AAPOR News: March 2011

Welcome to your March 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 an AAPOR update from President Frank Newport, Q&A with the two Executive Council vice presidential/president-elect candidates, the latest on the 66th Annual Conference in Phoenix and more.

Letter from the President

It may be hard to believe, but we are fast approaching our 2011 Annual Conference at the Arizona Grand Resort in Phoenix this May 12-15. This promises to be an outstanding event. If you have not registered, please do so now. Registration is open and available on the AAPOR website. Conference Chair Rob Santos, Associate Chair Dan Merkle and members of the conference committee have developed a truly excellent program which will be of great value to our members' professional development. In this newsletter, Rob outlines the program, and announces the Thursday night plenary session on public perception and societal conflict.

Past President Peter Miller and members of the nominations committee, working with AAPOR Executive Director Susan Tibbitts, produced an outstanding slate of candidates for the 2011-2012 AAPOR Executive Council. The slate for each office was unanimously approved by the Council at its January meeting. Voting for the new Council will begin on March 9 and end April 4. The candidate biographical statements and descriptions of the positions are available now on the AAPOR website.

Your Executive Council has been hard at work focusing on action steps deriving from the recently adopted AAPOR Strategic Plan. One of the key recommendations in the plan was the establishment of a Governance Review Task Force, whose mission is to make recommendations for improving the operation of AAPOR’s Executive Council and the standing committees. The Task Force is ably chaired by Mark Schulman and Patricia Moy. Additionally, the Council is highly focused on the rapid and significant changes which are affecting our profession, and spent a good part of its January meeting further developing AAPOR strategic initiatives to assess these changes for the benefit of our members.

AAPOR remains active on a number of other fronts. The Transparency Initiative continues to move forward, a new edition of AAPOR’s Standard Definitions document has been approved, the Online Education Subcommittee is considering options for a new AAPOR Webinar series and the Communications Committee is at work redesigning the website and examining innovative approaches to facilitate communication between AAPOR members.

I’m happy to report that your Association remains in excellent shape, both fiscally and in terms of fulfilling its organizational mission. AAPOR ended 2010 with a record high membership of 2,420 members, an increase of 7 percent over the previous year. Financially, AAPOR expects to end the year 2011 in the black and our balance sheet is in good condition.
AAPOR continues to be the flagship association dealing with the quality, integrity and use of public opinion research in this country. Thanks to all members for helping make our organization so viable.

Frank Newport
2010-2011 President

Cisneros, Other Experts to Discuss Immigration Reform at Conference Plenary Session

By Rob Santos, Conference Chair

I am pleased to announce that Henry Cisneros, former secretary of the Department of Housing and Urban Development and the current executive chairman of CityView, will participate in a panel discussion on immigration reform at the plenary session of the 66th Annual Conference in Phoenix. Cisneros will be joined on the panel by Doris Meissner, former INS commissioner and senior fellow at Migration Policy Institute; Rodolfo de la Garza, Eaton Professor of Administrative Law and Municipal Science, Columbia University and scholar in Latino politics; and Frank Newport, Editor-in-Chief of Gallup and our own AAPOR president.

Strong, early registration supports an outstanding program that features a wide-ranging mix of methods, theory and substance. We received more than 600 abstracts this year, allowing us to assemble cohesive, diverse sessions that will make it hard to choose which ones to attend. Our program will also feature sessions devoted to our conference theme Public Perception & Societal Conflict. The conference will contain sessions focused on cross-cultural research methods and applications to contemporary societal issues, including race and gender, religiosity, sexual orientation, climate change and immigration.

The Arizona Grand Resort in Phoenix offers outstanding meeting space as well as a number of attractions including a splendid golf course, a health club and spa, 60 miles of hiking and biking trails in the adjoining desert preserve, a first-rate water park on the premises and seven on-site dining venues.

Register online today!

Executive Council 2011-2012 Election: Q&A with Candidates for Vice President/President-Elect

Voting for the 2011 Executive Council will begin on March 9 and end on April 4. For complete information on all 14 candidates for the seven open Council positions, visit the AAPOR website. Candidates are listed in alphabetical order.

Reg Baker

How does your background and experience prepare you to handle the job of AAPOR president?
I have 25 years of experience managing at the senior level in large organizations whose primary work has been survey design, data collection, processing and analysis. AAPOR has reached a point where this kind of experience is essential. We
now have over 2,000 members, an operating budget in excess of a million dollars and a strategic plan with ambitious initiatives designed to make us a stronger and more impactful association. Over the course of my career I've learned not just how to make plans but also how to execute them. In addition, my research interest over that time has been in issues at the intersection of technology and survey research. Technology and the measurement of public opinion and behavior have never been more intertwined than they are today and AAPOR has a key role to play as our industry evolves to whatever comes next.

Fun Run or Applied Probability?
Neither. The question seems to imply that those are the only two ways to have fun at the Annual Conference. Not true. There are always other organized activities that this year includes golf, a party with a Mariachi band and stargazing (see you there!). But my passion is birding and conference venues almost always provide opportunities to get out and look for birds that I can’t see around Ann Arbor. This year is no exception with the mountains and canyons around Tucson to the south and the high desert of Sedona and Red Rock Country to the north. I’m looking forward to the opportunity once again to add a bird or maybe two to my life list.

Paul Lavrakas

How does your background and experience prepare you to handle the job of AAPOR president?
Working in the public and academic sectors (1968-1976; 1978-2000) and the private sector (1977-1978; 2000-present) has provided me a broad set of managerial and executive experiences within complex organizations. I have voluntarily lead several professional groups charged with major organizational responsibilities. I also have considerable experience with fiscal management and with consensus building. My knowledge of AAPOR governance is extensive: serving Council from 1995-1997 (ex officio, Conference Operations chair), 1997-1999 (Associate Program/Program chair), 2008-2010 (Councilor-at-Large) and have membership in several AAPOR chapters. I have engaged in a wide variety of public opinion research/scholarship, including a specialization in election polling. Thus, I believe I am well suited to serve AAPOR as president during a major U.S. election cycle. I have worked extensively on methodological research and scholarship of my own and for my employers; (which I have structured using a Total Survey Error perspective since the early 1990s).

Fun Run or Applied Probability?
Actually neither...Although I fully support these AAPOR traditions, I no longer participate in either. I gave up running in my early thirties as a preventive measure to preserve my knees and other joints. I took up cycling (road biking mostly; but also occasional mountain biking in the NE and SW) at age 40 and have ridden more than 20,000 miles since. I enjoy playing poker and other games of strategy and chance, and organized the Saturday night Applied Probability “seminars” from the late 1980s through the late 1990s, bringing decks of cards and bags of poker chips to the conference each year. But as I aged, I started keeping to earlier bedtimes. This year Justin Bailey and I are looking forward to playing Scrabble at the conference hotel. Maybe others would like to have that as a social option at future conferences?

AAPOR Member Survey Coming in 2011
By Kelly Foster, Membership and Chapter Relations Chair

Membership and Chapter Relations (MCR) has a busy year on the horizon! We closed 2010 with 2,420 members (our highest ever) and as of January 31, 2011, we have 1,622 members. We expect that number to rise quickly as membership renewals continue to come in and new members join. In 2011, MCR has several large initiatives underway: member and former member surveys, exhibiting the AAPOR booth at sister organizations and expanding our member benefits.
In particular, MCR is gearing up for the 2011 AAPOR member and former member surveys. The AAPOR Strategic Plan calls for the regular collection of survey data to identify the value of existing membership benefits, perceptions of AAPOR’s effectiveness, desires for additional benefits and AAPOR’s progress in reaching specific quantifiable objectives. We plan to make the 2011 surveys serve as the model moving forward so we can compare results year to year.

We are grateful for the significant contributions of the survey subcommittee: Chase Harrison, Matt Jans, Adria Gallup-Black Philip Brenner, David Roe and Ana Lucia Cordova-Cazar. Over the last several months, we have worked with the subcommittee to refine the research questions, survey design and plan for analysis. AAPOR Executive Council has been extremely helpful as well and, as you would imagine, had a lot of input and discussion regarding the survey plans and questions!

In December, we worked with Conference Chair Rob Santos and Associate Chair Dan Merkle to release a request for proposals to conduct the member and former member surveys along with this year’s post-conference survey – a strategy designed to minimize burden to AAPOR members and efficiently collect data for these separate purposes. We are reviewing the proposals and will be working with the selected firm to finalize plans for the survey.

AAPOR Membership at a Glance
(as of 12/31/10)

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<th>Active Members</th>
<th>Honorary Members</th>
<th>Student Members</th>
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<td>2,420</td>
<td>87</td>
<td>309</td>
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501 new members joined in 2010.

804 of you have been members for 10 or more years.

Standard Definitions: New and Improved!
By Tom W. Smith, Standard Definitions Committee Chair

AAPOR has issued the seventh edition of Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys (2011). AAPOR first issued Standard Definitions in 1998 and has periodically expanded and refined it over the years.

The first major addition in the latest edition is the section on establishment surveys. Previous editions had largely referred to household surveys. The second notable addition was a greatly expanded section on Internet surveys that discusses some crucial differences across probability samples, non-probability samples and river and self-selected online samples. Third, several clarifications and elaborations were made in existing outcome codes for other modes. Finally, some valuable new references have been added.

The seventh edition was recently endorsed by the World Association of Public Opinion Research (WAPOR) and was edited by Smith who chaired the Standard Definitions committee of Rob Daves, Paul Lavrakas, Mick Couper, Timothy Johnson and Richard Morin. Couper led the updating of the section on Internet surveys and Sara Zuckerbraun drafted the section on establishment surveys.

Suggestions for further improvements to Standard Definitions are welcomed.
Member Spotlight: Celebrating 64 Years of Membership

By Rich Morin, Associate Communications Chair

In September 1947 Helen M. Crossley, a 25-year-old graduate student at the University of Denver, boarded a cross-country train to attend the Second International Conference on Public Opinion Research at Williams College in Williamstown, Mass.

Crossley immediately knew she had found a professional home.

“There was a spirit in the air,” she said of the meeting that marked the founding of AAPOR. “We were pioneers. It brought together people who realized something new was getting started. We made connections that carried on for more than 60 years.”

Today, Crossley says the opportunities to connect with professional colleagues and learn the latest in survey techniques remain compelling reasons for joining AAPOR.

“If someone is interested in being active in the profession they simply have to be a member of AAPOR,” said Crossley, one of 19 people who have been members of AAPOR for 60 years or longer. “If you are not in AAPOR, you aren’t up on what is happening or all the people you need to know.”

Crossley says the professional connections she made or deepened at AAPOR have taken her around the world. In the early 1950s she worked in Germany for the Armed Forces Information and Education Division (AFIED) and became the chief of its Research Branch. In 1955 she began her long association with the U.S. Information Agency (USIA), establishing coordinated research surveys in Europe, Asia and Latin America. After a stint in the private sector she returned to the USIA in 1979. She retired in 1992 with the Agency's Career Achievement Award for 32 years of government service. She has served on the AAPOR Council and was the first female president of WAPOR. Crossley's full biography and Heritage Interview Series video are available on the AAPOR website.

Crossley says she finally “started feeling my age” last year when she turned 89. “I’m mostly on the professional sidelines now.” But she did attend last year's conference in Chicago.

“It was quite impressive, but quite hectic”—and very different from the conventions in the early days of AAPOR. Some of the changes have been for the better. “We used to fight. Oh those arguments between the commercial side and the academics were really quite bitter.”

But Crossley says she misses other things. “They didn’t have a sing-along,” she says. Evening sing-alongs were a feature at those early conventions, “good glee-club types of songs.” That tradition has been replaced by golf tournaments, fun runs and more informal gatherings.

She did say one tradition remains from those first meetings: The late-night poker game, now rechristened the “Applied Probability Seminar.”

“We had the sing-alongs and the poker game,” she laughed. “You went to one or the other. You didn’t do both.”

60 Years and Counting!
AAPOR invites all members to join us in honoring the 19 dedicated professionals who have been association members for 60+ years:

Ann Brunswick, PhD  
Robert Carlson, PhD  
Helen Crossley, MA  
W. Phillips Davison  
Jack Elinson, PhD  
Mervin Field  
Raymond Fink, PhD  
Robert Ford  
Sidney Hollander  
Herbert Krugman, PhD  
Robert Lee, PhD  
Seymour Lieberman, PhD  
Richard Maisel  
Harold Mendelsohn, PhD  
C. Robert Pace, PhD  
Henry Riecken  
Edwin Sonnecken, MBA  
Margaret Weidenhamer  
Anne Zanes

Any omissions or inaccuracies in this list were unintentional. To be included please contact Lindsay Arends.

AAPOR Endorses International Standards for Survey Research  
By Reg Baker, Standards Chair

The AAPOR Executive Council has voted to endorse two existing codes of survey research practice designed to improve and standardize the conduct of market, opinion and social research around the world.

The ISO Standard 20252 – Market, Opinion, and Social Research was developed over a three-year period by representatives of research associations in more than 20 countries, including CASRO, WAPOR and ESOMAR. More than 250 companies and research organizations worldwide have certified to the ISO standard since it was released in 2006.

The Council also endorsed the ICC/ESOMAR Code, which was released in 2009. More than 40 research associations worldwide have formally adopted the ICC/ESOMAR Code while five more have endorsed it. Endorsing groups like AAPOR have their own codes that are similar and at least as restrictive as the ICC/ESOMAR standard.

In a prepared statement, the AAPOR Council singled out for praise the requirement in both codes that mandates full disclosure of survey methods. This requirement is “especially compelling for AAPOR given its ongoing efforts to promote disclosure of key information about survey methods via its Transparency Initiative,” the statement read. Read the full endorsement.

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Mark Your Calendar - Upcoming AAPOR Conferences

67th Annual Conference  
May 17-20, 2012  
Orlando, FL
WAPOR 64th Annual Conference

The 64th Annual Conference of the World Association for Public Opinion Research (WAPOR) will be held Sept 21-23, 2011 in Amsterdam. The theme of the conference is *Public Opinion and the Internet*. Special sessions will examine both the role of the Internet in shaping contemporary life and the use of the Internet as a data-collection mode for survey research. Other sessions are devoted to survey methodology, public policy analysis, mass communications research and other topics of interest to survey researchers. There will be a special session organized by AAPOR on its Transparency Initiative.

Full details on the conference venue will be available at WAPOR website soon. WAPOR invites their AAPOR colleagues to join them in Amsterdam.

H2R 2012

**Call for Papers: International Conference on Methods for Surveying and Enumerating Hard-to-Reach Populations**

**Submissions:**
February 1 - March 31, 2011: Invited Call for Submissions
April 1 – May 31, 2011: Contributed Call for Submissions

**Conference:**
October 31–November 3, 2012
Marriott New Orleans at the Convention Center, New Orleans

The H2R 2012 conference will bring together survey methodologists, sociologists, statisticians, demographers, ethnographers and other professionals from around the world to present new and innovative techniques for surveying hard-to-reach populations. Addressing both the statistical and survey design aspects of including hard-to-reach groups, researchers will report findings from censuses, surveys and other research related to the identification, definition, measurement and methodologies for surveying and enumerating undercounted populations.

Invited papers will be published in a monograph after the conference. A selection of contributed papers will be published in a peer-reviewed issue of the *Journal of Official Statistics*.

The contributed program will consist of individual paper sessions and organized panels. Contributed paper sessions will consist of papers grouped into topic areas by the program committee. In addition to individual paper submissions, participants may wish to propose panel sessions. Panel sessions should consist of 4-5 presentations on a related theme or topic. Panel organizers may propose 3-4
presentations and a discussant, or all presentations and no discussant.

Topics of interest include, but are not limited to:

**Identifying, Defining, and Measuring the Hard-to-Reach (H2R)**
- Defining H2R populations
- Measuring undercounts for H2R groups
- Improving measurement with administrative records
- Sampling H2R populations

**Techniques and Methodologies**
- Recruitment methods
- Targeting the H2R
- Use of social marketing and outreach campaigns
- Overcoming language and literacy barriers
- Use of community-based organizations
- Dealing with complex living and housing situations
- Tracking and tracing H2R populations

**H2R Subpopulations**
- Racial minorities
- Immigrant populations
- Indigenous populations
- Highly mobile and migrant populations
- Homeless and refugee populations
- Sexual minorities
- Populations affected by natural disasters
- Populations in zones of armed conflict
- Stigmatized populations
- Cross-cultural similarities and differences in H2R populations
- Linguistic and cultural minorities

For information, visit [www.amstat.org/meetings/h2r/2012](http://www.amstat.org/meetings/h2r/2012) or e-mail H2R2012@amstat.org.