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AAPOR News: November 2012

Welcome to your November 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 exciting information on AAPOR's 2013 Annual Conference, an update on the Transparency Initiative and more.

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AAPOR 68th Annual Conference Update

By Paul C. Beatty, 2013 Conference Chair

By the time you read this, abstract submissions for the 2013 AAPOR Conference will be complete, many volunteer members will be busy reviewing abstracts, and the process of developing the content of our conference will be well underway. We’ll look forward to sharing more details about the program as it develops—but in the meantime, thanks to all who are contributing proposals and volunteering their time to help put together what we expect to be an excellent conference in Boston!

A unique event will be taking place just prior to the AAPOR Conference at our main conference hotel: a workshop on Interviewer-Respondent Interaction, sponsored by the Rensis Likert Fund in Survey Methodology and the Charles Cannell Fund in Survey Methodology, both of the University of Michigan. Rensis Likert and Charles Cannell were major figures in the development of survey methods as we know them, and both served as mentors to many leaders in our field. Rensis Likert was honored with the AAPOR Award in 1973; Charles Cannell in 1999.

In 2013 the Charles Cannell Fund, a fund established by his students, colleagues and friends to honor his contributions and continue support for his research interests (particularly in interviewer-respondent interaction, and its effect on the quality of survey data) will mark its 10th anniversary. The workshop will include plenary sessions and roundtable discussions broadly covering research in this area. The workshop is accepting submissions for formal papers of original research or for roundtable discussions through December 3, 2012. If you are interested in making a submission or attending the workshop, please contact Nancy Mathiowetz, Chair of the Charles Cannell Fund, at nancym2@uwm.edu. There is no registration fee for the workshop and travel support for presenters is available.

Please note that the workshop is independently organized and sponsored by the Rensis Likert and Charles Cannell Funds in Survey Methodology at the University of Michigan, and is not formally a part of the AAPOR Annual Conference. Workshop attendees who wish to attend the AAPOR Annual Conference will still need to register. Still, the AAPOR Conference Committee is delighted that the events are adjacent to each other, hope that workshop attendees will remain in Boston for the full AAPOR Annual Conference and believe that the juxtaposition of these events will be beneficial to everyone.

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Seeking Your Input on Council-Member Communication

By Rob Santos, Vice President/President-Elect

During the 2012 AAPOR Annual Conference Business Meeting in Orlando, some AAPOR members encouraged AAPOR Executive Council to strengthen communication ties with AAPOR membership. In response, Council has established an ad hoc committee to address these concerns. The committee is charged with:

- reviewing existing communication links between Council and membership,
- assessing their coverage and effectiveness,
- exploring new media, venues, methodologies to enhance communication, and
- developing a plan which includes short and longer term recommendations for Council to consider for action, and identifying associated costs.

As part of its efforts, the committee invites commentary, suggestions, referrals or any other feedback you may have regarding your experiences and perceptions of the communication links between Council and AAPOR members: Have you ever contacted an AAPOR Council member to ask a question or make a suggestion? If so, how was that received? And, in turn, did you receive a response? How could we in Council be more accessible to you? What suggestions to you have to improve open dialogue between your Council and membership?

Please share your experiences, ideas and suggestions with the committee, listed below:

- **(Chair)** Rob Santos, 2012-2013 Vice President/President-Elect, rsantos@urban.org
- Marjorie Connelly, Communications Chair
- Jennifer Dykema, Membership and Chapter Relations (MCR) Associate Chair
- Mario Callegaro, AAPOR Member
- Jan Werner, AAPOR Member
- Paul Schroeder, AAPOR Member and MCR Committee Member

Naturally, you should feel free to also post your input to the Ad Hoc Committee on AAPORNet.

Upcoming AAPOR Webinars

Mark your calendar for this must-attend AAPOR webinar! 

**Leveraging New Technologies: What We Know So Far**

*Presented by Michael Link, The Nielsen Company*

December 5, 2012

register now

*Can't attend the webinar? No problem!*
Visit the AAPOR website for a complete list of AAPOR webinar recordings available for purchase.

Transparency Initiative Moving Towards Second Pilot Test

By Tim Johnson, TICC Chair
The newly appointed Transparency Initiative Coordinating Committee (TICC) has been working since the 2012 AAPOR Annual Conference to revise the Transparency Initiative's proposed focus as we move forward towards a second pilot study.

A new set of Transparency Initiative policies and procedures were approved by AAPOR’s Council during its October 2012 meeting and the TICC was given the green light to proceed with plans for the next pilot test, now scheduled for early 2013. This next pilot will include an expanded emphasis on education and support to those organizations who volunteer to participate. We are currently developing the new materials that will be tested as part of the second pilot.

The TICC posts an update regarding its activities every month on the AAPOR website. You can also find an archive of documents related to the development of the Transparency Initiative there.

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**It's Time to Renew Your AAPOR Membership**

We don’t want to start the New Year without you! Renew today and continue receiving all of the benefits of your AAPOR membership, including:

- Members-only reduced rates for the AAPOR Annual Conference, one of the most highly regarded conferences in public opinion and survey research.
- Subscription and online access to AAPOR’s journal, Public Opinion Quarterly, one of the most frequently cited journals of its kind.
- Members-only discounted rates for AAPOR webinars on the hottest topics in survey methods and research.
- Six issues of AAPOR News, the e-newsletter that keeps you in touch with colleagues and activities important to AAPOR members.
- AAPORnet, the members-only listserv that gives you immediate access to insight from a wide range of experts.
- Online access to the searchable AAPOR Membership Directory, Career Center and Events Calendar.

Continuing your membership in AAPOR offers you the opportunity to deepen your commitment to a community that cares about quality and ethics in the vital work of survey and opinion research. As an AAPOR member, you can keep abreast of advocacy issues, interact with leaders in the field, volunteer for committees, task forces and special projects and advance your career by attending or presenting at the Annual Conference.

**RENEW NOW**

Contact Donna Tieberg with any questions.

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**Chapter Spotlight - PAPOR**

**By Bob Davis, PAPOR President**

Thanks to AAPOR for letting us speak a bit about what we are doing over here on the Pacific side of the United States and Canada. Although the PAPOR region represents 49 percent of the U.S. land (it never hurts to have Alaska on your team when computing square miles), our membership is about the same size as the other regional AAPOR chapters. I would like to share a few words about our three big events each year. More information on each can be found on our website at [www.papor.org](http://www.papor.org).

First, we found that many of our members are not able to make it to the wonderful AAPOR Annual Conference, so for the last four years we have hosted a one day AAPOR Conference recap in June. Volunteers who attended the conference synthesize
the major conference themes and present a 'greatest hits' of key takeaways from memorable presentations. The result is a day filled with rich content and deep discussions. This year it was even available as a webinar so our membership around the country could both attend as well as present. Thanks to The Public Policy Institute of California for hosting.

Second, we offered a thought provoking short course on "Data Storytelling and Data Visualization" in Los Angeles in August. This course was offered as both a webinar and an in-person training, with two thirds of participants attending via the web. Highlights from this course will be presented at our annual conference in San Francisco. Thanks to The Leavey Center for the Study of Los Angeles and Davis Research for making this course possible.

Finally, we will be finishing off the year with our annual conference in San Francisco. Those of you have been to San Francisco in December know what I am talking about when I say the city is magical. With time to digest election results, this year's conference on December 6-7 is sure to be another hit. Who wouldn't want to spend two days in San Francisco eating great food and watching panel presentations on "Survey Methodology" and "Hot Topics in Polling" (including our famed Western States Roundup where we break down the election from a Western point of view).

We start off Thursday morning with short courses on "Social Media Research Methods" by Reg Baker and "Applying Total Error Perspective to Qualitative and Quantitative Social and Marketing Research" by Paul J. Lavrakas and cap off the night with a moderated plenary on the "Role of Social Media in the 2012 Elections" with presentations by Mark Mellman and Paul Hitlin. Other highlights include "Big Data", "Web Panels", "Polling on difficult issues", and "Google Surveys".

We hope to see you in person at our conference in December or online at one of our events in 2013. Please feel free to reach out to me at bob@davisresearch.com if you have any questions about PAPOR or PAPOR events. Give in to peer pressure and join! You don't have to live or work in the PAPOR region to be a PAPOR member - PAPOR has members who live around the country and around the world.

Leadership Opportunity - Serve on AAPOR's Executive Council

Do you know someone whose expertise and values should be represented on the AAPOR Council? Would you personally like to play a leadership role in AAPOR?

Each year we ask the AAPOR community to nominate qualified candidates for service on AAPOR’s Executive Council. Council members represent the general membership and provide leadership and oversight for AAPOR’s policies, finances and activities. Serving on the Council is a major contribution to the profession.

It is a chance to make a real difference not only in how AAPOR operates, but also in the way our field progresses. It is simply one of the most important and rewarding things you can do in your career.

Follow this link to learn more about service on the Council and specific responsibilities. If you submitted your name or nominated a colleague last year, please let us know if you or your colleague continues to be interested in being considered.

Submit a nomination now

Nomination forms should be completed and returned by November 28, 2012.
List Your Company in the Online AAPOR Blue Book and Get Noticed!

One of our most popular member benefits, AAPOR’s Blue Book is an INTERACTIVE, SEARCH-FRIENDLY and EASILY ACCESSIBLE guide to anyone looking for the very best in survey and public opinion research services.

Dynamic and continuously updated, the Blue Book is the place to go for information and access to AAPOR and WAPOR's extensive directory of service providers.

We are pleased to offer this EXCEPTIONAL advertising opportunity to our valued members. Ads can be purchased, upgraded and updated year-round. Each listing includes a direct link to your company's Web page. Take advantage of this valuable resource and assure that interested buyers can find you.

Order Now

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.

Karl Feld has accepted a position as Vice President, Custom Panel Recruitment and Management with GfK Knowledge Networks.

A team led by University of Virginia (UVA) sociologist Thomas M. Guterbock, director of the Center for Survey Research at UVA’s Weldon Cooper Center for Public Service, received an Excellence in Law Enforcement Research Bronze Award from the International Association of Chiefs of Police for their research on illegal immigration issues in Prince William County.

AAPOR Membership and Chapter Relations Chair Liz Hamel gave birth to baby Jonah Hamel Ryckebusch on August 2, weighing 8 pounds 5 ounces and 21 inches long. Liz is enjoying her maternity leave with Jonah and his big sisters (Claudia and Ava), but still tending to her AAPOR membership duties between feedings and diaper changes. She looks forward to seeing everyone at the 2013 conference in Boston.

Dawn V. Nelson recently joined the Center for Survey Measurement in the Research and Methodology Directorate at the U.S. Census Bureau.

Marc Zwelling recently released a book titled, Public Opinion and Polling for Dummies.

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