

Problem viewing this email? [Click here](#) for our online version | [Send to a friend](#)



In This Issue:

[AAPOR News: June 2011](#)

[Letter from the President](#)

[67th Annual Conference
Theme Announced](#)

[AAPOR Webinars](#)

[66th Annual Conference
Report](#)

[2011 Award Winners](#)

[New and Improved AAPORnet](#)

[40 Years and Counting!](#)

AAPOR News: June 2011

Welcome to your June issue of AAPOR News - offering timely and important association updates along with interesting news in the public opinion and survey research community.

This issue includes the announcement of the 2012 Annual Conference theme, a 2011 Annual Conference report, a letter from new President Scott Keeter, AAPOR webinar series information and more.

[Back to Top](#)

Letter from the President



What a difference a year makes.

Just over one year ago, the AAPOR Executive Council faced a difficult decision. A number of members argued that the association should not hold its 2011 Annual Conference in Phoenix because of that state's recently enacted immigration legislation.

The logistical challenge and cost of moving the conference would be enormous, and there was no guarantee that similar legislation would not be enacted in whatever alternative location could be found for the conference.

Council voted to keep the conference in Phoenix, but there was anxiety that the immigration controversy, along with continued troubles in the nation's economy, would have serious negative consequences for conference attendance.

Fast forward a year and the mood is very different – many of us are feeling relief and even elation because the conference in Phoenix last month had the second-highest attendance in AAPOR history. This was achieved in no small part by the proactive work of conference chair Rob Santos and the conference committee to turn the controversy into an opportunity to study and discuss the immigration debate and the broader theme of public perception and societal conflict.

But the great turnout for the conference is also a testament to the vitality of AAPOR as a meeting place for professionals in the field of social and opinion research. For a lot of members, the conference combines the best of professional and intellectual stimulation with rewarding personal interaction, all in a nice location.

Many of the details of the conference will be covered in another article in this newsletter, but one experience typified the AAPOR conference enthusiasm for me. On the last day and at the very last time slot of the conference, I attended a panel and there were at least 50 people in the audience, many with their luggage packed beside them. And nearly everyone stayed through all the presentations, and all of the Q & A. Show me an audience of 50 at the last panel of the last day at the American Political Science Association or American Sociological Association conference and then I'll stop believing that AAPOR is unique!

We have a busy and exciting year ahead for the association. Discussions are already

underway regarding next year's conference theme, and it promises to be a compelling one. The Transparency Initiative planning process is proceeding, with the hope that we will have a working version of the TI in operation by the time the presidential primary season arrives.

A number of task forces have been established, working on topics as wide ranging as the governance of AAPOR, the role of survey research in the legal process, the possible creation of a new journal to be published jointly with the American Statistical Association and the role of public opinion research in the policy process. And we will soon announce the creation of a task force to study whether and when non-probability survey methods have scientific value. On top of all this, most of the standing committees of AAPOR have already had initial planning meetings to welcome new associate chairs and talk about their agendas for next year.

One area of particular interest to me is finding ways to involve more AAPOR members in the exciting and valuable work that AAPOR does. We already have a vast army of volunteers working in one or more of the numerous committees and task forces underway. But there is a need for many more. Equally important, volunteer work in the association is an opportunity for younger (and not-so-young) professionals to meet others in AAPOR, to learn more about the profession and to develop valuable leadership and management skills.

Having gotten to know a number of bright and energetic young survey researchers through AAPOR activities over the past few years, I am fully convinced that AAPOR need not worry about generational replacement, at least as long as we can keep creating meaningful volunteer work and leadership opportunities for this young cohort.

To that end, a small group is working to create a better process for identifying volunteers and matching them with interesting and challenging work opportunities within AAPOR. Building on the innovation Peter Miller introduced last year as chair of the committee that recommends candidates for the executive council, this will include the creation of expanded ways to identify members who are interested in serving the association – through both self-nomination and recommendations by peers – as well as better ways to match available volunteers with the committees, task forces and other association work that need the help.

It's my hope that this process, when fully implemented, will make AAPOR a more inclusive and open organization and one in which many more members will have the opportunity to enjoy the rewards and satisfaction of working with others on behalf of the association and the profession.

My best wishes to all of you for a great summer, and please don't hesitate to contact me if you have questions, concerns or ideas about AAPOR.

Scott Keeter
AAPOR President 2011-2012
skeeter@pewresearch.org

[Back to Top](#)

2012 AAPOR Conference: "Evaluating New Frontiers in Public Opinion and Social Research"

By [Dan Merkle](#), 2012 Conference Chair

AAPOR's 67th Annual Conference will be May 17-20, 2012 in Orlando at the JW Marriott Orlando Grande Lakes, a luxury resort about 10 miles from Walt Disney World and Universal Studios. Our conference theme, "Evaluating New Frontiers in Public Opinion and Social Research," is designed to evaluate the strengths and weaknesses of new methodologies and modes of data collection and explore the implications for our profession.

The continued proliferation of new communication media and technologies presents increased opportunities as well as challenges for public opinion, marketing science and survey researchers. These include new methods of measuring opinion and behavior such as the analysis of social media content (e.g., Facebook), blogs, microblogs (e.g., Twitter) and internet searches. Research is encouraged that explores the value of these emerging methodologies to public opinion, marketing science and other social researchers, including the reliability and validity of these approaches.

Also related to the conference theme is the use of newer technologies in research such as smart phones, iPads®, texting, webcams (e.g., Skype) and advances in internet surveys. Research is encouraged that explores how these newer modes of data collection can be integrated with existing approaches and evaluates the implications for data quality. In this rapidly changing communication environment, this year's conference theme will provide a forum to discuss the implications of these myriad changes for the public opinion, marketing science and survey research professions.

The conference program will also accept research on other topics of interest to our profession including substantive studies of public opinion on social, economic and political issues, cross-national and comparative research, political polling and electoral decision-making, the impact of the media on public opinion, and methodological research on cell phones, address-based sampling, nonresponse, noncoverage, sampling, weighting, questionnaire design, web surveys, mixed-mode data collection and other methodological issues.

[Back to Top](#)

Join us in June for:

**Address-Based Sampling Webinar
presented by David Dutwin, PhD
Thursday, June 30, 2011
1 p.m. EDT**

A new AAPOR webinar that combines the educational experience of a live conference session with the convenience of learning at your desk.

This webinar includes a Q & A session with Dr. Dutwin.

[Register Today!](#)

Save the date for future AAPOR webinars:

August 25
When and How to Add
Cell Phones to Your
Telephone Survey
with Scott Keeter

October 12
Social Networking: How it is
Changing the Way We
Communicate and Form
Opinions
with Mark Hardy

November 30
Evolving Survey Research:
New Technologies and the
Next Steps Forward
with Michael Link

66th Annual AAPOR Conference: Fun in the Sun in Phoenix

By [Dan Merkle](#), 2012 Conference Chair

AAPOR's 66th annual conference was a hot one, and I'm not only referring to the weather. The conference, which was held May 12-15, 2011, in Phoenix at the Arizona Grand Resort, attracted 967 attendees. This is the highest attendance for a year without a joint WAPOR conference and the second highest attendance for an AAPOR conference ever.

Credit goes to Rob Santos, 2011 AAPOR Conference Chair, for the outstanding job he did putting together an excellent program from beginning to end. The program featured more than 90 sessions and panels involving more than 500 papers, methodological briefs, demonstrations and poster presentations.

A number of the sessions reflected the conference theme: "Public Perception and Societal Conflict." Related to this theme, and a highlight of the conference, was the star-studded plenary session titled "The History of Immigration Reform in the U.S." Featured panelists included Henry Cisneros, executive chairman of CityView companies and former Housing and Urban Development Secretary, Rodolfo de la Garza, a political science scholar at Columbia University, and Frank Newport, editor-in-chief of the Gallup Poll. The session was moderated by Gary Langer of Langer Research Associates.

The conference included theme-related sessions on cross-cultural research methods and applications to societal issues, including race and gender, religiosity, sexual orientation, climate change and immigration. The program also included sessions exploring advances in survey methodology in areas such as address-based sampling, cell phones, online surveys, nonresponse, incentives, weighting, questionnaire design and election polling. The sessions were well attended, and a number of them were standing-room only.

AAPOR also sponsored six short courses for those interested in more in-depth methodological training: "Dealing With Missing Data" (Mansour Fahimi and Darryl Creel), "Designing Surveys for Mobile Devices: Pocket-Sized Surveys That Yield Powerful Results" (Mario Callegaro and Tim Macer), "Principles for Questionnaire Design" (Roger Tourangeau), "The Benefits and Challenges of Address-Based Sampling Designs" (David Dutwin and Michael W. Link), "Creating Effective Designs for Mixed-Mode Surveys" (Don A. Dillman) and "The Use of Incentives in Survey Research" (Paul J. Lavrakas).

The conference provided ample opportunity for networking and mingling with friends, old and new. The tradition of AAPOR as a "meeting place" was on display throughout the conference as attendees socialized during the group meals, the New Member and All-Chapter Reception, the President's Reception, the dessert receptions, refreshment breaks and the speed networking sessions. Attendees also gathered in the exhibit hall, which included demonstration sessions, poster presentations, "Meet the Author" sessions, the book exhibit and various exhibitors and vendors. On the last night of the conference, attendees enjoyed the post-banquet fiesta featuring a live mariachi band and a complimentary margarita fountain.

Other fun activities, organized by the Social and Volunteer Conference Subcommittee led by Chair David DesRoches and Associate Chair Deborah Rexrode, included the golf outing, fun run/walk, applied probability, docent program and two stargazing events where attendees were able to take a professionally guided tour of the night sky using telescopes. You could even see the rings around Saturn!

The weather for the conference was very hot, sunny and dry throughout. But attendees had ample opportunities to beat the heat as the Arizona Grand Resort boasted a number of swimming pools in addition to a water park with an eight-story water slide, a wave pool and a lazy river.

Mark your calendars: planning is already underway for the 67th Annual AAPOR Conference, which will be May 17-20, 2012, in Orlando. The conference will be held at the JW Marriott Orlando Grande Lakes, a luxury resort about 10 miles from Walt Disney World and Universal Studios.

[Click here](#) to view more photos from the 66th Annual Conference in Phoenix.

[Back to Top](#)

AAPOR Honors Industry Leaders at 2011 Annual Conference

AAPOR honored leaders and innovators in the public opinion and survey research field at its 66th Annual Conference in Phoenix in May.

"Each year AAPOR honors leaders, visionaries and innovators in the field of public opinion and survey research," said AAPOR President Scott Keeter of Pew Research Center. "This year's awardees are highly deserving of these awards for the contributions they've made to our profession. It is my honor to recognize them."



2010-2011 AAPOR President Frank M. Newport (left) and 2011 AAPOR Award Winner Stanley Presser.

2011 AAPOR Award Winners:

AAPOR Award for Exceptionally Distinguished Achievement

Stanley Presser, University of Maryland

Policy Impact Award

U.S. Department of Defense Comprehensive Review Working Group
RAND Corporation Survey Team
Westat Survey Team

Warren J. Mitofsky Innovators Award

Michael P. Battaglia, Abt Associates, Inc.; Martin R. Frankel, Baruch College; Michael W. Link, The Nielsen Company; Ali H. Mokdad, Institute for Health Metrics & Evaluation; Larry Osborn, Knowledge Networks
and
Vincent G. Iannacchione, RTI International; Jennifer M. Staab, RTI International; David T. Redden, University of Alabama

AAPOR Book Award

Robert M. Groves, Don A. Dillman, John L. Eltinge and Roderick J.A. Little
Survey Non-Response (John Wiley & Sons, Inc., New York, NY)

Seymour Sudman Student Paper Award

Winner: Andrew Therriault, New York University
Honorable Mention: Joseph Sakshaug, University of Michigan
Honorable Mention: Susanna Dilliplane, Annenberg School for Communications

Burns "Bud" Roper Fellows

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

[Back to Top](#)

New and Improved AAPORnet Listserv

By [Rich Morin](#), Communications Chair

AAPORnet successfully moved to its new home on June 1 and the only surprise on moving day was the absence of big surprises. The transition of the popular online discussion group from Arizona State University to the Sherwood Group, AAPOR's management firm, was accomplished with few serious problems and no significant delays.

AAPOR President Scott Keeter posted the first message to the relocated AAPORnet at 8:46 a.m. on June 1. In the inaugural posting, Keeter thanked "AAPORnet subscribers who keep our list vital and active. We hope that the new system will help make AAPORnet even more valuable to all of you, whether you regularly post or just quietly lurk and listen."

More than 2,100 AAPOR members now have access to the discussion board through a new interface on the AAPOR website. Currently 939 members receive instant posting to AAPORnet while another 104 receive daily digests, said Michael Patti, Sherwood Group Web services manager, who engineered the transition with the help of longtime AAPOR member Shap Wolf.

While the email list made the move with few problems, the migration of the AAPORnet archive proved to be a bigger challenge. But by the weekend 14,310 messages dating back to 2002 were available on the new site. Messages posted before 2002, when AAPORnet was hosted at USC, will be added soon, after the remaining technical issues are resolved.

The move marked the culmination of months of hard work by the AAPORnet Transition Subcommittee chaired by Colleen Porter. She was assisted by Wolf and subcommittee members Leo Simonetta, Adam Safir, Joe Murphy and James R. Caplan. Rich Morin, communications committee chair and Marjorie Connelly, associate communications chair also served on the subcommittee. Lindsay Arends of the Sherwood Group was also instrumental in the transition. All AAPORnet users owe their thanks to the transition team for a job well done.

A special thank you to Shap. As he had been for the years that ASU hosted the site, Shap was the wizard behind the curtain during the transition, surrendering large chunks of his Memorial Day weekend to make sure the move went smoothly.

[Back to Top](#)

40 Years and Counting!

AAPOR invites all members to join us in honoring the 14 dedicated professionals who have been association members for 40-49 years:

Earl Babbie
Joan S. Black
Barry M. Feinberg
G. Ray Funkhouser
Stephen A. Greyser
Andrew Kohut
Sidney Kraus
Walter Lindenmann
Philip Meyer
Alvin Richman
John P. Robinson
Joe L. Spaeth
James W. Swinehart
Tibor Weiss

Any omissions or inaccuracies in this list were unintentional. To be included please contact [Lindsay Arends](#).

[Back to Top](#)

If you would prefer not to receive emails from us, go [here](#).
Please send any comments about this email to info@aapor.org

