford University
David Sterrett, University of Illinois
Congratulations
AAPOR Annual T-Shirt Contest Winner!

A. Rupa Datta
NORC at the University of Chicago

“The Weighting is the Hardest Part”

T-shirts are available for purchase at the AAPOR registration desk.
### AAPOR Committee Meetings

**Wednesday, May 14**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noon – 5:00 p.m.</td>
<td>AAPOR Executive Council</td>
<td>Orange County 1 - 3</td>
</tr>
</tbody>
</table>

**Friday, May 16**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Financial Oversight Committee</td>
<td>Desert Springs</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Membership and Chapter Relations Committee</td>
<td>La Jolla</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Transparency Initiative Coordinating Committee</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Big Data Task Force</td>
<td>Rancho Las Palmas</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Substantive and Methodological Balance Task Force</td>
<td>Newport Beach</td>
</tr>
<tr>
<td>12:30 p.m. – 1:45 p.m.</td>
<td>Public Opinion Quarterly Advisory Committee</td>
<td>Desert Springs</td>
</tr>
</tbody>
</table>

**Saturday, May 17**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Archive Committee</td>
<td>Desert Springs</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Investment Committee</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>2025 Initiative Task Force</td>
<td>Rancho Las Palmas</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>Communications Committee</td>
<td>Desert Springs</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>Development Committee</td>
<td>San Diego</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>Education Committee</td>
<td>La Jolla</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>Membership and Chapter Relations – Chapter Reps</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>Standards Committee</td>
<td>Newport Beach</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>AASRO Luncheon</td>
<td>Platinum 10</td>
</tr>
</tbody>
</table>
### AAPOR Social Activities

#### Thursday, May 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:25 a.m.</td>
<td><strong>Golf Outing</strong></td>
<td>Dad Miller Golf Course</td>
</tr>
<tr>
<td>9:00 a.m. – 1:00 p.m.</td>
<td><strong>Student Meet-up/ Trip to Downtown Disney</strong></td>
<td>Meet in Anaheim Marriott Lobby</td>
</tr>
<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td><strong>New Member/ All-Chapter Reception</strong></td>
<td>Platinum 5</td>
</tr>
<tr>
<td>9:30 p.m. – 10:30 p.m.</td>
<td><strong>Dessert Reception</strong></td>
<td>Platinum 5</td>
</tr>
</tbody>
</table>

#### Friday, May 16

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 p.m. – 7:30 p.m.</td>
<td><strong>Student Meet &amp; Greet</strong></td>
<td>Platinum 10</td>
</tr>
<tr>
<td>6:00 p.m. – 10:00 p.m.</td>
<td><strong>Anaheim Angels Baseball Game</strong></td>
<td>Outside the Ballroom Entrance (by Platinum 1) Bus will depart promptly at 6:00 p.m.</td>
</tr>
<tr>
<td>7:45 p.m.</td>
<td><strong>Informal Student Dinner Off site (Downtown Disney)</strong></td>
<td>Meet in Anaheim Marriott Lobby</td>
</tr>
</tbody>
</table>

#### Saturday, May 17

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m.</td>
<td><strong>Fun Run/Walk</strong></td>
<td>Outside the Ballroom Entrance (by Platinum 1)</td>
</tr>
<tr>
<td>7:00 p.m. – 7:45 p.m.</td>
<td><strong>President’s Reception</strong></td>
<td>Platinum 1-4 Foyer</td>
</tr>
<tr>
<td>10:00 p.m. – 1:00 a.m.</td>
<td><strong>Post Banquet Party</strong></td>
<td>Platinum 5</td>
</tr>
<tr>
<td>10:00 p.m. – 2:00 a.m.</td>
<td><strong>Applied Probability</strong></td>
<td>Newport Beach/ Rancho Las Palmas, Lower Level</td>
</tr>
</tbody>
</table>
Schedule of Events

**Wednesday, May 14**

Noon – 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 Open

**Thursday, May 15**

7:00 a.m. – 5:00 p.m.  Registration Desk Open
7:25 a.m. – 1:00 p.m.  Golf Outing
8:00 a.m. – 11:30 a.m.  Short Courses
9:00 a.m. – 1:00 p.m.  Student Meet-Up/Trip to Downtown Disney
Noon – 12:45 p.m.  ResearchHack Kickoff!
1:30 p.m. – 3:00 p.m.  Concurrent Sessions A
3:00 p.m. – 4:00 p.m.  Beverage Break in the Exhibit Hall
Meet the Author Sessions
Demonstration Session #1
Poster Session #1
3:00 p.m. – 5:30 p.m.  Exhibit Hall and Book Exhibit Open
4:00 p.m. – 5:30 p.m.  Concurrent Sessions B
5:45 p.m. – 7:00 p.m.  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
9:30 p.m. – 11:00 p.m.  ResearchHack Preliminary Pitch

**Friday, May 16**

7:00 a.m. – 8:00 a.m.  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 Open
8:00 a.m. – 9:30 a.m.  Concurrent Sessions C
9:30 a.m. – 10:00 a.m.  Beverage Break in the Exhibit Hall
10:00 a.m. – 11:30 a.m.  Concurrent Sessions D
11:45 a.m. – 1:45 p.m.  Presidential Address and Lunch
1:45 p.m. – 3:15 p.m.  Concurrent Sessions E
## Schedule of Events

### Friday, May 16 (continued)

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td>Dessert Break in the Exhibit Hall</td>
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<tr>
<td></td>
<td>Meet the Author Sessions</td>
</tr>
<tr>
<td></td>
<td>Demonstration Session #2</td>
</tr>
<tr>
<td></td>
<td>Poster Session #2</td>
</tr>
<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td>Speed Networking Session 1</td>
</tr>
<tr>
<td>4:15 p.m. – 5:45 p.m.</td>
<td>Concurrent Sessions F</td>
</tr>
<tr>
<td>6:00 p.m. – 7:30 p.m.</td>
<td>Student Meet and Greet</td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td>Dinner on your own</td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td>Take me out to the ballpark . . . Anaheim Angles vs. Tampa Bay Rays</td>
</tr>
</tbody>
</table>

### Saturday, May 17

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Committee Meetings</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast in the Exhibit Hall</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Fun Run/Walk</td>
</tr>
<tr>
<td>7:00 a.m. – 2:00 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 Open</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Concurrent Sessions G</td>
</tr>
<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>Beverage Break in the Exhibit Hall</td>
</tr>
<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td>Concurrent Sessions H</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>Luncheon and Activities Awards Ceremony</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>Committee Meetings</td>
</tr>
<tr>
<td>12:15 p.m. – 1:45 p.m.</td>
<td>Speed Networking Session 2</td>
</tr>
<tr>
<td>12:45 p.m. – 1:45 p.m.</td>
<td>Dessert Reception in the Exhibit Hall</td>
</tr>
<tr>
<td></td>
<td>Book Sale</td>
</tr>
<tr>
<td></td>
<td>Meet the Author Sessions</td>
</tr>
<tr>
<td></td>
<td>Demonstration Session #3</td>
</tr>
<tr>
<td></td>
<td>Poster Session #3</td>
</tr>
<tr>
<td>1:45 p.m. – 3:15 p.m.</td>
<td>Concurrent Sessions I</td>
</tr>
<tr>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Concurrent Sessions J</td>
</tr>
<tr>
<td>5:15 p.m. – 6:45 p.m.</td>
<td>Membership &amp; Business Meeting</td>
</tr>
<tr>
<td>7:00 p.m. – 7:45 p.m.</td>
<td>President’s Reception</td>
</tr>
<tr>
<td>7:45 p.m. – 10:00 p.m.</td>
<td>Awards Banquet</td>
</tr>
<tr>
<td>10:00 p.m. – 1:00 a.m.</td>
<td>Post Banquet Party</td>
</tr>
<tr>
<td>10:00 p.m. – 2:00 a.m.</td>
<td>Applied Probability</td>
</tr>
</tbody>
</table>
## Schedule of Events

### Sunday, May 18

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 a.m. – 9:30 a.m.</td>
<td>Breakfast Roundtable Discussion: Does Public Opinion Matter to Leaders? Real-World Politics and Possibilities</td>
</tr>
<tr>
<td>8:00 a.m. – 11:30 a.m.</td>
<td>Short Course</td>
</tr>
<tr>
<td>7:30 a.m. – 10:15 a.m.</td>
<td>Registration Open</td>
</tr>
<tr>
<td>9:45 a.m. – 11:15 a.m.</td>
<td>Concurrent Sessions K</td>
</tr>
</tbody>
</table>
69th Annual Conference
Conference Sponsors

AAPOR acknowledges and gratefully expresses its appreciation to the following organizations for sponsoring the 69th Annual Conference. Their commitment and support help to ensure that AAPOR can continue to hold quality educational programs for our attendees year after year.

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### 69th Annual Conference

#### Conference Exhibitors

<table>
<thead>
<tr>
<th>Company</th>
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</tr>
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<tbody>
<tr>
<td>Abt SRBI, Inc.</td>
<td>501</td>
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<tr>
<td>ADAPT Data, Inc.</td>
<td>508</td>
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<tr>
<td>American Institutes for Research (AIR)</td>
<td>304</td>
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<tr>
<td>Apperson</td>
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<tr>
<td>ASDE Survey Sampler</td>
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<tr>
<td>CASRO</td>
<td>109</td>
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<tr>
<td>CETRA Language Solutions</td>
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<tr>
<td>D3 Systems</td>
<td>504</td>
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<tr>
<td>Data Analysis &amp; Display</td>
<td>205</td>
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<tr>
<td>Davis Research</td>
<td>602</td>
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<tr>
<td>Google Consumer Surveys</td>
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<tr>
<td>Headway Workforce Solutions</td>
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<tr>
<td>ICF International</td>
<td>402</td>
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<td>ICPSR University of Michigan</td>
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<td>Marketing Systems Group</td>
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<tr>
<td>Mathematica Policy Research</td>
<td>208</td>
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<tr>
<td>Nielsen</td>
<td>408</td>
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<td>NORC at the University of Chicago</td>
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<tr>
<td>Oxford University Press</td>
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<tr>
<td>Provalis Research</td>
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<td>Readex Research – Mail Survey Solutions</td>
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<td>ReconMR</td>
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<td>RTI International</td>
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<td>Scientific Telephone Samples</td>
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<td>Survey Technology &amp; Research Center (STR)</td>
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<tr>
<td>The Roper Center for Public Opinion Research</td>
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<tr>
<td>Thoroughbred Research Group</td>
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<tr>
<td>Wiley</td>
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#### Publishers/Book Exhibitors

- Cambridge University Press
- Francis & Taylor
- Guilford
- Harvard University Press
- Paramount Market Publishing
- Princeton University Press
- SAGE
### Exhibit Hall

**Exhibit Hall Map**

- **F.S.**: Floor & Suite
- **EXIT**: Exit
- **10'-6'**: 10 feet 6 inches

#### Demonstration Sessions
Meet the Author

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#### Posters

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#### Bookstore

- Meet the Author
- Demonstration Sessions
- Posters

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**Tables**

<table>
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**Website**: [www.aapor.org/conference](http://www.aapor.org/conference)

**Hashtag**: #AAPOR
# Advertiser Index

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Thanks to AAPOR Donors

April 1, 2013 – March 31, 2014
G = General Fund (and Student Travel), R = Roper Fund, S = Sudman Fund, H = Heritage Interview

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Boise, ID
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(CfMC)
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on Federal Statistics
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D
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Dedoose
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F
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H
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Workforce Solutions
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I
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Toronto, Canada
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Virginia Beach, VA

K
Kinesis Survey Technologies
Austin, TX

M
Market Decisions, Inc.
South Portland, ME
Marketing Systems Group
Horsham, PA
Mathematica Policy Research, Inc.
Princeton, NJ
Mokrzycki Survey Research Services
West Newbury, MA

N
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O
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Cary, NC

P
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Montreal, QC

Q
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Burlington, MA

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RTI International
Durham, NC
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S
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SM Research
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North Melbourne, Australia
SSI
Shelton, CT
SSRS/Social Science Research Solutions
Media, PA
Survey Technology & Research
Easton, PA

T
Thoroughbred Research Group
Louisville, KY

U
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West Hartford, CT
University of Michigan, Program in Survey Methodology
Ann Arbor, MI
University of Illinois at Chicago
Survey Res. Lab
Chicago, IL
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Storrs, CT
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Cedar Falls, IA
University of Pittsburgh, University Center for Social & Urban Research
Pittsburgh, PA
University of Wisconsin, Survey Center
Madison, WI
University of Wyoming, Wyoming Survey & Analysis Center (WYSAC)
Laramie, WY

V
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Windsor, CT
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W
Westat
Rockville, MD
Wiley-Blackwell
Hoboken, NJ
Upcoming Events

AAPOR Annual Conference

70th Annual Conference
May 14 – 17, 2015
The Westin Diplomat • 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

AAPOR Webinars

Design Principles for the Use of Filter Questions
Stephanie Eckman
Wednesday, June 11, 2014 • Noon – 1:30 p.m., Central Time

Public Opinion on the Affordable Care Act
(a.k.a. Obamacare) and Its Implementation
Scott Crawford
Wednesday, July 23, 2014 • Noon – 1:30 p.m., Central Time

The Usage of Incentives in Survey Research
Paul J. Lavrakas
Tuesday, September 9, 2014 • Noon – 1:30 p.m., Central Time

Emerging Technologies in Public Opinion Research – The Current Landscape
Michael Link and Joe Murphy
Wednesday, October 22, 2014 • Noon – 1:30 p.m., Central Time

Go to aapor.org/webinars to register.
70th Annual Conference
May 14-17, 2015
Westin Diplomat
Hollywood, Florida
www.aapor.org

71st Annual Conference
May 12-15, 2016
Hilton Austin
Austin, Texas
www.aapor.org
# AAPOR Day-at-a-Glance

**Wednesday, May 14**

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<th>Event</th>
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<tr>
<td>Noon – 5:00 p.m.</td>
<td><strong>Executive Council Meeting</strong></td>
<td>Orange County 1 - 3</td>
</tr>
<tr>
<td>Noon – 3:00 p.m.</td>
<td><strong>Short Course Registration Open</strong></td>
<td>Platinum Registration</td>
</tr>
<tr>
<td>2:30 p.m. – 6:00 p.m.</td>
<td><strong>Short Courses</strong></td>
<td></td>
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<tr>
<td></td>
<td>Course 1: <strong>Going Mobile with Survey Research: Design, Data Collection, Sampling and Recruitment Considerations for Smartphone and Tablet Based Surveys</strong></td>
<td>Platinum 1 &amp; 2</td>
</tr>
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<td></td>
<td>Course 2: <strong>Cognitive Interviewing</strong></td>
<td>Platinum 3</td>
</tr>
<tr>
<td></td>
<td>Course 3: <strong>Multilevel Modeling with Complex Sample Survey Data</strong></td>
<td>Platinum 4</td>
</tr>
<tr>
<td>4:00 p.m. – 6:00 p.m.</td>
<td><strong>Registration Open</strong></td>
<td>Platinum Registration</td>
</tr>
<tr>
<td>4:00 p.m. – 6:00 p.m.</td>
<td><strong>Presentation Drop Off</strong></td>
<td>Gold Key III</td>
</tr>
</tbody>
</table>
Short Course 1, 2 & 3 Descriptions
Wednesday, May 14, 2:30 p.m. – 6:00 p.m.

Course 1: Going Mobile with Survey Research: Design, Data Collection, Sampling and Recruitment Considerations for Smartphone and Tablet Based Surveys

Instructor: Trent Buskirk, Marketing Systems Group
Location: Platinum 1 & 2

Course Overview:
Nearly two in every three new cell phone purchases is a smartphone and current estimates posit that the overall penetration of these smart devices in the U.S. hovers at just over 60%. While these “smart” cell phones and tablet computers offer survey researchers unprecedented opportunities for data collection, using multiple modes within a single device, surveys specific to smartphones require special considerations that account for rendering, form factor and technologies that are native to these devices. To date, these considerations have been the exception rather than the rule in many cases.

This course explores the main frameworks for collecting survey data, including apps, mobile-optimized and app-like surveys, and details current approaches for recruiting survey respondents for completing surveys on these modes. We also provide emerging best practices/considerations for smartphone survey designs, and discuss how to use key paradata for optimizing smartphone surveys, and new forms of paradata that can be collected via the smartphone. We also discuss key differences between mobile optimal for smartphones and tablets and discuss when mobile optimal recommendations should be bifurcated to distinguish between smartphones and tablets. Finally, we provide a broad overview of the computer programming frameworks one might use to develop your own mobile optimal surveys.

Course 2: Cognitive Interviewing

Instructors: Gordon B. Willis, PhD, National Cancer Institute, NIH
Location: Platinum 3

Course Overview:
The course is designed as an overview and introduction to cognitive testing, with an emphasis on application to pretesting survey questionnaires prior to field administration, especially for researchers having limited resources or with a need for quick turnaround of results. To this end, the instructor will emphasize basic approaches to cognitive probing techniques -- e.g., concurrent versus retrospective; and ‘proactive’ (scripted) versus ‘reactive’ (free-form) methods. The training will be interactive, including a demonstration and attendee practice exercise. The course will make use
Short Course 1, 2 & 3 Descriptions
Wednesday, May 14, 2:30 p.m. – 6:00 p.m.

of case studies, articles from the survey methods literature, and the results of informal collaborations between practitioners. There will not be a heavy focus on theory or history, but the perspective taken will be interdisciplinary, taking into account contributions to cognitive testing from a number of fields other than cognitive psychology. Depending on time and participant interest, we will address issues in the field that are particularly germane: (a) Uses of cognitive testing in an increasingly self-administered, computerized (and mobile IT) world; (b) Testing of cross-cultural and multilingual surveys; and (c) analysis procedures that maximize reliability and validity of results.

Course 3: Multilevel Modeling with Complex Sample Survey Data

Instructors: Brady T. West,  
University of Michigan, Institute for Social Research

Location: Platinum 4

Course Overview:
Secondary analysts of survey data arising from so called “complex” samples, which generally feature stratified multi-stage cluster sampling with unequal selection probabilities for different sample units, are often interested in decomposing the variance in survey variables of interest across different levels of the multistage design. A common example is a multi-stage sample design featuring an initial sample of schools, with classrooms randomly sampled within schools and students randomly sampled within classrooms. Researchers may wish to examine the contributions of sampled units at different stages of the sample design (e.g., schools and classrooms) to the total variance in survey variables of interest (e.g., academic performance) in the larger target population from which the sample was drawn, and then attempt to explain that variance with covariates measured on the units at each stage. In the setting of a panel survey, researchers may wish to examine between-unit variance in trends over time within the larger clusters defining a multi-stage sample of the panel units.

Multilevel models provide researchers with flexible statistical tools that enable these types of examinations, but there are important issues that analysts need to be aware of when fitting these models to survey data from complex samples. This course will provide participants with an initial overview of design-based versus model-based approaches to these types of investigations, and then proceed to introduce the conceptual background underlying multilevel models for complex samples. The course will then turn to several examples of fitting multilevel models to real complex sample survey data using available software, and discuss interpretation of analysis results and software options in detail.
# AAPOR Day-at-a-Glance

**Thursday, May 15**

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<tr>
<th>Time</th>
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<tr>
<td>7:00 a.m. – 5:00 p.m.</td>
<td>Registration Open</td>
<td>Platinum Registration</td>
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<tr>
<td>7:00 a.m. – 5:00 p.m.</td>
<td>Presentation Drop Off</td>
<td>Gold Key III</td>
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<tr>
<td>7:25 a.m. – 1:00 p.m.</td>
<td>Golf Outing</td>
<td>Dad Miller Golf Course, Anaheim</td>
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<td>8:00 a.m. – 11:30 a.m.</td>
<td><strong>Short Courses</strong></td>
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<td>Course 4: The Use of Paradata to Model Response Propensities and Inform Responsive Design Decisions</td>
<td>Platinum 1 &amp; 2</td>
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<td>Course 5: Digital Research: Methodological Best Practices</td>
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<td>Course 6: Conducting Better Mixed-Mode Surveys</td>
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<tr>
<td>12:00 p.m. – 12:45 p.m.</td>
<td>ResearchHack Kickoff!</td>
<td>Platinum 7 &amp; 8</td>
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<td>Sponsor: <strong>RTI</strong></td>
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<td>1:30 p.m. – 3:00 p.m.</td>
<td><strong>Concurrent Sessions A</strong></td>
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<td>Session 1: Moving Surveys to the Web</td>
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<td>Session 3: Methodological Briefs: Survey Participation</td>
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<td>Session 5: Panel: Current Cross-Cultural Research on the Use of Paradata to Examine Multiple Error Sources Simultaneously in the Total Survey Error Framework</td>
<td>Platinum 7 &amp; 8</td>
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AAPOR Day-at-a-Glance

Thursday, May 15

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<td>3:00 p.m. – 5:30 p.m.</td>
<td><strong>Exhibit Hall and Book Exhibit Open</strong></td>
<td>Grand Ballroom</td>
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<td>3:00 p.m. – 4:00 p.m.</td>
<td><strong>Beverage Break in the Exhibit Hall</strong></td>
<td>Grand Ballroom</td>
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<td><strong>Meet the Author Thursday Session</strong></td>
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<td></td>
<td>Eds. Craig A. Hill, Elizabeth Dean, Joe Murphy</td>
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<td></td>
<td><em>Social Media, Sociality and Survey Research</em></td>
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<td>(John Wiley &amp; Sons, 2013)</td>
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<td>Adam Sage, Elizabeth Dean, Brian Head</td>
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<td><em>SurveyPost</em> (RTI International)</td>
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<td><strong>Demonstration Session #1</strong></td>
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<td>4:00 p.m. – 5:30 p.m.</td>
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<td><strong>Session 1:</strong> <em>Questionnaire Design: One Question or Many:</em></td>
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<td>Effects of Question Grouping</td>
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<td><strong>Session 2:</strong> <em>Panel:</em> <em>The “Eyes” Have It!: Evaluating Survey</em></td>
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<td>Instruments through Eye-Tracking</td>
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<td><strong>Session 3:</strong> <em>Panel:</em> <em>Global Public Opinion Tracking as a Measure</em></td>
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<td>of Societal Change: Voices from a World in Motion</td>
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<td><strong>Session 4:</strong> <em>Panel:</em> <em>What Can Survey Paradata Do for You?</em></td>
<td>Platinum 6</td>
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<td>Evidence from Four Federal Demographic Surveys</td>
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## AAPOR Day-at-a-Glance

### Thursday, May 15

| Time            | Event                                                                 | Location              |
|-----------------|                                                                     |                      |
| 4:00 p.m. – 5:30 p.m. | **Concurrent Sessions B** (continued)                              |                      |
|                 | **Session 5:** Assessing Data Collection Effort and Nonresponse     | Platinum 7 & 8        |
|                 | **Session 6:** AAPOR and Chapter Student Paper Award Winners Presentations | Platinum 9            |
|                 | **Session 7:** Panel: Administrative Record Linkage in the United States and Europe: Methods to Mitigate Bias and the Merits of Linked Data | Orange County 1 & 2   |
| 5:45 p.m. – 7:00 p.m. | **New-Member & All-Chapter Reception**                             | Platinum 5            |
| 7:00 p.m. – 8:00 p.m. | **Dinner**                                                          | Marquis Ballroom      |
| 8:00 p.m. – 9:30 p.m. | **Plenary Session**                                                 | Marquis Ballroom      |
| 9:30 p.m. – 10:30 p.m. | **Dessert Reception**                                               | Platinum 5            |
| 9:30 p.m. – 11:00 p.m. | **ResearchHack Preliminary Pitch**                                 | Platinum 7 & 8        |
Short Course 4, 5 & 6 Descriptions
Thursday, May 15, 8:00 a.m. – 11:30 a.m.

Course 4: The Use of Paradata to Model Response Propensities and Inform Responsive Design Decisions

Instructor: Frauke Kreuter,  
University of Maryland, Joint Program in Survey Methodology

Location: Platinum 1 & 2

Course Overview:
During the last twenty 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. Other examples are interviewer observations about a sampled household or neighborhood, recordings of vocal properties of the interviewer and respondent, information about interviewers and interviewing strategies.

Recently, several national statistical institutes as well as private data collectors started modeling paradata (call record data or field process data) to systematically investigate response propensity and inform data collection in the context of responsive and adaptive survey designs. Typical questions asked in this context center on the likelihood someone will be at home given the history of prior contact attempts available to the data collector. This course will give an overview of the various activities at the NSIs and their use of paradata. We will discuss with the help of detailed examples modeling techniques as well as challenges associated with these techniques.
Short Course 4, 5 & 6 Descriptions
Thursday, May 15, 8:00 a.m. – 11:30 a.m.

Course 5: Digital Research: Methodological Best Practices

Instructor: Natasha Stevens, GfK Digital Market Intelligence (DMI)
Location: Platinum 3

Course Overview:
With the majority of the U.S. population online, using digital research methodologies for data collection should be a consideration for all public opinion and survey researchers. This short course will provide an overview of the following digital research methodologies:

- Digital and Cross-Media Effectiveness
- Digital Behavioral Tracking
- Social Media Listening

The course will focus on how digital research methods can support public opinion and survey research through detailed descriptions of digital methodologies and examples for each approach. With current passive measurement and monitoring approaches, there are opportunities to collect richer and possibly more accurate data than what is possible with self-reported methods. The nuances of digital data collection methods will be explained in detail with guidance on how to develop a valid methodology.

In addition to using digital research methods to observe and measure experience, it can also be used as an input to other research techniques. The course will provide examples on how digital research can be integrated into other techniques such as surveys and focus groups. For each digital research technique presented, best practices and methodological considerations will be covered so attendees can use current projects to evaluate how they can build digital methods into their work.
Short Course 4, 5 & 6 Descriptions

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

Course 6: Conducting Better Mixed-Mode Surveys

Instructor: Don A. Dillman, Washington State University, Dept. of Sociology and Social and Economic Research Center

Location: Platinum 4

Course Overview:
With the growing possibilities for mixed-mode designs, this short course focuses on the joint use of web and mail to improve response rates and data quality. Although mail-only household surveys using address-based sampling provide better household coverage, many surveyors are reluctant to use postal questionnaires. Data quality problems from intensive branching and item-nonresponse are among their concerns. In this workshop, effective methods will be described for using mail contact to push responses to the web, while using a mail response option to obtain answers from households that are unlikely and/or unable to respond over the web. This will include multiple examples of questionnaires and implementation procedures found effective in achieving this goal.

The course covers such topics as the visual layout and design of questionnaires and contacts, minimizing measurement differences across survey modes, use of incentives, necessary articulation of sequential contacts, unit and item response rate effects, and nonresponse error. In addition a significantly updated theoretical framework will be presented for guiding decisions on how to coordinate the use of multiple contact and response modes. The content of this short course relies heavily on recent experimental research carried out by the author and his research team at Washington State University.
Concurrent Session A

Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Moving Surveys to the Web

**Moderator:** Antoun Christopher, University of Michigan

**Location:** Platinum 1 & 2

- **The Effects of Adding an Internet Response Option to the American Community Survey**
  - Debbie Griffin, U.S. Census Bureau
  - Stephanie Baumgardner, U.S. Census Bureau
  - David Raglin, U.S. Census Bureau

- **Results from Testing a Web Mode for the Consumer Expenditure Diary Survey**
  - Ian J. Elkin, Bureau of Labor Statistics
  - Laura Erhard, Bureau of Labor Statistics
  - Brett McBride, Bureau of Labor Statistics
  - Dawn V. Nelson, U.S. Census Bureau

- **Challenges and Strategies Involved in Adapting a Very Large-Scale Survey for Online Administration**
  - Rossi Dobrikova, Experian Marketing Services
  - Christine Kudish, Experian Marketing Services
  - Susan Sanford, Experian Marketing Services
  - Max Kilger, Experian Marketing Services

- **In-Person or On-line? The Future of the American National Election Study**
  - Brian F. Schaffner, University of Massachusetts, Amherst
  - Stephen Ansolabehere, Harvard University

- **Surveying Low Income Parents: To Web or Not to Web, is that the Mode?**
  - Sara Skidmore, Mathematica Policy Research
  - Cassandra Meagher, Mathematica Policy Research
  - Jerry West, Mathematica Policy Research
Concurrent Session A
Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Social Issues, Public Resilience and Public Resistance

Moderator: Darwish Alemadi, SESRI at Qatar University
Location: Platinum 3

Measuring Recovery and Resilience after a Disaster: A Survey of the Hurricane Sandy Region 6-Months after the Storm
Trevor Tompson, NORC at the University of Chicago
Jennifer Benz, NORC at the University of Chicago
Becky Reimer, NORC at the University of Chicago
Emily Alvarez, NORC at the University of Chicago
Daniel Malato, NORC at the University of Chicago

Safety and Solidarity After the Boston Marathon Bombing: A Comparison of Three Diverse Boston Neighborhoods
Jessica L. LeBlanc, Center for Survey Research, University of Massachusetts Boston
Philip S. Brenner, Department of Sociology, University of Massachusetts Boston
Anthony M. Roman, Center for Survey Research, University of Massachusetts Boston
Naa Oyo A. Kwate, Departments of Human Ecology and Africana Studies, Rutgers University

Colorado: Gun Control Legislation and Recall Elections – The Influence of Polls in Policy and Politics
Floyd Ciruli, Ciruli Associates

The Measurement and Influence of White Racial Sympathy in American Politics
Jennifer Y. Chudy, University of Michigan
Concurrent Session A
Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Methodological Briefs: Survey Participation
Moderator: Matt Dabrowski, Citigroup Global Markets
Location: Platinum 4

Do Hard-to-Interview Groups Self-Respond More When Offered an Internet Reporting Option?
Rachel Horwitz, U.S. Census Bureau
Elizabeth Nichols, U.S. Census Bureau
Jennifer Tancreto, U.S. Census Bureau

Would You Pick Up the Phone?: The Utility of Local Respondent Telephone Numbers on Caller ID Displays
Alyson Croen, NORC at the University of Chicago
Elizabeth Shenkman, University of Florida
Jacquelyn George, NORC at the University of Chicago
Martin Barron, NORC at the University of Chicago
Kimberly Case, University of Florida

So Nice They Respond Twice: What to Do with Duplicate Responses
Nikkilyn Morrison, Mathematica Policy Research
Nancy Duda, Mathematica Policy Research
Anna Situ, Mathematica Policy Research
Karen E. Bogen, Mathematica Policy Research

Providing a Deadline for Response: Results from Two Recent Experiments
Ashley Kaiser, American Institutes for Research
Jill Walston, American Institutes for Research
Rebecca Medway, American Institutes for Research
Cong Ye, American Institutes for Research
Roger Tourangeau, Westat
Concurrent Session A
Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Underrepresentation of Young Women in Dual-Frame Surveys: Causes and Implications
Eran Ben-Porath, SSRS
Susan Sherr, SSRS
Jordon Peugh, SSRS

Obtaining Assent from Minors – Assessing Comprehension in the National Survey of Youth in Custody
Tim Smith, Westat
Leanne Heaton, Westat
Sharon Zack, Westat
David Cantor, Westat

The Role of the Interviewer’s Responsiveness in Avoiding and Converting Refusals
Nora Cate Schaeffer, UW Survey Center, University of Wisconsin - Madison
Dana Garbarski, Center for Women’s Health and Health Disparities Research, University of Wisconsin - Madison
Jennifer Dykema, University of Wisconsin Survey Center
Douglas W. Maynard, Department of Sociology, University of Wisconsin - Madison
Bo Hee Min, Department of Sociology, University of Wisconsin - Madison
Ellen Dinsmore, Department of Sociology, University of Wisconsin - Madison

Influence of Prior Respondent-Interviewer Interaction on Disclosure in Audio-CASI
Hanyu Sun, Joint Program in Survey Methodology
Frederick G. Conrad, University of Michigan
Frauke Kreuter, University of Maryland
Concurrent Session A
Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Task Forces and Committees I: Discussion of the Transparency Initiative, and the Survey Refusal Task Force Report

Location: Platinum 6

**Transparency Initiative Coordinating Committee**
Timothy Johnson, *University of Chicago at Illinois, Chair*

**Survey Refusal Task Force**
David Dutwin, *SSRS/Social Science Research Solutions, Co-chair*
John D. Loft, *RTI International, Co-chair*
Concurrent Session A
Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Panel: Current Cross-Cultural Research on the Use of Paradata to Examine Multiple Error Sources Simultaneously in the Total Survey Error Framework

Organizer and Moderator: Brady T. West, University of Michigan – Ann Arbor
Location: Platinum 7 & 8

Differential Response Styles of Subjective Life Expectancy and Cultural Differences in Time Orientation
Sunghee Lee, University of Michigan – Ann Arbor

A Longitudinal Analysis of Nonresponse and Linkage Non-Consent Bias in the German “WeLL” Study
Joe Sakshaug, Institute for Employment Research (IAB)

Survey Response as a Process: How Response Propensity and Data Collection Costs Vary Together in a Face-to-Face Survey
Andrew Mercer, Westat

Using Doorstep Concerns Data to Characterize and Correct for Nonresponse
Ting Yan, University of Michigan – Ann Arbor
Shirley Tsai, U.S. Bureau of Labor Statistics

What Can Paradata Tell Us About Nonresponse Bias After Standard Post-Stratification Adjustments?
Brady T. West, Institute for Social Research
Brian S. Kreuger, University of Rhode Island
Concurrent Session A
Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Maximizing the Quality of Reports: Design and Data Collection Strategies
Moderator: Tim Gravelle, University of Essex
Location: Platinum 9

A New Survey Tool for Ego-Centered Networks
Tobias H. Stark, Stanford University
Jon A. Krosnick, Stanford University

Designing an Intelligent Time Diary Instrument: Visualization, Dynamic Feedback, and Error Prevention and Mitigation
Gregory Atkin, University of Nebraska Lincoln
Hariharan Arunachalam, University of Nebraska Lincoln
Adam Eck, University of Nebraska Lincoln
Leen-Kiat Soh, University of Nebraska Lincoln
Robert Belli, University of Nebraska Lincoln

When Proxy Interviews are Acceptable: Does it Help to Speak With the Spouse or Partner?
Timothy Triplett, The Urban Institute
Doug Wissoker, The Urban Institute
Robert L. Santos, The Urban Institute

Measurement Directness as a Cause of Bias in Reports of Socially Desirable Behavior
Philip S. Brenner, University of Massachusetts Boston

Use of Qualitative Research Techniques to Evaluate Usability of a Diary Application
Jennifer Crafts, Westat
Earlayna Batch, Westat
Sarah Bennett-Harper, Westat
Jasmine Folz, Westat
James McClain, National Cancer Institute
Jana Einstein, National Cancer Institute
Heather Bowles, National Cancer Institute
Concurrent Session A
Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Nonresponse Bias

Moderator: James Chromy, RTI International
Location: Orange County 1 & 2

Exploring of Nonresponse and Measurement Error in a Study Using Respondent Driven Sampling: Focus on Recruitment Coupon Distribution and Network Size Reports
Zeynep Tuba Suzer-Gurtekin, ISR - University of Michigan - Program in Survey Methodology

Studying Nonresponse Error in a Longitudinal Context Using UK Census Linked Data
Peter Lynn, University of Essex

Application of Heckman Model in Assessing the Risk of Nonresponse Bias
Stanislav Kolenikov, Abt SRBI

Measuring Nonresponse Bias in Web Surveys: The Role of Health Status
Mengmeng Zhang, University of Michigan Program in Survey Methodology

Adjusting for Attrition Bias in a National Longitudinal Survey of Dating Violence among Latino Youth
Heather Hammer, Abt SRBI

WITHDRAWN
Concurrent Session A
Thursday, May 15, 1:30 p.m. – 3:00 p.m.

Panel Surveys: Data Quality Attrition and Retention Issues
Moderator: Angela DeBello, NORC at the University of Chicago
Location: Orange County 3 & 4

Response Effects in Panel Survey Participants: Cultural, Socioeconomic, and Life Experience Predictors
Jennifer Benoit-Bryan, University of Illinois, Chicago
Allyson Holbrook, University of Illinois, Chicago

Measuring Change Using Dependent Interviewing – Does It Matter How Questions Are Worded?
Annette Jäckle, University of Essex
Stephanie Eckman, Institute for Employment Research
Tarek Al Baghal, University of Essex
Noah Uhrig, University of Essex
Emanuela Sala, University of Milano Bicocca
Frederick Conrad, University of Michigan

Survey Breakoff in Online Panels
Allan L. McCutcheon, University of Nebraska-Lincoln, Survey Research and Methodology

Correlates of Attrition in the German Internet Panel: Drop-Outs and Sleepers
Annelies G. Blom, University of Mannheim
Gabriele Durrant, University of Southhampton
Poster Session 1

Thursday, May 15, 3:00 p.m. – 4:00 p.m.

Location: Grand Ballroom

1. American Catholics: A Latent Class Analysis
   Ann M. Arthur, University of Nebraska-Lincoln, UNL Gallup Research Center
   Allan L. McCutcheon, Gallup, Inc., University of Nebraska-Lincoln

2. Dealing with Deaths in Longitudinal Surveys
   Nicole Watson, University of Melbourne

   Carlos Macuada, University of Michigan
   Megan E. Patrick, Institute for Social Research
   Jamie Griffin, Institute for Social Research

4. Are Nonresponse Error and Measurement Error Related? Evidence Using a Panel Study
   Peter Lugtig, Department of Methods and Statistics - Utrecht University

5. The Effect of User Experience (UX) Design on Data Quality: A Re-Design of an Online Diary
   Yelena Pens, The Nielsen Company
   Robin Gentry, The Nielsen Company

6. A Lesson in Questionnaire Design: Updated Images, Motivational Messages, and Unintended Consequences
   Christine Pierce, The Nielsen Company
   Lauren Walton, The Nielsen Company
   Anh Thu Burks, The Nielsen Company

7. Results from Two Large Surveys of Electric Utility Consumers
   Carla Jackson, Abt SRBI, Inc.
   Christine Ledoux, Southern Company

8. Difficult Data: Comparing the Quality of Behavioral, Recall, and Proxy Data Across Survey Modes
   Oana M. Dan, The Nielsen Company
   Kumar Rao, The Nielsen Company
   Vera Kurmlavage, The Nielsen Company
Poster Session 1

Thursday, May 15, 3:00 p.m. – 4:00 p.m.

9. Using Vendor Appended Data in a Two-Stage Address Based Sampling Design for Cost Savings
   Kelly Dixon, The Nielsen Company
   Mike Kwanisai, The Nielsen Company
   Alan Tupek, The Nielsen Company

10. Considerations for and Lessons Learned from Online, Synchronous Focus Groups
    Sarah Forrestal, Mathematica Policy Research
    Angela Valdovinos D’Angelo, Mathematica Policy Research
    Lisa Klein Vogel, Mathematica Policy Research
    Tessa Kieffer, Mathematica Policy Research
    Nyna Williams, Mathematica Policy Research

11. From Data Sharing to Data Stewardship: Meeting Data Sharing Requirements Now and into the Future
    Linda Detterman, Institute for Social Research - University of Michigan

12. Can Visual Design and A Verbal Importance Prompt Reduce Item Nonresponse For Demographic Items?
    Glenn D. Israel, University of Florida

13. Computing Survey Response Rates for Probability-Based Web Panels Recruited through Multiple Frames and Modes across Multiple Cohorts
    Charles DiSogra, Abt/SRBI
    Mario Callegaro, Google UK, Ltd.

14. Nonresponse Bias and Mode Effects in a Survey of Fishing Effort
    Marci Schalk, Abt SRBI
    Courtney Kennedy, Abt SRBI
    Sujata Pal, Abt SRBI
    Alex Shapiro, Abt SRBI
    Rob Andrews, NOAA
Poster Session 1
Thursday, May 15, 3:00 p.m. – 4:00 p.m.

15. Motivation Research: Combining Qualitative and Quantitative Methods to Understand the Drivers of Behavior
   Julie Paasche, Artemis Strategy Group
   Anne Aldrich, Artemis Strategy Group
   Dave Richardson, Artemis Strategy Group

16. The Use of Multiple Methods to Evaluate Response Problems
   Jennifer Beck, U.S. Census Bureau

17. An Examination of Opposing Responses on Duplicated Multi-Mode Survey Responses
   Amy L. Djangali, IMPAQ International, LLC

18. Web Today, Mail Tomorrow: Mode Choice in a Longitudinal Survey
   Melissa Krakowiecki, Mathematica Policy Research
   Larry Vittoriano, Mathematica Policy Research
   Matt Potts, Mathematica Policy Research
   Karen CyBulski, Mathematica Policy Research
   Cathie E. Alderks, Center for Behavioral Health Statistics and Quality SAMHSA

19. Using Adaptive Design to Increase Response Rates in an At-Risk, Youth Population
   Lisbeth Goble, Mathematica Policy Research
   Jillian Stein, Mathematica Policy Research
   Felicia Hurwitz, Mathematica Policy Research
   Lisa Schwartz, Mathematica Policy Research

20. Experiments with Email Formatting
   Benjamin Phillips, Abt SRBI
   Stephanie Lawrence, Abt SRBI

21. Surveying Community Stakeholders: Exploring Methods and Sharing Findings
   Barbara Robles, Board of Governors of the Federal Reserve System
Poster Session 1

Thursday, May 15, 3:00 p.m. – 4:00 p.m.

22. Examining the Relationship Between Measurement and Nonresponse Error in a Two-Phase Survey
   Jonathan Mendelson, Fors Marsh Group
   Luciano Viera Jr., Fors Marsh Group

23. Risky Business: Can Visual Cues and Mental Exercises Affect a Person’s Decision-Making Process for Engaging in Risky Behaviors?
   Morgan S. Jones, East Tennessee State University
   Reagan Barbee, East Tennessee State University
   Kelly N. Foster, East Tennessee State University

24. Evaluating the Efficacy of Mixed-Mode Intercept Surveys for Complex Questionnaires
   Orin T. Puniello, Bloustein Center for Survey Research

25. Consolidated Response Rates for RDD Dual-Frame Sampling
   Robert Montgomery, NORC
   Phillip J. Smith, Centers for Disease Control and Prevention
   Kirk Wolter, NORC
   Meena Khare, National Center for Health Statistics, CDC
   David Yankey, Centers for Disease Control and Prevention

26. Drop-downs or Text Boxes?: Results of Usability Testing on Date of Birth Entry Method for the Online American Community Survey
   Marylisa Gareau, U.S. Census Bureau
   Kathleen Ashenfelter, Customer Experience Insights, State Farm Insurance

27. Using Statistical Exploratory Graphical Analyses to Quickly Determine the Effect of Reducing the Number of Items in a Questionnaire Sub Scale
   Jan Beckstrand, National Center for Organizational Development
   Boris Yanovsk, National Center for Organizational Development
   Katerine Osatuke, National Center for Organizational Development
Poster Session 1
Thursday, May 15, 3:00 p.m. – 4:00 p.m.

28. Driven to Adapt: An Application of Adaptive Design with Multiple Low-Productivity Telephone Samples
   Thomas M. Guterbock, Center for Survey Research, University of Virginia
   James M. Ellis, Center for Survey Research, University of Virginia
   Deborah L. Rexrode, Center for Survey Research, University of Virginia
   Casey Eggleston, Center for Survey Research, University of Virginia
   Darrick Hamilton, New School of Social Research
   William A. Darity, Jr., Duke University

29. Using Ancillary Data to Enhance Survey Research: The Case of Vote Validation
   Wendy Gross, GfK

30. Oversampling Minorities in the National Alcohol Survey Using the Zip Code Tabulation Area File
   Shelley N. Osborn, ICF International
   Pedro Saavedra, ICF International
   Naomi Freedner-Maguire, ICF International
   Kate Karriker-Jaffe, ICF International
   Tom Greenfield, Public Health Institute

31. Interviewer Gender Effects on Male Attitudes
   Richard L. Clark, Castleton State College

32. The Utility of Refresher Samples: Auxiliary Observations and Non-Ignorable Missingness
   Veronica Roth, Penn State University
   WITHDRAWN

33. Venting Steam: The Effect of Write-in Responses on Response Choices for Emotionally Charged Questions
   Mark Andrews, Ipsos Health Policy Institute

34. Older Americans and the Changing Picture of Retirement
   Jennifer Benz, AP-NORC Center for Public Affairs Research
   Matt Sedensky, AP-NORC Center for Public Affairs Research
   Trevor Tompson, AP-NORC Center for Public Affairs Research
   Becky Reimer, AP-NORC Center for Public Affairs Research
   Emily Alvarez, AP-NORC Center for Public Affairs Research
   Daniel Malato, AP-NORC Center for Public Affairs Research
Demonstration Session #1
Thursday, May 15, 3:00 p.m. – 4:00 p.m.

Location: Grand Ballroom

**Innovative Survey Data File Development and Production System**
Lois Timms-Ferrara, Roper Center for Public Opinion Research
Marc Maynard, Roper Center for Public Opinion Research

**3D Simulation in Survey Data Collection**
John Holloway, RTI International
Concurrent Session B

Thursday, May 15, 4:00 p.m. – 5:30 p.m.

Questionnaire Design: One Question or Many: Effects of Question Grouping

Moderator: Jennifer Hunter Childs, U.S. Census Bureau
Location: Platinum 1 & 2

The Grouping of Items in Mobile Web Surveys
Aigul Mavletova, NRU Higher School of Economics
Mick P. Couper, University of Michigan

Question Grouping and Matrices in Web Surveys: Using Response and Auxiliary Data to Examine Question Grouping Decisions
Ipek Bilgen, NORC at the University of Chicago
Michael J. Stern, NORC at the University of Chicago

Achieving Balance: Understanding the Relationship Between Complexity and Response Quality
Rebecca J. Powell, University of Nebraska-Lincoln
Antje Kirchner, University of Nebraska-Lincoln

Lean Forward: Effects of Response Format in Self-reported Voting
Randall K. Thomas, GfK Custom Research, LLC
Frances M. Barlas, GfK Custom Research, LLC
Concurrent Session B

Thursday, May 15, 4:00 p.m. – 5:30 p.m.

Panel: The “Eyes” Have It! Evaluating Survey Instruments through Eye-Tracking

Organizer and Moderator: Jennifer Romano Bergstrom, Fors Marsh Group
Location: Platinum 3

Using Eye Tracking to Examine the Visual Design of Web Surveys
Quan Zhou, University of Nebraska-Lincoln
Kay Ricci, University of Nebraska-Lincoln
Kristen Olson, University of Nebraska-Lincoln
Jolene Smyth, University of Nebraska-Lincoln

User Experience and Eye-Tracking Study: Paper Diary Design Decisions
Lauren Walton, The Nielsen Company
Jennifer Romano Bergstrom, Fors Marsh Group
David Hawkins, Fors Marsh Group
Christine Pierce, The Nielsen Company

Eye Tracking the User Experience of a Smartphone and Web Data Collection Tool
Kelly Bristol, The Nielsen Company
Jennifer Romano Bergstrom, Fors Marsh Group
Michael Link, The Nielsen Company

Respondent Processing of Multiple Images Throughout a Web Survey
Nuttirudee Charoenruk, University of Nebraska-Lincoln
Mathew Stange, University of Nebraska-Lincoln

Using Eye Tracking to Evaluate Email Notifications of Surveys and Online Surveys Collecting Address Information
Erica Olmsted-Hawala, U.S. Census Bureau
Elizabeth Nichols, U.S. Census Bureau
Concurrent Session B
Thursday, May 15, 4:00 p.m. – 5:30 p.m.

Panel: Global Public Opinion Tracking as a Measure of Societal Change: Voices from a World in Motion

Organizer and Moderator: Jay Loschky, Gallup, Inc.
Location: Platinum 4

Impact of the Arab Spring on Research in the Middle East/ North Africa Region
Anita Pugliese, Gallup, Inc.
Travis Owens, Gallup, Inc.

Violence in Latin America and its Negative Effects on Trust in Institutions, Evidence from Victimization Questions from the Gallup World Poll
Johanna Godoy, Gallup, Inc.
Jan Sonnenschein, Gallup, Inc.
Jesus Rios, Gallup, Inc.

Approval of the Leadership of the Governments of Africa
Robert Tortora, Gallup, Inc.

Pakistan’s Fledgling Democracy: Looking for Order in Chaos
Rajesh Srinivasan, Gallup, Inc.
Julie Ray, Gallup, Inc.

Former Soviet Union: Nations, Attitudes in Transition
Neli Esipova, Gallup, Inc.
Julie Ray, Gallup, Inc.
Concurrent Session B  
Thursday, May 15, 4:00 p.m. – 5:30 p.m.

Panel: What Can Survey Paradata Do for You? Evidence From Four Federal Demographic Surveys

Organizer and Moderator: Nancy Bates, U.S. Census Bureau  
Location: Platinum 6

Cost Effectiveness of Repeated Contact Attempts in the American Community Survey  
Dawn V. Nelson, U.S. Census Bureau  
Deborah H. Griffin, U.S. Census Bureau

In-Person or Telephone Collection: Mode Selection and Outcomes in the Current Population Survey  
Brian Meekins, U.S. Bureau of Labor Statistics  

Using Contact Histories to Predict Interview Completion in Large National Surveys  
Julia Coombs, U.S. Census Bureau  
Rachael Walsh, U.S. Census Bureau

Judgments under Uncertainty: Evaluating Interviewer Observations of Sample Units  
James Dahlhamer, National Center for Health Statistics  
Nancy Bates, U.S. Census Bureau  
Rachael Walsh, U.S. Census Bureau

Tackling Nonresponse Bias: In Search of Interviewer Observations Related to Survey Response and Survey Outcomes  
James Dahlhamer, National Center for Health Statistics  
Renee Gindi, National Center for Health Statistics  
Chandra Erdman, U.S. Census Bureau
Concurrent Session B
Thursday, May 15, 4:00 p.m. – 5:30 p.m.

Assessing Data Collection Effort and Nonresponse

Moderator: Melissa Dugger, Mathematica Policy Research
Location: Platinum 7 & 8

Stop Chasing Your Tail: Identifying Respondents That Are Hard to Catch and That You Will Not Miss
Ryan Hubbard, Westat
Paul Guerino, Centers for Medicare and Medicaid Services

Predicting Completed Telephone Interviews in a CAPI Environment: Can We Predict?
Travis Pape, U.S. Census Bureau

Assessing the Relationship Between Number of Survey Contacts and Measurement Error Using Confirmatory Factor Analysis
Morgan Earp, U.S. Bureau of Labor Statistics
Jennifer Hunter Childs, U.S. Census Bureau
Rajesh Srinivasan, Gallup, Inc.

Summarising Call Record Data: Sequence Analysis vs. Latent Class Analysis
Olga Maslovskaya, University of Southampton
Gabriele Durrant, University of Southampton
Peter W. F. Smith, University of Southampton

WITHDRAWN
Concurrent Session B

Thursday, May 15, 4:00 p.m. – 5:30 p.m.

AAPOR and Chapter Student Paper Award Winners Presentations

Moderator: Janice Ballou, Independent Consultant
Location: Platinum 9

Seymour Sudman Student Paper Award Winner
Parenthood and Voter Turnout: Children as Resource Drain or Mobilizing Force?
Nikki L. Graf, University of Wisconsin-Madison

Material Welfare and Changing Political Preferences: The Case of Support for Redistributive Social Policies
Lindsay A. Owens, Stanford University
David S. Pedulla, Princeton University

PaPOR Student Paper Award Winner – Public Opinion
The Effects of Self-Interest Frames on Policy Preferences
David Sterrett, University of Illinois at Chicago

PaPOR Student Paper Award Winner – Survey Methods
Check the Phone Book: Testing Information and Communication Technology (ICT) Recall Aids for Personal Networks Surveys
Yuli Patrick Hsieh, Northwestern University

DC-AAPOR Student Paper Award Winner
Testing for Measurement Equivalence in the Survey Responses of Incentive and Control Group Respondents
Rebecca Medway, American Institutes for Research
Concurrent Session B
Thursday, May 15, 4:00 p.m. – 5:30 p.m.

Panel: Administrative Record Linkage in the United States and Europe: Methods to Mitigate Bias and the Merits of Linked Data

Organizer and Moderator: HarmoniJoie Noel, American Institutes for Research

Location: Orange County 1 & 2

Who Consents to Record Linkage: Can Incentives Mitigate Bias?
HarmoniJoie Noel, American Institutes for Research

Propensity to Consent to Data Linkage: Experimental Evidence from the Innovation Panel on the Role of Three Survey Design Features
Jonathan Burton, University of Essex

Using Gain-Loss Framing to Ask Respondents for Consent to Link Survey and Administrative Data
Joseph Sakshaug, Institute for Employment Research

Interviewers’ Influence on Bias in Reported Income
Manfred Antoni, Institute for Employment Research

Using Administrative Records to Develop and Evaluate Measurement Error Associated with New Survey Items in Federal Collections
Celeste Stone, American Institutes for Research
Concurrent Session B
Thursday, May 15, 4:00 p.m. – 5:30 p.m.

Pre-Election Polling Methods
Moderator: Sarah Cho, SurveyMonkey
Location: Orange County 3 & 4

In Search of More Granular Likely-Voter Models for Low-Turnout Elections: A Look at a Sample of 2013 and 2014 Primary Elections
Julia Clark, Ipsos Public Affairs
Neale El-Dash, Ipsos Public Affairs
Clifford Young, Ipsos Public Affairs

Model-Based Survey Inference for Political Polling
Masahiko Aida, Civis Analytics

Pre-Election Polling in Afghanistan
Gary Langer, Langer Research Associates
Matthew Warshaw, ACSOR
Greg Holyk, Langer Research Associates
John Richardson, D3 Systems

Voting - A Memorable Decision?
Richard Ohrvall, Statistics Sweden
Mikaela Jarnbert, Statistics Sweden
# AAPOR Day-at-a-Glance

**Friday, May 16**

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<tr>
<th>Time</th>
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<th>Location</th>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td><strong>Committee Meetings</strong></td>
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<tr>
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<td>Financial Oversight Committee</td>
<td>Desert Springs</td>
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<td>Membership and Chapter Relations Committee</td>
<td>La Jolla</td>
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<td>Transparency Initiative Coordinating Committee</td>
<td>Los Angeles</td>
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<td>Big Data Task Force</td>
<td>Rancho Las Palmas</td>
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<td>Substantive and Methodological Balance Task Force</td>
<td>Newport Beach</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>Grand Ballroom</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>Grand Ballroom</td>
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<tr>
<td>7:30 a.m. – 4:30 p.m.</td>
<td>Registration Open</td>
<td>Platinum Registration</td>
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<tr>
<td>7:30 a.m. – 4:30 p.m.</td>
<td>Presentation Drop Off</td>
<td>Gold Key III</td>
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<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td><strong>Concurrent Sessions C</strong></td>
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<td>Session 1: Panel: Public Opinion and the Affordable Care Act</td>
<td>Platinum 1 &amp; 2</td>
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<td>Session 2: Public Opinion, Partisanship and Democratic Representation</td>
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<td>Session 3: Methodological Briefs: Survey Methods in Multinational, Multicultural and Multiregional Contexts</td>
<td>Platinum 4</td>
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<td>Session 4: Panel: Bridging Cultural Differences Beyond Questionnaire Translation: an Exploration of Research Methodology in Cross-Cultural Research Design with Multilingual Communities</td>
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# AAPOR Day-at-a-Glance

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<td>8:00 a.m. – 9:30 a.m.</td>
<td><strong>Concurrent Sessions C</strong> (continued)</td>
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<td><strong>Session 5:</strong> Panel: Practical Applications for Social Media in Survey Research</td>
<td>Platinum 7 &amp; 8</td>
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<td><strong>Session 6:</strong> Strategies for RARE Populations</td>
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<td><strong>Session 7:</strong> Questionnaire Design: Visual Design Effects and Data Quality Orange</td>
<td>Orange County 1 &amp; 2</td>
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<td><strong>Session 8:</strong> Satisficing, Response Burden and Data Quality</td>
<td>Orange County 3 &amp; 4</td>
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<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td><strong>Beverage Break in the Exhibit Hall</strong></td>
<td>Grand Ballroom</td>
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<td>10:00 a.m. – 11:30 a.m.</td>
<td><strong>Concurrent Sessions D</strong></td>
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<td><strong>Session 1:</strong> Data Collection Through Mobile and Electronic Devices</td>
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<td><strong>Session 2:</strong> Quienes Somos: Racial Identification, Social Conservatism and Religious Affiliation</td>
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<td><strong>Session 3:</strong> Panel: LGBT in Changing Times: Attitudes, Experiences and Growing Acceptance</td>
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<td><strong>Session 4:</strong> Panel: Geographic Information Systems (GIS) Methods and Tools for Survey Research</td>
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<td><strong>Session 5:</strong> Old Paradigms/ New Applications</td>
<td>Platinum 7 &amp; 8</td>
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<td><strong>Session 6:</strong> Panel: Reviewing and Revising Pre-Election Polling Methods: Insights from the Gallup Election Review</td>
<td>Platinum 9</td>
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## AAPOR Day-at-a-Glance

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<td><strong>Concurrent Sessions D</strong> (continued)</td>
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<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td><strong>Session 7:</strong> Panel: Paradata Applications in Production: The Challenges of Change</td>
<td>Orange County 1 &amp; 2</td>
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<tr>
<td>11:45 a.m. – 1:45 p.m.</td>
<td><strong>Presidential Address and Lunch</strong></td>
<td>Marquis Ballroom</td>
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<td>12:30 p.m. – 1:45 p.m.</td>
<td><strong>Committee Meetings</strong></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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<tr>
<td>1:45 p.m. – 3:15 p.m.</td>
<td><strong>Session 1:</strong> Cross-Cultural Survey Research</td>
<td>Platinum 1 &amp; 2</td>
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<tr>
<td>1:45 p.m. – 3:15 p.m.</td>
<td><strong>Session 2:</strong> Cell Phone Survey Sampling</td>
<td>Platinum 3</td>
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<td>1:45 p.m. – 3:15 p.m.</td>
<td><strong>Session 3:</strong> Voting Behavior and Political Participation</td>
<td>Platinum 4</td>
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<tr>
<td>1:45 p.m. – 3:15 p.m.</td>
<td><strong>Session 4:</strong> Task Forces and Committees II: Discussion of the AAPOR Bylaws Review and the Public Opinion and Leadership Task Force Report</td>
<td>Platinum 6</td>
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<tr>
<td>1:45 p.m. – 3:15 p.m.</td>
<td><strong>Session 5:</strong> Methodological Briefs: Questionnaire Design</td>
<td>Platinum 7 &amp; 8</td>
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<tr>
<td>1:45 p.m. – 3:15 p.m.</td>
<td><strong>Session 6:</strong> Panel: U.S. Public Opinion and the Economy</td>
<td>Platinum 9</td>
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<tr>
<td>1:45 p.m. – 3:15 p.m.</td>
<td><strong>Session 7:</strong> Developments in Cognitive Interviewing Methods</td>
<td>Orange County 1 &amp; 2</td>
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<tr>
<td>1:45 p.m. – 3:15 p.m.</td>
<td><strong>Session 8:</strong> Panel: The Dawn of ACA Implementation: Research Challenges and Early Data</td>
<td>Orange County 3 &amp; 4</td>
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# AAPOR Day-at-a-Glance

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<td>3:15 p.m. – 4:15 p.m.</td>
<td><strong>Dessert Break in the Exhibit Hall</strong>&lt;br&gt;Sponsored by RTI</td>
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<td></td>
<td><strong>Meet-the-Author Session</strong></td>
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<td>Paul Taylor&lt;br&gt;<em>The Next American</em>&lt;br&gt;(Public Affairs, 2014)</td>
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<td>Kumar Rao, Kirby Goidel, Maxwell Means, Angela Farizo&lt;br&gt;<em>Survey Practice</em>&lt;br&gt;(AAPOR)</td>
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<td><strong>Poster Session #2</strong></td>
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<td><strong>Demonstration Session #2</strong></td>
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<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td><strong>Speed Networking Session 1</strong></td>
<td>Platinum 5</td>
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<td>4:15 p.m. – 5:45 p.m.</td>
<td><strong>Concurrent Sessions F</strong></td>
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<td><strong>Session 1:</strong> Small Area Estimation</td>
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<td><strong>Session 2:</strong> Methodological Briefs: Survey Mode</td>
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<td><strong>Session 3:</strong> ResearchHack - Professional Development Session: Presentation of Team Research Proposals from Finalists</td>
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<td><strong>Session 4:</strong> Interviewer Observations and Interviewer Ratings</td>
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<td><strong>Session 5:</strong> Evaluating and Improving Quality of Measurement</td>
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<td><strong>Session 6:</strong> Exploring Public Opinion on Societal Issues</td>
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<td><strong>Session 7:</strong> Responsive Design Paradata Improve Quality</td>
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<td><strong>Session 8:</strong> Applications of Social Media to Survey Research</td>
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<tr>
<td>6:00 p.m. – 7:30 p.m.</td>
<td><strong>Student Meet &amp; Greet</strong></td>
<td>Platinum 10</td>
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<td>6:00 p.m.</td>
<td><strong>Dinner on your own</strong></td>
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<tr>
<td>6:00 p.m.</td>
<td><strong>Take Me Out to the Ballpark . . .</strong>&lt;br&gt;Anaheim Angels vs. Tampa Bay Rays (additional registration fee)</td>
<td>Outside the Ballroom Entrance by Platinum 1 (Bus will depart promptly at 6:00 p.m.)</td>
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Concurrent Session C
Friday, May 16, 8:00 a.m. – 9:30 p.m.

Panel: Public Opinion and the Affordable Care Act
Organizer and Moderator: Mollyann Brodie, Kaiser Family Foundation
Location: Platinum 1 & 2

Tracking Public Opinion on the Affordable Care Act: From Passage to Early Rollout of Coverage Expansions
Liz Hamel, Kaiser Family Foundation
Bianca DiJulio, Kaiser Family Foundation
Jamie Firth, Kaiser Family Foundation
Claudia Deane, Kaiser Family Foundation

The Affordable Care Act: When Political and Product Advertising Collide
Elizabeth Wilner, Kantar Media

The ACA: Americans React as the Law Moves From Policy Debate to Reality
Bill McInturff, Public Opinion Strategies

Messaging to the Uninsured About the Affordable Care Act
Tresa Undem, PerryUndem

Tracking Changes in Public Opinion of the Affordable Care Act
Katherine Carman, RAND
Concurrent Session C
Friday, May 16, 8:00 a.m. – 9:30 p.m.

Public Opinion, Partisanship and Democratic Representation

Moderator: Jennifer Agiesta, Associated Press
Location: Platinum 3

**Crashing the Grand Old Party’s Traditional Stances on Social Issues: The Effect of Issue Framing on Public Opinion in the Context of Conflicting Value Cues**
Ashley A. Koning, Rutgers University

**Forecast LA: What Public and Leadership Outlook Surveys Can Tell Us About the Region**
Brianne Gilbert, Loyola Marymount University - Center for the Study of LA
Fernando Guerra, Loyola Marymount University - Center for the Study of LA
Brittany Machado, Loyola Marymount University - Center for the Study of LA

Dmitriy Poznyak, Mathematica Policy Research
George Bishop, Former Professor, University of Cincinnati

**The Importance of the Liberal-Conservative Measure When Correlations with Partisanship are Strong**
Natalie Jackson, Huffington Post/Pollster.com

**A New Method for Gauging Public Opinion in the States: Aggregation of National RDD Surveys**
Bo MacInnis, Stanford University
Jon A. Krosnick, Stanford University
Concurrent Session C
Friday, May 16, 8:00 a.m. – 9:30 p.m.

Methodological Briefs: Survey Methods in Multinational, Multicultural and Multi-regional Contexts

Moderator: Ahuva Jacobowitz, NYC Department of Housing Preservation and Development
Location: Platinum 4

Who Is to Blame for Bribing, the Government or People?
Dato Tsabutashvili, Gallup, Inc.
Neli Esipova, Gallup, Inc.

Measuring Attitudes Toward Immigration Across Two Decades: Derivation of an Acceptance Score and Trend Analysis
Adriana Espinosa, The City College of New York
Glen Milstein, The City College of New York

Identifying Unauthorized Immigrants in Pew Research Center’s National Survey of Latinos
Mark H. Lopez, Pew Research Center
Ana Gonzalez-Barrera, Pew Research Center
Jeffrey S. Passel, Pew Research Center

Non-English Modes of Communicating Political Information: A Proposed Model on the Role of Language in Social Cognition
Alejandro Flores, The University of Chicago
Concurrent Session C
Friday, May 16, 8:00 a.m. – 9:30 p.m.

**Conducting a Longitudinal Survey with Drug Treatment Patients in Afghanistan: Methodological and Contextual Challenges**
Matthew Courser, AP-NORC Center for Public Affairs Research
Melissa Abadi, Pacific Institute for Research and Evaluation-Louisville Center
Stephen Shamblen, Pacific Institute for Research and Evaluation
Linda Young, Pacific Institute for Research and Evaluation
Knowlton Johnson, Pacific Institute for Research and Evaluation
Kirsten Thompson, Pacific Institute for Research and Evaluation-Louisville Center
Amanda Bajkowski, D3 Systems, Inc.

**Mixed-Method Assessment of Validity and Cross-Subgroup Comparability**
Kristen Miller, National Center for Health Statistics
Mitchell Loeb, National Center for Health Statistics

**Who is Your Neighbor? Sampling of Migrant Populations Using Population Clustering**
Inna Becher, Institute for Employment Research (IAB)
Concurrent Session C
Friday, May 16, 8:00 a.m. – 9:30 p.m.

Panel: Bridging Cultural Differences Beyond Questionnaire Translation: an Exploration of Research Methodology in Cross-Cultural Research Design with Multilingual Communities
Organizer and Moderator: Anna Sandoval Girón, American Institutes for Research
Location: Platinum 6

Differences Between Monolinguals and Bilinguals in Cognitive Processing of Survey Questions
Mandy Sha, RTI International
Hyunjoo Park, RTI International

School Concepts for Spanish Speaker Respondents: Improving Concept Validity in Surveys through Cognitive Interviews
Anna Sandoval Girón, American Institutes for Research

Adaptation of Standard Cognitive Interview Methodology for Use with Spanish-Speaking Respondents
Patricia Goerman, U.S. Census Bureau
Ryan King, U.S. Census Bureau

What Does the Satisfaction with Democracy Measure Mean to Respondents in Different Countries? How Cross-National Web Probing Can Contribute to Answering this Question
Dorothée Behr, GESIS – Leibniz Institute for the Social Sciences
Michael Braun, GESIS – Leibniz Institute for the Social Sciences

The Impact of Question Format and Respondent Background on Data Quality in a Health Survey
Aaron Maitland, Westat
Concurrent Session C
Friday, May 16, 8:00 a.m. – 9:30 p.m.

Panel: Practical Applications for Social Media in Survey Research

Organizer: Joe Murphy, RTI International
Moderator: Paul Harwood, Twitter
Location: Platinum 7 & 8

Is Shooting Fish in a Barrel a Good Thing? Using Social Media and Search Engines to Recruit Respondents for Self-Administered Surveys and Pretesting
Michael J. Stern, NORC at the University of Chicago

A Virtual Focus Group? Using Social Media Sentiment Analysis Techniques to Improve Questionnaire Design
Christine Pierce, The Nielsen Company

Contacting Sample Members by Facebook or Email: What Works?
Bryan Rhodes, RTI International

Reporting Data in the Social Media World
Casey Tesfaye, American Institute of Physics

The Sociality Hierarchy and the Future of Social Media and Survey Research
Craig A. Hill, RTI International
Concurrent Session C
Friday, May 16, 8:00 a.m. – 9:30 p.m.

Strategies for RARE Populations
Moderator: Curtiss Cobb, Facebook
Location: Platinum 9

Locating Rare Populations Using Social Media: Twitter and Persons Displaced by Hurricane Sandy
Martin Barron, NORC at the University of Chicago
Trevor Tompson, NORC at the University of Chicago
Jennifer Benz, NORC at the University of Chicago

Effective Survey Sampling of Rare Subgroups: Probability-Based Sampling Using Split-Frames with Listed Households
Mansour Fahimi, GfK

Efficient Dynamic Venue-Based Sampling Designs for Hard-to-Reach Populations
Ronaldo Iachan, ICF International
Tonja Kyle, ICF International

Utilizing Cell Phone Rate Center Information in Targeting Low Income Populations
Eran N. Ben-Porath, SSRS/Social Science Research Solutions
David Dutwin, SSRS/Social Science Research Solutions
Mollyann Brodie, The Kaiser Family Foundation

Targeting Hard-to-Reach, Lower SES Respondents in an Experimental ABS Design
Robyn Rapoport, SSRS/Social Science Research Solutions
Rebekah Gould, Oregon Health Authority
David Dutwin, SSRS/Social Science Research Solutions
Concurrent Session C
Friday, May 16, 8:00 a.m. – 9:30 p.m.

Questionnaire Design: Visual Design Effects and Data Quality

Moderator: Diane Burkom, Battelle Memorial Institute
Location: Orange County 1 & 2

Impact of Response Scale Direction on Survey Responses in Web and Mobile Web surveys
Florian Keusch, University of Michigan
Ting Yan, University of Michigan
Saram Han, University of Michigan
Lirui He, University of Michigan

The Whole is More than the Sum of its Parts: Understanding Item Nonresponse in Self-Administered Surveys
Alian Kasabian, University of Nebraska-Lincoln
Jolene Smyth, University of Nebraska-Lincoln
Kristen Olson, University of Nebraska-Lincoln

The Effect of CATI Questionnaire Design Features on Response Timing
Kristen Olson, University of Nebraska-Lincoln
Jolene Smyth, University of Nebraska-Lincoln

Improving Federal Forms with User Experience Testing and Eye Tracking
Jennifer Romano Bergstrom, Fors Marsh Group
Jonathan Strohl, Fors Marsh Group
Andrew Hale, Fors Marsh Group
Sarah Keaton, Fors Marsh Group

Examining the Use of Visual Grouping to Reduce Skip Pattern Errors
Rebecca J. Powell, University of Nebraska-Lincoln
Concurrent Session C

Friday, May 16, 8:00 a.m. – 9:30 p.m.

Satisficing, Response Burden and Data Quality

**Moderator:** Emily Geisen, RTI International

**Location:** Orange County 3 & 4

- **Instant Interactive Feedback in Grid Questions:** Reminding Web Survey Respondents of Speeding and Nondifferentiation
  - Tanja Kunz, Darmstadt University of Technology
  - Marek Fuchs, Darmstadt University of Technology

- **Respondents Playing Fast and Loose?: Antecedents and Consequences of Respondent Speed of Completion**
  - Randall K. Thomas, GfK Custom Research, LLC
  - Frances M. Barlas, GfK Custom Research, LLC

- **Response Burden: What Predicts It and Who are Burdened Out?**
  - Ting Yan, Institute for Social Research, University of Michigan
  - Shirley Tsai, U.S. Bureau of Labor Statistics

- **The Effects of Splitting Long Surveys Into Two**
  - Annie Pettit, Peanut Labs
Concurrent Session D
Friday, May 16, 10:00 a.m. – 11:30 p.m.

Data Collection Through Mobile and Electronic Devices

Moderator: Edward Johnson, SSI
Location: Platinum 1 & 2

Mixed-Devices in a Probability Based Panel Survey - Effects on Survey Measurement Error
Peter Lugtig, Utrecht University, Department of Methods and Statistics
Vera Toepoel, Utrecht University, Department of Methods and Statistics

Recruitment and Retention of a Passive Mobile Panel
Robert DeHaan, The Nielsen Company
Kim Main, The Nielsen Company

Use of Smartphones to Collect Information about Health Behaviors: A Feasibility Study
Sean Hu, Centers for Disease Control and Prevention
Naomi Freedner, ICF International
Piper DuBray, ICF International
Shanta R. Dube, Georgia State University, School of Public Health

Preferences and Attitudes Toward Use of Electronic Devices for the 2020 Census
Mandy Sha, RTI International
Emily Geisen, RTI International
Murrey Olmsted, RTI International
Elizabeth Nichols, U.S. Census Bureau
Tim Flanigan, RTI International
Georgina McAvinchey, RTI International
Sabin Lakhe, U.S. Census Bureau

The Generational Technology Divide and Implications for Smartphone Data Collection
Michael W. Link, The Nielsen Company
Shu Duan, The Nielsen Company
Kelly Bristol, The Nielsen Company
Jennie Lai, Independent Consultant
Concurrent Session D  
Friday, May 16, 10:00 a.m. – 11:30 p.m.

Quienes Somos: Racial Identification, Social Conservatism and Religious Affiliation  
**Moderator:** Rich Clark, Castleton College  
**Location:** Platinum 3

- **Evaluating Race and Hispanic Origin in Administrative Records Relative to the 2010 Census and 2010 American Community Survey**  
  Sonya Rastogi, U.S. Census Bureau  
  James Noon, U.S. Census Bureau  
  Renuka Bhaskar, U.S. Census Bureau  
  Ellen Zapata, U.S. Census Bureau

- **Half the Story: Hispanic Representation on Online Panels**  
  Jordon Peugh, SSRS/Social Science Research Solutions  
  David Dutwin, SSRS/Social Science Research Solutions

- **How Socially Conservative Are Latinos? The Shifting Landscape of Latino Opinion**  
  Carolyn Funk, Pew Research Center  
  Jessica H. Martinez, Pew Research Center  
  Mark H. Lopez, Pew Research Center

- **The Generation Gap: Social and Religious Change Among Latinos**  
  Jessica H. Martinez, Pew Research Center  
  Carolyn Funk, Pew Research Center
Concurrent Session D
Friday, May 16, 10:00 a.m. – 11:30 p.m.

Panel: LGBT in Changing Times: Attitudes, Experiences and Growing Acceptance

Organizer: Murray Edelman, Edelman Research
Moderator: Jill E. Darling, Dept. of Veteran’s Affairs, Greater Los Angeles Healthcare System
Location: Platinum 4

Political Party, Gender and Permissiveness: Understanding Attitudes Towards Same-Sex Marriage
S. Kelley, Yale University
C. Kelley, Yale University

Pew Studies of the LGBT Population and Attitudes Toward Them in 39 Countries
Scott Keeter, Pew Research Center

The Political Consequence of LGBT Identity and Consciousness
Ken Sherrill, Hunter College, CUNY
Andrew Flores, University of California, Riverside

The Change in Attitudes Toward LGBT Through Surveys and in Personal Experience
Murray Edelman, Edelman Research
Concurrent Session D
Friday, May 16, 10:00 a.m. – 11:30 p.m.

Organizer: Joseph P. McMichael, RTI International
Moderator: Charles DiSogra, Abt SRBI
Location: Platinum 6

Using GIS-Based Modeling to Understand the Potential for Response Bias in a Web Survey
Ned English, NORC at the University of Chicago
Lee Fiorio, NORC at the University of Chicago
Michael Stern, NORC at the University of Chicago

Geoscreening: Effective Use of Locator Services in Survey Recruitment
Timothy Michalowski, Abt SRBI
Dara Seidl, Abt SRBI

Coverage Comparison of Various Methods of Using the Postal Frame for Face to Face Surveys
Stephanie Eckman, Department of Sociology, University of Mannheim

The Use and Limitations of Ground Captured GPS Coordinates for Address-Based Samples and In-Person Surveys
Joseph McMichael, RTI International
Jamie Ridenhour, RTI International
Michael Keating, RTI International
Karol Krotki, RTI International

Putting GIS on the Survey Research Map: Exploring Geoinformatics Principles for Enhancing Sample Survey Design and Analysis
Trent D. Buskirk, Marketing Systems Group (MSG)
Dennis Dalbey, Marketing Systems Group (MSG)
Nathaniel Bordy, Marketing Systems Group (MSG)
John Zabrenski, Marketing Systems Group (MSG)
Concurrent Session D
Friday, May 16, 10:00 a.m. – 11:30 p.m.

Old Paradigms/New Applications

Moderator: John Kennedy, Indiana University Center for Survey Research
Location: Platinum 7 & 8

Exact Replication of Question Design Experiments From Schuman & Presser
Henning Silber, Stanford University
Jon A. Krosnick, Stanford University
Tobias H. Stark, Stanford University
Annelies G. Blom, University of Mannheim

Nonresponse Error in a Total Survey Error Context
Cong Ye, American Institutes for Research
Roger Tourangeau, Westat

Experiment Designs in Population-Based Survey: How Much Have We Learned about Between- and Within-Subjects Designs?
Bo MacInnis, Stanford University
Jon A. Krosnick, Stanford University

Is Social Exchange Theory Still Relevant for Explaining Why People Respond to Surveys?
Don A. Dillman, Washington State University

A New Paradigm for Survey Methodology: Replacing Static Quality Concepts by a Modern Process Quality Perspective
Peter Ph. Mohler, University of Mannheim Germany
Concurrent Session D
Friday, May 16, 10:00 a.m. – 11:30 p.m.

Panel: Reviewing and Revising Pre-Election Polling Methods: Insights From the Gallup Election Review

Organizer: Michael W. Traugott, University of Michigan
Moderator: Dan Merkle, ABC News
Location: Platinum 9

Likely Voter Modeling in Pre-Election Polls
Michael W. Traugott, University of Michigan

Question Wording Experiments to Minimize Overreporting of Expected Vote
Frank M. Newport, Gallup, Inc.

Mode Differences in Pre-Election Poll Estimates of Voting
Michael W. Traugott, University of Michigan

A Comparison of Pre-Election and Post-Election Self-Reports of Voting
Frank M. Newport, Gallup, Inc.
Concurrent Session D  
Friday, May 16, 10:00 a.m. – 11:30 p.m.

Panel: Paradata Applications in Production: The Challenges of Change
Organizer and Moderator: Andy Peytchev, RTI International  
Location: Orange County 1 & 2

Incorporating Paradata Metrics into Daily Survey Management  
Barbara C. O’Hare, U.S. Census Bureau  
Tamara S. Adams, U.S. Census Bureau  
John A. Wilen, U.S. Census Bureau

Use of Response Propensity Scores to Direct CAPI Field Activity  
Jamey Christy, U.S. Census Bureau

Improving Telephone Survey Data Quality With Real-Time Access to Paradata  
Andy Weiss, Abt SRBI

Challenges of Implementing Adaptive Design Strategies in Production Settings for Large Records in an Establishment Survey  
Melissa Mitchell, USDA National Agricultural Statistics Service  
Kathy Ott, USDA National Agricultural Statistics Service  
Jaki McCarthy, USDA National Agricultural Statistics Service

Using Paradata to Identify and Remove Vacant Housing Units from In-Person or Telephone Follow-Up Interviews  
Geoffrey Jackson, U.S. Census Bureau
Concurrent Session D

Friday, May 16, 10:00 a.m. – 11:30 p.m.

Public Opinion: Theory, Effects and Measurement

Moderator: Kathy Frankovic, Consultant
Location: Orange County 3 & 4

Two Sides to Every Story: What Happens When Public Opinion and Expert Opinion Conflict?
David L. Vannette, Stanford University
Sean J. Westwood, Stanford University

Online Opinion Climate and Individuals’ Willingness To Express: A Test of the Spiral of Silence Theory in China
Shuning Lu, University of Texas at Austin
Baohua Zhou, Fudan University

WITHDRAWN

Mini-Publics and Public Opinion: A Survey-Based Experiment
Shelley Boulianne, Grant MacEwan University

Potential Effects of Government Shut Down on the Federal Statistical System
Jennifer Hunter Childs, U.S. Census Bureau
Ryan King, U.S. Census Bureau

Debunking the Myth of American Isolationism
Dina Smeltz, The Chicago Council on Global Affairs
Greg Holyk, Langer Research
Concurrent Session E
Friday, May 16, 1:45 p.m. – 3:15 p.m.

Cross-Cultural Survey Research

Moderator: Holly Matulewicz, Mathematica Policy Research
Location: Platinum 1 & 2

Which Language Should We Use for Interview in Multi-Linguistic Environment – Results of Comparative Experiments
Anna Andreenkiva, CESSI (Institute for Comparative Social Research)

Assessing Translations: How Do Backtranslation and Committee Approach Compare
Alisu Schoua-Glusberg, Research Support Services
Ana Villar, City University

Utility of Nonverbal Behavior Coding for Detecting Comprehension Difficulties Across Race/Ethnic Groups
Timothy P. Johnson, University of Illinois at Chicago, Survey Research Laboratory
Allyson Holbrook, University of Illinois at Urbana-Champaign
Sharon Shavitt, University of Illinois at Chicago, Survey Research Laboratory
Marina Stavrakantonaki, University of Illinois at Chicago, Survey Research Laboratory
David Sterrett, University of Illinois at Chicago, Survey Research Laboratory
Young I. Cho, University of Wisconsin-Milwaukee
Noel Chavez, University of Illinois at Chicago
Concurrent Session E
Friday, May 16, 1:45 p.m. – 3:15 p.m.

Measuring Culture Across Racial and Ethnic Groups in the U.S.: Exploring Challenges and Solutions
Allyson L. Holbrook, Survey Research Laboratory, University of Illinois at Chicago
David Sterrett, University of Illinois at Chicago, Survey Research Laboratory
Marina Stavrakantonaki, University of Illinois at Chicago, Survey Research Laboratory
Timothy P. Johnson, University of Illinois at Chicago, Survey Research Laboratory
Sharon Shavitt, University of Illinois at Chicago, Survey Research Laboratory
Young I. Cho, University of Wisconsin-Milwaukee
Noel Chavez, University of Illinois at Chicago
Saul Weiner, University of Illinois at Chicago

Why Do We Need Translated Questionnaires? Insights from a Large-Scale Study of Muslims and Christians
Inna Becher, Institute for Employment Research (IAB)
Concurrent Session E
Friday, May 16, 1:45 p.m. – 3:15 p.m.

Cell Phone Survey Sampling

**Moderator:** Eran Ben-Porath, SSRS/Social Science Research Solutions  
**Location:** Platinum 3

**Exploring the Impact of Various Control Total Sources for Adjusting for the Cell-Only Population in the California Health Interview Survey**

- Ismael Flores Cervantes, Westat
- Matt Jans, UCLA Center for Health Policy Research
- Trent D. Buskirk, Marketing Systems Group

**Strategies for Increasing Efficiency of Cellular Telephone Samples**

- William Robb, ICF International
- Kurt Peters, ICF International
- Joshua Brown, ICF International
- Ashley Mark, ICF International
- Naomi Freedner, ICF International
- Cristine Delnevo, Rutgers University
- Daniel A. Gundersen, Rutgers University

**Cell Phone Surveying in the Middle East**

- John Lee Pratt Holmes, Qatar University Social and Economic Survey Research Institute
- Abdoulaye Diop, Qatar University Social and Economic Survey Research Institute
- Kien Le, Qatar University Social and Economic Survey Research Institute
- Elmoqiera Fadlallah Elsaye Elawad, Qatar University Social and Economic Survey Research Institute
- Isam Mohamed Abdelhameed, Qatar University Social and Economic Survey Research Institute
- Anis Miladi, Qatar University Social and Economic Survey Research Institute
Concurrent Session E
Friday, May 16, 1:45 p.m. – 3:15 p.m.

Comparing Landline and Cell Phone Samples in the Survey of Consumer Attitudes
Li Jiang, University of Michigan
Charley Jiang, University of Michigan
James M. Lepkowski, University of Michigan
Richard Curtin, University of Michigan
Dan Zahs, University of Michigan

Localized Cell Phone Samples Utilizing Billing Zip Code and Rate Center Information: A Hybrid Approach
David Dutwin, Social Science Research Solutions
Alisha Simon, Minnesota Department of Health
Kathleen Call, University of Minnesota
Stefan Gildemeister, Minnesota Department of Health
Concurrent Session E
Friday, May 16, 1:45 p.m. – 3:15 p.m.

Voting Behavior and Political Participation
Moderator: Stephanie Kafka, Gallup, Inc.
Location: Platinum 4

The People in Your Neighborhood: How Political Minority Status Affects Political Participation
J. Quin Monson, Brigham Young University
Chris Karpowitz, Brigham Young University
Lindsay Nielson, University of California, San Diego
Kelly D. Patterson, Brigham Young University
Steve Snell, Princeton University

Ideological Congruence in Times of Economic Crisis
Ioannis Andreadis, Aristotle University of Thessaloniki, University of Michigan
Eva H. Önnudóttir, CDSS/Mannheim University
Viktor Orri Valgarðsson, University of Iceland

The Politics of U.S. Asians
Lydia Saad, Gallup, Inc.
Andrew Dugan, Gallup, Inc.

Attitudes and Ambivalence Toward Political Candidates: An Asymmetric Nonlinear Approach
Drew Allen, City University of New York
Concurrent Session E
Friday, May 16, 1:45 p.m. – 3:15 p.m.

Task Forces and Committees II:
Discussion of AAPOR Bylaws Review and the Public Opinion and Leadership Task Force Report

Location: Platinum 6

Bylaws Review Ad Hoc Committee
Jennie Lai, Google, Co-chair
Paul J. Lavrakas, Independent Consultant, Co-chair

Public Opinion and Leadership Task Force
Frank M. Newport, Gallup, Inc., Co-chair
Robert Y. Shapiro, Columbia University, Co-chair
Concurrent Session E
Friday, May 16, 1:45 p.m. – 3:15 p.m.

Methodological Briefs: Questionnaire Design

Moderator: Igor Himelfarb, Educational Testing Service
Location: Platinum 7 & 8

Measurement Properties of Brief “Big Five” Personality Instrumentation
Matthew DeBell, Stanford University
Ted Brader, University of Michigan
Simon Jackman, Stanford University
Catherine Wilson, 23andMe

Using Paradata to Predict Interviewers’ Likelihood to Take Question-Reading Shortcuts
Jennifer Kelley, University of Michigan
Zeina Mneimneh, University of Michigan

The Utility of Unbalanced Bipolar or Shortened-Range Response Scales in Testing Change in Attitudes, Opinions and Ratings: a Simulation Study
Sonja Ziniel, Boston Children’s Hospital, Harvard Medical School
Al Ozonoff, Boston Children’s Hospital, Harvard Medical School

A General Survey Measure of the Need for Closure
Eike Mark Rinke, University of Mannheim

‘Good Respondent, Bad Respondent’? Assessing Response Quality in Internet Surveys
Antje Kirchner, Survey Research and Methodology (SRAM)
Rebecca J. Powell, Survey Research and Methodology (SRAM)

The Effects of Cover Images on Participation and Reports in Mail Surveys
Mathew Stange, University of Nebraska-Lincoln
The Effects of Response Option Changes on Response and Data Quality
Cong Ye, American Institutes for Research
Jill Watson, American Institutes for Research
Rebecca Medway, American Institutes for Research

Using Motivating Prompts to Increase Responses to Open-ended Questions in Mixed-Mode Surveys: Further Evidence on Where the Prompt Should Be Placed
Glenn D. Israel, University of Florida
Concurrent Session E
Friday, May 16, 1:45 p.m. – 3:15 p.m.

Panel: U.S. Public Opinion and the Economy
Organizer and Moderator: Janet L. Streicher, Citibank
Location: Platinum 9

Community Development Stakeholder Data: Exploring Local Community Conditions, Economic Inclusion and Emerging Issues
Barbara J. Robles, Board of Governors of the Federal Reserve System

The New American Economy
Erica Seifert, Greenberg, Quinlan and Rosner Research

The Course and Correlates of Consumer Sentiment 1985-2014
Gary Langer, Langer Research

The Current and Future Impact of Millennials on the US Economy
Paul Taylor, Pew Center for the People and the Press

Adjusting, Organizing, and Fortifying Personal Finances in a New American Economy: 2009 to 2014
Janet L. Streicher, Citibank
Concurrent Session E
Friday, May 16, 1:45 p.m. – 3:15 p.m.

Developments in Cognitive Interviewing Methods
Moderator: Danielle Battle, American Institutes for Research
Location: Orange County 1 & 2

Crowdsourcing in the Cognitive Interviewing Process
Joe Murphy, RTI International
Michael Keating, RTI International

Reliability in Qualitative Research: Now What Does That Question Mean to You?
Darby Steiger, Westat
David Cantor, Westat
Aaron Maitland, Westat
Martha Stapleton, Westat

Using Cognitive Interviews to Test Behaviorally Specific Questions on Rape and Sexual Assault
David Cantor, Westat
Darby Steiger, Westat
Shannan Catalano, Bureau of Justice Statistics
Kay Ricci, University of Nebraska-Lincoln, UNL Gallup Research Center
Reanne Townsend, University of Maryland - JPSM

Enumerating Persons with No Address in an Address-Based Census
Katherine R. Kenward, Research Support Services, Inc.
Eleanor R. Gerber, Research Support Services, Inc.
Alisu Schoua-Glusberg, Research Support Services, Inc.
Patricia Goerman, U.S. Census Bureau
Murrey Olmsted, RTI International

Qualitative Testing of the 2016 Canadian Census of Agriculture Questionnaire
Diane Fournier, Statistics Canada
Concurrent Session E

Friday, May 16, 1:45 p.m. – 3:15 p.m.

Panel: The Dawn of ACA Implementation: Research Challenges and Early Data

Organizer: Robyn Rapoport, SSRS/Social Science Research Solutions
Moderator: Stephen Blumberg, National Center for Health Statistics, CDC
Location: Orange County 3 & 4

Measuring Health Coverage in Surveys Post-Reform
Joanne Pascale, U.S. Census Bureau

Familiarity with ACA Provisions and Understanding of Personal Impact on the Eve of Health Reform
Alisha Baines Simon, Minnesota Department of Health
Stefan Gildemeister, Minnesota Department of Health
Kathleen Thiede Call, University of Minnesota

Tracking the Experience of U.S. Adults In the Affordable Care Act’s Marketplaces: The Commonwealth Fund Affordable Care Act Tracking Surveys, 2013-2014
Sara R. Collins, The Commonwealth Fund
Petra W. Rasmussen, The Commonwealth Fund
Robyn Rapoport, SSRS/Social Science Research Solutions

Interviewing California’s Uninsured on the Eve of Open Enrollment: The Kaiser Family Foundation 2013 Baseline Survey
Mollyann Brodie, Kaiser Family Foundation
Liz Hamel, Kaiser Family Foundation
Claudia Deane, Kaiser Family Foundation

The Implications of ACA-Related Research Completed to Date; Next Steps in Assessing the Impact of This Epic Reform
Stephen Blumberg, National Center for Health Statistics,
Center for Disease Control
Poster Session 2
Friday, May 16, 3:15 p.m. – 4:15 p.m.

Location: Grand Ballroom

1. The Structure of Foreign Policy Attitudes Redux: Cross-National Evidence
   Timothy B. Gravelle, University of Essex & PriceMetrix Inc.

2. Use of the Massachusetts Health Insurance Exchange in Three Distinct Boston Neighborhoods
   Jessica L. LeBlanc, Center for Survey Research, University of Massachusetts Boston
   Anthony M. Roman, Center for Survey Research, University of Massachusetts Boston
   Philip S. Brenner, Department of Sociology, University of Massachusetts Boston
   Naa Oyo A. Kwate, Rutgers University

3. Gender and Abortion Attitudes: Making Sense of the Null Relationship
   Steven E. Barkan, University of Maine

4. Cognitive Interviews of Veterans for the Gulf War Era Cohort and Biorepository Project
   Julie C. Linville, Social & Scientific Systems, Inc.
   Karen Goldstein, Department of Veterans Affairs Medical Center
   Rebecca B. McNeil, Department of Veterans Affairs Medical Center
   Dawn T. Provenzale, Department of Veterans Affairs Medical Center
   Catherine M. Thomas, Department of Veterans Affairs Medical Center
   Corrine I. Voils, Department of Veterans Affairs Medical Center

5. Evaluation of Nonresponse Bias in a Cohort Study of World Trade Center Terrorist Attack Survivors
   Shengchao Yu, New York City Department of Health and Mental Hygiene
   Robert Brackbill, New York City Department of Health and Mental Hygiene
   Steven Stellman, New York City Department of Health and Mental Hygiene
   Sharon Ghuman, New York City Department of Health and Mental Hygiene
   Mark R. Farfel, New York City Department of Health and Mental Hygiene
Poster Session 2
Friday, May 16, 3:15 p.m. – 4:15 p.m.

6. Do You Really Love Your Neighbor?: A Comparative Analysis of Religious Tolerance in Two Democracies
   Austin Countryman, University of Nebraska-Lincoln
   Caitlin E. Deal, University of Nebraska-Lincoln
   Allan L. McCutcheon, University of Nebraska-Lincoln

7. Pairing a Qualitative Assessment and MaxDiff Surveys to Improve Gate Area Comfort at Seattle-Tacoma International Airport
   Mark E. Vande Kamp, Port of Seattle

8. Societal Inequality and Individual Well-Being: Results from 96 Societies and 300,000 Individuals, 1981-2008
   Jonathan Kelley, International Survey Center and University of Nevada, Reno
   Mariah D. Evans, University of Nevada, Reno

9. Capturing Minority Populations in Telephone Surveys: Experiences from the Ohio Medicaid Assessment Survey Series
   Bo Lu, College of Public Health, The Ohio State University
   Timothy Sahr, Ohio Colleges of Medicine Government Resource Center
   Marcus Berzofsky, RTI International
   Amy Ferketich, The Ohio State University
   Jamie Ridenhour, RTI International
   Rachel Tumin, Ohio Colleges of Medicine Government Resource Center

    Kirstin W. Scott, Harvard University
    Robert J. Blendon, Harvard School of Public Health

    Mengyang Wang, University of Nebraska-Lincoln
Poster Session 2
Friday, May 16, 3:15 p.m. – 4:15 p.m.

12. Nonresponse Bias Analysis in a Genetics Sub-Study Among Reserve and National Guard Soldiers
   Christine Cowles, Abt SRBI, Inc.
   Mark Morgan, Abt SRBI, Inc.

13. The Impact of Using Cell Phone Zip Code Matching: The Case of Boston
   Marilyn Wilkinson, Abt SRBI, Inc.
   Dennis Daly, Abt SRBI, Inc.
   Barbara Fernandez, Abt SRBI, Inc.
   Dan Dooley, Boston Public Health Commission

14. FIFA 2022: The Issue of Migrant Workers in the Arab Gulf Countries
   Abdoulaye Diop, Social and Economic Survey Research Institute (SESRI)
   Kien T. Le, Social and Economic Survey Research Institute (SESRI)
   John Lee Pratt Holmes, Social and Economic Survey Research Institute (SESRI)
   Sara Ali Ahmed Zikri, Social and Economic Survey Research Institute (SESRI)
   Mohammed Hassan M.T. Al Subaey, Social and Economic Survey Research Institute (SESRI)
   Semsai Al-Ali Mustafa, Social and Economic Survey Research Institute (SESRI)

15. Introducing Bias – An Evaluation of a Referendum Ballot
   Mikael Gilljam, Department of Political Science, University of Gothenburg
   Sebastian Lundmark, University of Gothenburg

   Samuel Solomon, D3 Systems
   David Peng, D3 Systems

17. Examination of Order Effects on the Presidential Candidate Trait Items of the ANES and the Importance of Context: Partisanship, Trait and Candidate
   Vasiliki-Maria Agalioti-Sgompou, Institute for Social and Economic Research
Poster Session 2
Friday, May 16, 3:15 p.m. – 4:15 p.m.

18. From Bully to the Boss: Governor Chris Christie’s Post-Sandy Stardom and the 2013 New Jersey Gubernatorial Election
Ashley A. Koning, Rutgers University
David P. Redlawsk, Rutgers University

19. A Nation Divided: Polling Results and the Political Division of the American Public
Evan Welty, Northern Arizona University

20. Perceptions of Marcellus Shale (MS) Drilling as Economic Opportunity, Environmental Threat or Both? Socio-Demographic Profiles and Relationships with Environmental Attitudes /Behaviors in the General Population and Among Residents of a High MS Activity
Scott Beach, University of Pittsburgh, University Center for Social & Urban Research
Janet Schlarb, University of Pittsburgh
Bernard Goldstein, University of Pittsburgh

Christopher P. Borick, Muhlenberg College Institute of Public Opinion
Barry G. Rabe, University of Michigan

22. Development of a Survey Tool to Assess Climate on Campuses
Sowmya Anand, Survey Research Laboratory
Linda Owens, Survey Research Laboratory

23. The Cannabis Debate in Mexico: Prohibition or Legalization?
Diana Paola Penagos Vasquez, Parametria SA de CV
Francisco Abundis Luna, Parametria SA de CV
Jose Alberto Vera, Parametria SA de CV
Poster Session 2

Friday, May 16, 3:15 p.m. – 4:15 p.m.

24. Civil Liberties and Security: The Public’s Contrasting Values and Policy Preferences
   Jennifer Benz, AP-NORC Center for Public Affairs Research
   Daniel Malato, AP-NORC Center for Public Affairs Research
   Trevor Tompson, AP-NORC Center for Public Affairs Research
   Jennifer Agiesta, The Associated Press
   Becky Reimer, AP-NORC Center for Public Affairs Research
   Dennis Junius, The Associated Press

25. Domestic Hyperpartisanship and Foreign Policy Attitudes
   Gregory Holyk, Langer Research Associates
   Dina Smeltz, Chicago Council on Global Affairs

26. What School Do I Choose?: Determining the Accuracy of Self-Reported Data with Administrative Data
   Patrick Stark, American Institutes for Research
   Jeremy Redford, American Institutes for Research

27. Evaluation of Nonresponse Bias in a Survey of Public Trust Towards Official Statistics and Attitudes Towards Use of Administrative Records
   Rajesh Srinivasan, Gallup, Inc.
   Manas Chattopadhyay, Gallup, Inc.
   Morgan Earp, U.S. Bureau of Labor Statistics
   Ryan W. King, U.S. Census Bureau
28. Predictors of Response Rate Among Poor Populations of Developing Countries: Results from the Baseline Evaluation of Salud Mesoamérica 2015
Ali H. Mokdad, Institute for Health Metrics and Evaluation, University of Washington
Marielle C. Gagnier, Institute for Health Metrics and Evaluation, University of Washington
K. Ellicott Colson, Institute for Health Metrics and Evaluation, University of Washington
Erin Palmisano, Institute for Health Metrics and Evaluation, University of Washington
Alexandra Schaefer, Institute for Health Metrics and Evaluation, University of Washington
Brent Anderson, Institute for Health Metrics and Evaluation, University of Washington
Annie Haakenstad, Institute for Health Metrics and Evaluation, University of Washington
Bernardo Hernández Prado, Institute for Health Metrics and Evaluation, University of Washington
Rafael P. Lozano, Institute for Health Metrics and Evaluation, University of Washington

29. Voices of the Democracy Over 75 Years
Lois Timms-Ferrara, Roper Center for Public Opinion Research
Robert Petrin, Ipsos
Chris Jackson, Ipsos
David Kolarik, Ipsos

30. Changing Horses (or Sources) Midstream: Comparing Variance in Different Sample Sources Over Time in a Blended Sample Online Survey
Zachary Lewis, Ipsos
Robert Petrin, Ipsos
Chris Jackson, Ipsos
David Kolarik, Ipsos

31. Seasoned vs. Fresh: A Comparison of Political Opinion Survey Panel Respondents
Catherine Wilson, 23andMe
Matthew DeBell, Stanford University
### Poster Session 2

**Friday, May 16, 3:15 p.m. – 4:15 p.m.**

32. **Cognitive Interviewing to Explore Perceived Question Sensitivity in the Kingdom of Saudi Arabia**  
Kristen L. Cibelli, *Program in Survey Methodology, University of Michigan*  
Zeina Mneimneh, *University of Michigan*  
Mona Shahab, *Prince Salman Center for Disability Research*  
Yasmin Altwaijri, *King Faisal Specialist Hospital and Research Center*

33. **Understanding Consent for Physical Measurements, Biomarker Collection and Administrative Data Linkage in the Health and Retirement Study**  
Colleen McClain, *Michigan Program in Survey Methodology*  
Sunghee Lee, *Michigan Program in Survey Methodology*  
Jessica Faul, *University of Michigan Research Center*

34. **Drowning In a Sea of Regulation: Perception or Reality and the Policy Implications of Finding the Truth**  
Debbie Borie-Holtz, *Rutgers University*  
Stuart Shapiro, *Rutgers University*

35. **Giving It Your All: How Response Formats Affect Measures of Donation to Causes**  
Frances M. Barlas, *GfK Custom Research*  
Randall K. Thomas, *GfK Custom Research*

36. **Interviewer’s Arguments to Persuade Potential CATI Respondents**  
Yfke Ongena, *University of Groningen*  
Marieke Haan, *University of Groningen*
Demonstration Session #2
Friday, May 16, 3:15 p.m. – 4:15 p.m.

Location: Grand Ballroom

The Impact of Methodological Changes on the Comparability of Estimates Across Years in the California Health Information Survey
YuChing Yang, UCLA Center for Health Policy Research
Hongjian Yu, UCLA Center for Health Policy Research
Ninez A. Ponce, UCLA Center for Health Policy Research

Roper Center: Archiving Services and Access Tools
Marc Maynard, Roper Center for Public Opinion Research
Lois Timms-Ferrara, Roper Center for Public Opinion Research
Concurrent Session F
Friday, May 16, 4:15 p.m. – 5:45 p.m.

Small Area Estimation

**Moderator:** Larry Luskin, *ICF International*

**Location:** Platinum 1 & 2

**Review of Methodological and Practical Developments in Small-Area Estimation**
Stanislav Kolenikov, *Abt SRBI*

**Comparison of Small Area Estimation Methods for Use by the Behavioral Risk Factor Surveillance System**
Carol A. Gotway Crawford, *Centers for Disease Control*

**Small-Area Estimation of Ineligible Sample Units in a Household Sample Frame**
Josué De La Rosa, *U.S. Census Bureau*
Timothy L. Kennel, *U.S. Census Bureau*

**Simulating Populations to Evaluate Survey Estimates**
William Rene Waldron, *The Nielsen Company*
Brian Wells, *University of Michigan*
Yimei Fan, *University of Maryland*

**Assessing the Impact of Recent Increases in NHIS Sample Size on Small Area Estimation of Wireless-Only Prevalence**
Stephen J. Blumberg, *National Center for Health Statistics*
Nadarajasundaram Ganesh, *NORC at the University of Chicago*
Concurrent Session F
Friday, May 16, 4:15 p.m. – 5:45 p.m.

Methodological Briefs: Survey Mode
Moderator: Deborah Griffin, U.S. Census Bureau
Location: Platinum 3

**Pre-Notification Strategies for Mixed-Mode Data Collection**
Lisa Holland, *Survey Research Center, University of Michigan*
Mick P. Couper, *Survey Research Center, University of Michigan*
Heather Schroeder, *Survey Research Center, University of Michigan*

**Mailing to Drop Points in a Multi-Mode Survey: Using the NoStat File to Supplement Unit Information**
Katie Dekker, *NORC at the University of Chicago*
Whitney Murphy, *NORC at the University of Chicago*

**What’s Mode Got to Do With It? Examining Data on School-Age Children Who Speak a Language Other than English at Home**
Angelina N. Kewal Ramani, *American Institutes for Research*
Amber Noel, *American Institutes for Research*
Anlan Zhang, *American Institutes for Research*

**Assessing the Impact Device Choice Has on Web Survey Data Collection**
Andrew L. Hupp, *University of Michigan*
Heather M. Schroeder, *University of Michigan*
Andrew D. Piskorowski, *University of Michigan*

**Mode Comparisons, Mode Choice and a Humanized Mode in the European Social Survey**
Marieke Haan, *University of Groningen*
Yfke Ongena, *University of Groningen*
Kees de Glopper, *University of Groningen*
Concurrent Session F
Friday, May 16, 4:15 p.m. – 5:45 p.m.

From Face-To-Face to Mixed-Modes: Lessons from Experiments on the UK Understanding Society Innovation Panel
Jonathan Burton, ISER, University of Essex
Annette Jäckle, ISER, University of Essex
Peter Lynn, ISER, University of Essex

A Parallel Comparison of AP GfK Poll – Dual Frame RDD v. KP
Robert Benford, GfK
Curtiss Cobb III, FaceBook
Jennifer Agiesta, Associated Press
Dennis Junius, Associated Press
Concurrent Session F
Friday, May 16, 4:15 p.m. – 5:45 p.m.

ResearchHack - Professional Development Session: Presentation of Team Research Proposals from Finalists

Location: Platinum 4

Judges: Mick P. Couper, University of Michigan
        Trent D. Buskirk, Marketing Systems Group
        Eleni Delimpaltadaki Janis, The Opportunity Agenda
        Emily Engelhard, Feeding America
Concurrent Session F
Friday, May 16, 4:15 p.m. – 5:45 p.m.

Interviewer Observations and Interviewer Ratings
Moderator: Jeanette Zigenfuss,
Health Partners Institute for Education and Research
Location: Platinum 6

Measurement Effects of Respondent Characteristics on Interviewer-Reported Paradata
Lindsey Witt-Swanson, Bureau of Social Research - University of Nebraska-Lincoln

Interviewer Accuracy in Recording Respondent Gender in Telephone Surveys
Frauke Kreuter, University of Maryland
Stephanie M. Kafka, Gallup, Inc.
Jenny Marlar, Gallup, Inc.

Evaluating the Association of Initial Expressions of Reluctance with Panel Survey Behavior
Lucilla Tan, U.S. Bureau of Labor Statistics
Brandon Kopp, U.S. Bureau of Labor Statistics

We Can Hear Where You Are: Evaluating Interviewer Intuitions About Whether Cell Phone Respondents’ Are At Home Or Away From Home
Becky Reimer, NORC at the University of Chicago
Daniel Malato, NORC at the University of Chicago
Christopher Ward, NORC at the University of Chicago
Jenny Kelly, NORC at the University of Chicago
Trevor Tompson, NORC at the University of Chicago
Jennifer Benz, NORC at the University of Chicago

Interviewer Perception of Survey Data Quality
Yichen Wang, NERA Economic Consulting
Brady West, University of Michigan
Mingnan Liu, University of Michigan
Concurrent Session F

Friday, May 16, 4:15 p.m. – 5:45 p.m.

Evaluating and Improving Quality of Measurement

Moderator: Mary McDongall, CfMC
Location: Platinum 7 & 8

Comparability of Common Items Across Survey and Administrative Datasets
Paul Scanlon, National Center for Health Statistics

Characterization and Analysis of Duplicate Responses in a Physician Survey
Julianne Payne, Social & Scientific Systems, Inc.
Julie Linville, Social & Scientific Systems, Inc.
Paul C. Beatty, National Center for Health Statistics
Nicholas A. Holt, Social & Scientific Systems, Inc.

Making Use of Proxy Reports in a Telephone Survey
Rebecca Medway, American Institutes for Research
Celeste Stone, American Institutes for Research

Reconciling Public Participation Rate Differences in Census Bureau vs. Academic/Commercial Survey Estimates
John Robinson, University of Maryland
Tim Triplett, The Urban Institute

Decreasing Satisficing in Web-Surveys - Evidence from an Awareness Control Experiment
Sebastian Lundmark, University of Gothenburg
Stefan Dahlberg, University of Gothenburg
Johan Martinsson, University of Gothenburg
Concurrent Session F

Exploring Public Opinion on Societal Issues

**Moderator:** Jon Cohen, *SurveyMonkey*

**Location:** Platinum 9

**The Power of Disinformation: Modeling the Strength and Stability of Institutional Trust in Scientists as the Key Determinant of the Public’s Acceptance of Global Climate Change**

Marc D. Weiner, *Bloustein Center for Survey Research, Rutgers University*

**Parents’ Attitudes on the Quality of Education in the United States**

Nicole E. Willcoxon, AP-NORC Center for Public Affairs Research
Matthew Courser, AP-NORC Center for Public Affairs Research
Emily Alvarez, AP-NORC Center for Public Affairs Research
Jennifer Benz, AP-NORC Center for Public Affairs Research
Trevor Tompson, AP-NORC Center for Public Affairs Research

**How Americans Are Planning, or Not Planning, for Aging and Long-Term Care**

Trevor Tompson, *NORC at the University of Chicago*
Jennifer Benz, *NORC at the University of Chicago*
Rebecca Reimer, *NORC at the University of Chicago*

**To Frack or Not to Frack?: An Examination of Public Opinion of Hydraulic Fracturing in New York and Pennsylvania**

Christopher P. Borick, *Muhlenberg College Institute of Public Opinion*
Barry G. Rabe, *University of Michigan*

**A Collaborative Assessment of Voter Attitudes and Intensity in New Jersey, New York and Virginia**

Don Levy, *Siena Research Institute*
Harry Wilson, *Roanoke College*
Dave Redlawsk, *Eagleton Poll, Rutgers*
Ashley Koning, *Rutgers University*
Meghann Crawford, *Siena Research Institute*
Concurrent Session F
Friday, May 16, 4:15 p.m. – 5:45 p.m.

Responsive Design Paradata Improve Quality

Moderator: Mark Schulman, Abt SRBI
Location: Orange County 1 & 2

James J. Dayton, ICF International
John Boyle, ICF International
Naomi Freedner, ICF International

Practical Application of Responsive Design in Household Travel Surveys
Reyna J. Peña, Abt SRBI
Jason Minser, Abt SRBI
Mindy Rhindress, Abt SRBI
Laurie Wargelin, Abt SRBI
Randal ZuWallack, Abt SRBI

The Use of Paradata (in Time Use Surveys) to Better Evaluate Data Quality
Ana Lucia Cordova Cazar, University of Nebraska-Lincoln, UNL Gallup Research Center
Robert F. Belli, University of Nebraska-Lincoln, UNL Gallup Research Center

The Utility of Alternative Commercial Data Sources for Survey Operations and Estimation: Evidence from the National Survey of Family Growth
Frost Hubbard, Institute for Social Research
Brady T. West, Institute for Social Research
James Wagner, Institute for Social Research
Haley Gu, University of Michigan
Concurrent Session F
Friday, May 16, 4:15 p.m. – 5:45 p.m.

Applications of Social Media to Survey Research

Moderator: Larry Cohen, Strategic Business Insights
Location: Orange County 3 & 4

Effectiveness of Using Facebook Ad Campaign in Collecting Survey Responses
Shu Duan, The Nielsen Company
Jeff Scagnelli, The Nielsen Company
Michael W. Link, The Nielsen Company
Leah M. Christian, The Nielsen Company

Harnessing Social Media in Survey Research
Amanda L. Skaff, Mathematica Policy Research
Lisa K. Schwartz, Mathematica Policy Research
Dan O’Connor, Mathematica Policy Research

#DesperatelySeekingRespondents: Using Social Media to Find and Engage Respondents in Social Science Research
Kelly N. Foster, East Tennessee State University
Stephanie Elliott, East Tennessee State University

Connecting: Adapting Survey Methods to Reach Highly Mobile Sample
Melissa Dugger, Mathematica Policy Research
Nan Maxwell, Mathematica Policy Research

A Look at Mobile Device Usage Among College Students
Jennifer Brooks, National Survey of Student Engagement (NSSE)
Shimon Sarraf, National Survey of Student Engagement (NSSE)
Cole James, Beginning College Survey of Student Engagement (BCSSE)
**AAPOR Day-at-a-Glance**

**Saturday, May 17**

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<th>Time</th>
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</table>
| 7:00 a.m. – 8:00 a.m. | **Fun Run/Walk**  
(Check in at 6:30 a.m.)  
Sponsored by Nielsen | Outside the Ballroom Entrance (by Platinum 1) |
| 7:00 a.m. – 8:00 a.m. | **Committee Meetings**  
Archive Committee  
Investment Committee | Desert Springs  
Los Angeles |
| 7:00 a.m. – 8:00 a.m. | **Continental Breakfast**  
in the Exhibit Hall | Grand Ballroom |
| 7:00 a.m. – 2:00 p.m. | **Exhibit Hall and Book Exhibit Open** | Grand Ballroom |
| 7:30 a.m. – 3:00 p.m. | **Registration Open** | Platinum Registration |
| 7:30 a.m. – 3:00 p.m. | **Presentation Drop Off** | Gold Key III |
| 8:00 a.m. – 9:30 a.m. | **Concurrent Sessions G** |                                                      |
| Session 1: | **Panel:**  
The Future of Landline and Cell Phone Telephone Surveys in the U.S. | Platinum 1 & 2 |
| Session 2: | **Panel:** A Comprehensive Overview of Immigration and Immigrants in the U.S.: Public Opinion, Public Policy, Demographic Change and Immigrant Integration | Platinum 3 |
| Session 3: | **Panel:**  
Comparative Surveys on Support for Democracy and Democratic Attitudes  
*Sponsored by WAPOR* | Platinum 4 |
| Session 4: | **Panel:**  
Blurred Lines: Big Data, Ethics, Privacy and Confidentiality | Platinum 6 |
| Session 5: | **Questionnaire Design:**  
Improving Data Quality with Better Questions | Platinum 7 & 8 |
| Session 6: | **Panel:**  
2014 Wave or No Wave - Mid-Term Election Preview | Platinum 9 |
# AAPOR Day-at-a-Glance

**Saturday, May 17**

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<tr>
<td>8:00 a.m. – 9:30 a.m. <strong>Concurrent Sessions G</strong> (continued)</td>
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<tr>
<td>Session 7:</td>
<td><strong>Topics in Survey Mode</strong></td>
<td>Orange County 1 &amp; 2</td>
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<tr>
<td>Session 8:</td>
<td><strong>Surveying Them Online: Recent Issues and Current Trends</strong></td>
<td>Orange County 3 &amp; 4</td>
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<tr>
<td>9:30 a.m. – 10:00 a.m. <strong>Beverage Break in the Exhibit Hall</strong></td>
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<td>10:00 a.m. – 11:30 a.m. <strong>Concurrent Sessions H</strong></td>
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<tr>
<td>Session 1:</td>
<td><strong>Questionnaire Design: Topical Issues and Practical Applications</strong></td>
<td>Platinum 1 &amp; 2</td>
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<tr>
<td>Session 2:</td>
<td><strong>Health Survey Research Methods I</strong></td>
<td>Platinum 3</td>
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<tr>
<td>Session 3:</td>
<td><strong>Election Polling Methods</strong></td>
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<tr>
<td>Session 4:</td>
<td><strong>Panel: Big Data in Public Opinion and Survey Research</strong></td>
<td>Platinum 6</td>
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<tr>
<td>Session 5:</td>
<td><strong>Social Media Data and Analysis</strong></td>
<td>Platinum 7 &amp; 8</td>
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<tr>
<td>Session 6:</td>
<td><strong>Panel: Is There Still a Role for Credible, Nonpartisan POR in the Age of Sound Bites, Social Media and Politically-driven Polling?</strong></td>
<td>Platinum 9</td>
</tr>
<tr>
<td>Session 7:</td>
<td><strong>Panel: Testing New Methods for the 2020 Census</strong></td>
<td>Orange County 1 &amp; 2</td>
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<tr>
<td>Session 8:</td>
<td><strong>Panel: The Civil Rights Act of 1964 and Public Attitudes on Race, Ethnicity and Gender: Fifty years later, what has changed? What remains the same?</strong></td>
<td>Orange County 3 &amp; 4</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m. <strong>Networking Luncheon and Activities Awards Ceremony</strong></td>
<td>Marquis Ballroom</td>
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## AAPOR Day-at-a-Glance

### Saturday, May 17

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<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td><strong>Committee Meetings</strong></td>
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<td>2025 Initiative Task Force</td>
<td>Rancho Las Palmas</td>
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<td>Communications Committee</td>
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<td>Education Committee</td>
<td>La Jolla</td>
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<td>Membership and Chapter Relations – Chapter Reps</td>
<td>Los Angeles</td>
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<td>Standards Committee</td>
<td>Newport Beach</td>
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<td>AASRO Luncheon</td>
<td>Platinum 10</td>
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<td>12:15 p.m. – 1:45 p.m.</td>
<td><strong>Speed Networking Session 2</strong></td>
<td>Platinum 5</td>
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<td>12:45 p.m. – 1:45 p.m.</td>
<td><strong>Dessert Reception</strong></td>
<td>Grand Ballroom</td>
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<td><strong>Book Sale</strong></td>
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<td><strong>2014 AAPOR Book Award Winner</strong></td>
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<td></td>
<td>Mick Couper</td>
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<td></td>
<td><em>Designing Effective Web Surveys</em></td>
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<td>(Cambridge University Press, 2008)</td>
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<td></td>
<td><strong>Meet-the-Author Session</strong></td>
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<td></td>
<td>Eds. Mario Callegaro, Reginald P. Baker,</td>
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<td>Jelke Bethlehem, Anja S. Goritz, Jon A. Krosnick, Paul J. Lavrakas</td>
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<tr>
<td></td>
<td><em>Online Panel Research: A Data Quality Perspective</em></td>
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<td>(John Wiley &amp; Sons, 2013)</td>
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<td><strong>Demonstration Session #3</strong></td>
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<td><strong>Poster Session #3</strong></td>
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<tr>
<td>1:45 p.m. – 3:15 p.m.</td>
<td><strong>Concurrent Sessions I</strong></td>
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<td>Session 1:</td>
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<td><strong>Panel:</strong></td>
<td>Platinum 1 &amp; 2</td>
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<td><em>Survey Research in a Rapidly Changing Regulatory Environment:</em></td>
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<td><em>Speaking IRB as a Second Language</em></td>
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<td>Session 2:</td>
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<td><strong>Health Survey Research Methods II</strong></td>
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## AAPOR Day-at-a-Glance

### Saturday, May 17

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<td>1:45 p.m. – 3:15 p.m.</td>
<td><strong>Concurrent Sessions I (continued)</strong></td>
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<td><strong>Session 3:</strong> Panel:</td>
<td>Platinum 4</td>
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<td></td>
<td><em>Women’s Attitudes in Conflict, Crisis &amp; Post-War Zones: Research from Public Opinion Surveys</em></td>
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<td><strong>Session 4:</strong> Panel:</td>
<td>Platinum 6</td>
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<td></td>
<td><em>Qualitative Research: The Design &amp; Implementation of Qualitative Research Approaches that Add Value to Mixed-Methods Designs</em></td>
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<td><strong>Session 5:</strong> <em>Interviewers and Interviewing: Rapport, Respondent Engagement and Sensitive Behaviors</em></td>
<td>Platinum 7 &amp; 8</td>
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<td><strong>Session 6:</strong> <em>Explorations of Muslim Public Opinion</em></td>
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<td><strong>Session 7:</strong> <em>Investigating Public Opinion Trends in the U.S.</em></td>
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<td><strong>Session 8:</strong> <em>Innovative Sampling Strategies</em></td>
<td>Orange County 3 &amp; 4</td>
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<td>3:30 p.m. – 5:00 p.m.</td>
<td><strong>Concurrent Sessions J</strong></td>
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<td><strong>Session 1:</strong> <em>Interviewing by Texting</em></td>
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<td><strong>Session 2:</strong> <em>Methodological Briefs: Survey Research in Educational Settings</em></td>
<td>Platinum 3</td>
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<td><strong>Session 3:</strong> <em>Public Opinion Across the Globe</em></td>
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<td><strong>Session 4:</strong> <em>Topics in Weighting and Adjustment</em></td>
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<td><strong>Session 5:</strong> <em>Incentive Impact</em></td>
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<td><strong>Session 6:</strong> <em>Designing Response Scales to Improve Survey Measurement</em></td>
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# AAPOR Day-at-a-Glance

## Saturday, May 17

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<td><strong>Concurrent Sessions J</strong> (continued)</td>
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<tr>
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<td></td>
<td><strong>Online Panel Research:</strong></td>
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<td></td>
<td><strong>A Data Quality Perspective</strong></td>
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<tr>
<td>5:15 p.m. – 6:45 p.m.</td>
<td><strong>Membership &amp; Business Meeting</strong></td>
<td>Platinum 1 &amp; 2</td>
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<tr>
<td>7:00 p.m. – 7:45 p.m.</td>
<td><strong>President’s Reception</strong></td>
<td>Platinum 1 – 4 Foyer</td>
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<td>Sponsored by</td>
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<tr>
<td>7:45 p.m. – 10:00 p.m.</td>
<td><strong>Awards Banquet</strong></td>
<td>Marquis Ballroom</td>
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<tr>
<td>10:00 p.m. – 1:00 a.m.</td>
<td><strong>Post Banquet Party</strong></td>
<td>Platinum 5</td>
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<tr>
<td>10:00 p.m. – 2:00 a.m.</td>
<td><strong>Applied Probability</strong></td>
<td>Newport Beach/Rancho Las Palmas, Lower Level</td>
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Concurrent Session G
Saturday, May 17, 8:00 a.m. – 9:30 a.m.

Panel: The Future of Landline and Cell Phone Telephone Surveys in the U.S.

Organizer: David Dutwin, Social Science Research Solutions
Moderator: Paul J. Lavrakas, Independent Consultant
Location: Platinum 1 & 2

Panelists:
David Dutwin, Social Science Research Solutions
Trent Buskirk, Marketing Systems Group
Tom Guterbock, University of Virginia, CSR
Jennifer Kelly, NORC at the University of Chicago
Andy Peytchev, RTI International
Linda Piekarski, Survey Sampling International, LLC
Concurrent Session G
Saturday, May 17, 8:00 a.m. – 9:30 a.m.

Panel: A Comprehensive Overview of Immigration and Immigrants in the U.S.: Public Opinion, Public Policy, Demographic Change and Immigrant Integration
Organizer and Moderator: Eleni Delimpaltadaki Janis, The Opportunity Agenda
Location: Platinum 3

Intergenerational Mobility in the Los Angeles Region: Examining Comparative Patterns of Political and Social Integration in the First and Second Generation of Eight Immigrant/Ethnic Groups in the Los Angeles Region
Louis Despisio, University of California - Irvine

Message Research on Immigration and Immigration Reform: Introducing a New Message Research Methodology and Reviewing Current Messaging Pro and Anti Immigration Legislation Reform
David Mermin, Lake Research Partners

Comparative Immigration Policies: Understanding & Contextualizing Inclusion and Exclusion
TBD

Demographic Trends and the Future of Immigration in the U.S.
Robert Suro, University of South California

Religion and Attitudes Toward Immigrants and Immigration
Gregory A. Smith, Pew Research Center
Elizabeth Sciupac, Pew Research Center
Carolyn Funk, Pew Research Center
Jessica H. Martinez, Pew Research Center
Concurrent Session G
Saturday, May 17, 8:00 a.m. – 9:30 a.m.

Panel: Comparative Surveys on Support for Democracy and Democratic Attitudes

Sponsored by WAPOR

Organizer and Moderator: Alejandro Moreno, Instituto Tecnologico Autonomo de Mexico ITAM

Location: Platinum 4

Public Attitudes Towards Governmental Corruption in Comparative Perspective
Tom W. Smith, NORC at the University of Chicago
Jibum Kim, Sungkyunkwan University
Sori Kim, Sungkyunkwan University

The CNEP and the Comparative Study of Democracy
Richard Gunther, Ohio State University

Christian Haerpfer, University of Aberdeen

Generational Differences in Support for Democracy: Evidence from Latin America
Alejandro Moreno, Instituto Tecnologico Autonomo de Mexico ITAM
Marta Lagos, Latinobarometro Corporation
Concurrent Session G
Saturday, May 17, 8:00 a.m. – 9:30 a.m.

Panel: Blurred Lines: Big Data, Ethics, Privacy and Confidentiality

Organizer and Moderator: Jennifer Hunter Childs, U.S. Census Bureau
Location: Platinum 6

Analyzing Data Sets: The Ethics of Using Big Data
Kirsten Martin, George Washington University

Privacy, Big Data and the Public Good: Frameworks for Engagement
Stefan Bender, IAB

Social Media and Voluntary Disclosure of Big Data: Unexpected Consequences of Online Disclosures
Laura Brandimarte, Carnegie Mellon University

Drones and the Human Element: Public Perceptions and Implications for Survey Research
Joe Eyerman, RTI International

Privacy, the Law and Big Data
Duane L. Berlin, Lev & Berlin, P.C.
Concurrent Session G
Saturday, May 17, 8:00 a.m. – 9:30 a.m.

Questionnaire Design: Improving Data Quality with Better Questions

**Moderator:** Carla Jackson, Abt SRBI  
**Location:** Platinum 7 & 8

- **Improving Survey Questions by Finding Alternative Wordings to Low-Frequency Words**  
  Ana Slavec, University of Ljubljana  
  Vasja Vehovar, University of Ljubljana

- **Format Effects in Looping Questions**  
  Stephanie Eckman, Institute for Employment Research  
  Frauke Kreuter, University of Maryland, JPSM

- **Strategies for Retrieval from Autobiographical Memory**  
  Erica Yu, Bureau of Labor Statistics  
  Scott Fricker, Bureau of Labor Statistics

- **Is It Too Much to Ask? The Role of Question Difficulty in Survey Response Accuracy for Measures of Online Behavior**  
  Kumar Rao, The Nielsen Company  
  Mimi Zhang, The Nielsen Company  
  Tanya Luo, The Nielsen Company

- **Easy Question, Tricky Answer: Measurement Quality of Education Questions**  
  Jessica M.E. Herzing, GESIS Leibniz Institute for the Social Science  
  Silke L. Schneider, GESIS Leibniz Institute for the Social Science
Concurrent Session G

Saturday, May 17, 8:00 a.m. – 9:30 a.m.

Panel: 2014 Wave or No Wave - Mid-Term Election Preview

Organizer and Moderator: Floyd Ciruli, Ciruli Associates
Location: Platinum 9

Panelists:
Mark Blumenthal, HuffPost Pollster
Mark DiCamillo, Field Research
Celinda Lake, Lake Research
Jon Cohen, SurveyMonkey
Anthony Salvanto, CBS News
Concurrent Session G
Saturday, May 17, 8:00 a.m. – 9:30 a.m.

Topics in Survey Mode

**Moderator:** Jolene Smyth, *University of Nebraska-Lincoln*

**Location:** Orange County 1 & 2

**A “Green” Appeal: Efficacy Evaluation of Assigning Sample Members that Prefer the USPS Mail Mode to the Online Mode in the 2013 Survey of Doctorate Recipients**

Shana M. Brown, *NORC at the University of Chicago*
Jessica Knoerzer, *NORC at the University of Chicago*
Lance Selfa, *NORC at the University of Chicago*
Lynn Milan, *National Science Foundation*

**Mode Experiments in Mixed-Mode Surveys: Insight from the Cognitive Economics Study**

Joanne W. Hsu, *Federal Reserve Board*
Brooke H. McFall, *University of Michigan*

**Belt and Suspenders: Evaluating the Efficacy of Sending Initial Contacts via Email Only vs. USPS Letter-Plus-Email to Online Responders in the Survey of Doctorate Recipients**

Ipek Bilgen, *NORC at the University of Chicago*
Shana M. Brown, *NORC at the University of Chicago*
Lance Selfa, *NORC at the University of Chicago*
Lynn Milan, *National Science Foundation*

**Response Rate and Participant Differences in a Screening Survey Using Interactive Voice Response (IVR) and Computer Assisted Telephone Interviewing (CATI)**

Julita Milliner-Waddell, *Mathematica Policy Research*
Rebecca DiGiuseppe, *Mathematica Policy Research*

**Effect of Recruitment Mode on Survey Panel Participation, Retention, and Response**

Heather E. Driscoll, *ICF International*
Kurt Peters, *ICF International*
Concurrent Session G
Saturday, May 17, 8:00 a.m. – 9:30 a.m.

Surveying Them Online: Recent Issues and Current Trends

Moderator: Elizabeth Ormson, NORC at the University of Chicago
Location: Orange County 3 & 4

Exploring Use of Web Surveys for Multi-Generational Studies
Pamela Giustinelli, University of Michigan, Survey Research Center (ISR)
Robert Willis, University of Michigan, Survey Research Center (ISR)
Michael Zabek, University of Michigan, Survey Research Center (ISR)

Who Is behind That Screen? Solving the Puzzle of Within-Home Computer Sharing among Household Members
Tanya Luo, The Nielsen Company
Kumar Rao, The Nielsen Company

Do Sequence and Mode of Contact Impact Response Rates for Web Only Surveys?
Michael Stern, NORC at the University of Chicago
Ipek Bilgen, NORC at the University of Chicago
Kirk Wolter, NORC at the University of Chicago

Characteristics and Behaviors of Professional Respondents on Online Opt-In Panels
Chan Zhang, University of Michigan
Christopher Antoun, University of Michigan
Huiying Yan, University of Michigan
Frederick G. Conrad, University of Michigan
Roger Tourangeau, University of Michigan
Mick P. Couper, University of Michigan

Using Longitudinal Paradata to Explain Item Level Response Times in Online Panel Surveys
Michael Bosnjak, GESIS Leibniz Institute for the Social Sciences
Mario Callegaro, Google UK
Kai Weyandt, GESIS Leibniz Institute for the Social Sciences
Concurrent Session H
Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Questionnaire Design: Topical Issues and Practical Applications

Moderator: Scott Crawford, Survey Sciences Group, LLC
Location: Platinum 1 & 2

The Effects of Question Order and Response Option Order on Self-Rated Health
Dana Garbarski, University of Wisconsin-Madison
Nora Cate Schaeffer, University of Wisconsin-Madison
Jennifer Dykema, University of Wisconsin-Madison

Making the Voice Heard: Added Value Through the Use of Open-Ended Questions in the Context of Policy-Making
Juliane Achatz, Institute for Employment Research
Inna Becher, Institute for Employment Research

Testing the Principles of Optimal Questionnaire Design: Does a Questionnaire Supposedly Designed Better Actually Work Better?
Jon A. Krosnick, Stanford University
Soohee Kim, Stanford University
Russell Berman, Stanford University

Are Self-Assessments of Health Status Reliable Measure? An Examination of Potential Biases
Mark Andrews, Ipsos Health Policy Institute

Increasing Cross-National Comparability of Disability Measures with Anchoring Vignettes
Mingnan Liu, University of Michigan
Sunghee Lee, University of Michigan
Mengyao Hu, University of Michigan
Colleen McClain, University of Michigan
Concurrent Session H
Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Health Survey Research Methods I

Moderator: Jennifer Benz, AP-NORC Center for Public Affairs Research
Location: Platinum 3

Medicaid Reporting in the American Community Survey: Findings from Linked Administrative and Survey Data
Kathleen T. Call, University of Minnesota, SHADAC
Michel Boudreaux, University of Minnesota, SHADAC
Joanna Turner, University of Minnesota, SHADAC
Brett Fried, University of Minnesota, SHADAC
Brett O’Hara, U.S. Census Bureau

The Impact of Question Order on Familiarity with the Affordable Care Act (ACA): Part-Whole Order Effects and Health Policy Knowledge in Minnesota
Alisha B. Simon, Minnesota Department of Health, Health Economics Program
Kathleen T. Call, University of Minnesota, SHADAC
Stefan Gildemeister, Minnesota Department of Health, Health Economics Program
Susan Sherr, SSRS
Giovann Alarcon, University of Minnesota, SHADAC
Jessie K. Pintor, University of Minnesota, SHADAC

Developing a Measure of Health Insurance Literacy
Beth Forsyth, American Institutes for Research
Kathryn Paez, American Institutes for Research
HarmoniJoie Noel, American Institutes for Research

Trends in Attitudes Toward Health Insurance and Health Care and Their Influence on Health Care Behaviors
Steven B. Cohen, Agency for Healthcare Research and Quality
Concurrent Session H
Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Understanding Attitudes Towards “Obamacare”: Question Wording and Terminology Usage in Public Opinion Surveys on the Affordable Care Act

Megan Moldenhauer, Ipsos
Chris Jackson, Ipsos
Julia Clark, Ipsos
John P. Vidmar, Ipsos
Concurrent Session H
Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Election Polling Methods

Moderator: Scott Clement, The Washington Post
Location: Platinum 4

- **States as a Natural Experiment: Survey Mode Biases in the 2008 Exit Poll**
  Ozan Kuru, University of Michigan-Ann Arbor
  Josh Pasek, University of Michigan-Ann Arbor

- **Exit Polling Versus Telephone Survey Research: A Methodological Test**
  Fred Solop, Northern Arizona University
  Emily Schnurr, Northern Arizona University

- **Treatment of Refusals in Exit Polls**
  Vadim Volos, GfK

- **Constructing a Likely Voter Model with Weak Priors: Evidence from 3 Massachusetts Elections**
  Joshua Dyck, University of Massachusetts Lowell
  Francis Talty, University of Massachusetts Lowell
  David Barney, University of Massachusetts Lowell

- **The Booker Effect: The Role of Interviewer Race and Ethnicity in Polling the 2013 New Jersey Special U.S. Senate Election**
  David Redlawsk, Rutgers University
  Ashley Konig, Rutgers University
Concurrent Session H
Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Panel: Big Data in Public Opinion and Survey Research

Organizer: Joe Murphy, RTI International
Discussant: Lilli Japec, Statistic Sweden
Location: Platinum 6

How Can “Big Data” be the “Data” for Survey and Public Opinion Researchers?
Kumar Rao, The Nielsen Company

Towards a Total Error Framework for Big Data
Paul Biemer, RTI International

Big Data in the Census Center for Administrative Records Research and Applications
Amy O’Hara, U.S. Census Bureau

Experimental Research, Machine Learning and the Next Generation of Microtargeting Models
Andrew Therriault, Greenberg Quinlan Rosner Research

Wearable Technology and the “Internet of Things”: How These Big Data Will Change Survey Research
Brian Head, RTI International
Concurrent Session H
Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Social Media Data and Analysis

Moderator: Julie Paasche, Artemis Strategy Group
Location: Platinum 7 & 8

Best Practices for Using Phone, Email, and Text Messaging to Increase Panel Participation
Kelly Dixon, The Nielsen Company
Eku Kendall, The Nielsen Company

Surveys of Facebook Users vs. Integrating Facebook in a Population Based Survey: Enhancing Survey Research on Social Networks
Stuart Michaels, NORC at the University of Chicago
Patrick van Kessel, NORC at the University of Chicago
Michael Jugovich, NORC at the University of Chicago
John A. Schneider, University of Chicago

Can Social Media Data Predict Survey Data? A Meta-Analytic Review of the Literature
Lauren Guggenheim, University of Michigan
Josh Pasek, University of Michigan
Cliff Lampe, University of Michigan
Michael F. Schober, New School for Social Research
Frederick G. Conrad, University of Michigan
Ellen Wagner, University of Michigan
Lindsay K. Brown, University of Michigan

When Are Big Data Methods Trustworthy for Social Measurement?
Cliff Lampe, University of Michigan
Josh Pasek, University of Michigan
Lauren Guggenheim, University of Michigan
Frederick G. Conrad, University of Michigan
Michael F. Schober, New School for Social Research
Concurrent Session H
Saturday, May 17, 10:00 a.m. – 11:30 a.m.

**Campaigning in the Digital City: Simultaneous Survey and Digital Analysis of NYC Mayoral Primary**

Micheline Blum, *Baruch College School of Public Affairs, CUNY*
Douglas Muzzio, *Baruch College, CUNY*
Joshua Hendler, *Hill & Knowlton Strategies*
Jacqueline Fortin, *Baruch College, CUNY*
Nicole Lee, *Baruch College, CUNY*
Amber Ott, *Hill & Knowlton Strategies*
Concurrent Session H
Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Panel: Is There Still a Role for Credible, Non-Partisan POR in the Age of Sound Bites, Social Media and Politically-Driven Polling?

Organizer and Moderator: Keith Neuman, The Environics Institute for Survey Research

Location: Platinum 9

**Academic Perspective**
Robert Y. Shapiro, *Columbia University*

**Media Perspective**
Marjorie Connelly, *The New York Times*

**Non-Profit Perspective**
Scott Keeter, *Pew Research Center*

**Commercial Perspective**
Nancy Belden, *Belden Russonello Strategists*
Concurrent Session H
Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Panel: Testing New Methods for the 2020 Census
Organizer and Moderator: Peter V. Miller, U.S. Census Bureau
Location: Orange County 1 & 2

Exploring New Methods for Census Data Collection: The 2013 Census Test
Peter V. Miller, U.S. Census Bureau

Using Administrative Records in the 2013 Census Test
Andrew Keller, U.S. Census Bureau
Scott M. Konicki, U.S. Census Bureau
Tom Mule, U.S. Census Bureau

Interviewer Implementation of Adaptive and Fixed Data Collection Approaches in the 2013 Census Test
Gina K. Walejko, U.S. Census Bureau

An Examination of Telephone Interviewing in the 2013 Census Test
Gianna S. Dusch, U.S. Census Bureau
Sandra Ehni, U.S. Census Bureau
Caleb M. Miller, U.S. Census Bureau
Concurrent Session H
Saturday, May 17, 10:00 a.m. – 11:30 a.m.

Panel: The Civil Rights Act of 1964 and Public Attitudes on Race, Ethnicity and Gender: Fifty Years Later, What Has Changed? What Remains the Same?

Organizer: Rich Morin, Pew Research Center
Moderator: Robert L. Santos, The Urban Institute
Location: Orange County 3 & 4

Panelists:
James S. Jackson, University of Michigan, Institute for Social Research
Taeku Lee, University of California-Berkley
Ange-Marie Hancock, University of Southern California
Mark H. Lopez, Pew Research Center
Poster Session 3
Saturday, May 17, 1:15 p.m. – 2:15 p.m.

Location: Grand Ballroom

1. Exploring the Use of Three Unmoderated, Online Testing Services for Evaluating a Survey Brochure

2. Differences in Early and Late Respondents: Comparing RDD and ABS Telephone Designs
   Brian F. Head, RTI International
   David Roe, RTI International
   Bonnie Shook-Sa, RTI International
   Barbara Bibb, RTI International
   Doug Currivan, RTI International

3. Please Hang Up and Dial Again: Examining the Impact of Increased Call Attempts on Telephone Survey Outcomes
   Daniel Bausch, APPRISE
   Kathi Barringer, APPRISE

4. The Effectiveness of Advance Letters for RDD Cell Telephone Samples
   Benjamin Skalland, NORC at the University of Chicago
   Zhen Zhao, Centers for Disease Control and Prevention
   Jenny Jeyarajah, Centers for Disease Control and Prevention
   Abera Wouhib, Centers for Disease Control and Prevention

5. Catch Them If You Can: Tailoring Recruitment Strategies to a Hard-to-Reach Demographic
   Anh Thu Burks, The Nielsen Company
   Oana Dan, The Nielsen Company

6. Tradeoffs in Quality: Examining the Relationship Between Cell Telephone Respondent Location and Data Quality
   Christopher D. Ward, NORC at the University of Chicago
   Becky Reimer, NORC at the University of Chicago
   Laurie Elam-Evans, National Center for Immunization and Respiratory Diseases, CDC
   David Yankey, National Center for Immunization and Respiratory Diseases, CDC
   Meena Khare, National Center for Health Statistics, CDC
Poster Session 3
Saturday, May 17, 1:15 p.m. – 2:15 p.m.

7. The Impact of Deadlines on the Effectiveness of Incentives
   Morgan E. Haight, Fors March Group, LLC

8. Why Won’t They Respond? Reasons for Respondent Resistance as Recorded by Interviewers in the American Community Survey
   Mary Frances E. Zelenak, U.S. Census Bureau

9. Use of Block Group Information to Disproportionately Sample Hard to Reach Demographics
   Lukasz Chmura, The Nielsen Company
   Scott Bell, The Nielsen Company
   Tracie Yancey, The Nielsen Company

10. The Impact of Incentive Levels on Subsequent Respondent Behavior
    Carolyn J. Wilke, University of Michigan
    Ting Yan, University of Michigan

11. Return to Sender: An Analysis of Undeliverable as Addressed Mail Return Rates in the National Children’s Study
    Rachel Carpenter, NORC at the University of Chicago

12. Evaluating the Effectiveness of Contact Strategies to Improve Response to the 2012 Economic Census
    Jennifer Beck, U.S. Census Bureau

13. Are Conditional Monetary Incentives with an On Demand Pay-Out Option a Cost-Effective Measure to Reduce Panel Attrition? Findings from a Field Experiment
    Ines Schaurer, GESIS - Leibniz Institute for the Social Sciences
    Michael Bosnjak, GESIS - Leibniz Institute for the Social Sciences

14. Best Practices in Recruiting Parents of Children in Child Care Programs for Research Study Participation
    Valerie Atkinson, Westat
    Kwang Kim, Westat
    Christine Nord, Westat
Poster Session 3

Saturday, May 17, 1:15 p.m. – 2:15 p.m.

15. Accompanied Face-to-Face Interviewing as Data Validation: Does Accompanied Interviewing Affect Data Quality in Countries with Underdeveloped Democracies?
   Jenna Levy, Gallup, Inc.
   Dato Tsabutashvili, Gallup, Inc.
   Neli Esipova, Gallup, Inc.

16. Making Sense of Paradata: Challenges Faced and Lessons Learned
   Adam Eck, University of Nebraska-Lincoln
   Leonard Stuart, University of Nebraska-Lincoln
   Gregory Atkin, University of Nebraska-Lincoln
   Leen-Kiat Soh, University of Nebraska-Lincoln
   Allan L. McCutcheon, University of Nebraska-Lincoln
   Robert Belli, University of Nebraska-Lincoln

17. Call Back Later: The Association of Recruitment Contact and Error in the American Time Use Survey
   Austin Countryman, University of Nebraska-Lincoln
   Ana Lucia Cordova-Cazar, University of Nebraska-Lincoln
   Caitlin E. Deal, University of Nebraska-Lincoln
   Robert F. Belli, University of Nebraska-Lincoln

18. An Experimental Comparison of a Web, Telephone and Paper Survey with Older Adults
   Chan Zhang, University of Michigan
   Lindsay H. Ryan, University of Michigan
   Mary Beth Ofstedal, University of Michigan
   Richard D. Gonzalez, University of Michigan
   Jacqui Smith, University of Michigan

19. Continuing Investigation of Attitudes Towards the Use of Administrative Records
   Ryan King, U.S. Census Bureau
   Jennifer Hunter Childs, U.S. Census Bureau
   Monica Wroblewski, U.S. Census Bureau

20. Qualitative Results that Inform Quantitative Paradata
   Elizabeth M. Hoeffel, U.S. Census Bureau
21. Experimental Comparison of Different Incentives for Recruiting for Qualitative Studies
   Patricia LeBaron, RTI International
   Bridget Kelly, RTI International
   Lauren McCormack, RTI International
   Marjorie Margolis, RTI International
   Dhuly Chowdhury, RTI International

22. Effect of Using $1 Incentive on Response Rate, Response Pattern and Sample Composition – Evidence from an ABS Mail Survey of Fishing Effort
   Sujata Pal, Abt SRBI
   Courtney Kennedy, Abt SRBI
   Alex Shapiro, Abt SRBI
   Marci Schalk, Abt SRBI
   Rob Andrews, NOAA Fisheries

23. Using Press Releases to Locate Hard to Reach Participants
   Ashley Kaiser, American Institutes for Research
   Deanna L. Achorn, American Institutes for Research

24. Identifying Doubled-Up Households Using Survey Data
   Kate E. Bachtell, NORC at the University of Chicago

25. Exploring a Method to Evaluate Survey Response Scales
   Rene Bautista, NORC at the University of Chicago
   Lisa Lee, NORC at the University of Chicago

26. I Think I Know You: A Quasi-Experimental Study Showing the Effectiveness of Area Code Matching for Telephone Surveys
   Heather Knappen, Metrix Matrix Inc.

27. A Review of Households Experiencing an Interruption in Telephone Service
   Randal ZuWallack, Abt SRBI
Poster Session 3
Saturday, May 17, 1:15 p.m. – 2:15 p.m.

28. Tweets of Kindness: Understanding the Relationship Between Social Media Expressions of Benevolence and the Translation to Real World Behaviors
Reagan B. Barbee, East Tennessee State University
Kelly N. Foster, East Tennessee State University

29. Recruiting the Recruiters: Does Invoking Prior Commitment Increase Teacher Participation and Student Responses in a School-Based Survey?
Mary E. Losch, UNI Center for Social & Behavioral Research
Neal Pollock, UNI Center for Social & Behavioral Research

30. Interpreting or Misinterpreting: Differences in Reporting Results of Homeschooling
Danielle Battle, American Institute for Research
Anna Sandoval-Girón, American Institute for Research

31. Evaluation of Strategies for Targeting Local Area Cell Phone Samples
Dean Williams, Abt SRBI
Seth Brohinsky, Abt SRBI
Marci Schalk, Abt SRBI
Randal ZuWallack, Abt SRBI

32. Does the Graphic on an Envelope Increase or Decrease Response Rates?: An Experiment with an Address-Based Sampling (ABS) Mail Screener Form for the California Health Interview Survey (CHIS)
Royce Park, UCLA Center for Health Policy Research
Matt Jans, UCLA Center for Health Policy Research
David Grant, UCLA Center for Health Policy Research
Sherman Edwards, Westat
John Rauch, Westat

33. Do Email Pre-alerts Increase Response Rates to Phone Surveys in Panels?
Adam Gluck, The Nielsen Company
Kate Williams, The Nielsen Company

WITHDRAWN
Poster Session 3
Saturday, May 17, 1:15 p.m. – 2:15 p.m.

34. Impact of Presence of Others on Face-to-Face Survey Responses
   Anita Pugliese, Gallup, Inc.
   Neli Esipova, Gallup, Inc.
   Dato Tsabutashvili, Gallup, Inc.

35. Parent Survey Response and Completion Rates with Differing Incentive Payments: A Cohort Study from the Universal Preschool Childhood Outcomes Study, Phases 6 and 7 (UPCOS)
   Rebecca Mason, Mathematica Policy Research
   Susan Sprachman, Mathematica Policy Research

36. Recruiting a Truly Representative Sample: A Review of Processes Employed During the Universal Preschool Childhood Outcomes Study, Phase 7 (UPCOS)
   Rebecca Mason, Mathematica Policy Research
   Susan Sprachman, Mathematica Policy Research

37. Innovative Retention Methods in Panel Research Phase II: Can Use of Smartphone QR codes Improve Long-term Panel Participation?
   Andrew Dyer, ICF International, Inc.
   James Dayton, ICF International, Inc.

38. Asking Questions About Others to Improve Proxy Responding
   Erica Yu, Bureau of Labor Statistics

39. Potential Indicators of Availability When Using a Three-Call-Attempt Rule for Telephone-Based Contact
   Michael Zeddies, Institute for Social Research

40. An Experimental Test of Prepaid Incentives and Type of Mailer to Increase Telephone Survey Response
   Rebecca DiGiuseppe, Mathematica Policy Research
   Julita Milliner-Waddell, Mathematica Policy Research
Poster Session 3
Saturday, May 17, 1:15 p.m. – 2:15 p.m.

41. Randomization in Computer Assisted Interviews
   Kien Le, Social and Economic Survey Research Institute, Qatar University
   Abdoulaye Diop, Social and Economic Survey Research Institute,
   Qatar University
   John Lee Holmes, Social and Economic Survey Research Institute,
   Qatar University
   Mohammad Nizam Khan, Social and Economic Survey Research Institute,
   Qatar University
Demonstration Session #3
Saturday, May 17, 12:45 p.m. – 1:45 p.m.

Location: Grand Ballroom

**A Responsive Web Design for Web Surveys for Smartphones, Tablets and Desktops**

Alerk Amin, *RAND*

**Mobile Case Management for Real-Time Sample Prioritization Using SMARTField**

Daniel J. Friend, *Mathematica Policy Research*
Jennifer McNulty, *Mathematica Policy Research*
Tiffany Waits, *Mathematica Policy Research*
Concurrent Session I
Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Panel: Survey Research in a Rapidly Changing Regulatory Environment:
Speaking IRB as a Second Language
Organizer and Moderator: Jill E. Darling,
VA Greater Los Angeles Healthcare System
Location: Platinum 1 & 2

- **Ethical Principles and Regulatory Requirements in Survey Research**
  Jill E. Darling, VA Greater Los Angeles Healthcare System

- **Interpreting Federal Regulations and Guidance Involving Human Subjects Protections in a Rapidly Changing Technological Environment**
  Ronald E. Langley, University of Kentucky

- **Educating Researchers on IRBs**
  Diane Burkom, Battelle Memorial Institute

- **Educating IRBs about Survey Research**
  Micheline Blum, Baruch College, CUNY
Concurrent Session I
Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Health Survey Research Methods II
Moderator: Timothy P. Johnson, University of Illinois at Chicago
Location: Platinum 3

Surveillance of Seasonal Influenza Vaccination Coverage Among Health Care Personnel in the United States
Charles DiSogra, Abt SRBI
Sarah W. Bell, Abt Associates
Carla Black, Centers for Disease Control and Prevention
Stacie Greby, Centers for Disease Control and Prevention
Xin Yue, Centers for Disease Control and Prevention
Anup Srivastav, Centers for Disease Control and Prevention
Sara M.A. Donahue, Abt Associates
David Izrael, Abt Associates
Rachel Martonik, Abt SRBI
Deborah K. Walker, Abt Associates

Estimating Population Health in Selected Geographic Areas: Applying Machine Learning Algorithms on Large-Scale Survey Data
LinChiat Chang, LinChiat Chang Consulting, LLC

Using “Fit for Purpose” to Design Survey Strategies: Steps Toward Application with Examples from Public Health
James A. Singleton, ISD/NCIRD Centers for Disease Control and Prevention
Mark Messonier, ISD/NCIRD Centers for Disease Control and Prevention
Kirk Wolter, NORC at the University of Chicago

Sexuality and Item Nonresponse: Evidence from 12 Years of the California Health Interview Survey (CHIS)
Matt Jans, UCLA Center for Health Policy Research
Ninez Ponce, UCLA Center for Health Policy Research
Susan Cochran, UCLA Fielding School of Public Health
Annie C. Lee, UCLA Department of Sociology
Joe Viana, UCLA Center for Health Policy Research
Concurrent Session I
Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Feasibility of Using Immunization Information Systems as a National Immunization Survey Sampling Frame for Monitoring Vaccination Coverage in the United States - Initial Findings
Stacie M. Greby, Centers for Disease Control and Prevention
Sari Schy, NORC at the University of Chicago
Andrea Mayfield, NORC at the University of Chicago
Margrethe Montgomery, NORC at the University of Chicago
Vicki Pineau, NORC at the University of Chicago
Laura Pabst, Centers for Disease Control and Prevention
LaTreace Harris, Centers for Disease Control and Prevention
Larry Wilkinson, Centers for Disease Control and Prevention
James A. Singleton, Centers for Disease Control and Prevention
Concurrent Session I
Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Panel: Women’s Attitudes in Conflict, Crisis & Post-War Zones: Research from Public Opinion Surveys
Organizer and Moderator: Samantha Lee-Ming Chiu, D3 Systems, Inc.
Location: Platinum 4

Afghan Perspectives on Taliban Reconciliation
John Richardson, D3 Systems, Inc.

Perceptions and Predictors of Inequality Among Afghan and Pakistani Women
Melissa Abadi, Pacific Institute for Research and Evaluation
Stacey Frank, D3 Systems, Inc.
Stephen Shamblen, Pacific Institute for Research and Evaluation
Samantha Lee-Ming Chiu, D3 Systems, Inc.
Kirsten Thompson, Pacific Institute for Research and Evaluation

Gender Differences: Public Opinion During the 2013 Political Crisis in Egypt
Nina Sabarre, D3 Systems, Inc.
Elizabeth Hood, D3 Systems, Inc.
David Rae, D3 Systems, Inc.

Women, Peace and Security in a Nascent State: A Case Study on South Sudan
Mayesha Alam, Georgetown University, Institute for Women, Peace and Security
Rebecca Turkington, Georgetown University, Institute for Women, Peace and Security
Brian Kirchhoff, D3 Systems, Inc.

Women In Muslim Countries: A Multinational Analysis
Samantha Lee-Ming Chiu, D3 Systems, Inc.
Dameka Williams, D3 Systems, Inc.
Concurrent Session I

Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Panel: Qualitative Research: The Design & Implementation of Qualitative Research Approaches that Add Value to Mixed-Methods Designs

Organizer and Moderator: Margaret R. Roller, Roller Marketing Research
Location: Platinum 6

Designing and Implementing Qualitative Approaches in Mixed-Methods Evaluations of Enumeration and Coverage in Decennial Censuses
Laurie Schwede, U.S. Census Bureau
Rodney Terry, U.S. Census Bureau

The Study of Construct Validity in Survey Estimates: Expanding the Role of Cognitive Interviewing to Reveal the Meaning Behind the Statistic
Stephanie Willson, National Center for Health Statistics

Using Qualitative Data to Develop, Supplement and Illustrate Quantitative Survey Research
Kinsey Gimbel, Fors Marsh Group
Jennifer Romano Bergstrom, Fors Marsh Group

Benefits and Challenges in Conducting Web-Mediated Qualitative Interviewing
Vince Welch, Jr., NORC at the University of Chicago

Probability Sampling for Qualitative Researchers: A Flexible Strategy
Su Li, University of California-Berkeley Law School
William Welsh, University of California-Berkeley Dept of Sociology
Concurrent Session I
Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Interviewers and Interviewing: Rapport, Respondent Engagement and Sensitive Behaviors

Moderator: Colleen Porter, University of Florida
Location: Platinum 7 & 8

Face-to-Face vs. Video-Mediated Interviews: Rapport Between Interviewers and Respondents and the Disclosure of Sensitive Information
Hanyu Sun, Joint Program in Survey Methodology
Frederick G. Conrad, University of Michigan
Frauke Kreuter, University of Maryland

Moral Exemplars, Outpatient Medical Clinic Climate, Temporal Affect and Patient Care Errors
Deborah M. Mullen, Park Nicollet Institute

The Role of Rapport and Standardization in Predicting Future Survey Participation: Interviewer-Respondent Interaction in Questions about End-Of-Life Planning and Preferences
Dana Garbarski, University of Wisconsin-Madison
Nora Cate Schaeffer, University of Wisconsin-Madison
Jennifer Dykema, University of Wisconsin-Madison
Ellen Dinsmore, University of Wisconsin-Madison
Bo Hee Min, University of Wisconsin-Madison

Interviewer Variance and Prevalence of Verbal Behaviors in Calendar and Conventional Interviewing
Robert F. Belli, University of Nebraska-Lincoln, Survey Research and Methodology Program
Nuttirudee Charoenruk, University of Nebraska-Lincoln
Concurrent Session I
Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Cultural Variations in the Effect of Interview Privacy and the Need for Social Conformity on Reporting of Sensitive Outcomes
Zeina N. Mneimneh, Institute for Social Research, University of Michigan
Mick Couper, Institute for Social Research, University of Michigan
Roger Tourangeau, Westat
Beth-Ellen Pennell, Institute for Social Research, University of Michigan
Steven Heeringa, Institute for Social Research, University of Michigan
Michael Elliott, Institute for Social Research, University of Michigan
Concurrent Session I
Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Explorations of Muslim Public Opinion
Moderator: Darwish Alemadi, SESRI at Qatar University
Location: Platinum 9

After the Coup: Egyptian Public Opinion in the Summer of 2013
Samuel Solomon, D3 Systems, Inc.
Alex Brezinski, D3 Systems, Inc.

Islam in Central Asia: An Application of LCA to Study Patterns of Religious Observance
Igor Himelfarb, Educational Testing Service
Neli Esipova, Gallup Inc.

News and Entertainment Media Use in the Arab World
David Krane, Harris Interactive
Everette E. Dennis, Northwestern University in Qatar
Justin D. Martin, Northwestern University in Qatar
Robb Wood, Northwestern University in Qatar

Does the Quest for Democracy Necessarily Mean the Quest for Gender Equity in the Middle East?
M. Nizam Khan, SESRI, Qatar University

The Effect of Acculturation on Extreme Response Style: A Mediation Analysis Among a Sample of Arab American Adults
Sunghee Lee, University of Michigan
Frederick Conrad, University of Michigan
Concurrent Session I
Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Investigating Public Opinion Trends in the U.S.
Moderator: Natalie Jackson, Huffington Post/Pollster.com
Location: Orange County 1 & 2

Democratic Representation: How Americans Want Congressional Representatives to Decide How to Vote and How Americans Think Their Representatives Actually Decide
Jon A. Krosnick, Stanford University
James Norman, USA Today
Bo MacInnis, Stanford University

Measuring Fear of Leviathan: Cross-Time Changes in the Public’s View of the Power of the Federal Government
Robert W. Oldendick, University of South Carolina
Christopher Werner, University of South Carolina
Dennis N. Lambries, University of South Carolina

Tracking America Across Four Decades: The General Social Survey, 1972-2012
Tom W. Smith, NORC at the University of Chicago

Empirical Support for the Media Participation Hypothesis: Longitudinal Trends across Presidential Elections
Erik P. Bucy, Texas Tech University
Jacob Groshek, Boston University
Concurrent Session I
Saturday, May 17, 1:45 p.m. – 3:15 p.m.

Innovative Sampling Strategies
Moderator: Barbara Robles, Federal Reserve Board
Location: Orange County 3 & 4

Redesigning National School Surveys: Coverage Improvement Using Multiple Datasets
Alice Roberts, ICF International
William Robb, ICF International
Kate Flint, ICF International
Ronaldo Iachan, ICF International

Using GIS to Compare Response Patterns for Two Web-Only Recruitment Methods: What are the Implications for Coverage?
Lee Florio, NORC at the University of Chicago
Michael Stern, NORC at the University of Chicago
Ned English, NORC at the University of Chicago

A Spatial Approach to Mitigate Measurement Error from Undercoverage Estimates, with Insights to Improve Address List Representativeness
Michael Tzen, U.S. Census Bureau

A Northern Perspective – Investigating the Application of the Canadian Targeted Address Canvassing Methodology in the United States
Kathleen Kephart, U.S. Census Bureau
Justin M. Ward, U.S. Census Bureau
Kevin M. Shaw, U.S. Census Bureau

Differences in Coverage and Nonresponse When Using a Full Household Enumeration Screener Versus a Child-Only Screener in a 2013 National Mail Survey
Danielle Battle, American Institutes for Research
Stacey Bielick, American Institutes for Research
Concurrent Session J
Saturday, May 17, 3:30 p.m. – 5:00 p.m.

Interviewing by Texting

Moderator: Diane Willimack, U.S. Census Bureau
Location: Platinum 1 & 2

May We Text You A Question? An Experiment Using Text Messages For Survey Research
Kyley McGeeney, Gallup, Inc.
Jenny Marlar, Gallup, Inc.
Manas Chattopadhyay, Gallup, Inc.

Effort and Sensitivity Effects in Mobile Text Messaging Interviews
Michael F. Schober, New School for Social Research
Frederick G. Conrad, University of Michigan
Huiying Yan, University of Michigan
Matthieu G. Sauvage-Mar, GeoPoll

Interviewing by Texting: Costs, Efficiency and Data Quality
Frederick G. Conrad, University of Michigan
Michael F. Schober, New School for Social Research
Christopher Antoun, University of Michigan
Andrew Hupp, University of Michigan

Text Message Follow-up for Cell-phone Respondents to a National Survey
Ashley Amaya, NORC at University of Chicago
Jennifer Vanicek, NORC at University of Chicago
Michael Stern, NORC at University of Chicago
Carla Black, Centers for Disease Control and Prevention
Cindi Knighton, Centers for Disease Control and Prevention
Concurrent Session J
Saturday, May 17, 3:30 p.m. – 5:00 p.m.

Methodological Briefs:
Survey Research in Educational Settings

Moderator: Kate Flint, ICF International
Location: Platinum 3

Can a Survey of U.S. High Schools be Replaced or Reduced Through Web Searches? The Successes and Complications of an Experimental Strategy
Casey Langer Tesfaye, American Institute of Physics
Susan C. White, American Institute of Physics

Methods for Collecting Physical Activity Data in Urban School Settings
Brittany A. Vas, Mathematica Policy Research
William Reeves, Jr., Mathematica Policy Research
Martha Bleeker, Mathematica Policy Research
Nicholas Beyler, Mathematica Policy Research
Kellie Borradaile, Mathematica Policy Research

Effects of a Longitudinal Measurement Burst Design on the Retention of Students Graduating from High School
Jamie Griffin, University of Michigan
Megan E. Patrick, University of Michigan
Carlos Macuada, University of Michigan

How to Ask for Parental Permission to Interview a Teenager: A Telephone Experiment in the California Health Interview Survey (CHIS)
Matt Jans, UCLA Center for Health Policy Research
David Grant, UCLA Center for Health Policy Research
Royce Park, UCLA Center for Health Policy Research
Sherman Edwards, Westat
Concurrent Session J
Saturday, May 17, 3:30 p.m. – 5:00 p.m.

Understanding the Role of Biases and Prejudice in Assessments of Students and Preferences for Educational Policy
Rachel L. Moskowitz, Northwestern University

Truant from the Data: Nonresponse and School-Based Survey Administrations
Daniel G. Harwell, American Institutes for Research
Sandra Eyster, American Institutes for Research
Samantha Neiman, American Institutes for Research
Russell C. Brown, Cleveland Metropolitan School District

Increasing Assessment Coverage: Extending a School-Based Mathematics Assessment to Include Out-of-School Administration
Randolph Ottem, RTI International
Debbie Herget, RTI International
Amy Kowalski, RTI International
Concurrent Session J
Saturday, May 17, 3:30 p.m. – 5:00 p.m.

Public Opinion Across the Globe

Moderator: Brad Edwards, Westat
Location: Platinum 4

The Welfare State and Attitudes Toward Inequality and Redistribution: Data from 46 Nations and 65,000 Respondents
Jonathan Kelley, University of Nevada-Reno, International Survey Center
Mariah Evans, University of Nevada-Reno
Nate Breznau, Bremen International Graduate School of Social Sciences

The Millennium Development Goals: Using Public Opinion to Help Policymakers Measure Progress and Prioritize Goals
Neli Esipova, Gallup, Inc.
Zach Bikus, Gallup, Inc.
Dato Tsabutashvili, Gallup, Inc.

Outside Looking In: An Examination of the Kaleidoscopic Nature of International Public Opinion of the United States During the Bush and Obama Presidencies
Natalie Manayeva, University of Tennessee
Alexandra Brewer, University of Tennessee
Michael Fitzgerald, University of Tennessee

Civic Engagement Among First-Generation Migrants Worldwide
Julie Ray, Gallup, Inc.
Neli Esipova, Gallup, Inc.
Anita Pugliese, Gallup, Inc.

The Role of Door-to-Door-Campaigning in the 2013 German General Election Campaign
Nicole N. Podschuweit, University of Mainz
Thomas Roessing, University of Mainz
Concurrent Session J
Saturday, May 17, 3:30 p.m. – 5:00 p.m.

Topics in Weighting and Adjustment
Moderator: Deborah Rexrode, University of Virginia
Location: Platinum 6

Using a Sample Weight Adjustment to Account for Poverty-Related Survey Error in the California Health Information Survey
Tara L. Becker, UCLA Center for Health Policy Research
YuChing Yang, UCLA Center for Health Policy Research
Hongjian Yu, UCLA Center for Health Policy Research
Yueuan Wang, UCLA Center for Health Policy Research

Evaluation of Alternative Weighting Approaches to Reduce Nonresponse Bias
Andy Peytchev, RTI International
Kumar Rao, The Nielsen Company
Michael W. Link, The Nielsen Company
Ceril Shagrin, Univision

Effects of Differing Weights on Regression Coefficients
Hee-Choon Shin, National Center for Health Statistics
Jibum Kim, Sungkyunkwan University

Nonresponse Bias in National Health Surveys — Kingdom of Saudi Arabia, 2013
Charbel El Bcheraoui, Institute for Health Metrics and Evaluation
Margaret G. Robinson, Institute for Health Metrics and Evaluation
Paria Naghavi, Institute for Health Metrics and Evaluation
Marwa Tuffaha, Institute for Health Metrics and Evaluation
Sarah L. Mikhitarian, Institute for Health Metrics and Evaluation
Farah Daoud, Institute for Health Metrics and Evaluation
Ali H. Mokdad, Institute for Health Metrics and Evaluation

Experiments in Weight Trimming
Benjamin Phillips, Abt SRBI
Stanislav Kolenikov, Abt SRBI
Concurrent Session J
Saturday, May 17, 3:30 p.m. – 5:00 p.m.

Incentive Impact

Moderator: Clarissa Steele, University of Wisconsin - Madison
Location: Platinum 7 & 8

Impact of Increasing Incentive Values and Cooperation Rates: Lessons from the 2013 Survey of Consumer Finances
Micah Sjoblom, NORC at the University of Chicago
Cathy Haggerty, NORC at the University of Chicago

Dollars and Sense: Incentives Testing Supporting Quality and Business
Lauren A. Walton, The Nielsen Company
Kelly Bristol, The Nielsen Company
Christine Pierce, The Nielsen Company
Tracie Yancey, The Nielsen Company
Chrystal McQueen, The Nielsen Company

The Effects of Electronically-Administered Incentives on Web Survey Response Rates
Jared Coopersmith, Mathematica Policy Research
Lisa K. Vogel, Mathematica Policy Research
Kathleen Feeney, Mathematica Policy Research
Tim Bruursema, Mathematica Policy Research

Examining the Acceptance of Prepaid Incentives and Survey Response Behavior
Ae Sengmavong
Kevin Manbodh
Derekh Cornwell, Mathematica Policy Research
Karen Bogen, Mathematica Policy Research

Use of Promised Incentives and Methods to Increase Incentive Saliency
Douglas Williams, Westat
David Cantor, Westat
Shannan Catalano, Bureau of Justice Statistics
Concurrent Session J
Saturday, May 17, 3:30 p.m. – 5:00 p.m.

Designing Response Scales to Improve Survey Measurement

**Moderator:** Alisu Schoua-Glusberg, Research Support Services, Inc.
**Location:** Platinum 9

- **Investigating Response Quality in Mobile and Desktop Surveys: A Comparison of Radio Buttons, Visual Analogue Scales and Slider Scales**
  - Vera Toepoel, Utrecht University
  - Frederik Funke, University of Manheim

- **The Impact of Question and Scale Characteristics on Scale Direction Effect**
  - Lirui He, University of Michigan
  - Ting Yan, University of Michigan
  - Florian Keusch, University of Michigan
  - Saram Han, University of Michigan

- **How Do You Measure Up? Effects of Response Format on Life Satisfaction Measurement**
  - Francis M. Barlas, Gfk Custom Research
  - Randall K. Thomas, Gfk Custom Research

- **Modeling Anchoring Effects in Sequential Likert Scale Questions**
  - Marcin Hiczenko, Federal Reserve Boston
Concurrent Session J
Saturday, May 17, 3:30 p.m. – 5:00 p.m.

Panel: Online Panel Research: A Data Quality Perspective

Organizer and Moderator: Mario Callegaro, Google UK
Location: Orange County 1 & 2

The Status of Online Panel Research From a Data Quality Perspective
Mario Callegaro, Google UK
Paul J. Lavrakas, Independent Consultant
Jon A. Krosnick, Stanford University

The Untold Story of Multi-Mode (Online and Mail) Consumer Panels: From Optimal Recruitment to Retention and Attrition
Allan L. McCutcheon, University of Nebraska-Lincoln

Nonresponse and Attrition in a Probability-Based Online Panel for the General Population
Peter Lugtig, Utrecht University

Motives for Joining Nonprobability Online Panels and Their Association with Survey Participation Behavior
Florian Keusch, University of Michigan

Internet and Mobile Ratings Panels
Paul J. Lavrakas, Independent Consultant
Concurrent Session J
Saturday, May 17, 3:30 p.m. – 5:00 p.m.

Mode Effects
Moderator: Chuck Shuttles, GfK
Location: Orange County 3 & 4

Evaluating Mixed-Mode Redesigns Strategies Against Benchmark Surveys: The Case of the Crime Victimization Survey
Thomas Klausch, Utrecht University
Joop Hox, Utrecht University
Barry Schouten, Statistics Netherlands

I Know What You Did Last Sunday: An Investigation of Mode Differences in Reported Religious Behavior, Belief and Identity
Daniel Cox, Public Religion Research Institute
Robert P. Jones, Public Religion Research Institute
Juhem Navarro-Rivera, Public Religion Research Institute

Computing Response Rates for Mixed-Mode Survey Designs
Ana Villar, City University London
Mario Callegaro, Google UK

Impact of Mode Design on Measurement Errors and Estimates of Individual Change
Alexandru Cernat, University of Essex, Institute for Social and Economic Research
# AAPOR Day-at-a-Glance

**Sunday, May 18**

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<td><strong>Registration Open</strong></td>
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<td>7:30 a.m. – 10:15 a.m.</td>
<td><strong>Presentation Drop Off</strong></td>
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<td>8:00 a.m. – 11:30 a.m.</td>
<td><strong>Short Course 7:</strong> Total Survey Error in Project Management</td>
<td>Platinum 10</td>
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<td>7:30 a.m. – 9:30 a.m.</td>
<td><strong>Breakfast Roundtable Discussion:</strong> Does Public Opinion Matter to Leaders? Real-World Politics and Possibilities</td>
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<td>Interviewer Effects on Data Quality</td>
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<td>Research on Non-Probability Samples</td>
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<td>Session 4:</td>
<td>New Developments in Data Collection with Smart Phones and Mobile Devices</td>
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<td>Using Incentive in Distinct Populations</td>
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<td>Session 8:</td>
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Short Course 7 Description

Sunday, May 18, 8:00 a.m. – 11:30 a.m.

Course 7: Total Survey Error in Project Management

Location: Platinum 10

Instructor: Brad Edwards, Westat

Course Overview:
Surveys that use probability sampling are becoming more difficult to manage. Response rates are falling, costs are rising. The Total Survey Error (TSE) framework is a tool for understanding and improving survey data quality. The TSE approach summarizes the ways in which a survey estimate may deviate from the corresponding value in the population. It highlights the relationships between errors and the ways in which efforts to reduce one type can increase another, resulting in an estimate with more total bias. For example: efforts to reduce nonresponse error may lead to poorer data quality.

TSE work has focused on the following areas:

- Relationships and connections between different sources of error
- Monitoring and reducing survey errors
- Errors induced in combining or replacing survey data with other data sources
- Trade-offs between error sources in multi-mode surveys

TSE is not for academics. It is a practical tool for decision making. It encourages tradeoffs between types of errors, while keeping mindful of survey costs. Thus, a tradeoff between two error sources may also be a tradeoff between cost and quality. Survey managers must strive to reach the best balance that meets the survey’s objectives, and TSE can help.

The course format will be based on case studies drawn from recent experience. Each case will be described in about 500 words, similar to but a bit shorter than the Harvard case studies used in many graduate business programs.
Breakfast Roundtable Discussion
Sunday, May 18, 7:30 a.m. – 9:30 a.m.


Location: Platinum 6

Moderators:
Robert Y. Shapiro, Columbia University
Cliff Zukin, Rutgers University

Panelists:
Celinda Lake, Lake Research Partners
Jon McHenry, North Star Opinion Research
James Fishkin, Stanford University
Steven Kull, Program for Public Consultation
Concurrent Session K

Sunday, May 18, 9:45 a.m. – 11:15 a.m.

Interviewer Effects on Data Quality

Moderator: Norman Trussell, Publix Super Markets
Location: Platinum 1 & 2

Changes in Interviewer-Related Error Over the Course of the Field Period: An Empirical Examination Using Paradata
Antje Kirchner, University of Nebraska-Lincoln
Kristen Olson, University of Nebraska-Lincoln

What Factors Explain Variation in Monitors’ Detection of Interviewing Errors in Telephone Surveys?
Douglas B. Currivan, RTI International
Paul P. Biemer, RTI International
Tamara Terry, RTI International
Ivan Carrillo-Garcia, RTI International

Questionnaire Design in Telephone Surveys: Interviewers’ and Call Center Managers’ Experience
Wojciech Jablonski, University of Lodz

Exploring the Implications of Interviewer Behavior on Data Quality
Rodney L. Terry, U.S. Census Bureau
Ryan King, U.S. Census Bureau
Laurie Schwede, U.S. Census Bureau

The Effect of Interviewer Probing on Item Nonresponse and Measurement Error in Cross-National Surveys: A Multi-Group Latent Variable Analysis
Sarah Butt, City University London
Jouni Kuha, London School of Economics
Chris Skinner, London School of Economics
Myrsini Katsikatsou, London School of Economics
Concurrent Session K
Sunday, May 18, 9:45 a.m. – 11:15 a.m.

The Impact of Mass Media on Public Opinion

Moderator: Patricia Moy, University of Washington  
Location: Platinum 3

All News is Not Equal: Analyzing the Impact of News Sources on Presidential Approval  
Dan Cassino, Fairleigh Dickinson University’s PublicMind Poll

Gun Control and the Press After the Sandy Hook Killings: The Relationship Between Leading National Newspaper Coverage, Public Opinion and Public Policy  
Thomas B. Christie, University of Texas-Arlington

“Powerful and Emotional” Pictures in Television News: Effects on Viewer Comprehension and Political Evaluation  
Erik P. Bucy, Texas Tech University  
Jacob Groshek, Boston University

Diverging State and Nation: Correspondence Between Statewide and National Election Surveys in 2012  
Josh Pasek, University of Michigan

The Newspaper Shook My Confidence and the County Clerk Broke My Trust: Media Effects and Interactions with Local Authorities in Building and Deteriorating Public Confidence in Democratic Institutions  
Dzmitry Yuran, University of Tennessee  
Melissa W. Graham, Oklahoma City University  
Michael R. Fitzgerald, University of Tennessee-Knoxville
Concurrent Session K

Sunday, May 18, 9:45 a.m. – 11:15 a.m.

Research on Non-Probability Samples

Moderator: Alisha Baines Simon, Minnesota Department of Health - Health Economics Program

Location: Platinum 4

A Model-Based Approach for Achieving a Representative Sample
George Terhanian, Toluna
John Bremer, Toluna
Carol Haney, Toluna

Comparing the Results of a Survey of Physicians Using Probability and Non-Probability Samples
Emily Geisen, RTI International
Murrey Olmsted, RTI International
Lily Peng, RTI International

Are Citizen Surveys Conducted via Opt-In Web Ready for Prime Time?
Thomas Miller, National Research Center, Inc.
Erin Caldwell, National Research Center, Inc.

Towards a New Math for Non-Probability Sampling Alternatives
Mansour Fahimi, GfK
Wendy Gross, GfK
Frances Barlas, GfK

Assessing the Performance of Non-Probability Online Surveys on Non-Electoral Behavioral Measures
Clifford A. Young, Ipsos Public Affairs

Concurrent Session K

Sunday, May 18, 9:45 a.m. – 11:15 a.m.

New Developments in Data Collection with Smart Phones and Mobile Devices

Moderator: Martin Barron, NORC at the University of Chicago
Location: Platinum 6

You CAN Touch This: An Experiment to Compare Computer and Mobile Surveys Using Touch Friendly Question Types
Joey Michaud, Maritz Marketing Research
Trent D. Buskirk, Marketing Systems Group
Ted Saunders, Maritz Marketing Research

Nonresponse in a Mobile-Web Survey: A First Look at the Causes and the Performance of Different Predictive Models
Christopher Antoun, University of Michigan, Institute for Social Research

Nonresponse and Measurement Differences in Mobile vs. Traditional Online Surveying: Findings from Two Experiments
Paul J. Lavrakas, Independent Consultant
Robert Clancy, Usamp

Scan All: Smartphones for Measuring Household Purchases in Developing Markets
Jeff Scagnelli, The Nielsen Company
Kelly Bristol, The Nielsen Company

To App or Not to App: The Key Questions to Ask Before Considering Mobile & Web Application Measurement
Jennie W. Lai, Independent Consultant
Michael W. Link, The Nielsen Company
Kelly Bristol, The Nielsen Company
Shu Duan, The Nielsen Company
Concurrent Session K
Sunday, May 18, 9:45 a.m. – 11:15 a.m.

Geocoded Data Applications
Moderator: John Stevenson, University of Wisconsin – Madison
Location: Platinum 7 & 8

Does Appending Billing Zip Code Make Cents?
Missy Mosher, SSI
Edward P. Johnson, SSI
Linda B. Piekarski, SSI

Understanding Mobility: Consent and Capture of Geolocation Data in Web Surveys
Scott D. Crawford, Survey Sciences Group, LLC
Colleen McClain, University of Michigan
Toben Nelson, University of Minnesota
Robert Young III, Survey Sciences Group, LLC

All Survey Data Are Spatial: Practical Tips on Geocoding and Performing Distance Calculations
Timothy B. Gravelle, University of Essex & PriceMetrix Inc.

Multi-Level Models: Connecting Geographic Information to Individual Level Survey Responses
Kenneth Fernandez, Elon University
Jason Husser, Elon University

Efficient Sampling Design and Screening in Surveying Rare Population in Small Areas
Chintan Turakhia, Abt SRBI, Inc.
Marci Schalk, Abt SRBI, Inc.
Dean Williams, Abt SRBI, Inc.
Amanda Geller, Columbia University
Tom Tyler, Yale University
Concurrent Session K

Sunday, May 18, 9:45 a.m. – 11:15 a.m.

Panel: Building Survey Organizations to Effectively Meet the Challenges of Measuring Public Opinion in Today’s World and Tomorrow’s

Organizer: Ashley Bowers, Indiana University
Moderator: Heather Terhune Marti, Indiana University
Location: Platinum 9

The Unique and Not So Unique Position of Academic Survey Research Centers: Planning for Long-Term Sustainability, Quality, and Cost Excellence
Stacey Giroux, Indiana University

Rewards and Challenges of Establishing an Innovation Institute Within a Commercial Organization
Michael W. Link, The Nielsen Company

On a Road Less Traveled: Making a Difference in Market Research
Paul Braun, Braun Research, Inc.

Changing the Way We Manage Data Collection Without Changing the Data Being Collected
Jamey Christy, U.S. Census Bureau

Implementing the “Research Practices” Initiative at Pew Research Center
Jon Cohen, SurveyMonkey
Concurrent Session K
Sunday, May 18, 9:45 a.m. – 11:15 a.m.

Using Incentive in Distinct Populations
Moderator: Mary Losch, University of Northern Iowa
Location: Orange County 1 & 2

Monetary Incentives and Response Rates in Household Surveys
Andrew R. Caporaso, Westat
Andrew Mercer, Westat
David Cantor, Westat
Reanne Townsend, Westat

How to Open a Door with a Packet of Seeds and a Magnet: The Effect of Non-Monetary Incentives on In-Person Study Response Rates
Andrew N. Williams, Westat
Ryan R. Hubbard, Westat

Cost-Effectiveness of Monetary Incentives in a Dual-Frame Mail Survey
Sherman Edwards, Westat
William R. Andrews, NOAA
Michael Brick, Westat
Howard King, Westat

Continuing Experiments on Non-Monetary Incentives in Physician Surveys
Paul C. Beatty, National Center for Health Statistics
Eric Jamoom, National Center for Health Statistics
Janey Hsiao, National Center for Health Statistics

Impact of a Differential Incentive in a Telephone Survey with a Low-Income Population
Holly H. Matulewicz, Mathematica Policy Research
Carol Irvin, Mathematica Policy Research
Concurrent Session K
Sunday, May 18, 9:45 a.m. – 11:15 a.m.

Topics in Telephone Survey Samples
Moderator: Vicki Pineau, NORC of University of Chicago
Location: Orange County 3 & 4

All Dual Users are Not the Same: An Experiment Comparing RDD Landline Plus Cell Vs. Listed Landline Plus Cell
Kyley McGeeney, Gallup, Inc.
Manas Chattopadhyay, Gallup, Inc.

Within-Household Selection for Telephone Surveys: A Comparative Experiment of Eleven Different Selection Methods
Jenny Marlar, Gallup, Inc.
Manas Chattopadhyay, Gallup, Inc.
Jeff Jones, Gallup, Inc.
Stephanie Kafka, Gallup, Inc.
Frauke Kreuter, University of Maryland

Where Am I Calling?: New Telephony Technologies and Implications for Respondent Location in RDD Samples
Hanna Popick, Westat
Eric Jodts, Westat
Jonathan Wivagg, Westat

The Increasing Challenge of Cell Phones to Japanese RDD Surveys
Nicholas E. Synodinos, University of Hawaii
Yasuyuki Saito, The Asahi Shimbun

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