Final Program

AAPOR 65th Annual Conference
May 13-16, 2010
Chicago Marriott Downtown Magnificent Mile
Chicago, IL

WAPOR 63rd Annual Conference
May 11-13, 2010
The Avenue Hotel | Chicago, IL

OPPORTUNITY through DIVERSITY

www.aapor.org
HARD TO REACH IS OUR REACH

For 25 years, D3 Systems has been conducting research where others often won’t, to get answers many can’t. Muslim women in remotest Afghanistan; elites in the European Union; radio listeners in Sudan; medical patients in Papua New Guinea; bloggers in Pakistan; water users in mountainous Mexico; young men in Iraq—we can handle challenging topics in challenging places.

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Responsible for research behind Emmy award winning ABC News Program "Iraq: Where Things Stand"
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Greetings!

Welcome to Chicago! And thank you for attending the 65th Annual Conference of the American Association for Public Opinion Research (AAPOR).

Your participation in and contributions to this annual gathering are deeply appreciated!

We have an outstanding program this year and our location on the Magnificent Mile could not be better. This year’s conference theme, “Opportunity Through Diversity” recognizes the many ways in which AAPOR, society and our profession have changed over time. While diversity can present challenges, it also offers great opportunity:

- **The populations we study**: Global interconnectivity increases interaction between diverse peoples. Learning from different races, cultures and backgrounds is vital to our profession.

- **The data we collect**: Demand for opinion, attitudinal, belief and behavioral data is greater than ever, extending to a broader range of issues, including health, politics, education, technology use and media consumption.

- **The methods we employ**: Researchers have a far greater range of data collection tools and approaches than at any point in the history of survey research. Yet we have much to learn.

- **The city in which we meet**: Like AAPOR, our host city of Chicago reflects the strength, vibrancy and purpose associated with diverse peoples coming together to form a community.

Our final program features discussions and research debates that appeal to diverse intellectual tastes. The papers, panels, posters and briefs reflect the depth and breadth of our research endeavors and the vibrancy of our association.

We have also transformed our exhibit space into an “AAPOR village,” with a host of activities including research posters, the book exhibit, author small group discussions and an interesting mix of vendors and exhibitors. Be sure to visit the AAPOR Historical Exhibit and the AAPOR membership booth. (And don’t forget the dessert breaks!)
Our conference offers a unique social forum for AAPOR members. We offer an array of activities, including the Annual Golf Outing (Thursday), New Member / All Chapter Reception and post-Plenary Dessert Reception (Thursday) and on Saturday we start the day with the Fun Run/Walk and end with the President’s Reception, Awards Banquet and Applied Probability Session.

We believe that you will find the next few days rewarding, informative and thought-provoking. And remember to enjoy the sights and sounds of the Second City and the Magnificent Mile!

Michael W. Link
Conference Chair

Robert L. Santos
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.
General Information

The AAPOR Registration Desk is located on the 7th floor of the Chicago Marriott Downtown Magnificent Mile.

Hours:
Wednesday, May 12 4:00 p.m. – 8:00 p.m.
Thursday, May 13 7:00 a.m. – 5:00 p.m.
Friday, May 14 7:30 a.m. – 4:30 p.m.
Saturday, May 15 7:30 a.m. – 3:00 p.m.
Sunday, May 16 8:00 a.m. – 10:15 a.m.

The WAPOR Registration Desk is located on the 2nd floor of the Avenue Hotel.

Hours:
Tuesday, May 11 4:00 p.m. – 6:00 p.m.
Wednesday, May 12 8:00 a.m. – 5:00 p.m.
Thursday, May 13 8:00 a.m. – Noon

Badges
Participation in the Annual Conference is limited to registered delegates. The official conference badge is required for admission to all sessions, social activities and the exhibit hall. If there is an error on your badge, have it corrected at the registration desk.

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® and the data projector must bring their presentation on a flash drive or CD-ROM to the AV Technician at the Registration Desk area 24 hours prior to their session or earlier. The presentations will be loaded onto the computer in the designated meeting room.

Conference Materials
The Final Program and abstracts are available on the flash drives in each attendee’s tote bag, sponsored by ICF MACRO.

Messages
A message board will be maintained in the registration area during registration hours.
**Highlights**

**Education – Short Courses**
Six short courses are offered to enhance your learning experience.
The course offerings include:

**Course 1:** Weighting Survey Data - Advanced

**Course 2:** Multilingual, Multicultural & Multinational (3M) Survey Design Methods: Introduction

**Course 3:** Multilingual, Multicultural & Multinational (3M) Survey Design Methods: Applied

**Course 4:** The Benefits & Challenges of Address-Based Sampling Designs

**Course 5:** Multilevel Analysis

**Course 6:** Conducting Cell Phone Surveying in the U.S. Circa 2010

Sign up at the Registration Desk!

**Exhibit Hall Hours**
Thursday, May 13, 3:00 p.m. – 5:30 p.m.
Friday, May 14, 7:00 a.m. – 4:15 p.m.
Saturday, May 15, 7:00 a.m. – 2:30 p.m.

The AAPOR Annual Conference Exhibit Hall in the Chicago Ballroom is your best source of information about products, services, survey planning and design from key vendors interested in the important issues facing the survey community.

**New Member & All-Chapter Reception**
Thursday, May 13, 6:00 p.m. – 7:00 p.m./Grand Ballroom Foyer

Join other first-time attendees to learn the ins and outs of the AAPOR Annual Conference. Gather with old and new friends from AAPOR regional chapters. Make the most of your conference experience!

**Networking Opportunities**
Several events are planned to provide attendees with a venue to network with colleagues from across the country. A 10-minute conversation during speed networking could make all the difference in your career. Gather with old friends and plan to meet new ones at evening dinners, dessert receptions, the Annual Golf Outing and Applied Probability.
Things to Do, Places to Go: AAPOR-Planned Social Activities

Golf
Golf Coordinator Craig Hill has organized the Annual AAPOR Golf Outing on Thursday, May 13 at Harborside International, with tee times starting at about 8 a.m. Harborside, while only 16 miles from the Loop, offers a links-style layout and has been compared to Scottish tracks such as Muirfield. The course has elevated tees and greens with stunning views of Chicago’s skyline. Golf club rentals are available at the course for $40. More information can be found at www.harborsideinternational.com.

Fun Run/Walk
AAPOR’s Fun Run/Walk will be held on Saturday, May 15 at 7 a.m., with shuttles departing from the Rush Street entrance of the Marriott at 6:30 a.m. Join fellow early risers for some friendly competitive exercise in our annual two-mile Fun Run/Walk. Transportation will be provided to and from the event, and all participants will receive bottled water. More information will be posted on the message board at the conference, and volunteers will be available Saturday morning to guide runners to the shuttles. A signed waiver form will be required for participation.

Applied Probability
 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. So, 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. Saturday, May 15 at 9:30 p.m./Lincolnshire, 6th Floor.

Speed Networking
What better place than an AAPOR Annual Conference to meet people in the survey industry who can give you tips and suggestions for future career opportunities? This might include getting pointers to improve your resumé or actually learning about job openings that would fit your skills and interests. You will have two opportunities during the conference to spend 10-15 minutes meeting representatives from various organizations and learning about the work they do and the possibilities of upcoming openings.
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Michael Link, The Nielsen Company
Linda Piekarski, Survey Sampling International
Chuck Shuttles, The Nielsen Company
Charlotte Steeh, U.S. Centers for Disease Control and Prevention
Trevor Thomson, The Associated Press
Randall ZuWallack, MACRO
**AAPOR Task Force**

**Survey-Based Legal Evidence Task Force**
Paul J. Lavrakas, *Independent Consultant, Chair*
Andy Beveridge, *Queens College - CUNY*
Sarah Butler, *NERA Economic Consulting*
Johnnie Daniel, *Howard University*
Eugene Ericksen, *Temple University*
Tom Guterbock, *University of Virginia*
Sean Hogan, *RTI International*
Deborah Jay, *Field Research Corporation*
Peter Miller, *Northwestern University*
Jeff Stec, *Charles River Associates International*
John Tarnai, *Washington State University*
Kent Van Liere, *NERA Economic Consulting*
Cheryl Wiese, *University of Michigan*

**Online Panel Task Force**
Reg Baker, *Market Strategies International, Chair*
Stephen Blumberg, *U.S. Centers for Disease Control and Prevention*
J. Michael Brick, *Westat*
Mick P. Couper, *University of Michigan*
Melanie Courtright, *DMS Insights*
Mike Dennis, *Knowledge Networks*
Don Dillman, *Washington State University*
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Douglas Rivers, *Stanford University*
Randall K. Thomas, *ICF International*
Dan Zahs, *Market Strategies International*
# AAPOR Committee Meetings

## Wednesday, May 12

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<td>12:00 p.m. – 5:00 p.m.</td>
<td>AAPOR Executive Council Meeting</td>
<td>Avenue Ballroom, 4th Floor</td>
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## Thursday, May 13

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<th>Time</th>
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<tr>
<td>3:00 p.m. – 5:00 p.m.</td>
<td>Public Opinion Quarterly Advisory Board</td>
<td>Sheffield, 4th Floor</td>
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## Friday, May 14

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<td>7:00 a.m. – 8:00 a.m.</td>
<td>Academic Survey Research Organizations (ASRO)</td>
<td>McHenry, 3rd Floor</td>
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<td>7:00 a.m. – 8:00 a.m.</td>
<td>AAPOR Membership Committee</td>
<td>DuPage, 3rd Floor</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>National Network of State Polls (NNSP)</td>
<td>Kane, 3rd Floor</td>
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<td>11:45 a.m. – 12:45 p.m.</td>
<td>JOS Editorial Meeting</td>
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<td>7:00 a.m. – 8:00 a.m.</td>
<td>Heritage Committee</td>
<td>Cook, 3rd Floor</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Academic Programs in Survey Methods</td>
<td>Kane, 3rd Floor</td>
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<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Endowment Committee</td>
<td>Cook, 3rd Floor</td>
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<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Chapter Representatives</td>
<td>Great America, 6th Floor</td>
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<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Standards Committee</td>
<td>DuPage, 3rd Floor</td>
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<td>11:45 a.m. – 1:15 p.m.</td>
<td>Education Committee</td>
<td>Kane, 3rd Floor</td>
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<td>11:45 a.m. – 1:15 p.m.</td>
<td>Communications Committee</td>
<td>McHenry, 3rd Floor</td>
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<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>Multi Lingual Issues in Surveys</td>
<td>Lincolnshire 6th Floor</td>
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AAPOR Social Activities

Thursday, May 13
8:00 a.m.            Golf Outing, Harborside International
6:00 p.m. – 7:00 p.m.  New Member/All Chapter Reception
9:30 p.m. – 10:30 p.m. Dessert Reception

Saturday, May 15
7:00 a.m.            Fun Run/Walk
6:00 p.m. – 7:00 p.m.  President’s Reception
9:30 p.m. – 2:00 a.m.  Applied Probability

Networking Opportunities

Speed Networking is back by popular demand. Put your AAPOR Network to Work!

Who Should Attend: Those who are new to the field of survey research, those looking to make a change in their career or anyone interested in learning more about key organizations in our field.

When:
Friday, May 14        3:15 p.m. – 4:15 p.m.
Saturday, May 15      12:45 p.m. – 2:15 p.m.

Where:
Halsted, 4th Floor

How:
• Sign up to participate at the AAPOR registration desk or during the networking session. Participants will sign up for 15-minute sessions with the organizations represented.
• Spend 15 minutes discussing the details of the company/organization and then quickly move on to the next interview.
• Bring copies of your current resume.

This is not a substitute for a more formal interview, but these brief discussions could be the start of something big!
## Schedule of Events

### Tuesday, May 11
- **8:00 a.m. – 10:00 a.m.** | IJPOR Editorial Board Meeting
- **9:00 a.m. – 5:00 p.m.** | WAPOR Council Meeting
- **10:00 a.m. – 5:00 p.m.** | WAPOR Executive Council Meeting
- **4:00 p.m. – 6:00 p.m.** | WAPOR Registration Desk Open
- **6:00 p.m. – 7:30 p.m.** | WAPOR Welcome Reception

### Wednesday, May 12
- **8:00 a.m. – 5:00 p.m.** | WAPOR Registration Desk Open
- **9:30 a.m. – 11:30 a.m.** | WAPOR Plenary Session
- **Noon – 1:30 p.m.** | WAPOR Lunch
- **1:45 p.m. – 3:15 p.m.** | WAPOR Concurrent Session A
- **2:30 p.m. – 6:00 p.m.** | AAPOR Short Courses
- **3:15 p.m. – 3:45 p.m.** | WAPOR Refreshment Break
- **3:45 p.m. – 5:15 p.m.** | WAPOR Concurrent Session B
- **4:00 p.m. – 8:00 p.m.** | WAPOR Registration Desk Open
- **6:00 p.m. – 7:00 p.m.** | WAPOR Cocktails (Cash Bar)
- **7:00 p.m. – 9:00 p.m.** | WAPOR Award Banquet

### Thursday, May 13
- **7:00 a.m. – 5:00 p.m.** | AAPOR Registration Desk Open
- **8:00 a.m. – Noon** | WAPOR Registration Desk Open
- **8:00 a.m. – 1:00 p.m.** | AAPOR Golf Outing
- **8:00 a.m. – 11:30 a.m.** | AAPOR Short Courses
- **8:15 a.m. – 9:45 a.m.** | WAPOR Concurrent Session C
- **9:45 a.m. – 10:15 a.m.** | WAPOR Refreshment Break
- **10:15 a.m. – 11:45 a.m.** | WAPOR Concurrent Session D
- **Noon – 1:30 p.m.** | WAPOR Lunch
- **1:30 p.m. – 3:00 p.m.** | AAPOR Concurrent Session A
- **2:00 p.m. – 3:00 p.m.** | WAPOR Business Meeting
- **3:00 p.m. – 4:00 p.m.** | AAPOR Refreshment Break in the Exhibit Hall
- **3:00 p.m. – 5:30 p.m.** | AAPOR Meet the Author Session
- **3:00 p.m. – 5:30 p.m.** | AAPOR Poster Session 1
- **3:00 p.m. – 5:30 p.m.** | AAPOR Exhibit Hall and Book Exhibit Open
- **4:00 p.m. – 5:30 p.m.** | AAPOR Concurrent Session B
### Schedule of Events

#### Thursday, May 13 (continued)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td>AAPOR New Member/All Chapter Reception</td>
</tr>
<tr>
<td>7:00 p.m. – 8:00 p.m.</td>
<td>AAPOR Dinner</td>
</tr>
<tr>
<td>8:00 p.m. – 9:30 p.m.</td>
<td>AAPOR Plenary Session</td>
</tr>
<tr>
<td>9:30 p.m. – 10:30 p.m.</td>
<td>AAPOR Dessert Reception</td>
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#### Friday, May 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>AAPOR Committee Meetings</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast</td>
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<tr>
<td>7:00 a.m. – 4:15 p.m.</td>
<td>Exhibit Hall and Book Exhibit Open</td>
</tr>
<tr>
<td>7:30 a.m. – 4:30 p.m.</td>
<td>AAPOR Registration Desk Open</td>
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<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>AAPOR Concurrent Session A</td>
</tr>
<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>AAPOR Refreshment Break</td>
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<tr>
<td>11:45 a.m. – 1:45 p.m.</td>
<td>AAPOR Luncheon &amp; Presidential Address</td>
</tr>
<tr>
<td>1:45 p.m. – 3:15 p.m.</td>
<td>AAPOR Concurrent Session C</td>
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<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td>AAPOR Dessert Break in Exhibit Hall /</td>
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<td></td>
<td>AAPOR Meet the Author Session</td>
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<tr>
<td></td>
<td>AAPOR Poster Session 2</td>
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<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td>AAPOR Speed Networking Session 1</td>
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<tr>
<td>4:15 p.m. – 5:45 p.m.</td>
<td>AAPOR Concurrent Session D</td>
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#### Saturday, May 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>6:30 a.m.</td>
<td>Fun Run/Walk Shuttle Departs</td>
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<tr>
<td>7:00 a.m.</td>
<td>Fun Run/Walk</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>AAPOR Committee Meetings</td>
</tr>
<tr>
<td>7:00 a.m. – 2:30 p.m.</td>
<td>AAPOR Exhibit Hall and Book Exhibit Open</td>
</tr>
<tr>
<td>7:30 a.m. – 3:00 p.m.</td>
<td>AAPOR Registration Desk Open</td>
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<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>AAPOR Concurrent Session A</td>
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<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>AAPOR Refreshment Break</td>
</tr>
<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td>AAPOR Concurrent Session B</td>
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<tr>
<td>11:45 a.m. – 1:15 p.m.</td>
<td>AAPOR Lunch</td>
</tr>
<tr>
<td>12:45 p.m. – 2:15 p.m.</td>
<td>AAPOR Speed Networking Session 2</td>
</tr>
</tbody>
</table>
Schedule of Events

Saturday, May 15 (continued)

1:15 p.m. – 2:15 p.m.  AAPOR Dessert Reception in Exhibit Hall
                       AAPOR Book Sale
                       AAPOR Meet the Author Session
                       AAPOR Poster Session 3

2:15 p.m. – 3:45 p.m.  AAPOR Concurrent Session C

4:00 p.m. – 5:30 p.m.  AAPOR Membership & Business Meeting

6:00 p.m. – 7:00 p.m.  AAPOR President’s Reception

7:00 p.m. – 9:30 p.m.  AAPOR Awards Banquet

9:30 p.m. – 2:00 a.m.  AAPOR Applied Probability

Sunday, May 16

8:00 a.m. - 10:15 a.m.  AAPOR Registration Desk Open

8:00 a.m. - 11:30 a.m.  AAPOR Short Course 6

8:30 a.m. – 10:00 a.m.  AAPOR Concurrent Session A

10:15 a.m. – 11:45 a.m.  AAPOR Concurrent Session B
Award Winners

Burns “Bud” Roper Fellows
The Burns “Bud” Roper AAPOR Fund was established to help early-career individuals working in survey research or public opinion research. Awards are used to help recipients with the cost of travel and registration fees to attend the AAPOR Annual Conference and/or participate in short courses.

Jennifer Boldry, National Analysts
Philip Brenner, University of Michigan, Survey Research Center
David Flores, University of Nevada, Reno - The Grant Sawyer Center for Justice Studies
Colleen McClain, Survey Sciences Group, L.L.C.
Frank Samson, University of Miami, Department of Sociology
Lori Shelby, George Mason University, School of Recreation, Health, and Tourism
Casey Tesfaye, American Institute of Physics

Seymour Sudman Student Paper Award
This award recognizes excellence in the study of public opinion, broadly defined, or the theory and methods of survey research, including statistical techniques used in such research.

WINNER: Courtney Kennedy, University of Michigan
Use of Cognitive Shortcuts in Landline and Cell Phone Surveys

HONORABLE MENTION: Jocelyn Landau, Pennsylvania University
Framing the News about Health: Effects of Controllability Attributions in the Media on Public Opinion and Health Policy Preferences

HONORABLE MENTION: Elizabeth Roodhouse, Pennsylvania University
Socialization via Selectivity: Generational Difference and the Effects of Partisan Media on Political Participation

AAPOR Book Award
This award was established to recognize influential books that have stimulated theoretical and scientific research in public opinion; and/or influenced our understanding or application of survey research methodology.

WINNERS: Seymour Sudman, Norman M. Bradburn, Norbert Schwarz
Thinking About Answers: The Application of Cognitive Processes to Survey Methodology
Award Winners

AAPOR Policy Impact Award
This award recognizes outstanding research that has had a clear impact on improving policy decisions, practice, or discourse, either in the public or private sectors.

WINNER: ABC News and its international media partners for their work on Afghanistan and Iraq Polls: “Where Things Stand.”

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

2009    Elizabeth Martin
2008    Kathleen Frankovic
2007    Harry O’Neill
2006    Norman H. Nie
2005    Andrew Kohut
2004    Benjamin I. Page
2003    Don A. Dillman
        Frank Stanton
2002    Tom W. Smith
2001    Robert Groves
2000    Philip Meyer
1999    Charles Cannell
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AAPOR acknowledges and gratefully expresses our appreciation to the following organizations for sponsoring the 65th Annual Conference. It is through their commitment and support that AAPOR can continue to hold quality educational programs for our attendees year after year.

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Exhibit Hall

Chicago Marriott Hotel
Fifth Floor Chicago Ballroom
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2009 – 2010

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<td>New York, NY</td>
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<td></td>
<td>American Institutes for Research</td>
<td>Washington, DC</td>
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<td>Arden Hills, MN</td>
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<td>Bauman Research &amp; Consulting, LLC</td>
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<td>California Survey Research Services, Inc.</td>
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<td>Computers for Marketing Corp.</td>
<td>(CfMC) San Francisco, CA</td>
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<td>D</td>
<td>Davis Research, LLC</td>
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<td>E</td>
<td>Ernst &amp; Young Quantitative Economics &amp; Statistics Group</td>
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<td>FLY Research Ltd.</td>
<td>London, United Kingdom</td>
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<td>Toronto, ON, Canada</td>
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<td>Goodwin Simon Victoria Research</td>
<td>Oakland, CA</td>
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<td>I</td>
<td>ICF International, Survey Research Center</td>
<td>Fairfax, VA</td>
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<td>ICR/International Communications Research</td>
<td>Media, PA</td>
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<td>Insight Policy Research, Inc.</td>
<td>Arlington, VA</td>
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<td>Institut für Demoskopie Allensbach</td>
<td>Allensbach, Germany</td>
</tr>
</tbody>
</table>
Blue Book Supporters

I
Interviewing Service of America  Van
Nuys, CA
Iowa State University, Center for
Survey Statistics & Methodology
Ames, IA

K
KA Iraq.
Istanbul, Turkey
Kiev International Institute of Sociology
Kiev, Ukraine
Knowledge Networks, Inc.
Menlo Park, CA

M
Macro International, Inc.
Calverton, MD
Marketing Systems Group
Ft. Washington, PA
Mathematica Policy Research
Princeton, NJ
Michigan State University,
Office for Survey Research
East Lansing, MI
Mktg., Inc.
East Islip, NY
MORI Chile S.A.
Santiago, Chile

N
National Business Research Institute
(NBRI)
Addison, TX
The Nielsen Company
New York, NY
NORC at the University of Chicago
Chicago, IL
NORS Surveys, Inc.
Miami, FL

O
Ocucom
White Plains, NY
ORCA
Kabul, Afghanistan

P
Pennsylvania State University,
Survey Research Center University
Park, PA
Princeton Survey Research Associates
International, LLC.
Ft. Collins, CO

Q
QSA Integrated Research Solutions
Alexandria, VA

R
RAND Survey Research Group
Santa Monica, CA
REDA International, Inc.
Wheaton, MD
Renaissance Research & Consulting
New York, NY
Rentrak Corporation
Portland, OR
Research Support Services
Evanston, IL
RTI International
RTP, NC

S
Sawtooth Technologies, Inc.
Northbrook, IL
Social Weather Stations
Quezon City, Philippines
SSRS/Social Science Research
Solutions
Media, PA
Blue Book Supporters

**S**
Stony Brook University, Center for Survey Research  
Stony Brook, NY
Survey Sampling International, LLC  
Fairfield, CT
Survey Sciences Group, LLC  
Ann Arbor, MI
Survey Technology & Research Center  
Allentown, PA

**T**
TNS North America Polling & Social Research  
Horsham, PA
TNS Philippines  
Quezon City, Philippines

**U**
Ulrich Research Services, Inc., d/b/a Concepts in Focus  
Orange Park, FL
University of Arkansas, Survey Research Center  
Fayetteville, AR
University of California - Berkeley, Survey Research Center  
Berkeley, CA
University of California - Santa Barbara, Social Science Survey Center  
Santa Barbara, CA
University of Connecticut, Roper Center for Public Opinion Research  
Storrs, CT
University of Massachusetts - Boston, Center for Survey Research  
Boston, MA
University of Michigan, Survey Research Center  
Ann Arbor, MI
University of Nebraska - Lincoln, Survey Research & Methodology Program  
Lincoln, NE
University of Nebraska – Lincoln, Survey Research & Methodology Program/and UNL Gallup Research Center  
Lincoln, NE
University of New Hampshire  
Durham, NH
University of North Carolina, Odum Institute for Research in Social Science  
Chapel Hill, NC
University of Northern Iowa, Center for Social & Behavioral Research  
Cedar Falls, IA
University of Pittsburgh, University Center for Social & Urban Research  
Pittsburgh, PA
University of Virginia, Center for Survey Research  
Charlottesville, VA
University of Wisconsin, Survey Center  
Madison, WI
University of Wyoming, Wyoming Survey & Analysis Center (WYSAC)  
Laramie, WY

**W**
Washington State University, Social & Economic Sciences Research Center  
Pullman, WA
Westat  
Rockville, MD
Congratulations – AAPOR Annual T-Shirt Contest Winner!

Angela Knittle
Floyd Institute Center for Opinion Research
Franklin and Marshall College
for
“AAPOR: Freqs and Geeks”

T-Shirts are available for purchase at the registration desk.
# Day-at-a-Glance

## Tuesday, May 11

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 a.m. – 10:00 a.m.</td>
<td>IJPOR Editorial Board Meeting</td>
<td>Avenue Hotel</td>
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<tr>
<td>10:00 a.m. – 5:00 p.m.</td>
<td>WAPOR Council Meeting</td>
<td>Avenue Hotel</td>
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<tr>
<td>4:00 p.m. – 6:00 p.m.</td>
<td>WAPOR Registration Desk Open</td>
<td>Avenue Hotel</td>
</tr>
<tr>
<td>6:00 p.m. – 7:30 p.m.</td>
<td>WAPOR Welcome Reception</td>
<td>Avenue Hotel</td>
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## Wednesday, May 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 a.m. – 5:00 p.m.</td>
<td>WAPOR Registration Desk Open</td>
<td>Avenue Hotel</td>
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<tr>
<td>9:30 a.m. – 11:30 a.m.</td>
<td>WAPOR Plenary Session</td>
<td>Avenue Hotel</td>
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<tr>
<td>Noon – 1:30 p.m.</td>
<td>WAPOR Lunch</td>
<td>Avenue Hotel</td>
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<tr>
<td>Noon – 5:00 p.m.</td>
<td>AAPOR Executive Council Meeting</td>
<td>Avenue Ballroom, 4th Floor</td>
</tr>
<tr>
<td>1:45 p.m. – 3:15 p.m.</td>
<td>WAPOR Concurrent Session A</td>
<td>Avenue Hotel</td>
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<tr>
<td>Session 1: Elections Around the World</td>
<td>Grand Ave A</td>
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<td>Session 2: Multi Country Surveys</td>
<td>Grand Ave B</td>
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<tr>
<td>Session 3: Methodology: Internet Surveys</td>
<td>Grand Ave C</td>
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<tr>
<td>Session 4: Media and Public Opinion</td>
<td>Michigan Ave</td>
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<tr>
<td>2:30 p.m. – 6:00 p.m.</td>
<td>AAPOR Short Courses</td>
<td>Chicago Marriott Downtown</td>
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<tr>
<td>Course 1: Weighting Survey Data – Advanced</td>
<td>Addison, 4th Floor</td>
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<tr>
<td>Course 2: Multilingual, Multicultural &amp; Multinational (3M) Survey Design Methods: Introductory</td>
<td>Clark, 4th Floor</td>
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<td>3:15 p.m. – 3:45 p.m.</td>
<td>WAPOR Refreshment Break</td>
<td>Avenue Hotel</td>
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<tr>
<td>3:45 p.m. – 5:15 p.m.</td>
<td>WAPOR Concurrent Session B</td>
<td>Avenue Hotel</td>
</tr>
<tr>
<td>Session 1: Democratic Values</td>
<td>Grand Ave A</td>
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<tr>
<td>Session 2: Religion</td>
<td>Grand Ave B</td>
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<tr>
<td>Session 3: Methodology: Selection, Weighting and Non-Response</td>
<td>Grand Ave C</td>
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<tr>
<td>Session 4: Media Effects</td>
<td>Michigan Ave</td>
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<tr>
<td>4:00 p.m.– 8:00 p.m.</td>
<td>AAPOR Registration Desk Open</td>
<td>Chicago Marriott Downtown, 7th Floor Registration</td>
</tr>
<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td>WAPOR Cocktails (Cash Bar)</td>
<td>Avenue Hotel</td>
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<tr>
<td>7:00 p.m. – 9:00 p.m.</td>
<td>WAPOR Award Banquet</td>
<td>Avenue Hotel</td>
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</table>
WAPOR Plenary Session

Wednesday, May 12 • 9:30 a.m. – 11:30 a.m.

The Challenges and Opportunities of Multi-Country and Comparative Research in the Commercial Sector

Location: Avenue Hotel
Moderator: Tom W. Smith, NORC

Presenters:
Marita Carballo, Kantar
Robert Manchin, The Gallup Organization
Vadim Volos, Gfk Group
Clifford Young, Ipsos Public Affairs

WAPOR Concurrent Session A

Wednesday, May 12 • 1:45 p.m. - 3:15 p.m.

Elections Around the World

Location: Grand Ave A
Chair: Allan L. McCutcheon, University of Nebraska

Brazilian Electoral Scenario in 2010: Changes and Continuities in Post-Lula Brazilian Voting Behavior
Márcia C. Nuñes, IBOPE Inteligência Pesquisa e Consultoria Ltda
João F. Resende, IBOPE Inteligência Pesquisa e Consultoria Ltda
Malu Giani, IBOPE Inteligência Pesquisa e Consultoria Ltda

Explaining the 2010 British General Election
Mark Gill, MORI Caribbean
Robert Worcester, Ipsos MORI

“War and Peace” and Elections in Sri Lanka
Colin J. Irwin, Institute of Irish Studies, University of Liverpool
Pradeep Peiris, Social Indicator, Centre for Policy Alternatives

AII (Anti Incumbency Index): New Evidences and Examples From Around the Globe to Understand the Hypothesis and Quantification
Yashwant Deshmukh, Cvoter Foundation
WAPOR Concurrent Session A

Wednesday, May 12 • 1:45 p.m. – 3:15 p.m.

Multi-Country Surveys
Location: Grand Ave B
Chair: Tamas Bodor, University of Wisconsin-Stevens Point

From Theory to Practice:
Towards a Means of Measuring World Opinion
Frank L. Rusciano, Rider University
Michael Brogan, Rider University

Changes in Support for European Integration in Five Political Systems
Marijn van Klingereren, University of Amsterdam (ASCoR)
Hajo G. Boomgaarden, University of Amsterdam (ASCoR)
Claes H. de Vreese, University of Amsterdam (ASCoR)

Status of Women in the Middle East and North Africa (SWMENA): A Grassroots Research and Advocacy Approach
Rola Abdul-Latif, IFES
Lauren Serpe, IFES

Paranormal Beliefs in East Asia
Jibum Kim, NORC
Seokho Kim, Sungkyunkwan University
Hongjoon Yoo, Sungkyunkwan University

Methodology: Internet Surveys
Location: Grand Ave C
Chair: Ali Mokdad, University of Washington

How to Improve Response Rates to Web Surveys: Practical Guidance Based on Theory and Experimentation
Don A. Dillman, Washington State University
Morgan Millar, Washington State University
Benjamin L. Messer, Washington State University
WAPOR Concurrent Session A

Wednesday, May 12 • 1:45 p.m. – 3:15 p.m.

Non-Internet Households Who Were Given Internet Access to Participate in an Online Panel: Where Do They Go From There?
Annette C. Scherpenzeel, CentERdata, Tilburg University
Corrie Vis, CentERdata
Klaas De Vos, CentERdata
Jorna Leenheer, CentERdata

Kids’ Life and Times: Using the Internet to Give Children a Voice
Katrina L. Lloyd, Queen’s University Belfast

The Influence of Response Sets on the Results and Quality of Multivariant Analyses
Olaf Jandura, Ludwig-Maximilians-Universität München
Hans-Bernd Brosius, Ludwig-Maximilians-Universität München

Media and Public Opinion
Location: Michigan Ave
Chair: Joachim Bruess, Intermedia

Coverage of News Events Over Time
Stefan Geiss, Johannes Gutenberg-Universität Mainz

Need for Orientation, Media Use, and Agenda Melding
David H. Weaver, School of Journalism, Indiana University
Donald L. Shaw, School of Journalism, University of North Carolina
Bartosz Wojdynski, School of Journalism, University of North Carolina

Challenges in Spiral of Silence Research
Thomas Roessing, Institut fuer Publizistik, University of Mainz

Role of War Blogs During the Lebanese-Israeli War in 2006
Dr. Ibrahim Saleh, The Arab European Media Observatory
Short Course

Wednesday, May 12, 2010 • 2:30 p.m. – 6:00 p.m

Course 1:
Weighting Survey Data — Advanced
Location: Addison, 4th Floor
Instructor: Karol Krotki, Senior Research Statistician, RTI International

Course 2:
Multilingual, Multicultural & Multinational (3M) Survey Design Methods: Introductory
Location: Clark, 4th Floor
Instructors: Lars Lyberg, Statistics Sweden, Stockholm, Sweden
Peter Mohler, Mannheim University, Germany
Beth Ellen Pennell, Survey Research Center, University of Michigan, Ann Arbor, Michigan, USA
WAPOR Concurrent Session B

Wednesday, May 12 • 3:45 p.m. – 5:15 p.m.

Democratic Values
Location: Grand Ave A
Chair: Yashwant Deshmukh, Team Cvoter

Rule of Law or Rule by Optimism?
The Case of the Andean Region
AnaLucía Cordova Cazar,
University of Nebraska-Lincoln, Gallup Research Center
Francisco Lopez Bermudez, ADA
René Bautista, UNL - Gallup Research Center
Lei Huang, UNL - Gallup Research Center
Allan L. McCutcheon, UNL - Gallup Research Center
Tarek Albaghal, UNL - Gallup Research Center

Support for Free Expression in Mexico:
A Nationwide Survey Compared With New U.S. Data
Robert Wyatt, Middle Tennessee State University
Jorge Rojas, Independent Political Consultant
Jason Reineke, Middle Tennessee State University
Ken Blake, Middle Tennessee State University

Albania 2009: Polling Challenges and
Opportunities in Emerging Democracies
Zeljka Buturovic, Zogby International
Katherine Schwalbe, Zogby International
Grace Ren, Zogby International

Crime and Erosion of Democratic Values in Latin America:
Evidence From the Americas Barometer 2008 Surveys
Orlando J. Pérez, Central Michigan University

Giving the Citizenry a Greater Voice in Government
Steven Kull, Program on International Policy Attitudes,
University of Maryland
WAPOR Concurrent Session B

Wednesday, May 12 • 3:45 p.m. – 5:15 p.m.

Religion
Location: Grand Ave B
Chair: Jibum Kim, NORC

Religious Change Around the World
Tom W. Smith, NORC

Religious Commitment and Extremist Political Views in Nigeria
Neha Sahgal, Pew Research Center
Kathleen Holzward Sprehe, Pew Research Center

The “Sufi-Sunnis”: Measuring Islamic Affiliation in Sub-Saharan Africa
Allison Pond, The Pew Forum on Religion & Public Life

A Measure of Religiosity Applicable to All Faiths
Jon D. Miller, Michigan State University
Ronald Inglehart, University of Michigan

Clashing Civilizations and the “Faith Factor”:
The Influence of Religion on Anti-American Sentiment in Western Europe in the Post-9/11 Period
Erin Carriere-Kretschmer, Pew Research Center
Jody C. Baumgartner, East Carolina University

Methodology: Selection, Weighting and Non-Response
Location: Grand Ave C
Chair: Muzammil Hussain, University of Washington

Investigating the Errors that Occur With Within-Unit Respondent Selection
Paul J. Lavrakas, Independent Consultant
Trevor N. Tompson, The Associated Press
Robert G. Benford, GfK Custom Research NA
Christopher J. Fleury, GfK Roper Public Affairs & Media
**WAPOR Concurrent Session B**

**Wednesday, May 12 • 3:45 p.m. – 5:15 p.m.**

- **Weighing the Options: Are There Substantial Benefits to Weighting to the Number of Potential Respondents in a Household?**
  Mark W. Andrews, *Survey Consultant*

- **Optimizing Samples for Media Consumption in Sub-Saharan Africa**
  Mark W. Andrews, *Survey Consultant*

- **The Mahalanobis Distance as a Pre-Election Poll Accuracy Measure**
  Stefanos Dris, *CERN and N.T.U. Athens*

**Media Effect**

**Location:** Michigan Ave  
**Chair:** David H. Weaver

- **Managing Media and Political Opportunities at Home and Abroad: A Case Study of Mexican Americans**
  Andrea E. Hickerson, *Rochester Institute of Technology*

- **Cultivation and the Spiral of Silence: Theoretical and Empirical Intersections and Their Implications for Public Opinion Research**
  James Shanahan, *Boston University*
  Dietram Scheufele, *University of Wisconsin – Madison*

- **Social Networks, Community Interaction, and Civic Participation of United States Immigrants**
  Wenlin Liu, *Department of Communication, University of Washington*

- **The Differential Role of Personal Contact for Generalized Perceived Threats Towards Muslims and Immigrants**
  Anouk van Drunen, *University of Amsterdam*
  Hajo Boomgaarden, *University of Amsterdam*
  Rens Vliegenthart, *University of Amsterdam*
  Claes H. de Vreese, *University of Amsterdam*
Notes
# Day-at-a-Glance

## Thursday, May 13

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 a.m. – 5:00 p.m.</td>
<td>AAPOR Registration Desk Open</td>
<td>7th Floor Registration</td>
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<tr>
<td>8:00 a.m. – Noon</td>
<td>WAPOR Registration Desk Open</td>
<td>Avenue Hotel, 2nd Floor</td>
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<tr>
<td>8:00 a.m. – 1:00 p.m.</td>
<td>AAPOR Golf Outing Harborside</td>
<td>Chicago Marriott Downtown</td>
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<tr>
<td>8:00 a.m. - 11:30 a.m.</td>
<td>AAPOR Short Courses</td>
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<td>Course 3: Multilingual, Multicultural &amp; Multinational (3M) Survey Design Methods: Applied</td>
<td>Addison, 4th Floor</td>
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<td>Course 4: The Benefits &amp; Challenges of Address Based Sampling Designs</td>
<td>Clark, 4th Floor</td>
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<td>Course 5: Multilevel Analysis</td>
<td>Avenue Ballroom, 4th Floor</td>
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<td>8:15 a.m. – 9:45 a.m.</td>
<td>WAPOR Concurrent Session C</td>
<td>Avenue Hotel</td>
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<td>Session 1: Trust and Society</td>
<td>Grand Ave A</td>
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<td>Session 2: Survey Research: Past, Present and Future</td>
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<td>Session 3: Methodology: Survey Response</td>
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<td>Session 4: Public Opinion Around the World</td>
<td>Michigan Ave</td>
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<tr>
<td>9:45 a.m. – 10:15 a.m.</td>
<td>WAPOR Refreshment Break</td>
<td>Avenue Hotel</td>
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<td>10:15 a.m. – 11:45 a.m.</td>
<td>WAPOR Concurrent Session D</td>
<td>Avenue Hotel</td>
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<td>Session 1: Comparative Research</td>
<td>Grand Ave A</td>
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<td>Session 2: Election Polling</td>
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<td>Session 3: Challenges in Survey Methodology</td>
<td>Grand Ave C</td>
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<td></td>
<td>Session 4: New Media and Media Use</td>
<td>Michigan Ave</td>
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<tr>
<td>Noon – 1:30 p.m.</td>
<td>WAPOR Lunch</td>
<td>Avenue Hotel</td>
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<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>AAPOR Concurrent Session A</td>
<td>Chicago Marriott Downtown</td>
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<td>Session 1: Assessing Public Opinion in War Zones</td>
<td>Grand Ballroom Salon 1, 7th Floor</td>
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<td>Session 2: Lessons From Multilingual Cognitive Interviews</td>
<td>Indiana, 6th Floor</td>
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## Day-at-a-Glance

**Thursday, May 13**

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<tbody>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td><strong>AAPOR Concurrent Session A</strong> (continued)</td>
<td>Chicago Marriott Downtown</td>
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<tr>
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<td><strong>Session 3:</strong> Challenges of Including Cell Phone Households in Cross-National RDD Surveys</td>
<td>Northwestern, 6th Floor</td>
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<td><strong>Session 4:</strong> Cross-National Research on Public Opinion</td>
<td>Denver, 5th Floor</td>
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<td><strong>Session 5:</strong> Election Poll Forecasting &amp; Methodological Considerations</td>
<td>Los Angeles, 5th Floor</td>
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<td><strong>Session 6:</strong> Address Based Sampling Issues &amp; Challenges</td>
<td>Addison, 4th Floor</td>
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<td><strong>Session 7:</strong> Should Respondents Be Offered a Choice, No Choice or Their Preferred Survey Mode?</td>
<td>Clark, 4th Floor</td>
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<td><strong>Session 8:</strong> Methodological Briefs: Improving Survey Questions &amp; Response Options</td>
<td>Avenue Ballroom, 4th Floor</td>
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<tr>
<td>2:00 p.m. – 3:00 p.m.</td>
<td><strong>WAPOR Business Meeting</strong></td>
<td>Avenue Hotel</td>
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<tr>
<td>3:00 p.m. – 4:00 p.m.</td>
<td><strong>AAPOR Refreshment Break in the Exhibit Hall</strong></td>
<td>Chicago Ballroom, 5th Floor</td>
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<td><strong>AAPOR Meet the Author Session</strong></td>
<td>Chicago Ballroom, 5th Floor</td>
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<td><strong>Session 1:</strong></td>
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<tr>
<td></td>
<td>John Kennedy</td>
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<td>Diane O’Rourke</td>
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<td>David Moore</td>
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<td>Andy Peytchev</td>
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<td><strong>Meet the Editors of Survey Practice</strong></td>
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<td>(<a href="http://surveypractice.org">http://surveypractice.org</a>)</td>
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<td><strong>Session 2:</strong></td>
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<td>Richard Sobel</td>
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<td>Bethany Barrett</td>
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<td><strong>Public Opinion and International Intervention:</strong></td>
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<td></td>
<td>Lessons From the Iraq War</td>
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<td>(Potomac Books Inc., 2010)</td>
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<td><strong>AAPOR Poster Session 1</strong></td>
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<tr>
<td>3:00 p.m. – 5:00 p.m.</td>
<td><strong>Public Opinion Quarterly Advisory Board Meeting</strong></td>
<td>Sheffield, 4th Floor</td>
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<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>3:00 p.m. – 5:30 p.m.</td>
<td>AAPOR Exhibit Hall and Book Exhibit Open</td>
<td>Chicago Ballroom, 5th Floor</td>
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<tr>
<td>4:00 p.m. – 5:30 p.m.</td>
<td>AAPOR Concurrent Session B</td>
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<td></td>
<td>Session 1: AAPOR Task Force Report on Surveying Cell Phones in the U.S.</td>
<td>Grand Ballroom Salon 1, 7th Floor</td>
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<td>Session 2: Cross-National Attitudes &amp; Beliefs</td>
<td>Indiana, 6th Floor</td>
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<td>Session 3: Changing Attitudes and the Intensity of Public Opinion</td>
<td>Northwestern, 6th Floor</td>
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<td>Session 4: Political Knowledge and Attitudes</td>
<td>Denver, 5th Floor</td>
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<td>Session 5: Effect of Religion on Other Social &amp; Political Attitudes</td>
<td>Los Angeles, 5th Floor</td>
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<td>Session 6: Identifying &amp; Correcting Non-Response Bias</td>
<td>Addison, 4th Floor</td>
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<td>Session 7: Improving Questionnaire Design</td>
<td>Clark, 4th Floor</td>
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<td></td>
<td>Session 8: Methodological Briefs: Cell Phones, Internet Surveys and Response Rates</td>
<td>Avenue Ballroom, 4th Floor</td>
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<tr>
<td>6:00 p.m. – 7:00 p.m.</td>
<td>AAPOR New Member/All Chapter Reception</td>
<td>Grand Ballroom Foyer, 7th Floor</td>
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<tr>
<td>7:00 p.m. – 8:00 p.m.</td>
<td>AAPOR Dinner</td>
<td>Grand Ballroom, 7th Floor</td>
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<tr>
<td>8:00 p.m. – 9:30 p.m.</td>
<td>AAPOR Plenary Session</td>
<td>Grand Ballroom, 7th Floor</td>
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<tr>
<td>9:30 p.m. – 10:30 p.m.</td>
<td>AAPOR Dessert Reception</td>
<td>Grand Ballroom Foyer</td>
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</tbody>
</table>
Short Courses

Thursday, May 13 • 8:00 a.m. – 11:30 a.m.

Course 3:
Multilingual, Multicultural & Multinational (3M)
Survey Design Methods: Applied
Location: Addison, 4th Floor
Instructors: Brad Edwards, Westat
           Janet Harkness, University of Nebraska-Lincoln, USA

Course 4:
The Benefits & Challenges of Address Based Sampling Designs
Location: Clark, 4th Floor
Instructors: David Dutwin, SSRS/Social Science Research Solutions
           Michael Link, The Nielsen Company

Course 5:
Multilevel Analysis
Location: Avenue Ballroom, 4th Floor
Instructor: Joop Hox, Utrecht University, The Netherlands
WAPOR Concurrent Session C
Thursday, May 13 • 8:15 a.m. – 9:45 a.m.

Trust and Society
Location: Grand Ave A
Chair: Mark Gill, MORI Caribbean

A Comparison of Women’s Perceptions of Their Rights in Common Practice in Northern Sudan and Egypt
Eric Chappell, D3 Systems
Brittany Shanks, D3 Systems

Trust in Justice and the Legitimacy of Legal Authorities: Pilot Data From a Major Study of European Public Opinion
Jonathan Jackson, London School of Economics
Mike Hough, Kings College London
Stephen Farrall, University of Sheffield

Methodological Problems With Surveying Trust
Susanne Lundasen, Ersta Sköndal University College

Trust in Scientists: The Role of Media in Establishing Trust in Sources of Information About Nanotechnology
Ashley A. Anderson, University of Wisconsin-Madison
Dietram A. Scheufele, University of Wisconsin-Madison
Dominique Brossard, University of Wisconsin-Madison

Survey Research: Past, Present and Future
Location: Grand Ave B
Chair: Dr. Ibrahim Saleh, University of Cape Town

Does Familiarity Breed Contempt? Measuring and Comparing Survey Attitude Among New and Repeat Respondents Cross-Culturally
Edith D. de Leeuw, Utrecht University

Stability and Reliability in the General Social Survey Panel, 2006-2008
Tom W. Smith, NORC
WAPOR Concurrent Session C

Thursday, May 13 • 8:15 a.m. – 9:45 a.m.

Time to Go Beyond Demography in Reporting Public Opinion
Hans Zetterberg, ValueScope AB

Methodology: Survey Response
Location: Grand Ave C
Chair: Andrea E. Hickerson, Rochester Institute of Technology

Cultural Values and Survey Response Style
Timothy Johnson, Survey Research Laboratory
Allyson Holbrook, University of Illinois at Chicago Survey Research Laboratory
Sharon Shavitt, University of Illinois at Urbana-Champaign
Young I. Cho, University of Illinois at Chicago Survey Research Laboratory
Noel Chavez, University of Illinois at Chicago
Saul Weiner, University of Illinois at Chicago
Kelly Mazarno, University of Illinois at Chicago Survey Research Laboratory

Branching Out: A Comparison of Branching Response Formats with Single Response Formats
Randall K. Thomas, ICF International
William B. Higgins, ICF International

Freelancers vs. Employees: Interviewer Employment Type and Data Quality on the Spanish Survey of Household Finances
Sarah M. Hughes, NORC

Pseudo-Opinions in Arts-Affairs: Prevalence and Social Determinants in Mail and Questionnaire Surveys
Karl-Heinz Reuband, University of Duesseldorf- Soziologie II
WAPOR Concurrent Session C

Thursday, May 13 • 8:15 a.m. – 9:45 a.m.

Public Opinion Around the World

Location: Michigan Ave
Chair: Thomas Roessing, Johannes Gutenberg-Universitat Mainz

Public Evaluation on the Leadership Performance of the United States and China in East Asia
Lei Huang, SRAM, University of Nebraska-Lincoln
René Bautista, SRAM, University of Nebraska-Lincoln
Allan McCutcheon, SRAM, University of Nebraska-Lincoln
AnaLucía Cordova Cazar, SRAM, University of Nebraska-Lincoln
Tarek Albaghal, SRAM, University of Nebraska Lincoln

A Survey of Iranians: Attitudes Toward the U.S. and Internal Political Issues
Sara B. Elson, RAND Corporation
Alireza Nader, RAND Corporation

The Impact of Military Operations on Afghan Optimism
Karl G. Feld, D3 Systems
Anne Pessala, D3 Systems
John Richardson, D3 Systems
Brianna Augenreich, D3 Systems

Gender, Policy, and Public Opinion in Syria and Lebanon
John D. Willingham, D3 Systems
WAPOR Concurrent Session D

Thursday, May 13 • 10:15 a.m. – 11:45 a.m.

Comparative Research
Location: Grand Ave A
Chair: Roberta Fiske-Rusciano, Rider University

Measuring Economic Performance and Social Progress
Miguel E. Basáñez, Cultural Change Institute, Fletcher School, Tufts University

What Should Congress Members Do?
Using Survey Embedded Experiments to Study Citizens’ Clientelistic Expectations in Mexico
Pablo Paras, Data - OPM

Mapping EU Attitudes: Conceptual Considerations and Empirical Evidence
Hajo G. Boomgarden, Amsterdam School of Communications Research
Andreas R. Schuck, Amsterdam School of Communications Research
Matthijs Elenbaas, Amsterdam School of Communications Research
Claes H. de Vreese, Amsterdam School of Communications Research

Beliefs and Misbeliefs About the Causes and Treatment of HIV/AIDS in Sub-Saharan Africa
Allan L. McCutcheon, University of Nebraska-Lincoln, Survey Research and Methodology
Robert Tortora, The Gallup Organization Ltd

Election Polling
Location: Grand Ave B
Chair: Orlando J. Pérez, Central Michigan University

The Role of Exit-Polls During Elections in Ukraine, 1998-2010
Vladimir I. Paniotto, Kiev International Institute of Sociology
Natalia N. Kharchenko, Kiev International Institute of Sociology

The 2004 U.S. Exit Poll Controversy Revisited: Why Were Bush Voters Reluctant to Participate in the Exit Polls?
Tamas Bodor, University of Wisconsin-Stevens Point
**WAPOR Concurrent Session D**

**Thursday, May 13 • 10:15 a.m. – 11:45 a.m.**

**Should We Use Recall of Previous Vote(s) to Weight Electoral Polls?**
Claire Durand, *Universite de Montréal*
Isabelle Valois, *Universite de Montréal*
Mélanie Deslauriers, *Universite de Montréal*

**Once in a Lifetime Voters? “Defining Moments” and Their Impact on Electoral Turn-Out**
Colin McIlheney, *Price Waterhouse Coopers*

**The Unpredictability of Pundits and Predictable Elections: Using Public Opinion to Predict Political Disputes**
Clifford A. Young, *Ipsos Public Affairs*

**Challenges in Survey Methodology**

**Location:** Grand Ave C  
**Chair:** Harm’t Hart

**Implementing Real-Time Surveys in Developing Countries: Lessons From a Cross-National Health Opinion Survey in Five Developing Countries**
Kana Fuse, *Institute for Health Metrics and Evaluation*
Ali Mokdad, *Institute for Health Metrics and Evaluation*
Emmanuella Gakidou, *Institute for Health Metrics and Evaluation*
Andrew Dyer, *ICF Macro*
Geoffrey Halsted, *ICF Macro*

**Privacy and Confidentiality Concerns of Respondents Who May Have Been Counted Twice in the Census**
Jennifer H. Childs, *U.S. Census Bureau*
Anissa Sorokin, *U.S. Census Bureau*
### WAPOR Concurrent Session D

**Thursday, May 13 • 10:15 a.m. – 11:45 a.m.**

**Assessing Asian-Language Translated Questions About Self-Reported Racial/Ethnic Discrimination in a Health Survey**
Martha S. Kudela, *Westat*
Kerry Levin, *Westat*
Jocelyn Newsome, *Westat*
Salma Shariff-Marco, *National Cancer Institute*
Nancy Breen, *National Cancer Institute*
Gordon Willis, *National Cancer Institute*

**Using Satellite Images for Urban Sampling:**
The Case of Luanda, Angola
Mark W. Andrews, *Survey Consultant*

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**New Media and Media Use**
**Location:** Michigan Ave
**Chair:** AnaLucia Cordova Cazar, University of Nebraska-Lincoln, SRAM

**How Do Country Contexts Influence Media Use?**
Joachim Bruess, *InterMedia*

**An Analysis of the Impact of Traditional News and New Media on the Knowledge of Current Events**
Thomas B. Christie, *University of Texas-Arlington*

**Digital Literacy and the Gender Divide in Online Information Consumption: User-Sophistication and Susceptibility to Information-Overload**
Muzammil Hussain, *University of Washington*

**Should I Support the Internet Censorship in China? Toward an Integrative Framework of the Theory of Reasoned Action, the Third-Person Perception, the Authoritarianism Personality, and the Unique Characteristics in China**
Guangchao Feng, *Hong Kong Baptist University*
AAPOR Concurrent Session A

Thursday, May 13 • 1:30 p.m. – 3:00 p.m.

Address Based Sampling Issues & Challenges
Location: Addison, 4th Floor
Chair: Anh Thu Burks, The Nielsen Company

Investigating Lister Error Associated With Units Added in Dependent Area Listing
Aliza Kwiat, U.S. Census Bureau

Your Home Was Specially Selected: Using Address-Based Sampling as a Recruitment Technique
Justin T. Bailey, The Nielsen Company
Gretchen Grabowski, The Nielsen Company
Michael W. Link, The Nielsen Company

Non-Response Bias: Recent Findings From Address-Based Panel
Joe Garrett, Knowledge Networks
J. Michael Dennis, Knowledge Networks
Charles DiSogra, Knowledge Networks

Address-Based Sampling Design and Coverage Rate: The Case of REACH U.S.
Kanru Xia, NORC
Kari Carris, NORC
Whitney Murphy, NORC
Hee-Choon Shin, NORC

Undercoverage Error in List-Assisted RDD Surveys: Evaluation and Adjustment
Burton Levine, RTI International
AAPOR Concurrent Session A

Thursday, May 13 • 1:30 p.m. – 3:00 p.m.

Assessing Public Opinion in War Zones
Location: Grand Ballroom Salon I, 7th Floor
Chair: Barbara Bardes, University of Cincinnati
Discussant: Bruce Sherman, Broadcasting Board of Governors

Afghanistan: Where Things Stand
Gary Langer, ABC News
Matthew Warshaw, D3 Systems and Afghan Center for Socio-Economic and Opinion Research

Challenges of Including Cell Phone Households in Cross-National RDD Surveys
Location: Northwestern, 6th Floor
Chair: Anna Fleeman, Arbitron
Discussant: Allan McCutcheon, University of Nebraska – Lincoln

A Review of Developments and Associated Challenges With the Inclusion of Cell Phone Households in Cross National RDD Surveys
Robert Manchin, Gallup Europe
Bob Tortora, Gallup London
Rajesh Srinivasan, Gallup Organization
Femke De Keulenaer, Gallup Europe
Gergely Hideg, Gallup Hungary
Marek Fuchs, Institut für Soziologie Technische Universität Darmstadt
Vasja Vehovar, University of Ljubljana
Allan McCutcheon, UNL

Sharing of Mobile Phones – Consequences for Sampling and Weighting
Marek Fuchs, Darmstadt University of Technology
Britta Busse, Darmstadt University of Technology

Differential Call Scheduling in Dual Frame Telephone Surveys: Should We Be Concerned About “Timing Effects”? 
Femke De Keulenaer, Gallup Europe
Robert Manchin, Gallup Europe
AAPOR Concurrent Session A

Thursday, May 13 • 1:30 p.m. – 3:00 p.m.

Study of the Dynamics Of Cell-Phone Ownership and Usage Patterns and its Application to the Design of Dual-Frame Methods
Rajesh Srinivasan, Gallup
Manas Chattopadhyay, Gallup
Steve Hanway, Gallup

Cross-National Research on Public Opinion
Location: Denver, 5th Floor
Chair: Carolina Gutierrez, Henry J. Kaiser Family Foundation

Latent Support for Sub-National Military Groups in Pakistan
Tarek Albaghal, University of Nebraska
Lei Huang, University of Nebraska
Ana Lucia Cordova Cazar, University of Nebraska
Allan McCutcheon, University of Nebraska
Rene Bautista, University of Nebraska

Inequality of National Exam and Participation in Higher Education in China — Results From a Pilot Online Deliberative Poll
Rui Wang, Stanford University
Alice Siu, Stanford University
Qianfan Zhang, Peking University
Xiaobo Mou, Peking University
Mai Cheng, Peking University

The Life Opportunities Survey, Office for National Statistics UK
Tom Howe, Office for National Statistics

Attitude Factors in the Search for Israeli-Palestinian Peace
Alvin Richman, Retired
(former senior opinion analyst in U.S. State Department)

Acceptance of GPS Technology in the Diverse Environment of Jerusalem, Israel
Julie L. Paasche, NuStats
AAPOR Concurrent Session A
Thursday, May 13 • 1:30 p.m. – 3:00 p.m.

Election Poll Forecasting & Methodological Considerations
Location: Los Angeles, 5th Floor
Chair: Bradley Parsell, NORC

Forecasting Elections: Voting Intentions vs. Expectations
David Rothschild, University of Pennsylvania’s Wharton School of Business

Weight a Little and See if Things Change: The Impact of Weighting Public Opinion Data by Party Registration
Andrew E. Smith, UNH Survey Center
David W. Moore, UNH Carsey Institute

Why Do Polls Go Wrong Sometimes?
Claire Durand, Universite de Montreal
Martial Foucault, Universite de Montreal
John Goyder, University of Waterloo
Melanie Deslauriers, Universite de Montreal

Statistical Properties of Internet and Telephone Polls in the 2008 U.S. Elections
Douglas Rivers, Stanford University

A Synthesis and Analysis of Economic, Stability, and Opinion Indicators as Predictors of Electoral Outcomes With Particular Attention to State-Level Elections.
Chris Wilson, Wilson Research Strategies
Byron Allen, Wilson Research Strategies
AAPOR Concurrent Session A

Thursday, May 13 • 1:30 p.m. – 3:00 p.m.

Lessons From Multilingual Cognitive Interviews
Location: Indiana, 6th Floor
Chair: Joe Murphy, RTI International
Discussant: Robert Belli, University of Nebraska-Lincoln

Strategies for Choosing the Number and Nationality of Spanish-Speaking Immigrant Respondents for Cognitive Testing Studies in the United States
Patricia L. Goerman, U.S. Census Bureau

Respondent Recruitment, Interviewing, and Training: Lessons Learned From a Spanish Language Cognitive Interviewing Project
M. Mandy Sha, RTI International
Georgina McAvinchey, RTI International
Leticia Reed, RTI International
Sonia Rodriguez, RTI International
George R. Carter, III, U.S. Census Bureau

Comprehension Probes in Multilingual Cognitive Interviews
Virginia Y. Wake, Statistical Research Division, U.S. Census Bureau

How Hispanics Rate Their Health Status: Evidence From Cognitive Interviews
Alisu Schoua-Glusberg, Research Support Services
Marjorie Hinsdale-Shouse, RTI International

Methodological Briefs:
Improving Survey Questions and Response Options
Location: Avenue Ballroom, 4th Floor
Chair: Lisa Carley-Baxter, RTI International

Are Cognitive Testing Results Reliable?
An Empirical Investigation
Gordon B. Willis, National Cancer Institute
**AAPOR Concurrent Session A**

**Thursday, May 13 • 1:30 p.m. – 3:00 p.m.**

- **An Experiment in Measuring Health Insurance Status and Type**
  Dianne Rucinski, Institute for Health Research and Policy
  Kelly Daley, Abt SRBI
  Julie Pacer, Abt SRBI

- **A New Method for Evaluating the Propensity to Guess in Political Knowledge Quizzes**
  Nick Allum, University of Essex
  Patrick Sturgis, University of Southampton
  Patten Smith, Ipsos-MORI

- **Illuminating Optimal Survey Response Using Follow-Up Questions**
  Linda K. Owens, Survey Research Laboratory, University of Illinois, Chicago
  Sowmya Anand, Survey Research Lab, University of Illinois

- **Forced-Choice vs. Yes-No Questions: Data Quality and Administrative Effort**
  Sowmya Anand, Survey Research Laboratory, University of Illinois
  Linda K. Owens, Survey Research Laboratory, University of Illinois
  Jennifer A. Parsons, Survey Research Laboratory, University of Illinois

- **Grappling With Grids: How does Question Format Affect Data Quality and Respondent Engagement?**
  Jene Grandmont, MarketVision Research
  Bob Graff, MarketVision Research
  Lynn Goetzinger, MarketVision Research
  Kara Dorbecker, MarketVision Research

- **Effects of Gender-of-Voice on Reports of Sensitive Behaviors: Findings From the ACASI Module of the Midwest Young Adult Study**
  Jessica Price, University of Wisconsin Survey Center
  Jennifer Dykema, University of Wisconsin Survey Center
  Kerryann DiLoreto, University of Wisconsin Survey Center
**AAPOR Concurrent Session A**

Thursday, May 13 • 1:30 p.m. – 3:00 p.m.

**Should Respondents Be Offered a Choice, No Choice, or Their Preferred Survey Mode?**

*Location:* Clark, 4th Floor  
*Chair:* Don A. Dillman, *Washington State University*  
*Discussant:* Deborah H. Griffin, *U.S. Census Bureau*

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**Does Giving People Their Preferred Survey Mode Actually Increase Survey Participation Rates?**

Kristen Olson, *University of Nebraska-Lincoln*  
Heather Wood, *University of Nebraska-Lincoln*  
Jolene Smyth, *University of Nebraska-Lincoln*

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**Improving Response to Mail and Web Mixed-Mode Surveys: The Effects of Offering Choice on Survey Response**

Morgan M. Millar, *Washington State University*  
Don A. Dillman, *Washington State University*

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**Incorporating a Web Option in a Two-Phase Mail Survey**

Pat D. Brick, *Westat*  
David Cantor, *Westat*  
Daifeng Han, *Westat*  
Maribel Aponte, *Department of Veterans Affairs*

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**Does Providing a Choice of Survey Modes Influence Response?**

Virginia M. Lesser, *Department of Statistics - Survey Research Center*  
Lydia Newton, *Survey Research Center*  
Danny Yang, *Survey Research Center*
**AAPOR Poster Session - 1**

**Thursday, May 13 • 3:00 p.m. – 4:00 p.m.**

**Poster Session - 1**  
**Location:** Exhibit Hall, Chicago Ballroom, 5th Floor

1. **Participation or Communication? Political Activity in the Internet Age**  
   Lindsay H. Hoffman, *University of Delaware*  
   Marie Hong, *University of Delaware*  
   Courtney Long, *University of Delaware*

2. **Modeling State Differences in Response Rates in RDD Surveys: An Analysis of Seven Years of BRFSS Response Rates**  
   David R. Johnson, *Pennsylvania State University*  
   Kurt D. Johnson, *Survey Research Center*  
   Breandan Jennings, *The Pennsylvania State University*

3. **Investigating Data Falsification: Modes of Detection and Causes of Suspicion**  
   Elizabeth L. Love, *U.S. Census Bureau*

4. **Tracing Young Adults for a Telephone/Web Survey**  
   Benjamin T. Phillips,  
   *Steinhardt Social Research Institute, Brandeis University*

5. **Correlation of Roster Probes and Population Complexity**  
   Celeste Stone, *U.S. Census Bureau, Decennial Statistical Studies Division*  
   Kyra Linse, *U.S. Census Bureau*

6. **Impact of Interviewer and Respondent Verbal Behaviors on Data Quality in Different Interviewing Techniques**  
   Ipek Bilgen, *University of Nebraska-Lincoln*  
   Robert F. Belli, *University of Nebraska-Lincoln*

7. **Creating a Self-Administered Event History Calendar**  
   Megan Zander Cotugno, *RAND Corporation*
AAPOR Poster Session - 1

Thursday, May 13 • 3:00 p.m. – 4:00 p.m.

8. Parent Proxy and Adolescent Self-Report: Parental Judgment of Adolescent Knowledge and Perceptions of Disease, Treatment, and Medical Care
Laurie Fishman, Harvard Medical School/Children’s Hospital Boston
Sonja Ziniel, Harvard Medical School/Children’s Hospital
Sarah Krathwohl, Children’s Hospital Boston
Janis Arnold, Children’s Hospital Boston

9. A Comparison of Web and Mail Survey Respondents Within a Mixed Mode National Survey
Eunjung Shin, UIC
Timothy P. Johnson, UIC
Kumar Rao, Gallup

10. Question Wording and Support for a Health Insurance Public Option
Alan Reifman, Texas Tech University

11. Exploring Race and Hispanic Origin Questions With Multiracial Individuals: Diverse Responses From a Diverse Population
Rodney L. Terry, U.S. Census Bureau
Jennifer H. Childs, U.S. Census Bureau

12. ¿Habla Español? Impact of Offering a Bilingual Option in a Mail Survey of Linguistically Isolated Areas
Andrew Zukerberg, National Center for Education Statistics
Daifeng Han, Westat

13. “¿Podemos Comenzar La Entrevista Ahora?/ May We Begin The Interview Now?” Conducting Survey Research With Bilingual Interviewers and Respondents
Nicole Tate, RTI International
Natasha Janson, RTI International

14. No, No Cash Rent
Julie Parker, US Census Bureau
AAPOR Poster Session - 1
Thursday, May 13 • 3:00 p.m. – 4:00 p.m.

15. Racial and Ethnic Differences in On-Schedule Mammography Screening: Results From the Behavioral Risk Factor Surveillance System
Michelle L. Rogers, Brown University
Melissa A. Clark, Brown University
William Rakowski, Brown University
Crystal D. Linkletter, Brown University

16. Polling the Poll Workers: Examining the Role of Election Day Workers in 2008
Stephen T. Mockabee, University of Cincinnati
Quin Monson, Brigham Young University
Kelly Patterson, Brigham Young University
Lisa Argyle, University of California, Santa Barbara

17. Evaluating the Effectiveness of Using an Additional Mailing Piece in the American Community Survey
Jennifer G. Tancreto, U.S. Census Bureau

18. Relationships Among Social Science Teachers’ Demographic Characteristics, Demographic Characteristics of Their Respective Schools, and Teachers’ Opinions and Behaviors as Related to Field Trips: A Case of Ohio
Anastasia Mirzoyants, The University of Toledo Urban Affairs Center
Dwight Haase, The University of Toledo Urban Affairs Center

19. Concurring Opinions: An Examination of Differences Among Believers in Climate Change
Christopher P. Borick, Muhlenberg College Institute of Public Opinion
Barry G. Rabe, University of Michigan

20. Effects of Personalization, Length, and Choice of Mode on Cooperation Rates for Mixed Mode Recontact Surveys
Darby Steiger, The Gallup Organization
Manas Chattopadhyay, Gallup
Dawn Royal, Gallup
AAPOR Poster Session - 1

Thursday, May 13 • 3:00 p.m. – 4:00 p.m.

21. Sampling by Professional Referral: Lessons Learned From Asking Physicians to Recruit Patients in Two Health Surveys
   Sean O. Hogan, RTI-International
   Michael Power, American College of Obstetricians & Gynecologists
   Jay Schulkin, American College of Obstetricians & Gynecologists
   John D. Loft, RTI International

   Mario Callegaro, Google
   Ola Rosling, Google
   Jurgen Schwarzler, Google

23. Mixed Mode Data Collection Methods in the American Community Survey
   Deborah H. Griffin, U.S. Census Bureau
   Todd R. Hughes, U.S. Census Bureau

24. New Developments in Privacy for Online Research
   Peter Milla, Independent Consultant

25. Exploring Visual Effects in Mail Survey Materials on the Quality of Survey Data
   Teresa (Ye) Jin, The Nielsen Company
   Lorelle Vanno, The Nielsen Company
   Jennie Lai, The Nielsen Company
   Michael W. Link, The Nielsen Company
   Charles D. Shuttles, The Nielsen Company

26. Exploring Visual Enhancements on a Mail Survey of Physicians
   Emily McFarlane Geisen, RTI International
   Joseph Murphy, RTI International
   Jessica Severance, RTI International
   Murrey G. Olmsted, RTI International
AAPOR Poster Session - 1

Thursday, May 13 • 3:00 p.m. – 4:00 p.m.

27. Mandatory Reporting of Child Maltreatment: A Technique for Risk Assessment and Data Review
   Stacey Weger, RTI International
   Amy Hendershott, RTI International
   Gina Kilpatrick, RTI International

   Young I. Cho,
   Survey Research Laboratory, University of Illinois at Chicago
   Richard W. Wilsnack,
   University of North Dakota, School of Medicine & Health Sciences
   Sharon C. Wilsnack,
   University of North Dakota, School of Medicine & Health Sciences
   Arlinda F. Kristjanson,
   University of North Dakota, School of Medicine & Health Sciences
   Perry Benson,
   University of North Dakota, School of Medicine & Health Sciences
   Timothy P. Johnson,
   Survey Research Laboratory, University of Illinois at Chicago

29. A Management Model for Continuous Data Collection: Reflections From the National Survey of Family Growth, 2006-2010
   Nicole Kirgis, University of Michigan, Institute for Social Research
   Jim Lepkowski, University of Michigan, Institute for Social Research

30. Using the Generic Ballot to Predict Seat Change in Mid-Term Elections
   Jeffrey M. Jones, The Gallup Poll

   Kumar Rao, Gallup Inc.
AAPOR Poster Session - 1

Thursday, May 13 • 3:00 p.m. – 4:00 p.m.

32. The Effectiveness of Stratification by Cellular Switch Points: The Minnesota Experience
   David Dutwin, Social Science Research Solutions
   Kathleen Call, University of Minnesota
   Susan Sherr, SSRS

   Sara Bausch, ICF MACRO
   Matt Denker, ICF MACRO

34. A Moving Target: The Effect of Changing Respondents in a Panel Survey of Households
   Kate E. Bachtell, NORC at the University of Chicago
   Beth Fisher, NORC at the University of Chicago
   Ned English, NORC at the University of Chicago
   Catherine Haggerty, NORC at the University of Chicago

35. How Valid Are Cross-Cultural Differences in Sexual Behaviors and Sexually Transmitted Diseases? Using Cognitive Interviews to Examine Odd Data Patterns
   Alisu Schoua-Glusberg, Research Support Services
   Heather Ridolfo, National Center for Health Statistics

36. Surveys of Older Adults in the US: Technology Matters
   Kelly Quinn, University of Illinois at Chicago

37. Minimizing Fieldwork Costs in National Random Door-to-Door Surveys
   Andrew I. Zelin, Ipsos MORI

38. The Continuous National Survey of Family Growth: 1st Data
   Jo Jones, National Center for Health Statistics
AAPOR Concurrent Session B

Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.

AAPOR Task Force Report on Surveying Cell Phones in the U.S.
Location: Grand Ballroom Salon I, 7th Floor
Chair: Paul J. Lavrakas, Independent Consultant

2010 AAPOR Task Force Report on Surveying Cell Phones in the U.S.
Linda Piekarski, Survey Sampling International
Courtney Kennedy, Abt SRBI
Scott Keeter, Pew Research Center
John Hall, Mathematica Policy Research
Anna Fleeman, Arbitron Inc.
Thomas M. Guterbock, University of Virginia

Changing Attitudes and the Intensity of Public Opinion
Location: Northwestern, 6th Floor
Chair: Linda Dimitropoulos, RTI International

Framing and Context Effects in Support for Same-Sex Marriage and Civil Unions
Jennifer Heerwig, NYU
Brian J. McCabe, NYU

Technological Innovation in America's Backyard: The Intersection of Media Use, Political Partisanship, and Public Opinion of Biofuels
Nicholas Brigham Schmuhl, University of Wisconsin-Madison
Michael A. Cacciatore, University of Wisconsin-Madison
Andrew R. Binder, University of Wisconsin-Madison
Bret R. Shaw, University of Wisconsin-Madison
Dietram A. Scheufele, University of Wisconsin-Madison
AAPOR Concurrent Session B
Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.

Measuring Intensity of Opinion
David W. Moore, University of New Hampshire
Andrew E. Smith, University of New Hampshire

Parental Consent and Changing Abortion Attitudes, Examining Trends in California
Mark Baldassare, Public Policy Institute of California
Jennifer Paluch, Public Policy Institute of California
Sonja Petek, Public Policy Institute of California

A Network Analytic Approach to Understanding Cross-Platform Audience Behavior
Thomas Ksiazek, Northwestern University

Cross-National Attitudes & Beliefs
Location: Indiana, 6th Floor
Chair: Patricia Moy, University of Washington
Discussant: Richard L. Clark, University of Georgia

Fifty Years After “The Civic Culture”: Insights From the Gallup World Poll 2008-2009
Rene Bautista, University of Nebraska-Lincoln
Ana Lucia Cordova Cazar, University of Nebraska-Lincoln
Allan McCutcheon, University of Nebraska-Lincoln
Tarek Albaghal, University of Nebraska-Lincoln
Lei Huang, University of Nebraska-Lincoln

Attitudes Toward Democracy Twenty Years After the Fall of the Berlin Wall
Juliana M. Horowitz, Pew Research Center
Richard Wike, Pew Research Center

Cross-Cultural/National Issues From Implementing the Global Adult Tobacco Survey in 14 Countries
Jeremy Morton, Centers for Disease Control and Prevention
Krishna Palipudi, Centers for Disease Control and Prevention
Samira Asma, Centers for Disease Control and Prevention
AAPOR Concurrent Session B
Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.

Paul F. Valdes Cervantes, Parámetro Investigación
Nelson Arteaga, UAEM

Effect of Religion on Other Social & Political Attitudes
Location: Los Angeles, 5th Floor
Chair: Nancy Whelchel, North Carolina State University

Diversity and a Sensitive Social Issue: Hispanic Catholics and Their Comparative Response to the Clerical Abuse Crisis
William C. McCready, Knowledge Networks
Mark Gray, Center for Applied Research on the Apostolate (CARA)
Jeffrey Shand-Lubbers, Knowledge Networks

Differences Between Self-identified “Born-Again” and “Evangelical” Christians in Sub-Saharan Africa
Scott F. Clement, Pew Research Center

Who’s Lying? A Cross-National Comparison of the Correlates of Over Reported Religious Service Attendance
Philip Brenner, University of Michigan

“The Times They are A-Changin”? Ethnic and Religious Diversity and Their Effects on the Social, Political and Economic Beliefs and Attitudes of Young People in England
Nick Moon, GfK NOP Social Research
Iain Noble, University of Westminster

Conflict, Integration or Independence: Public Attitudes on Science and Religion in American Society
Rob Suls, Pew Research Center
Daniel Cox, Public Religion Research
AAPOR Concurrent Session B
Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.

Identifying & Correcting Non-Response Bias
Location: Addison, 4th Floor
Chair: Adam Safire, U.S. Bureau of Labor Statistics

Using Post-Stratification Weighting to Reduce Nonresponse Error in Student Survey Data: Preliminary Evidence
Matthew W. Courser, Pacific Institute for Research and Evaluation
Stephen Shamblen, Pacific Institute for Research and Evaluation
Joel Grube, Pacific Institute for Research and Evaluation

Nonresponse Bias Correction in Telephone Surveys Using Census Geocoding: An Evaluation of Error Properties
Paul P. Biemer, RTI International
Andy Peytchev, RTI International

Use of Paradata for Nonresponse Weighting Adjustments
Donsig Jang, Mathematica Policy Research
Amang Sukasih, Mathematica Policy Research
Kelly H. Kang, National Science Foundation
Stephen H. Cohen, National Science Foundation

Who is Missing and How Much Does it Impact Educational Performance Estimates? – Propensity Models Applied to the NAEP Survey Data Merged With the Administrative Data of the High School Transcripts Study
Young Chun, NORC at the University of Chicago

Examining Nonresponse Bias Using Sample Frame Data
Sunghee Lee, UCLA Center for Health Policy Research
Chandra Higgins, Los Angeles County Public Health Department
Shin M. Chao, Los Angeles County Public Health Department
Yvonne Lau, Los Angeles County Public Health Department
AAPOR Concurrent Session B
Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.

Improving Questionnaire Design
Location: Clark, 4th Floor
Chair: Marielle Weindorf, DataStat, Inc.

Issues in Changing the Measurement Methodology for the Quarterly Tax Survey
Marcus Graham, U.S. Census Bureau
Rebecca L. Morrison, U.S. Census Bureau
Amy Couzens, U.S. Census Bureau
La Toya Thomas, U.S. Census Bureau

Bento Box Questionnaire Testing: Multi-Method Questionnaire Testing for the 2012 Census of Agriculture
Donald Buysse, USDA Nat’l Agricultural Stat. Service

Characteristics of Survey Questions: A Review
Nora Cate Schaeffer, Dept of Sociology, UW Madison
Jennifer Dykema, University of Wisconsin Survey Center

Early Stage Scoping: Building High Quality Survey Instruments Without High Costs
Kristin Stettler, U.S. Census Bureau
Fran Featherston, National Science Foundation

Factors in Skip Errors and Omissions on a Self-Administered Paper Questionnaire
Brett McBride, Westat
David Cantor, Westat
AAPOR Concurrent Session B
Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.

Methodological Briefs: Cell Phones, Internet Surveys, and Response Rates
Location: Avenue Ballroom, 4th Floor
Chair: Martin Barron, NORC

Completing Web Surveys on Smart Phones
James Dayton, Macro International Inc.
Naomi Freedner, ICF MACRO
Kristie Hannah, ICF MACRO

Cell Phone Pre-Identification and Geographic Accuracy: Experiences Among Military Personnel
Mark Morgan, Abt SRBI
Daniel Loew, Abt SRBI

Within Household Cell Phone Sharing and Other Usage Patterns
Andrew Stavisky, U.S. Government Accountability Office
Carl Ramirez, U.S. Government Accountability Office
James D. Ashley, U.S. Government Accountability Office

Reasons for Panel Attrition:
Arbitron Panelist Exit Interviews
Arianne Buckley, Arbitron Inc.
Courtney Mooney, Arbitron
Yelena Pens, Arbitron

Social Networks and Social Networking: Utilizing Social Networking Sites to Conduct Field Work When Your Sample Members are Likely to Know Each Other
Lisa M. Setlak, NORC
AAPOR Concurrent Session B

Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.

Political Knowledge and Attitudes
Location: Denver, 5th Floor
Chair: Janice Ballou, Mathematica Policy Research

Competitive Elections and Attitudes Toward Congress
Heather Evans, Sam Houston State University

Political Knowledge as an Independent Variable
Daniel Cassino, Fairleigh Dickinson University's PublicMind Poll
Peter J. Woolley, Fairleigh Dickinson University's PublicMind Poll

Measuring Televised Exposure to Politics:
Evaluating a New Approach
Susanna Dilliplane, University of Pennsylvania
Seth Goldman, University of Pennsylvania
Diana Mutz, University of Pennsylvania

The Gender Gap in Political Knowledge: Results From the National Annenberg Election Surveys 2000, 2004, and 2008
Kate Kenski, Dept. of Communication, University of Arizona

The State of the Parties in the American Electorate
Michael Dimock, Pew Research Center for the People & the Press
Robert Suls, Pew Research Center for the People & the Press
Alec Tyson, Pew Research Center for the People & the Press
Jacob Poushter, Pew Research Center for the People & the Press

Plenary Session

Thursday, May 13, 2010 • 8:00 p.m. – 9:30 p.m.

Assessing Truth in Polls and Surveys
Location: Grand Ballroom, 7th Floor
Moderator: Michael Link, The Nielsen Company
Panelists: Mark Blumenthal, Pollster.com
Peter Milla, CASRO Institute for Research Quality
Brian Harris-Kojetin, Office of Management and Budget
Gary Langer, ABS News
Peter Miller, Northwestern University
Evans Witt, National Council on Public Polls
### Day-at-a-Glance

**Friday, May 14**

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<td>7:00 a.m. – 8:00 a.m.</td>
<td>AAPOR Committee Meetings</td>
<td>Chicago Marriott Downtown</td>
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<td>AAPOR Membership Committee</td>
<td>DuPage, 3rd Floor</td>
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<td></td>
<td>Academic Survey Research Organizations (ASRO)</td>
<td>McHenry, 3rd Floor</td>
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<td>National Network of State Polls (NNSP)</td>
<td>Kane, 3rd Floor</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast</td>
<td>Chicago Ballroom, 5th Floor</td>
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<tr>
<td>7:00 a.m. – 4:15 p.m.</td>
<td>Exhibit Hall and Book Exhibit Open</td>
<td>Chicago Ballroom, 5th Floor</td>
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<tr>
<td>7:30 a.m. – 4:50 p.m.</td>
<td>AAPOR Registration Desk Open</td>
<td>7th Floor Registration</td>
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<td>8:00 a.m. – 9:30 a.m.</td>
<td>AAPOR Concurrent Session A</td>
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<td>Session 1: Household Telephone Access:</td>
<td>Grand Ballroom, 7th Floor</td>
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<td>Coverage &amp; Adjustment</td>
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<td>Session 2: Candidate Preferences &amp;</td>
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<td>Session 3: Survey &amp; Measurement Challenges</td>
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<td>Racial/Ethnic Populations</td>
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<td>Session 4: Public Attitudes Towards</td>
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<td>Climate Change &amp; Energy Use</td>
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<td>Session 5: Non-Response, Paradata &amp;</td>
<td>Los Angeles, 5th Floor</td>
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<td>Data Quality</td>
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<td>Session 6: Considerations in Choosing</td>
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<td>Between the American Community Survey &amp;</td>
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<td>the Current Population Survey</td>
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<td>Session 7: Media &amp; Public Trust</td>
<td>Clark, 4th Floor</td>
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<td>Session 8: Methodological Briefs:</td>
<td>Avenue Ballroom, 4th Floor</td>
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<td>Improving Measurement &amp; Reducing Error</td>
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<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>AAPOR Refreshment Break</td>
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## Day-at-a-Glance

### Friday, May 14

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<tr>
<td>10:00 a.m.</td>
<td>AAPOR Concurrent Session B</td>
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<tr>
<td>10:00 a.m.</td>
<td><strong>Session 1:</strong> Tracking, Measuring &amp; Responding to Public Opinion</td>
<td>Grand Ballroom, Salon 1, 7th Floor</td>
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<tr>
<td>10:00 a.m.</td>
<td><strong>Session 2:</strong> Challenges of Multimode Data Collection</td>
<td>Indiana, 6th Floor</td>
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<td>10:00 a.m.</td>
<td><strong>Session 3:</strong> Surveying on Sensitive Topics</td>
<td>Northwestern, 6th Floor</td>
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<td>10:00 a.m.</td>
<td><strong>Session 4:</strong> Use of Web Surveys Across Diverse Populations</td>
<td>Denver, 5th Floor</td>
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<td>10:00 a.m.</td>
<td><strong>Session 5:</strong> Memory, Recall &amp; Accuracy in Survey Measurement</td>
<td>Los Angeles, 5th Floor</td>
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<td>10:00 a.m.</td>
<td><strong>Session 6:</strong> Advances in Survey Sampling &amp; Weighting</td>
<td>Addison, 4th Floor</td>
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<td>10:00 a.m.</td>
<td><strong>Session 7:</strong> Issues in Cell Phone Surveys</td>
<td>Clark, 4th Floor</td>
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<td>10:00 a.m.</td>
<td><strong>Session 8:</strong> Methodological Briefs: Improving Multimode Data</td>
<td>Avenue Ballroom, 4th Floor</td>
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<tr>
<td>11:45 a.m.</td>
<td>JOS Editorial Committee Meeting</td>
<td>Cook, 3rd Floor</td>
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<td>11:45 a.m.</td>
<td>AAPOR Luncheon &amp; Presidential Address</td>
<td>Grand Ballroom, 7th Floor</td>
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<td>1:45 p.m.</td>
<td>AAPOR Concurrent Session C</td>
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<tr>
<td>1:45 p.m.</td>
<td><strong>Session 1:</strong> Methodological Advances in Address Based Sampling</td>
<td>Grand Ballroom, Salon 1, 7th Floor</td>
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<td>1:45 p.m.</td>
<td><strong>Session 2:</strong> Improving Response Through Incentives</td>
<td>Indiana, 6th Floor</td>
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<td>1:45 p.m.</td>
<td><strong>Session 3:</strong> Alternative Data Collection Techniques: Biospecimens, GPS &amp; Second Life</td>
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<td>1:45 p.m.</td>
<td><strong>Session 4:</strong> Challenges of Language Translation</td>
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<td>1:45 p.m.</td>
<td><strong>Session 5:</strong> Consumer &amp; Media-Related Attitudes</td>
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<td>1:45 p.m.</td>
<td><strong>Session 6:</strong> Public Opinion &amp; the Healthcare Debate</td>
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<td>1:45 p.m.</td>
<td><strong>Session 7:</strong> Improving Questionnaire Design to Reduce Bias</td>
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# Day-at-a-Glance

## Friday, May 14

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<td><strong>AAPOR Concurrent Session C (continued)</strong></td>
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<td><strong>Session 8:</strong> Methodological Briefs: Improving Response Rates</td>
<td>Avenue Ballroom, 4th Floor</td>
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<td>3:15 p.m. – 4:15 p.m.</td>
<td><strong>AAPOR Meet the Author Session</strong></td>
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<td><strong>Session 1:</strong></td>
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<td>Steven G. Heeringa</td>
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<td>Brady T. West</td>
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<td>Patricia A. Berglund</td>
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<td></td>
<td><em>Applied Survey Data Analysis</em></td>
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<td>(Chapman &amp; Hall/CRC, 2010)</td>
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<td><strong>Session 2:</strong></td>
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<td>Mick P. Couper</td>
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<td><em>Designing Effective Web Surveys</em></td>
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<td>(Cambridge University Press, 2008)</td>
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<td><strong>AAPOR Poster Session 2</strong></td>
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<td>3:15 p.m. – 4:15 p.m.</td>
<td><strong>AAPOR Speed Networking Session 1</strong></td>
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<td>4:15 p.m. – 5:45 p.m.</td>
<td><strong>AAPOR Concurrent Session D</strong></td>
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<td>Pre-Election &amp; Election Polling</td>
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<td>Methodological Issues With Address Based Sampling</td>
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<td>Database Linking &amp; Other Techniques for Improving Data Quality</td>
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<td>Improving Web Survey Quality</td>
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# Day-at-a-Glance

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### Session 7: Identifying Techniques for Improving Questionnaire Design
- Location: Clark, 4th Floor

### Session 8: Methodological Briefs: The Continuing Challenge of Non-Response
- Location: Avenue Ballroom, 4th Floor
AAPOR Concurrent Session A

Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.

Candidate Preferences & Election Outcomes
Location: Indiana, 6th Floor
Chair: Jennifer Agiesta, The Washington Post

Polling a 3rd Party Challenger: Fact And Artifact
Peter J. Woolley, Fairleigh Dickinson University's PublicMind Poll
Daniel Cassino, Fairleigh Dickinson University's PublicMind Poll

Moderators of Candidate Name Order Effects
Nuri Kim, Stanford University
Jon Krosnick, Stanford University

The Stability of Individual Vote Choices in Presidential Campaigns, 1952-2008
Robert S. Erikson, Columbia University
Christopher Wlezien, Temple University

County Elected Officials, Public Opinion, and the Economy:
The Declining Effect of Partisanship on Economic Perceptions
Richard L. Clark, Carl Vinson Institute of Government, University of Georgia

Americans, the Two-Party System and “Third Parties”:
Trends, Predictors and a Consideration of Question-Wording Artifacts
Christian Collet, International Christian University

Considerations in Choosing Between the American Community Survey & the Current Population Survey
Location: Addison, 4th Floor
Chair: Mike Davern, NORC

Income and Health Insurance Coverage: Comparing the American Community Survey and the Current Population Survey
John L. Czajka, Mathematica Policy Research
AAPOR Concurrent Session A
Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.

Measuring High School Completion: Comparisons Between the American Community Survey and the Current Population Survey
Angelina N. Kewal Ramani, American Institutes for Research
Lauren Frohlich, American Institutes for Research

Explaining Differences in Survey Estimates of Health Insurance Purchased Directly by Consumers
Victoria Lynch, Health Policy Center, Urban Institute
Michel Boudreaux, University of Minnesota

Mode of Administration and Other Design Considerations In Health Insurance Estimation
Jeanette Ziegenfuss, Division of Health Care Policy and Research, Mayo Clinic
Michel Boudreaux, University of Minnesota

Health Insurance Estimates From the CPS vs. the ACS: The Role of State-Specific Program Names
Joanne Pascale, U.S. Census Bureau

Household Telephone Access: Coverage & Adjustment
Location: Grand Ballroom Salon I, 7th Floor
Chair: J. Michael Dennis, Knowledge Networks
Discussant: Karol Krotki, RTI International

Arbitron's Hybrid Sampling Frame Approach Balances Coverage and Response
Alan Tupek, Arbitron Inc.
Robin Gentry, Arbitron Inc.

Cell-Phone Sampling: An Alternative Approach
David B. Lambert, Research Consultant
Gary Langer, ABC News

Household Telephone Configuration
Karol Krotki, RTI International
Andrew Peytchev, RTI International
AAPOR Concurrent Session A

Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.

Measuring the Number of Land Line and Cellular Telephones Used for Voice Calls in Households to Properly Weight RDD Surveys for Unequal Probability of Selection
Ana Villar, Stanford University
Jon A. Krosnick, Stanford University
Matthew DeBell, Stanford University

Media & Public Trust
Location: Clark, 4th Floor
Chair: Kimberly Downing, University of Cincinnati

Media Channel Effectiveness and Trust
Edward P. Johnson, Western Wats
Dan Williams, Western Wats

Facilitating Expressive Participation via Trust in Media. Evidence From an Experiment on an Environmental Issue
Eulalia Puig Abril, University of Wisconsin - Madison
Jill E. Hopke, University of Wisconsin - Madison
Albert Gunther, University of Wisconsin - Madison
Hernando Rojas, University of Wisconsin - Madison

The Hostile Media Phenomena and the Quality of Journalistic Practices: An Experiment Regarding the Debate Over Biofuel Implementation
Michael A. Cacciatore, University of Wisconsin-Madison
Vidal Quevedo, University of Wisconsin-Madison
Hernando Rojas, University of Wisconsin-Madison
Albert Gunther, University of Wisconsin-Madison

When Fiction Affects Reality: Examining the Influence of Fictional Political Film on Public Opinion About Voter Fraud
Heather LaMarre, University of Minnesota

Remarkably Stable Public Opinion in a Turbulent Policy Environment
Ward Kay, George Mason University
AAPOR Concurrent Session A

Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.

Methodological Briefs:

Improving Measurement & Reducing Error

Location: Avenue Ballroom, 4th Floor

Chair: William McCready, Knowledge Networks

Political Cocooning: Explaining How Voters Are Receptive to, Reassured by, and Rationalize Political Information on the Economy
Michael Brogan, Rider University

Gender-of-Interviewer Effects in the Women's Nation Poll
Kelly Daley, Abt SRBI
Allison Ackermann, Abt SRBI

Public Opinion Polls and Estimates in Some European Countries.
Non-Coverage Bias in Telephone Surveys
Volker Hüfken, University of Duesseldorf, Department of Social Sciences

Exploring Sources of Error in the Consumer Expenditure Survey — Results From a Small-Scale Validation Study
Scott Fricker, Bureau of Labor Statistics
Jennifer Edgar, Bureau of Labor Statistics

Differences in Length of Survey Administration Between Spanish-Language and English-Language Survey Respondents
Tom Wells, Knowledge Networks
Monica Vidalon, Knowledge Networks
Charles DiSogra, Knowledge Networks

Explaining “House Effects”: Describing and Explaining Differences Between Overt Racism Measures in GSS and ANES
Gaurav Sood, Stanford University
AAPOR Concurrent Session A
Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.

Non-Response, Paradata, & Data Quality
Location: Los Angeles, 5th Floor
Chair: Jennifer Tancreto, U.S. Census Bureau

A Comparison of Alternative Quality Measures for Survey Data
James Wagner, University of Michigan/Survey Research Center

Classifying Eligibility
David Chearo, The University of Chicago Survey Lab

Who is Responsible for the Bias? Using Classification Trees to Identify Subgroups of Likely Nonrespondents and Assessing Their Relationship to Key Survey Estimates Using Structural Equation Modeling
Morgan S. Earp, USDA National Agricultural Statistics Service
Jaki S. McCarthy, USDA National Agricultural Statistics Service

Examining Paradata of Minority-Owned Businesses in the Kauffman Firm Survey
Betsy Santos, Mathematica Policy Research
David DesRoches, Mathematica Policy Research

Provider Nonresponse Error Assessment in the National Immunization Survey
Elizabeth Ormson, NORC
Kennon R. Copeland, NORC
Kirk M. Wolter, NORC at Univ. of Chicago
Philip J. Smith, National Center for Immunization and Respiratory Diseases (CDC)
AAPOR Concurrent Session A

Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.

Public Attitudes Towards Climate Change & Energy Use

Location: Denver, 5th Floor
Chair: David Hill, Auburn University

Effects of Priming and Extremity of Response on Individual Support for Alternative Energy: Evidence From a Survey-Based Experiment
Andrew R. Binder, University of Wisconsin - Madison
Michael A. Cacciatore, University of Wisconsin - Madison
Nicholas Brigham Schmuhl, University of Wisconsin - Madison
Dietram A. Scheufele, University of Wisconsin - Madison
Bret R. Shaw, University of Wisconsin - Madison

An End to a Means: Partisanship, Policy Preferences and Global Warming
Patrick Moynihan, Harvard University
Gary Langer, ABC News
Peyton M. Craighill, GQR

Fading Beliefs: An Examination of Diminished Belief in Global Warming Among Americans
Christopher P. Borick, Muhlenberg College Institute of Public Opinion
Barry G. Rabe, University of Michigan

Public Opinion on Climate Change: The Role of Trust
Sandy Marquart-Pyatt, Michigan State University

The Public’s Views of Environmental Issues in an Economic Downturn
Leah M. Christian, Pew Research Center for the People & the Press
Eugene MacIntyre, ChrisMac Communications
AAPOR Concurrent Session A
Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.

Survey & Measurement Challenges With Racial/Ethnic Populations
Location: Northwestern, 6th Floor
Chair: Amy Falcone, ICF International

Survey Satisficing in Different Populations:
To What Extent Do Response Effects Reflect Satisficing Across Racial and Ethnic Groups?
Allyson L. Holbrook,
Survey Research Laboratory, University of Illinois at Chicago
Timothy P. Johnson,
Survey Research Laboratory, University of Illinois at Chicago
Young I. Cho, Survey Research Laboratory, University of Illinois at Chicago
Sharon Shavitt, University of Illinois
Noel Chavez, University of Illinois at Chicago
Saul Weiner, University of Illinois at Chicago

Motivations and Barriers to Participation in the MIDUS Biomarker Study: Comparisons Between a National Sample and a Minority Oversample
Kristofer Hansen, University of Wisconsin - Madison, Institute on Aging
Nancy Davenport, University of Wisconsin - Madison, Institute on Aging
Gayle D. Love, University of Wisconsin - Madison, Institute on Aging
Barry Radler, University of Wisconsin - Madison, Institute on Aging

Measuring Acculturation in the U.S. Hispanic Population
Wendy Mansfield, Knowledge Networks
Jordon Peugh, Knowledge Networks
Jannet Torres, Knowledge Networks
Tom Wells, Knowledge Networks

Racial and Ethnic Group Response Rates:
A Meta-Analysis of Techniques for Increasing Responses
Lori Shelby, George Mason University

Asian Group Threat and Malleable White Attitudes Toward Grade Point Average
Frank Samson, University of Miami
AAPOR Concurrent Session B

Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.

Advances in Survey Sampling & Weighting

Location: Addison, 4th Floor
Chair: Donsig Jang, Mathematica Policy Research

The Impact of Survey Design Modifications on Health Insurance Coverage Estimates in a National Longitudinal Health Care Survey
Steven B. Cohen, Agency for Healthcare Research and Quality
Trena Ezzati-Rice, AHRQ

The American Community Survey (ACS) as a Sample Source for the National Immunization Survey (NIS): Results of an Evaluation Study
Christopher Stringer, U.S. Census Bureau
James Singleton, Centers for Disease Control and Prevention
Andrea Piani, U.S. Census Bureau
Philip Smith, Centers for Disease Control and Prevention
Karen Wooten, Centers for Disease Control and Prevention
Larry Wilkinson, Centers for Disease Control and Prevention

Reconstruction of Best Estimate Weights From Adjusted Microdata With Application to the 2004 NEP Exit Polls
Jan Werner, Jan Werner Data Processing

Potentials and Constraints of Propensity Score Weighting to Improve Web Survey Quality
Stephanie Steinmetz, Erasmus University Rotterdam
Kea Tijdens, Erasmus University Rotterdam

Toward a Standardization of Survey Weights: The American National Election Studies Weighting System
Josh Pasek, Stanford University
Matthew DeBell, Stanford University
Jon A. Krosnick, Stanford University
**AAPOR Concurrent Session B**

**Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.**

**Challenges of Multimode Data Collection**

*Location: Indiana, 6th Floor*

*Chair: Paul Beatty, National Center for Health Statistics*

1. **Diversity of Methods: Assessment of Quantitative and Qualitative Research Multiplier Effects**  
   Janice Ballou, Mathematica Policy Research  
   Brian Roff, Mathematica Policy Research  
   Matthew Anderson, Mathematica Policy Research

2. **From Groundskeepers to Administrators: A Research Design for a Comprehensive Survey of a Diverse Employee Population**  
   Nancy Whelchel, N.C. State University

3. **Response Mode and Bias Analysis in the IRS' Individual Taxpayer Burden Survey**  
   Karen Masken,  
   Internal Revenue Service, Office of Research, Analysis & Statistics  
   George Contos,  
   Internal Revenue Service, Office of Research, Analysis & Statistics  
   Roy Nord, Internal Revenue Service, Office Research, Analysis & Statistics  
   Michael Brick, Westat

4. **To Mail or to Call: How to Reach the Hard-to-Reach**  
   Robin Gentry, Arbitron, Inc.  
   Michelle Cantave, Arbitron, Inc.  
   Nicole Wasikowski, Arbitron, Inc.  
   Yelena Pens, Arbitron, Inc.

5. **Impact of Monetary Incentives and Web Survey Option in the 2008 National Survey of Recent College Graduates (NSRCG) on Increasing Response Rate in Historically Low Responding Groups**  
   Sheila Heaviside, Mathematica Policy Research  
   Donsig Jang, Mathematica Policy Research  
   Geraldine Mooney, Mathematica Policy Research  
   Kirsten Barrett, Mathematica Policy Research  
   Kelly Kang, National Science Foundation
AAPOR Concurrent Session B
Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.

Issues in Cell Phone Surveys
Location: Clark, 4th Floor
Chair: Trent Buskirk, Saint Louis University
Discussant: Linda Piekarski, Survey Sampling International

Experiments in Cell Phone Nonresponse
Andy Peytchev, RTI International
Karol Krotki, RTI International

Small-Area Cell Phone Only Estimates
Anna Fleeman, Arbitron Inc.
Richard Griffiths, Arbitron Inc.
Robin Gentry, Arbitron Inc.
Nicole Wasikowski, Arbitron Inc.
Amita Dahra, Arbitron Inc.
Richard Possett, Arbitron Inc.

The Variable Costs of Cell Phone Interviewing: Understanding Cost and Productivity Ratios in Dual-Frame Telephone Surveys
Thomas M. Guterbock, Center for Survey Research, University of Virginia
Paul J. Lavrakas, Independent Consultant
Trevor N. Tompson, Associated Press
Randal ZuWallack, Macro International

Assessing Coverage Error in an RDD Survey
Kathleen B. Santos, NORC at the University of Chicago
Kennon R. Copeland, NORC at the University of Chicago
Philip J. Smith, Centers for Disease Control and Prevention
Kirk M. Wolter, NORC at the University of Chicago
AAPOR Concurrent Session B
Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.

Memory, Recall & Accuracy in Survey Measurement
Location: Los Angeles, 5th Floor
Chair: Timothy Beebe, Mayo Clinic

The Extent of Parallel Memories in Autobiographical Knowledge and its Manifestation in Calendar and Conventional Surveys
Robert F. Belli, University of Nebraska
Tarek Albaghal, University of Nebraska
Clarissa Steele, University of Nebraska

Recall Error in Retrospective Survey Data
Gerrit Mueller, IAB - Institute for Employment Research

The Use of Landmark Events in EHC-Interviews to Enhance Recall Accuracy
Wander V. Vaart, Wageningen University
Tina J. Glasner, Utrecht University
Robert F. Belli, University of Nebraska

Unmotivated Anonymity: Social Desirability, Accuracy, and Satisficing Under Conditions of Anonymity
Yphtach Lelkes, Stanford University
Jon Krosnick, Stanford University
Charles Judd, University of Colorado--Boulder
David Marx, San Diego State University

The Effect of ‘Do-You-Remember’ Probes in Event History Calendar Interviews
Yfke Ongena, University of Twente
Wander Van der Vaart, Wageningen University
Robert F. Belli, University of Nebraska
AAPOR Concurrent Session B

Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.

Methodological Briefs: Improving Multimode Data Collection

Location: Avenue Ballroom, 4th Floor
Chair: Natalie Jackson, University of Oklahoma

- Probability of Selecting Response Mode Between Paper- and Web-Based Options:
  Logistic Model Based on Institutional Demographics
  Marina Murray, Graduate Management Admission Council

- Long-Term Efficacy of Sequential Mixed-Mode Designs on Response Rates and Cost in a Panel Survey
  Rachel M. Levenstein, University of Michigan
  Jennifer Barber, University of Michigan
  Heather Gatny, University of Michigan

  Paola T. Aritomi, American Institutes of Research
  Jason Hill, American Institutes of Research

- The Effectiveness of Multiple Modes Among Young Adults
  Mindy Anderson-Knott, University of Nebraska-Lincoln
  Stacia Jorgensen, University of Nebraska-Lincoln
  Jeff Armitage, Nebraska Department of Health and Human Services

- Emulating Interviewers in an Online Survey: Experimental Manipulation of ‘Do-Not-Know’ Over the Phone and on the Web
  Joop Hox, Department Methods & Statistics, Utrecht University

- Visual vs. Aural Surveys: Examining the Similarities and Differences Between Survey Modes
  Carey Stapleton, Service Management Group
AAPOR Concurrent Session B
Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.

Surveying on Sensitive Topics
Location: Northwestern, 6th Floor
Chair: Larry Luskin, Macro International

Differences Between Confidentially and Orally Administered Overt Racism Measures: Evidence From the 2008 ANES
Gaurav Sood, Stanford University
Jon Krosnick, Stanford University
Matthew DeBell, Stanford University

Racial Attitudes, the List Experiment and Hard to Reach Respondents: Measuring Reluctant Participants' Prejudice
Michael Cobb, NC State University

Breakdowns in the Cognitive Response Process as Potential Mechanisms Behind Measurement Error in Reports of Intimate Partner Violence
Harmoni Joie Noel, University of Nebraska-Lincoln

Researching Maternal Mortality Rates in Afghanistan
William C. Hayes, D3 Systems, Inc.
Niamh Darcy, RTI International

Focus Groups, Cognitive Interviews and Card Sorting: Three Methodologies to Improve Question Development for Different Cultural and Linguistic Groups
Susan Sprachman, Mathematica Policy Research
Sally Atkins-Burnett, Mathematica Policy Research
Nikki Aikens, Mathematic Policy Research
Margaret Caspe, Children's Aid Society
AAPOR Concurrent Session B

Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.

Tracking, Measuring, & Responding to Public Opinion
Location: Grand Ballroom Salon I, 7th Floor
Chair: Sandra Berry, RAND Corporation

Multi-Level Policy Responsiveness to Public Opinion: From Statehouse to Street-Level
Eric Plutzer, Penn State University
Michael B. Berkman, Penn State University

Interpreting and Misinterpreting Trends in American Public Opinion
George F. Bishop, University of Cincinnati
Stephen T. Mockabee, University of Cincinnati

Demographics and the Distribution of Local Political Knowledge
Lee Shaker, Princeton University

The Unemployed American Worker in the Great Recession of 2009-2010: Economic, Social and Emotional Tolls
Cliff Zukin, Rutgers University
Jessica Godofsky, Rutgers University
Steven Fischer, Rutgers University
Carl Van Horn, Rutgers University

A Measured Threat: Factors Affecting Perceived Likelihood and Severity of National Threats
John F. Kunz, ICF International
Randall K. Thomas, ICF International
Amy E. Falcone, ICF International
AAPOR Concurrent Session B

Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.

Use of Web Surveys Across Diverse Populations
Location: Denver, 5th Floor
Chair: Rebecca Morrison, U.S. Census Bureau

Web Questionnaire Usage in an Establishment Survey
Sarah J. Harris, RTI International
Paul P. Biemer, RTI International
Michael A. Penne, RTI International

An Experiment to Test the Feasibility and Quality of a Web-Based Questionnaire of Teachers
Robin Jacob, University of Michigan
Lesli Scott, University of Michigan
Brian Rowan, University of Michigan

Web Surveys When Databases have Incomplete E-mail Records: The Impact of Modifying the Method of Respondent Contact on Web Survey Response Rates
Michael G. Elasmar, Boston University

Experimental Tests on Response Rates in Student Web Surveys: What Works and What Doesn’t
Joel D. Bloom, The University at Albany, SUNY
AAPOR Concurrent Session C

Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.

Alternative Data Collection Techniques:
Biospecimens, GPS & Second Life

Location: Northwestern, 6th Floor
Chair: Karen Bogen, Mathematica Policy Research

Factors Affecting Participation in the Collection of Biological Samples for Genetic Testing in a Survey of Detroit Residents
Mark Morgan, Abt SRBI
Christine Cowles, Abt SRBI

Implementing Biospecimen Collection and Tracking Methods on a Large-Scale Field Study
Amy Hendershott, RTI International
Stacey Weger, RTI International
Gina Kilpatrick, RTI International

Reporting Travel by GPS Tracking vs. Diary Self Reporting
Mindy Rhindress, Abt SRBI
Laurie Wargelin, Abt SRBI

Insights Into Population Segmentation Using the Inflalign Map
David Fan, University of Minnesota
Kenneth Blake, Middle Tennessee State University
Jason Reineke, Middle Tennessee State University
Robert Wyatt, Middle Tennessee State University

Can Survey Research Have a Second Life?
The Opportunities and Challenges in Bringing Methodological Rigor to Virtual Worlds Research
Kelly Foster, University of Georgia
AAPOR Concurrent Session C
Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.

Challenges of Language Translation
Location: Denver, 5th Floor
Chair: Beth Ellen Pennell, University of Michigan

Testing the Effects of a Multi-Lingual Brochure in the American Community Survey
Megha Joshipura, U.S. Census Bureau

Designing Survey Materials to Target the Hispanic Population
Lorelle Vanno, The Nielsen Company
Teresa (Ye) Jin, The Nielsen Company
Tra Shawna Boals, The Nielsen Company
Jennie Lai, The Nielsen Company
Charles D. Shuttles, The Nielsen Company
Michael Link, The Nielsen Company

Scoring English Language Assessments for Speakers of Other Languages: Guidelines, Training and Quality Assurance
Jane Shore, Educational Testing Service
Susan Sprachman, Mathematica Policy Research
Jennifer Lentini, Educational Testing Service
Kathy Buek, Mathematica Policy Research

Agreement Answer Scale Design for Multilingual Surveys: Effects of Translation-Related Changes in Verbal Labels on Response Styles and Response Distributions
Ana Villar, Stanford University

Developing a Systematic Process for Translation Expert Review: The Translation Appraisal System (TAS-10)
M. Mandy Sha, RTI International
Hyunjoo Park, RTI International
Yuling Pan, U.S. Census Bureau
AAPOR Concurrent Session C
Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.

Consumer & Media-Related Attitudes
Location: Los Angeles, 5th Floor
Chair: Julie Paasche, NuStats

Video Consumer Mapping Direct Observation Study: Out of Home Video Habits of U.S. Adults
Norman Trussell, The Nielsen Company
Michael Link, The Nielsen Company

Following the Users of Online Social Networks: An Observational Study of Their Life Activities and Media Use
Jennie Lai, The Nielsen Company
Michael Link, The Nielsen Company

Su Jung Kim, Northwestern University

Bowling Together in the Internet Era: A Re-Examination of The Putnam Hypothesis
Jon D. Miller, Michigan State University
Linda G. Kimmel, Michigan State University
Marian Mitchell, Michigan State University

Exploring Media Use Across the Non-Western World
Joachim Bruess, InterMedia

Improving Questionnaire Design to Reduce Bias
Location: Clark, 4th Floor
Chair: Leslyn M. Hall, Redstone Research, LLC

Measuring Attitudes: Using Branching and Numerical Scales
Davide Lubian, Sapienza - University of Rome (ITALY)
AAPOR Concurrent Session C
Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.

Response Behaviors in Self-Administered Multiple Questionnaire Surveys
Jill N. Lacey, U.S. Government Accountability Office
Carl M. Ramirez, U.S. Government Accountability Office

Is Response Heaping a Form of Survey Satisficing?
Allyson L. Holbrook,
Survey Research Laboratory, University of Illinois at Chicago
Sowmya Anand, Survey Research Laboratory, University of Illinois

Communal Belief and Calibrated Attendance:
New Measurement Strategies for Contextualizing Religious Belief and Behavior
Robert P. Jones, Public Religion Research
Daniel Cox, Public Religion Research

The Effectiveness of an Interactive Web Survey in Decreasing Satisficing and Social Desirability Bias
Gina K. Walejko, Northwestern University

Improving Response Through Incentives
Location: Indiana, 6th Floor
Chair: Paul Johnson, Western Watts

All Things Incentive: Exploring the Best Combination of Incentive Conditions
Erin B. Foster, NORC at the University of Chicago
Alicia M. Frasier, NORC at the University of Chicago
Heather M. Morrison, NORC at the University of Chicago
Kathleen S. O'Connor, National Center for Health Statistics, CDC
Stephen J. Blumberg, National Center for Health Statistics, CDC

Economic or Social Exchange: Examining the Effects of Different Incentive Amounts in a Panel Study
Shelley Boulianne, Grant MacEwan University
AAPOR Concurrent Session C

Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.

How Much Cooperation is That Incentive Providing? Examining the Benefits of a Single Incentive across Multiple Surveys
Alicia M. Frasier, NORC at the University of Chicago
Heather M. Morrison, NORC at the University of Chicago
Benjamin J. Skalland, NORC at the University of Chicago

Nonresponse Bias and the Impact of Incentives in a Survey of Physician Members of a Professional Organization
Nicole R. Buttermore, American College of Physicians

The Effectiveness of Incentives Used in the Second Phase of a Two-Phase Survey
Charlotte L. Tubman, Westat
Douglas Williams, Westat

Methodological Advances in Address Based Sampling

Location: Grand Ballroom Salon I, 7th Floor
Chair: Charles Shuttles, The Nielsen Company
Discussant: Scott Keeter, Pew Research Center

Identifying and Surveying Cell Phone-Only Homes Within an Address-Based Sampling Design
Michael W. Link, The Nielsen Company
Jennie Lai, The Nielsen Company

Maximizing Response in a Two-Phase Survey With Mail as the Primary Mode
Jill M. Montaquila, Westat
J. M. Brick, Westat
Mary C. Hagedorn, Westat
Douglas Williams, Westat

Maximizing a Stratified ABS Sampling Frame for Nationwide Mail Recruitment of a Probability-Based Online Panel
Charles A. DiSogra, Knowledge Networks, Inc.

Enhancing the Computerized Delivery Sequence File for Survey Sampling Applications
Mansour Fahimi, Marketing Systems Group
**AAPOR Concurrent Session C**

**Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.**

**Methodological Briefs: Improving Response Rates**

**Location:** Avenue Ballroom, 4th Floor  
**Chair:** Andrew Zukerberg, *National Center for Education Statistics*

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**Contingent Incentives Effects on Survey Response**

E. Nicole Bensky, *The Nielsen Company*  
Anh Thu Burks, *The Nielsen Company*  
Chuck Shuttles, *The Nielsen Company*  
Michael Link, *The Nielsen Company*

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**Getting a Physician’s Attention: Results of an Upfront Incentive Mail Survey Experiment**

Jordon Peugh, *Knowledge Networks*  
Sandra Applebaum, *Harris Interactive*  
Brenda Sirovich, *Outcomes Group, VA Medical Center*

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**Differential Mailing Methodologies on Consent Rates: Testing USPS vs. UPS for Pre-Recruitment Mailing**

Yelena Pens, *Arbitron*  
Adam Gluck, *Arbitron*

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**The Use of Monetary and Nonmonetary Incentives to Increase Response Rates in a Mail Survey of African-American Mothers**

John Stevenson, *University of Wisconsin Survey Center*  
Jennifer Dykema, *University of Wisconsin Survey Center*  
Chad Kniss, *University of Wisconsin Survey Center*

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**Do Response Rates Matter? Results of a Controlled Experiment.**

Ellen Denzen, *National Marrow Donor Program*  
Todd Rockwood, *University of Minnesota*  
Nancy Omondi, *National Marrow Donor Program*  
David Radosevich, *University of Minnesota*  
Elizabeth Murphy, *National Marrow Donor Program*
AAPOR Concurrent Session C

Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.

Public Opinion & the Health Care Debate
Location: Addison, 4th Floor
Chair: Robert Y. Shapiro, Columbia University

Framing the News about Health: Effects of Controllability Attributions in the Media on Public Opinion and Health Policy Preferences
Jocelyn Landau, University of Pennsylvania

Polling on a Fuzzy Issue Like the 2009 Health Care Reform Debate: A Suggestion of “Do’s and Don’ts” From the Trenches
Clifford A. Young, Ipsos Public Affairs

Support for Health Care Reform: It All Depends on How You Ask the Question
Trevor Tompson, The Associated Press
Jon Krosnick, Stanford University
Dennis Junius, The Associated Press
Josh Pasek, Stanford University

Who Supports Health Care Reform? Explaining the Determinants of Support for Various Health Care Reforms
Josh Pasek, Stanford University
Trevor Tompson, Associated Press
Jon A. Krosnick, Stanford University

The Effectiveness of Consumer and Provider Education and Outreach About Health IT: A Content Analysis
Stephanie Rizk, RTI International
Nicole Knops, RTI International
AAPOR Poster Session 2

Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.

Poster Session - 2

Location: Exhibit Hall, Chicago Ballroom, 5th Floor

1. **Evaluating Response Rate and Response Bias Changes After Implementing a Multi-Mode Survey and an Electronic Survey Record System**
   Rebecca Lien, **Professional Data Analysts, Inc.**
   Lija Greenseid, **Professional Data Analysts, Inc.**
   Barbara A. Schillo, **ClearWay Minnesota**
   Raymond Boyle, **ClearWay Minnesota**
   Theresa Leonard, **ClearWay Minnesota**
   Michael G. Luxenberg, **Professional Data Analysts, Inc.**

2. **Social Networking Web Sites: Static Online Ghettos or Evolving Melting Pots?**
   Katy Schwalbe, **Zogby International**
   Zeljka Buturovic-Bradaric, **Zogby International**
   Grace Ren, **Zogby International**

3. **Sampling Strategies for Face-to-Face Interviewing in a Racially Diverse Metropolitan Area**
   Kelly Ann Marzano,
   Survey Research Laboratory, **University of Illinois - Chicago**
   Karen Foote Retzer, **Survey Research Laboratory**

4. **When a Single Measure is Sufficient: Optimizing Survey Efficiency in Concept Evaluation Research**
   Jennifer G. Boldry, **National Analysts Worldwide**

5. **Considering Complementary Evaluation Methods to Augment Cognitive Techniques during Pre-Testing of Establishment Surveys**
   Kenneth M. Pick, **U.S. Census Bureau**
   Alfred D. Tuttle, **U.S. Census Bureau**
   Diane K. Willimack, **U.S. Census Bureau**
AAPOR Poster Session 2

Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.

   Lindsay H. Hoffman, University of Delaware
   Rebecca Riley, University of Delaware

7. Surveying Across Multi-Ethnic Communities in Los Angeles: Lessons Learned
   Karen L. Tucker, Battelle
   Hong Li, Battelle

8. Rethinking LA: Attitudes and Outlooks After the Riots
   Brianne Gilbert, Loyola Marymount University
   Melissa Woehrstein, Loyola Marymount University

   Julia McQuillan, University of Nebraska-Lincoln
   David R. Johnson, PennState University
   Andrew V. Bedrous, University of Nebraska-Lincoln
   Stacia Jorgensen, University of Nebraska-Lincoln
   Ashley J. Frear-Cooper, University of Nebraska-Lincoln

10. Results of Lab and Field Testing on Questionnaire Development
    Patricia Sanchez, U.S. Census Bureau
    Travis J. Pape, U.S. Census Bureau

11. Who Are Latino Cell Phone Only Respondents? A Comparative Look at Demographics, Attitudes and Behaviors of U.S. Hispanic and Non-Hispanic Cell Phone Only and Landline Respondents
    Martin G. Cerda, Encuesta, Inc.
    Ilgin Basar, Encuesta, Inc.
AAPOR Poster Session 2
Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.

   Martin G. Cerda, Encuesta, Inc.
   Ilgin Basar, Encuesta, Inc.

13. Testing Recruitment and Retention Strategies for Longitudinal Health Research on Chicago’s South Side
   Kevin V. Ulrich, University of Chicago Survey Lab

14. An Examination of Internet Users in Iraq
   Kevin Tillmann, D3 Systems
   John D. Willingham, D3 Systems
   Brittany Shanks, D3 Systems

15. The Buffalo Longitudinal Study: Finding Respondents After a 15-Year Lapse
   Kelly S. Marczynski,
   Center for Health and Social Research at Buffalo State College
   William F. Wieczorek,
   Center for Health and Social Research at Buffalo State College

16. A Survey of Jurors’ Perceptions of Internet and Social Media Technology Use in the American Trial Process
   David Flores, The Grant Sawyer Center for Justice Studies

17. Disclosure, Citation and Reuse
   Marc Maynard, The Roper Center for Public Opinion Research
   Lois Timms-Ferrara, The Roper Center for Public Opinion Research

18. Is a Border Always Just a Border?
   U.S. Public Opinion on the Canadian and Mexican Borders
   Timothy B. Gravelle, Gallup

19. Attitudes of Buddhists, Protestants and Catholics Towards Other Religious Groups in Korea
   Jibum Kim, NORC
   Jeong-Han Kang, Yonsei University
   Yongmo Lee, Konkuk University
AAPOR Poster Session 2

Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.

   Jeff Scagnelli, The Nielsen Company

21. Identifying Measurement Error Introduced by Harmonization of Ancestry Data
   Christopher D. Ward, University of Michigan
   Jeremy Albright, University of Michigan
   Felicia LeClere, University of Michigan
   Pamela Smock, University of Michigan
   Lynette Hoelter, University of Michigan
   Peter Granda, University of Michigan

22. Ideological Coalitions in the U.S.: The Case of Liberaltarianism
   Zeljka Buturovic, Zogby International
   Katherine Schwalbe, Zogby International
   Grace Ren, Zogby International

23. The Role of Green Colleges in Society
   Rashna Ghadialy, The National Opinion Research Center (NORC)
   Jesse Rude, The National Opinion Research Center (NORC)
   Lekha Venkataraman, The National Opinion Research Center (NORC)

24. Balancing Data Quality With a More Efficient Use of Collection Resources: Experiences from Statistics Canada CATI Surveys
   Amélie Lévesque, Statistics Canada
   Ann Lim, Statistics Canada
   Christian Nadeau, Statistics Canada
   Owen Phillips, Statistics Canada

24. Creatures in the Classroom: Attitudes and Beliefs About Fantastic Beasts, Extraterrestrials, and Creationism Among Education Majors
   Susan Carol Losh, Florida State University
   Brandon Nzekwe, Dept of Educational Psychology & Learning Systems
AAPOR Poster Session 2

Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.

25. The Health Care Confidence Index: Development and 9-Month Findings
   Peter Graven, University of Minnesota
   Michel Boudreaux, University of Minnesota

26. Implementation of Responsive Design for CATI Surveys at Statistics Canada
   Milana Karaganis, Statistics Canada
   François Laflamme, Statistics Canada

27. Country of Origin Representation Among Hispanics Panelists
   Arianne Buckley, Arbitron Inc.

28. Exposing Undergraduate Students to the News: A Comparison of Online and Print Newspaper Reading Assignment in an Undergraduate Course
   Leora Lawton, TechSociety Research

29. The Impact of Personal Appeals in Customer Experience Measurement
   Joe Cardador, Service Management Group
   Mary Sheridan, Service Management Group

30. Predicting the Index of Consumer Sentiment When It Isn’t Measured
   David Fan, University of Minnesota

31. The Emergence of Nanotechnology Knowledge Gaps: Differences in Knowledge Across Education Levels and Media Exposure
   Michael A. Cacciatore, University of Wisconsin - Madison
   Dietram A. Scheufele, University of Wisconsin - Madison
   Elizabeth A. Corley, Arizona St. University

32. Effects of Changing Citizenship Status on Non-Response
   Brianna Groenhout, NORC
   Deborah Harper, NORC
   Lance Selfa, NORC
AAPOR Poster Session 2

Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.

33. Do Deliberative Polls Educate Better Citizens? — Comparing Two DPs in a Local Township in China
   Rui Wang, Stanford University
   Alice Siu, Stanford University

34. Lessons Learned From Years of Fielding Employer Surveys
   Heidi Whitmore, NORC
   Jeremy Pickreign, NORC

35. Better Late Than Never: The Impact of Callbacks on Response Rate
   Larry Luskin, ICF MACRO
   Todd Hamlin, ICF MACRO
   Michael Ross, ICF MACRO

36. The Effects of Respondent Fatigue
   Tricia McCarthy, National Opinion Research Center
   Lauren Seward, National Opinion Research Center
   Kymn Kochanek, National Opinion Research Center
AAPOR Concurrent Session D

Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.

Database Linking & Other Techniques for Improving Data Quality
Location: Northwestern, 6th Floor
Chair: Michael Hagen, Temple University
Discussant: Mario Callegaro, Google, Inc.

Demonstrating the Multi-Level Integrated Database Approach for Improving Survey Research
Tom W. Smith, NORC

Evaluation of Potential Benefits, Costs and Risks in the Integration of Survey and Administrative Data on Consumer Expenditures
John L. Eltinge, Bureau of Labor Statistics

Methods of Linking Different Surveys Together When Respondent Samples Differ
Scott Hershberger, Harris Interactive
John Bremer, Harris Interactive

Using Statistical Process Control Charting in the Improvement of Survey Data Quality
David Peng, D3 Systems
Karl Feld, D3 Systems

Identifying Techniques for Improving Questionnaire Design
Location: Clark, 4th Floor
Chair: Karen Donelan, Massachusetts General Hospital

Seeing Through the Eyes of the Respondent: An Eye-Tracking Study on Survey Question Comprehension
Timo Lenzner, GESIS - Leibniz Institute for the Social Sciences
Kaczmirek Lars, GESIS - Leibniz Institute for the Social Sciences
Galesic Mirta, Max Planck Institute for Human Development
AAPOR Concurrent Session D

Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.

Measuring Race and Hispanic Origin: Cognitive Test Findings
Searching for “Truth”
Jennifer H. Childs, U.S. Census Bureau
Rodney Terry, U.S. Census Bureau

How Long Did You Spend Completing This Questionnaire? –
Methodological Challenges on Measuring the Response Burden in
Mail-Collected Surveys
Serge Godbout, Statistics Canada

Happy! Or Can't Get No Satisfaction?: Concept Equivalence in
the Measurement of Subjective Well-Being
Patrick Sturgis, University of Southampton
Patten Smith, IPSOS-Mori
Bobby Duffy, IPSOS-Mori
Caroline Roberts, FORS (Swiss Foundation for Research in the Social Sciences)

Improving Web Survey Quality
Location: Addison, 4th Floor
Chair: Michael Lawrence, Knowledge Networks

Study of Non-Probability Sample Internet Surveys' Estimates of
Consumer Product Usage and Demographic Characteristics of
Consumer Product Users
David S. Yeager, Stanford University
Autumn Carter, Stanford University
Hiyabel Tewoldemedhin, Stanford University
Jon Krosnick, Stanford University

Time Related Inconsistencies in Global Online Panels
Steven Gittelman, Mktg, Inc.
Elaine Trimarchi, Mktg, Inc.
**AAPOR Concurrent Session D**

**Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.**

Does Making the Survey Topic More Salient Lead to an Expert Bias? – The Influence of Announcing Survey Topics in E-Mail Invitations for Web Surveys in Online Access Panels on Response Rate and Data Quality

Florian Keusch, Vienna University of Economics and Business, Austria
Wolfgang Mayerhofer, Vienna University of Economics and Business, Austria
Nicole Weilbuchner, Vienna University of Economics and Business, Austria
Silke Jungreithmaier, Vienna University of Economics and Business, Austria

Professional Web Respondents and Data Quality

Frederick G. Conrad, University of Michigan
Roger Tourangeau, University of Michigan
Mick P. Couper, University of Michigan
Chan Zhang, University of Michigan

Using Overt and Covert Survey Traps to Maximize Data Quality

Joe Cardador, Service Management Group
Melissa Wayman, Service Management Group
Mary Sheridan, Service Management Group

Interviewer & Measurement Error

**Location:** Los Angeles, 5th Floor
**Chair:** Frauke Kreuter, University of Maryland

Measurement Error in Objective and Subjective Interviewer Observations

Jennifer Sinibaldi, National Centre for Social Research

Interviewer Observed vs. Reported Respondent Gender: Implications on Measurement Error

Susan K. McCulloch, Joint Program in Survey Methodology
Frauke Kreuter, Joint Program in Survey Methodology
Stephanie Calvano, Marist Institute for Public Opinion
**AAPOR Concurrent Session D**

**Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.**

An Examination of the Quality and Utility of Interviewer Estimates of Household Characteristics in the National Survey of Family Growth
Brady T. West, *Institute for Social Research*

Testing Competing Neighborhood Mechanisms Influencing Participation in Household Surveys
Carolina Casas-Cordero, *Joint Program in Survey Methodology*

Mechanisms of Error in Housing Unit Listing
Stephanie Eckman, *Joint Program in Survey Methodology*

**Issues in Survey Non-Response**

**Location:** Denver, 5th Floor  
**Chair:** Jon Wivagg, *Westat*  
**Discussant:** Courtney Kennedy, *Everett Group*

Do Literacy Levels Affect Item Nonresponse in an Interviewer-Administered Survey? An Examination of the National Assessment of Adult Literacy Survey
Ying Wang, *University of Nebraska Lincoln*  
Kristen Olson, *University of Nebraska*  
Jolene Smyth, *University of Nebraska*

Nexus Between Breakoff and Unit Nonresponse
Emilia Peytcheva, *RTI International*  
Andy Peytchev, *RTI International*

Verbal Paradata and Income Nonresponse: How Respondents Answer Survey Questions Can Predict Whether and How an Income Questions Will Be Answered
Matt Jans, *U.S. Census Bureau*
AAPOR Concurrent Session D
Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.

Use of Surname and Geocoded Address Information to Target Spanish-Preferring Individuals in a Population Survey With Bilingual Mailings
Marc N. Elliott, RAND Corporation
Amelia M. Haviland, RAND Corporation
David J. Klein, Children’s Hospital Boston, Harvard Medical School
Ron D. Hays, University of California, Los Angeles, Department of Medicine

Methodological Briefs:
The Continuing Challenge of Non-Response
Location: Avenue Ballroom, 4th Floor
Chair: Michael Traugott, University of Michigan

Imputing the Missing Y’s: Implications for Survey Producers and Survey Users
Rebekah Young, The Pennsylvania State University
David R. Johnson, The Pennsylvania State University

Nonresponse Followup and Analysis in a Survey of Medical Professionals
Carl M. Ramirez, U.S. Government Accountability Office

Analysis of Late Responders to Probability-Based Web Panel Recruitment and Panel Surveys
Yelena Kruse, Knowledge Networks
Erlina Hendarwan, Knowledge Networks
J. Michael Dennis, Knowledge Networks
Charles DiSogra, Knowledge Networks

Cost-Effective and Cooperative Consent: Strategies for Obtaining Parental Permission in Early Childhood Evaluations
Elisha Smith, Mathematica Policy Research
Annalee Kelly, Mathematica Policy Research
Danna Basson, Mathematica Policy Research
AAPOR Concurrent Session D

Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.

Evaluation of an Alternative Nonresponse Adjustment Method
Jared Coopersmith, Education Statistics Services Institute - Quality Information Partners
Danielle Battle, Education Statistics Services Institute - AIR

In Defense of the Continuum of Resistance:
Evidence From a Mail Survey
Rebecca Medway, Fors Marsh Group, LLC
Scott Turner, Fors Marsh Group, LLC

Data Quality and the Reluctant Respondent:
Evidence From the Spanish Survey of Household Finances
Sarah M. Hughes, NORC

Methodological Issues With Address-Based Sampling
Location: Indiana, 6th Floor
Chair: Natalie Coser, The Nielsen Company

Comparing the Availability & Accuracy of Sample Frame Indicators Across Two Sampling Frames: Address Based Sampling vs. Telephone
Anh Thu Burks, The Nielsen Company
Michael W. Link, The Nielsen Company
L. Tracie Yancey, The Nielsen Company
Natalie Coser, The Nielsen Company

From Mailbox to Computer: The Effects of Priority Mail & a Second Incentive on Internet Response using Address-Based Sampling in a General Public Survey
Benjamin L. Messer, Washington State University Social and Economic Sciences Research Cent
Don A. Dillman, Washington State University
AAPOR Concurrent Session D

Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.

A Follow-Up to Address Based Sampling and Address Matching: Experience From REACH US
Katie Dekker, NORC
Whitney Murphy, NORC
Kanru Xia, NORC

Under the Hood of ABS: An Analysis of Call Outcomes, Call Attempts and Contact Times
Kimberly B. Hawkins, The Nielsen Company
Michael A. Howton, The Nielsen Company
Anh Thu Burks, The Nielsen Company
E. Nicole Bensky, The Nielsen Company

Designing Multi-Mode Address-Based Methodologies to Target Specific Ethnic Communities: The Case of REACH U.S.
Edward M. English, NORC
Colm O’Muircheartaigh, NORC
Kanru Xia, NORC

Pre-Election & Election Polling
Location: Grand Ballroom Salon I, 7th Floor
Chair: Michael Mokrzycki, Independent Consultant
Discussant: Mark A. Schulman, Abt SRBI

An Attempt to Substitute Cell Phone Interviews With Non-Cell Phone Interviews by Sample Matching
Masahiko Aida, Greenberg Quinlan Rosner Research

Online Polls and Registration Based Sampling: A New Method for Pre-Election Polling
J. Q. Monson, Brigham Young University
Kelly D. Patterson, Brigham Young University
Chris Mann, University of Miami
Michael Barber, Princeton University
AAPOR Concurrent Session D

Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.

Understanding the Role of Participation Rate Changes and Preference Changes in Electoral Outcomes: Results of the Analysis of Homogenous Sub-Group Time Series Data
Chris Wilson, Wilson Research Strategies
Bryon Allen, Wilson Research Strategies

Confirming the Validity of Survey Respondent Reports of Voter Registration and Turnout: Checking the Records Turns Up Surprising Bad News
Matthew Berent, Stanford University
Jon A. Krosnick, Stanford University
Matthew DeBell, Stanford University
Notes
## Day-at-a-Glance

### Saturday, May 15

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<tr>
<th>Time</th>
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<tr>
<td>6:30 a.m.</td>
<td>Fun Run/Walk Shuttle Departs</td>
<td>Rush Street Entrance</td>
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<tr>
<td>7:00 a.m.</td>
<td>Fun Run/Walk</td>
<td>Offsite</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast</td>
<td>Chicago Ballroom, 5th Floor</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>AAPOR Committee Meetings</td>
<td>Cook, 3rd Floor</td>
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<td>Heritage Committee</td>
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<td>Academic Programs in Survey Methods</td>
<td>Kane, 3rd Floor</td>
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<tr>
<td>7:00 a.m. – 2:30 p.m.</td>
<td>AAPOR Exhibit Hall and Book Exhibit Open</td>
<td>Chicago Ballroom, 5th Floor</td>
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<tr>
<td>7:30 a.m. – 3:00 p.m.</td>
<td>AAPOR Registration Desk Open</td>
<td>7th Floor Registration</td>
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<td>8:00 a.m. – 9:30 a.m.</td>
<td>AAPOR Concurrent Session A</td>
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<td></td>
<td>Session 1: Address Based Sampling Issues &amp; Challenges</td>
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<td>Session 2: Data Quality in Cell Phone Surveys</td>
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<td>Session 3: Survey Interviewing &amp; Data Quality</td>
<td>Northwestern, 6th Floor</td>
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<td>Session 4: Questionnaire Design: Context, Placement &amp; Length</td>
<td>Belmont, 4th Floor</td>
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<td>Session 5: AAPOR Task Force on Online Panels</td>
<td>Armitage, 4th Floor</td>
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<td>Session 6: Minimizing Survey Non-Response</td>
<td>Addison, 4th Floor</td>
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<td>Session 7: Methodological Briefs: Longitudinal Surveys, Internet Access &amp; Data Quality</td>
<td>Clark, 4th Floor</td>
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<td>9:30 a.m. – 10:00 a.m.</td>
<td>AAPOR Refreshment Break</td>
<td>Chicago Ballroom, 5th Floor</td>
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<td>10:00 a.m. – 11:30 a.m.</td>
<td>AAPOR Concurrent Session B</td>
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<td>Session 1: Cell Phone Surveys: Population Estimates, Dual Frames &amp; Weighting Issues</td>
<td>Grand Ballroom Salon I, 7th Floor</td>
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<td>Session 2: Combining Survey &amp; Administrative Data: Issues of Quality &amp; Access</td>
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## Day-at-a-Glance

### Saturday, May 15

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<td>10:00 a.m. – 11:30 a.m.</td>
<td>AAPOR Concurrent Session B (continued)</td>
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<td>Session 3: Multimode Surveys: Reliability &amp; Data Quality</td>
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<td>Session 5: Questionnaire Design: Structure, Response Style &amp; Self-Reports</td>
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<td>Session 6: Improving Response Rates</td>
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<td>Session 7: Multimode Data Collection: Question Wording &amp; Mode Effects</td>
<td>Clark, 4th Floor</td>
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<td>11:45 a.m. – 1:15 p.m.</td>
<td>AAPOR Lunch</td>
<td>Grand Ballroom, 7th Floor</td>
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<td>11:45 a.m. – 1:15 p.m.</td>
<td>AAPOR Committee Meetings</td>
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<td>Endowment Committee</td>
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<td>12:45 p.m. – 2:15 p.m.</td>
<td>AAPOR Speed Networking Session 2</td>
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<td>1:15 p.m. – 2:15 p.m.</td>
<td>AAPOR Dessert Reception in Exhibit Hall</td>
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<td>AAPOR Book Sale</td>
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<td>AAPOR Meet the Author Session</td>
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<td>Norman M. Bradburn</td>
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<td>Norbert Schwarz</td>
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## Day-at-a-Glance

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<td><strong>AAPOR Meet the Author Session</strong></td>
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<td>Janet A. Harkness</td>
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<td>Beth-Ellen Pennell</td>
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<td>Tom W. Smith</td>
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<td></td>
<td><strong>Survey Methods in Multicultural, Multinational, and Multiregional</strong></td>
<td><em>(Wiley, 2010)</em></td>
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<td><strong>AAPOR Poster Session 3</strong></td>
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<td>2:15 p.m. – 3:45 p.m.</td>
<td><strong>AAPOR Concurrent Session C</strong></td>
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<td><strong>Session 1:</strong></td>
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<td>Rethinking Response Rates</td>
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<td><strong>Session 3:</strong></td>
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<td>Attitudinal Data Collected via Cell Phone</td>
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<td><strong>Session 4:</strong></td>
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<td>Election Attitudes &amp; Polls</td>
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<td>Questionnaire Design: IVR, Visual Scales &amp; Cognitive Interviewing</td>
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<td><strong>Session 6:</strong></td>
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<td>Sampling Hard-to-Reach Populations</td>
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<td>4:00 p.m. – 5:30 p.m.</td>
<td><strong>AAPOR Membership &amp; Business Meeting</strong></td>
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<td>6:00 p.m. – 7:00 p.m.</td>
<td><strong>AAPOR President’s Reception</strong></td>
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<td>7:00 p.m. – 9:30 p.m.</td>
<td><strong>AAPOR Awards Banquet</strong></td>
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<td>9:30 p.m. – 2:00 a.m.</td>
<td><strong>AAPOR Applied Probability</strong></td>
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AAPOR Concurrent Session A

Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.

AAPOR Task Force Report on Online Panels
Location: Armitage, 4th Floor
Chair: Reginald Baker, Market Strategies International

The AAPOR Online Panel Task Force
Members of the AAPOR Online Panel Task Force

Address-Based Sampling Issues & Challenges
Location: Grand Ballroom Salon I, 7th Floor
Chair: Mansour Fahimi, Marketing Systems Group

Findings From a Two-Phase Mail Survey for a Study of Veterans
Daifeng Han, Westat
David Cantor, Westat
Pat D. Brick, Westat
Maribel Aponte, Department of Veterans Affairs

Capturing Change in the USPS Delivery Sequence File: A Spatial-Temporal Analysis
Colm O’Muircheartaigh, NORC at the University of Chicago
Ned English, NORC at the University of Chicago
Michael Latterner, NORC at the University of Chicago

A Comparative Study of ABS and RDD Sampling in Two Locations: The Commonwealth of Massachusetts and the District of Columbia
Susan Sherr, SSRS
Timothy Triplett, Urban Institute
Robyn Rapoport, SSRS
Sharon Long, Urban Institute
David Dutwin, SSRS
AAPOR Concurrent Session A

Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.

Applying Address-Based Sampling as an Alternative to RDD in a Community Survey
Gene M. Lutz, University of Northern Iowa
Mary E. Losch, University of Northern Iowa
Disa L. Cornish, University of Northern Iowa
Anne Bonsall Hoekstra, University of Northern Iowa

Measuring the Undercoverage of DSF vs. Traditional Frame Construction Approaches: Comparing Potential Address Sources for the National Children's Study
Colm O'Muircheartaigh, NORC
Edward M. English, NORC
Katie Dekker, NORC
Stephanie Eckman, NORC

Data Quality in Cell Phone Survey
Location: Indiana, 6th Floor
Chair: Douglas Currivan, RTI International

Investigating Data Quality in Cell Phone Surveying
Paul J. Lavrakas, Independent Consultant
Trevor N. Tompson, The Associated Press
Robert G. Benford, GfK Custom Research NA

Threats to Data Quality in Telephone Surveys: Hands-Free Headsets, Poor Audio Quality and Respondent Distractions
Courtney Kennedy, The Everett Group
Stephen E. Everett, The Everett Group

An Experiment Testing the Impact of Leaving Voice Messages in Cell Phone Surveying
Robert Benford, GfK Custom Research North America
Paul J. Lavrakas, Independent Consultant
Trevor Tompson, Associated Press
Christopher Fleury, GfK Roper Public Affairs & Media
AAPOR Concurrent Session A
Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.

Incentives for Cell Phone Users: What Difference Do They Make?
Robert W. Oldendick, University of South Carolina
Dennis N. Lambries, University of South Carolina

Adjusting for Cell Phone Nonresponse in Dual Frame Samples
Randal ZuWallack, ICF MACRO
Frederica Conrey, ICF MACRO

Methodological Briefs: Longitudinal Surveys, Internet Access & Data Quality
Location: Clark, 4th Floor
Chair: Steven Putansu, GAO

Marge! It’s Been 30 Years!
Finding Participants for a 50-Year High School Follow-Up Study
Pia Peltola, American Institutes for Research
Lynette Zickl, American Institutes for Research
Susan Lapham, American Institutes for Research
Cameron McPhee, American Institutes for Research

What Survey Design Issues are Impacted by Incentive Conditioning?
John M. Finamore, U.S. Census Bureau

The Priming Directive: Panel Effects in Media Awareness Measures on a National Probability Panel
Kara A. Marsh, Fors Marsh Group
Robert P. Daves, The Everett Group
Amanda Anderson, Fors Marsh Group
Scott Turner, Fors Marsh Group
Stephen E. Everett, The Everett Group
H.A. White, The Everett Group
AAPOR Concurrent Session A
Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.

Does Providing Internet Access to Non-Internet Households Affect Reported Media Behavior for Latinos and Non-Latinos? Results From a Six-Month Longitudinal Survey
J. Michael Dennis, Knowledge Networks
Charles DiSogra, Knowledge Networks

Melissa Bert, Harvard Graduate School of Education

The Effects of Computer Assisted Recorded Interviewing (CARI) on Questionnaire Timings on the NLSY97
Jodie A. Daquilanae,
National Opinion Research Center at the University of Chicago (NORC)
Arleigh Dom,
National Opinion Research Center at the University of Chicago (NORC)
Kanru Xia,
National Opinion Research Center at the University of Chicago (NORC)

Minimizing Survey Non-Response
Location: Addison, 4th Floor
Chair: Matthew Courser, Pacific Institute for Research and Evaluation

The Road to Understanding Nonresponse in the 2008 June Area Survey
Michael Gerling, USDA-NASS
Terry O’Connor, USDA-NASS
HoaiNam Tran, USDA-NASS
AAPOR Concurrent Session A

Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.

We Want You and Your Colleague: An Experiment to Assess Survey Design Features That Maximize Response Rates Among Nursing Home Providers
Melissa Clark, Brown University, Program in Public Health
Michelle Rogers, Brown University, Program in Public Health
Andrew Foster, Brown University, Department of Economics
Faye Dvorchak, Brown University, Program in Public Health
Frances Saadeh, Brown University, Program in Public Health
Jessica Weaver, Brown University, Program in Public Health
Vincent Mor, Brown University, Program in Public Health

Analysis of Non-Response Bias in a Survey of Newly Naturalized Citizens
Kelly Daley, Abt SRBI
Allison Ackermann, Abt SRBI

A Comparison of Non-Recruited, Non-Responding and Responding 18-24-Year-Old Web-Based Panel Members’ Exposure to and Uses of New and Emerging Smokeless Tobacco Products
Trent D. Buskirk, Saint Louis University

How Random is an Online Respondent Pool? Analysis of Respondent Self Selection in Multiple Surveys to a Large Online Volunteer Panel
Steven Millman, Booz Allen Hamilton
John Zogby, Zogby, International
Zeljka Buturovic-Bradaric, Zogby, International
Katherine Schwalbe, Zogby International
**AAPOR Concurrent Session A**

**Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.**

**Questionnaire Design: Context, Placement & Length**

**Location:** Belmont, 4th Floor

**Chair:** Neha Sahgal, *Pew Forum for Religion & Public Life*

- **Health Care Reform Perceptions: Context and Reciprocity Effects**
  - Peter Graven, *SHADAC*
  - Todd Rockwood, *University of Minnesota*

- **Using Item Response Theory and Computer Adaptive Testing to Reduce Survey Length in Opinion and Attitude Surveys**
  - Scott Hershberger, *Harris Interactive*

- **A Comparison of Results From a Spanish and English Mail Survey: Effects of Instruction Placement on Item Missingness**
  - Kevin Wang, *RTI International*
  - M. Mandy Sha, *RTI International*
  - Emilia Peytcheva, *RTI International*

- **Question Order Effect on Self-Rated General Health in a Multilingual Survey**
  - Sunghee Lee, *UCLA Center for Health Policy Research*
  - David Grant, *UCLA Center for Health Policy Research*

- **Putting Context Effects in Context: The Variable Effects of Question Order**
  - Michael Dimock, *Pew Research Center for the People & the Press*
  - Shawn Neidorf, *Pew Research Center for the People & the Press*
  - Leah Christian, *PEW Research Center for the People & the Press*
  - Jacob Poushter, *PEW Research Center for the People & the Press*
AAPOR Concurrent Session A
Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.

Survey Interviewing & Data Quality
Location: Northwestern, 6th Floor
Chair: Keith Neuman, Environics Research Group

A Common, Mode-Independent, Approach for Evaluating Interview Quality and Interviewer Performance: Lessons Learned
Howard Speizer, RTI International
Susan Kinsey, RTI International
Richard Heman-Ackah, RTI International

A Two-Stage Interviewing Experiment in an RDD Survey
Sherman Edwards, Westat
Michael Brick, Westat
Royce Park, UCLA Center for Health Policy Research
David Grant, UCLA Center for Health Policy Research

Data Quality in the Retrospective Reporting of Addresses
Kate E. Bachtell, NORC at the University of Chicago
Virginia Tangel, NORC at the University of Chicago
Ned English, NORC at the University of Chicago
Michael Latterner, NORC at the University of Chicago
Catherine Haggerty, NORC at the University of Chicago

An Examination of Within-Interviewer Continuity and Change in the use of Standardized Interviewing Following Repeated Corrective Feedback
Kristine Fahrney, RTI International
Danielle Cohen, RTI International
Ann Burke, RTI International

Utilizing Distance Learning to Deliver Standardized, Multi-Media Field Interviewer Training and Reduce Costs on Large-Scale National Field Surveys
Allison McKamey, RTI International
Scott Payne, RTI International
Elizabeth Shuey, RTI International
AAPOR Concurrent Session B

Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.

Cell Phone Surveys: Population Estimates, Dual Frames & Weighting Issues
Location: Grand Ballroom Salon I, 7th Floor
Chair: Dawn Nelson, Mathematica Policy Research

The Cell Phone Universe: Methodological Considerations for Creating Cellular and Landline Telephone Estimates From Nielsen Television Surveys
Christine Pierce, The Nielsen Company, Media
Jonathan D. Stringfield, The Nielsen Company, Media
Misty Saline, The Nielsen Company, Media
Jennifer Hsia, The Nielsen Company, Media

Can Post-Stratification Adjustments Do Enough to Reduce Bias in Telephone Surveys that Do Not Sample Cell Phones?
It Depends
Kathleen T. Call, University of Minnesota
Michael Davern, NORC
Michel Boudreaux, University of Minnesota
Pamela J. Johnson, University of Minnesota
Justine Nelson, University of Minnesota

First-Stage Weights for Overlapping Dual-Frame Telephone Surveys
Jonathan Best, Princeton Survey Research Associates International
Larry Hugick, Princeton Survey Research Associates International

Dual-Frame Weighting of RDD & Cell Phone Interviews at the Local Level
Michael P. Battaglia, Abt Associates Inc.
Donna Eisenhower, NYC DOHMH Epidemiology Services
Stephen Immerwahr, NYC DOHMH Epidemiology Services
Kevin Konty, NYC DOHMH Epidemiology Services
AAPOR Concurrent Session B

Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.

Assessment of Alternative Methods to Compensate for Noncoverage of Nonlandline Telephone Households in the NIS
Meena Khare, NCHS/CDC
Kennon R. Copeland, NORC at the University of Chicago
Nadarajasundaram Ganesh, NORC at the University of Chicago
Abera Wouhib, NCHS/CDC
James A. Singleton, Centers for Disease Control and Prevention (CDC), NCIRD

Combining Survey & Administrative Data:
Issues of Quality & Access
Location: Indiana, 6th Floor
Chair: Frauke Kreuter, University of Maryland

Jenna A. Fulton, Joint Program in Survey Methodology, UMD
Frauke Kreuter, Joint Program in Survey Methodology, UMD
William Iwig, NASS- USDA

You Can Match My Data! Biasing Effect in the Use of Linked Administrative and Survey Data
Stefan Bender, Institute for Employment Research (IAB)
Martina Huber, Institute for Employment Research (IAB)
Alexandra Schmucker, Institute for Employment Research (IAB)

Administrative and Survey Data: An Analysis of Reasons for Differences in Reported Employment Figures
Polly Phipps, Bureau of Labor Statistics
Daniell Toth, Bureau of Labor Statistics

Quality and Quantity - Using Administrative Data for Scientific Purposes in Labor Market Research
Patrycja Scioch, Institute for Employment Research - IAB
Stefan Bender, Institute for Employment Research - IAB
AAPOR Concurrent Session B
Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.

Using Linked Survey and Administrative Data Files to Improve Surveys and to Evaluate Decentralized Public Programs: The Case of Medicaid and SCHIP Enrollment
Michael Davern, University of Minnesota

Improving Response Rate
Location: Addison, 4th Floor
Chair: Young Chun, NORC at University of Chicago

The Effects of Tailored Design Method on Response Rates in a Chronically Ill Population: Results of a Controlled Experiment
Ellen Denzen, National Marrow Donor Program
Todd Rockwood, University of Minnesota
Nancy Omondi, National Marrow Donor Program
David Radosevich, University of Minnesota
Elizabeth Murphy, National Marrow Donor Program

Mail Surveys: The Power of the Return Address
Larry Luskin, ICF MACRO
Sherri Settle, ICF MACRO

Methods for Elicitation of Prior Information on Survey Data Quality and Survey Cost Structures
John L. Eltinge, Bureau of Labor Statistics

The SNAAP Experiments: An Attempt to Improve Response and Measure Error
John Kennedy, Indiana University Center for Survey Research
Steven Tepper, Vanderbilt University
Sally Gaskill, Indiana University
George Kuh, Indiana University

Group and Cultural Influences on Household Survey Response Rate
Peter K. Kwok, NORC
William Hart, NORC
Hee-Choon Shin, NORC
AAPOR Concurrent Session B
Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.

Multimode Data Collection:
Question Wording & Mode Effects
Location: Clark, 4th Floor
Chair: Dianne Rucinski, Institute for Health Policy & Research

Measuring Mode Preference: Question Wording and Question Order Experiments
Jolene Smyth, University of Nebraska-Lincoln
Kristen Olson, University of Nebraska-Lincoln

Mode Effects on Symptoms Characteristics:
The First Follow-Up Survey of Chronic Fatigue Syndrome and Chronic Unwellness in Georgia
Julie A. Pacer, Abt SRBI
Rebecca Devlin, Abt SRBI

Mode Effect or Question Wording?
Developing Robust Questions for Mixed Mode Surveys
Edith D. de Leeuw, Utrecht University
Annette Scherpenzeel, Centerdata, University of Tilburg

Estimating Nonresponse and Mode Effects in a Mixed-Mode Survey
Peter Lugtig, Department of Methods and Statistics - Utrecht University
Gerty Lensvelt-Mulders, University of Humanistics

Using a Mixed Method Approach to Explain the Cross-Cultural Differences in Extreme Responding
Meike Morren, Tilburg University
John Gelissen, Tilburg University
AAPOR Concurrent Session B
Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.

Multimode Surveys: Reliability & Data Quality
Location: Northwestern, 6th Floor
Chair: Diane R. Burkom, Battelle Centers for Public Health Research and Evaluation

Using Computer Assisted Telephone Interviewing for Reinterview Programs and Its Effect on Data Quality
Chrishelle Lawrence, U.S. Census Bureau

Survey Satisficing in a Mixed Mode Military Survey
Yonghe M. Yang, ICF International
Amy E. Falcone, ICF International
Lynn M. Milan, United States Army Research Institute

Differences in Reliability and Validity Across Mail- and Phone-Administered Surveys
Sonja Ziniel, Harvard Medical School; Children's Hospital Boston
Nina Rauscher, Children's Hospital Boston
Jennifer Koch, Children's Hospital Boston
David Thompson, Children's Hospital Boston

How Do Respondents React When Asked to Self-Report Their Behavior?
Marla D. Cralley, Arbitron Inc.
Z.T. Suzer-Gurtekin,
University of Michigan, Program in Survey Methodology

Assessing Data Quality Across Probability Samples:
An Examination of a Post General Election Mixed-Mode (Internet and Mail) and Telephone Survey
Lonna R. Atkeson, University of New Mexico
R. M. Alvarez, California Institute of Technology
Alex N. Adams, University of New Mexico
**AAPOR Concurrent Session B**

**Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.**

**Opportunity Through Diversity**

**Location:** Belmont, 4th Floor  
**Chair:** Richard Sobel, Northwestern & Harvard Universities  
**Discussant:** Eric Plutzer, Pennsylvania State University

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**The 2008 National Asian American Survey: Context and the Civic and Political Engagement of Asian Americans**  
Taeku Lee, University of California at Berkeley  
Jane Junn, University of Southern California  
Karthick Ramakrishnan, University of California, Riverside  
Janelle Wong, University of Southern California

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**The Global Survey of Physicists: Challenges and Lessons Learned From an Evolving Multilingual Multinational Survey Effort**  
Casey Langer Tesfaye, American Institute of Physics  
Rachel Ivie, American Institute of Physics

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**Opportunities for Contact With Culturally Diverse Populations: Interpersonal Contact and Immigration Attitudes**  
Chase Harrison, Harvard Business School

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**Representing Hispanics in General Public Opinion Surveys**  
Jocelyn Kiley, Pew Research Center  
Leah Christian, Pew Research Center  
Michael Dimock, Pew Research Center  
Scott Keeter, Pew Research Center
AAPOR 65th Annual Conference

AAPOR Concurrent Session B
Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.

Questionnaire Design:
Structure, Response Style, and Self-Reports
Location: Armitage, 4th Floor
Chair: Kenneth A. Rasinski, University of Chicago
Discussant: Nancy Mathiowetz, University of Wisconsin-Milwaukee

Effect of Questionnaire Structure on
Nonresponse and Measurement Error:
Sequential vs. Grouped Placement of Filter Questions
Lisa R. Carley-Baxter, RTI International
Andy Peytchev, RTI International
Michele L. Black, CDC

Response Scales’ Vulnerability to Acquiescence and Extreme
Response Style Behavior
Natalia Kieruj, Department of Methodology and Statistics, Tilburg University
Guy Moors, Departement of Metodology and Statistics, Tilburg University

Making It All Add Up:
A Comparison of Constant Sum Tasks on Self-Reported Behavior
Ronald Z. Szoc, ICF International
Randall K. Thomas, ICF International
Frances M. Barlas, ICF International

Function Follows Form: Response Format Effects on Self-Reported Individual and Household Disability
Amy E. Falcone, ICF International
Randall K. Thomas, ICF International

College Road Trip: Transforming the NHTS Into a Web-Based Travel Diary Survey of University Students in Virginia
Thomas M. Guterbock, Center for Survey Research, University of Virginia
Tancy Vandecar-Burdin, Old Dominion University
Susan G. White, Virginia Commonwealth University
Susan Willis-Walton, Virginia Tech
Paul Agnello, Virginia Department of Transportation
AAPOR Poster Session 3

Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.

Poster Session – 3
Location: Exhibit Hall, Chicago Ballroom, 5th Floor

1. Assessing Online Media Use and Digital Interpersonal Communication Variables as Predictors of Political Knowledge
   Jason A. Martin, Indiana University School of Journalism

2. On the Usefulness of Pretesting Vignettes for Exploratory Research
   Jennifer Beck, U.S. Census Bureau

3. Use of Surveys and Cluster Analysis to Increase Ridership on Mass Transit: A Case Study
   Frank Lynch, Abt SRBI
   Jason Minser, Abt SRBI (formerly with the Chicago Transit Authority)
   Mindy Rhindress, Abt SRBI

4. Sample Disposition of RDD Unlisted, RDD Listed and Cell Phone Only Telephone Households
   John Tarnai, Social & Economic Sciences Research Center
   Danna L. Moore, Social & Economic Sciences Research Center
   Marion Schultz, Social & Economic Sciences Research Center

5. Experimental Trial of Benefit Appeals on Completion Rates for the Agricultural Screening Survey
   Danna L. Moore, Social and Economic Sciences Research Center
   Dale Atkinson, USDA/NASS/RDD
   Jaki S. McCarthy, USDA/NASS

6. Survey Weight Adjustment Using PROC WTADJUST From SUDAAN V10
   G.G. Brown, RTI International
AAPOR Poster Session 3
Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.

7. Online Table Generator Tool for Health Insurance Coverage Estimates
   Karen Soderberg, SHADAC - University of Minnesota
   Michael Davern, NORC
   Jeanette Ziegenfuss, Mayo Clinic
   Peter Graven, SHADAC - University of Minnesota
   Michele Burlew, SHADAC - University of Minnesota

8. Multiple Identities: Effects of Question Framing on Self-Rated Importance of Factors Influencing Self-Concept
   Frances M. Barlas, ICF International
   Randall K. Thomas, ICF International
   Ronald Z. Szoc, ICF International

9. When to E-Mail or Not?: Determining the Best Day of the Week to Send Evites for Participation in a Web Survey
   Sylvia R. Epps, Decision Information Resources, Inc.
   Leslyn Hall, Redstone Research, LLC
   Jo Anna Hunter, MDRC

10. Exploring the Use of Self-Reported Cell Phones in Voter Files for Likely Voter Sampling
    Patrick Faust, Greenberg Quinlan Rosner Research
    Adam Slater, Greenberg Quinlan Rosner Research

11. Offering a Web Option in a Mail Survey of Young Adults: Impact on Survey Quality
    Scott Turner, Fors Marsh Group, LLC
    Luciano Viera Jr., Fors Marsh Group, LLC
    Sean Marsh, Fors Marsh Group, LLC

12. Are Estimates of the Medicaid Undercount Stable Over Time?
    Robert K. Goidel, Louisiana State University
    Stephen Barnes, Louisiana State University
    Dek Terrell, Louisiana State University
AAPOR Poster Session 3
Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.

13. The Subject Lines of Web Survey Invitations and Participation Rates
   Handan Titiz, Children’s Hospital Boston
   Sonja Ziniel, Children’s Hospital Boston

   Julie A. Pacer, Abt SRBI
   Kelly Daley, Abt SRBI
   Michael P. Battaglia, Abt Associates
   Dianne Rucinski, University of Illinois-Chicago

15. Revision to Teacher Nonresponse Bias Analysis
   Danielle K. Battle, American Institutes for Research
   Jared Coopersmith, Quality Information Partners, Inc.

16. Does Launching a More Expensive Mode of Data Collection Earlier Save You Money?
   Sylvia R. Epps, Decision Information Resources, Inc.
   Pam V. Wells, Decision Information Resources, Inc.
   Jo Anna Hunter, MDRC

17. Imputation Using SUDAAN PROC HOTDECK for Education Surveys
   Darryl Creel, RTI International

18. Ideology, Polarization and American Media Consumption: An Examination of Public Opinion Formulation
   Anthony DiMaggio, Illinois State University
19. Favorable Results From a Low Effort Follow-Up: An Investigation of Nonresponse Bias in a Customer Satisfaction Survey
Jennifer E. O’Brien, Westat
Tom Krenzke, Westat
David Ferraro, Westat
Howard King, Westat
Michele Harmon, Westat
Jocelyn Newsome, Westat
Kerry Levin, Westat
Martin Rater, United States Patent and Trademark Office

20. Different Topics, Different Results
Gregory A. Smith, Pew Research Center

21. Comparison of Influences on Seat Belt Use in States
Cynthia Augustine, RTI International

22. A Reasonable Use of Non-Probability Sampling: Surveying Political Leaders
Gregory G. Holyk, Washington and Lee University

23. Collection Research for Household Surveys at Statistics Canada
Helene Berard, Statistics Canada
Milana Karaganis, Statistics Canada
Francois Laflamme, Statistics Canada

Alexandre Morin Chassé, Université Laval

25. Significant Factors Governing the Use of Auditory Stimuli in Web Questionnaires
Sentagi S. Utami, University of Michigan
Rahmad Dawood, University of Michigan
Mojtaba Navvab, University of Michigan
**AAPOR Poster Session 3**

**Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.**

26. **The Financial Crisis and the Bailout:**  
Frame Analysis of the Chicago Press  
Fabrizio Ceglia, *University of Illinois at Chicago*  
Bruno Carriço Reis, *Universidad Rey Juan Carlos*

27. **Framing Effects and Racial Prejudice:**  
The Moderating Role of Need for Cognition  
Porismita Borah, *University of Wisconsin - Madison*  
D. Jasun Carr, *University of Wisconsin - Madison*

28. **Fill in the Blank: SED Verbatim Response Specificity as a Function of Perceived Audience**  
Lino M. Jimenez, *NORC*  
Lindsay Virost, *NORC*  
Vincent Welch, *NORC*

29. **Searching for Alternatives:**  
Findings From Recent Mail Surveys by the Asahi Shimbun  
Nicolaos E. Synodinos, *University of Hawaii*  
Eiji Matsuda, *The Asahi Shimbun*

30. **The Use of Technology in Seat Belt Survey Data Collection**  
Larry N. Campbell, *RTI International*

31. **Item Nonresponse Analysis for a Mixed-Mode Survey**  
Boris Lorenc, *Statistics Sweden*  
Kristoffer Olsson, *Stockholm University*

32. **The Effect of Removing Cell-Phone-Only (CPO) Weighting**  
Yelena Pens, *Arbitron*  
Kelly Dixon, *Arbitron*
AAPOR Poster Session 3
Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.

33. The Discriminating Voter: An Analysis of the Demography and Geography of Discrimination
Paul G. Harwood, Public Opinion Research Laboratory, University of North Florida
Nicholas J. Seaton, Public Opinion Research Laboratory, University of North Florida

34. A Multi-Mode Approach for Leave-Behind Data Collection of Actigraphy in a Population Survey
Jane L. McPhillips, NORC at the University of Chicago
Katie Lundeen, NORC
Angela Jaszczak, NORC
Stephen Smith, NORC

35. Data Collection From Third Parties: The Rental Agents Survey Case Study
Marilyn Worthy, Energy Information Administration

36. The Influence of Cultural Dimensions on Survey Response Styles: An Analysis of IBM Global Employee Surveys for India
Randal R. Ries, IBM

37. Imputation of Income, Poverty and Medicaid Status in a Survey of Health Insurance and Access to Care
Tom Duffy, ICF MACRO
Ronaldo Iachan, ICF MACRO
Sara Bausch, ICF MACRO
Bo Lu, Ohio State University
Tim Sahr, Health Policy Institute of Ohio

38. Coding Complex Responses
Linda G. Kimmel, Michigan State University
Jon D. Miller, Michigan State University
AAPOR Poster Session 3

Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.

Richard Griffin, U.S. Census Bureau

40. Measuring the Effects of a Nationwide Community-Based Participatory Design on Outcomes Related to Electronic Health Information Exchange
Stephanie Rizk, RTI International
Robert Bailey, RTI International

41. Optimizing Call Time in an RDD Survey: BRFSS Experience
Sean Hu, Centers for Disease Control and Prevention
Brian F. Heas, RTI
Lina Balluz, Centers for Disease Control and Prevention
AAPOR Concurrent Session C

Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.

Attitudinal Data Collected via Cell Phone

Location: Northwestern, 6th Floor
Chair: Colleen K. Porter, University of Florida

“Cell Mostly” or “Cell Mainly”: What is More Representative?
Brian Shepherd, NORC
Megha Shah, NORC
Wei Zeng, NORC
Karen Wooten, Centers for Disease Control and Prevention

Measuring State Health Trends—Impact of the Cell-Only Population
Frederica Conrey, ICF MACRO
Randal ZuWallack, ICF MACRO
Kristie Hannah, ICF MACRO

Cell Phone Usage and Differences in Behaviors Surrounding the H1N1 Outbreak
Eran N. Ben-Porath, SSRS/Social Science Research Solutions
Gillian K. Steel Fisher, Harvard School of Public Health
Melissa J. Herrmann, SSRS-Social Science Research Solutions

Comparison of Response Measures Between Landline and Cell Phone Modes in Behavioral Risk Factor Surveillance System
Mohamed G. Qayad, Centers for Disease Control and Prevention
Pranesh Chowdhury, CDC
Machell Town, CDC
Lina Balluz, CDC

Risky Business: A Comparison of Traffic Safety Behaviors by Telephone Status in a National Dual Frame Design
John M. Boyle, Abt SRBI Inc.
Faith Lewis, Abt SRBI Inc.
Brian Tefft, The AAA Foundation for Traffic Safety
AAPOR Concurrent Session C
Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.

Election Attitudes & Polls
Location: Armitage, 4th Floor
Chair: Teresa Jin, The Nielsen Company

Do Voters Live Vicariously Through Election Results?
Adam Sage, RTI International
Bonnie E. Shook-Sa, RTI International

The Development of Conservatives and Liberals: An Analysis of Political Socialization and Change
Jon D. Miller, Michigan State University
Jason Kalmbach, Michigan State University
Linda G. Kimmel, Michigan State University

2008 Election Exit Poll Design Effect
Clint W. Stevenson, Edison Research

Election Exit Poll Design Effect
Clint W. Stevenson, Edison Research

Elections and Institutions: Ranked-Choice Voting and Its Attitudinal and Behavioral Effects
Joanne M. Miller, University of Minnesota
Lawrence R. Jacobs, University of Minnesota
AAPOR Concurrent Session C

Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.

Questionnaire Design:
IVR, Visual Scales, & Cognitive Interviewing

**Location:** Addison, 4th Floor  
**Chair:** Yvonne Shands, Survey Technology & Research

**Does Voice Matter for Youth Reports of Tobacco Use?**  
An Interactive Voice Response Experiment  
Niki Mayo, RTI International  
Doug Currivan, RTI International  
Brenna Muldavin, RTI International

**Visual Effects: A Comparison of Visual Analog Scales in Models Predicting Behavior**  
Randall K. Thomas, ICF International

**Using Administrative Records to Evaluate Survey Responses in the National Immunization Survey**  
Ting Yan, NORC at University of Chicago  
Kennon Copeland, NORC at the University of Chicago  
Kirk Wolter, NORC at the University of Chicago  
Phil Smith, CDC

**Questionnaire Design Considerations When Expanding a Survey Target Population to Include Children**  
Patricia LeBaron, RTI International  
Rebecca Granger, RTI International

**Mixed Modes and Measurement Error:**  
Using Cognitive Interviewing to Explore the Results of a Mixed-Modes Experiment  
Pamela C. Campanelli, The Survey Coach  
Margaret Blake, National Centre for Social Research  
Michelle Gray, National Centre for Social Research  
Steven Hope, National Centre for Social Research  
Annette Jackle, University of Essex  
Peter Lynn, University of Essex  
Alita Nandi, University of Essex  
Gerry Nicolaas, National Centre for Social Research
AAPOR Concurrent Session C
Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.

Rethinking Response Rates
Location: Grand Ballroom Salon I, 7th Floor
Chair: Fritz Scheuren, NORC
Discussant: Barbara O’Hare, U.S. Census Bureau

Rethinking Response Rate Targets:
New Evidence of Little Relationship Between Response Rate and Observable Response Bias
Richard Hendra, MDRC
Aaron Hill, MDRC

Using Imputation Methods to Estimate “e”
James Wagner, University of Michigan/Survey Research Center

Participation in Surveys in the U.S.: A Three-Year Study
David Dutwin, Social Science Research Solutions
Robyn Rapoport, Social Science Research Solutions

An Alternative to the Response Rate for Measuring a Survey’s Realization of the Target Population
Benjamin Skalland, NORC at the University of Chicago
Martin Barron, NORC at the University of Chicago
Ashley Amaya, NORC at the University of Chicago

Sampling Hard-to-Reach Populations
Location: Clark, 4th Floor
Chair: Robert Simmons, Defense Manpower Data Center

Using Lists With RDD Samples:
An Examination of Bias, Cost and Variance Estimates
Anthony M. Roman, Center for Survey Research UMass-Boston
Charles F. Turner, City University of New York, Queens College and Graduate Center
Susan M. Rogers, RTI International
Elizabeth Eggleston, RTI International
James R. Chromy, RTI International
Sylvia Tan, RTI International
AAPOR Concurrent Session C

Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.

Screening for Specific Population Groups in Mail Surveys
Douglas Williams, Westat
Jill M. Montaquila, Westat
J. Michael Brick, Westat
Mary C. Hagedorn, Westat

An Oversampling Method for Youth in a Smoking Survey
Peter Wright, Statistics Canada
Benjamin Hartling, Statistics Canada

A Comparison of Black Oversamples:
Census Density vs. Call-Backs
Peyton M. Craighill, ABC News
Gary Langer, ABC News
Patrick Moynihan, Harvard University
Melissa Herrmann, SSRS
David Dutwin, SSRS

Confirmation Bias in Housing Unit Listing
Stephanie Eckman, University of Maryland

Surveys on Medical & Health Issues
Location: Indiana, 6th Floor
Chair: Christopher P. Borick, Muhlenberg College

Health Care Status Over Time: Lessons From a Follow-Back
Survey of Individuals With Special Health Care Needs
Shannon R. TenBroeck, NORC at the University of Chicago
Kathleen S. O’Connor, National Center for Health Statistics (NCHS), CDC

Respondents’ Methods for Managing and Recalling Data in the
Medical Expenditure Panel Survey
Sid J. Schneider, Westat
Barbara Gustavson, Westat
Tiandong Li, Westat
Huseyin Goksel, Westat
Ralph DiGaetano, Westat
W. Sherman Edwards, Westat
**AAPOR Concurrent Session C**

Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.

Use of Household Immunization Records (Shot Cards) on the National Immunization Survey
Ashley Amaya, NORC at University of Chicago
Xian Tao, NORC at University of Chicago
Karen Wooten, Centers for Disease Control and Prevention

Internet Panels and Health Research:
Findings From National RDD Surveys
John M. Boyle, Abt SRBI Inc.

Assessing the Accuracy of the Face-to-Face Recruited Internet Survey Platform: A Comparison of Behavioral and Health-Related Findings From the FFRISP With Those of Major National Surveys
Ana Villar, Stanford University
Ariel Malka, Yeshiva University
Jon Krosnick, Stanford University
Notes
# Day-at-a-Glance

## Sunday, May 16

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<th>Time</th>
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<tr>
<td>8:00 a.m. – 10:15 a.m.</td>
<td>AAPOR Registration Desk Open</td>
<td>7th Floor Registration</td>
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<tr>
<td>8:00 a.m. – 11:30 a.m.</td>
<td>AAPOR Short Course</td>
<td>Chicago A/B Ballroom, 5th Floor</td>
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<tr>
<td>Course 6:</td>
<td>Conducting Cell Phone Surveying in the U.S. Circa 2010</td>
<td>5th Floor</td>
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<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>AAPOR Concurrent Session A</td>
<td>Grand Ballroom Salon 1, 7th Floor</td>
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<tr>
<td>Session 1:</td>
<td>International Standards &amp; the Future of Survey Research</td>
<td>Indiana, 6th Floor</td>
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<td>Session 2:</td>
<td>Interviewer Effects &amp; Self Report Bias</td>
<td>Northwestern, 6th Floor</td>
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<td>Session 3:</td>
<td>Survey Sampling: Landline &amp; Cell Phone Under Coverage</td>
<td>Chicago D Ballroom, 5th Floor</td>
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<td>Session 4:</td>
<td>Improving Response Rates: Consent, Incentives, &amp; Caller-ID</td>
<td>Addison, 4th Floor</td>
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<td>Session 5:</td>
<td>Panel Surveys &amp; Non-Response Issues</td>
<td>Chicago E Ballroom, 5th Floor</td>
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<td>Session 6:</td>
<td>Assessing Data Quality: Paradata, Monitoring &amp; Editing</td>
<td>Clark, 4th Floor</td>
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<tr>
<td>Session 7:</td>
<td>Reducing Measurement Error Through Cognitive Interviewing</td>
<td>Avenue Ballroom, 4th Floor</td>
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<td>Session 8:</td>
<td>Design Considerations for Establishment Surveys</td>
<td>Chicago D Ballroom, 5th Floor</td>
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| 10:15 a.m. – 11:45 a.m. | AAPOR Concurrent Session B | Grand Ballroom Salon 1, 7th Floor |
| Session 1:           | Utilizing Respondent Records        | Indiana, 6th Floor          |
| Session 2:           | Non-Response Issues: Interviewer Effect & Other Participant Factors | Northwestern, 6th Floor     |
| Session 3:           | Patterns of Landline & Cell Phone Usage & Implications | Chicago D Ballroom, 5th Floor |
| Session 4:           | Behavior Coding & Cognitive Interviewing | Addison, 4th Floor         |
# Day-at-a-Glance

**Sunday, May 16**

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<td>10:15 a.m. – 11:45 a.m.</td>
<td>AAPOR Concurrent Session B (continued)</td>
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<td><strong>Session 5:</strong> Early Responders, Late Responders &amp; Non-Responders</td>
<td>Chicago E Ballroom, 5th Floor</td>
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<td><strong>Session 6:</strong> Interviewer Characteristics &amp; Maintaining Data Quality</td>
<td>Addison, 4th Floor</td>
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<td><strong>Session 7:</strong> Exploring the Diversity of Public Opinion</td>
<td>Clark, 4th Floor</td>
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<td><strong>Session 8:</strong> TBD</td>
<td>Avenue Ballroom, 4th Floor</td>
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Short Courses
Sunday, May 16 • 8:00 a.m. – 11:30 a.m.

Course 6:
Conducting Cell Phone Surveying in the U.S. Circa 2010

Instructors: Courtney Kennedy, University of Michigan, Michigan, USA
Paul J. Lavrakas, Independent Consultant
Linda Piekarski, Survey Sampling International
Chuck Shuttles, The Nielsen Company

AAPOR Concurrent Session A
Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

Assessing Data Quality:
Paradata, Monitoring & Editing
Location: Addison, 4th Floor
Chair: Missy Koppelman, NORC

The Accuracy of Interview Paradata: Results From a Field Investigation
Paul Biemer, RTI International and UNC-CH
Kevin Wang, RTI International

Who’s Monitoring the Monitors?: Examining Monitors’ Accuracy, Objectivity and Consistency to Improve the Quality Assurance Process
Claudia Gentile, Mathematica Policy Research
Jason Markesich, Mathematica Policy Research
Joe Baker, Mathematica Policy Research
Shawn Marsh, Mathematica Policy Research

Standardizing Paradata
David Chearo, University of Chicago Survey Lab
Martha Van Haitsma, University of Chicago Survey Lab

Assessing the Quality of Survey Data
Joerg Blasius, University of Bonn
AAPOR Concurrent Session A

Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

How Much Does Past Experience Matter? An Investigation of the Factors Affecting Editing Quality and Efficiency
Geraldine Mooney, Mathematica Policy Research
Tedde Tsang, Mathematica Policy Research
Melissa Krakowiecki, Mathematica Policy Research
Cathie E. Alderks,
Substance Abuse and Mental Health Services Administration
Deborah Trunzo,
Substance Abuse and Mental Health Services Administration

Design Considerations for Establishment Survey
Location: Avenue Ballroom, 4th Floor
Chair: Mark Morgan, ICF International, Inc.

Nonresponse Reduction Strategies in Establishment Surveys: Design Considerations in the National Survey of Residential Care Facilities
Lauren Harris-Kojetin, National Center for Health Statistics, CDC
Tim Flanigan, RTI International
Angela Greene, RTI International
John Loft, RTI International
Abigail Moss, National Center for Health Statistics
Eunice Park-Lee, National Center for Health Statistics
Emily Rosenoff, U.S. DHHS,
Office of Assistant Secretary for Planning and Evaluation
Manisha Sengupta, National Center for Health Statistics
Sara Zuckerbraun, RTI International
AAPOR Concurrent Session A

Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

Measurement Issues in Establishment Surveys: Design Considerations in the National Survey of Residential Care Facilities
John D. Loft, RTI International
Tim Flanigan, RTI International
Angela Greene, RTI International
Lauren Harris-Kojetin, National Center for Health Statistics
Abigail Moss, National Center for Health Statistics
Eunice Park-Lee, National Center for Health Statistics
Emily Rosenoff, U.S. DHHS, Office of Assistant Secretary
Manisha Sengupta, National Center for Health Statistics
Sara Zuckerbraun, RTI International

Toward a Standard Typology of Disposition Codes for Establishment Surveys
Sara Zuckerbraun, RTI International
Laura Flicker, RTI International
Jamie Friedman, RTI International

Meeting the Challenges of Converting a Large Establishment Survey From Paper to Electronic Administration
David J. Roe, RTI International
Lisa Thalji, RTI International
John Loft, RTI International
Laura Flicker, RTI International
Jason Stockdale, RTI International
Marie Stagnitti, Agency for Healthcare Research and Quality (AHRQ)
AAPOR Concurrent Session A

Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

Improving Response Rates: Consent, Incentives & Caller-ID
Location: Chicago D Ballroom, 5th Floor
Chair: Justin Bailey, The Nielsen Company

Communicating Disclosure Risk in Informed Consent Statements
Eleanor Singer, ISR, University of Michigan
Mick P. Couper, ISR, University of Michigan

Who's Cashing In? Demographic Profiles of Incentivized Sample Members
Evan Nielsen, NORC
Bryan Duff, NORC

Caller ID Experiments in Telephone Surveys
Eran Ben-Porath, Social Science Research Solutions
Susan Sherr, Social Science Research Solutions
David Dutwin, Social Science Research Solutions
Melissa Herrmann, ICR/International Communications Research

Does One-Time Inducements Help Long-Term Survey Participation? — A Case for Survival Analysis
Kumar Rao, Gallup Inc.
Allan McCutcheon, University of Nebraska-Lincoln

Timing is Everything (Part 3): Examining The Effect of Offering Late-Stage Cash Incentives in a Panel Survey
Karen Grigorian, NORC
Deborah Harper, NORC
Thomas B. Hoffer, NORC
AAPOR Concurrent Session A

Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

International Standards and the Future of Survey Research
Location: Grand Ballroom Salon I, 7th Floor
Chair: Reginald Baker, Market Strategies International

Panel: International Standards and the Future of Survey Research
Reg Baker, Market Strategies International
Tom W. Smith, NORC
Lars Lyberg, Statistics Sweden
Jim Wolf, SRC at Indiana University-Purdue University Indianapolis
Cathy Kneidl, CASRO Institute for Research Quality

Interviewer Effects & Self-Report Bias
Location: Indiana, 6th Floor
Chair: Gina Walejko, Northwestern University

Interviewer Effects on Consenting to Data Linkage on a Longitudinal Survey of a General Population
Emanuela Sala, ISER
Jon Burton, ISER, University of Essex
Gundi Knies, ISER, University of Essex

Representing Seniors in an Online National Probability Panel Survey: Measuring Technology Attitudes and Behaviors
Jordon Peugh, Knowledge Networks
Wendy Mansfield, Knowledge Networks
Tom Wells, Knowledge Networks
Karen Semans, Knowledge Networks

Comparing Proxy to Self-Report Responses of a Civilian Institutionalized Population on a Quality of Life Survey
Alisa M. Ainbinder, Mathematica Policy Research
Samuel Simon, Mathematica Policy Research
AAPOR Concurrent Session A

Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

Gender of Interviewer: How Does It Influence Responses in a Gender-Focused Survey?
Wendy Wang, Pew Research Center
Jocelyn Kiley, Pew Research Center
Rich Morin, Pew Research Center

How Much of Interviewer Variance is Really Nonresponse Error Variance?
Brady T. West, Institute for Social Research
Kristen Olson, University of Nebraska-Lincoln

Panel Surveys & Non-Response Issues
Location: Chicago E Ballroom. 5th Floor
Chair: Kristy Michaud, CSU Northridge

Mandatory Reporting: Potential Effects on Retention Rates in a Longitudinal Survey
Kristin J. Fuller, RTI International
Melissa Dolan, RTI International
Keith Smith, RTI International
Lauren Cohen, RTI International

The Unusual Suspects for Survey Non-Response:
A Follow-Up Study With Respondents and Non-Respondents on Their Attitudes and Behaviors for Survey Participation
Jennie Lai, The Nielsen Company
Scott Bell, The Nielsen Company
Michael Link, The Nielsen Company
Matt Walker, The Nielsen Company
Leilani Narciso, The Nielsen Company
Teresa Jin, The Nielsen Company
AAPOR Concurrent Session A
Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

Locating Efforts and Outcomes in a Longitudinal Study of Older Adults
Jennifer Satorius, NORC
Erin Burgess, NORC
Lucie Kalousova, NORC
Angela Jaszczak, NORC
Laurie Imhof, NORC

An Examination of Panel Conditioning in an Advertising Tracking Study With Cross-Sectional Design
Amanda J. Anderson, Fors Marsh Group
Kara A. Marsh, Fors Marsh Group
Scott Turner, Fors Marsh Group
Sean M. Marsh, Fors Marsh Group

Reducing Measurement Error Through Cognitive Interviewing
Location: Clark, 4th Floor
Chair: Katherine Gean, University of Chicago Survey Laboratory
Discussant: Karen Donelan, Massachusetts General Hospital

Response Error in Federal Surveys: An Analysis of Q-Bank Summary Data
Aaron Maitland, National Center for Health Statistics
Heather Ridolfo, National Center for Health Statistics
Brian W. Ward, University of Maryland

Should You Take Our Word for It? An Evaluation of Cognitive Pre-Test Findings Against Other Survey Evaluation Techniques
Alfred D. Tuttle, U.S. Census Bureau
La Toya Thomas, U.S. Census Bureau
Kristin J. Stettler, U.S Census Bureau

Do Respondents Read Those Key Messages in Our Questionnaire Package Cover Letters?: What Comes Out of the Envelope First Matters
Laurie Schwede, U.S. Census Bureau
Anissa Sorokin, U.S Census Bureau
AAPOR Concurrent Session A
Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

Understanding Measurement Error in the Reporting of Relationship and Marital Status Among Same-Sex Couples
Nancy Bates, *U.S. Census Bureau*
Theresa J. DeMaio, *U.S. Census Bureau*

He Said, She Said: Evaluating Contradictory Cognitive Interview Findings in Two Different Studies of Similar Survey Questions
Heather Ridolfo, *University of Maryland*
Stephanie Willson, *National Center for Health Statistics*

Survey Sampling:
Landline & Cell Phone Undercoverage
Location: Northwestern, 6th Floor
Chair: Charles Palit, *University of Wisconsin*

Using a Simulation Study to Examine Strategies for Combining Cell and Landline Survey Samples
Tom Duffy, *ICF MACRO*
Sara Bausch, *ICF MACRO*
Ronaldo Iachan, *ICF MACRO*
Bo Lu, *Ohio State University*

Developing Linkage Rules to Reduce Noncoverage
Graham Kalton, *Westat*

Measuring Undercoverage of the Landline Telephone Population in 1+100-Bank Surveys
Martin Barron, *NORC at the University of Chicago*
Zhen Zhao, *Centers for Disease Control and Prevention*

Assessing Cell Phone Noncoverage Bias Across Different Topics and Subgroups
Leah M. Christian, *Pew Research Center for the People & the Press*
Scott Keeter, *Pew Research Center*
Kristen Purcell, *Pew Internet & American Life Project*
Aaron Smith, *Pew Internet & American Life Project*
**AAPOR Concurrent Session A**

Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

How Much Coverage Does an RDD Frame Really Provide?
Robin Gentry, *Arbitron, Inc.*
Alan Tupek, *Arbitron, Inc.*

**AAPOR Concurrent Session B**

Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.

Behavior Coding & Cognitive Interviewing
**Location:** Chicago D Ballroom, 5th Floor
**Chair:** John Finamore, *U.S. Census Bureau*

Cognitive Interviews in Establishment Surveys: Getting Quality Feedback in a Diverse Setting of U.S. Ferry Operators
Kenneth Steve, *Bureau of Transportation Statistics*
Joy Sharp, *Bureau of Transportation Statistics*

Utilization of Cognitive Interviewing for Development of Family Bonds Survey Questionnaire
Jiri Remr, *Charles University in Prague, Faculty for Social Sciences*

Using Verbal and Paralinguistic Behaviors to Identify Mapping Difficulties in Responses to Self-Reported Health Questions
Dana Garbarski, *University of Wisconsin-Madison*
Nora Cate Schaeffer, *University of Wisconsin-Madison*
Jennifer Dykema, *University of Wisconsin Survey Center*
AAPOR Concurrent Session B

Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.

Early Responders, Late Responders & Non-Responders

Location: Chicago E Ballroom, 5th Floor
Chair: Jo Jones, National Center for Health Statistics

Survey Non-Response Among American Community Survey’s Chinese Respondents
Anna Y. Chan, U.S. Census Bureau
Yuling Pan, U.S. Census Bureau
Aref Dajani, U.S. Census Bureau

More Than Fashionably Late: an Analysis of the Late Responders in the 2008 Survey of Doctorate Recipients
Shana M. Brown, National Opinion Research Center
Lance Selfa, National Opinion Research Center

Differences in Early and Late Responders: Findings From a Military Web-Based Community Survey
Jyothsna Prabhakaran, ICF International
Christopher Spera, ICF International
Laura M. Leach, ICF International
Rachel Foster, U.S. Air Force

The National 2009 H1N1 Flu Survey: Rapid Data Collection and Early Responder Analysis
James A. Singleton, Gary L. Euler
National Center for Immunization and Respiratory Diseases Centers for Disease Control and Prevention
Kennon Copeland, Nada Ganesh
NORC at the University of Chicago
Kirk M. Wolter, NORC at the University of Chicago
Nicholas D. Davis, NORC at the University of Chicago
**AAPOR Concurrent Session B**

**Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.**

**Exploring the Diversity of Public Opinion**

**Location:** Clark, 4th Floor  
**Chair:** Matt Jans, *U.S. Census Bureau*

- **Attitudes Toward NAFTA in Continental Perspective**  
  Timothy B. Gravelle, *Gallup*

- **Drafting a Response: Demographic and Item Context Effects on Support for Mandatory National Service Options**  
  William B. Higgins, *ICF International*  
  Randall K. Thomas, *ICF International*  
  John F. Kunz, *ICF International*

- **Understanding How Consumers Cope With Food Safety Concerns: Using Qualitative Panel Data to Obtain a Complete Picture**  
  Julia R. Pennington, *University of Wisconsin-Eau Claire*  
  Kumar Rao, *Gallup Inc.*  
  Michael Krush, *North Dakota State University*  
  Dwayne Ball, *University of Nebraska-Lincoln*

- **Health Insurance and Place: A Multilevel Analysis of Health Insurance Coverage in Texas**  
  Kathy Krey, *Baylor University*  
  Jodien Matos, *Baylor University*

- **Factors Related to Trust in the Security of Electronic Medical Records (EMRs)**  
  Sarah Cho, *Kaiser Family Foundation*  
  Sasha Buscho, *Kaiser Family Foundation*
AAPOR Concurrent Session B

Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.

Interviewer Characteristics & Maintaining Data Quality

Location: Addison, 4th Floor
Chair: Norman Trussell, The Nielsen Company

Using Computer Audio Recorded Interviewing (CARI) to Detect and Reduce Total Survey Error
Tom W. Smith, NORC

Is Success on the Doorstep Correlated With the Magnitude of the Interviewer Design Effect?
Patrick Sturgis, University of Southampton
Ian Brunton-Smith, University of Surrey
Joel Williams, BMRB Limited

Non-Verbal Correlates of Rapport in Face-to-Face Survey Interviews: An Analysis of Interviewer Behavior
Brooke Foucault Welles, Northwestern University

Interviewer Characteristics Associated With Productivity, Cost Efficiency and Retention
Susan Mitchell, RTI International
Wandy Stephenson, RTI International
Kristine Fahrney, RTI International
Matthew Strobl, RTI International
Barbara Bibb, RTI International

Economic Recession:
Effects on Telephone Survey Staffing and Productivity
McKinlay Jeannis, RTI International
Tamara L. Terry, RTI International
Laura Flicker, RTI International
AAPOR Concurrent Session B

Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.

Non-Response Issues: Interviewer Effect & Other Participation Factors
Location: Indiana, 6th Floor
Chair: TBD

Preferences for Interviewer Dialect Use and Race Among African American Health Survey Respondents
Rachel E. Davis, University of Michigan
Jennifer G. Nguyen, University of Michigan, Dept. of Linguistics
Jennifer J. Hawkins, University of Michigan, Internal Medicine-Nephrology
Karen E. Peterson, University of Michigan
Sara W. Schlotterbeck, University of Michigan
Ken Resnicow, University of Michigan

To Agree or Not to Agree: Effects of Spoken Language on Survey Participation Decisions
Frederick G. Conrad, University of Michigan
Jessica Broome, University of Michigan
Jose Benki, Michigan State University
Robert Groves, U.S. Census Bureau
Frauke Kreuter, University of Maryland
David Vannette, University of Michigan

Interviewer Personality and Survey Error: Interviewers' Conscientiousness as Predictor for Item- and Unit Nonresponse in a Panel Household Study
Michael Weinhardt, German Institute for Economic Research, Socio-Economic Panel Study
Frauke Kreuter, University of Maryland, Joint Program in Survey Methodology
Jürgen Schupp, Freie Universität Berlin, German Institute for Economic Research

High Dimension Multiple Imputation: Missing Blood Glucose Values in the Epidemiology of Diabetes Interventions and Complications Study
Michael D. Larsen, George Washington University
John M. Lachin, George Washington University
AAPOR Concurrent Session B

Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.

Patterns of Landline & Cell Phone Usage & Implications
Location: Northwestern, 6th Floor
Chair: Stephen J. Blumberg, National Center for Health Statistics

The Role of Landline and Cell Phone Usage Patterns in Nonresponse Error Potential Among Young Adults in Telephone Surveys
Douglas B. Currivan, RTI International
Burton Levine, RTI International
Niki Mayo, RTI International

Assessment of Bias in the National Immunization Survey–Teen: An Updated Benchmark to the National Health Interview Survey
Kennon R. Copeland, NORC at the University of Chicago
Christina Dorell, Centers for Disease Control and Prevention
Meena Khare, Centers for Disease Control and Prevention
Abera Wouhib, Centers for Disease Control and Prevention
Elizabeth A. Ormson, NORC at the University of Chicago

Landline and Cell Phone Usage Patterns in a Large Urban Setting: Results From the 2008 New York City Community Health Survey
Stephen Immerwahr, Survey Unit, Bureau of Epidemiology Services
Michael P. Battaglia, Abt Associates Inc.
Donna Eisenhowser, NYC DOHMH Epidemiology Services
Michael Sanderson, NYC DOHMH Epidemiology Services
Andy Weiss, Abt SRBI
Bonnie Kerker, NYC DOHMH Epidemiology Services

List Assisted RDD Telephone Surveys in Rural Areas: Central Texas
Debbie L. McMahon, Baylor University
Wesley M. Hinze, Baylor University
Utilizing Respondent Records

**Location:** Grand Ballroom Salon I, 7th Floor

**Chair:** Jennifer Edgar, *U.S. Bureau of Labor Statistics*

- **Respondent Record Use in the U.S. Consumer Expenditure Survey**
  Jennifer Edgar, *Bureau of Labor Statistics*

- **The Use of Utility Bills as an Information Retrieval Aid in the American Housing Survey**
  George R. Carter, *U.S. Census Bureau*

- **For Clueless Consumers, Can Records Improve Data Quality?**
  Eileen M. O’Brien, *Energy Information Administration*

- **The Burden of Proof:**
  Panel Attrition and Record Usage on the MCBS
  Brad Edwards, *Westat*
  Ryan A. Hubbard, *Westat*

- **Is It Worth the Effort? Respondent Record Use on the British Household Panel Study**
  (For the Respondent Record Use panel)
  Nick Moon, *GfK NOP Social Research*
  Heather Laurie, *ISER, University of Essex*
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