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AAPOR News: April 2012

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

This issue includes a letter from President Scott Keeter, 2012-2013 election results, an update on the 2012 Annual Conference and more.

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Letter from the President



The clock is winding down on my presidential term, and yet it feels like I just got here. I've learned a lot in this year and had the pleasure of working with a great team of Executive Council members and our outstanding AAPOR staff at The Sherwood Group.

I've also met a lot of younger AAPOR members during my term and am very confident that the organization that's meant so much to my professional life will continue to play that role for the next cohorts of survey and opinion researchers.

Your AAPOR Executive Council is charged with the stewardship of the association – to keep it strong, responsive and financially healthy so that it can meet the many goals that the membership has set for the association over the past decades... providing education and professional development opportunities, advocating for the interests of the survey research community, setting and enforcing high standards for the practice of our craft, and more.

Given the important responsibilities of the Executive Council, I could not be more pleased with the [outcome of the 2012 elections](#), and I offer my congratulations to all of the members of the incoming Council. It is an exceptionally talented group. But here's what's great: I could have said the same thing even if every election had turned out differently. If you are like me, you probably had to flip a coin on several of the races. I'm really grateful to everyone who agreed to be considered for the election, including a number of people who didn't make it onto the ballot this year. Your time is coming! Many thanks to Frank Newport and the Nominations Committee; they did a lot of hard work to make your choices in the election so difficult.

The Executive Council has been very busy over the past couple of months managing several big initiatives (I say "managing" because most of the ground-level work is being done by our various committees and the AAPOR staff). One is the Transparency Initiative (TI), which conducted a pilot test earlier this year and is now in the process of evaluating the results and laying plans for a second pilot this summer. Don't miss the TI session at the conference on Friday, May 18, 4:15 p.m.

Plans are firming up for the new journal, the *Journal of Survey Statistics and Methodology*, to be published jointly by AAPOR and the American Statistical Association. A subcommittee led by Peter Miller is seeking a publisher for the journal, and if all goes well we hope to see the first issue sometime next year.

The Governance Review Task Force delivered its final report to the Council last month. After more than a year of intense study and discussion, the Task Force recommended a number of steps that AAPOR could take to improve the effectiveness of its governance structure. However, these steps represent evolution rather than revolution. In particular, the task force considered and ultimately rejected the idea of transforming the Executive Council from its current committee-based structure (in which most members are also chairs of committees) to an at-large structure (in which councilors are elected without a specific portfolio). Many organizations use the at-large model, but the advantages do not appear – at least at the present – to be worth the disruption that the change would require.

There is much more going on than I can cover here, so I urge you to attend the business meeting at the conference to hear more about the activities of all of the committees and task forces.

And speaking of the [AAPOR Annual Conference](#)... we're less than a month away and the excitement is building (more below in Conference Chair Dan Merkle's column). Early registrations have matched or exceeded previous years at comparable time points, and room reservations are quite a bit higher than in past years. There were more papers, posters and presentations submitted than in recent conferences, and the number of exhibitors will set a record as well. The plenary promises to be provocative and informative. The hotel is beautiful and very family-friendly – but also filling up. If you are going to attend and haven't already made your reservations, you should do so soon. I hope to see all of you there.

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

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If your organization hasn't signed up to sponsor the 2012 conference, there is still time! [Email today](#) or register on the [AAPOR website](#).

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AAPOR's 2012 Conference: Substance, Networking and Fun

By [Dan Merkle](#), Conference Chair



We're putting the finishing touches on [AAPOR's 67th Annual Conference](#), which will be held May 17-20, 2012, at the JW Marriott Orlando Grande Lakes in Orlando. Join us for the strong conference program, networking, socializing and fun.

Interest in this year's conference appears to be high, and we're on track for very strong attendance.

Through early April, conference registrations have been trending a bit higher than the previous two years, which were the two most attended conferences in AAPOR history. A record number of paper proposals were submitted in response to this year's call for papers, and more than 500 of them are included in the program.

Substance

Highlights of the conference program include:

- A number of paper sessions focusing on this year's conference theme: "Evaluating New Frontiers in Public Opinion and Social Research." These include sessions on using interactive and gaming techniques to improve surveys, advances in Web surveys, innovations in the use of mobile devices in survey research and using social media to measure public opinion and behavior.
- The [plenary session](#), "Examining the Value of Non-Probability Sampling in Social Research," featuring a distinguished panel of experts. Douglas Rivers and George Terhanian will present the case for the value of non-probability sampling. Robert Groves and Elizabeth Stasny will serve as the discussants. The session will be moderated by Nancy Mathiowetz.
- Six stellar [short courses](#) taught by top-notch instructors: "Single and Multi-Mode Surveys Using Address-Based Sampling" (Colm O'Muircheartaigh and Ned English), "Unlocking the Potential of Conjoint Analysis/Discrete Choice Modeling and MaxDiff Scaling in Public Opinion Research" (Joseph Curry), "Maximizing the Accuracy of Online Surveys: Comparisons of Methods and Recommendations of Optimal Procedures" (Jon Krosnick), "Improving Surveys with Paradata: Making Use of Process Information" (Frauke Kreuter), "Designing Web Questionnaires" (Mick Couper), "The Role of New Technologies in Powering, Augmenting, or Replacing Traditional Surveys" (Michael Link and Trent Buskirk).

Demonstration sessions where innovative data collection technologies and tools will be discussed, including the use of wearable sensors to measure behavior, social media monitoring and assessment techniques, a multi-platform mobile survey application, conducting intercept surveys on cell-enabled iPads and more.

- A panel devoted to career and professional development for those who have considered changing between industry sectors (academic, commercial, government, not-for-profit and self-employed/independent). The session will feature Michael Link as moderator and a panel of four experienced speakers who have made multiple transitions between sectors: Paul J. Lavrakas, Gillian SteelFisher, Ali Mokdad and John Thompson.
- A panel featuring AAPOR Past Presidents discussing the challenges and opportunities facing the public opinion and survey research profession given the continued proliferation of new communication media and technologies. The speakers will be AAPOR Past Presidents Nancy Belden, Rob Daves, Murray Edelman, Peter Miller, Mark Schulman and Cliff Zukin.
- Numerous other panel sessions on a diverse range of topics of interest to our profession including substantive studies of public opinion on social, economic and political issues, political polling and elections, cross-national and comparative research, the impact of the media, and methodological research on cell phones, address-based sampling, questionnaire design, nonresponse, sampling, weighting, Web surveys, mixed-mode data collection and other methodological issues.

Networking and Conference Activities

The conference will also provide ample opportunity for networking and mingling:

- Two speed networking sessions
- An outstanding exhibit hall that will include demonstration sessions, poster presentations, "Meet the Author" sessions, the book exhibit and a diverse range of exhibitors and vendors.
- The AAPOR Golf Outing, Fun Run/Walk and Applied Probability.
- The Post-Banquet Party will feature live acoustic entertainment and complimentary mojitos.
- The Docent Program for first-time attendees. In addition, the Membership and Chapter Relations Committee (MCR) will be repeating last year's successful passport program, which encourages new members to visit the AAPOR booth and connect with their AAPOR docent, MCR committee members and members of the Executive Council. Those who turn in a completed passport will be eligible to win an Amazon Kindle Fire! The MCR is also planning some special events to connect AAPOR student members with one another.

Fun in Orlando

This is a great year to bring your family along for a vacation.

Orlando is home to many wonderful attractions, and the JW Marriott Orlando Grande Lakes is a beautiful hotel with activities for the entire family.



- Orlando is known for some of the best entertainment and themed attractions in the world, including Sea World, Universal Studios, and Walt Disney World. Tickets to local attractions can be purchased here www.localexpert.com/aapor-2012 and will also be sold on site at the conference. The conference hotel is about 10 miles from Walt Disney World and Universal Studios and two miles

from Sea World.

- The [JW Marriott Orlando Grande Lakes](#), set on over 500 tropical acres, boasts a variety of family-friendly amenities including a winding lazy river pool, outdoor heated pools and whirlpools, outdoor play areas with croquet, bocce ball, sand volleyball, a life-size chess board, lighted tennis courts, jogging trails and a fitness center.

See you in Orlando!

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AAPOR Executive Council 2012-2013 Election Results

Voting in the AAPOR 2012-2013 Executive Council election closed on April 5. Slightly more than 42 percent of eligible voters participated, an increase of more than 20 percent over last year. Thank you to all of our colleagues who stood for election, and congratulations to our new Executive Council members whose terms begin at the upcoming Annual Conference in Orlando:

Rob Santos, Vice President/President-Elect

Nancy Bates, Associate Secretary-Treasurer

Michael Link, Councilor-at-Large

Courtney Kennedy, Associate Standards Committee Chair

Susan Pinkus, Associate Conference Chair

Peyton Craighill, Associate Communications Committee Chair

Jennifer Dykema, Associate Membership and Chapter Relations Chair

A special thanks to the members of the Nominations Committee - Frank Newport, Floyd Ciruli, Allyson Holbrook, Scott Keeter, Dawn Nelson and Eileen O'Brien for their hard work and care in assembling the slate of candidates for approval by the AAPOR Executive Council.

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Upcoming AAPOR Webinars

Mark your calendar for these must-attend [AAPOR webinars](#)!

Single and Multi-Mode Surveys Using Address-Based Sampling

*Presented by Colm O'Muircheartaigh,
Harris School of Public Policy at the University of Chicago
June 7, 2012*

Population-Based Survey Experiments:

How to Do Them and What They're Good For

*Presented by Diana Mutz, University of Pennsylvania
August 30, 2012*

Weighting Approaches for Dual Frame RDD Surveys

*Presented by Courtney Kennedy, Abt SRBI
October 11, 2012*

Leveraging New Technologies: What We Know So Far

*Presented by Michael Link, The Nielsen Company
December 5, 2012*

AAPOR Member News

If you have news you would like shared in the Member News column of the newsletter, please send information to [Lindsay Arends](#).

Census Bureau Director **Robert M. Groves** is resigning as Director of the Census Bureau in August to become the provost of Georgetown University. This is a significant and highly deserved honor for him – and a major capstone to his notable academic career. [Read the full statement from the U.S. Census Bureau](#).

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Fourth International Conference on Establishment Survey

ICES IV

The Fourth International Conference on Establishment Surveys

June 11-14, 2012

Montreal, Quebec, Canada

Website: <http://www.amstat.org/meetings/ices/2012/index.cfm?fuseaction=main>

The ICES series of conferences serves an important role in the world of survey methodology. Few other conferences focus on methods and applications for establishment surveys. The first three, held at seven-year intervals from 1993 to 2007, were very successful with more than 400 delegates per conference. The conferences covered a broad spectrum of survey methods for businesses, farms, and institutions.

Examples of topics include:

- Efficient Use of Administrative Data in Business Surveys
- Advances in Disclosure Protection
- Usage of Linearization Variance Estimators for Survey Estimates
- The New Direction of Business Surveys
- Collecting Data Electronically From Businesses
- Factors That Affect Establishment Survey Participation
- Issues of Multi-Mode Data Collection

The Conference will include:

- Short courses
- A keynote speaker
- Poster sessions, software demonstrations, invited and contributed paper sessions

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