



***Taking Survey and Public Opinion
Research to New Heights!***

73rd Annual Conference

May 16-19, 2018



DENVER

Sheraton Denver Downtown Hotel

www.aapor.org

#aapor f t in



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73rd Annual Conference

Taking Survey and Public Opinion Research to New Heights

Welcome to Denver where we are ascending 5,280 feet into the air for the 73rd annual conference of the American Association for Public Opinion Research (AAPOR). We appreciate your participation and contributions at this **premier event for public opinion and survey research professionals.**

This year our conference aspires to *Take Survey and Public Opinion and Research to New Heights!* And what better setting to do this than in the Mile High City itself! This year we topped AAPOR records for number of abstract submissions and the number of sessions we are offering at the conference. One of the goals for this year's conference is to help researchers and practitioners alike navigate the ever-changing and evolving landscape of our field. We have included several new offerings this year in hopes of helping you in this endeavor including:

- A newly revised Conference app with functionality for easily contacting authors, making paper requests, communicating with fellow conference attendees and more! If you haven't already downloaded it we'd encourage you to visit the Google or iTunes stores now and search for "AAPOR";
- A plenary session entitled "From the PEAK of Social, Survey and Public Opinion Research: Perception, Evaluation, Analysis and 'Kollection'" featuring Julia Lane, Regina Nuzzo and Kristen Olson immediately followed by an expanded "New Member and All-Chapter Welcome Mixer and Chef Tasting Party" in which you can make new friends and reunite with old ones while sampling some delicious tastes of the West;
- A new offering called the PORTAL track (which stands for Public Opinion Research Training and Learning). Each of the 12 90-minute PORTAL track sessions offers two introductory and accessible talks on new and emerging methods in our field and are organized by substantive track;
- A new DEMO session that opens the conference featuring demonstrations from vendors who have various software solutions for the survey and public opinion research process - these sessions are much like enhanced video poster sessions where you can interact with all the vendors in a single area;
- A re-imagined Research Hack experience called AAPOR's Got Talent where the audience and judges vote for the winning idea to be awarded a \$5,000 cash prize (and the AAPOR twitter feed wants to know which judge you think is most like "Simon");
- An improved series of Posters Sessions that are grouped by conference track with more floor space for participants and attendees;
- Many other social, educational and professional development opportunities such as: a workshop on Mentoring and Developing Mentoring Programs that work; events for first-time attendees, students and young professionals; short courses; "Meet the Authors" and other activities designed to infuse Denver into the conference (including Line Dancing Lessons and a Video and an Old Timey Picture Station!).

Located in the heart of the mile high city and situated in "LoDo" (Lower Downtown in Denver speak) the conference hotel sits at the footsteps of a walkable mile-long promenade filled with shopping, bistros and entertainment. There are plenty of opportunities to see the beautiful mountain landscapes and sample some of the best western cuisine Denver has to offer and maybe even Bag a 14er! We can't wait to see you all in Denver - Let's Go #AAPOR!

Trent D. Buskirk
2018 AAPOR Conference Chair

Courtney Kennedy
2018 AAPOR Associate Conference Chair



About AAPOR

Founded in 1947, the American Association for Public Opinion Research is the leading association of public opinion and survey research professionals.

The AAPOR community includes producers and users of survey data from a variety of disciplines. Our members span a range of interests including election polling, market research, statistics, research methodology, health related data collection and education.

Membership in AAPOR is all about opportunity – the opportunity to learn from a diverse group of leaders in the survey and public opinion research field, the opportunity to network and exchange knowledge and the opportunity to improve how survey research is conducted and disseminated.



2018 Webinar Series

June 13, 2018, 1:00 p.m. Eastern

Current Developments in Cognitive Testing of Survey Questions

Gordon Willis, Insights Association

July 19, 2018, 1:00 p.m. Eastern

PAPOR Chapter Spotlight Webinar: Public Opinion of the Affordable Care Act: A Deeply Loved/Hated Law

*Mollyann Brodie,
Kaiser Family Foundation*

August 15, 2018, 1:00 p.m. Eastern

Visualizing Survey Data using R

Brady West, University of Michigan

September 18, 2018, 1:00 p.m. Eastern

Visual Design and Layout in Self-Administered Surveys

Jolene D. Smyth, University of Nebraska

September 6, 2018, 1:00 p.m. Eastern

2020 Census Data Collection Methodology and a New Tool for Identifying Hard-to-Enumerate Areas

Michael Bentley and Nancy Bates, U.S. Census Bureau

October 18, 2018, 1:00 p.m. Eastern

Quality Risk Profiles for Unified Survey/Big Data and Their Applications

Paul Biemer, RTI

November 15, 2018, 1:00 p.m. Eastern

Evaluating and Reducing Biases in Mixed Mode Survey Data

*Thomas Klausch, VU University Medical Center Amsterdam
and
Barry Schouten, Centraal Bureau voor de Statistiek*

All 2018 webinars sponsored by





General Conference Information

AAPOR General Registration Hours

The AAPOR Registration Desk is located at Plaza Registration, adjacent to the Plaza Ballroom.

Tuesday, May 15	1:00 p.m. - 6:00 p.m.
Wednesday, May 16	7:00 a.m. - 5:00 p.m.
Thursday, May 17	7:30 a.m. - 4:30 p.m.
Friday, May 18	7:30 a.m. - 3:00 p.m.
Saturday, May 19	8:00 a.m. - 10:15 a.m.

AAPOR Badges

Participation in the annual conference is limited to registered attendees. The official conference badge is required for admission to all sessions, social activities and the exhibit hall.

Stop by the registration desk for changes to your badge.

AAPOR Speaker Materials

Presenters who plan to use PowerPoint® (or similar software) must bring their presentation on a flash drive to the AV technician at the registration desk at least 24 hours prior to their session. The presentations will be loaded onto the computer in the designated meeting room. Please plan on arriving at the session room at least 15-minutes prior to the start of the session.

AV Presentation drop off is located in Client Office One, Plaza Foyer area.

Conference Materials

The final program and abstracts are available on the conference website www.aapor.org/conference.

AAPOR Messages

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

AAPOR Exhibit Hall Hours

Wednesday, May 16	3:00 p.m. - 4:00 p.m.
Thursday, May 17	7:00 a.m. - 8:00 p.m.
	9:30 a.m. - 10:00 a.m.
	11:45 a.m. - 12:45 a.m.
	3:15 a.m. - 4:15 a.m.
Friday, May 18	7:00 a.m. - 8:00 a.m.
	9:30 a.m. - 10:00 a.m.
	11:45 a.m. - 1:45 a.m.

The AAPOR Exhibit Hall, located in the Plaza Ballroom is your best source of information about products, services, survey planning and design from key vendors interested in the important issues facing the public opinion and survey research community.

AAPOR WiFi

We are pleased to be able to provide WiFi in all of the meeting conference rooms this year!

Amenities & Services for Families

AAPOR is pleased to provide private facilities for nursing mothers. The Mother's Nursing Room will be available throughout the duration. The room will be available for use all day and is located in **Client Office 2**.



Highlights

Education – AAPOR Short Courses

Seven in-depth short courses are offered to enhance your learning experience.

- Course 1:** Multilevel Regression and Post-stratification
- Course 2:** From Ground Rules to Group Dynamics: Moderating Focus Groups for Social Science Research
- Course 3:** Data Visualization for Survey Research: From Data Collection, through Budgets and Production, to Reports and Presentations
- Course 4:** Smartphones: From Surveys to Sensors
- Course 5:** Nonprobability Sampling and Analysis for Population Inference
- Course 6:** Designing Mixed-Mode Surveys
- Course 7:** Geographic Information Systems (GIS) Applications in the Social Sciences: Maps, Mappable Data, and Geospatial Analysis

There is still time to register for a short course. Sign up at the registration desk.

For course descriptions see pages 42, 46, and 124

Panel on Public Opinion and the Legalization of Marijuana

**Tuesday, May 15, 5:00 p.m. – 6:30 p.m.
Governor's Square 17**

AAPOR and the Crossley Center for Public Opinion Research at the Korbel School of International Studies at the University of Denver (DU) will sponsor a panel on marijuana, public opinion, and legalization. The panel will be open to both AAPOR members and the general community.

Doug Schwartz, director of the Quinnipiac University Poll, will moderate a conversation among pollsters and legalization experts and policymakers, including David Metz, Partner and President of FM3 Research, and Floyd Ciruli, Director of the Crossley Center. The panel will describe how public opinions shaped the passage and implementation of marijuana legalization in Colorado and other states. They will also focus attention on the changed political climate from Washington D.C. and how it could affect public attitudes and the future of marijuana legalization in Colorado and around the country.

The panel will be followed by a wine and cheese reception.

New Member and All-Chapter Welcome Mixer and Chef Tasting Party

**Wednesday, May 16, 6:30 p.m. – 9:00 p.m.
TOWER BUILDING, Majestic Ballroom, Majestic level**

Touching base with colleagues and old friends is what this party is all about! Sponsor, exhibitor, first-time attendee or old hand, this is your opportunity to start the conference on the right foot. Balance the intensity of AAPOR educational sessions with the satisfaction of meeting colleagues who share your interests. Take a moment to visit your chapter colleagues and share insights from what you've learned.

Presidential Address and Luncheon

**Thursday, May 17, 11:45 a.m. – 1:45 p.m.
Plaza Ballroom BCEF**

Join fellow attendees for lunch on Thursday and an insightful Presidential Address from AAPOR President Timothy P. Johnson .

Student & Early Career Professionals Meet-up

**Thursday, May 17, 5:45 p.m.
Meet in Hotel Lobby**

Join members of the AAPOR Membership & Chapter Relations Committee for a dinner meet-up Friday night at 6:00 p.m. Meet and mingle with other students and early career professionals and take an opportunity to explore the city a bit. After dinner, we'll have a bar crawl to continue the fun! Stay tuned for more details, and we hope you can make it for at least some of the evening's events!

Meet in the hotel lobby at 5:45 p.m. and we'll head offsite for an informal dinner.

Luncheon and Activities Awards Ceremony

**Friday, May 18, 11:30 a.m. – 12:45 p.m.
Plaza BCEF**

Meet up with old and new friends. The Friday lunch is all about networking and celebrating the accomplishments of AAPOR's Fun Run/Walk and Annual Golf Outing participants.

Join us!



Highlights

NEW!

AAPOR's Got Talent

Friday, May 18, 2018, 8:00 a.m. – 9:30 a.m.**Plaza Ballroom**

Taking inspiration from reality T.V. talent shows, we believe AAPOR members have the talent to tackle some of the toughest issues in survey research. Come see the five finalists present their ideas for how to address an important survey research problem identified by the AAPOR community. The winner takes home a \$5,000 cash prize. Audience members can help in naming the winner by casting votes alongside the panel of judges so come cheer on your favorite team and cast your vote in this new session!

Conference App

Please check out the new AAPOR Conference App. With this app you will get up-to-date session changes in your calendar, so you won't have to worry about missing a session. Link up with your friends ahead of time to share information and schedules, message each other and even set up meetings. Download the native app for your Android or Apple device or bookmark the Web app on your computer or Windows or Blackberry device

Please see the Conference Page on
www.aapor.org for more information.





Highlights

Kick-off Plenary Session

“From the PEAK of Social, Survey and Political Opinion Research: Perception, Evaluation, Analysis and ‘Kollection’”

Wednesday, May 16, 4:30 p.m. – 6:00 p.m.
Plaza Ballroom BCEF

“Envisioning the Future of Social Science Research”

Julia Lane, Plenary Speaker

Professor, Wagner School; Center for Urban Science and Progress
Provostial Fellow
New York University

“Communicating 21st-Century Public Opinion Research to Skeptical Stone-Age Brains”

Regina Nuzzo, Speaker

Journalist and Professor, Gallaudet University

Kristen Olson, Moderator

Leland J. and Dorothy H. Olson Professor in Sociology
Associate Professor and Vice Chair, Sociology
University of Nebraska-Lincoln



Julia Lane received her PhD in Economics and Master's in Statistics from the University of Missouri and is now a Professor at the NYU Wagner Graduate School of Public Service, at the NYU Center for Urban Science and Progress, and a NYU Provostial Fellow for Innovation Analytics. Previous to this, Julia was a Senior Managing Economist and Institute Fellow at American Institutes for Research. Julia also held positions at NSF, The Urban Institute, The World Bank, American University and NORC. In these positions, Julia has led many initiatives, including co-founding the UMETRICS and STAR METRICS programs at the National Science Foundation. She also initiated and led the creation and permanent establishment of the Longitudinal Employer-Household Dynamics Program at the U.S. Census Bureau. Julia has published over 70 articles in leading economics journals, and authored or edited ten books and has been the recipient of over \$50 million in external grants. Julia was the recipient of the 2014 Julius Shiskin award and the 2014 Roger Herriot award and she has also been elected fellow of the American Association for the Advancement of Science and named fellow of the American Statistical Association.



Regina Nuzzo received her Ph.D. in Statistics from Stanford University, in addition to a bachelor's in Industrial Engineering from the University of South Florida, postdoctoral work in the music cognition lab at McGill University, and graduate science writing training at University of California, Santa Cruz.

She is a professor teaching statistics at Gallaudet University in Washington, DC. Dr. Nuzzo's writing on science, data, and statistics has appeared in the Los Angeles Times, New York Times, Reader's Digest, Science News, New Scientist, ESPN Magazine, and Scientific American, among others. Her feature article on p-values in Nature earned the American Statistical Association's 2014 Excellence in Statistical Reporting Award, and she facilitated the working group that produced the 2016 ASA P-Values Statement. She speaks to a variety of audiences about abuses of statistics, human bias in data analysis, "quantitative communication," and the importance of properly and creatively framing statistical ideas.



Kristen Olson is Leland J. and Dorothy H. Olson Associate Professor and Vice Chair of the Department of Sociology at the University of Nebraska-Lincoln. Dr. Olson is the co-chair of the AAPOR Task Force on Transitioning from Telephone to Mixed Mode Surveys, a member of AAPOR's Education Committee and

Standard Definitions Committee, and previously served AAPOR as Membership and Chapter Relations Chair. Her research examines interviewer effects, paradata, the intersection of nonresponse and measurement errors, within-household selection in self-administered surveys, and questionnaire design. Her research has appeared in journals including *Public Opinion Quarterly*, the *Journal of Survey Statistics and Methodology*, the *Journal of the Royal Statistical Society, Series A*, among others. Dr. Olson holds a B.A. degree in mathematical methods in the social sciences and sociology from Northwestern University, an M.S. degree in survey methodology from the Joint Program in Survey Methodology at the University of Maryland, College Park, and a Ph.D. in survey methodology from the University of Michigan.



Highlights

Professional Development Workshop: Flash Mentoring

Saturday, May 19, 10:00 a.m. – 11:30 p.m.

Julie Kantor, Speaker

President and CEO of Twomentor, LLC.

THE MENTOR ROADTRIP™ (think 'speed mentoring') is a unique and well-respected program that accelerates leaders of all generations to "Buckle-in and Get into the Fast Lane of Your Career". In this highly interactive session, participants will hear insights from Julie Kantor, President and CEO of Twomentor, LLC on the Business Case for mentoring and why it's a triple WIN. The session will be a combination of insightful training, interactive engagement, and networking! Specifically, in this workshop, Julie will unpack the qualities of a good mentor and discuss approaches for creating meaningful mentoring experiences for employees who might span up to 5 generations. The workshop also includes a discussion of how mentoring can support the retention of millennial employees and participants will get to experience some of these insights firsthand through Flash Mentoring opportunities provided throughout the workshop.



Julie Kantor is an 'all-in' roll-up your sleeves social impact leader. As a sought-after keynote speaker, conference facilitator & connector, Julie is well networked to the national community of top business, academic, non-profit, & government leaders. Julie has worked & consulted w/ an array of clients including: Cisco, American University, Samsung, Tata (TCS), Intel, Sony, BP, Anthem, Louis Berger, and more. She has also served as the Executive Director of Network for Teaching Entrepreneurship (NFTE) for two decades and Co-Chaired Leadership Greater Washington's Signature Program '17. Honored by The White House for her 20-year career in entrepreneurship education, Julie was recognized by SmartCEO as one of the "15 Leaders We Admire". Julie is also a passionate writer and author of "I Said Yes: Youth Entrepreneurship in America's Schools" (Gazelles Publishing), "Million Women Mentors & BP's Mentor Action Guide", "The Mentor Road Trip™" and "Youth Entrepreneurship in America" Aspen Institute.

AAPOR Membership and Business Meeting

Friday, May 18, 5:15 p.m. – 6:45 p.m.

Director's Row H

AAPOR members are encouraged to attend the Annual Business Meeting to learn more about the past year's accomplishments and future initiatives of the association.

AAPOR's President's Reception & AAPOR Awards Banquet

Friday, May 18, 7:00 p.m. – 10:00 p.m.

Plaza Ballroom BCEF

President's Reception Sponsored by **nielsen**

AAPOR's traditional final conference night program is a chance to enjoy a cold drink at the President's Reception before joining colleagues for a delicious meal at the Annual Awards' Banquet. Join us to toast the award winning accomplishments of AAPOR members and to welcome the newly elected Executive Council.



AAPOR Diversity Statement

The American Association for Public Opinion Research embraces diversity and inclusion as institutional imperatives, as noted in the AAPOR2025 Strategic Vision. Only by promoting an environment where differences in background, experience and perspectives are valued will AAPOR fully serve its members and remain vital in the future.

It is therefore the policy of AAPOR to include members in all activities of the association regardless of their gender, age, race, religion, ethnic background, nationality, sexual orientation, disability status, or any other category protected by federal, state and local laws. AAPOR further seeks to reflect the diversity of its membership in thought and professional experiences, and pledges to equally value members regardless of their tenure within the profession, whether or not they are currently employed, and if employed regardless of the size of their workplace or whether that workplace is in academe, the government, business, the media or another setting.

AAPOR leaders have an obligation to identify any roadblocks to inclusion and work within the association to eliminate them. We also recognize that each AAPOR member has a personal responsibility to create, maintain and enhance a culture of inclusion within the association where every member is appreciated, differences in perspectives are respected and paths to leadership are open to all.

By working together, our individual differences make our association stronger. Only by actively nurturing a culture of diversity and inclusion will we fully serve our current membership and prepare future AAPOR members for the needs of an ever-changing world.

2018 Conference Diversity Highlights

This year's conference program reflects the great diversity in research interests, thoughts, and experiences of our members and offers opportunities for members to gather and celebrate this. We have several paper sessions, poster presentations and panels discussing various aspects of diversity including work about racial, ethnic and sexual minorities and work about conducting surveys in multicultural, multilingual and multicultural environments. The conference program also includes work that illustrates AAPOR's commitment to diversity of thought and place with presentations being made by members of the private, non-profit, for-profit, government and academic sectors from those who are students in our field to those who are well seasoned professionals. We encourage you to check out the conference program and discover the many aspects of AAPOR!

AAPOR Conduct Statement

As a professional association, AAPOR fully supports and values our members having collegial interactions that yield interpersonal connections, as well as intellectual outcomes: discussions, differing viewpoints, and scientific debates. Our events and activities are held in the spirit of free inquiry and free expression, which is important and necessary for advancing the science and practice of public opinion research. We pride ourselves on our professionalism and our respect for others.

AAPOR's membership is global. Our conferences, meetings, and activities bring together people from around the world, and from many different cultures. As such, we need to be sensitive to cultural contexts that vary not only among regions of the USA, but also among regions of the world. We must also be sensitive to legacies that have produced discriminatory and prejudicial beliefs and practices, which threaten AAPOR's coveted inclusive environment.

AAPOR is committed to providing a safe and welcoming environment for everyone attending or associated with our events and activities including AAPOR members, guests, staff, vendors, exhibitors, contractors, as well as venue staff. We are committed to providing an environment that is free from harassment and discrimination, whether sexual or otherwise, based on age, race, ethnicity, national origin, religion, language, sexual orientation, gender identity or expression, disability, health, socioeconomic status, marital status, domestic status, or parental status. Harassment and discrimination undermine the principle of equality and respect, and are serious forms of professional misconduct.

AAPOR members, guests, staff, vendors, exhibitors, contractors, as well as venue staff are expected to treat each other in a professional manner and behave professionally while conducting or engaging in AAPOR business or participating in AAPOR activities.



Things to Do, Places to Go: AAPOR Social Activities

Golf

Wednesday, May 16, 7:30 a.m.

Sponsored by 

Meet at 6:30 a.m. in the hotel lobby.

The AAPOR Annual Golf Outing will be held on Wednesday, May 16, at CommonGround Golf Course with tee times starting at 7:30 a.m. The cost is \$75 per golfer (club rental is extra). From the raw beginner to the most skilled player, CommonGround Golf Course has been designed to maximize the enjoyment of the game for all AAPOR attendees. Although located just a few miles from the Conference hotel, the urban sprawl surrounding the course is unnoticeable, and the breathtaking views of the majestic front range of Colorado are a sight to behold. With a commitment to tradition and excellence, Tom Doak and Renaissance Golf Design have created a masterpiece for the ages that is fun to play. If you love to play golf or just love to have a "good walk spoiled" in the mountain air, make plans this year to arrive early enough to play a round before the AAPOR Annual Conference begins.

Advanced registration is required.

Fun Run/Walk

Friday, May 18, 7:00 a.m. – 8:00 a.m.

The run/walk will depart from the main entrance of the Denver Sheraton at 7:00 a.m.

AAPOR's Fun Run/Walk will be held bright and early on Friday morning, May 18. The 2-mile Run/Walk will take place on the picturesque paths in Civic Center Park. If you would like to enter into some competitive early morning exercise, or simply enjoy the morning air and the lovely grounds of the State Capital, this is just right for you! All participants will receive bottled water. Register for the Fun Run/Walk online or at the Onsite Registration Desk. Conference volunteers will be available on Saturday morning to guide participants to the starting line. A waiver must be signed on site to participate. Awards will be given to the top runners and those record-breaking walkers.

Registration begins at 6:30 a.m. near the main entrance of the Denver Sheraton.

Speed Networking

Session 1: Thursday, May 17, 3:15 p.m. – 4:15 p.m.

Session 2: Friday, May 18, 12:30 p.m. – 2:00 p.m.

Location: Plaza Ballroom A

Two Speed Networking sessions are offered each year at the Annual Conference. These interview opportunities are designed for 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. Conference attendees may sign up for 15 minute sessions at the registration desk or during the networking session. A list of companies participating in the speed networking sessions and a sign-up sheet will be available at the registration desk. Be sure to bring plenty of business cards!

Speed Networking sessions are available on Thursday May 17 from 3:15 p.m. to 4:15 p.m. and on Friday May 18 from 12:30 p.m. to 2:00 p.m. To join Speed Networking.

AAPOR Book Sale and Meet-the-Author Events

Join us in the exhibit hall for the annual AAPOR book sale and Meet-the-Author activities. Each year, AAPOR displays titles from top publishers in public opinion and social science research. Find inspiration for upcoming research, browse potential textbooks for your classes, or simply indulge the inner bookworm. All titles will be available for purchase at the Book Sale on Friday, May 18. Proceeds go to support AAPOR's annual operations.

The AAPOR Meet-the-Author event gives you a chance to chat with your favorite writers and thinkers in a relaxed environment. During the Friday dessert break (12:45 – 1:45pm), the book exhibit hosts the 2018 Book Award winner, as well as the writers responsible for some of the year's most thought-provoking books, edited volumes, and journal articles. Come ask questions, learn about the process behind the writing, and perhaps even get your book signed.

Discover The Mile High City!

When you wake up in Denver, adventure awaits. Explore the city's greatest spots. Get local Denver tips on attractions, activities, scenic sightseeing, biking and tours, golf & other destinations. Whether you're a local, here for the weekend or more than a week, discover the best things to do in Denver during your trip. Visit www.denver.org to learn more about what Denver has to offer.



Things to Do, Places to Go: AAPOR Social Activities

Bash After the Banquet

Friday, May 18, 10:00 p.m. - 1:00 a.m.

Location: TOWER BUILDING, Grand Ballroom, 2nd level

We encourage you to catch up with friends – old and new – at AAPOR’s Post Banquet Party. Take advantage of one last chance to visit with your AAPOR friends before the conference ends on Saturday.

After the Banquet is over, we encourage you to “Dash to the Bash” where you can take a line-dancing lesson, show off your moves and take pictures in your very own old-timey photo session where you and your friends can don western garb and get a take home picture to commemorate the Bash! There will also be many opportunities for enjoying great music and libations and mingling with new and old AAPOR friends alike before the conference closes on Saturday.

HISP-AAPOR Affinity Group Happy Hour

Thursday, May 17, 7 pm - 8pm

Location: 16Mix Bar

HISP-AAPOR, AAPOR’s Hispanic/Latino affinity group informal meetup at the 16Mix bar at the hotel Thursday night from 6 to 8 pm. Dinner will be on your own.



AAPOR Executive Council 2017 – 2018



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University of Illinois-Chicago



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AAPOR Executive Council 2017 – 2018



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AAPOR Executive Council

2018-2019

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Vice President/President-Elect

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New York Chapter (NYAAPOR)

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Tamara Terry, *RTI International*

Pacific Chapter (PAPOR)

Bianca DiJulio,
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**Washington/Baltimore Chapter
(DC-AAPOR)**

Heather Ridolfo, *NASS*

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Rajesh Bhai,
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2015	Nancy Mathiowetz		Seymour Sudman
2014	Jon A. Krosnick	1986	Philip Converse
2013	Floyd J. "Jack" Fowler, Jr.	1985	Daniel Katz
2012	Daniel Yankelovich	1984	Ithiel de Sola Pool
2011	Stanley Presser	1983	Paul K. Perry
2010	Michael W. Traugott	1982	Paul B. Sheatsley
2009	Elizabeth Martin		Matilda White Riley
2008	Kathleen Frankovic		John R. Riley, Jr.
2007	Harry O'Neill	1981	Wilbur Schramm
2006	Norman H. Nie	1980	Lester R. Frankel
2005	Andrew Kohut	1979	Shirley A. Starr
2004	Benjamin I. Page	1978	Mervin D. Field
2003	Don A. Dillman	1977	W. Phillips Davison
	Frank Stanton	1976	Leo Bogart
2002	Tom W. Smith	1975	Joseph T. Klapper
2001	Robert Groves	1974	Raymond A. Bauer
2000	Philip Meyer	1973	Bernard Berelson
1999	Charles Cannell	1972	Rensis Likert
1999	Warren J. Mitofsky	1971	Jean Stoetzel
1998	Albert E. Gollin	1970	Walter Lippman
1997	Irving Crespi	1969	Archibald M. Crossley
1996	Eleanor Singer	1968	Roper Public Opinion Research Center
1995	Herbert I. Abelson	1967	Elmo C. Wilson
1994	Howard Schuman	1966	Hans Zeisel
1993	Jack Elinson	1965	Hadley Cantril
1992	James Davis	1964	Harry H. Field
1991	Joe Belden	1963	Harold D. Lasswell
1990	Herbert E. Krugman	1962	George H. Gallup
1989	Gladys Engel Lang		Angus Campbell
	Kurt Lang		



2018 Award Winners

Book Award

The AAPOR Book Award seeks 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.

Winner(s):

Lawrence Bobo, *Harvard University*;
Mia Tuan, *University of Washington*

Prejudice in Politics: Group Position, Public Opinion, and the Wisconsin Treaty Rights Dispute

Policy Impact Award

The AAPOR Policy Impact Award was developed to acknowledge that a key purpose of opinion and other survey research is to facilitate better informed decisions. The award recognizes outstanding research that has had a clear impact on improving policy decisions, practice, and discourse, either in the public or private sectors.

Winner:

The National Survey of Child and Adolescent Well Being Project

Warren J. Mitofsky Innovators Award

The Warren J. Mitofsky Innovators Award is designed to recognize accomplishments in the fields of public opinion and survey research that occurred in the past ten years (2000 to present), or that had their primary impact on the field during the past decade. These innovations could consist of new theories, ideas, applications, methodologies or technologies. To be considered for the award, they must be publically documented. The award can be given to individuals, groups or institutions.

Winner:

Anthony Leiserowitz, *Yale University*; and the team members of the *Yale Program on Climate Change Communication at Yale University*, for a new statistical method to downscale national public opinion estimates using multiple regression and post stratification (MPR) survey data collection methodology. Survey data collected in the future can be put into the model to generate undated estimates that account for changes in opinion over time. The New York Times has printed congressional level maps using the Yale Program's findings to explain the difference in opinions and beliefs on climate changes to its readers. When it comes to the use of computer generated illustrations in news reporting, the innovations of the Yale Program will provide the important, detailed data required to truly understand public belief and attitudes.

Burns "Bud" Roper Fellows

The Burns "Bud" Roper Fellow Award is named for the late Burns "Bud" Roper who provided a substantial bequest in his will to establish the Roper Award Fund. Roper Fellows are people whose primary work responsibilities are related to survey research or public opinion and who have recently started their careers.

Winners:

Fiyin Adesina, *JUST Capital*

Ana Lucia Cordova-Cazar,
Universidad san Francisco de Quito

Victoria Hoverman, *Westat*

Jordan Klein, *Abt Associates Inc*

Jenny Nguyen, *Decision Information Resources*

Alexandra Saunders, *Mathematica Policy Research*

Seymour Sudman Student Paper Competition Award

The Seymour Sudman Student Paper Competition Award is in memory of Seymour Sudman; it recognizes his many important contributions to AAPOR as well as his teaching and mentoring students in the survey research profession.

Winner:

Mengyao Hu, *University of Michigan*
"Improving the Anchoring Vignette Methodology with Visual Vignettes"

Honorable Mention

Winner:

David Vannette, *Stanford University*
"Leveraging Commitment to Influence Behavior"



2018 Award Winners

Student Travel Award

The AAPOR Student Travel Award was established to support student attendance at the AAPOR Annual Conference. The Student Travel Awards are offered to students who are in need of financial support so that they may attend the annual conference and experience this important educational and collegial event for survey methodology and public opinion researchers.

Winners:

Lindsey Beltz, *Washington State University*
 Jesse Burkhalter, *East Tennessee State University*
 Phebean Chukwukere, *University of Lagos*
 Clare Churchouse, *The New School*
 Anne Elevelt, *Utrecht University*
 Kevin Fiscella, *University of Rochester*
 Micha Fischer, *University of Michigan*
 Laura Gamble, *Oregon State University*
 Ying Han, *University of Maryland - College Park*
 Jingwei Hu, *University of Michigan*
 Mengyao Hu, *University of Michigan*
 Ann E. Jones, *University of Nevada - Reno*
 Wolfgang Karlstetter, *Stony Brook University*
 Valerija Kolbas, *University of Essex - ISER*
 Mariel Leonard, *University of Mannheim*
 Jaiwei Liu, *University of Wisconsin - Madison*
 Felicitas Mittereder, *University of Michigan*
 Ian Nesbit, *University of Nevada - Reno*

Ai Rene Ong, *University of Michigan*
 James Pope,
State of California Employment Development Department
 Ali Rafei, *University of Michigan*
 Christopher Re, *Stony Brook University*
 Melody Russell, *East Tennessee State University*
 Alfred Segbe, *Grand Canyon University*
 Chau Tong, *UW-Madison School of Journalism and Mass Communication*
 David Wang, *Harvard University*
 Rose Warren, *Emerson College Polling Society*
 Derek Weitelman, *Indiana University Center for Survey Research - Bloomington, IN*
 Joy Wilke, *University of California - Los Angeles*
 H. Yanna Yan, *University of Michigan*
 Rosalynn Xin Yang,
Joint Program of Survey Methodology at Westat
 Hexuan Zhang,
University of Virginia - Center for Survey Research

The Chapters Have Spoken and the Student Paper Winners Are:

PAPOR Student Paper Winner:

What is the best size for matrix-style questions in online surveys?

Rebecca Hofstein Grady, *University of California, Irvine*
 (co-authors: Rachel Greenspan and Mingnan Liu,
Facebook)

NYAAPOR Student Paper Winner:

"The Emotional Empathic Drive Short Scale (EED): The First Short Scale Measuring Emotional Empathy"

Wolfgang Karlstetter, *Stony Brook University*

MAPOR's Doris A. Graber Award for Best Public Opinion Paper

"Social media use, exposure to disagreement, and offline expressive participation: The moderating role of self-censorship"

Yangsun Hong, *University of Wisconsin-Madison*

MAPOR's 2017 Allan McCutcheon Award for Best Methodology Paper

Can previous response behavior predict future breakoff in Web surveys?

Felicitas Mittereder, *University of Michigan*

DC-AAPOR Student Paper Winner

It is all about the design: the influence of visual aids on respondents' answers.

Esteban Guzmán Saucedo, *Joint Program in Survey Methodology, University of Maryland, College Park*



Committee Meetings

Wednesday, May 16

Time	Event	Location
11:45 a.m. - 12:45 p.m.	75th Anniversary Subcommittee	Director's Row J
11:45 a.m. - 12:45 p.m.	Sponsorship Committee	Director's Row G
11:45 a.m. - 12:45 p.m.	Diversity Coordinating Committee	Plaza Court 3

Thursday, May 17

7:00 a.m. - 8:00 a.m.	HISP-AAPOR Affinity Group	Plaza Court 2
11:45 a.m. - 12:45 p.m.	Association of Academic Survey Research Organizations	TOWER BUILDING, Tower Court A, 2nd level
11:45 a.m. - 12:45 p.m.	Membership and Chapter Relations Committee	Director's Row J
11:45 a.m. - 12:45 p.m.	Standards Committee	Plaza Court 4
11:45 a.m. - 12:45 p.m.	Transparency Initiative Coordinating Committee	Plaza Court 2

Friday, May 18

7:00 a.m. - 8:00 a.m.	Data Falsification Task Force	Plaza Court 3
7:00 a.m. - 8:00 a.m.	History Committee	Director's Row G
7:00 a.m. - 8:00 a.m.	Transition from Telephone to Mixed Mode Task Force	Plaza Court 2
11:45 a.m. - 12:45 p.m.	Communications Committee	Plaza Court 2
11:45 a.m. - 12:45 p.m.	Cross-cultural and Multilingual Affinity Group	Plaza Court 3
11:45 a.m. - 12:45 p.m.	Finance Committee	Director's Row F
11:45 a.m. - 12:45 p.m.	POQ Advisory Committee	Plaza Court 4
11:45 a.m. - 12:45 p.m.	Investment Subcommittee	Director's Row G
11:45 a.m. - 12:45 p.m.	Membership and Chapter Relations-Reps Committee	Director's Row J

Congratulations AAPOR Annual T-Shirt Contest Winner

Jenny Marlar, Gallup, for

**“We have good surveys. The best surveys.
No one is better at surveys than we are.”**



Social & Networking Activities

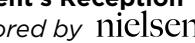
Wednesday, May 16

Time	Event	Location
7:00 a.m. – 1:00 p.m.	AAPOR Golf Outing CommonGround Golf Course Sponsored by 	Meet in Hotel Lobby @ 6:30 a.m.
11:30 a.m. – 12:30 p.m.	Student & Early Career Professionals Early-Arrival Lunch Meet-up	Hotel Lobby @ 11:15 a.m.
3:30 p.m. – 4:30 p.m.	Meet Your Docent	Director's Row J
6:30 p.m. – 9:00 p.m.	New Member and All-Chapter Welcome Mixer and Chef Tasting Party	TOWER BUILDING, Majestic Ballroom

Thursday, May 17

3:15 p.m. – 4:15 p.m.	Speed Networking Session #1	Plaza Ballroom A
6:00 p.m.	Student & Early Career Professionals Early-Arrival Dinner Meet-up	Hotel Lobby @ 5:45 p.m.
6:00 p.m. – 8:00 p.m.	HISP-AAPOR Affinity Group Informal Meetup	16Mix Bar

Friday, May 18

7:00 a.m. – 8:00 a.m.	Fun Run/Walk	Check-in in the Hotel Lobby @ 6:30 a.m.
11:45 a.m. – 1:45 p.m.	AASRO Lunch Meeting	TOWER BUILDING, Tower Court A, 2nd level
12:30 p.m. – 2:00 p.m.	Speed Networking Session #2	Plaza Ballroom A
7:00 p.m. – 7:45 p.m.	President's Reception Sponsored by 	Plaza Ballroom BCEF
10:00 p.m. – 1:00 a.m.	After the Banquet Bash	TOWER BUILDING, Grand Ballroom, 2nd level



Schedule of Events

Tuesday May 15, 2018

Time	Event	Location
1:30 p.m. - 6:00 p.m.	Registration Desk Open	Plaza Registration Desk
2:30 p.m. - 6:00 p.m.	Short Courses	
	Course 1: Multilevel Regression and Post-stratification	Governor's Square 10
	Course 2: From Ground Rules to Group Dynamics: Moderating Focus Groups for Social Science Research	Governor's Square 11
5:00 p.m. - 6:30 p.m.	Panel on Public Opinion and the Legalization of Marijuana	Governor's Square 17
6:00 p.m.	Student & Early Career Professionals Early-Arrival Dinner Meet-Up	Meet in the Hotel Lobby at 5:45 p.m.
6:30 p.m. - 8:00 p.m.	Marijuana Public Opinion and Legislation Panel Reception	Governor's Square 15

Wednesday May 16, 2018

Time	Event	Location
7:00 a.m. - 1:00 p.m.	Golf Outing @ CommonGround Golf Course Sponsored by RTI 	Meet in the Hotel Lobby @ 6:30 a.m.
7:00 a.m. - 5:00 p.m.	Registration Desk Open	Plaza Registration Desk
8:30 a.m. - 11:30 a.m.	Short Courses	
	Course 3: Data Visualization for Survey Research: From Data Collection, through Budgets and Production, to Reports and Presentations	Governor's Square 14
	Course 4: Smart Phones: From Surveys to Sensors	Governor's Square 10
	Course 5: Non-probability Sampling and Analysis for Population Inference	Governor's Square 11
11:30 a.m. - 12:30 p.m.	Student & Early Career Early-Arrival Lunch Meet-up	Meet in the Hotel Lobby at 11:15 a.m.
11:45 a.m. - 12:45 p.m.	Committee Meetings (see page 31)	
1:30 p.m. - 3:00 p.m.	Concurrent Sessions A	
3:30 p.m. - 4:30 p.m.	Beverage Break in the Exhibit Hall	Plaza Exhibit Hall
3:30 p.m. - 4:30 p.m.	Meet Your Docent	Director's Row J
3:30 p.m. - 4:30 p.m.	Exhibit Hall and Book Exhibit Open	Plaza Exhibit Hall
3:30 p.m. - 4:30 p.m.	Poster Session #1	Plaza Ballroom D
4:30 p.m. - 6:00 p.m.	Kick-off Plenary Session "From the PEAK of Social, Survey and Political Opinion Research: Perception, Evaluation, Analysis and "Kollection"	Plaza Ballroom BCEF
6:30 p.m. - 9:00 p.m.	New Member and All-Chapter Welcome Mixer and Chef Tasting Party	TOWER BUILDING: Majestic Ballroom, Majestic level



Schedule of Events

Thursday May 17, 2018

Time	Event	Location
7:00 a.m. – 8:00 a.m.	Exhibit Hall and Book Exhibit Open	Plaza Exhibit Hall
7:00 a.m. – 8:00 a.m.	Continental Breakfast in the Exhibit Hall	Plaza Exhibit Hall
7:00 a.m. – 5:00 p.m.	Registration Desk Open	Plaza Registration Desk
8:00 a.m. – 9:30 a.m.	Concurrent Sessions B	
9:30 a.m. – 10:00 a.m.	Beverage Break in the Exhibit Hall <i>Sponsored by</i> 	Plaza Exhibit Hall
9:30 a.m. – 10:00 a.m.	Exhibit Hall and Book Exhibit Open	Plaza Exhibit Hall
10:00 a.m. – 11:30 a.m.	Concurrent Sessions C	
11:45 a.m. – 1:45 p.m.	Presidential Address and Lunch	Plaza Ballroom BCEF
11:45 a.m. – 12:45 p.m.	Committee Meetings (see page 31)	
11:45 a.m. – 12:45 p.m.	Exhibit Hall and Book Exhibit Open	Plaza Exhibit Hall
1:45 p.m. – 3:15 p.m.	Concurrent Sessions D	
3:15 p.m. – 4:15 p.m.	Dessert Break in the Exhibit Hall	Plaza Exhibit Hall
3:15 p.m. – 4:15 p.m.	Poster Session #2	Plaza Ballroom D
3:15 p.m. – 4:15 p.m.	Speed Networking Session #1	Plaza Ballroom A
3:15 p.m. – 4:15 p.m.	Exhibit Hall and Book Exhibit Open	Plaza Exhibit Hall
4:15 pm. – 5:45 p.m.	Concurrent Sessions E	
6:00 p.m.	Student & Early Career Professionals Early-Arrival Dinner Meet-Up	Meet in the Hotel Lobby at 5:45 p.m.

Friday, May 18, 2018

Time	Event	Location
6:30 a.m. – 8:00 a.m.	Fun Walk/Run <i>Sponsored by</i> 	Check in the Hotel Lobby at 6:30
7:00 a.m. – 8:00 a.m.	Committee Meetings (See page 31)	
7:00 a.m. – 8:00 a.m.	Continental Breakfast in the Exhibit Hall <i>Sponsored by</i> Understanding American Study Center for Economic and Social Research University of Southern California	Plaza Exhibit Hall
7:00 a.m. – 8:00 a.m.	Exhibit Hall and Book Exhibit Open	Plaza Exhibit Hall
7:30 a.m. – 3:00 p.m.	Registration Desk Open	Plaza Registration Desk
8:00 a.m. – 9:30 a.m.	AAPOR's Got Talent	Plaza BCEF
9:30 a.m. – 10:00 a.m.	Exhibit Hall and Book Exhibit Open	Plaza Exhibit Hall
9:30 a.m. – 10:00 a.m.	Beverage Break in the Exhibit Hall	Plaza Exhibit Hall
8:00 a.m. – 9:30 a.m.	Concurrent Sessions F	
10:00 a.m. – 11:30 a.m.	Concurrent Sessions G	



Schedule of Events

Friday, May 18, 2018 (continued)

Time	Event	Location
11:45 a.m. – 12:45 p.m.	Luncheon and Activities Awards Ceremony	Plaza BCEF
11:45 a.m. – 1 p.m.	Committee Meetings (See page 31)	
11:45 a.m. – 1:45 p.m.	AASRO Lunch Meeting	
11:45 a.m. – 1:45 p.m.	Exhibit Hall and Book Exhibit Open	Plaza Exhibit Hall
12:30 p.m. – 2:00 p.m.	Speed Networking Session #2	Plaza Ballroom A
12:45 p.m. – 1:45 p.m.	Desert Break in the Exhibit Hall Sponsored by 	Plaza Exhibit Hall
	Meet the Authors Session	
	Book Sale	
12:45 p.m. – 1:45 p.m.	Poster Session #3	Plaza Ballroom D
1:45 p.m. – 3:15 p.m.	Concurrent Sessions H	
3:30 p.m. – 5:00 p.m.	Concurrent Sessions I	
5:15 p.m. – 6:45 p.m.	Membership & Business Meeting	Director's Row H
7:00 p.m. – 7:45 p.m.	President's Reception	Plaza Foyer
7:45 p.m. – 10:00 p.m.	Awards Banquet	Plaza Ballroom BCEF
10:00 p.m. – 1:00 a.m.	Bash After the Banquet	TOWER BUILDING, Grand Ballroom, 2nd level

Saturday, May 19, 2018

Time	Event	Location
8:00 a.m. – 10:15 a.m.	Registration Desk Open	Plaza Registration Desk
8:00 a.m. – 11:30 a.m.	Short Courses	
	Course 6: Designing Mixed-Mode Surveys Sponsored by 	Plaza Ballroom A
	Course 7: Geographic Information System (GIS) Applications in the Social Sciences: Maps, Mappable Data, and Geospatial Analysis	Plaza Ballroom D
8:30 a.m. – 10:00 a.m.	Concurrent Sessions J	
10:15 a.m. – 11:45 a.m.	Concurrent Sessions K	



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Booth Number	Company Name
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Your planned gift will ensure AAPOR's future, as well as help support research, professional education and the development of resources to help prepare the next generation of public opinion and survey research professionals.

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- Cell phone surveying
- Social networking
- Nonprobability samples
- and more.



Upcoming Events



74th Annual Conference

May 16-19, 2019
Sheraton Centre Toronto Hotel
Toronto, Ontario, Canada



May 14-17, 2020
Hilton Atlanta
Atlanta, Georgia



www.aapor.org





Day at a Glance

Tuesday May 15, 2018

Time	Event	Location
1:00 p.m. - 6:00 p.m.	Registration Desk Open	Plaza Registration Desk
2:30 p.m. - 6:00 p.m.	Short Courses	
	Course 1: Multilevel Regression and Post-stratification	Governor's Square 10
	Course 2: From Ground Rules to Group Dynamics: Moderating Focus Groups for Social Science Research	Governor's Square 11
5:00 p.m. - 6:30 p.m.	Panel on Public Opinion and the Legalization of Marijuana	Governor's Square 17
6:30 p.m. - 8:00 p.m.	Marijuana Panel Discussion Reception	Governor's Square 15

Short Course 1 & 2 Descriptions

Tuesday May 15, 2018, 2:30 p.m. – 6:00 p.m.

Course 1:

Multilevel Regression and Post-stratification

Instructor: Doug Rivers

Location: Governor's Square 10

Course Overview:

Multilevel Regression and Post-stratification (MRP) provides an alternative to traditional weighting and calibration methods for correcting surveys for non-response and selection bias. MRP allows researchers to correct for skews in many variables simultaneously using multilevel regression models. It can also be used to produce state-level estimates from national samples. The course covers both basic concepts and practical issues in implementing MRP, such as model validation and construction of targets. Examples from recent election surveys will be shown. Instructor: Doug Rivers is Professor of Political Science at Stanford University and the Chief Scientist at YouGov. He is the winner of the AAPOR Innovator's Award, the APSA's Charles Merriam Prize and Career Achievement Award from the Society for Political Methodology. Course Objectives: • Understanding of why MRP works • How to implement MRP using R and Stan • Successful examples of MRP Who Should Attend: Intended for survey practitioners. The focus is on concepts and applications. A basic understanding of regression analysis and prior experience with survey weighting is helpful.

Course 2:

From Ground Rules to Group Dynamics: Moderating Focus Groups for Social Science Research

Instructor: Darby Steiger

Location: Governor's Square 11

Course Overview:

The course is designed as an interactive introduction to implementing focus groups for social science research, with an emphasis on writing the discussion guide and moderating techniques. The course is divided into three modules. Module 1 will provide general information about how focus groups fit into the larger spectrum of qualitative and mixed-mode research, their usage and applications, and basic principles of designing a focus group study for social science research. Participants will have the opportunity to formulate the design of their own focus group project. Module 2 covers the fundamentals of crafting moderator guides for focus groups based on the survey literature and case studies. In this module, participants will have a chance to draft and receive feedback on their own focus group questions. Module 3 covers key principles of effective moderating techniques. In this module, participants will be given the opportunity to critique a moderator and to practice moderating themselves. The instructor will place emphasis on creative techniques for eliciting information, handling special situations in focus groups, and techniques for moderating in alternative modalities such as telephone and online. Instructor: Darby Steiger is a senior survey methodologists at Westat with 25 years of experience designing, conducting, analyzing, and presenting social science research for government agencies, non-profits, and associations. She has developed and tested hundreds of questionnaires and moderated hundreds of focus



Short Course 2 Description (continued)

groups. She trains staff, clients, and others in the U.S. and around the world in focus group moderating techniques. Darby has Master's degrees from the University of Michigan in Public Policy and Applied Social Research and was a senior methodologists at Gallup prior to joining Westat.

Course Objectives:

- Students will learn the theoretical principles behind crafting effective questions for social science focus groups that will meet research objectives and encourage lively discussion
- Participants will walk away with practical tips for effectively moderating a focus group, building rapport, and managing unexpected situations that may arise.

- Participants will have the opportunity to practice and receive feedback on draft questions and their own moderating techniques. Who Should Attend: This course is designed for early- to mid-career professionals who are interested in how, when and why to use focus groups and how to moderate focus groups. The course will be particularly beneficial for those who have never moderated before, those who are preparing for upcoming focus groups, as well as those who would benefit from refresher training. Students will be encouraged to bring their own draft moderator guides to the class.

Tuesday May 15, 2018, 5:00 p.m. - 7:00 p.m.

Special Pre-Conference Panel: Public Opinion and Marijuana Legalization: A View of the Past and Future

Moderator:	Doug Schwartz, <i>Quinnipiac University Poll, Director</i>
Panelists:	Rick Ridder, <i>President and Co-Founder of RBI Strategies and Research</i>
	David Metz, <i>Partner and President, FM3 Research</i>
	Skyler McKinley, <i>Director of Public Relations and Government Affairs at AAA Colorado, former Deputy Director of Colorado Office of Marijuana Coordination</i>
	Floyd Ciruli, J.D., <i>Director of the Crossley Center for Public Opinion Research, University of Denver</i>
Location:	Governor's Square 16 Reception to follow in Governor's Square 15.

AAPOR and the Crossley Center for Public Opinion Research at the Korbel School of International Studies at the University of Denver are hosting this special pre-conference panel on marijuana, public opinion, and legalization. Panelists will describe how public opinion shaped the passage and implementation of marijuana legalization in Colorado and other states. The panel will also focus attention on the changed political climate from Washington D.C. and how it could affect public attitudes and the future of marijuana legalization in Colorado and around the country. The event is open to the public and is free of charge and a reception with hors d'oeuvres and a cash bar will immediately follow the panel discussion. This Special Panel Event is sponsored by AAPOR's Ad Hoc Committee on Public Opinion and Leadership.

Tuesday May 15



Day at a Glance

Wednesday, May 16

Time	Event	Location
7:00 a.m. – 1:00 p.m.	Golf Outing at CommonGround Golf Course Sponsored by 	Meet in the Hotel Lobby @ 6:30 a.m.
7:00 a.m. – 5:00 p.m.	Registration Desk Open	Plaza Registration Desk
8:00 a.m. – 11:30 a.m.	Short Courses	
	Course 3: Data Visualization for Survey Research: From Data Collection, through Budgets and Production, to Reports and Presentations	Governor's Square 14
	Course 4: Smart Phones: From Surveys to Sensors	Governor's Square 10
	Course 5: Non-probability Sampling and Analysis for Population Inference	Governor's Square 11
10:00 a.m. – 1:00 p.m.	Committee Meetings (see page 31)	
11:30 a.m. – 12:30 p.m.	Student & Early Career Early-Arrival Lunch Meet-up	Meet in the Hotel Lobby at 11:15 a.m.
1:30 p.m. – 3:00 p.m.	Concurrent Sessions A	
	Session 1: Identifying and Managing Breaks in Comparability of Data Across Time in the Presence of Survey Changes (Panel) 	Director's Row E
	Session 2: #MeToo 	Director's Row H
	Session 3: Is This Ever Going to End? Question Design to Measure and Reduce Survey Burden 	Director's Row I
	Session 4: Mail Surveys: The Effect of the Envelope and Everything in It on Survey Response 	Governor's Square 10

This year AAPOR is offering Concurrent Sessions that fall into several tracks to help you better plan the sessions you attend.

Sessions marked with the following icons are a part of the indicated track.

Attitudes & Issues		Probability & Nonprobability Samples	
Populations, Polls, and Politics		Big Data/Data Science and Surveys	
Data Quality		Questionnaire Design & Interviewing	
Data Collection and Survey Participation		Research in Practice	
Innovations & Emerging Methods		PORTAL	
Multinational, Multigenerational, and Multicultural		DEMO	



Day at a Glance

Wednesday, May 16

Time	Event	Location
1:30 p.m. - 3:00 p.m.	Concurrent Sessions A (continued)	
	Session 5: Innovations in Web Survey Design and Quality Checking Qual	Governor's Square 11
	Session 6: An Overview of Issues Critical to 3MC Research Design and Implementation PORTAL 3MC	Governor's Square 12
	Session 7: Exploring Trump's America: Understanding the U.S. Electorate in the Era of Trump PPP	Governor's Square 14
	Session 8: Snakes in the Garden: An Introduction to Computing for Budding Survey Data Scientists PORTAL BigData	Governor's Square 15
	Session 9: Get More Bars! Strategies for Improving the Efficiency and Coverage of Cell Phone Samples DCSP	Governor's Square 16
	Session 10: Polarizing Social Issues: Guns, Abortion, and Weed (Welcome to the Mile High City) A&I	Governor's Square 17
NEW!	Session 11: Live Interactive Vendor Demonstrations DEMO	
	Demo Session 1: Thematically 20 20 Research	Plaza Court 2
	Demo Session 2: PARC by Langer Res & Assoc. Qualtrics Civiqs	Plaza Court 3
	Demo Session 3: Jibanu Onetree	Plaza Court 4
	Demo Session 4: Civis Analytics Ryibbon Sawtooth Software	Plaza Court 5
3:30 p.m. - 4:30 p.m.	Beverage Break in the Exhibit Hall	Plaza Exhibit Hall
3:30 p.m. - 4:30 p.m.	Meet Your Docent	Director's Row J
3:30 p.m. - 6:00 p.m.	Exhibit Hall and Book Exhibit Open	Plaza Exhibit Hall
3:30 p.m. - 4:30 p.m.	Poster Session #1	Plaza Ballroom D
4:30 p.m. - 6:00 p.m.	Kickoff Plenary Session "From the PEAK of Social, Survey and Political Opinion Research: Perception, Evaluation, Analysis and "Kollection"	Plaza Ballroom BCEF
6:30 p.m. - 9:00 p.m.	New Member & All Chapter Welcome Reception	TOWER BUILDING, Majestic Ballroom, 2nd level

Wednesday May 16



Short Course 3, 4, & 5 Descriptions

Wednesday, May 16, 2018, 8:00 a.m. – 11:30 a.m.

Course 3:

Data Visualization for Survey Research: From Data Collection, through Budgets and Production, to Reports and Presentations

Instructors: Nola du Toit,
*National Opinion Research Center and
Edward Mulrow,
NORC at the University of Chicago*

Location: Governor's Square 14

Course Overview:

Data visualization is a rapidly growing area of application for analysis and dissemination of data. This short course will illustrate how data visualization can be used to enhance research projects. The course is ideal for survey researchers and project managers with minimal knowledge on data visualization who want to use graphics to examine trends in data, isolate discrepancies, and identify patterns that would otherwise be overlooked. We will cover the basics of presenting data in accurate graphical form across multiple fields, including topics such as field management, monitoring budgets, and examining completion rates and cost per case. In addition, our course will include an introduction to basic principles of data visualization, examples of how project and budget data can be visualized, best practices for avoiding common mistakes, and an interactive back-and-forth of good and bad examples. We will also discuss the pros and cons to popular visualization tools, such as Tableau, R, and Excel, and present a step-by-step guide to making and customizing graphics in Excel. Instructor: Nola du Toit uses her experience as Research Methodologist to inform and create infographic reports and data visualizations. Her activities covers the entire information visualization process, including data measurement and conceptualization, user understanding and interpretation, and design principles. Edward Mulrow is an Accredited Professional Statistician™ and Fellow of the American Statistical Association (ASA), and is the ASA Section on Statistical Graphics Program Chair for the 2019 Joint Statistical Meetings. He has over 30 years of experience and has organized data visualization workshops and seminars that provided training, in-person consultation, and strategies for communicating statistical analyses in a visual way. Course Objectives: • Understanding of the best practices for data visualization • Knowledge on producing data visualization from survey and budget data • Practice in creating complex graphics in Excel Who Should Attend: This course is geared towards survey researchers and project managers with minimal data visualization experience as well as those who want to learn more about customizing graphics in Excel.

Course 4:

Smart Phones: From Surveys to Sensors

Instructors: Peter Lugtig, *Utrecht University*
Vera Toepoel, *Utrecht University*

Location: Governor's Square 10

Course Overview:

The release of the first iPhone was now more than a decade ago, and smartphones have since become a mainstream device. In many countries, smartphones are replacing traditional PCs and laptops as the primary device to browse the Internet, and use social media. In the last couple of years, researchers have experimented with smartphones as a method of data collection. This short course focuses on recent studies that have aimed to study how smartphones can be used. 1. As a device to administer surveys and 2. To acquire additional behavioral data using sensors. In particular we will discuss: Why you should want to do research using smartphones How web questionnaires should be adapted to become smartphones-friendly Issues related to willingness and consent to participate in smartphone studies that collect behavioral data How such behavioral data can potentially be used to enrich survey data, using GPS locations as an example. It is helpful if participants to the short course bring a smartphone with them, as well as a laptop. We will not do any data-analysis during the short course, but will provide a small dataset with GPS location data collected using smartphones. We will use this dataset to illustrate and discuss how such data can be used alongside survey data to better understand people's behavior and attitudes. Instructors: Peter Lugtig is an associate professor in survey methodology. His research interest lie in the interplay of three areas: 1. Doing survey-research on mobile devices 2. The methodology of panel studies and 3. the statistical estimation of data quality in surveys. He received a Future Leaders Grant in 2012 from the UK Economic and Research Council for a 3-year research project into the trade-off between nonresponse and measurement errors in panel surveys. Vera Toepoel is an assistant professor in survey methodology at the Department of Methods and Statistics at Utrecht University, the Netherlands. Her research interest lie in everything related to survey methodology and online surveys in particular: from recruiting respondents, designing the survey instrument, correcting for bias etc. Current topics include data chunking (a.k.a. modular survey design), sensor data (and consent) and mobile survey design. Course Objectives: • Understand why you should want to do research using smartphones • Learn how to make web surveys mobile-friendly. • Understand issues around the collection and analysis of smartphones sensor data Who Should Attend: No previous knowledge is required, although an understanding of survey methods (the TSE framework, questionnaire design) will be helpful.



Short Course Descriptions (continued)

Course 5:

Non-probability Sampling and Analysis for Population Inference

Instructor: Richard Valliant, *University of Michigan*
Jill Dever, *RTI International*

Location: Governor's Square 11

Course Overview:

Although selecting a probability sample has been the standard for decades for making inferences from a sample to a finite population, incentives are increasing to use data obtained without a defined sampling mechanism, i.e., nonprobability samples. In a world of “big data”, substantial amounts of data are readily available through methods that are faster and need fewer resources relative to most probability-based designs. There are many ways of collecting these data—volunteer web panels, tele-voting, expert selection, respondent-driven network sampling, and others—none of which require probability samples. Design-based inference, in which population values are estimated through the random sampling

procedure specified by the sampler, cannot be used for nonprobability samples. One alternative is quasi-randomization where pseudo-inclusion probabilities (i.e., propensity scores) are estimated from covariates available for both sample and nonsample units. Another estimation approach is superpopulation modeling; analytic variables collected on the sample units are used in a model to predict values for the nonsample units. We include several simulation and case studies to illustrate the properties of these approaches and discuss the pros and cons of each. Instructors: Dr. Richard Valliant is a Research Professor Emeritus at the University of Michigan and the Joint Program for Survey Methodology at the University of Maryland. Dr. Jill A. Dever is a Senior Research Statistician at RTI International in Washington, DC. Since 2008, this team has developed material on nonprobability sampling and analysis, including two books and several peer-reviewed journal articles. Additionally, Dr. Dever was a member of the 2013 AAPOR task force charged with evaluating nonprobability sampling, and Dr. Valliant was an invited discussant for the corresponding Journal of Survey Statistics and Methodology summary article.

Wednesday, May 16

Kickoff Plenary Session Panel

**Wednesday, May 16,
2018, 4:30 p.m. – 6:00 p.m.**

From the PEAK of Social, Survey and Political Opinion Research: Perception, Evaluation, Analysis and “Kollection”

Moderator: Kristen Olson

Location: Plaza Ballroom BCEF

Envisioning the Future of Social Science Research

Julia Lane, Plenary Speaker
*Wagner School; Center for Urban Science and Progress
Provostial Fellow
New York University*

Communicating 21st-Century Public Opinion Research to Skeptical Stone-Age Brains

Regina Nuzzo, Speaker
Journalist and Professor, Gallaudet University

Kristen Olson, Moderator
*Leland J. and Dorothy H. Olson Professor in Sociology
Associate Professor and Vice Chair, Sociology
University of Nebraska-Lincoln*

Wednesday May 16

New Member & Chapter Welcome Mixer and Chef Tasting Party

**Wednesday May 16, 2018,
6:30 p.m. – 9:00 p.m.**

Location: Tower Building,
Majestic Ballroom, 2nd Level



Poster Session #1

Wednesday, May 16, 2018, 3:30 p.m. – 4:30 p.m.
Plaza Ballroom D

- 1. The Effect of Device Type, Location, and Privacy On an Online Survey: Results of a Study Conducted in Spain**

Carmen María León,
*Criminology Research Center,
University of Castilla- La Mancha*
Eva Aizpurúa,
*Center for Social and Behavioral
Research, University of Northern Iowa*

- 2. Superstorm Sandy: Five Years Later**

Carolyn Lau, *Monmouth University*
Patrick Murray, *Monmouth University*

- 3. Does Changing How Fees Are Displayed Nudge Investors Away From Overpriced Index ETFs?: Evidence from Two Experiments**

Mark Lush, *NORC at the University of Chicago*
Angela Fontes, *NORC at the University of Chicago*
Ryan Murphy, *Morningstar*
Ray Sin, *Morningstar*

- 4. Qatari Female Managers in A World of Patriarchy**

Noora Lari, *Qatar University*

- 5. Global Warming Beliefs and Attitudes Among U.S. Latinos**

Seth Rosenthal, *Yale University*
Anthony Leiserowitz,
Yale Program on Climate Change Communication
Matthew Cutler,
Yale Program on Climate Change Communication
Eric Fine,
Yale Program on Climate Change Communication

- 6. Which Activities Count? Using Experimental Data to Understand Conceptualizations of Physical Activity**

Rachel Cusatis, *Medical College of Wisconsin*
Dana Garbarski, *Loyola University - Chicago*

- 7. Measuring the Impact of an Unanticipated Suspension of Ride-Sourcing in Austin, Texas**

Chris Simek,
Texas A&M Transportation Institute
Robert C. Hampshire,
*University of Michigan Transportation
Research Institute*
Tayo Fabusuyi,
*University of Michigan Transportation
Research Institute*
Xuan Di, *Columbia University*
Xi Chen, *University of Michigan-Dearborn*

- 8. Climate Change Skepticism in the Age of Trump**

Wendy Scattergood, *St. Norbert College*

- 9. Priming the Shots: The Role of Online News in Priming Attitudes Towards Vaccines**

Michaele Myers, *University of Minnesota-Twin Cities*
Jessica McKnight, *The Ohio State University*
Weijia Shi, *University of Minnesota-Twin Cities*

- 10. Under the Radar: Considering Risks, Benefits, and Regulation of Civilian Drones**

Ann E. Jones, *University of Nevada - Reno*
Colleen Murray, *University of Nevada, Reno*
Jonathan Wilson, *University of Nevada, Reno*
Markus Kemmelmeier,
University of Nevada, Reno
Anthony Papa, *University of Nevada, Reno*

- 11. Political Anxiety: Look Who's Angry Now**

Harry Wilson, *Roanoke College*
David G. Taylor,
*Institute for Policy and Opinion Research,
Roanoke College*

- 12. What Did You Expect? Development of International Patient Expectations Survey**

Maria Jorina, *Boston Children's Hospital*
Maher Seleman, *Boston Children's Hospital*
Basel Tarab, *Boston Children's Hospital*
Cynthia Haines, *Boston Children's Hospital*

- 13. Disparities in Science Literacy**

Nick Allum, *University of Essex*
John Besley, *Michigan State University*
Louis Gomez, *UCLA*
Ian Brunton-Smith, *University of Surrey*



Poster Session #1

Wednesday, May 16, 2018, 3:30 p.m. - 4:30 p.m.

Plaza Ballroom D

- 14. Alternative Weather: Exploring the Relationship Between Views on Climate Change and Perceptions of Weather**
 Christopher Borick,
Muhlenberg College Institute of Public Opinion
 Erick Lachapelle, *University of Montreal*
- 15. Identifying informational needs and disease/treatment knowledge in prostate cancer patients**
 Veronica Hoyo, *University of California - San Diego*
 Daniel Bouland, *UC San Diego*
- 16. Economic Tradeoffs and Support for Democracy and Civil Liberties**
 Kirby Goidel, *Texas A&M University*
 Nicholas T. Davis, *Texas A&M*
- 17. Testing of Recruitment Advertisements with Consumer Neuroscience**
 Milena Krstic, *Nielsen*
 Lauren Walton, *Nielsen*
 Rachel Newmiller, *Nielsen*
- 18. Measuring Linkages among Household Complexity, Race/Ethnicity, and the Undercount of Young Children in U.S. Decennial Censuses**
 Laurie Schwede, *Independent Consultant*
 Eric Jensen, *U.S. Census Bureau*
 Deborah Griffin, *Independent Consultant*
- 19. Online Testing of Advertising Duration and Viewability**
 Milena Krstic, *Nielsen*
 Lauren Walton, *Nielsen*
 Alexis Keaveney, *Nielsen*
 Miranda Riggs, *Nielsen*
- 20. Are Landlines Obsolete for a CATI Survey of American workers?**
 Patricia Vanderwolf, *ICF International*
 Deirdre Middleton, *ICF International*
 Randy ZuWallack, *ICF International*
 Naomi Freedner-Maguire, *ICF International*
 Polly Phipps, *Bureau of Labor Statistics*
- 21. Searching for Alternatives: Using a Probability Sample in an Online Survey**
 Yasuyuki Saito, *Asahi Shimbun*
 Nicolaos E. Synodinos, *University of Hawaii*
- 22. Ageless or Age-bound? Busting Stereotypes Using FaceTrace® to Measure the Impact of Positive & Negative Framing on Perceptions of Aging**
 Jennifer Sauer, *AARP*
 Brittne Nelson, *AARP*
 Terri Guengerich, *AARP*
 Joanne Binette, *AARP*
 Angela Houghton, *AARP*
- 23. Modernization of the Survey of Household Spending Diary**
 Emilie Mayer, *Statistics Canada*
- 24. Correspondence between Verbal and Nonverbal Behavior Codes and Ethnic Differences between the Two**
 Young Cho, *University of Wisconsin - Milwaukee*
 Timothy P. Johnson,
University of Illinois at Chicago
 Allyson Holbrook,
University of Illinois at Chicago
- 25. Extracting Useful Variables from Passive Coordinate Data**
 Herschel Sanders, *RTI International*
 Stephanie Eckman, *RTI International*
 Rob Chew, *RTI International*
 Samuel Goree, *RTI International*
 Robert Furberg, *RTI International*
- 26. Sharing on Facebook: A Focus Group Study**
 Gabrielle Schwartz, *Nielsen*
 Lauren Walton, *Nielsen*
 Diahanna Post, *Nielsen*
- 27. Usability Testing for Mobile: A Design of an Online Diary**
 Yelena Moore, *Nielsen*
 Robin Gentry, *Nielsen*
- 28. Do Fences Really Make Good Neighbors?: A Side-by-side comparison of RDD and Geofencing Methods in the Behavioral Risk Factor Surveillance Survey (BRFSS)**
 James Dayton, *ICF International*
 Robert Tortora, *ICF International*
 Matt Jans, *ICF International*
 Naomi Freedner, *ICF International*
 Scott Worthge, *mFour*

Wednesday May 16



Poster Session #1

Wednesday, May 16, 2018, 3:30 p.m. – 4:30 p.m.
Plaza Ballroom D

- 29. International Trade and Political Approval: the Great Divide Between Skilled vs. Unskilled Individuals**

Cevat Giray Aksoy,
European Bank for Reconstruction and Development
Sergei Guriev,
European Bank for Reconstruction and Development
Daniel Treisman, *University of California, Los Angeles*

- 30. Consumer Behavior Towards Food Waste in Qatar**

Elmogiera Elawad, *Qatar University - Seri*
Mohamed Agied, *Qatar University*

- 31. Third Person Effects and Fake News**

Kirby Goidel, *Texas A&M University*
Spencer Goidel, *University of Louisiana Lafayette*
Nicholas T. Davis, *Texas A&M*

- 32. Emotional aftermath of the earthquake in Mexico City 09/2017**

Erick Lucero, *Delphos-NU*
Marion Fürnsinn Mtra., *Delphos-NU*

- 33. Do Professional Respondents Attenuate Experimental Findings?**

Steven Snell, *Qualtrics*
David Vannette, *Qualtrics*

- 34. Telephones vs. Trolls: Trying to Understand Polarization Through a Comparison of Probability CATI and Non-Probability Online Survey Methods**

Whitney Manzo, *Meredith College*
David B. McLennan, *Meredith College*

- 35. Wait, What? Lessons Learned from Conducting Concurrent Surveys Using an Online Opt-in Panel and a Mail Address-Based Sample**

Glenn Israel, *University of Florida*

- 36. Evaluating the Impact of Raking Weighting Methodology to Reduce Nonresponse Bias for the Behavioral Risk Factor Surveillance System Asthma Call-back Survey**

Xiaoting Qin, *Center for Disease Control Preventions*
Hatice S. Zahran,
Center for Disease Control Preventions
Cathy M. Bailey,
Center for Disease Control Preventions

- 37. Beyond Raking to Demographics: How Much Can More Elaborate Models and Adjustment Variables Improve Online Opt-in Surveys?**

Arnold Lau, *Pew Research Center*
Andrew Mercer, *Pew Research Center*

- 38. When Probability Fails – Using a Non-probability Mobile Panel for Post-Disaster Research and Population Displacement Measurement**

Thomas Brassell, *ICF International*
Randy ZuWallack, *ICF International*
Dritana Marko,
University of Texas Health Science Center of Houston
Stephen Linder,
University of Texas Health Science Center of Houston
Thomas Reynolds,
University of Texas Health Science Center of Houston
James Dayton, *ICF International*

- 39. Comparing Facebook and Address-Based Sampling to Recruit Young Adults**

Leora Lawton, *University of California, Berkeley*
Willis Wilson, *University of California, Berkeley*

- 40. Using Online Panel Surveys to Estimate Population-Level Multivariate Health Relationships**

Rosalynn Xin Yang,
University of Maryland, JPSM and Westat
Reanne Townsend, *Westat*
Terisa Davis, *Westat*
J. Michael Brick, *Westat*
Richard Moser, *National Cancer Institute*
David Berrigan, *National Cancer Institute*

- 41. On the Road to Improved Self-Response for the 2020 Census: An Analysis of Responses to the 2017 Census Test by Demographics, Response Characteristics, and Key Sampling Variables**

Frederic Lestina, *U.S. Census Bureau*
Julia Coombs, *U.S. Census Bureau*

- 42. Quality in Market Surveys: Do We Need to Worry About It?**

Wojciech Jablonski,
Utrecht University, Department of Methodology and Statistics



Poster Session #1

Wednesday, May 16, 2018, 3:30 p.m. - 4:30 p.m.

Plaza Ballroom D

43. Implementing a Recruitment Tracker for Pretesting Studies

Jonathan Katz, U.S. Census Bureau
Jasmine Luck, U.S. Census Bureau
Mandi Martinez, U.S. Census Bureau
Mary Davis, U.S. Census Bureau

44. "I See What You Did There": Are Respondents Gaming the Net Promoter Score?

David Vannette,
Stanford University & The Qualtrics Methodology Lab
Steven Snell, Qualtrics

45. What Month Did You Receive an Influenza Vaccination? How Certain Are You About That?

Tammy Santibanez, Center for Disease Control
Anup Srivastav, Center for Disease Control
Peng-Jun Lu, Center for Disease Control
Ashley Amaya, RTI International
Walter Williams, Center for Disease Control

46. When is Geographic Representation of Respondents Required in Pretesting Studies?

Mary Davis, U.S. Census Bureau

47. Measuring Attitudes and User Acceptance of Uber Elevate

Tom Wells, Uber

48. On-Line Versus In-Person Training of Long-Term Care Health Care Providers. Is There a Difference In Knowledge Gained and Attitudes Changed About Young Adult Patients?

Meg Trucano,
Insight Policy Research Inc
Elaine Wilcox-Cook, *Insight Policy Research*
Debra Wright, *Insight Policy Research*

49. Exploring Reminder Messages Intended to Increase Interviewer Compliance with Data Collection Protocols

Amanda Nagle, U.S. Census Bureau

50. Horizontal vs. Vertical Scales vs. Use of a Grid in Online Data Collection: Which Is Better?

William Mockovak, *Bureau of Labor Statistics*

51. It Takes a Team: Testing and Implementing Changes for the 2019 American Community Survey

Jennifer Ortman, U.S. Census Bureau

52. Managing and conducting research in a multi-cultural, multi-mode data collection environment

Dawn V. Nelson, U.S. Census Bureau

53. The immigration issue in US-Mexico relationship: how do they see us? How do we see them?

Diana Penagos, *Parametria*
Jose Alberto Vera, *Parametria*
Francisco Abundis, *Parametria*

54. Perceptions about gender equality: contrast of American and Mexican public opinion

Diana Penagos, *Parametria*
Jose Vera, *Parametria*
Francisco Abundis, *Parametria*

55. Do Weibo Opinion Leaders Influence Public Opinion? Case study of the Tianjin Explosion in China

Yan Su, *Washington State University*
Angela M. Lee, *University of Texas at Dallas*

56. Revisiting Partisan Political Trust and Policy Support

Matthew Bergbower, *Indiana State University*

57. What Makes People to Share Political Memes? The Role of Political Ideology, Image-text Congruence and Perceived Humor

Hyungjin Gill,
UW-Madison School of Journalism and Mass Communication
Moonhoon Choi,
UW-Madison School of Journalism and Mass Communication

58. A Discrete Choice Take on the Political Landscape - Using Best-Worst Analysis to Uncover Citizens' Priorities

Megan Peitz, *Sawtooth Software*

Wednesday May 16



Poster Session #1

Wednesday, May 16, 2018, 3:30 p.m. – 4:30 p.m.
Plaza Ballroom D

59. #MeToo in Bulgaria: Framing Attitudes and Beliefs About Sexism, Sexual Harassment and Gender Roles

Christopher Karadjov, *California State University*
Evelina Slavkova, *TREND*

60. Engaging Youth in a Longitudinal Text Message Survey: Implications for Research and Practice

Tammy Chang, *University of Michigan*
Melissa Dejonckheere,
 University of Michigan Medical School
Melissa Plegue, MA,
 University of Michigan Medical School
Christina Czuhajewski,
 University of Michigan Medical School
Vinod Vydiswaran,
 University of Michigan Medical School
Tammy Chang,
 University of Michigan Medical School

61. Apple Muffins or Gift Cards? Engaging Potential Respondents Through Food-Based Incentives

Kelly Foster, *East Tennessee State University*
Melody Russell, *East Tennessee State University*
Kate E. Beatty, *East Tennessee State University*
Michael G. Smith, *East Tennessee State University*
Nathan Hale, *East Tennessee State University*
Amal J. Khouri, *East Tennessee State University*

62. Mobile Phone Use and Optimization in a Longitudinal Web Panel with a Long Questionnaire

Patricia Vanderwolf, *ICF International*
Matthew McDonough, *ICF International*
John Boyle, *ICF International*

63. Seventy Years On: Enduring Lessons of the 1948 'Dewey Defeats Truman' Polling Fiasco

W. Joseph Campbell, *American University*

64. The RAND American Educator Panels: Comparing Teacher and Principal Sampling Frames

David Grant, *RAND Corporation*
Michael Robbins, *RAND Corporation*
Christopher Young, *RAND Corporation*

65. Filling in the Blanks: Appending Cell Phone Numbers to Residential Addresses

Missy Mosher, *SSI*

66. Suicide Risk Assessment and Safety Planning in a Longitudinal Mixed Mode Survey of Patients with Complex Psychiatric Disorders

Danna Moore, *Washington State University*
John Fortney, *University of Washington*
Dan Vakoch, *Washington State University*
Nick Ponomarev, *Washington State University*
Lori Ferro, *University of Washington*
Jared Bectel, *University of Washington*

67. A Non-response and Measurement Error Analysis for the National Survey of College Graduates

Kevin Tolliver, *U.S. Census Bureau*
Amanda Nagle, *U.S. Census Bureau*
Kayla Varela, *U.S. Census Bureau*

68. Estimating Reporting Burden for Statistical Surveys

Anna Hamelin, *U.S. Energy Information Administration*
Brian Hewitt, *U.S. Energy Information Administration*

69. A Latent Differential in Candidate Preference in the 2016 Election

Robert Benford, *GfK*



Concurrent Sessions A

Wednesday, May 16, 2018, 1:30 p.m. – 3:00 p.m.

Session 1: RNP

Identifying and Managing Breaks in Comparability of Data Across Time in the Presence of Survey Changes

Panel: Research in Practice

Moderator: Lauren Warren, RTI International

Location: Director's Row E

The Consumer Expenditure Surveys Program's Approach to Managing Data Consistency Over Time

Steve Henderson, Bureau of Labor Statistics

Identifying and Managing Breaks in Comparability in the Behavioral Risk Factor Surveillance System

Carol Pierannunzi, Centers for Disease Control

Mitigating the Impact of Data Breaks in the Survey of Graduate Students and Postdoctorates in Science and Engineering

Peter Einaudi

Transferring an Official Statistic from Interview-Based to (Predominantly) Online

Joel Williams

Detecting and Documenting Breaks in Comparability of Data Following a Partial Questionnaire Redesign on the National Survey on Drug Use and Health

Jeremy Aldworth, RTI International

Session 2: A&I

#MeToo

Paper: Attitudes and Issues

Moderator: Ilana Ventura,
NORC at the University of Chicago

Location: Director's Row H

Overcoming Gender Stereotypes with Strategic Campaign Communication

Joy Wilke, University of California - Los Angeles

Triple Context Effect: Polling About Sexual Harassment in The Weinstein Era

Mario Callegaro, Google Inc.
Douglas Rivers, YouGov
Norbert Schwarz, University of Southern California
Anne Schwichtenberg, Google Inc.

Unwanted Work-Related Sexual Advances: Measuring the Problem

Christine Filer, Langer Research Associates
Gary Langer, Langer Research Associates
Allison De Jong, Langer Research Associates
Sofi Sinozich, Langer Research Associates
Gregory Holyk, Langer Research Associates

"Grab 'em by the Policy" - Protest Sign at the Women's March in DC, January 2017

Tresa Undem,
PerryUndem Research/Communication
Kathleen Perry, PerryUndem

The Emergence and Persistence of Gender Ambivalence: A Latent Class Analysis from 1977 to 2014

Ray Sin, Morningstar Inc.
Barbara Risman, University of Illinois at Chicago
Buddy Scarborough, University of Illinois at Chicago

Wednesday May 16



Concurrent Sessions A

Wednesday, May 16, 2018, 1:30 p.m. – 3:00 p.m.

Session 3: Q&I

Is This Ever Going to End? Question Design to Measure and Reduce Survey Burden

Paper: Questionnaire Design and Interviewing

Moderator: Timothy Triplett, *Urban Institute*

Location: Director's Row I

Evaluating Perceived Burden of a Household Survey Respondents

Daniel Yang, *U.S. Bureau of Labor Statistics*

Question Characteristics and Interviewer Question-Reading Deviations

Jennifer Kelley, *University of Michigan*

Concise Measures of the Big 5 Personality Traits for Omnibus General Population Surveys

Michael Smith, *Czech Academy of Sciences*

Professor Dana Hamplova,
Czech Academy of Sciences

Jonathan Kelley,
International Survey Center and University of Nevada

M.D.R. Evans, *University of Nevada*

The Effects of Question Complexity and Necessary Question Features on Interviewer and Respondent Contributions to Response Time

Jerry Timbrook, *University of Nebraska-Lincoln*

Kristen Olson, *University of Nebraska-Lincoln*

Jolene D. Smyth, *University of Nebraska-Lincoln*

Comparing Ancestry and Detailed Race/Ethnicity Data on the American Community Survey

Gregory J. Mills, *U.S. Census Bureau*

Sarah Heimel, *U.S. Census Bureau*

Angela B. Buchanan, *U.S. Census Bureau*

Session 4: DCSP

Mail Surveys: The Effect of the Envelope and Everything in It on Survey Response

Methodological Brief: Data Collection and Survey Participation

Moderator: Kate Flint, *ICF International*

Location: Governor's Square 10

Does Size (or type) Really Matter?

The Impact of Envelope Size on Response Rates In a Large Scale National Survey

Ashley Kaiser, *American Institutes for Research (AIR)*

Danielle Battle, *American Institutes for Research (AIR)*

Rebecca Medway,

American Institutes for Research (AIR)

Strategies for Recruitment of Teachers into RAND's American Teacher Panel

Michael Robbins, *RAND Corporation*

Testing the Inclusion of an Informational Brochure in the First Recruitment Mailing to an ABS Sample in a Mixed-Mode Survey

Gerry Dirksz, *Simmons Research*

Lisa Lusskin, *Simmons Research*

Beth Ponce, *Simmons Research*

Paul Felstead, *Simmons Research*

Josephine Leonard, *Simmons Research*

Paul J. Lavrakas, *Consultant*

How Long Should We Wait? Optimal Timing of Follow-up Mailings in a Sample of Physicians

Marshica Stanley Kurtz, *RTI International*

Rebecca J. Powell, *RTI International*

Emily M. Geisen, *RTI International*

Murrey G. Olmsted, *RTI International*

Using Behavioral Science to Improve Survey Participation: An Experiment with the National Beneficiary Survey

Kim Mook, *Mathematica Policy Research*

Ryan Callahan, *Mathematica Policy Research*

Jesse Chandler, *Mathematica Policy Research*

Jason Markesich, *Mathematica Policy Research*

Bevin Mory, *Mathematica Policy Research*

Amy Johnson, *Mathematica Policy Research*



Concurrent Sessions A

Wednesday, May 16, 2018, 1:30 p.m. – 3:00 p.m.

Session 4: (continued)

Can Specific Households be Targeted for FedEx Reminders? Evidence From a National Survey

Mahi Megra, *American Institutes for Research*
Rebecca Medway, *American Institutes for Research*

The Shorter, The Better?

Andrew Zukerberg,
National Center for Education Statistics
Danielle Battle, *American Institutes for Research*
Ashley Kaiser, *American Institutes for Research*

One Strike, Two Strikes, You're Out. The Inconsistencies of Undeliverable Mail.

Vanessa Meldener-Harrell, *Westat*
Michelle Amsbary, *Westat*
Matthew DeBell, *Stanford University*
Natalya Maisel, *Stanford University*

Session 5:

Qual

Innovations in Web Survey Design and Quality Checking

Methodological Brief: Data Quality

Moderator: Margaret D. Carroll,
National Center for Health Statistics
Location: Governor's Square 11

The Advantages and Disadvantages of Using an Auto Forward Design in a Web Survey

Marieke Haan, *Utrecht University*
Peter Lugtig, *Utrecht University*
Bella Struminskaya, *Utrecht University*
Vera Toepoel, *Utrecht University*
Jeldrik Bakker, *Statistics Netherlands*
Barry Schouten,
Statistics Netherlands / Utrecht University

Rewriting CATI Questions for Mobile-Optimized Web Surveys: Lessons from the Field

Nick Bertoni, *Pew Research Center*

How Skip Logic Improves Data Quality and Respondent Experience

Laura Wronski, *SurveyMonkey*
Zewei Zong, *SurveyMonkey*

Automated general methods to identify bad survey takers in online surveys

David Shor, *Civis Analytics*
Micheal Sadowsky, *Civis Analytics*

How Respondent Demographics and Survey Design Interact as Determinants of Item Nonresponse and Data Quality

Natalie Jackson, *JUST Capital*

Differences in Data Quality as a Function of Early Versus Late Positioning of Questions in a Web Survey

Tanja Kunz,
GESIS - Leibniz-Institute for the Social Sciences
Tobias Gummer,
GESIS - Leibniz-Institute for the Social Sciences
Marek Fuchs, *Darmstadt University of Technology*

Wednesday May 16



Concurrent Sessions A

Wednesday, May 16, 2018, 1:30 p.m. – 3:00 p.m.

Session 5: (continued)

Visual Design Variations and Response Quality Assessment in Open-ended Questions

Tanja Kunz,
GESIS - Leibniz-Institute for the Social Sciences
Katharina Meitinger,
GESIS - Leibniz-Institute for the Social Sciences

The Effect of Skip Instructions on the Data Quality of Web Surveys

Erin Pinkus, *SurveyMonkey*
Zewei Zong, *SurveyMonkey*

Session 6:

PORTAL**3MC**

An Overview of Issues Critical to 3MC Research Design and Implementation

PORTAL: 3MC

Moderator: Beth Ellen Pennell, *University of Michigan*
Location: Governor's Square 12

Improving Cross-National/Cultural Comparability Using the Total Survey Error Paradigm

Tom W. Smith, *NORC at the University of Chicago*

Improving Data Quality in Cross-National Survey Research

Michael D. Robbins, *Princeton University*

Session 7:

PPP

Exploring Trump's America: Understanding the U.S. Electorate in the Era of Trump

Paper: Populations, Polls, and Politics

Moderator: James Duran

Location: Governor's Square 14

Educational Divides in Political Views Among Whites: Economics, Culture, or Both?

Alec Tyson, *Pew Research Center*
J. Baxter Oliphant, *Pew Research Center*
Jocelyn Kiley, *Pew Research Center*

Trump's Win in the Rust Belt: Not Just Random Chance

Kaitlyn McAuliffe, *Cicero*
Joseph Zappa, *Cicero*

Assessing Community Type Metrics

Ruth Igielnik, *Pew Research Center*
Anthony Cilluffo, *Pew Research Center*
Anna Brown, *Pew Research Center*

The Apathetic Trump Vote: Defining a Cohort of "Reluctant Trumpers"

Mark Blumenthal, *SurveyMonkey*

Trump and Party ID: Endogeneity and Sorting in the Age of Trump

Krista Jenkins, *Fairleigh Dickinson University*
Dan Cassino, *Fairleigh Dickinson University*
Peter Woolley, *Fairleigh Dickinson University*



Concurrent Sessions A

Wednesday, May 16, 2018, 1:30 p.m. – 3:00 p.m.

Session 8: PORTAL BigData

Snakes in the Garden: An Introduction to Computing for Budding Survey Data Scientists

PORTAL: Big Data/Data Science

Moderator: Trent D. Buskirk,
University of Massachusetts Boston

Location: Governor's Square 15

Putting the R in SuRveys: A User Friendly Introduction to R for Survey and Social Science Researchers

Trent D. Buskirk, *University of Massachusetts Boston*

Snake Charming 101: A User-Friendly Introduction to Python for Survey Researchers

Adam Eck,
Oberlin College, Department of Computer Science

Session 9: DCSP

Get More Bars! Strategies for Improving the Efficiency and Coverage of Cell Phone Samples

Paper: Data Collection and Survey Participation

Moderator: Matt Jans, *ICF International*

Location: Governor's Square 16

Using Sampling Strategies to Increase Response from Hard-to-Reach Populations: The Prepaid Cell Phone Flag

Alisha Baines Simon,
Minnesota Department of Health

Kathleen Thiede Call,
University of Minnesota, SHADAC

Sarah L. Hagge, *Minnesota Department of Health*

Giovann Alarcón, *University of Minnesota, SHADAC*
David Dutwin, *SSRS*

Coverage Gap: Out-of-State Telephone Numbers for State Surveys

Marcus Berzofsky, *RTI International*

Caroline Scruggs, *RTI International*

Howard Speizer, *RTI International*

Bo Lu, *The Ohio State University*

Matt Steamer, *ODM*

Tim Sahr, *GRC*

Consumer Cellular Database: More Efficient, but at What Cost?

Caroline Scruggs, *RTI International*

Marcus Berzofsky, *RTI International*

Thomas Duffy, *RTI International*

Timothy Sahr,

*Ohio Colleges of Medicine Government Resource
Center*

Bo Lu, *The Ohio State University*

Matt Steamer, *Ohio Department of Medicaid*

The Advantage of Using Auto-Dialers with a Cell- phone Sample

Kate Flint, *ICF International*

Patricia Vanderwolf, *ICF International*

Deirdre Middleton, *ICF International*

Randy ZuWallack, *ICF International*

Naomi Freedner-Maguire, *ICF International*

Polly Phipps, *Bureau of Labor Statistics*

Wednesday May 16



Concurrent Sessions A

Wednesday, May 16, 2018, 1:30 p.m. – 3:00 p.m.

Session 9: (continued)

Sample and Respondent Provided County Comparisons Among Cellular Respondents

Carol Pierannunzi, *Centers for Disease Control*
Ashley Hyon, *MSG*
David Malarek, *MSG*
Jeff Bareham, *MSG*
Kelly Lin, *MSG*

Session 10: **A&I**

Polarizing Social Issues: Guns, Abortion, and Weed (Welcome to the Mile High City)

Paper: Attitudes and Issues

Moderator: Kathleen Frankovic

Location: Governor's Square 17

Legalize Gay Pot: Toward a Unified Theory of the Origins of Social Change in Mass Opinion

Jeremiah Garretson, *Cal State East Bay*

Sticking to Your Guns: Religion, Gun Control and Policy

Elizabeth Sciupac, *Pew Research Center*

Becka A. Alper, *Pew Research Center*

Partisan Polarization over Gun Control and Social Class

Jaesok Son, *NORC at the University of Chicago*

Measuring the Social Climate for Cannabis Use in the U.S.

Matthew Farrelly, *RTI International*

Kian Kamyab, *RTI International*

Jane Allen, *RTI International*

Session 11: **DEMO**

Live Interactive Vendo Demonstrations

Panel: DEMO

Thematically (<http://thematically.com/>)

20|20 Research (www.2020research.com)

Location: Plaza Court 2

PARC by Langer Res & Assoc. (www.parc.us.com)

Qualtrics (www.qualtrics.com)

Civiqs (www.civiqs.com)

Location: Plaza Court 3

Jibunu (www.jibunu.com)

Onetree (www.onetree.com)

Location: Plaza Court 4

Civis Analytics (www.civisanalytics.com)

Ribbon (www.ribbon.com)

Sawtooth Software (www.sawtoothsoftware.com)

Location: Plaza Court 5



Day at a Glance

Thursday, May 17, 2018

Time	Event	Location
7:00 a.m. – 8:00 a.m.	Committee Meetings (See page 31)	
7:00 a.m. – 8:00 a.m.	Continental Breakfast with Exhibitors	Plaza Exhibit Hall
7:00 a.m. – 4:30 p.m.	Exhibit Hall and Book Exhibit Open	Plaza Exhibit Hall
7:30 a.m. – 4:30 p.m.	Registration Desk Open	Plaza Registration Desk
8:00 a.m. – 9:30 a.m.	Concurrent Sessions B	
	Session 1: Expanding our Horizons: Attitudes and Opinions from Across the Globe	Director's Row E
	A&I	
	Session 2: Error, Erreur, Errore. No Matter How You Day it We Want to Reduce It.	Director's Row H
	3MC	
	Session 3: You've Got Mail, But we Didn't! Improving Response to Mail Surveys	Director's Row I
	DCSP	
	Session 4: Follow the \$\$: Personal Finance and the Economy	Governor's Square 10
	A&I	
	Session 5: AAPOR Committee Updates	Governor's Square 11
	A&I	
	Session 6: At the Intersection of Respondent Way and Interviewer Avenue	Governor's Square 12
	Session 7: Putting Census on the Map: An Overview of Census Data Products	Governor's Square 14
	PORTAL Inv	

This year AAPOR is offering Concurrent Sessions that fall into several tracks to help you better plan the sessions you attend.

Sessions marked with the following icons are a part of the indicated track.

Attitudes & Issues	A&I	Probability & Nonprobability Samples	Prob/Non
Populations, Polls, and Politics	PPP	Big Data/Data Science and Surveys	BigData
Data Quality	Qual	Questionnaire Design & Interviewing	Q&I
Data Collection and Survey Participation	DCSP	Research in Practice	RNP
Innovations & Emerging Methods	Inv	PORTAL	PORTAL
Multinational, Multigenerational, and Multicultural	3MC	DEMO	DEMO



Day at a Glance

Thursday, May 17, 2018

Time	Event	Location
8:00 a.m. – 9:30 a.m.	Concurrent Sessions B (continued)	
	Session 8: The Burgeoning of Burdens: An Overview of the Different Types, Treatments, and Impacts of Respondent Burden RNP	Governor's Square 15
	Session 9: 15 Years of the National Survey of Latinos PPP	Governor's Square 16
	Session 10: Surveying Rural America PPP	Governor's Square 17
9:30 a.m. – 10:00 a.m.	Beverage Break with Exhibitors Sponsored by 	Plaza Exhibit Hall
10:00 a.m. – 11:30 a.m.	Concurrent Sessions C	
	Session 1: Pitfalls in Data Science and Public Opinion in an Age of Bots BigData	Director's Row E
	Session 2: Error, Erreur, Errore. No Matter How You Say it We Want to Reduce It - Part Deux 3MC	Director's Row H
	Session 3: Developing and Testing Measures of Gender Identity and Sexual Orientation Using Focus Groups, Cognitive Interviews, and Survey Experiments A&I	Director's Row I
	Session 4: Attitudes and Issues in Brief: Religion and Immigration A&I	Governor's Square 10
	Session 5: To Have an Interviewer or Not to Have an Interviewer, that is the Question: Advances in Telephone Survey Methodology Inv	Governor's Square 11
	Session 6: Operational Considerations and Innovations Implementing the New National Health Interview Survey Sample Design Prob/Non	Governor's Square 12
	Session 7: Word Up! Exploring Qualitative Data Collection Methods and Use of Qualitative Data to Enhance Survey Insights PORTAL Q&I	Governor's Square 14
	Session 8: Trolls, Trust, and Partisan Tensions PPP	Governor's Square 15



Day at a Glance

Thursday, May 17, 2018

Time	Event	Location
10:00 a.m. – 11:30 a.m.	Concurrent Sessions C (continued)	
	Session 9: Field Interviewers of Dreams DCSP	Governor's Square 16
	Session 10: The Truth is Out There: Using Voter Files to Improve Election Polls PPP	Governor's Square 17
11:45 a.m. – 12:45 p.m.	Committee Meetings (see page 31)	
11:45 a.m. – 1:45 p.m.	AAPOR Presidential Address and Lunch	Plaza Ballroom BCEF
1:45 p.m. – 3:15 p.m.	Concurrent Sessions D	
	Session 1: Weight! My International Contact Needs a New Sample of Strategies 3MC	Director's Row E
	Session 2: Media, Trust, and America? A&I	Director's Row H
	Session 3: Challenges of Sampling Racial and Ethnic Minorities and Non-English Speakers in the United States 3MC	Director's Row I
	Session 4: Mixed Methods Approach to Reducing Response Errors Associated With the Usability of Web Surveys Q&I	Governor's Square 10
	Session 5: The Flies the Spider Couldn't Catch: Methods for Measuring, Adjusting and Improving Estimates from Web-based Surveys Prob/Non	Governor's Square 11
	Session 6: Assessing Sampling Designs, Recruitment, Strategies, and Data Collection Modes in Surveys of Sexual Minorities A&I	Governor's Square 12
	Session 7: The Conflict Between Research Transparency and Respondent Confidentiality Qual	Governor's Square 14
	Session 8: Does your Smartphone Speak My Language? Exploring Natural Language Processing and Data Collection Using Smartphones and Tablets PORTAL BigData Inv	Governor's Square 15
	Session 9: Using Administrative Record Data to Improve Census Bureau Surveys and Reduce Respondent Burden Inv	Governor's Square 16
	Session 10: Who Says No? Non-response Issues in Election Polls PPP	Governor's Square 17

Thursday May 17



Day at a Glance

Thursday, May 17, 2018

Time	Event	Location
3:15 p.m. – 4:15 p.m.	Poster Session #2	Plaza Ballroom D
3:15 p.m. – 4:15 p.m.	Speed Networking Session #1	Plaza Ballroom A
4:15 p.m. – 5:45 p.m.	Concurrent Session E	
	Session 1: What the Death Panel Can't Kill: Attitudes on Health Care Policy A&I	Director's Row E
	Session 2: Answers for How to Ask Q&I	Director's Row H
	Session 3: Automation and Technology in Everyday Life A&I	Director's Row I
	Session 4: Please Leave A Voicemail Message on My Call Blocker Device. Don't Leave Your Number, I've Got Caller ID. DCSP	Governor's Square 10
	Session 5: Tinkering with Tradition: Using Machine Learning Methods and Big Data to Refine Survey Designs and Improve Survey Participation BigData	Governor's Square 11
	Session 6: AAPOR/ASA Task Force Report on Data Falsification in Surveys RNP	Governor's Square 12
	Session 7: Federal Statistics, Multiple Data Sources, and Privacy Protection: Next Steps Inv	Governor's Square 14
	Session 8: Collecting Survey Data Via Text Messaging PORTAL Inv	Governor's Square 15
	Session 9: Speak My Language or Feel the Effects 3MC	Governor's Square 16
	Session 10: Where are You, Will you , and Can You Participate? Efforts to Recruit, Interview, and Model Estimates for Rare and Hard-to-Reach Populations RNP	Governor's Square 17
6:00 p.m.	Student & Early Career Dinner Meet-up	Meet in the Hotel Lobby @ 5:45 p.m.
6:00 p.m. – 8:00 p.m.	HISP-AAPOR Affinity Group Happy Hour	16Mix Bar
8:00 p.m. – 11:30 p.m.	PAPOR Chapter Event	OFFSITE: Viewhouse Eatery Bar & Rooftop @ 2015 Market St.



Concurrent Sessions B

Thursday May 17, 2018, 8:00 a.m. – 9:30 a.m.

Session 1: A&I

Expanding our Horizons: Attitudes and Opinions from Across the Globe

Paper: Attitudes and Issues

Moderator: Sarah Lessem
National Center for Health Statistics

Location: Director's Row E

Trumping Foreign Policy: Public Diplomacy, Framing, and Public Opinion Abroad

Timothy Gravelle, *University of Melbourne*

Global Power or Global Pariah?

Julie Ray, *Gallup*
Neli Esipova, *Gallup*
Anita Pugliese, *Gallup*

Political Satire and Exposure to Political Information in Authoritarian Regimes (Evidence from Russia)

Nikita Savin,
National Research University Higher School of Economics
Kirill Chmel,
National Research University Higher School of Economics
Michael X. Delli Carpini, *University of Pennsylvania*

Measuring National Reputation: Long-Term Stability, Short-Term Change

Christopher Fleury, *GfK*
Vadim Volos, *GfK*
Amanda Carlson, *GfK*

Social Media Usage and Women's Empowerment in Qatar: Evidence from a National Representative Survey

Bethany Shockley,
The Social and Economic Survey Research Institute (SESRI), Qatar University
Noora Al-Lari, *SESRI, Qatar University*
Engi Elmaghriby, *SESRI, Qatar University*
Mohammad Al-Ansari, *SESRI, Qatar University*

Session 2: 3MC

Error, Erreur, Errore. No Matter How You Say It We Want to Reduce It.

Paper: 3MC

Moderator: Julie De Jong, *University of Michigan*
Location: Director's Row H

Recently Resettled Refugees and their Experience with the Annual Survey of Refugees – Findings from Cognitive and In-Depth Interviews

Hamutal Bernstein, *Urban Institute*
Susan Sherr, *SSRS*
Nicole Deterding, *Business Strategy Consultants*
Arina Goyle, *SSRS*
Rob Manley, *SSRS*
Tyler Woods, *Urban Institute*

The Search for Comparability in Answer Scales for Multilingual Surveys

Ana Villar, *City University of London*

Clean Air, Clear Scales: Experiment To Assess Scale Understanding Across Cultures

John Lee Holmes, *SESRI-Qatar University*
Abdoulaye Diop, *SESRI-Qatar University*
Kien Le, *SESRI-Qatar University*
Semsia Al-Ali Mustafa, *SESRI-Qatar University*
Noof Abdulhadi J H Al-Rakeb,
SESRI-Qatar University
Maryam Ali N. F. Al-Thani, *SESRI-Qatar University*

More Money, More (Nonresponse) Problems? A Comparison of Income Measures in Western Europe

Laura Silver, *Pew Research Center*
Steve Schwarzer, *Pew Research Center*
Patrick Moynihan, *Pew Research Center*

Analyzing The Fence-Sitters: Do Japanese Who Select Neutral Survey Response Options Provide Additional, Policy-Relevant Information?

Amanda Pinkston, *U.S. Department of State*
Sherry Martin, *U.S. Department of State*

Thursday May 17



Concurrent Sessions B

Thursday May 17, 2018, 8:00 a.m. – 9:30 a.m.

Session 3: DCSP

You Got Mail. But We Didn't! Improving Response to Mail Surveys

Paper: Data Collection and Survey Participation

Moderator: Casey Tesfaye,
Research Support Services Inc

Location: Director's Row I

Bullets versus Paragraphs: How the Design of Mail Survey Cover Letters Impacts Response

Quan Zhou, *University of Nebraska - Lincoln*
Jolene D. Smyth, *University of Nebraska-Lincoln*
Kristen Olson, *University of Nebraska-Lincoln*

The Impact of Personalization Strategies on Survey Response Rates and Representation

Richard Hull, *University of Nebraska - Lincoln*
Patrick Habecker, *University of Nebraska-Lincoln*
Bridget Goosby, *University of Nebraska-Lincoln*
Jacob Cheadle, *University of Nebraska-Lincoln*
Jolene D. Smyth, *University of Nebraska-Lincoln*
Lindsey Witt-Swanson, *University of Nebraska-Lincoln*

Where's My Info?: Testing the use of Visual Design Principles in Cover Letters

Rebecca Powell, *RTI International*
Marshica Stanley Kurtz, *RTI International*
Emily M. Geisen, *RTI International*
Murrey G. Olmsted, *RTI International*

Showing Off So They Show Up: Getting the Attention of Hard-to-Reach Respondents

Caitlin Waickman,
*New York City Department of
Housing Preservation & Development*
Daniel Goldstein,
*New York City Department of
Housing Preservation & Development*

Effects of Mail Survey Length and Layout on Response Rates

Marc Elliott, *RAND Corporation*
Q Burkhardt, *RAND Corporation*
Nathan Orr, *RAND Corporation*
Ron D. Hays, *UCLA / RAND Corporation*
Paul D. Cleary, *Yale University*
Julie A. Brown, *RAND Corporation*

Session 4: A&I

Follow the \$\$: Personal Finance and the Economy

Paper: Attitudes and Issues

Moderator: Jennifer Sauer, *AARP*

Location: Governor's Square 10

The Financial Determinants of Awareness of Elder Financial Exploitation

Angela Fontes, *NORC at the University of Chicago*
Melissa J.K. Howe, *NORC at the University of Chicago*
Mark Lush, *NORC at the University of Chicago*
Bernard Dugoni, *NORC at the University of Chicago*

Why People Invest in And How To Nudge Them Away From Overpriced Index Funds : A Population-Based Survey Experiment

Ray Sin, *Morningstar Inc.*
Ryan O. Murphy, *Morningstar Inc.*
Angela Fontes, *NORC at University of Chicago*
Mark Lush, *NORC at University of Chicago*

Tracking Americans' Economic Anxiety

Mary Meyn, *Edison Research*
Joe Lenski, *Edison Research*
Randy Brown, *Edison Research*

Economic Disillusionment? Attitudinal and Circumstantial Drivers of Perception of the Economy

Sarah Kelley, *American Institutes for Research*
Claire Kelley, *American Institutes for Research*
Jonathan Kelley, *International Survey Center*
Mariah Evans, *University of Nevada, Reno*

A New Index for Measuring Small Business Confidence: Strategies and Lessons Learned

Dominick Hannah, *Ipsos*
Marcus Maher, *Ipsos Public Affairs*
Annaleise Lohr, *Ipsos Public Affairs*
Robert Petrin, *Ipsos Public Affairs*



Concurrent Sessions B

Thursday May 17, 2018, 8:00 a.m. – 9:30 a.m.

Session 5: A&I

AAPOR Ad Hoc Committee Updates

Panel: Attitudes and Issues

Moderator: Timothy Johnson,
University of Illinois Chicago

Location: Governor's Square 11

AAPOR Committee Updates

Timothy Johnson, *University of Illinois Chicago*

Spam Flagging and Call Blocking Report

David Dutwin, SSRS, **Chair**

Micheline Blum, *Baruch College*

Kennon Copeland, *NORC*

Howard Fienberg, *Insights Association*

Chris Jackson, *IPSOS*

Eric Jodts, *Westat*

Olga Koly, *U.S. Census Bureau*

David Malarek, *Marketing Systems Group*

Gerry Holzbaur, *Marketing Systems Group*

Stephanie Marken, *Gallup*

Joe Matuzak, *University of Michigan*

Carol Pierannunzi, *Centers for Disease Control*

Jamie Ridenhour, *RTI International*

David Sheppard, *U.S. Census Bureau*

Michele Ernst Staehli, *Fors*

Lynn Stalone, *HR Research*

John Thompson, *COPAFS*

Sanjay Vrudhula, *Recon MR*

False Accusations Against Surveys Report

Jill E. Darling, *University of Southern California*, **Chair**

Whit Ayres, *North Star Opinion Research*

Eran Ben-Porath, *SSRS*

Mickey Blum,

Baruch College - the City University of New York

Jon Cohen, *SurveyMonkey*

Sharon Dunwoody, *University of Wisconsin-Madison*

Harry Enten, *CNN*

Anna Greenberg,

Greenberg Quinlan Rosner Research

Timothy P. Johnson, *University of Illinois at Chicago*

Ozan Kuru, *University of Michigan*

Kyley McGeeney, *PSB*

Elizabeth Ormson, *NORC, University of Chicago*

Session 6:

At the Intersection of Respondent Way and Interviewer Avenue

Paper

Moderator: Lisa Thalji, *RTI International*

Location: Governor's Square 12

Investigating Respondent Multitasking and Distraction Using Self-Report and Interviewer Observations In a Dual-Frame Telephone Survey

Eva Aizpurua, *Center for Social and Behavioral Research, University of Northern Iowa*

Erin O. Heiden, *Center for Social and Behavioral Research, University of Northern Iowa*

Ki Hyung Park, *Center for Social and Behavioral Research, University of Northern Iowa*

Mary E. Losch, *Center for Social and Behavioral Research, University of Northern Iowa*

Jill Wittrock, *Center for Social and Behavioral Research, University of Northern Iowa*

An Examination of an Interviewer-Respondent Matching Protocol in a Longitudinal CATI Study

Brady West, *University of Michigan*

Michael R. Elliott, *University of Michigan*

Zeina Mneimneh, *University of Michigan*

James Wagner, *University of Michigan*

Andy Peytchev, *RTI International*

Mark Trappmann, *Institute for Employment Research*

Leveraging Commitment to Influence Respondent Behavior

David Vannette,

Stanford University & The Qualtrics Methodology Lab

Gaze Patterns During Video Mediated Survey Interviews

Shelley Feuer, *New School for Social Research*

Michael F. Schober, *New School for Social Research*

Is it Something I Said? An Examination of Apprehension and Adaptation Communication Traits on Field Interviewer Performance.

David Alward, *RTI International*

Stephen M. King, *RTI International*



Concurrent Sessions B

Thursday May 17, 2018, 8:00 a.m. – 9:30 a.m.

Session 7:

PORTAL

Inv

Putting Census on the Map: An Overview of Census Data Products

PORTAL: Innovations & Emerging Methods

Moderator: Ally Burleson-Gibson, U.S. Census Bureau

Location: Governor's Square 14

The Future of Census Bureau Data Dissemination

Ally Burleson-Gibson, U.S. Census Bureau
Rob Chestut, U.S. Census Bureau

The Response Outreach Area Mapper (ROAM): A new tool to identify, understand, and manage hard-to-survey areas

Nancy Bates, U.S. Census Bureau

Session 8:

RNP

The Burgeoning of Burdens: An Overview of the Different Types, Treatments, and Impacts of Respondent Burden

Panel: Research in Practice

Moderator and Discussant: Kristen Olson,

University of Nebraska - Lincoln

Location: Governor's Square 15

The Effect of the Web Mode on Response Burden in Establishment Surveys

Georg-Christoph Haas,
Institute for Employment Research

Survey Features and Respondent Characteristics that Contribute to Objective and Subjective Measures of Burden

Robin Kaplan, *U.S. Bureau of Labor Statistics*

A Diagnostic Mechanism for Assessing Respondent Burden: Sensitive Item Nonresponse Bias in Student Surveys

Marc D. Weiner, *Bloustein School, Rutgers, The State University of New Jersey*

Exploring the Relationship Among Burden Factors, Survey Response Propensity, & Nonresponse Bias

Morgan Earp, *U.S. Bureau of Labor Statistics*

Does Smart Data Collection Reduce Respondent Burden?

Frauke Kreuter, *University of Maryland - College Park*



Concurrent Sessions B

Thursday May 17, 2018, 8:00 a.m. – 9:30 a.m.

Session 9: PPP

15 Years of the National Survey of Latinos

Panel: Populations, Polls, and Politics

Moderator: Ana Gonzalez-Barrera,
Pew Research Center

Location: Governor's Square 16

The National Survey of Latinos, Its Inception and Its Importance in the Study of Public Opinion

Mollyann Brodie
Roberto Suro

The National Survey of Latinos: A Methodological Perspective

David Dutwin

The National Survey of Latinos and the Study of Latino Identity: When Labels Don't Fit and When They Become Outdated

Mark Hugo Lopez, *Pew Research Center*
Ana Gonzalez-Barrera, *Pew Research Center*

Politics and Immigration, Two Key Topics of the National Survey of Latinos

Ana Gonzalez-Barrera, *Pew Research Center*
Gustavo López

Session 10: PPP

Surveying Rural America

Panel: Populations, Polls, and Politics

Moderator: Ashley Kirzinger,
Kaiser Family Foundation

Discussant: Stephanie Eckman, *RTI International*

Location: Governor's Square 17

Degree of Ruralness and Public Opinion

Eran Ben-Porath

Surveying Rural Populations on the Web and Through RDD

Sarah Cho
Ashley Kirzinger

Exploring the Rural/Urban Divide: Role of Partisanship and the Politics of Place

Kirby Goidel, *Texas A&M*

Telling the Full Story of Rural America with Survey Research, Focus Groups and Journalism

Emily Guskin
Scott Clement
Liz Hamel



Concurrent Sessions C

Thursday May 17, 2018, 10:00 a.m. – 11:30 a.m.

Session 1: **BigData**

Pitfalls in Data Science and Public Opinion in an Age of Bots

Panel: Big Data/Data Science

Moderator: Solomon Messing, Pew Research Center

Location: Director's Row E

Public Comments as Public Opinion? An Analysis of Online Comments about the FCC Net Neutrality Proposal

Paul Hitlin, Pew Research Center

Kenny Olmstead, Pew Research Center

Skye Toor, Pew Research Center

Hyper-Partisan Fake News or Business as Usual? How Bots Spread News Media on Twitter

Stefan Wojcik, Pew Research Center

Solomon Messing, Pew Research Center

From Tweets to Polls: Predicting the 2016 Polls with Re-Weighted Twitter Data

Stefan Wojcik, Pew Research Center

Will Hobbs, Northeastern University

Kenny Joseph

Lisa Friedland

David Lazer

Computational Confederates

Brian Keegan

Truth in an Age of Truthiness: When Bot-Fueled PsyOps Meet Internet Spam

Kris Shaffer

The Spread of Fake News on Twitter by Voters During the 2016 U.S. General Election

Nir Grinberg

David Lazer

Session 2: **3MC**

Error, Erreur, Errore. No matter how you say it we want to reduce it - Part Deux

Paper: 3MC

Moderator: Alisu Schoua-Glusberg,
Research Support Services Inc.

Location: Director's Row H

Improving the Anchoring Vignette Methodology with Visual Vignettes

Mengyao Hu, University of Michigan

Sunghee Lee, University of Michigan

Examining Response Processes underneath Numerical Reports of Subjective Longevity Expectations: Evidence from Simple Probing Questions

Sunghee Lee, University of Michigan

Pamela Giustinelli, Bocconi University

Colleen McClain, University of Michigan

Dorothée Behr, GESIS

Katharina Meitinger, GESIS

Sources of Error in 3MC Surveys – An Assessment of the Relative Impact of Mode and Translation Error on Measurement Equivalence

Caroline Roberts, University of Lausanne

Oriane Sarrasin, University of Lausanne

Michèle Ernst Stähli, FORS

Measuring Occupations: A Quick, Straightforward, and Highly Effective Survey Question Categorizing Occupations and Giving Occupational Status

Jonathan Kelley, International Survey Center

M.D.R. Evans, University of Nevada

Race and Ethnic Data Collection in Census 2020 and Implications on the California Health Interview Survey

Priya Thaker,

UCLA Center for Health Policy Research

Ninez Ponce, Principal Investigator,

California Health Interview Survey

Todd Hughes, Director,

California Health Interview Survey

Laureen Masai, Data Access Center

Coordinator, California Health Interview Survey

Daniel Hanaya,

Analyst, California Health Interview Survey

Royce Park, California Health Interview Survey



Concurrent Sessions C

Thursday May 17, 2018, 10:00 a.m. – 11:30 a.m.

Session 3: A&I

Developing and Testing Measures of Gender Identity and Sexual Orientation Using Focus Groups, Cognitive Interviews, and Survey Experiments

Panel: Attitudes and Issues

Moderator: Philip Brenner,
University of Massachusetts Boston

Location: Director's Row I

Capturing LGB & T+: False Negatives, False Positives, and Measurement Errors

Alian Kasabian, *University of Nebraska Lincoln*

Feedback from Transgender Focus Group Respondents on the Federal Collection of Gender Identity

Jessica Holzberg, *University of Massachusetts*
Renee Ellis

Matt Virgile, *U.S. Census Bureau*
Jennifer Edgar, *Bureau of Labor Statistics*
Polly Phipps, *U.S. Bureau of Labor Statistics*

Sexual Orientation and Gender Identity Beyond the Urban Core: Expanding Cognitive Testing of Sexual Orientation Disclosure with a South-Central Appalachian Based Population

Jessie Arnold, *East Tennessee State University*
Jesse Burkhalter, *East Tennessee State University*
Justine Bulgar-Medina,
University of Massachusetts-Boston

Understanding Identity Disclosure: Measurement Considerations for Sexual Orientation

Gerard Byron, *University of New Hampshire*
Justine Bulgar-Medina,
University of Massachusetts-Boston

Evaluating Proxy Response for Sexual Orientation and Gender Identity: Paired Cognitive Interviews in the Current Population Survey

Matt Virgile, *U.S. Census Bureau*
Renee Ellis
Jessica Holzberg, *U.S. Census Bureau*
Jennifer Edgar, *Bureau of Labor Statistics*
Polly Phipps, *U.S. Bureau of Labor Statistics*

Session 4: A&I

Attitudes and Issues in Brief: Religion and Immigration

Methodological Brief: Attitudes and Issues

Moderator: Larry Luskin, *ICF International*

Location: Governor's Square 10

Measuring Secularism and Spirituality in Western Europe

Neha Sahgal, *Pew Research Center*
Scott Gardner, *Pew Research Center*
Jonathan Evans, *Pew Research Center*
Ariana Monique Salazar, *Pew Research Center*
Kelsey Jo Starr, *Pew Research Center*

Measuring Religion in Cross-Cultural Contexts: A Closer Look at East Asia

Steve Schwarzer, *Pew Research Center*
Courtney Nelson, *Pew Research Center*

Doubting Disbelievers?: A New Approach to Measuring Belief and Disbelief in God

Rob Griffin, *PRRI*
Molly Fisch-Friedman, *PRRI*
Alex Vandermaas-Peeler, *PRRI*
Daniel Cox, *PRRI*

Coming out Mormon: An examination of religious orientation, spiritual trauma, and PTSD among Mormon and ex-Mormon LGBTQQA adults

Brian Simmons, *University of Georgia*

Media Consumption Habits and Attitudes Toward Immigration and Diversity in the Trump Era

Lucy Turley, *The Opportunity Agenda*

Party Identification, Local Context, and Australian Attitudes toward Immigration and Asylum Policy

Timothy Gravelle, *University of Melbourne*

Measuring Migrant Acceptance Worldwide

Neli Esipova, *Gallup*
Anita Pugliese, *Gallup*
Julie Ray, *Gallup*

Global Migration: From Desire to Preparation

Anita Pugliese, *Gallup*
Neli Esipova, *Gallup*
Julie Ray, *Gallup*



Concurrent Sessions C

Thursday May 17, 2018, 10:00 a.m. – 11:30 a.m.

Session 5: Inv

To Have an Interviewer or Not to Have an Interviewer, that is the Question: Advances in Telephone Survey Methodology

Methodological Brief: Innovations & Emerging Methods

Moderator: Curtiss L. Cobb, Facebook

Location: Governor's Square 11

Did it Work? Findings from a Flu Pilot Study Using Interactive Voice Response (IVR) and Live Interviewers

Vicki Pineau, NORC at the University of Chicago
Benjamin Skalland, NORC at the University of Chicago
Gillian Lawrence, NORC at the University of Chicago

Non-response Among Women or Reproductive Age in Burkina Faso Contacted for IVR or CATI Cell Phone Survey

Abigail Greenleaf,
Johns Hopkins Bloomberg School of Public Health, Department of Population, Family and Reproductive Health

Saifuddin Ahmed,
Johns Hopkins Bloomberg School of Public Health, Department of Population, Family and Reproductive Health

Caroline Moreau,
Johns Hopkins Bloomberg School of Public Health, Department of Population, Family and Reproductive Health & Institut National de la Santé et de la Recherche Médicale (INSERM)

Georges Guiella,
Institut Supérieur des Sciences de la Population, University of Ouagadougou

Aliou Gadiaga,
Institut Supérieur des Sciences de la Population, University of Ouagadougou

Yoonjoung Choi,
Johns Hopkins Bloomberg School of Public Health, Department of Population, Family and Reproductive Health

IVR in Low and Middle-Income Countries: Which Voice and Question Order is Best? Highlights from a Study in Nigeria

Leenisha Marks, RTI International - RTP, NC

Charles Lau, RTI International

Alexandra Cronberg, Kantar Public

Ashley Amaya, RTI International

What Mobile Phone Survey Mode Produces the Most Representative Data? A Comparison of SMS, IVR, and CATI in Nigeria

Charles Lau, RTI International

Alex Cronberg, Kantar Public

Leenisha Marks, RTI International

Ashley Amaya, RTI International

Melissa Baker, Kantar Public

Taking a Pulse of the Nation: Do Text Message Surveys Capture the Beat like RDD Polls?

Vanessa Maturo, Gallup

Jenny Marlar, Gallup

Alternative Locating Tools – Part 2: An Updated Look at Administering a Text Message “Mini” Survey

Julie Pacer, Abt Associates

Debi McInnis, Abt Associates

Karin Martinson, Abt Associates

Stephen Bell, Abt Associates

Using SMS In Mobile Data Collection - Recruitment, Cost & Response

Brian McDonald, High Point University

Martin J. Kifer, High Point University

Comparing Single-Sitting Versus Modular text Message Surveys in Egypt

Georg-Christoph Haas,

Institute for Employment Research

Florian Keusch, University of Mannheim

Frauke Kreuter,

University of Maryland, University of Mannheim,

Institute for Employment Research



Concurrent Sessions C

Thursday May 17, 2018, 10:00 a.m. - 11:30 a.m.

Session 6: Prob/Non

Operational Considerations and Innovations Implementing the New National Health Interview Survey Sample Design

Panel: Probability and Nonprobability

Moderator: Stephen Blumberg,
National Center for Health Statistics

Location: Governor's Square 12

Operational Considerations and Innovations Implementing the New National Health Interview Survey Sample Design

Stephen Blumberg,
National Center for Health Statistics

Anne T. Furnia, U.S. Census Bureau

Bryan Schar, U.S. Census Bureau

Chris Kuwik, U.S. Census Bureau

Ashley Hyon, Marketing Systems Group

Cliff Loudermilk, U.S. Census Bureau

Session 7: PORTAL Q&I

Word Up! Exploring Qualitative Data Collection Methods and Use of Qualitative Data to Enhance Survey Insights

PORTAL: Questionnaire Design and Interviewing

Moderator: Margaret Roller, Roller Research

Location: Governor's Square 14

Does the End Justify the Means? Exploring & Evaluating Technological Alternatives to Qualitative Data Collection

Margaret Roller, Roller Research

When Numbers Aren't Enough: Supplementing Quantitative Data Collection with Qualitative Insights

Jennifer Childs, U.S. Census Bureau



Concurrent Sessions C

Thursday May 17, 2018, 10:00 a.m. – 11:30 a.m.

Session 8: PPP

Trolls, Trust, and Partisan Tensions

Paper: Populations, Polls, and Politics

Moderator: Erin Pinkus, SurveyMonkey

Location: Governor's Square 15

Why So Serious?: Survey Trolls and Political Misinformation

D. Sunshine Hillygus, Duke University

Jesse Lopez, Duke University

Trust in Government and Consumer Confidence

Robert Eisinger, NPD Group

The Trump Effect: National Forces in Statewide Elections

Krista Jenkins, Fairleigh Dickinson University

Quentin Kidd, Christopher Newport University

Rachel Bitecofer, Christopher Newport University

Peter Woolley, Fairleigh Dickinson University

Dan Cassino, Fairleigh Dickinson University

Millennials and Baby Boomers are Different – A Comparison. Do They Change the System or Do They Change?

Floyd Ciruli, Ciruli Associates

Something for Nothing: Cut My Taxes, But Keep Your *!#* Hands Off My Services

Robert Oldendick, University of South Carolina

Session 9: DCSP

Field Interviewers of Dreams

Paper: Data Collection and Survey Participation

Moderator: Paul J. Lavrakas, Independent Consultant

Location: Governor's Square 16

Shifting Interviewer Focus from Hours to Attempts in Computer Assisted Personal Interviewing: Results of a Field Test

Beth Newman, U.S. Census Bureau

Aliza Kwiat, U.S. Census Bureau

Rachel Horwitz, U.S. Census Bureau

That Wasn't Part of the Plan! Reducing Effort Through Stopping Rules to Place CAPI Cases on Hold and Work Plans to Set Them Free

Ryan Hubbard, Westat

When to Knock: Reducing In Person Visits Through Focused Visit Attempt Times

Victoria Vignare, Westat

Andrew N. Williams, Westat

Tammy M. Cook, Westat

Do Interviewers Moderate the Effect of Monetary Incentives on Response Rates in Household Interview Surveys?

Patrick Sturgis, University of Southampton

Eliud Kibuchi, University of Southampton

Gabrielle Durrant, University of Southampton

Olga Maslovskaya, University of Southampton

Using Paradata to Assess the Effect of Sharing Cases Among Field Interviewers for the American Community Survey

Jennifer Hutnick, U.S. Census Bureau

James B. Lawrence, U.S. Census Bureau



Concurrent Sessions C

Thursday May 17, 2018, 10:00 a.m. - 11:30 a.m.

Session 10: **PPP**

The Truth is Out There: Using Voter Files to Improve Election Polls

Paper: Populations, Polls, and Politics

Moderator: Brianne Gilbert,
Loyola Marymount University

Location: Governor's Square 17

Likely Voter Models in the 2017 Virginia and Alabama Elections – Evaluation and Validation

Scott Clement, *The Washington Post*
Emily Guskin, *The Washington Post*
Mark Blumenthal, *SurveyMonkey*
Jared McDonald, *The Washington Post*
Seth Brohinsky, *Abt Associates*
Dean Williams, *Abt Associates*

Relational Validity: A New Approach to Evaluating Political Surveys

Jonathan Robinson, *Catalist, LLC*
Kevin Collins, *ChangePoint Analytics*

Verifying Voter Registration Records

Michael McDonald, *University of Florida*
Daniel Smith, *University of Florida*
Enrijeta Shino, *University of Florida*
Michael Martinez, *University of Florida*

Examining Coverage and Response Bias Between Data Collection Modes in Voter Files

Edward Johnson, *SSI*
Nathan LaCombe, *The Data Trust*

Assessing Coverage Bias in Registration Based Samples

Seth Brohinsky, *Abt Associates*
Raphael Nishimura, *Abt Associates*
Dean Williams, *Abt Associates*
Scott Clement, *The Washington Post*
Emily Guskin, *The Washington Post*

Thursday May 17



Concurrent Sessions D

Thursday May 17, 2018, 1:45 p.m. – 3:15 p.m.

Session 1: 3MC

Weight! My International Contact Needs a New Sample of Strategies

Methodological Brief: 3MC

Moderator: Jenny Marlar, *Gallup*

Location: Director's Row E

The Use of Home Location Register Activity Flags to Improve Cellular Telephone Efficiency

Jamie Burnett, *Kantar Public*

Coverage Error in Dual-frame Telephone Surveys

Danielle Cuddington, *Pew Research Center*

Steve Schwarzer, *Pew Research Center*

Patrick Moynihan, *Pew Research Center*

Sampling Ethnic Minorities in Western European Countries: Muslims

Carsten Broich, *Sample Solutions BV*

Maja Koceva, *Sample Solutions BV*

Coverage Bias in Mobile Phone Samples. Mobile Phone Sampling, an Alternative to Dual Frame Approaches?

Elena Lupu, *Darmstadt University of Technology*

Marek Fuchs, *Darmstadt University of Technology*

Mode Effects in International Research: Switching From Face-to-Face to Telephone

Magali Rheault, *Gallup*

Anita Pugliese, *Gallup*

Worth the Effort? An Examination of Recontact Strategies in F2F and Telephone Surveys

Steve Schwarzer, *Pew Research Center*

Patrick Moynihan, *Pew Research Center*

Martha McRoy, *Pew Research Center*

Weighting Individual Level Data by Household Level Characteristics

Davit Tsabutashvili, *Gallup*

Weighting Adjustments by Educational Attainment - a Cross-Cultural Comparison

Danielle Cuddington, *Pew Research Center*

Martha McRoy, *Pew Research Center*

Session 2: A&I

Media, Trust, and America?

Paper: Attitudes and Issues

Moderator: Monika McDermott, *Fordham University*

Location: Director's Row H

Fraud, Hacking, and Stupid Voters: How News Media Shape Electoral Explanations

Andrew Daniller, *University of Pennsylvania*

Measuring the Value of News & Understanding Why People Subscribe

Jennifer Benz, *NORC at the University of Chicago*

David Sterrett, *NORC at the University of Chicago*

Daniel Malato, *NORC at the University of Chicago*

Liz Kantor, *NORC at the University of Chicago*

Trevor Tompson, *NORC at the University of Chicago*

From the General to the Specific: How Does Generalized News Media Trust Relate to Trust in Individual News Organizations?

Michael Barthel, *Pew Research Center*

Jeffrey Gottfried, *Pew Research Center*

Katerina Matsa, *Pew Research Center*

Pathways to Online Commenting: Article Perceptions and the Willingness to Comment on News Websites

Jiawei Liu, *University of Wisconsin - Madison*

Douglas M. McLeod,

University of Wisconsin-Madison

Min-Hsin Su, *University of Wisconsin-Madison*

Cable News & the Rise of Affective Polarization

Joy Wilke, *University of California - Los Angeles*



Concurrent Sessions D

Thursday May 17, 2018, 1:45 p.m. – 3:15 p.m.

Session 3: **3MC**

Challenges of Sampling Racial and Ethnic Minorities and Non-English Speakers in the United States

Panel: 3MC

Moderator: Brian Wells,
UCLA Center for Health Policy Research

Location: Director's Row I

Increased Racial and Ethnic Diversity (Plus Some Unintended Gains) from Using Surname List Samples in the California Health Interview Survey

Brian Wells, *UCLA Center for Health Policy Research*

A Respondent by Any Other Name: The Impact of Interviewing Respondents Sampled from Ethnic Surname Phone Lists Who Don't Meet Racial/Ethnic Criteria

Tara Becker, *UCLA Center for Health Policy Research*

Extending Traditional Landline Ethnic Flagging to Cell Phones

David Dutwin, *SSRS*

Phone Survey Short Cuts? The Use of Listed Sample to Identify Religious Minorities

Besheer Mohamed, *Pew Research Center*

Panel-based Probability Alternatives for Sampling Racial and Ethnic Minorities

J. Michael Dennis, *NORC at the University of Chicago*

Session 4: **Q&I**

Mixed Methods Approach to Reducing Response Errors Associated With the Usability of Web Surveys

Panel: Questionnaire Design and Interviewing

Moderator: Kenneth M. Pick,
National Agricultural Statistics Service

Location: Governor's Square 10

Themes and Patterns in Web and Mobile Survey Usability Testing Findings

Emily Geisen, *RTI International*
Amanda Smith, *RTI International*
Herschel Sanders, *RTI International*

Respondent Usage of Online Devices for Reporting Expenditures: Usability Testing of an Online Consumer Expenditure Diary

Douglas Williams, *Westat*
Hanyu Sun, *Westat*
Ian Elkin, *Bureau of Labor Statistics*
Nhien To

Development of the 2017 Census of Agriculture Web Form: Iterative Design and Testing in Practice

Heather Ridolfo,
National Agricultural Statistics Service
Kenneth M. Pick,
National Agricultural Statistics Service

Iterative Usability Testing in Preparation for the 2020 Census

Erica Olmsted-Hawala, *U.S. Census Bureau*
Elizabeth Nichols, *U.S. Census Bureau*
Mikelyn Meyers, *U.S. Census Bureau*

Italicizing Optional Instructions on Mobile Online Surveys Improves Visual Filtering of Unneeded Survey Content: An Eye Tracking Study

Brian Falcone

Thursday May 17



Concurrent Sessions D

Thursday May 17, 2018, 1:45 p.m. – 3:15 p.m.

Session 5: Prob/Non

The Flies the Spider Couldn't Catch: Methods for Measuring, Adjusting and Improving Estimates from Web-based Surveys

Paper: Probability and Nonprobability

Moderator: Chris Simek, Texas A&M Universit

Location: Governor's Square 11

Measures of Degree of Departure from Ignorable Sample Selection for Non-Probability Samples

Roderick Little, University of Michigan

Brady T. West, University of Michigan

Philip Boonstra, University of Michigan

Jingwei Hu, University of Michigan

Overcoming Coverage Error in Web Surveys

Kirti Kanitkar, Gallup Inc.

Jennifer Marlar, Gallup Inc

Measuring Online Behavior Using a Nonprobability Sample

Randall Brown, Edison Research

Mary Meyn, Edison Research

Amanda Marziliano, Edison Research

Larry Rosin, Edison Research

Joe Lenski, Edison Research

Rob Farbman, Edison Research

Boosting Sample Representation and Response Rate of Random Survey via Non-Random Approach- an Innovation to Reach the Hard-to-reach

Yingmei Ding,

Hennepin County Public Health Department

Urban Landreman,

Hennepin County Public Health Department

Amy Leite-Bennett,

Hennepin County Public Health Department

David Johnson,

Hennepin County Public Health Department

Komal Mehrotra,

Hennepin County Public Health Department

Emily Thompson,

Hennepin County Public Health Department

Session 5: (continued)

Matching an Opt-In Internet Panel Sample of Pregnant Women to a Probability Sample

Andrew Burkey, Abt Associates

Raphael Nishimura, Abt Associates

Stacie Greby ,

National Center for Immunization and Respiratory Diseases, CDC

Carla Black,

National Center for Immunization and Respiratory Diseases, CDC

Helen Ding, CFD Research Corporation

Sarah Ball, Rebecca Fink , Abt Associates,

RebeccaV_Fink@abtassoc.com

Session 6: A&I

Assessing Sampling Designs, Recruitment, Strategies, and Data Collection Modes in Surveys of Sexual Minorities

Panel: Attitudes and Issues

Moderator: Philip Brenner,

University of Massachusetts Boston

Location: Governor's Square 12

An Innovative 2-step Method to the Design of a National Probability Study of Lesbian, Gay and Bisexual (LGB) People

Ian H. Meyer, Williams Institute

Stephanie Marken, Gallup

Stephen Russell

Margueritta Lightfoot

David M. Frost

Phillip Hammack

Bianca D.M. Wilson

Estimating the LGBT population: How Interview Mode Impacts Estimates of the LGBT Population in the U.S.

Stephanie Marken, Gallup

Ilan H. Meyer, Williams Institute



Concurrent Sessions D

Thursday May 17, 2018, 1:45 p.m. – 3:15 p.m.

Session 6: (continued)

Social Media Recruitment for Adolescent Sexual Minority Males and Transgender Youth: A Pilot Study

Erin Fordyce, NORC at the University of Chicago
 Vanessa Flowers
 Michael J. Stern, NORC at the University of Chicago
 Melissa Heim Viox,
 NORC at the University of Chicago
 Ipek Bilgen, NORC at the University of Chicago
 Sabrina Bauroth
 Stuart Michaels, NORC at the University of Chicago
 Christopher Harper
 Michelle Johns
 Richard Dunville

Prevalence of Sexual Orientation and Gender Identity Behaviors: An Approach for State-level and National Estimation Derived from the Behavioral Risk Factor Surveillance System (BRFSS)

Carol Pierannunzi, Centers for Disease Control
 Ronaldo Iachan, ICF International
 Yangyang Deng, ICF International
 Naomi Freedner, ICF International

Measuring Sexual Orientation with Four Dimensions (Self-Identity, Attraction, Behavior and Contextualized Disclosure): Results from a National Convenience Sample

Justine Bulgar-Medina,
 University of Massachusetts-Boston

Session 7:

Qual

The Conflict Between Research Transparency and Respondent Confidentiality

Panel: Data Quality

Moderator: Peter Miller, U.S. Census Bureau

Location: Governor's Square 14

Staring-Down the Database Reconstruction Theorem

John Abowd, U.S. Census Bureau

Developing Best Practices for Protecting and Sharing Data

Margaret Levenstein, University of Michigan ICPSR

The Replication and Verification Policy at the American Journal of Political Science

William Jacoby

Challenges to AAPOR's Mission to Encourage Transparency and Protect Respondent Confidentiality

Peter Miller, U.S. Census Bureau

Session 8:

PORTAL

BigData

Inv

Does your Smartphone Speak My Language? Exploring Natural Language Processing and Data Collection Using Smartphones and Tablets

PORTAL: Big Data/Data Science; Innovations & Emerging Methods

Moderator: Michael Link, Abt Associates Inc.

Location: Governor's Square 15

Smartphones and Tablets: The Ultimate Multi-Method Interface

Michael Link, Abt Associates Inc

Natural Language Processing for Social Scientists

Claire Kelley, American Institutes for Research
 Sarah Kelley, American Institutes for Research



Concurrent Sessions D

Thursday May 17, 2018, 1:45 p.m. – 3:15 p.m.

Session 9: Inv

Using Administrative Record Data to Improve Census Bureau Surveys and Reduce Respondent Burden

Panel: Innovations & Emerging Methods

Moderator: David Raglin, U.S. Census Bureau

Location: Governor's Square 16

Making Administrative Records Key to Operational Agility at the U.S. Census Bureau

Victoria A. Velkoff, U.S. Census Bureau
Jennifer M. Ortman, U.S. Census Bureau

Preliminary Research Investigating the Use of Administrative Records in the American Community Survey

Michaela Dillon, U.S. Census Bureau
Jessica Majercik
Bonnie Moore
Kevin Rinz
Quentin Brummet
David Sheppard, U.S. Census Bureau

Reducing Burden and Improving Data Quality: Can the American Community Survey Accomplish This With Administrative Records?

Sandra Luckett Clark, U.S. Census Bureau
R. Chase Sawyer, U.S. Census Bureau
Amanda Kilmek
Ellen Wilson
Christopher Mazur
William Chapin, U.S. Census Bureau

How Does Using Administrative Records for Characteristic Imputation Impact Survey Estimates?

Andrew Keller, U.S. Census Bureau

The Use of Administrative Records and the American Community Survey to Study the Characteristics of Undercounted Young Children in the 2010 Census

Leticia Fernandez, U.S. Census Bureau
Rachel Shattuck
James Noon, U.S. Census Bureau

Session 10: PPP

Who Says No? Non-response Issues in Election Polls

Paper: Populations, Polls, and Politics

Moderator: Clyde Tucker,
American Institutes for Research

Location: Governor's Square 17

Impact of Nonresponse in Non-probability Polling: Examination of a Case Study From the 2016 Election

Chris Jackson, Ipsos
Neale El-Dash, Ipsos

Addressing Non-response Bias in Longitudinal Measures of Partisan Stability

Bradley Jones, Pew Research Center
Nick Hatley, Pew Research Center

Who Says No? A Study of Non-Response Households in 2016 Election Polls

Kabir Khanna, CBS News
Anthony Salvanto, CBS News
Eran Ben-Porath, SSRS

Survey Sponsorship Effects in 2017 Gubernatorial Virginia Pre-election Polls

Scott Clement, The Washington Post
Emily Guskin, The Washington Post
Seth Brohinsky, Abt Associates
Raphael Nishimura, Abt Associates
Dean Williams, Abt Associates
Jared McDonald, The Washington Post

Validation of a National Survey of Voter Apathy: Toward New Typologies

John Barner, University of Georgia
Michelle Bailey, University of Georgia
Ryan Bakker, University of Georgia



Poster Session #2

Thursday May 17, 2018, 3:15 p.m. - 4:15 p.m.
Plaza Ballroom D

1. **Social Consequences of Diversity: Diversity in Religiosity Undermines Conventional Morality and the Conservative Way of Life: Evidence from 90 Nations and 300,000 Individuals**

M.D.R. Evans, *University of Nevada - Reno*
Jonathan Kelley,
International Survey Center and University of Nevada

2. **Composition and Determinants of National Pride: Multi-level Models of Influences of Individual and National Characteristics on Facets of Pride and Pride in General in 33 Countries (N>45,000)**

Ian Nesbitt, *University of Nevada - Reno*
M.D.R Evans, *University of Nevada, Reno*

3. **Sports & Social Capital: Citizens' Attitudes towards Migrant Workers in Qatar**

Abdoulaye Diop, *Qatar University*
John Lee Pratt Holmes, *SESRI - Qatar University*
Le Trung Kien, *SESRI - Qatar University*
Buthaina ALKhelaifi, *SESRI - Qatar University*
Haneen Alqassass, *SESRI - Qatar University*
Mohammed Hassan Al Subaey,
SESRI - Qatar University

4. **Social Desirability Bias in Reporting Demographic Data**

Jay Loschky, *Gallup*

5. **Afghan Futures: Updates from the Latest ACSOR/D3 Polls in Afghanistan**

Matthew Warshaw, *D3 Systems Inc*
Amanda Bajkowski, *D3 - Designs, Data, Decisions*
Nicholas Malouta, *D3 - Designs, Data, Decisions*
Ian Habit, *D3 - Designs, Data, Decisions*

6. **Speak Up, We're Listening: The Effectiveness of Panel Exit surveys in Providing Feedback for Panel Improvement**

Courtney Mooney, *Nielsen*
Meredith Czaplewski, *Nielsen*
Adam Gluck, *Nielsen*
Erin Wittkowski, *Nielsen*

7. **New Approaches to Recruiting Representative Samples: A Pilot Study Utilizing Neighborhood Canvassers in Detroit**

Elisabeth Gerber, *Ford School of Public Policy*
Jeffrey Morenoff, *University of Michigan*
Elizabeth Phillips, *University of Michigan*
Conan Smith, *University of Michigan*
Emma White, *University of Michigan*

8. **Collecting Biomeasures in Social Surveys: Assessing the 'Device Effect' Using a Randomized Controlled Trial**

Carli Lessof, *National Centre for Research Methods*
Andrew Wong, *University College London*
Rachel Cooper, *University College London*
Rebecca Hardy, *University College London*

9. **Asking Households to Complete an Additional Survey Questionnaire: More Efficient or More Risky?**

Sarah Grady, *National Center for Education Statistics*
Rebecca Medway, *American Institutes for Research*
Carol Wan, *American Institutes for Research*
Nicole Guarino, *American Institutes for Research*

10. **Methods for Increasing Response Rates for Medicare Beneficiaries**

Amy Djangali, *IMPAQ International, LLC*
Jacob Joseph-David, *IMPAQ International, LLC*
Frost Hubbard, *Westat*

11. **Fashionably Late to the Party: Creating Online Platforms for Ongoing State Maternal and Child Health Surveillance in Colorado**

Sarah Blackwell, *Colorado Department of Public Health and Environment*
Rickey Tolliver, *Colorado Department of Public Health and Environment*
Ashley Juhl, *Colorado Department of Public Health and Environment*

12. **Reducing Item Nonresponse to Family Income Questions on a Telephone Survey**

Rachel Tumin, *Ohio Colleges of Medicine Government Resource Center*
Amy Ferketich, *The Ohio State University College of Public Health*
Kurt Johnson, *RTI International*
David Dorsky, *Ohio Department of Medicaid*



Poster Session #2

Thursday May 17, 2018, 3:15 p.m. – 4:15 p.m.
Plaza Ballroom D

- 13. When Design Changes Don't Pan Out: The Unexpected Decline in Child and Adolescent Interviews in The California Health Interview Survey**
Brian Wells, *UCLA Center for Health Research Policy*
- 14. Obtaining Informed Assent from Children for Cognitive Interviews**
Teresa Kline, *Westat*
Victoria Hoverman, *Westat*
- 15. Web Survey Device Choice and Device Switching in a Hospital Employee Survey**
Theresa Famolaro, *Westat*
Naomi Yount, *Westat*
Joann Sorra, *Westat*
Andrew Caporaso, MS, *Westat*
Rakesh Kudupudi, *Westat*
- 16. Weathering the Storm: Developing Communication Strategies for Disaster Preparedness**
Arianne Buckley, *Nielsen*
Cally Alessi, *Nielsen*
- 17. Does Understanding How the NPS Metric is Calculated Influence How Respondents Answer the Question?**
Claude Elie, *IBM*
Randal Ries, *IBM*
Annette Tassone, PhD, *IBM*
Danny Hager, *IBM*
Michael Jugovich, *IBM*
- 18. Mail Engagement and Survey Response: An exploration of mailbox type and differences in response rates for addressed-based surveys.**
Robert Torongo, *GfK Custom Research*
Kristin Pondel, *GfK Custom Research*
Kristine Janus, *GfK Custom Research*
- 19. Testing New Protocols to Convert Phase I Refusals to Phase II in a Dual-Phase Mixed Mode Survey**
Gerry Dirksz, *Simmons Research*
Lisa Lusskin, *Simmons Research*
Beth Ponce, *Simmons Research*
Paul Felstead, *Simmons Research*
Josephine Leopnard, *Simmons Research*
Paul J. Lavrakas, *Consultant*

- 20. Testing Recruiting Panelist From Former Respondents To a Dual-Phase Mixed Mode Survey**
Gerry Dirksz, *Simmons Research*
Lisa Lusskin, *Simmons Research*
Beth Ponce, *Simmons Research*
Carlos Couceiro, *Simmons Research*
Alexander Dilorio, *Simmons Research*
Paul J Lavrakas, PhD., *Consultant*
- 21. Is ABS More Representative than RDD for Public Health Surveillance Surveys?**
Stephen Immerwahr,
New York City Department of Health and Mental Hygiene
Sahnah Lim,
Department of Population Health, NYU School of Medicine
Thomas Brassell, *ICF International*
Randal ZuWallack, *ICF International*
Amber Levanon Seligson,
New York City Department of Health and Mental Hygiene
- 22. When is the Best Time to Field Your Survey? Trends in American Community Survey Response Rates**
Stephanie Baumgardner, *U.S. Census Bureau*
- 23. Social and/or Economic Exchange: What Motivates Teacher Participation in Survey Research?**
Cynthia Castaldo-Walsh,
Decision Information Resources Inc.
Jenny Nguyen, *Decision Information Resources Inc.*
Sylvia R. Epps, *Decision Information Resources Inc.*
- 24. Examining the Use of Email and Text Message Survey Link Distribution Among Adolescents**
Joanne Delk,
University of Texas School of Public Health
MeLisa R. Creamer,
University of Texas School of Public Health
Cheryl L. Perry,
University of Texas School of Public Health
Melissa B. Harrell,
University of Texas School of Public Health



Poster Session #2

Thursday May 17, 2018, 3:15 p.m. - 4:15 p.m.
Plaza Ballroom D

25. The Uses and Impacts of Incentives in Surveys

Courtney Reiser, U.S. Census Bureau
Renee Reeves, U.S. Census Bureau
Jordan Misra, U.S. Census Bureau
Aliza Kwiat, U.S. Census Bureau
Sarah Vetting, U.S. Census Bureau

26. Maximizing Bang for the Two Bucks: Results of a Wording Experiment in a Follow-up Contact for a Mail-Push-to-Web Survey

Karen Stein, Westat
Jennifer Berktold, Westat
Amanda Wilmot, Westat
Helen Sullivan, U.S. Food and Drug Administration
Kathryn J. Aikin, U.S. Food and Drug Administration
Victoria Hoverman, Westat

27. Effects of Incentives and Communication Strategies in Multimode Survey Designs

Lena Le, SESRC- Washington State University
Kristen Petersen, SESRC - WSU
Nathan Palmer, SESRC-WSU

28. Does Phone Matching Still Predict Survey Response?

Adwoa Premeh, Westat - Rockville, MD
Jocelyn Newsome, Westat
Jennifer McNulty, Westat
Kerry Levin, Westat
Hanyu Sun, Westat
Brenda Schafe; Pat Langetieg; Rizwan Javaid,
Internal Revenue Service

29. Does it Matter Which Email Validation Vendor I Choose?: Comparing Email Validation Vendors on Accuracy and Cost

Jody Dougherty, IMPAQ International
John Wendt, IMPAQ International
Frost Hubbard, Westat
Kelly Daley, IMPAQ International
Margaret Collins, IMPAQ International

30. The Magnitude and Trend of Adjusted Response Rate Decline for the Oregon DMV Customer Satisfaction Survey

Laura Gamble, Oregon State University
Casey Schafer, Colorado State University
Lydia Newton,
Oregon State University Survey Research Center
Charlotte Wickham, Oregon State University
Virginia Lesser,
Oregon State University Survey Research Center

31. Gift Card Incentive/ Reward Influence on Response Rate for South Carolina PRAMS

Kristin Simpson, SC DHEC - PRAMS
Chelsea Lynes, SC DHEC
Harley T. Davis, SC DHEC

32. Taking Survey and Public Opinion Research to New Heights: Improving Response Rates through an Innovative Use and Tracking of Incentives

Carolyn Runge, Baby & ME - Tobacco Free
Laurie Adams, Baby & ME - Tobacco Free
Michael Ball, Baby & ME - Tobacco Free

33. The impact of residential mobility on longitudinal survey participation among World Trade Center Health Registry enrollees

Angela-Maithy Nguyen,
New York City Department of Health and
Mental Hygiene
Shengchao Yu,
New York City Department of Health and
Mental Hygiene
Sean Locke,
New York City Department of Health and
Mental Hygiene

34. The Effects of a Pre-Notification Mailer on the Response, Productivity, and Costs Associated with a Cati Survey Among People Eligible for Both Medicare and Medicaid

Todd Bear, University of Pittsburgh
Howard Degenholtz, University of Pittsburgh
Jesse Evans, University of Pittsburgh
Andrew Mrkva, University of Pittsburgh

Thursday May 17



Poster Session #2

Thursday May 17, 2018, 3:15 p.m. - 4:15 p.m.
Plaza Ballroom D

35. Using Pressure Seal Technology to Address Declining Response Rates and Increasing Survey Costs for the American Community Survey

Dorothy Barth, *U.S. Census Bureau*
Michael Risley, *U.S. Census Bureau*
Megan Rabe Darnell, *U.S. Census Bureau*

36. Risks and Rewards of Using Pre-Paid vs. Post-Paid Incentive Checks in a Survey of Physicians

Kristine Wiant, *RTI International*
Emily Geisen, *RTI International*
Darryl Creel, *RTI International*
Gordon Willis, *National Cancer Institute*
Andrew Freedman, *National Cancer Institute*
Janet de Moor, *National Cancer Institute*

37. Keeping Tabs: To Track or Trace Low Income Populations in Longitudinal Studies

Natalia Ibanez, *Decision Information Resources, Inc.*
Leslyn M. Hall, *Redstone Research, LLC*
Sylvia R. Epps, *Decision Information Resources, Inc.*
Krishna Epps, *Decision Information Resources*
Jo Anna Hunter, *MDRC*

38. Using Email to Solicit Response in an Establishment Survey

Joshua Langeland, *U.S. Bureau of Labor Statistics*

39. Using a Tip Sheet to Improve Nonresponse in an IRS Business Survey

Sarah Bennett-Harper, *Westat*
Karen Stein, *Westat*
Martha Stapleton, *Westat*
Kerry Levin, *Westat*
Brenda Schafer, *IRS*
Pat Langetieg, Lisa Rupert, Scott Leary, *IRS*

40. Questionnaire Complexity, Rest Period, and Response Likelihood in Establishment Surveys

Joseph Rodhouse,
National Institute of Statistical Sciences
Tyler Wilson, *National Agricultural Statistics Service*
Heather Ridolfo,
National Agricultural Statistics Service

41. Conducting Survey Research with Healthcare Stakeholders: Best Practices and Recommendations for Successful Implementation

Robyn Rapoport, *SSRS*
Jordon Peugh, *SSRS*

42. Mode Effects in Physician Surveys about Technology Use

Robyn Rapoport, *SSRS*
Erin Czyzewicz, *SSRS*

43. You've Got Mail: What is the Effect of Adding Email Address Collection in a Mail-Based Survey?

Yelena Moore, *Nielsen*
Robin Gentry, *Nielsen*
Kate Williams, *Nielsen*

44. Making Contact: The Impact of Additional Evening Visits on Panel Recruitment

Arianne Buckley, *Nielsen*
Erin Wittkowski, *Nielsen*

45. Who knows best? A look at Data Quality Among Parents and Non-parents in a Household Survey

Danielle Battle, *American Institutes for Research*
Ashley Kaiser, *American Institutes for Research*
Chris Pugliese, *American Institutes for Research*

46. Assessing the Impact of Web Option Plus for Mothers of New Children Using the Tailored Design Methodology

Kurt Johnson, *RTI International*
Rachel Tumin,
Ohio Colleges of Medicine Government Resource Center

47. Science and health News Selection and the Gendered Divide

Lin Shi, *Tsinghua University*

48. Revisiting the Analytic Error Problem in the Establishment Survey Context: A Cautionary Tale

Brady West, *University of Michigan*
Joseph W. Sakshaug, *University of Manchester*

49. From the Mail to the Web: Maximizing Recruitment in a Generational Study

Emily Tristani, *Westat - Rockville, MD*
Amy Miller, *Westat*
Laura Beane Freeman, *National Cancer Institute*
Gabriella Andreotti, *National Cancer Institute (NCI)*
Marsha Dunn, *Westat*



Poster Session #2

Thursday May 17, 2018, 3:15 p.m. - 4:15 p.m.
Plaza Ballroom D

- 50. Breaking Down Complex Concepts Into Simpler Questions: Experience with Two Economic Survey Topics**

Kristin Stettler, U.S. Census Bureau

- 51. Cognitive Testing for the FoodNet Population Survey**

Matthew Thomas, ICF International
Melissa Cidade, Insight Policy Research
Naomi Freedner-Maguire, ICF International

- 52. Approaches to Measuring Perceived Stress**

Aimee Ripley, The Harris Poll
Sophie Bethune, American Psychological Association
Gabriel Rozenwasser, The Harris Poll
Heather Layton, Harris Insights & Analytics

- 53. Redirected Inbound Call Sampling: A Fit for Purpose Non-probability Sample Design**

Burton Levine, RTI International
Karol Kroki, RTI International

- 54. Assessment of a Sequential Mixed-mode Self-Administration Data Collection Protocol for a New Establishment Survey: The Impact of Field Period, Multiple Modes, and Periodic Reminders**

Douglas Curran, RTI International
Carol Pierannunzi,
Centers for Disease Control and Prevention
Selma Moore,
Centers for Disease Control and Prevention
Patty LeBaron, RTI International
Kevin Wang, RTI International
Chris Stringer, U.S. Census Bureau

- 55. Are Mail Invitations Worth the Cost in a Sequential Web with Telephone Follow Up Study?**

Jacob Joseph-David, IMPAQ International
Frost Hubbard, Westat
Rocco Russo, IMPAQ International
Camellia Doyle, IMPAQ International
Kelly Daley, IMPAQ International

- 56. Using the Theory of Constraints to Help Interviewers Succeed: Integrating an Interviewer-centric Strategy to Improve Performance**

Kelly Lynn, RTI International
Howard Speizer, RTI

- 57. The Oklahoma Meso-Scale Integrated Socio-Geographic Network: Sampling for a Five-Year Quarterly Longitudinal Study**

Amy Goodin, University of Oklahoma
Joseph Ripberger, University of Oklahoma
Hank Jenkins-Smith, University of Oklahoma
Carol Silva, University of Oklahoma
Kahika Gupta, University of Oklahoma
Janine Carlson, University of Oklahoma

- 58. Impacts of Implementing an Auto-Advance Feature in Mobile and Web Surveys**

Derek Wietelman, Indiana University Center for Survey Research - Bloomington, IN
Stacey Giroux,
Indiana University Center for Survey Research
Kevin Tharp,
Indiana University Center for Survey Research

- 59. But We Have Panelists in That Area! Staying on Top of Unforeseen Events**

Marla Cralley, Nielsen
John Fleetwood, Nielsen

- 60. Understanding the impact of cultural dimensions and extreme response styles on Net Promoter Score (NPS) questions: Is the NPS scale less culturally biased?**

Randal Ries, IBM
Annette Tassone, IBM
Michael Jugovich, IBM



Concurrent Sessions E

Thursday May 17, 2018, 4:15 p.m. – 5:45 p.m.

Session 1:

A&I

What the Death Panel Can't Kill: Attitudes on Health Care Policy

Paper: Attitudes and Issues

Moderator: Andrew Smith,
University of New Hampshire

Location: Director's Row E

The Impact of Insurance Gain and Discussions with Healthcare Providers on Quitting Smoking

Feifei Wei, *UAMS*
Clare Brown, *UAMS*

American Health Values Typology: Deeper Exploration to Understand Drivers and Typologies

Alyssa Ghirardelli, *NORC at the University of Chicago*
Larry Bye, *NORC at the University of Chicago*
Angela Fontes, *NORC at the University of Chicago*
Carolyn Miller, *Robert Wood Johnson Foundation*
Jessica Bielenberg,
NORC at the University of Chicago

Long-Term Care in America: Policy Preferences and Experiences of Older Adults in 2017

Jennifer Titus, *NORC at the University of Chicago*
Dan Malato, *NORC at the University of Chicago*
Liz Kantor, *NORC at the University of Chicago*
Jenny Benz, *NORC at the University of Chicago*
Trevor Tompson, *NORC at the University of Chicago*

Is the U.S. Public Ready for Single-Payer Health Care?

Liz Hamel, *Kaiser Family Foundation*
Cailey Muñana, *Kaiser Family Foundation*
Ashley Kirzinger, *Kaiser Family Foundation*
Mollyann Brodie, *Kaiser Family Foundation*

The Affordable Care Act: Public Attitudes and Impact on the Uninsured

Zachary Auter, *Gallup*
Stephanie Marken, *Gallup*

Session 2:

Q&I

Answers for How to Ask

Methodological Brief: Questionnaire Design and Interviewing

Moderator: Eric Jamoom, *Centers for Disease Control*

Location: Director's Row H

Analog or Digital: Methods for Pre-testing Surveys and Websites

Lauren Walton, *Nielsen*
Jennifer Hunsecker, *Nielsen*
Carlos Jarava, *Nielsen*
Tim Oltman, *Nielsen*
Milena Krstic, *Nielsen*

Web Self-administered Cognitive Interviewing: A New Approach

Barbara Lorè, *Istat - Italian Institute of Statistics*
Stefania Macchia, *Istat*
Gabriella Fazzi, *Istat*
Manuela Murgia, *Istat*
Sabrina Barcherini, *Istat*

Measuring Health Insurance Coverage in the United States: A Question Evaluation Study Using Embedded Web Probes

Bridget Reynolds, *National Center for Health Statistics*
Paul Scanlon, *National Center for Health Statistics*

Introductory Text Use in E-cigarette Measures: Results from Two Cognitive Interview Studies and a Web Survey

Lauren Creamer, *National Center for Health Statistics*
Paul Scanlon, *National Center for Health Statistics*
Meredith Massey, *National Center for Health Statistics*
Bridget Reynolds, *National Center for Health Statistics*

Using Web Probes to Explore the Distribution of Interpretative Measurement Error Across Population Sub-Groups

Paul Scanlon, *National Center for Health Statistics*



Concurrent Sessions E

Thursday May 17, 2018, 4:15 p.m. – 5:45 p.m.

Session 2: (continued)

Asking About Health Insurance to Correct Misreports of the Uninsured

Amanda Wilmot, Westat
 Martha Stapleton, Westat
 Karen Stein, Westat
 Jessica Vistnes,
Agency for Healthcare Research and Quality

Development of a Paired Cognitive Interviewing Methodology for Studying Patient and Proxy Responses to Healthcare Surveys

Rachael Allen, RTI International
 Sara Zuckerbraun, RTI International

Testing Survey Questions in Francophone West Africa: A Focus on the Interviewers and the Problems of Simultaneous Translation

Amanda Pinkston, U.S. Department of State

Session 3: A&I

Automation and Technology in Everyday Life

Panel: Attitudes and Issues

Moderator: Marjorie Connelly,
NORC at the University of Chicago

Location: Director's Row I

Our Automated Lives: What Americans Like (and Don't) About New Technology

Dan Malato, NORC at the University of Chicago

Americans and Their Cars: A Look at How the Public Views the Future of the Auto Industry

Megan Brenan

Public Attitudes towards Automation in Everyday Life

Aaron Smith, Pew Research Center

Attitudes Toward Human Enhancement

Laura Skufca, AARP

Session 4:

DCSP

Please Leave a Voicemail Message on My Call Blocker Device. Don't Leave Your Number, I've Got Caller ID.

Methodological Brief: Data Collection and Survey Participation

Moderator: Natalie Jackson, JUST Capital

Location: Governor's Square 10

When is a Good Time to Call? Shifts in Call Productivity by Calling Period Since the Dawn of the Cell Phone Survey Era

Melanie Goodrich, Westat
 Sarah Dipko, Westat
 Eric Jodts, Westat

Quantity or Quality? The Impact of Reducing the Number of Contacts on Response

Rachel Horwitz, U.S. Census Bureau
 Aliza Kwiat, U.S. Census Bureau
 Jordan Misra, U.S. Census Bureau
 Beth Newman, U.S. Census Bureau

Evaluating the Effectiveness of Online Interview Scheduling in a Panel Study

Rachel LeClere, University of Michigan
 Katherine McGonagle, University of Michigan
 Narayan Sastry, University of Michigan

Won't You Please Pick Up? How Do Voicemails and Call Number Impact the Likelihood of Survey Response?

Kathleen Call, University of Minnesota, SHADAC
 Sarah L. Hagge, Minnesota Department of Health
 Alisha Baines Simon,
Minnesota Department of Health
 Giovann Alarcón, University of Minnesota, SHADAC
 Karen Turner, University of Minnesota, SHADAC
 David Dutwin, SSRS



Concurrent Sessions E

Thursday May 17, 2018, 4:15 p.m. – 5:45 p.m.

Session 4: (continued)

Evaluating the Impact of Using Pre-Recorded Voice Mail Messages in the National Immunization Surveys

Benjamin Skalland,

NORC at the University of Chicago

Qiao Ma, *NORC at the University of Chicago*

Vincent E. Welch Jr.,

NORC at the University of Chicago

Sarah Kornylo, *NORC at the University of Chicago*

Holly Hill,

National Center for Immunization and Respiratory Diseases

Benjamin Fredua, *National Center for Immunization and Respiratory Diseases*

Some Like It Voicemail, Some Like It Not: Demographic Differences in Respondents to a Telephone Survey with a Voicemail/Caller-ID Experiment.

Alisha Simon, *Minnesota Department of Health*

Kathleen Thiede Call,

University of Minnesota, SHADAC

Sarah L. Hagge, *Minnesota Department of Health*

Giovann Alarcón, *University of Minnesota, SHADAC*

Karen Turner, *University of Minnesota, SHADAC*

David Dutwin, *SSRS*

Evaluation of the Impact of Using an Alternate Caller ID Display

Megha Ravanam, *NORC at the University of Chicago*

Benjamin Skalland,

NORC at the University of Chicago

Zhen Zhao, *National Center for Immunization and Respiratory Diseases, CDC*

David Yankey, *National Center for Immunization and Respiratory Diseases, CDC*

Chalanda Smith, *National Center for Immunization and Respiratory Diseases, CDC*

Call Flagging and Blocking by Cellular Service Provider: Understanding the Impact to Telephone Surveys

Jamie Ridenhour, *RTI International*

Marcus Berzofsky, *RTI International*

Tim Sahr, *Ohio Colleges of Medicine Government Resource Center*

Bo Lu, *The Ohio State University*

Matt Stearmer, *Ohio Department of Medicaid*

Session 5:

BigData

Tinkering With Tradition: Using Machine Learning Methods to Refine Survey Designs and Improve Survey Participation

Methodological Brief: Big Data / Data Science

Moderator: Trent D. Buskirk,

University of Massachusetts Boston

Location: Governor's Square 11

It's Not Child's Play - Developing A National Probability-Based Sample Frame of Public Playgrounds

Mary Losch, *University of Northern Iowa*

Ki Park, *UNI Center for Social & Behavioral Research*

Ashley Hyon, *Marketing Systems Group (MSG)*

Dennis Dalbey, *Marketing Systems Group (MSG)*

David Malarek, *Marketing Systems Group (MSG)*

Into the Sandbox! Using Machine Learning with Neural Networks to Create Sampling Frames of Playgrounds and other Non-traditional Sampling Units

Adam Eck, *Oberlin College*

Trent D. Buskirk, *University of Massachusetts Boston*

Peter Stefek, *Oberlin College*

Ki Hyung Park, *University of Northern Iowa*

Mary Losch, *University of Northern Iowa*

Kenneth Fletcher,

University of Massachusetts Boston

Evaluating Google Maps as a Sampling Frame for Religious Congregations

Dennis Quinn, *Pew Research Center*

Brad Fulton, *University of Indiana*

David King, *Lake Institute on Faith and Giving, Indiana University*

Using Machine Learning Methods to Improve Responsive Designs in Face-to-Face Surveys

Gonzalo Rivero, *Westat*

Roger Tourangeau, *Westat*

Brad Edwards, *Westat*

Tammy Cook, *Westat*



Concurrent Sessions E

Thursday May 17, 2018, 4:15 p.m. – 5:45 p.m.

Session 5: (continued)

Cross-cultural Persuasion Strategies with Application to Survey Recruitment

Drew Dimmery, *Facebook*
Eytan Bakshy, *Facebook*

Using High Dimensional Learning for Responsive Matrix Sampling

Curtiss Cobb, *Facebook*
Sean Taylor, *Facebook*

Data-driven Prediction of Panel Attrition

Christoph Kern, *University of Mannheim*

Session 6: RNP

AAPOR/ASA Task Force Report on Data Falsification in Surveys

Panel: Research in Practice

Moderator: Jill DeMatteis, *Westat*

Location: Governor's Square 12

Types of Falsification in Surveys

James Dahlhamer,
National Center for Health Statistics

Impacts of Survey Data Falsification on Analyses

Sharan Sharma,
Program in Survey Methodology,
University of Michigan

Existing Organization Guidelines Pertaining to Survey Data Falsification

Ronald Langley, *University of Kentucky*

Preventing Survey Data Falsification

Kristen Olson, *University of Nebraska-Lincoln*

Detecting Falsification in Survey Data

Jill DeMatteis, *Westat*

Session 7:

Inv

Federal Statistics, Multiple Data Sources, and Privacy Protection: Next Steps

Panel: Innovations & Emerging Methods

Moderator: Brian Harris-Kojetin,
National Academy of Sciences

Location: Governor's Square 14

Statistical Methods for Combining Multiple Data Sources

Sharon Lohr, *Arizona State University*

Quality Frameworks for Statistics Using Multiple Data Sources

Colm O'Muircheartaigh,
NORC at the University of Chicago

Combining Data Sources While Protecting Privacy

Brian Harris-Kojetin, *National Academy of Sciences*

Discussant: Linda Young,
Pacific Institute for Research & Evaluation

Discussant: Steven B. Cohen, *RTI International*

Session 8:

PORTAL

Inv

Collecting Survey Data Via Text Messaging

PORTAL: Innovations & Emerging Methods

Moderator: Michael Schober,
New School for Social Research

Location: Governor's Square 15

Text Message Interviewing: Data Quality, Efficiency, and Design Considerations

Michael F. Schober, *New School for Social Research*
Frederick G. Conrad, *University of Michigan*
Andrew L. Hupp, *University of Michigan*

Implementing Text Messaging in the Survey Process

Andrew L. Hupp, *University of Michigan*
Frederick G. Conrad, *University of Michigan*
Michael F. Schober, *New School for Social Research*

Thursday May 17



Concurrent Sessions E

Thursday May 17, 2018, 4:15 p.m. – 5:45 p.m.

Session 9: **3MC**

Speak My Language or Feel the Effects

Paper: *3MC*

Moderator: Mary C. Davis, U.S. Census Bureau

Location: Governor's Square 16

An Experiment in Panel Recruitment for Spanish Speaking Populations: The AmeriSpeak Case Study

Ilana Ventura, NORC at the University of Chicago
Rene Bautista, PhD,
NORC at the University of Chicago

David Gleicher, NORC at the University of Chicago
Carolina Milesi, PhD,
NORC at the University of Chicago

Erlina Hendarwan,
NORC at the University of Chicago

Mixed Mode Studies: The Need to Consider Race-Ethnicity and Language Factors

Edward Rincon, Rincon & Associates LLC

Language Use and Item Nonresponse

Laureen Masai,
UCLA Center for Health Policy Research

Priya Thaker,
UCLA Center for Health Policy Research

Pan Wang,
UCLA Center for Health Policy Research

“You’re not from around here, are you?”: Interviewer accent, regional speech variation, and their impacts on participation

Matt Jans, ICF International
James Dayton, ICF International
Matt McDonough, ICF International

Session 10: **RNP**

Where are You, Will you , and Can You Participate? Efforts to Recruit, Interview, and Model Estimates for Rare and Hard-to-Reach Populations

Paper: *Research in Practice*

Moderator: Peter Lugtig, Utrecht University

Location: Governor's Square 17

Improve Response and Representation without Money: An Envelope Story

Kate Williams, Nielsen
Robin Gentry, Nielsen
Lauren Walton, Nielsen
Kay Ricci, Nielsen

Recruiting Hard-to-Reach Respondents with Complex Characteristics for Qualitative Interviews

Daniela Glusberg, Research Support Services, Inc.
Dánae Corado, Research Support Services, Inc.
Casey Langer Tesfaye, Research Support Services, Inc.

Identifying Gender Minorities in Population-Based Proxy Surveys

Mark Noyes, Market Decisions Research
Brian Robertson, Market Decisions Research
Paige Lewis, Market Decisions Research

Evaluating Strategies for Questionnaire Completion of Low Literacy Respondents

Anna Sandoval Giron, U.S. Census Bureau

Assessing the Data Quality of the Native Hawaiian and Pacific Islander National Health Interview Survey

Adena Galinsky, National Center for Health Statistics
Carla E. Zelaya, National Center for Health Statistics
Catherine Simile,
National Center for Health Statistics
Patricia M. Barnes,
National Center for Health Statistics

Validation Methods for Complex Mixed-Panel Web Studies

Eran Ben-Porath, SSRS
Gillian SteelFisher, Harvard School of Public Health



Day at a Glance

Friday May 18, 2018

Time	Event	Location
7:00 a.m. - 8:00 a.m.	Committee Meetings (See page 31)	
7:00 a.m. - 8:00 a.m.	Fun Walk/Run	Check in the Hotel Lobby @ 6:30 a.m.
7:00 a.m. - 8:00 a.m.	Continental Breakfast in the Exhibit Hall <i>Sponsored by</i> Understanding American Study Center for Economic and Social Research University of Southern California	Plaza Exhibit Hall
7:00 a.m. - 2:00 p.m.	Exhibit Hall and Book Exhibit Open	Plaza Exhibit Hall
7:30 a.m. - 3:00 p.m.	Registration Desk Open	Plaza Registration Desk
8:00 a.m. - 9:30 a.m.	Concurrent Sessions F	
	Session 1: Information, Knowledge, and Motivation: Reasons for Participation A&I	Director's Row E
	Session 2: Questioning the Questioner: Exploring Interviewer Effects in Surveys Qual	Director's Row H
	Session 3: Raise the Flag to Retreat or Rejoice? Exploring the Utility of Appended Information to ABS Samples Qual	Director's Row I
	Session 4: You Got That Data From my Mobile Device? Inv	Governor's Square 10
	Session 5: I Bet Your Barista Doesn't Serve Up These Blends: Comparing Nonprobability and Probability Surveys and Their Combinations Prob/Non	Governor's Square 11
	Session 6: S_RVEY Response: Finding Ways to Put U Back In BigData	Governor's Square 12

This year AAPOR is offering Concurrent Sessions that fall into several tracks to help you better plan the sessions you attend.

Sessions marked with the following icons are a part of the indicated track.

Attitudes & Issues	A&I	Probability & Nonprobability Samples	Prob/Non
Populations, Polls, and Politics	PPP	Big Data/Data Science and Surveys	BigData
Data Quality	Qual	Questionnaire Design & Interviewing	Q&I
Data Collection and Survey Participation	DCSP	Research in Practice	RNP
Innovations & Emerging Methods	Inv	PORTAL	PORTAL
Multinational, Multigenerational, and Multicultural	3MC	DEMO	DEMO

Friday May 18



Day at a Glance

Friday May 18, 2018

Friday May 18

Time	Event	Location
8:00 a.m. - 9:30 a.m.	Concurrent Sessions F (continued)	
	Session 7: Building a Multi-Mode Survey Research Panel: Lessons Learned and Future Developments from Be Heard Philly and Be Heard Mile High PORTAL Inv DCSP	Governor's Square 14
	Session 8: Race to Understand America: the Minority Experience and Politics A&I	Governor's Square 15
	Session 9: How Do We Know What They Know? Theory and Practice of Question Evaluation Q&I	Governor's Square 16
	Session 10: How to Get Your Survey Elected. Practical Tools for Improving Election Surveys. PPP	Governor's Square 17
	Session 11: AAPOR's Got Talent Sponsored by	Plaza Ballroom BCEF
9:30 a.m. - 10:00 a.m.	Beverage Break in the Exhibit Hall Sponsored by	Plaza Exhibit Hall
10:00 a.m. - 11:30 a.m.	Concurrent Sessions G	
	Session 1: Your Secret is Safe With Me. Impact of Confidentiality and Privacy on Survey Response. DCSP	Director's Row E
	Session 2: Learning from the Madness: Digital-Trace Data, Crowd-Sourcing, and Natural Language Processing Inv	Director's Row H
	Session 3: What do Scientists Know Anyway? A&I	Director's Row I
	Session 4: Running our Questions Through the Ringer: Multiple Methods for Evaluating Survey Questions Q&I	Governor's Square 10
	Session 5: Incentive Traits for Better Response Rates DCSP	Governor's Square 11
	Session 6: If I Adapt Will You Respond? DCSP	Governor's Square 12
	Session 7: Will it Blend? Weighting and Modeling in Pre-Election Polls PPP	Governor's Square 14
	Session 8: Raising the Bar on Graphics: An Introduction to Data Visualization of Survey Data using R and R Shiny Apps PORTAL BigData	Governor's Square 15



Day at a Glance

Friday May 18, 2018

Time	Event	Location
10:00 a.m. – 11:30 a.m.	Concurrent Sessions G (continued)	
	Session 9: Promises, Proxies, Paradata and Other Prospects for Reducing Measurement Error Qual	Governor's Square 16
	Session 10: Professional Development Workshop: Flash Mentoring	Governor's Square 17
12:45 p.m. – 1:45 p.m.	Memoriam Session Remembering and Honoring AAPOR Members	Director's Row E
11:30 a.m. – 12:45 p.m.	Luncheon and Activities Awards Ceremony	Plaza BCEF
11:45 a.m. – 1:00 p.m.	Committee Meetings (see page 31)	
12:30 p.m. – 2:00 p.m.	Speed Networking Session #2	Plaza Ballroom A
12:45 p.m. – 1:45 p.m.	Dessert Reception in the Exhibit Hall Sponsored by  Meet the Authors Session Book Sale Poster Session #3	Plaza Exhibit Hall
1:45 p.m. – 3:15 p.m.	Concurrent Sessions H	
	Session 1: Changes in Respondent Privacy, Confidentiality, and Data Sharing Concerns A&I	Director's Row E
	Session 2: Missing you, Maybe? DCSP	Director's Row H
	Session 3: Chapter Student Paper Award Winners	Director's Row I
	Session 4: IT is All About the Apps: Advances in Data Collection Using Mobile Devices Inv	Governor's Square 10
	Session 5: Lean Mean Survey Machines - Improving Survey Estimation and Data Processing Using Machine Learning Methods BigData	Governor's Square 11
	Session 6: Data Presentation Across the Research Spectrum RNP	Governor's Square 12
	Session 7: The Hits and the Misses: Election Poll Accuracy in the U.S. and Around the World PPP	Governor's Square 14
	Session 8: The Design and Implementation of Mixed Mode Surveys PORTAL	Governor's Square 15
	Session 9: The Chatter About Your Scatter! Methods for Representing Error in Data Visualizations Inv	Governor's Square 16

Friday May 18



Day at a Glance

Friday May 18, 2018

Time	Event	Location
1:45 p.m. – 3:15 p.m.	Concurrent Sessions H (continued)	
	Session 10: Panel or Wallpaper? How to Cover Your Survey Needs and Other Advice on Starting and Running an Online Panel	Governor's Square 17
	DCSP	
3:30 p.m. – 5:00 p.m.	Concurrent Sessions I	
	Session 1: Question Your Answers and Probe your Questions	Director's Row E
	Inv	
	Session 2: Further Down the Road with Mode: Advances in Understanding the Impact of Survey Mode on Data Quality	Director's Row H
	Qual	
	Session 3: We Want You...We Want You Back: Response and Retention in Longitudinal and Panel Surveys	Director's Row I
	DCSP	
	Session 4: The Power, Promise and Peril of Auxilary Data	Governor's Square 10
	BigData	
	Session 5: The M_SSING Link: New Methods for Imputation	Governor's Square 11
	Qual	
	Session 6: So Many Choices. Research on Response Scales	Governor's Square 12
	Q&I	
	Session 7: You Are What You Eat (And Where You Live): Health, Activity, and Geography	Governor's Square 14
	A&I	
	Session 8: The Worldwide Challenge of Developing and Using Web-Push Methods for Conducting Surveys	Governor's Square 15
	PORTAL DCSP	
	Session 9: Upwardly Mobile: Improving Data Quality on Smartphone/Mobile Surveys	Governor's Square 16
	DCSP	
	Session 10: How to Get Media Attention for Your Research	Governor's Square 17
	RNP	
5:15 p.m. – 6:45 p.m.	AAPOR Membership & Business Meeting	Plaza Ballroom B
7:00 p.m. – 7:45 p.m.	President's Reception	Plaza Ballroom BCEF
7:45 p.m. – 10:00 p.m.	Awards Banquet	Plaza Ballroom BCEF
10:00 p.m. – 1:00 a.m.	Bash After the Banquet	Grand Ballroom



Concurrent Sessions F

Friday, May 18, 2018, 8:00 a.m. – 9:30 a.m.

Session 1: A&I

Information, Knowledge, and Motivation: Reasons for Participation

Paper: *Attitudes and Issues*

Moderator: Jennifer Benz,
NORC at the University of Chicago

Location: Director's Row E

Does Hating the Press Create Opposition to Press Freedoms? Exploring the Implications of Declining Public Trust in the News Media

Andrew Daniller, *University of Pennsylvania*

Perceptions of Elections in Repeated Exposure to Singular vs Aggregate Evidence of Public Opinion

Ozan Kuru, *University of Michigan*
Josh Pasek, *University of Michigan*
Michael Traugott, *University of Michigan*

Rethinking Abortion Survey Questions: From a Legal to a Values-Behavioral Framework

Kate Stewart, *ConwayStrategic*
Janine B. Beekman, *Ipsos Public Affairs*
Julia Clark, *Ipsos Public Affairs*

Informed=Motivated? Explaining the Paradox of Knowledgeable Motivated Reasoners

Josh Pasek, *University of Michigan*
Brian E. Weeks, *University of Michigan*

Empathy and Political Attitude Formation. Experimental Revalidation of the First Empathy Short Scale

Wolfgang Karlstetter, *Stony Brook University*

Session 2: Qual

Questioning the Questioner: Exploring Interviewer Effects in Surveys

Paper: *Data Quality*

Moderator: Paul Schroeder, *EurikaFacts*

Location: Director's Row H

Reducing Acquiescent Response Style with Conversational Interviewing.

Frederick Conrad, *University of Michigan*
Rachel Davis, *University of South Carolina*
Anna Mesa, *University of South Carolina*
Shaohua Dong, *University of Michigan*

Comparing Interviewer and Respondent Profile in Face-to-Face Surveys

Galina Zapryanova, *Gallup*
Johanna Godoy, *Gallup*
Audris Campbell, *Gallup*

Wellbeing and Data Quality in the American Time Use Survey (ATUS)

Ana Lucia Cordova-Cazar,
Universidad San Francisco de Quito

Telephone Survey Respondents' Abilities to Identify the Race of Their Interviewers

Paul Lavrakas, *Self-Employed*
Dan Thaler,
Michigan State University Office of Survey Research
Delicia Solis,
Michigan State University Office of Survey Research
Linda Stork,
Michigan State University Office of Survey Research

Interviewer Effects and Social Desirability: A Cross-Cultural Analysis of Face-to-Face Surveys

Martha McRoy, *Pew Research Center*
Courtney Nelson, *Pew Research Center*

Friday May 18



Concurrent Sessions F

Friday, May 18, 2018, 8:00 a.m. – 9:30 a.m.

Session 3: Qual

Raise the Flag to Retreat or Rejoice? Exploring the Utility of Appended Information to ABS Samples

Paper: Data Quality

Moderator: Cameron McPhee,
American Institutes for Research

Location: Director's Row I

Variables Appended to ABS Frames: Has Data Quality Improved?

Shelley Roth, *Westat*
Andrew Caporaso, *Westat*
Jill DeMatteis, *Westat*

Analysis of Temporal Dynamics in Commercial Data

Paul Burton, *University of Michigan*
Daniel Guzman, *University of Michigan*
Sunghee Lee, *University of Michigan*
Ashley Hyon, *Marketing Systems Group*
David Malarek, *Marketing Systems Group*

PO Boxes on Address-Based Sampling (ABS) Frames – Under- or Over-Coverage or Both?

Joseph McMichael, *RTI International*
Derick Brown, *RTI International*

Give a Second Thought to the Secondary City: New Applications of the USPS City State File

Derick Brown, *RTI International*
Joe McMichael, *RTI International*

Assessing the Impact of the Local Partner File Updates on the Master Address File (MAF)

Alejandro Hernandez Segura, *U.S. Census Bureau*

Session 4: Inv

You got that data from my Mobile Device?

Methodological Brief: Innovations & Emerging Methods

Moderator: Karol Krotki, *RTI International*

Location: Governor's Square 10

Willingness to collect smartphone sensor data in a Dutch probability-based online panel of the general population

Bella Struminskaya, *Utrecht University*
Vera Toepoel, *Utrecht University*
Peter Lugtig, *Utrecht University*
Barry Schouten, *CBS*
Marieke Haan, *Utrecht University*
Annemiek Luitjen, *CBS*

SurveyMotion: What can we learn from Sensor Data About Respondents' Actions in Mobile Web Surveys?

Jan Karem Höhne, *University of Mannheim*
Stephan Schlosser, *University of Göttingen*

Using an “All-in-one” Smartphone GPS Application for Household Travel Survey Data Collection

Joann Lynch, *RSG*
Elizabeth Greene, *RSG*
Michelle Lee, *RSG*

More Devices, Less Modeling? How the Increased Incidence of Personal Mobile Devices Both Enables and Complicates Big Data Measurement of Media Consumption Behavior

Elaine Perrin, *Nielsen*
Oana Dan, *Nielsen*

It's a Mobile, Mobile World — Identifying Changing Trends in Internet Usage

William DeShong, *Data Scientist*

Coverage Error in Mobile Web Surveys Across European Countries

Tobias Baier, *Darmstadt University of Technology*
Anke Metzler, *Darmstadt University of Technology*
Marek Fuchs, *Darmstadt University of Technology*



Concurrent Sessions F

Friday, May 18, 2018, 8:00 a.m. – 9:30 a.m.

Session 4: (continued)

Using Digital Technology to Administer an Intensive Longitudinal Survey to Adolescents: Innovations, Challenges, and Lessons

Naila Rahman, *Princeton University*
Rachel Goldberg, *University of California, Irvine*
Dawn Koffman, *Princeton University*
Marta Tienda, *Princeton University*

Do Respondents in Business Surveys Device Switch?

Karen Stein, *Westat*
Sarah Bennett-Harper, *Westat*
Martha Stapleton, *Westat*
Kerry Levin, *Westat*
Brenda Schafer, *Internal Revenue Service*
Pat Langetieg, Lisa Rupert, Scott Leary, *Internal Revenue Service*

Session 5: Prob/Non

I Bet Your Barista Doesn't Serve Up These Blends: Comparing Nonprobability and Probability Surveys and Their Combinations

Methodological Brief: Probability and Nonprobability

Moderator: John Kennedy, *Indiana University*

Location: Governor's Square 11

Novel Methods for Blending of Probability and Convenience Samples

Michael Robbins, *RAND Corporation*

Bayesian Integration of Probability and Non-Probability Sample

Joseph Sakshaug,
German Institute for Employment Research
Arkadiusz Wisnioski, *University of Manchester*
Diego Perez-Ruiz, *University of Manchester*
Annelies Blom, *University of Mannheim*

A Comparison of Two ABS Designs and a Census Balanced Non-Probability Quota Sample

Robert Tortora, *ICF International*
Ronaldo Iachan, *ICF International*

Efficient Weighting Adjustments for Nonprobability Sample Surveys

Mansour Fahimi, *GfK*
Leticia Maciel, *GfK*
Frances Barlas, *GfK*
Elisa Chan, *GfK*
Randall K. Thomas, *GfK*

Calibrating Big Data for Population Inference: Applying Quasi-randomization Approach to Naturalistic Driving Data using Bayesian Additive Regression Trees

Ali Rafei, *University of Michigan*
Michael R. Elliott,
Survey Research Center, Institute for Social Research, University of Michigan
Carol A. C. Flannagan,
University of Michigan
Transportation Research Institute

Friday May 18



Concurrent Sessions F

Friday, May 18, 2018, 8:00 a.m. – 9:30 a.m.

Session 5: (continued)

Measuring the Substantive Consistency of Findings from Online Probability and Opt-in Surveys

Andrew Mercer, Pew Research Center
Arnold Lau, Pew Research Center

Examining Polling Accuracy and Representativeness Across Varying Survey Methodologies with Simultaneously-Collected Data

David Taylor, Roanoke College
Alice Kassens, Roanoke College
Harry Wilson, Roanoke College

Comparison Between Redirected Inbound Call Sampling Surveys and Outbound Telephone Surveys

Burton Levine, RTI International
Karol Krotki, RTI International

Session 6:

BigData

S_RVEY Response: Finding Ways to Put U Back In

Paper: Big Data/Data Science

Moderator: Kelly Foster,
East Tennessee State University

Location: Governor's Square 12

A Response Propensity Modeling Experiment of the Differential Allocation of Recruitment Strategies in the Simmons National Consumer Survey

Mickey Jackson, Self-Employed
Paul J Lavrakas, Independent Consultant
Gerry Dirksz, Simmons Research
Claudette Brazle, Simmons Research
Lisa Lusskin, Simmons Research
Beth Ponce, Simmons Research

Adaptive RDD Design: Competing Risks Survival Model with Time-dependent Covariates

Randal ZuWallack, ICF International

Robustness Check Against Survey Non-observation

Masahiko Aida, Civis Analytics

Using Machine Learning to Reduce Non-Response Bias Risk

Derrick Gray, Numeris
Sepideh Farsinezhad, Numeris

Using Machine Learning to Correct for Survey Nonresponse

Curtis Signorino, University of Rochester
Antje Kirchner, RTI International



Concurrent Sessions F

Friday, May 18, 2018, 8:00 a.m. – 9:30 a.m.

Session 7: PORTAL Inv DCol

Building a Multi-Mode Survey Research Panel: Lessons Learned and Future Developments from Be Heard Philly and Be Heard Mile High

PORTAL: Innovations & Emerging Methods/Data Collection

Moderator: Heidi Grunwald,
Temple University Institute for Survey Research

Location: Governor's Square 14

Building a Multi-Mode, Survey Research Panel: Lessons Learned and Future Developments from BeHeardPhilly

Heidi Grunwald,
Temple University Institute for Survey Research

BeHeardMileHigh: The First Community-Driven Panel that Focuses on Health, Wellness, and Social Justice in the African American Community

Lynn VanderWielen,
Center for African American Health

Session 8: A&I

Race to Understand America: the Minority Experience and Politics

Paper: Attitudes and Issues

Moderator: Mark Schulman, *ABT Associates*

Location: Governor's Square 15

The Lives and Voices of Black America Post 2016 Election

Tresa Undem, *PerryUndem Research/Communication*
Shakari Nichele Byerly

Making a Difference Through Community-Based Research: The Black Experience Project

Keith Neuman, *Envirionics Institute for Survey Research*

Examining Differences in Political Attitudes by Education Among Blacks and Hispanics

Hannah Fingerhut, *Pew Research Center*
Jocelyn Kiley, *Pew Research Center*

Overestimation of Minority Groups: Perceived Threat, Media Exposure, and Generalized Misestimation Bias

Brian Guay, *Duke University*
David Landy, *Indiana University (Bloomington)*
Tyler Marghetis, *Indiana University (Bloomington)*
Cara Wong,
University of Illinois (Urbana Champaign)

Friday May 18



Concurrent Sessions F

Friday, May 18, 2018, 8:00 a.m. – 9:30 a.m.

Session 9: Q&I

How Do We Know What They Know? Theory and Practice of Question Evaluation

Paper: Questionnaire Design and Interviewing

Moderator: Rachel Caspar, RTI International

Location: Governor's Square 16

The Problem with Problems: Modified Perspectives on the Role of Cognitive Interviewing for Improving Questionnaires

Paul Beatty, U.S. Census Bureau

Exploring Impression Management vs Social Desirability Effects with Weight Loss and Weight Management Questions and its Influence on The Question Response Process

Sheba Dunston, Centers for Disease Control and Prevention

Methodological Considerations for Interviewing Teens

Meredith Massey,
National Center for Health Statistics

If Pretesting is a Best Practice, Why are so Few Reporting It? A Comprehensive Audit of a Sample of Medical Education Journals

Colleen Colbert,
Cleveland Clinic Lerner College of Medicine of Case Western Reserve University
Judith French, Cleveland Clinic
Alejandro Arroliga, Baylor Scott & White Health

Developing Self-Administered Questionnaires for Children and Teenagers

Victoria Hoverman, Westat
Teresa Kline, Westat
Joselin Bravo, Westat
Adwoa Prempeh, Westat
Amanda Wilmot, Martha Stapleton, Westat
Melissa Rothstein, Sujata Dixit-Joshi
Tracy Vericker, Westat

Session 10: PPP

How to Get Your Survey Elected. Practical Tools for Improving Election Surveys.

Methodological Brief: Populations, Polls, and Politics

Moderator: Nick Moon, Moonlight Research

Location: Governor's Square 17

When To Ask About Third-Party Candidates? A Question Order Experiment with a *Really* Big Sample

Mark Blumenthal, SurveyMonkey
Reuben McCreanor, SurveyMonkey

Named and Partially Named Candidate Matchups for Early-Cycle Polling

Charlotte Swasey, Civis Analytics
David Shor, Civis Analytics
Michael Sadowsky, Civis Analytics

May I Please Speak to...? Sampling and Asking for Respondents by Name in Registration Based Samples

Dean Williams, Abt Associates
Seth Brohinsky, Abt Associates
Raphael Nishimura, Abt Associates
Scott Clement, Washington Post
Emily Guskin, Washington Post

Minimizing Error in Mega-Polls: Lessons from the 2016 Election

Joseph Zappa, Cicero Insights
Emily Riederer, Capital One
Kaitlyn McAuliffe, LEWIS

Headers in Voting Advice Applications: the Effect of Issue Framing in Political Attitude Surveys

Bregje Holleman, Utrecht University
Naomi Kamoen, Tilburg University

Intracycle Reporting for Tracking Survey Studies

Alan Roshwalb, Ipsos
Marcus Maher, Ipsos



Concurrent Sessions F

Friday, May 18, 2018, 8:00 a.m. – 9:30 a.m.

Session 10: (continued)

The University of Montana Big Sky Poll: Perspectives from a Rural, Western State

Sara Rinfret, *University of Montana*
Justin Angle, *University of Montana*

How Does Questionnaire Design Affect Party ID?

Kyley McGeeney, *PSB*
Jennifer Miller-Gonzalez, *PSB*
Haley Tran, *PSB*

Session 11:

AAPOR's Got Talent

NEW!

Sponsors:

Sample Solutions, UConn Program in Survey Research, American Institutes for Research, and the Survey Research Center at the University of Michigan Institute for Social Research

Moderator: Brady T. West, *University of Michigan*

Judges: Nancy Bates, *U.S. Census Bureau*
Carsten Broiche, *Sample Solutions*
Diane Herz, *Mathematica*
Jessica L. Holzberg, *U.S. Census Bureau*
Ting Yan, *Westat*

Location: Plaza Ballroom BCEF

Finalists:

Statistical Data Integration

Ying Han, *University of Maryland*
Partha Lahiri, *University of Maryland*

Surveys, Public Opinion, and Democracy: A Youth Education Initiative

Allyson Holbrook, *University of Illinois at Chicago*

Public Opinion in Space and Time: A Geospatial View of Public Attitudes Towards Surveys

Sarah Kelley, *American Institutes for Research*
Celeste Stone, *American Institutes for Research*
Clyde Tucker, *American Institutes for Research*

Trust us: Leveraging a more nuanced understanding of trust in survey research

Colleen McClain, *University of Michigan*

Automated Retrieval of Information From Open-Ended Survey Responses Using Natural Language Processing

Antonia Warren, *Westat*
Reanne Townsend, *Westat*
Hanyu Sun, *Westat*
David Cantor, *Westat*
Andrew Caporaso, *Westat*
Gonzalo Rivero, *Westat*

Friday May 18



Concurrent Sessions G

Friday, May 18, 2018, 10:00 a.m. – 11:30 a.m.

Session 1: DCSP

Your Secret is Safe With Me. Impact of Confidentiality and Privacy on Survey Response

Paper: Data Collection and Survey Participation

Moderator: Marek Fuchs,
Darmstadt University of Technology

Location: Director's Row E

Can Phishing Tank Survey Response Rates? Evidence from a Natural Experiment

Philip Brenner, *University of Massachusetts Boston*

Priming Confidentiality Concerns: How Reminders of Privacy Affect Response Rates and Data Quality in Online Data Collection

Big Data and Machine Learning Elucidate Perceptions of Gun Control and Violence: Patterns Across Time and Landscapes

Daniel Scantlebury, *Resonate*
Sam Hawala, *Resonate*
Toshi Yumoto, *Resonate*

Identifying Eligible Samples through Text Mining and Machine Learning Classification

Adam Lee, *ICF International*

Natural Language Processing: A Powerful Tool to Analyze Open-Ended Survey Responses

Shane Thompson, *Summit*
Tim Book, *Summit*
Avinash Tamby, *Summit*

Is the Media Liberal? Using Natural Language Processing to Identify Media Bias

Sarah Kelley, *American Institutes for Research*
Claire Kelley, *American Institutes for Research*

Using Linguistic Methodologies for Optimizing Data Quality in Focus Group Research

Cally Alessi, *Nielsen Company*
Emily Summers, *Nielsen*

Session 2: Inv

Learning from the Madness: Digital-Trace Data, Crowd-Sourcing, and Natural Language Processing

Methodological Brief: Innovations & Emerging Methods

Moderator: Dawn V. Nelson, *U.S. Census Bureau*

Location: Director's Row H

Web-scraping Data for Official Statistics: Examining the periodicity and quality of indicators of crime from law enforcement web sites

Michael Planty, *RTI International*
Duren Banks, *RTI International*
Samuel Goree, *RTI International*

Hybrid data collection approach to improve estimates of arrest-related deaths in the US

Peter Baumgartner, *RTI International*
Duren Banks, *RTI International*
Michael G. Planty, *RTI International*

Ground Truthing in Social Media Research: Assessing Methods Used for Demographic Inference from Twitter

Colleen McClain, *University of Michigan*
Zeina Mneimneh, *University of Michigan*
Trivellore Raghunathan, *University of Michigan*
Lisa Singh, *Georgetown University*



Concurrent Sessions G

Friday, May 18, 2018, 10:00 a.m. – 11:30 a.m.

Session 3: A&I

What do Scientists Know Anyway?

Paper: Attitudes and Issues

Moderator: Mike Binder, University of North Florida

Location: Director's Row I

"Scientists Fall Apart: Education, Ideology, and General Public Adult Perceived Agreement among Climatologists on Global Warming 2006 and 2010

Susan Carol Losh, Florida State University

Can We Just Skip Doing Surveys Altogether? Comparing the Accuracy of MRP and LAD to Real Survey Data

Samantha Sekar, Stanford University

Jon A. Krosnick, Stanford University

Bo MacInnis, Stanford University

Partisan Media and Science Knowledge

Josh Pasek, University of Michigan

Sedona Chinn, University of Michigan

Which Science News Topics Do Americans Most Commonly Perceive as Fabricated or Controversial?

Brian Kennedy, Pew Research Center

Jeffrey Gottfried, Pew Research Center

Elisa Shearer, Pew Research Center

Meg Hefferon, Pew Research Center

Demographic Variations in the Stability of Science Knowledge in a Panel Survey

Nick Allum, University of Essex

Kiril Makarovs, University of Essex

Josh Pasek, University of Michigan

Session 4: Q&I

Running our Questions Through the Ringer: Multiple Methods for Evaluating Survey Questions

Methodological Brief: Questionnaire Design and Interviewing

Moderator: Darby Steiger, Westat

Location: Governor's Square 10

One Nail, Many Hammers: Comparing Results Obtained from Multiple Question Evaluation Methods

Jennifer Edgar, U.S. Bureau of Labor Statistics

Jessica Holtzbert, U.S. Census Bureau

Getting Carded: Incorporating Card Sorts into Cognitive Interviews

Jessica Holzberg, U.S. Census Bureau

Using Focus Group Results to Inform In-Depth Interview Protocols

Vincent Welch, NORC at the University of Chicago

Erin Fordyce, NORC at the University of Chicago

Laurence Ralph, Harvard University

Michiko Tsuneda, Harvard University

Minimizing Order Effects when Integrating Early Stage Scoping and Cognitive Interviewing Techniques

Kenneth Herrell, U.S. Census Bureau

Kristin Stettler, U.S. Census Bureau

Catherine Buffington, U.S. Census Bureau

Javier Miranda, U.S. Census Bureau

No Cost, Lost Cost Cognitive Interviewing

Raeal Moore, ACT Inc.

Blending Methodologies in Cognitive Interviews and IDIs to Examine Perceptions of Jobs and Work: Advantages and Caveats

Bernard L. Dugoni,

NORC at the University of Chicago

Tom W. Smith, NORC at the University of Chicago

Friday May 18



Concurrent Sessions G

Friday, May 18, 2018, 10:00 a.m. – 11:30 a.m.

Friday May 18

Can We Help Seemingly Confused Respondents? Experimentally Testing Conventional and Novel Approaches

David Vannette, *Stanford University & The Qualtrics Methodology Lab*
Carol Haney, *Qualtrics*

Screening for Specific Experiences: Fine-Tuning Questions in Multi-phase Testing

Mandi Martinez, *U.S. Census Bureau*
Mary Davis, *U.S. Census Bureau*

Session 5:

DCSP

Incentive traits for better response rates.

Methodological Brief: Data Collection and Survey Participation

Moderator: Brad Houseknecht, *NPC Inc.*

Location: Governor's Square 11

Incentive Effects on Nonresponse and Data Quality

Lindsey Witt-Swanson, *University of Nebraska - Lincoln*
Quan Zhou, *University of Nebraska - Lincoln*
Jolene D. Smyth, *University of Nebraska - Lincoln*
Kristen Olson, *University of Nebraska - Lincoln*

Finding the Right Ingredients: Mixing Incentives, Deadlines, and Different Mode Protocols to Improve Response Rates in ABS Designs

Thomas Brassell, *ICF International*
Sahnah Lim,
New York University School of Medicine
Stephen Immerwahr,
New York City Department of Health and Mental Hygiene
Amber Levanon Seligson,
New York City Department of Health and Mental Hygiene
James Dayton, *ICF International*
Randal ZuWallack, *ICF International*

Does Geography Affect the Effectiveness of Incentives?

Hanyu Sun, *Westat*
Jocelyn Newsome, *Westat*
Jennifer McNulty, *Westat*
Kerry Levin, *Westat*
Michael Giangrande, *Westat*
Brenda Schafer, *Internal Revenue Service*
Pat Langetieg, *Internal Revenue Service*
Saurabh Datta, *Internal Revenue Service*

Incentives and Survey Length: Does Offering a Choice Result in Higher Response Rates?

Jared Coopersmith, *Mathematica Policy Research*
Nancy Duda, *Mathematica Policy Research*
Sarah Forrestal, *Mathematica Policy Research*
Brianna Sullivan, *Mathematica Policy Research*



Concurrent Sessions G

Friday, May 18, 2018, 10:00 a.m. – 11:30 a.m.

Exploring Monetary Incentives and Respondent Burden in The Consumer Expenditure Interview Survey

Yezzi Lee, U.S. Bureau of Labor Statistics
Clayton Knappenberger,
U.S. Bureau of Labor Statistics
Ian Elkin, U.S. Bureau of Labor Statistics
Brett McBride, U.S. Bureau of Labor Statistics
Barry Steinberg, U.S. Bureau of Labor Statistics

May The Odds Be Ever In Your Favour: Gamifying Incentives For Panel Participants

Adam Gluck, Nielsen
Erin Wittkowski, Nielsen
Arianne Buckley, Nielsen

It is the Gift that Counts: The Effectiveness of Non-Monetary, Tangible Rewards for Child Respondents

Courtney Mooney, Nielsen
Erin Wittkowski, Nielsen
Arianne Buckley, Nielsen

Effect of Incentives on Reducing Response Bias in a Web Survey of Parents

Kate LeFauve, NORC at the University of Chicago
Kathy Rowan, NORC at the University of Chicago
Kriston Koepp, NORC at the University of Chicago
Gillian Lawrence, NORC at the University of Chicago

Session 6:

DCSP

If I Adapt will you Respond?

Paper: *Data Collection and Survey Participation*

Moderator: Vicki Pineau,
NORC at the University of Chicago

Location: Governor's Square 12

Data Driven Decisions & Responding to Target Populations: Using Responsive & Adaptive Design Strategies to Boost Response in Two Concurrent Multi-Tiered Systems of Support for Behavior (MTSS-B) Survey Efforts

Jenny Nguyen, *Decision Information Resources Inc.*
Cynthia Castaldo-Walsh,
Decision Information Resources Inc.
Chelsea Whiting, *Decision Information Resources Inc.*
Sylvia R. Epps, *Decision Information Resources Inc.*

Adaptive Designs - Tailoring of Contact Materials to Increase Survey Participation

Emilia Peytcheva, *RTI International*
Antje Kirchner, *RTI International*
Rebecca Powell, *RTI International*

Meeting/Achieving Your Targeted Response Rate: Using Adaptive Design in a National Survey of County Health Officials

Anne Diffenderffer, *American Institutes for Research*
Alexander Mendoza, *American Institutes for Research*

Responsive Survey Design to Improve Participation among African American Mothers in PRAMS

Patrick Madden, *Market Decisions Research*
Jennifer Oliver, *Market Decisions Research*
Tracey Jewell,
Kentucky Department for Public Health, Division of Maternal and Child Health
Tina Webb, *Kentucky Department for Public Health, Division of Maternal and Child Health*

Adaptive Methodology for Reaching Sexual Minority Women with Phone/Web Based Respondent Driven Sampling

Karen Trocki, *Alcohol Research Group*

Friday May 18



Concurrent Sessions G

Friday, May 18, 2018, 10:00 a.m. – 11:30 a.m.

Session 7: PPP

Will it Blend? Weighting and Modeling in Pre-Election Polls

Paper: *Populations, Polls, and Politics*

Moderator: Brian McDonald, *High Point University*

Location: Governor's Square 14

Weighting by Education In Registration-Based Samples

Nate Cohn, *New York Times*

An Assessment of The Utility of Past-Vote Weighting for Vote Intention Estimates

Patrick Sturgis, *University of Southampton*
Jouni Kuha, *London School of Economics*

How Do Weighting Targets Affect Pre-Election Poll Results?

Kyley McGeeney, *PSB*
Haley Tran, *PSB*

Fully Bayesian MRP for Data Integration

Robert Petrin, *Ipsos Public Affairs*
Mark Polyak, *Ipsos Public Affairs*
Neal El-Dash, *Sleek Data*

The Effectiveness of Multilevel Regression with Post Stratification in Using Survey Data to Predict Popular Vote by State on US Presidential Elections

David Llanos, *Gallup*
Andrew Dugan, *Gallup*
Diana Liu, *Gallup*
Manas Chattopadhyay, *Gallup*

Session 8: PORTAL BigData

Raising the Bar on Graphics: An Introduction to Data Visualization of Survey Data using R and R Shiny Apps.

PORTAL: *Big Data/Data Science*

Moderator: Brady West, *University of Michigan*

Location: Governor's Square 15

Effective Data Visualization for Surveys

Brady West, *University of Michigan*

The Basics of Creating R Shiny Apps based on Survey Data

Heather Kitada, *Oregon State University*

Session 9: Qual

Promises, Proxies, Paradata and Other Prospects for Reducing Measurement Error

Methodological Brief: Data Quality

Moderator: Dragana Bolcic-Jankovic,
University of Massachusetts Boston

Location: Governor's Square 16

How Do Different Cues Affect Proxy Reporting of Transit Use?

Brett McBride, *Bureau of Labor Statistics*

The Effect of Weather Conditions on Survey Responses and Data Quality in a Face-to-face Survey

Allyson Holbrook, *University of Illinois Chicago*
Marina Stavrakantonaki, *University of Illinois Chicago*
Timothy Johnson, *University of Illinois Chicago*

Asking for Commitment in a Web Survey of Youth and Teens

Valrie Horton, *Abt Associates*
Benjamin Phillips, *Abt Associates*
Jared Knott, *Abt Associates*
Daniel Herb, *Boys & Girls Clubs of America*
Robin Hinchee, *Boys & Girls Clubs of America*



Concurrent Sessions G

Friday, May 18, 2018, 10:00 a.m. – 11:30 a.m.

What Can Computer-generated Paradata Tell Us About the Quality of an Interview?

Sharan Sharma, *University of Michigan*
Michael Elliott, *University of Michigan, Ann Arbor*

The Multi-Trait Multi-Error Approach to Estimating Measurement Error

Alexandru Cernat, *The University Of Manchester*
Daniel Oberski, *University of Utrecht*

The Effect of Tailored Feedback on Response Quality in an Online Survey

Kristen Cibelli Hibben, *University of Michigan*
Frederick Conrad,
Survey Research Center, University of Michigan

The Highs and Lows of Don't Knows: Insights From A Survey of Oncologists About How They View Medicinal Use of Marijuana

Dragana Bolcic-Jankovic,
Center for Survey Research - University of Massachusetts Boston
Jessica LeBlanc,
Center for Survey Research - University of Massachusetts Boston
Eric G. Campbell,
Harvard Medical School and Massachusetts General Hospital
Ilana M. Braun,
Dana-Farber Cancer Institute and Harvard Medical School

Social Desirability in Panel Studies: An Experiment of Responses to a Refugee Resettlement Vignette

Mariel Leonard, *University of Mannheim*
Guido Ropers, *University of Mannheim*

Session 10:

Professional Development Workshop: Flash Mentoring

Speaker: Julie Kantor,
President and CEO of Twomentor, LLC

THE MENTOR ROADTRIP™ (think ‘speed mentoring’) is a unique and well-respected program that accelerates leaders of all generations to “Buckle-in and Get into the Fast Lane of Your Career”. In this highly interactive session, participants will hear insights from Julie Kantor, President and CEO of Twomentor, LLC on the Business Case for mentoring and why it’s a triple WIN. The session will be a combination of insightful training, interactive engagement, and networking! Specifically, in this workshop, Julie will unpack the qualities of a good mentor and discuss approaches for creating meaningful mentoring experiences for employees who might span up to 5 generations. The workshop also includes a discussion of how mentoring can support the retention of millennial employees and participants will get to experience some of these insights firsthand through Flash Mentoring opportunities provided throughout the workshop.

Memoriam Session

12:45 p.m. – 1:45 p.m.

Organizer: Courtney Kennedy, *Pew Research Center*

Location: Director's Row E

Remembering and Honoring AAPOR Members who have Passed On During the Past Year.

Meet The Authors Session

12:45 p.m. – 1:45 p.m.

Authors: Lawrence D. Bobo and Mia Tuan

Prejudice in Politics: Group Position, Public Opinion, and the Wisconsin Treaty Rights Dispute
(2018 AAPOR Book Award Winner)

Authors: Richard Valliant and Jill Dever

Survey Weights: A Step-by-Step Guide to Calculation



Poster Session #3

Friday, May 18, 2018, 12:45 p.m. – 1:45 p.m.
Plaza Exhibit Hall

1. Impact of Interviewer Training on the Quality of Health Care Expenditure Data Collected in a National Health Survey

Sadeq Chowdhury,
Agency for Healthcare Research & Quality
Steve Machlin,
Agency for Healthcare Research & Quality

2. Effect of Mobile-Optimization on Respondent Burden and Data Quality in an Existing Household Government Web Survey

Jocelyn Newsome, *Westat*
Jennifer McNulty, *Westat*
Kerry Levin, *Westat*
Hanyu Sun, *Westat*
Brenda Schafer, *IRS*
Patrick Langetieg, *IRS*
Rizwan Javaid, *IRS*

3. Using Surveys of Nonresponders to Examine Barriers to Participation and Potential Bias on Military Surveys

Samantha Daniel, *Office of People Analytics*
Jeff Schneider, M.S., *Office of People Analytics*
Eric Falk, M.S., *Office of People Analytics*
Dave McGrath, *Office of People Analytics*

4. Assessing the Quality of Proxy Responses

Jordan Misra, *U.S. Census Bureau - Washington, DC*
Rachel T. Horwitz, *U.S. Census Bureau*
Renee Reeves, *U.S. Census Bureau*
Beth Newman, *U.S. Census Bureau*
Padriac Murphy, *U.S. Census Bureau*

5. Improving Archival Description of Polling Methods: A Historical Case Study

Kathleen Weldon,
Roper Center for Public Opinion Research

6. Using Personality Traits as Predictors of Unit Nonresponse in a Life History Mail Survey

Xinyu Zhang, *University of Michigan SMP*
Hani Zainulbhui, *University of Michigan*

7. Challenges associated with moving from Decentralized to Centralized Reinterview

Alpha Savage, *U.S. Census Bureau*
Alan Peterson, *U.S. Census Bureau*

8. Shirking and Response Times

Carla VanBeselaere, *Mount Allison University*

9. Bias in Panel Estimates due to Panel Conditioning

Ruben Bach, *University of Mannheim*

10. How Accurately do Respondents Identify the Race and Ethnicity of Their Interviewer Over the Telephone?

Anna Brown, *Pew Research Center*

11. Evaluation of the Reliability of the Locus of Control Scale Among Youths

Vanessa Meldener-Harrell, *Westat*
Eileen Ahlin, *Penn State*

12. I don't know. The effect of question polarity on no-opinion answers

Naomi Kamoen, *Tilburg University*
Bregje Holleman, *Utrecht University*

13. How Many Americans Have a Mixed Religious Identity?

Gregory Smith, *Pew Research Center*

14. Exploring the Cause and Effects of a Reporting Error in a National Health Insurance Survey

David Kashihara,
Agency for Healthcare Research & Quality
Frederick Rohde,
Agency for Healthcare Research and Quality

15. Do I Have a Choice? Comparing Parental Perceptions of School Choice with Actual School Choice in Selected School Districts

Angelina KewalRamani,
American Institutes for Research
Anlan Zhang, *American Institutes for Research*

16. Benchmarking Survey Estimate Trends from Online Panels Against Those from Gold Standard Surveys

Pat Dean Brick, *GfK*
Michael Lawrence, *GfK*
Frances Barlas, *GfK*
Maya Grosul, *GfK*
Mansour Fahimi, *GfK*



Poster Session #3

Friday, May 18, 2018, 12:45 p.m. – 1:45 p.m.
Plaza Exhibit Hall

Friday May 18

17. The Sociometric Framework: New Measures of Reliability and Validity

Randall K. Thomas, *GfK Custom Research*
Frances M. Barlas, *GfK Custom Research*

18. Just Say No: Is There Acquiescence Bias in Yes-No Response Formats?

An Liu, *GfK Custom Research*
Randall K. Thomas, *GfK Custom Research*
Frances M. Barlas, *GfK Custom Research*

19. The Good Old Days? Recall, Satisfaction, and Satisficing in an Assessment Survey of Arts Alumni

Lilian Yahng, *Indiana University*
Jesse Talley, *Indiana University*

20. Examining Adolescents' Survey Fatigue in a Series of Knowledge Items

Andrea Bucciarelli, *Mathematica Policy Research*
Jennifer Walzer, *Mathematica Policy Research*
Sarah Forrestal, *Mathematica Policy Research*

21. Alternative Question Designs for “Other, Specify” Write-In Spaces: An Experiment in an Establishment Survey

Diane K. Willimack, *U.S. Census Bureau*
Kevin A. Linares, *Formerly U.S. Census Bureau*
Brian Kriz, *Formerly JPSM/UMd*
Jennifer L. Beck, *National Science Foundation*

22. Behavior Coding of the BLS Pilot Household Survey of Workplace Injuries and Illnesses

Kristen Pancio, *U.S. Bureau of Labor Statistics*
Polly Phipps, *U.S. Bureau of Labor Statistics*
Robin Kaplan, *U.S. Bureau of Labor Statistics*

23. Does One Plus One Equal Two? Comparing Data on Parents' Marital and Partner Status Over Time

Anlan Zhang, *American Institutes for Research*
Angelina KewalRamani,
American Institutes for Research

24. Tough Enough? An Exploration of Perpetuating Gender Bias in Political Polling

Aimee Vella Ripley, *Unaffiliated*

25. Evaluating Respondents' Interaction with a Web-based Dashboard

Adriana Hernandez-Viver, *U.S. Census Bureau*
Rachel T Horwitz, *U.S. Census Bureau*
Jordan Misra, *U.S. Census Bureau*
Renee Reeves, *U.S. Census Bureau*
Sarah S Vetting, *U.S. Census Bureau*

26. “I’m seeing blank stares”: Exploring Digital Audio Behaviors through Focus Groups

Emily Summers, *The Nielsen Company*
Lauren Walton, *The Nielsen Company*
Jennifer Hunsecker, *The Nielsen Company*

27. Perceived Stigma or Perceived Content: Exploring the Effects of a Wording Change

Marina Stavrakantonaki,
University of Illinois - Chicago
Timothy P. Johnson, *University of Illinois at Chicago*
Georgios A. Skouras, *University of Chicago*
Michael Siciliano, *University of Illinois at Chicago*
Jerreid Ivanich, *University of Nebraska-Lincoln*

28. Crowdsourcing Consensus to Build a Better Survey

Leslyn Hall, *Redstone Research LLC*
Seth Muzzy, *MDRC*

29. Brand New: Ratings of Brands Based on Context

Abigail Giles, *GfK Custom Research*
Randall K. Thomas, *GfK Custom Research*
Frances M. Barlas, *GfK Custom Research*

30. Best Practices For Using iNPS and eNPS in an Enterprise Setting: Does Question Order Impact Net Promoter Score Results When Assessing Employee Engagement and Enterprise Tools in Web-Based Surveys?

Randal Ries, *IBM*
Annette Tassone, *IBM*

31. A Comparison of Two Web-based Measures of Health Literacy and Numeracy

Victoria Hoverman, *Westat*
Jennifer Crafts, *Westat*
Douglas Williams, *Westat*
Andrew Caporaso, *Westat*
Kathryn Aikin, *Food and Drug Administration*
Helen Sullivan, *Food and Drug Administration*



Poster Session #3

Friday, May 18, 2018, 12:45 p.m. – 1:45 p.m.
Plaza Exhibit Hall

- 32. You Know, the Ad with the Three Frogs: Effects of Question Order and Visual Design on Quantity and Elaboration of Recalled Brands**

Andrew Sell, *University of Minnesota*
Alicia Hofelich Mohr, *University of Minnesota*
Thomas Lindsay, *University of Minnesota*

- 33. To List or Not to List, that is the Question: An Examination of Existing Research on the Challenges and Best Practices of Household Rostering**

Kathleen Kephart, *U.S. Census Bureau*
Amber Henderson, *U.S. Census Bureau*
Jon Krosnick, *Stanford University*

- 34. Compare Two Screener Listing Methods in an Online Household Survey**

Tzu-Jou Wan, *American Institutes for Research*
Rachel Hanson, *American Institutes for Research*
Danielle Battle, *American Institutes for Research*

- 35. Modifying an Intro Script to Reduce Bias and Maximize Response Rate in a RDD Survey of Adult American Workers**

Deirdre Middleton, *ICF International*
Patricia Vanderwolf, *ICF International*
Polly Phipps, *Bureau of Labor Statistics*
Naomi Freedner, *ICF International*
Randy ZuWallack, *ICF International*

- 36. Comparing Interviewer-Respondent Interactions for Low Versus High Response Scale Ranges in Telephone Surveys**

Mazen Sarwar, *University of Nebraska - Lincoln*
Kristen Olson, *University of Nebraska-Lincoln*
Jolene D. Smyth, *University of Nebraska-Lincoln*

- 37. Design and Effectiveness of Multimodal Definitions in Online Surveys**

Maura Spiegelman, *University of Maryland*
Frederick Conrad, *University of Michigan*

- 38. Considering Lessons Learned from a Bridge Study for a Business Survey**

Rachel Sloan,
USDA-National Agricultural Statistics Service
Kenneth M. Pick,
USDA-National Agricultural Statistics Service
Robyn Sirkis,
USDA-National Agricultural Statistics Service
Pamela D. McGovern,
USDA-National Agricultural Statistics Service

- 39. Lessons Learned From the Hospital Survey on Patient Safety Culture Re-design and Bridge Study**

Andrew Caporaso, *Westat*
Naomi Yount, *Westat*
Theresa Famolare, *Westat*
Katarzyna Zebrak, *Westat*
Lei Fan, *Westat*
Joann Sorra, *Westat*

- 40. Promo Code: Alternatives to the Net Promoter Score for the Modern Age**

Lisa Jackson, *GfK Custom Research*
Randall K. Thomas, *GfK Custom Research*
Frances M. Barlas, *GfK Custom Research*

- 41. Can Survey Design Reduce the Undercount of Public Health Insurance Coverage?**

Brian Robertson, *Market Decisions Research*
Mark Noyes, *Market Decisions Research*

- 42. Yes, No, and Maybe So: Assessing the Data Quality of Check-All and Forced-Choice Question Formats**

Harper Haynes, *RTI International*
Melissa Cominole, *RTI International*
Antje Kirchner, *RTI International*
Emilia Peytcheva, *RTI International*
Rebecca J. Powell, *RTI International*
Ashley Wilson, *RTI International*

- 43. When Automated Labelling Isn't Enough**

Jen Durow, *American Institutes for Research*
Christina Jones, *American Institutes for Research*



Poster Session #3

Friday, May 18, 2018, 12:45 p.m. – 1:45 p.m.
Plaza Exhibit Hall

44. Machine Learning to Extract Information from Digital Photographs: Applications in Tobacco Research

Peter Herman, NORC at the University of Chicago
Andrew Anesetti-Rothermel,
Truth Initiative Schroeder Institute

Robert Montgomery,
NORC at the University of Chicago

Ned English, NORC at the University of Chicago

Jennifer Cantrell, Truth Initiative Schroeder Institute
Elizabeth C. Hair, Truth Initiative Schroeder Institute

45. Small Area Estimation with Linked Data

Ying Han, University of Maryland, College Park
Partha Lahiri, University of Maryland, College Park

46. Combining Survey Data with Big Data to Measure Consumer Awareness of Quality Changes in Everyday Services

Jana Dodson, Nielsen
Alex Fragapane, Nielsen

47. Optimizing Digital Geolocation Models -- Combining Probability Panels with Big Data

Elisabeth Weber, Nielsen
William Deshong, Nielsen

48. Motivated misreporting in crowdsourcing tasks of content coding, image classification, and surveys

Herschel Sanders, RTI International
Yuli Hsieh, RTI International
Amanda Smith, RTI International
Stephanie Eckman, RTI International

49. Predictors of Utilization of Quality Online Health Information Among Patients In a Federally Qualified Health Center (FQHC): A Big Data Approach

Subrina Farah, University of Rochester
Mechelle Sanders, University of Rochester
Kevin Fiscella Dr., University of Rochester
Marie Thomas, University of Rochester
Michele R Boyd, University of Rochester

50. Optimization of Fake Good Fake Bad Experiments to measure question sensitivity

Yfke Ongena, University of Groningen
Marieke Haan, Utrecht University

51. Commercial Voter Files and Survey Data

Ruth Igielnik, Pew Research Center
Scott Keeter, Pew Research Center
Bradley Spahn, Stanford University
Courtney Kennedy, Pew Research Center

52. Examining the Data Quality of Proxy Respondents within the National Health Interview Survey: Which Parent to Target

Benjamin Zablotsky,
National Center for Health Statistics
James M. Dahlhamer,
National Center for Health Statistics

53. Sight vs. Sound: How Survey Recall Bias Varies with Media Content Consumption

Oana Dan, Nielsen
Elisabeth Weber, Nielsen
Elaine Perrin, Nielsen

54. Online interviewer effect: Understanding how splash pages featuring different genders and races impact online survey respondents

Melissa Bell, Global Strategy Group

55. The Role of Cognitive and Non-cognitive Characteristics in Device Preference in a Longitudinal Online Survey

Valerija Kolbas, University of Essex - ISER
Peter Lugtig, Utrecht University
Vera Toepoel, Utrecht University

56. Prediabetes, Diabetes Type, and Medication: What Can People with Diabetes Report about their Diabetes

Sarah Lessem, National Center for Health Statistics
Sheba K. Dunston,
National Center for Health Statistics

57. Improving the Agent-User Experience for Telephone Survey Operations

Brianda Perez, U.S. Census Bureau - Washington, DC



Concurrent Sessions H

Friday, May 18, 2018, 1:45 p.m. – 3:15 p.m.

Session 1: A&I

Changes in Respondent Privacy, Confidentiality, and Data Sharing Concerns

Panel: Attitudes and Issues

Moderator: Mikelyn Meyers, U.S. Census Bureau

Discussant: Brian Harris-Kojetin,
National Academy of Sciences

Location: Director's Row E

Trends in Perception of Federal Statistical Agencies Among the U.S. Population, 2012-2017

Rodney Terry, U.S. Census Bureau
Mandi Martinez, U.S. Census Bureau
Jennifer Hunter Childs, U.S. Census Bureau
Gerson Morales, U.S. Census Bureau

Hackers, Phish, and Breaches: Census Bureau Research on Respondent Perceptions of Privacy and Data Security from 2012 to 2018

Aleia Fobia, U.S. Census Bureau
Jennifer Hunter Childs, U.S. Census Bureau

Increasing Respondent Confidentiality Concerns in Multilingual Pretesting Studies and Possible Effects on Response Rates and Data Quality for the 2020 Census

Mikelyn Meyers, U.S. Census Bureau
Patricia Goerman, U.S. Census Bureau

Insight from Field Interviewers on Low Response Rates among Limited English Proficiency (LEP) Households: Implications for 2020 and Recommendations for Training and Messaging

Lucia Lykke, U.S. Census Bureau
Patricia Goerman, U.S. Census Bureau
Mikelyn Meyers, U.S. Census Bureau

Session 2: DCSP

Missing you, Maybe?

Methodological Brief: Data Collection and Survey Participation

Moderator: Jolene D. Smyth,
University of Nebraska - Lincoln

Location: Director's Row H

The Impact of Novel Behavioral Design Outreach Strategies on Survey Non-Response – Results from the National Health and Nutrition Examination Surveys

Tala Fakhouri,
Centers for Disease Control and Prevention
Brad Myers,
Centers for Disease Control and Prevention
Denise Schaar,
Centers for Disease Control and Prevention
Paul Scanlon,
Centers for Disease Control and Prevention

Analysis of Response Propensities and Bias in a Nationwide Dual-Mode Survey

Matthew DeBell, *Stanford University*
Natalya Maisel, *Stanford University*
Ted Brader, *University of Michigan*
Vanessa Meldener, *Westat Inc.*

The Effects of Respondent Characteristics on Cooperation Rates When Asking Sensitive Questions

Kriston Koepp, *NORC at the University of Chicago*
Lauren Sedlak, *NORC at the University of Chicago*
Sara Walsh, *NORC at the University of Chicago*

Training or Refraining? Implications of Nonresponse in Estimates of Physical Activity

Philip Brenner, *University of Massachusetts - Boston*

Social connectedness and survey response in the National Social Life, Health, and Aging Project (NSHAP)

Katie O'Doherty, *NORC at the University of Chicago*
Anna Wiencrot, *NORC at the University of Chicago*
Jennifer Satorius, *NORC at the University of Chicago*
Lauren Bishop, *NORC at the University of Chicago*



Concurrent Sessions H

Friday, May 18, 2018, 1:45 p.m. – 3:15 p.m.

Session 2: (continued)

The Impact of Various Nonresponse Follow-up Strategies on the Response Rate for Online Surveys

Jacob Doering, *Statistics Canada*
Keven Bosa, *Statistics Canada*
François Gagnon, *Statistics Canada*

The Effect of Additional Contact Attempts on Nonresponse Bias in a Mail Survey of Physicians

Emily Geisen, *RTI International*
Kristine Wiant, *RTI International*
Darryl Creel, *RTI International*
Gordon Willis, *National Cancer Institute*
Andrew Freedman, *National Cancer Institute*
Janet de Moor, *National Cancer Institute*

Who Refuses Refusal Conversion? A Comparison of Eventual Respondents and Final Refusals

Ashley Griggs, *RTI International*
Rebecca J. Powell, *RTI International*
Zoe Moore, *RTI International*
Kathie Harris,
Carolina Population Center, University of North Carolina at Chapel Hill
Carolyn Halpern,
Carolina Population Center, University of North Carolina at Chapel Hill

Session 3:

CHAPTER STUDENT PAPER WINNERS

Paper

Moderator: Emily Geisen, *RTI International*

Location: Director's Row I

What is the Best Size for Matrix-style Questions in Online Surveys?

PAPOR Student Paper Winner

Rebecca Hofstein Grady,
University of California Irvine
Rachel Greenspan, *University of California Irvine*
Mingnan Liu, *Facebook*

The Emotional Empathic Drive Short Scale (EED): The First Short Scale Measuring Emotional Empathy

NYAAPOR Student Paper Winner

Wolfgang Karlstetter, *Stony Brook University*

Social Media Use, Exposure to Disagreement, and Offline Expressive Participation: The Moderating Role of Self-Censorship

MAPOR's Doris A. Graber Award for Best Public Opinion Paper

Yangsun Hong, *University of Wisconsin-Madison*

Can previous response behavior predict future breakoff in Web surveys?

MAPOR's 2017 Allan McCutcheon Award for Best Methodology Paper

Felicitas Mittereder, *University of Michigan*

It is All About The Design: The Influence of Visual Aids on Respondents' Answers

DC-AAPOR Student Paper Winner

Esteban Guzmán Saucedo,
University of Maryland, College Park



Concurrent Sessions H

Friday, May 18, 2018, 1:45 p.m. – 3:15 p.m.

Session 4: Inv

IT is All About the Apps: Advances in Data Collection Using Mobile Devices

Methodological Brief / Innovations & Emerging Methods

Moderator: Craig Hill, *RTI International*

Location: Governor's Square 10

Are Mobile Apps The Answer? Reducing Error in Measures of Household Expenditure

Carli Lessof, *National Centre for Research Methods*
Annette Jackle Professor, *University of Essex*
Mick Couper Professor, *University of Michigan*
Tom Crossley Professor, *University of Essex*

Your Session Has Expired: Impact of Mobile App Design on Respondent Engagement and Compliance

Cally Alessi, *Nielsen Company*
Lauren Walton, *Nielsen*
Jennifer Hunsecker, *Nielsen*
Kay Ricci, *Nielsen*

Developing and Launching In-App Survey Tools @Uber

Tom Wells, *Uber*

On-going Challenges of Using an App to Collect Survey Data from Residents

Erin Caldwell, *National Research Center Inc.*
Sonya Wtyinck, *National Research Center Inc.*

Smart(phone) Approaches to Mobile App Data Collection

Yasamin Miller, *YMG*
Ingrid Oakley-Girvan, *Stanford University*

Applying Innovative Methodologies to Evaluate the Choose Health LA Restaurant Recognition Program in Los Angeles County

Lisa Arangua,
Los Angeles County Department of Public Health
Tania Gutsche,
Center for Economic and Social Research,
University of Southern California
Arie Kapteyn, *University of Southern California*
Tony Kuo,
Los Angeles County Department of Public Health

Taking Advantage of QR Code in a QR-savvy Society: Push for mobile web responses via QR code in a mail survey of Shanghai residents

Chan Zhang, *Fudan University*

James M. Lepkowski, *University of Michigan*

Lirui He, *Jinan University*

Session 5: BigData

Lean Mean Survey Machines – Improving Survey Estimation and Data Processing Using Machine Learning Methods

Panel: Big Data/Data Science

Organizer: Stephanie Eckman, *RTI International*

Moderator and Discussant:

Frauke Kreuter,
JPSM at University of Maryland,
University of Mannheim & IAB

Location: Governor's Square 11

Machine Learning Enhanced Applications to Imputation Tasks to Achieve Time and Cost Efficiencies

Steven B. Cohen, *RTI International*

Non-Representative Surveys: Modes, Dynamics, Party, and Likely Voter Space

David Rothschild, *Microsoft Research*
Tobi Konitzer, *PredictWise*
Sam Corbett-Davies, *Stanford University*

How Supervised Learning and Topic Models Improve Open-ended Survey Measurement

Patrick van Kessel, *Pew Research Center Data Labs*
Adam Hughes, *Pew Research Center Data Labs*

Can Passive Data Replace Active Data in Smartphone Surveys?

Stephanie Eckman, *RTI International*
Tobias Konitzer, *Stanford University*
David Rothschild, *Microsoft Research*



Concurrent Sessions H

Friday, May 18, 2018, 1:45 p.m. – 3:15 p.m.

Session 6: RNP

Data Presentation Across the Research Spectrum

Panel: Research in Practice

Moderator: Joe Lenski, *Edison Research*

Location: Governor's Square 12

Presenting News Data on the Web

Emily Guskin, *The Washington Post*

Presenting Quantitative and Qualitative Research to a Non-Research Audience

Mary Meyn, *Edison Research*

Explaining Complex Ideas to Clients: Lessons Learned from Trial and Error

Orin Puniello, *Ketchum Research*

Visualizing Survey Research without Oversimplifying the Data or Overwhelming the Audience

Peter Bell, *Pew Research Center*

Political Data Visualization and Presentation

Harry Enten, *Five-Thirty-Eight*

Session 7: PPP

The Hits and the Misses: Election Poll Accuracy in the U.S. and Around the World

Paper: Populations, Polls, and Politics

Moderator: David Dutwin, *SSRS*

Location: Governor's Square 14

Pre-Election Polling Errors across Time and Space

Christopher Wlezien, *University of Texas at Austin*
Will Jennings, *University of Southampton*

State Partisan Voting and Predictive Bias in Statewide Pre-Election Polls

Chase Harrison, *Harvard University*
David Wang, *Harvard University*

Making the Choice: Factors Affecting Accuracy of Predictions in State-level Elections

Chris Fleury, *GfK Custom Research*
Randall K. Thomas, *GfK Custom Research*
Frances M. Barlas, *GfK Custom Research*
Linda McPetrie, *GfK Custom Research*
Annie Weber, *GfK Custom Research*

Time to Throw in the Towel? Election Polling Volatility in 2017 and Beyond

Patrick Murray, *Monmouth University Polling Institute*

Machine Learning Approaches to Evaluate Survey Quality: Predicting Political Poll Quality

David Wang, *Harvard University*
Chase H. Harrison, *Harvard University*

Friday May 18



Concurrent Sessions H

Friday, May 18, 2018, 1:45 p.m. – 3:15 p.m.

Session 8: PORTAL

The Design and Implementation of Mixed Mode Surveys

PORTAL

Moderator: James Wagner, *University of Michigan*

Location: Governor's Square 15

Design Decisions in Mixed-Mode Surveys

James Wagner, *University of Michigan*

Systems Design in a Mixed-Mode Survey Context

James Rodgers, *University of Michigan*

Session 9: Inv

The Chatter About Your Scatter! Methods for Representing Error in Data Visualizations

Paper: Innovations & Emerging Methods

Moderator: Heidi Grunwald, *Temple University*

Location: Governor's Square 16

Explorations of Uncertainty in Data Visualization

Michael Schober, *New School for Social Research*
Aaron Hill, *Parsons School of Design*

Seeking New Ways of Representing Uncertainty in Data Visualization: A Review of Fine Art

Clare Churchouse, *Parsons School of Design, The New School*

Aaron Hill, *Parsons School of Design, The New School*

Engaging Internal and External Audiences with the American Community Survey through Data Visualization

R. Chase Sawyer, *U.S. Census Bureau*

Megan Rabe, *U.S. Census Bureau*

Greg Mills, *U.S. Census Bureau*

Jonathan Schreiner, *U.S. Census Bureau*

Survey Dashboards: Visualizing Interviewer Performance Data

Susan Genoversa, *Westat*

Jerome Wernimont, *Westat*

Victoria Vignare, *Westat*

Reproducible & Dynamic Analysis of Survey Data

Vishal Singh, *NYU*

Uma Huggins, *OnTopic*

Session 10: DCSP

Panel or Wallpaper? How to Cover your Survey Needs and other advice on Starting and Running an Online Panel

Paper: Data Collection and Survey Participation

Moderator: Ashley Amaya, *RTI International*

Location: Governor's Square 17

Creating a Probability Framework for Online Panels by Matching to Voter Files

Edward Johnson, *RN-SSI*

Kori Bishop, *Aristotle*

Developing an Online Panel: Combining Computer and Mobile Panels

Lauren Walton, *Nielsen*

Timothy Oltman, *Nielsen*

Cally Alessi, *Nielsen*

Jennifer Hunsecker, *Nielsen*

Effectiveness of Unconditional Incentives in Online Panel Surveys

Elena Sommer, *European Social Survey*

Ana Villar, *European Social Survey*

Alun Humphrey, *NatCen Social Research*

Matt Jonas, *NatCen Social Research*

Examination of Nonresponse Follow-up Impact on AmeriSpeak Panel Data Quality

Ipek Bilgen, *NORC at the University of Chicago*

Nada Ganesh, *NORC at the University of Chicago*

J. Michael Dennis, *NORC at the University of Chicago*

Back to the Daily Grind: Evaluating Panelist Fatigue From Repetitive Daily Goals

Erin Wittkowski, *Nielsen*

Adam Gluck, *Nielsen*

Arianne Buckley, *Nielsen*



Concurrent Sessions I

Friday, May 18, 2018, 3:30 p.m. – 5:00 p.m.

Session 1: Inv

Question Your Answers and Probe your Questions

Paper: Innovations & Emerging Methods

Moderator: Mansour Fahimi, GfK

Location: Director's Row E

I'll Take "Respondent Answers" for \$1000, Alex: Fielding Respondent Answers as Survey Questions using Pair-wise Wiki Surveys Administered to Probability and Non-Probability Samples

Trent D. Buskirk,
University of Massachusetts Boston

Jake Rubinstein, *MassInc Polling*

Lauren Cripps, *University of Massachusetts Boston,*
Center for Survey Research

Carol Cosenza, *University of Massachusetts Boston,*
Center for Survey Research

Getting Persnickety about Pair-Wise Wikis: Investigating the Relationship between Initial Settings for Pair-Wise Wiki Surveys and Respondent Engagement using a Randomized Experiment

Florian Keusch, *University of Mannheim*

Trent D. Buskirk, *University of Massachusetts Boston*

Lessons learned from using experience sampling to measure digital news habits

Jeffrey Gottfried, *Pew Research Center*

Michael Barthel, *Pew Research Center*

Elisa Shearer, *Pew Research Center*

Galen Stocking, *Pew Research Center*

Online Probing for Questionnaire Evaluation: Effects of Sample Source and Analysis Method

Reanne Townsend, *Westat*

Rosalynn Xin Yang, *University of Maryland, JPSM*

Kristin Chen, *Westat*

Gonzalo Rivero, *Westat*

Gordon Willis, *National Cancer Institute*

Terisa Davis, *Westat*

Probing in Cognitive Interviews can Promote Acquiescence

Frederick Conrad, *University of Michigan*

Carolyn Lau, *Monmouth University*

Melissa Armenáriz, *University of Michigan*

Johnny Blair, *Independent Researcher*

Rachel Davis, *University of South Carolina*

Timothy Johnson, *University of Illinois at Chicago*

Session 2: Qual

Further Down the Road with Mode: Advances in Understanding the Impact of Survey Mode on Data Quality

Methodological Brief / Data Quality

Moderator: Dale Rhoda, *Biostat Global Consulting*

Location: Director's Row H

Exploring the Methodological Tradeoffs of Mixed-Mode Surveys with an Experimental Design

David Sterrett, *NORC at the University of Chicago*

Dan Malato, *NORC at the University of Chicago*

Jennifer Benz, *NORC at the University of Chicago*

Ipek Bilgen, *NORC at the University of Chicago*

J. Michael Dennis, *NORC at the University of Chicago*

Vicki Pineau, *NORC at the University of Chicago*

Comparing the Probability-Based AmeriSpeak Panel and the In-Person 2016 General Social Survey: Mode, Device, Item Wording Experiments

Ipek Bilgen, *NORC at the University of Chicago*

J. Michael Dennis, *NORC at the University of Chicago*

Tom W. Smith, *NORC at the University of Chicago*

Measuring Political Knowledge in a Mixed-Mode Context: Challenges & Opportunities

Colleen McClain, *University of Michigan*

Ted Brader, *University of Michigan*

Matthew DeBell, *Stanford University*

Lauren Guggenheim, *University of Michigan*

Yioryos Nardis, *University of Michigan*



Concurrent Sessions I

Friday, May 18, 2018, 3:30 p.m. – 5:00 p.m.

Session 2: (continued)

Response Differences by Mode: Surveying those with a Behavioral Health Disorder

Rose Krebill-Prather, *Washington State University*
Felix I. Rodriguez, *Washington State University*
Kent J. Miller, *Washington State University*
Kristen R. Petersen, *Washington State University*
Danna L. Moore, *Washington State University*

Device effects: Examining differences in data quality and estimates of sexual violence between Smartphone and PC users

Lynn Langton, *U.S. Bureau of Justice Statistics*
Michael Planty, *RTI International*
Amanda Smith, *RTI International*
Ashley Griggs, *RTI International*
Marcus Berzofsky, *RTI International*
Chris Krebs, *RTI International*
Christine Lindquist, *RTI International*

A Mode Experiment to Augment Sample Size from Areas with Small Populations in a National Survey

Aaron Maitland, *National Center for Health Statistics*
Hee Choon Shin, *National Center for Health Statistics*
Catherine Simile,
National Center for Health Statistics
Chris Moriarity, *National Center for Health Statistics*

Can IVR Be Used Within CATI to Improve Reports of Drinking and Sexual Orientation?

Stephen Immerwahr, *New York City Department of Health and Mental Hygiene*
Sahnah Lim, *Department of Population Health, NYU School of Medicine*
Thomas Brassell, *ICF International*
James Dayton, *ICF International*
Amber Levanon Seligson, *New York City Department of Health and Mental Hygiene*

When the Stakes are High, Survey Data Quality Must Be Too: Methodological Results from a Statewide Longitudinal RCT Survey Used to Inform State Energy Policies

Benjamin Messer, *Research Into Action Inc.*

Session 3:

DCSP

We Want You...We Want You Back: Response and Retention in Longitudinal and Panel Surveys

Paper: Data Collection and Survey Participation

Moderator: Jessica Holzberg, *U.S. Census Bureau*

Location: Director's Row I

Motivations to Participation in the MIDUS Biomarker Study: Comparisons Between a National Sample and a Minority Oversample

Kris Hansen,
University of Wisconsin - Madison - Madison, WI
Dr. Gayle Love,
University of Wisconsin, Institute on Aging

Setting Incentives Based Upon Response Propensities in Mixed-Mode Panel Survey

Kathleen Considine, *RTI International*
Paul Biemer, *RTI International*
Brian Burke, *RTI International*
Kathleen Mullin Harris, *University of North Carolina Chapel Hill - Carolina Population Center*
Carolyn Halpern, *University of North Carolina Chapel Hill - Carolina Population Center*

From an In-Person to a Web-Mail Panel Survey Design: The Add Health Wave V Experience

Paul Biemer, *RTI International*
Kathleen Mullan Harris, *University of North Carolina*
Brian J. Burke, *RTI International*
Kathleen A. Considine, *RTI International*
Carolyn Tucker Halpern, *University of North Carolina*
Chirayath M. Suchindran, *University of North Carolina*

Examining Respondent Interview Completion Behaviors Across Waves in a Longitudinal Study

Erin Burgess,
NORC at the University of Chicago - Chicago, IL
Katie O'Doherty, *NORC at the University of Chicago*
Rachel Carpenter, *NORC at the University of Chicago*

Longitudinal Panel Maintenance - Studying Veterans' Post-Service Transition Experiences in an Era of Declining Survey Participation

Matthew McDonough, *ICF International*
Patricia Vanderwolf, *ICF International*
John Boyle, *ICF International*



Concurrent Sessions I

Friday, May 18, 2018, 3:30 p.m. – 5:00 p.m.

Session 4: BigData

The Power, Promise and Peril of Auxiliary Data

Methodological Brief: Big Data/Data Science

Moderator: Ned English,
NORC at the University of Chicago

Location: Governor's Square 10

Applying the Multi-Level, Multui-Source (ML-MS) Approach to the 2016 General Social Survey

Tom W. Smith, *NORC at the University of Chicago*

Leveraging Survey and Big Data to Improve Reputation Management: Healthcare Case Study

Orin Puniello, *Ketchum Global Research & Analytics*
Marni Zapakin, *Ketchum Global Research & Analytics*
Katharina Muehlbauer,
Ketchum Global Research & Analytics

Predicting Retention: Results from Military Spouse Survey Responses and Service Member Administrative Records

Malikah Dorvil, *U.S. Department of Defense*
Amy Campbell, *Department of Defense*
Paul Rosenfeld, PhD, *Department of Defense*
James Khun, *Department of Defense*
Joe Luchman, PhD, *Department of Defense*
Carol Newell, *Department of Defense*

Using GPS data as auxiliary data to review the data quality of a time use survey.

Anne Elevelt, *Utrecht University*
Vera Toepoel, *Utrecht University*
Peter Lugtig, *Utrecht University*
Stijn Ruiter, *Utrecht University, NSCR*
(Netherlands Institute for the Study of Crime and Law Enforcement).
Wim Bernasco, *NSCR (Netherlands Institute for the Study of Crime and Law Enforcement)*

Haven't We Met Somewhere Before?

Thomas Welton, *U.S. Census Bureau*
Dan Perez-Lopez, *U.S. Census Bureau*

Mapping the (E)Quality of Services in Los Angeles

Brianne Gilbert,
Loyola Marymount University - StudyLA
Alex Kempler,
Loyola Marymount University - StudyLA
Alejandra Alarcon,
Loyola Marymount University - StudyLA

Not as Easy as 1-2-3: Estimating Content Reach across Multiple Platforms Using a Combination of Panel and Big Data

Oana Dan, *Nielsen*
Julia Liu, *Nielsen*

Understanding the Science Behind Big Data: Nielsen's Approach to Return Path Data

Kay Ricci, *Nielsen*
Leah Christian, *Nielsen*
Kelly Bristol, *Nielsen*
Michelle Gelman, *Nielsen*

Friday May 18



Concurrent Sessions I

Friday, May 18, 2018, 3:30 p.m. – 5:00 p.m.

Session 5: Qual

The M_SSING Link: New Methods for Imputation

Paper: Data Quality

Moderator: Jill Darling,
University of Southern California

Location: Governor's Square 11

Estimating Item Nonresponse Bias in the 2015 New York City Youth Risk Behavior Survey Using Multiple Imputation

Lauren Murray, *New York City Department of Health and Mental Hygiene*
Stephen Immerwahr, *New York City Department of Health and Mental Hygiene*
Teena Cherian, *Harvard Medical School*

An Imputation Solution for Differentiating between Unreported Attitudes and Genuine Nonattitudes in Survey Data

Natalie Jackson, *JUST Capital*
Jeff Gill, *American University*

Artificial Intelligence (AI)-enhanced applications to survey-specific imputation tasks to achieve time and cost efficiencies

Steven Cohen, *RTI International*

Partially Observed Covariates in Longitudinal Surveys

Micha Fischer, *University of Michigan*
Yajuan Si, *University of Michigan*

Imputing Missing Data from Non-Consent to Record Linkage: A Comparison of Parametric and Non-Parametric Imputation Models

Jonathan Gessendorfer,
Institute for Employment Research
Jonas Beste, *Institute for Employment Research*
Joerg Drechsler, *Institute for Employment Research*
Joseph Sakshaug,
Institute for Employment Research

Session 6: Q&I

So Many Choices. Research on Response Scales

Paper: Questionnaire Design and Interviewing

Moderator: Gretchen McHenry, *RTI International*

Location: Governor's Square 12

Generalization of Classic Response Order Effects Across Cultures

Jon Krosnick, *Stanford University*
Henning Silber, *GESIS*
Tobias Stark, *Utrecht University*
Annelies Blom, *University of Mannheim*

Balancing Act: Effects of Scale Polarity on Measurement

Randall K. Thomas, *GfK Custom Research*
Frances M. Barlas, *GfK Custom Research*
Larry Osborn, *GfK Custom Research*

Re-examining the “middle means typical” heuristic using eye-tracking methodology

Jan Karem Höhne, *University of Mannheim*
Timo Lenzner,
GESIS - Leibniz Institute for the Social Sciences
Cornelia Neuert,
GESIS - Leibniz Institute for the Social Sciences
Ting Yan, *Westat*

New Scales for the Modern Survey Era: Numeric Scales

Randall K. Thomas, *GfK Custom Research*
Frances M. Barlas, *GfK Custom Research*

Direction of Agree-Disagree Rating Scales and Data Quality

Ting Yan, *Westat*
Florian Keusch, *University of Mannheim*



Concurrent Sessions I

Friday, May 18, 2018, 3:30 p.m. – 5:00 p.m.

Session 7: A&I

You Are What You Eat (And Where You Live): Health, Activity, and Geography

Paper / Attitudes and Issues

Moderator: Timothy Gravelle, *University of Melbourne*

Location: Governor's Square 14

Examining Changes in Tobacco Retail Outlet Density Over Time and Youth Smoking Behavior

Jennifer Cantrell, *Truth Initiative*

Andrew Anesetti-Rothermel, *Truth Initiative*

Haijun Xiao, *Truth Initiative*

Morgane Bennett, *Truth Initiative*

Peter Herman, *NORC at the University of Chicago*

Ned English, *NORC at the University of Chicago*

Understanding the Opioid Crisis among Injection Drug Users in Southeast Michigan

Ai Rene Ong, *University of Michigan*

Sunghee Lee, *University of Michigan*

Juliette Roddy, *University of Michigan*

Polling on Planning for Late Life & Serious Illness: Key Methods Considerations and Findings

Bianca DiJulio, *Kaiser Family Foundation*

Liz Hamel, *Kaiser Family Foundation*

Bryan Wu, *Kaiser Family Foundation*

Eran Ben-Porath, *SSRS*

Survey Measurement of Physical Activity: The Role of Leisure, House/Care Work, and Paid Work in Socioeconomic Disparities in Reported Physical Activity

Rachel Cusatis, *Medical College of Wisconsin*

Dana Garbarski, *Loyola University - Chicago*

Using Spatial Autocorrelation to Understand the Relationships between Perceived Discrimination, Negative Health Outcomes, and Neighborhood Homogeneity

Naomi Freedner-Maguire, *ICF International*

Randy ZuWallack, *ICF International*

Who's Hungry? Assessing Rural Food Insecurity with a Mixed Probability, Multi-frame, Multi-mode Household Survey

Thomas Guterbock, *University of Virginia, Center for Survey Research*

Yasamin Miller, *Yasamin Miller Group, LLC*

Matthew Starnowski, *University of Virginia Center for Survey Research*

Hexuan Zhang, *University of Virginia Center for Survey Research*

Session 8: PORTAL DCSP

The Worldwide Challenge of Developing and Using Web-Push Methods for Conducting Surveys

PORTAL: Data Collection and Survey Participation

Moderator: Don Dillman, *Washington State University*

Location: Governor's Square 15

Why Web-Push Methods are Needed and the Research Efforts Making Worldwide use Feasible

Don A. Dillman, *Washington State University*

The application of Web-Push Methods in Different Survey Contexts

Leah M. Christian, *Nielsen*



Concurrent Sessions I

Friday, May 18, 2018, 3:30 p.m. – 5:00 p.m.

Session 9: DCSP

Upwardly Mobile: Improving Data Quality on Smartphone/Mobile Surveys

Paper: *Data Collection and Survey Participation*

Moderator: Missy Mosher, Research Now - SSI

Location: Governor's Square 16

Does Smartphone-Friendly Survey Design Help to Attract More and Different Respondents?

Peter Lugtig, *Utrecht University*

Vera Toepoel, *Utrecht University*

Marieke Haan, *Utrecht University*

Robbert Zandvliet, *I&O Research*

Laurens Klein Kranenburg, *I&O research*

Are You Busy? Please Do This Survey on Your Phone: The Effects of Cover Letter Language on Mobile Web Participation in A Mixed-Mode General Population Survey

Kristen Olson, *University of Nebraska - Lincoln*

Jolene D. Smyth, *University of Nebraska-Lincoln*

Revealing Embarrassing Information Takes Time in a Mobile Phone Survey

Stefanie Fail, *New School for Social Research*

Michael F. Schober, *New School for Social Research*

Doing a Time Use Survey on Smartphones Only: What Factors Predict Nonresponse at Different Stages of the Survey Process?

Anne Elevelt, *Utrecht University*

Peter Lugtig, *Utrecht University*

Vera Toepoel, *Utrecht University*

To Use Emoji or Not? Examining the Impact of Emoji in a Web Survey of Youth and Teens

Valrie Horton, *Abt Associates*

Benjamin Phillips, *Abt Associates*

Jared Knott, *Abt Associates*

Daniel Herb, *Boys & Girls Clubs of America*

Robin Hinchee, *Boys & Girls Clubs of America*

Session 10: RNP

How to Get Media Attention for Your Research

Panel: *Research in Practice*

Moderator: Trevor Tompson,
NORC at the University of Chicago

Location: Governor's Square 17

ABC News

Daniel Merkle, *ABC News*

The Washington Post

Scott Clement, *Washington Post*

CBS News

Anthony Salvanto, *CBS News*

The Associated Press

Emily Swanson, *Associated Press*

5:15 p.m. – 6:45 p.m.

AAPOR Membership & Business Meeting

Location: Plaza Ballroom B

7:00 p.m. – 7:45 p.m.

President's Reception

Location: Plaza Ballroom ?

7:45 p.m. – 10:00 p.m.

Awards Banquet

Location: Plaza Ballroom BCEF

10:00 p.m. – 1:00 a.m.

Bash After the Banquet

Location: Grand Ballroom



Day-at-a Glance

Saturday May 19, 2018

Time	Event	Location
8:00 a.m. – 10:15 a.m.	Registration Desk Open	Plaza Registration Desk
8:00 a.m. – 11:30 a.m.	Short Course 6: Designing Mixed-Mode Surveys Sponsored by	Plaza Ballroom A
8:00 a.m. – 11:30 a.m.	Short Course 7: Geographic Information System (GIS) Applications in the Social Sciences: Maps, Mappable Data, and Geospatial Analysis	Plaza Ballroom D
8:30 a.m. – 10:00 a.m.	Concurrent Sessions J	
	Session 1: After the Flood, We Flood You with Questions 	Director's Row E
	Session 2: Time After Time: Advances in Panel Management 	Director's Row H
	Session 3: Does Push Come to Shove? Assessing Push-to-Web 	Director's Row I
	Session 4: Meet the AAPOR Arborists: An Overview of Regression Tree and Machine Learning Practices 	Governor's Square 10
	Session 5: Picture This! Improving Visual Design for Web, Mobile and Other Surveys 	Governor's Square 11
	Session 6: Populism in America; Bannon, Breitbart, and the Rust Belt 	Governor's Square 12
	Session 7: Enter the New Exit Polls... Testing new Modes and Samples 	Governor's Square 14

This year AAPOR is offering Concurrent Sessions that fall into several tracks to help you better plan the sessions you attend.

Sessions marked with the following icons are a part of the indicated track.

Attitudes & Issues		Probability & Nonprobability Samples	
Populations, Polls, and Politics		Big Data/Data Science and Surveys	
Data Quality		Questionnaire Design & Interviewing	
Data Collection and Survey Participation		Research in Practice	
Innovations & Emerging Methods		PORTAL	
Multinational, Multigenerational, and Multicultural		DEMO	

Saturday May 19



Day-at-a Glance

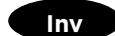
Saturday May 19, 2018

Time	Event	Location
8:30 a.m. – 10:00 a.m.	Concurrent Sessions J (continued)	
	Session 8: What Do We Know About Survey Costs These Days? Reporting Measures of Survey Costs and Practical Recommendations for Designing and Conducting Surveys under Cost Constraints PORTAL DCSP	Governor's Square 15
	Session 9: Can You Build a Nonprobability Sample Successfully? Probably. Exploring and Testing New Approaches for Nonprobability Sample Recruitment Prob/Non	Governor's Square 16
	Session 10: Developing Holistic Approaches to Survey Messaging for Multi-Mode Surveys DCSP	Governor's Square 17
10:15 a.m. – 11:45 a.m.	Concurrent Sessions K	
	Session 1: Many Nations, Many Methods, One Session. 3MC	Director's Row E
	Session 2: Do You Get Nothing After Addition? Exploring the Use of Appended and Ancillary Data for ABS Recruitment DCSP	Director's Row H
	Session 3: Our Story: The 'Wizard of AAPOR' and the Yellow Brick Road We Took to Get There RNP	Director's Row I
	Session 4: Some Tricks to Increase Clicks: Exploring Methods For Web-Survey Recruitment DCSP	Governor's Square 10
	Session 5: We Ask the Questions but Do They Answer Them? Exploring the Survey Response Process Q&I	Governor's Square 11
	Session 6: From Russia to Mexico: Election Polls Around the World PPP	Governor's Square 12
	Session 7: A Country Music Ballad: Education, Incarceration, and Patriotism A&I	Governor's Square 14



Day-at-a Glance

Saturday May 19, 2018

Time	Event	Location
10:15 a.m. – 11:45 a.m.	Concurrent Sessions K (continued)	
	Session 8: Respondent Driven Sampling: Design, Operation and Estimation  	Governor's Square 15
	Session 9: My Goodness - Does this Fit? Applications of Advanced Network Analysis, Modeling and Small Area Estimation for Survey Research 	Governor's Square 16
	Session 10: Don't Close That Window! Understanding Why Web Survey Respondents Break Off 	Governor's Square 17

Saturday May 19



Short Course 6 & 7 Description

Saturday, May 19, 2018, 8:00 a.m. – 11:30 a.m.

Course 6:

Designing Mixed-Mode Surveys

Instructors: Vera Toepoel, *Utrecht University*

Location: Plaza Ballroom A

Course Overview:

Currently, a large variety of data modes such as telephone interview, personal interview, mail or web (PC, tablet, mobile) survey are available for social surveys, which leads to methodological questions, such as, which mode or online device is best? Each mode has its advantages and disadvantages; each mode also makes different logistical demands. Often one single mode will not suffice. Therefore multiple modes of data collection or mixed modes have become more and more popular in survey practice. In this workshop I give an overview on the current state of the art in designing, implementing, and evaluating mixed-mode surveys. I address the major variants of mixed-mode data collection designs, issues in questionnaire design, and management of mixed-mode projects. In addition, I focus on mixed-device surveys: online surveys where respondents use either desktop, tablet or mobile phone. The objective is to provide the participants with a thorough background on mixed-mode and mixed-device methodology and with an empirical knowledge base on the implications of mixed-mode for questionnaire design, total survey error and logistics. After this workshop participants should be able to design a mixed-mode or mixed-device survey. Note that this workshop does not focus on the analysis of mixed-mode data. Instructor: Vera Toepoel is an assistant professor in survey methodology at the Department of Methods and Statistics at Utrecht University, the Netherlands. Her research interest lie in everything related to survey methodology and online surveys in particular: from recruiting respondents, designing the survey instrument, correcting for bias etc. Current topics include data chunking (a.k.a. modular survey design), sensor data (and consent) and mobile survey design. Vera is a member of the coordinating team of the Dutch Platform for Survey Research and the secretary (and president delegate) for RC33 (Methods and Logistics) from the International Sociological Association. She is a member of the Scientific Quality Assurance Board of the GESIS Online Panel in Germany. Vera is the author of the book "Doing Surveys Online" published by Sage (2016), has authored several chapters in handbooks for methodology, and has published numerous journal papers amongst others in Public Opinion Quarterly, Sociological Methods and Research, Survey Research Methods, Social Science Computer Review, Survey Practice etc.

Course Objectives:

- Major variants of mixed-mode data collection designs
- Implications of mixed-mode designs
- Total Survey Error in mixed-mode designs Who Should Attend: Anyone interested in doing mixed-mode surveys?

Course 7:

Geographic Information System (GIS) Applications in the Social Sciences: Maps, Mappable Data, and Geospatial Analysis

Instructors: Ned English,
NORC at the University of Chicago
Ilana Ventura,
NORC at the University of Chicago

Location: Plaza Ballroom D

Course Overview:

Geographic Information Systems (GIS) has become a popular tool to compile, present, and understand data in the social sciences. This short course is ideal for those with minimal GIS knowledge, who want a practical introduction to learn the basics of presenting social scientific data on a map and conducting simple geospatial analyses. An underlying message will be how maps and geospatial analyses can be used to facilitate and enhance current research programs. Our course will include an introduction to basic cartographic principles and GIS in general, examples of how survey response and demographic data can be visualized using GIS maps, a step-by-step guide to making and customizing single- and multi-variate maps (starting from public use shapefiles and data in an excel spreadsheet), and a tutorial for making and understanding maps that show "hot spots" and "cool spots" in your data. We will use examples in ArcGIS, a popular proprietary GIS package software, and GeoDa, an open source free GIS programs. . Instructors: Ned English is a Senior Research Methodologist at NORC at the University of Chicago and is responsible for GIS research and applications at NORC, in addition to project management and sample design on numerous studies across disciplines. Formally trained as a geographer, Ned has diverse theoretical and applied experience in the areas of GIS and Census data analysis with regard to survey methodology, sample design, and data visualization. Ilana Ventura is a Research Methodologist at NORC at the University of Chicago and a PhD student in Sociology at the University of Chicago, with experience in



Short Course 6 & 7 Description

Saturday, May 19, 2018, 8:00 a.m. - 11:30 a.m.

both qualitative and quantitative survey methods and an expertise in Geographic Information Systems (GIS). Ilana's research uses GIS in various capacities to understand access to social, economic and political resources, as well as how movement in and between urban spaces relates to inequality and social stratification.

Course Objectives:

- Create maps from social science data
- Customize maps on ArcGIS and GeoDa
- Understand the utility of geospatial analysis such as Cluster and Hot Spot Maps Who Should Attend: This course is best for those with little to no knowledge of GIS, or those who are looking for a refresher in the basics of spatial data presentation and analysis.

Saturday May 19



Concurrent Sessions J

Saturday, May 19, 2018, 8:30 a.m. – 10:00 a.m.

Session 1: **DCSP**

After the Flood, We Flood You with Questions

Paper: Data Collection and Survey Participation

Moderator: Jennifer Edgar,
U.S. Bureau of Labor Statistics

Location: Director's Row E

Rebuilding the frame post-disaster – an evaluation of Real Validation and dialer tests to assess infrastructure damage to landline in Houston

Randal ZuWallack, *ICF International*
Yangyang Deng, *ICF International*
Dritana Marko,
University of Texas School of Public Health
Stephen Linder,
University of Texas School of Public Health
Thomas Brassell, *ICF International*
Thomas Reynolds,
University of Texas School of Public Health

How Disasters Change Respondents – An Evaluation of Changes in Self-Reported Health of Houston Residents After Hurricane Harvey

Naomi Freedner-Maguire, *ICF International*
Thomas Brassell, *ICF International*
James Dayton, *ICF International*
Dritana Marko,
University of Texas Health Science Center of Houston
Thomas Reynolds,
University of Texas Health Science Center of Houston
Stephen Linder,
University of Texas Health Science Center of Houston

Interviewing Vulnerable Populations After a Natural Disaster: A Case Study of Hurricane Harvey in Texas

Liz Hamel, *Kaiser Family Foundation*
Eran Ben-Porath, *SSRS*
Bryan Wu, *Kaiser Family Foundation*
Rebecca Sevem, *SSRS*
Shao-Chee Sim, *Episcopal Health Foundation*
Mollyann Brodie, *Kaiser Family Foundation*

Fit for Purpose Surveys in the Wake of a Natural Disaster: Examining the use of Redirected Inbound Call Sampling (RICS) after Hurricane Harvey

Dave Roe, *Abt Associates*
Stas Kolenikov, *Abt Associates*
Michael Link, *Abt Associates*
Faith Lewis, *Abt Associates*
Andrew Burkey, *Abt Associates*
Tracy Sernau, *Reconnect Research*
Daryl Morgan, *Reconnect Research*
Scott Richards, *Reconnect Research*

Long-Term Effects of Natural Disasters on Mail Surveys: A Closer Look at The Impact of Hurricane Sandy

Jennifer McNulty, *Westat*
Jocelyn Newsome, *Westat*
Kerry Levin, *Westat*
Hanyu Sun, *Westat*
Brenda Schafer, *Internal Revenue Service*
Patrick Langetieg, *Internal Revenue Service*
Scott Leary, *Internal Revenue Service*



Concurrent Sessions J

Saturday, May 19, 2018, 8:30 a.m. – 10:00 a.m.

Session 2: Inv

Time After Time: Advances in Panel Management

Paper: Innovations & Emerging Methods

Moderator: Claudia Deane, Pew Research Center

Location: Director's Row H

Recruitment Quality and Attrition in a Nonprobability Online Panel

Tim Oltman, Nielsen

Lauren Walton, Nielsen

An Experiment to Reduce Noncompliance in an Online Probability-based Panel: The Challenges of Dozer, Sleeper, Comatose, and Backout Panelists

Paul Lavrakas, Self-Employed

Lars Kaczmarek,

Social Research Centre, Australian National University

Paul Myers,

Social Research Centre, Australian National University

Darren Pennay,

Social Research Centre, Australian National University

Using Available Panel Respondent Data to Optimally Allocate Incentive Payments

Adam Gluck, Nielsen

Erin Wittkowski, Nielsen

Arianne Buckley, Nielsen

Cally Alessi, Nielsen

Charlotte McIntosh, Nielsen

Panel Conditioning in Longitudinal CATI Surveys: Results From 3 Emerging Markets

Lauren Bachan, Facebook

JD Astudillo, Facebook

Justin Grider, Facebook

Suteera Nagavajara, ICF International

Robert Tortora, ICF International

Wen Song, ICF International

Survey Attrition in Short Term CATI Panel Surveys in Nigeria, Bangladesh and Myanmar

Robert Tortora, ICF International

Nagavajara Suteera, ICF International

Edward Duckhorn, ICF International

Wen Song, ICF International

Lauren Bachan, Facebook

Curtiss Cobb, FaceBook

Session 3: DCSP

Does Push Come to Shove? Assessing Push-to-Web

Paper: Data Collection and Survey Participation

Moderator: Dragana Bolcic-Jankovic,
University of Massachusetts Boston

Location: Director's Row I

Conducting a Mail-Push-to-Web Survey with a U.S. General Population Audience: Lessons Learned from the Field

Jennifer Berktold, Westat

Amanda Wilmot, Westat

Karen Stein, Westat

Helen Sullivan, U.S. Food and Drug Administration

Kathryn J. Aikin, U.S. Food and Drug Administration

J. Michael Brick, Westat

Efficient Screening of Listed Samples: Assessing Paper and Push-to-Web Screening Approaches among Licensed Anglers

Heather Driscoll, ICF International

Robert Tortora, ICF International

Is It Worth the Cost? The Use of a Survey Invitation Letter to Increase Response to an Email Survey.

Brian Robertson, Market Decisions Research

John Charles, Market Decisions Research

Mark Noyes, Market Decisions Research

Do You "Vote" for Web or Paper? Leveraging Voting Data to Predict Response By Web In a Mixed-Mode (Web-Push) Survey

Cameron McPhee, American Institutes for Research

Rebecca Medway, American Institutes for research

Mail or Web First—That is Our Question: A Comparison of Multi-and Sequential Mode Offerings

Stephanie Marken, Gallup

Jenny Marlar, Gallup

Grant Buckles, Gallup



Concurrent Sessions J

Saturday, May 19, 2018, 8:30 a.m. – 10:00 a.m.

Session 4: RNP

Meet the AAPOR Arborists: An Overview of Regression Tree and Machine Learning Practices

Panel: Research in Practice

Moderator Trent D. Buskirk,
and Discussant: *University of Massachusetts Boston*

Location: Governor's Square 10

Looking at the Forest not the Trees: Multiple Uses for Regression Trees in Surveys

Jaki S. McCarthy,
USDA National Agricultural Statistics Service

It's the Process Stupid! Using Machine Learning to Understand the Relation Between Paradata and Panel Dropout

Peer Lugtig, *Utrecht University*

Using Regression Trees to Assess Characteristics of Nonresponse and the Potential for Nonresponse Bias in Household and Establishment Surveys

Morgan S. Earp, *U.S. Bureau of Labor Statistics*

Session 5: Q&I

Picture This! Improving Visual Design for Web, Mobile and Other Surveys

*Methodological Brief: Questionnaire Design and
Interviewing*

Moderator: Wojciech Jablonski, *Utrecht University*
Location: Governor's Square 11

Mixed-Mode, Mixed-Device Self-Administered Surveys: Mail-Centric Versus Web-Centric Questionnaire Design and Layout

Jolene D. Smyth, *University of Nebraska - Lincoln*
Kristen Olson, *University of Nebraska-Lincoln*

Web Survey Design for Spanish Monolinguals: Effects of Visual Cues on Task Mastery

Alisu Schoua-Glusberg,
Research Support Services Inc.
Casey Langer Tesfaye, *Research Support Services*
Danae Corado, *Research Support Services*

Horizontal or Vertical? The Effect of Visual Orientation of Categorical Response Options on Survey Responses in Web Surveys

Jingwei Hu, *University of Michigan*

It is all about the design: the influence of visual aids on respondents' answers

Esteban Guzman Saucedo, *Buendia y Laredo*

Question Design Strategies for Reducing Measurement Error on Mobile and Desktop Web Surveys

Jenny Marlar, *Gallup*

Do Emojis Make the Grade?: Designing Thumb- friendly Scales for Online Surveys

Frances Barlas, *GfK Custom Research*
Randall K. Thomas, *GfK Custom Research*
Christopher Bacon,
The Advertising Research Foundation

How to Create a Mobile-Friendly Web Survey - Evidence from Thousands of User-Created Surveys

Zewei Zong, *SurveyMonkey*



Concurrent Sessions J

Saturday, May 19, 2018, 8:30 a.m. – 10:00 a.m.

Session 6: A&I

Populism in America; Bannon, Breitbart, and the Rust Belt

Paper: Attitudes and Issues

Moderator: Nancy Belden,
Belden Russinello Strategists

Location: Governor's Square 12

Job Insecurity and Vote Choice in the 2016 U.S. Presidential Election

Chau Tong,
UW-Madison School of Journalism and Mass Communication

Why It Happened Here: Understanding The Evolving Political Climate Through a Social Values Analysis

Keith Neuman,
The Environics Institute for Survey Research
David Jamieson, *Environics Research*

Using Social Media Data to Track Populist Concerns

Claire Kelley, *American Institutes for Research*
Sarah Kelley, *American Institutes for Research*

The Effect of Numeric Information on Policy Attitudes: Addressing the Question of Causality

The Effect of Numeric Information on Policy Attitudes: Addressing the Question of Causality

Brian Guay, *Duke University*

Session 7: PPP

Enter the New Exit Polls...Testing new Modes and Samples

Paper: Populations, Polls, and Politics

Moderator: Jonathan Evans, *Pew Research Center*

Location: Governor's Square 14

Exploring an Innovative Election Survey Approach to Traditional Exit Polls

David Sterrett, *NORC at the University of Chicago*
Trevor Tompson, *NORC at the University of Chicago*
Jennifer Benz, *NORC at the University of Chicago*
Nadarajasundaram Ganesh,
NORC at the University of Chicago

Becky Reimer, *NORC at the University of Chicago*

Improving on the Exit Poll? Fox News's Experimental Voter Analysis of the 2017 Virginia and New Jersey Gubernatorial Elections

Brian Arbour, *City University of New York*
Chris Anderson, *Anderson Robbins Research*
Dana Blanton, *Fox News Channel*
Michael Miller, *Barnard College, Columbia University*
Arnon Mishkin, *Mishkin Associates*
Andrew Schwartz, *Anderson Robbins Research*

Determined by Mode: Sample Composition, Issue Voting, and the Likely Voter in Florida General Elections

Enrijeta Shino, *University of Florida*
Michael D. Martinez, *University of Florida*
Michael Binder, *University of North Florida*

Maximum Modality: An Evaluation of Five Modes of Pre-Election Polling Conducted Simultaneously

Michael Smith, *Global Strategy Group*

Open-Ended Questions vs Pre-Coded Answers: Pros and Cons in an International Context

Aneta Guenova, *Department of State*

Saturday May 19



Concurrent Sessions J

Saturday, May 19, 2018, 8:30 a.m. – 10:00 a.m.

Session 8: PORTAL DCSP

What Do We Know About Survey Costs These Days? Reporting Measures of Survey Costs and Practical Recommendations for Designing and Conducting Surveys under Cost Constraints

PORTAL: Data Collection and Survey Participation

Moderator: Andy Peytchev, *RTI International*

Location: Governor's Square 15

Survey costs and cost models:

A Typology and Evaluation Criteria

Kristen Olson, *University of Nebraska-Lincoln*

Designing and Conducting Survey Data Collection with Shrinking Budgets

Andy Peytchev, *RTI International*

Session 9: Prob/Non

Can You Build a Nonprobability Sample Successfully? Probably. Exploring and Testing New Approaches for Nonprobability Sample Recruitment

Paper: Probability and Nonprobability

Moderator: Kelly Lin, *Marketing Systems Group*

Location: Governor's Square 16

New Modes of Online Sampling - Growing and Maintaining an Online Access Panel via a Network of Media Publishers

Jacob Kastl, *Civey*

Denise Sengül, *Civey*

(If At First You Don't Succeed) Test, Test Again: Convenience Sampling Recruitment Methods

Emily Summers, *The Nielsen Company*

Lauren Walton, *The Nielsen Company*

Jennifer Hunsecker, *The Nielsen Company*

Building an On-Line Sample of United States Military Veterans

Leyla Stambaugh, *RTI International*

Patrick Hsieh, *RTI International*

Herschel Sanders, *RTI International*

Jessica Morgan, *RTI International*

Using Random Digit Dial and Social Media Recruitment of Households Impacted by Incarceration

Bryan Rhodes, *RTI International*

Ellen Marks, *RTI International*



Concurrent Sessions J

Saturday, May 19, 2018, 8:30 a.m. – 10:00 a.m.

Session 10: **DCSP**

Developing Holistic Approaches to Survey Messaging for Multi-Mode Surveys

Panel: Data Collection and Survey Participation

Moderator: Elizabeth Poehler, U.S. Census Bureau

Location: Governor's Square 17

Strategic Framework for Messaging in the American Community Survey Mail Materials

Broderick Oliver, U.S. Census Bureau

Applying a Strategic Framework to Reinvent American Community Survey Mail Contact Materials

Jon Schreiner, U.S. Census Bureau

Saturday May 19



Concurrent Sessions K

Saturday, May 19, 2018, 10:15 a.m. – 11:45 a.m.

Session 1: **3MC**

Many Nations, Many Methods, One Session.

Methodological Brief: 3MC

Moderator: Martin Wulfe, *MWulfe Consulting*

Location: Director's Row E

Administering Cognitive Interviews in Foreign Nations

Jonathan Vickers,
National Center for Health Statistics

Development Of a Multicountry Field Management and Monitoring Tool - Leanings From a Multicountry Study

Jamie Burnett, *Kantar Public*

Undesirable Interviewer Behaviour in Cross-National Studies

Ineke Stoop,
The Netherlands Institute for Social Research/SCP
Joost Kappelhof, *SCP*

Challenges in Measuring Household Size in International Surveys

Galina Zapryanova, *Gallup*
Anita Pugliese, *Gallup*

Applying the Lessons of U.S. Electricity Saturation Surveys to Research in Tanzania

Robynne Locke,
ICF International, Survey Research Center
Robert Tortora, *ICF International*
Carla Jackson, *ICF International*
Heather Driscoll, *ICF International*

A Rare Look Inside Cuban Society: a New Survey of Cuban Public Opinion

Emily Alvarez, *NORC at the University of Chicago*
Brian Kirchhoff, *NORC at the University of Chicago*
Liz Kantor, *NORC at the University of Chicago*
Jennifer Benz, *NORC at the University of Chicago*
Trevor Tompson, *NORC at the University of Chicago*

Data Quality Assessments in an International Context: A Multidimensional Approach

Patrick Moynihan, *Pew Research Center*
Steve Schwarzer, *Pew Research Center*
Martha McRoy, *Pew Research Center*
Danielle Cuddington, *Pew Research Center*
Courtney Nelson, *Pew Research Center*

Session 2: **DCSP**

Do You Get Nothing After Addition? Exploring the Use of Appended and Ancillary Data for ABS Recruitment

Paper: Data Collection and Survey Participation

Moderator: Edward Paul Johnson, *SSI*

Location: Director's Row H

To Re-Contact or Not to Re-Contact: Using Auxiliary Data to Model Address Eligibility in a Household Survey

Cameron McPhee, *American Institutes for Research*
Andrew Zukerberg,
National Center for Education Statistics

Strategies for Oversampling Hard-to-Reach Respondents in Mail Surveys

Jeffrey Jones, *Gallup*
Kirti Kanitkar, *Gallup*

Improving ABS Response Rate through Cell Phone Matching

Claudette Brazle, *Simmons Research LLC*
Gerry Dirksz, *Simmons Research*
Paola Pino, *Simmons Research*
Alec Eddinger, *Simmons Research*
Joey Harmon, *Harmon Research*
Paul J. Lavrakas, *Consultant*

Using Ancillary Data to Identify Racial and Ethnic Subgroups in an Address Based Sample

Bryan Rhodes, *RTI International*
Ellen Marks, *RTI International*



Concurrent Sessions K

Saturday, May 19, 2018, 10:15 a.m. – 11:45 a.m.

Session 2: (continued)

Can Phone Reminders Help with a Mail-Primary Survey?

Kimberly Hawkins, *Nielsen*
Robin Gentry, *Nielsen*

Session 3:

RNP

Our Story: The ‘Wizard of AAPOR’ and the Yellow Brick Road We Took to Get There

Panel: Research in Practice

Moderator: Trent D. Buskirk,
University of Massachusetts Boston

Location: Director's Row I

NORC, the University of Denver, and the Birth of AAPOR, 1946

Tom W. Smith, *NORC at the University of Chicago*

Our Story: the ‘Wizard of AAPOR’ and the Yellow-Brick Road We Took to Get There — a Panel Discussion

Panel Cynthia Lynn Miller, *Braun Research, Inc.*
Moderators: Rodney L. Terry, *U.S. Census Bureau*

Panelists: Trent D. Buskirk,
University of Massachusetts Boston
Ashley Kirzinger,
Kaiser Family Foundation
Benjamin Messer, *Research Info Action*
Dianne Rucinski,
Dianne Rucinski Research and Consulting
Tamara Terry, *RTI International*
Roger Tourangeau, *Westat*
David Wilson, *University of Delaware*
Ting Yan, *Westat*

Saturday May 19



Concurrent Sessions K

Saturday, May 19, 2018, 10:15 a.m. – 11:45 a.m.

Session 4: DCSP

Some Tricks to Increase Clicks: Exploring Methods for Web-survey Recruitment

Methodological Brief: Data Collection and Survey Participation

Moderator: Nick Bertoni, Pew Research Center

Location: Governor's Square 10

Using a Postcard Follow-up to Encourage Web Response

Kerry Levin, Westat

Jocelyn Newsome, Westat

Jennifer McNulty, Westat

Hanyu Sun, Westat

Brenda Schafer, Internal Revenue Service

Pat Langetieg, Internal Revenue Service

Rizwan Javaid, Internal Revenue Service

Non-response in Web Surveys: Removing Cognitive Barriers to Participation with Embedded Question in Invitation Emails

Kirti Kanitkar, Gallup Inc.

Diana Liu, Gallup Inc.

Which Click Does the Trick? Testing Web Survey Invitation Messages Using Focus Groups and a Pilot Survey

Carol Cosenza, Center for Survey Research/
University of Massachusetts Boston

Lauren Cripps,

Center for Survey Research/
University of Massachusetts Boston

Floyd J. Fowler Jr.,

Center for Survey Research/
University of Massachusetts Boston

Does Being Humorous Help? An Examination of the Effect of Humorous Reminders and Embedded Survey Items on Response Rate.

Lebena Varghese, ACT. Inc.

Raeal, ACT. Inc.

Contact Methods that Require Prior Consent: Who Consents and What Effect Do Such Methods Have on Survey Quality?

Caitlin Deal, American Institutes for Research (AIR)

Rebecca Medway,

American Institutes for Research (AIR)

Trey Miller, American Institutes for Research (AIR)

Using Social Media for Survey Recruitment: What Works and Doesn't Work

Valerie Lykes, J.D. Power

Jay Meyers, J.D. Power

The Effect of Prepaid and Promised Incentives on Web Survey Response Rates and Samples Compositions: Results from Two Gallup Web Surveys

Audris Campbell, Gallup

Jonathan Rodkin, Gallup

Jenny Marlar, Gallup

Vanessa Maturo, Gallup

Stephanie Marken, Gallup

Piloting into Uncharted Territory: Use of Mobile- and Web-Based Data Collection in State Public Health Surveillance

Sarah Blackwell,

Colorado Department of Public Health and Environment

Alison Grace Bui,

Colorado Department of Public Health and Environment

Rickey Tolliver,

Colorado Department of Public Health and Environment



Concurrent Sessions K

Saturday, May 19, 2018, 10:15 a.m. – 11:45 a.m.

Session 5: Q&I

We ask the questions but do they answer them? Exploring the Survey Response Process

Methodological Brief: Questionnaire Design and Interviewing

Moderator: Kristin Stettler, U.S. Census Bureau

Location: Governor's Square 11

I Don't Get It. Response Difficulties in Answering Political Attitude Statements in Voting Advice Applications.

Naomi Kamoen, *Tilburg University*
Bregje Holleman, *Utrecht University*

Memory Bookmarking Approach: Use Multimodal Real-time Data to Facilitate Recall

H. Yanna Yan, *University of Michigan*
Frederick G. Conrad, *University of Michigan*

Improving Efficiency of Inference Through a Hybrid Diary and Recall Survey Design

Hitzenko Marcin, *Federal Reserve Bank of Boston*

Sensitive or Misunderstood? Challenges in Measuring Opioid- Verses Alcohol-Related Impaired Driving

Stephanie Willson,
National Center for Health Statistics

Mobile Survey Scale Showdown: Thumbs, Stars, Smileys, vs Text Scales

Aaron Sedley, *Google Inc*
Yongwei Yang, *Google Inc*
Hilary Hutchinson, *Google Inc*

The Influence of Rating Scale Direction on Reliability

Florian Keusch, *University of Mannheim*
Ting Yan, *Westat*

Web Survey Experiments on Ranking vs. Rating Questions

Mingnan Liu, *Facebook*
Laura Wronski, *SurveyMonkey*

Cognitive Testing Sensitive Questions with Youth: Sensitivity of the Questions vs. Sensitivity of the Cognitive Probes

Jessie Engel, *Research Support Services Inc.*
Daniela Glusberg, *Research Support Services*
Christine Lindquist, *RTI International*

Session 6: PPP

From Russia to Mexico: Election Polls Around the World

Paper: Populations, Polls, and Politics

Moderator: Eran Ben-Porath, *SSRS*

Location: Governor's Square 12

Election Polling in the Republican of Georgia

Joseph Lenski, *Edison Research*

Forecasting Elections in Non-Competitive Systems: Learnings for the Likely Voter Model From Russian Case

Yulia Baskakova,
Russian Public Opinion Research Center (VCIOM)

Independent Public Opinion Polling vs. Authoritarian State (A case of Belarus)

Oleg Manaev, *University of Tennessee*
Natalie Rice, *Maryville College*

The Impact of Social Desirability When Measuring Vote Preference

Yamil Nares, *Defoe*
Alfredo Chaparro, *Defoe*
Rene Bautista, *NORC at the University of Chicago*

Political Disaffection and Punishment Vote in State of México

Paul Valdes Cervantes, *Parámetro Investigación*



Concurrent Sessions K

Saturday, May 19, 2018, 10:15 a.m. – 11:45 a.m.

Session 7: A&I

A Country Music Ballad: Education, Incarceration, and Patriotism

Paper: Attitudes and Issues

Moderator: Edward P. Freeland, *Princeton University*

Location: Governor's Square 14

Polling in the Judicial Process: Can the Defendant Get a Fair Trial

Donald Levy, *Siena College*

The Impact of Incarceration on Older Americans' Work and Retirement Planning

Liz Kantor, *NORC at the University of Chicago*

Becky Reimer, *NORC at the University of Chicago*

Emily Alvarez, *NORC at the University of Chicago*

Maria Ines Zamudio, *American Public Media*

Jennifer Benz, *NORC at the University of Chicago*

Trevor Tompson, *NORC at the University of Chicago*

Sports and Politics: What Americans Think About the National Anthem at Sporting Events

Dan Malato, *NORC at the University of Chicago*

Emily Alvarez, *NORC at the University of Chicago*

Marjorie Connelly, *NORC at the University of Chicago*

Jennifer Benz, *NORC at the University of Chicago*

Trevor Tompson, *NORC at the University of Chicago*

Vouchers, Diversity and the American Student: The 2017 Phi Delta Kappa Poll

Sofi Sinozich, *Langer Research Associates*

Gary Langer, *Langer Research Associates*

Gregory Holyk, *Langer Research Associates*

Christine Filer, *Langer Research Associates*

Allison De Jong, *Langer Research Associates*

Confidence in Public Education: Exploring Dimensionality and Rasch Scale Construction

Spencer Dudley, *University of Colorado Boulder*

Session 8: PORTAL Inv

Respondent Driven Sampling: Design, Operation and Estimation

PORTAL: Innovations and Emerging Methods

Moderator: Sunghee Lee, *University of Michigan*

Location: Governor's Square 15

Implementation of Respondent Driven Sampling for a Web Survey of Immigrants and an In-Person Survey of Illicit Substance Users

Sunghee Lee, *University of Michigan*

Analysis Respondent Driven Sample Data: Current State and Future Directions

Ai Rene Ong, *University of Michigan*

Sunghee Lee, *University of Michigan*

Tuba Suzer-Gurtekin, *University of Michigan*



Concurrent Sessions K

Saturday, May 19, 2018, 10:15 a.m. – 11:45 a.m.

Session 9: DCSP

My goodness does this fit? Applications of Advanced Network Analysis, Modeling, Forecasting and Classification for Survey Research

Paper: Data Collection and Survey Participation

Moderator: Carol Cosenza,
University of Massachusetts Boston

Location: Governor's Square 16

Improving Response Rate of a Web Social Network Analysis Survey

Anil Kumar Chaudhary,
The Pennsylvania State University
Glenn Israel, *University of Florida*

Estimating Social Network Size using the Network Scale-Up Method: Exploring Estimate Differences by Treatment of Missing Data and Estimator Choice

Patrick Habecker, *University of Nebraska - Lincoln*

Developing A Goodness-of-Fit Hypothesis Test for Functional Form Model Misspecification in Longitudinal Mode Effect Studies with Complex Samples

Heather H. Kitada, *Oregon State University*
Sarah C. Emerson, *Oregon State University*
Katherine R. McLaughlin, *Oregon State University*

Using Response Propensity Models to Equally Disperse 2nd Stage Sampled Cases across Incentive Treatment Groups

Kayla Varela, *U.S. Census Bureau*
Allison Zotti, *U.S. Census Bureau*
Stephanie Coffey, *U.S. Census Bureau*

The Good, the Bad, and the Inaccessible: Characterizing Chronically Inaccessible Records using both Quantitative and Qualitative Inquiry

Tyler Wilson, *U.S. Department of Agriculture*
Jamila Sani, *U.S. Department of Agriculture*
National Agricultural Statistics Service

Session 10: DCSP

Don't Close That Window! Understanding Why Web Survey Respondents Break Off

Paper: Data Collection and Survey Participation

Moderator: Dave Roe, *Abt Associates*

Location: Governor's Square 17

Predicting Survey Breakoff in Web Surveys

Anke Metzler, *Darmstadt University of Technology*
Marek Fuchs, *Darmstadt University of Technology*

Slow Down, You're Moving Too Fast: Improving Survey Participation with Interventions

Morgane Bennett, *Truth Initiative*
Jennifer Cantrell, *Truth Initiative*
Randall K. Thomas, *GfK*
Elizabeth Hair, *Truth Initiative*
Donna Vallone, *Truth Initiative*

One of These Measurements Is Not Like the Others

Elizabeth Steele, *Gallup*
Jenny Marlar, *Gallup*
Audris Campbell, *Gallup*

Optimizing a Web Survey Instrument Using Paradata Measures

Renee Reeves, *U.S. Census Bureau*
Adriana Hernandez Viver, *U.S. Census Bureau*
Rachel Horwitz, *U.S. Census Bureau*

Using Paradata to Evaluate an Online Survey's Mobile Friendliness

Frances Barlas, *GfK Custom Research*
Ge Tang, *GfK Custom Research*
Jason Knight, *GfK Custom Research*
Randall K. Thomas, *GfK Custom Research*

Saturday May 19



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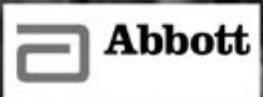


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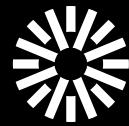


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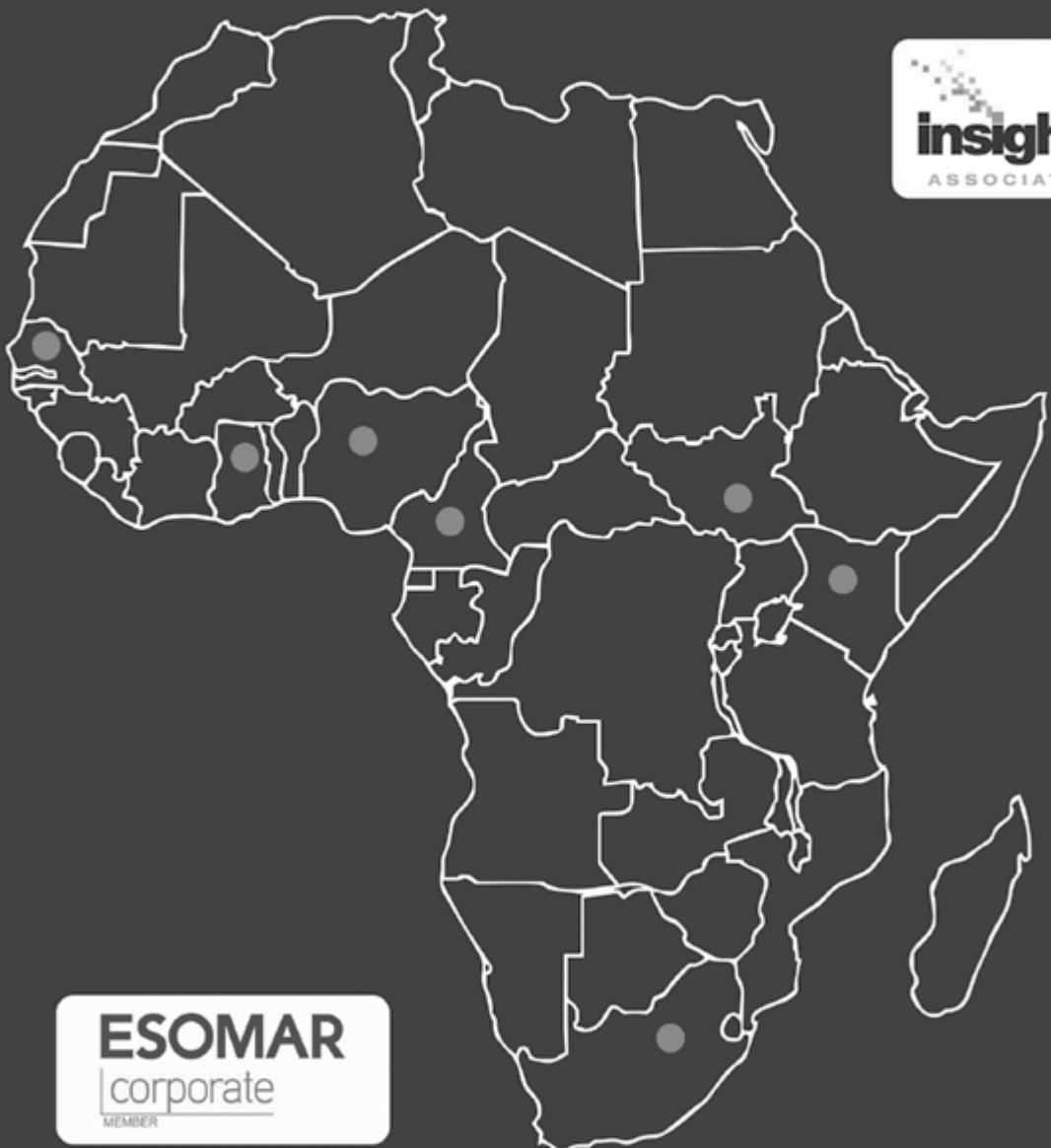
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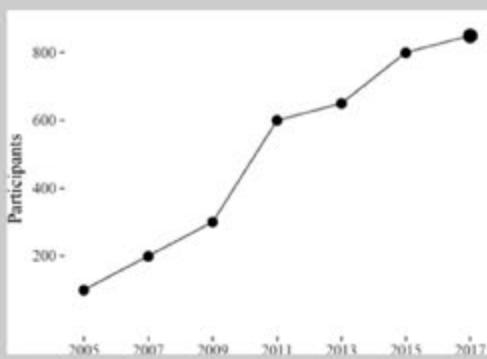
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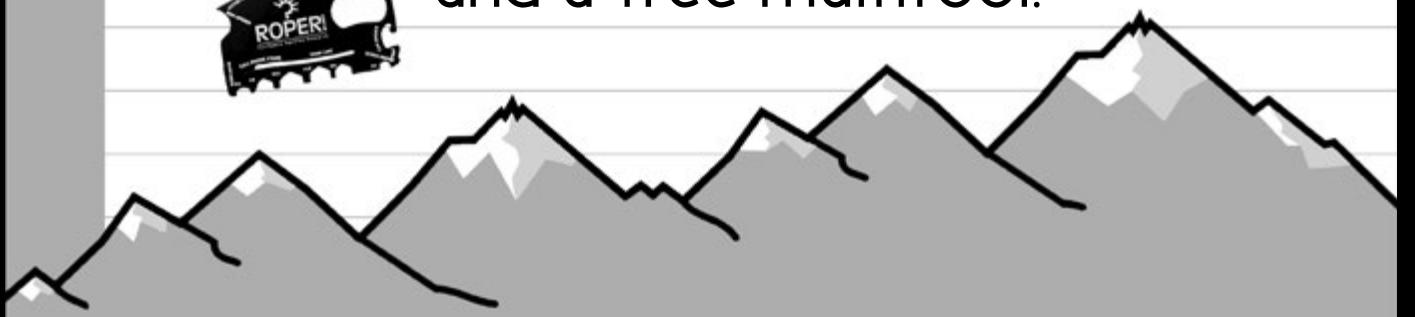


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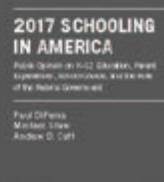
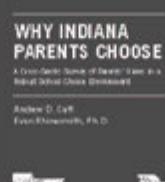
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Website: N/A

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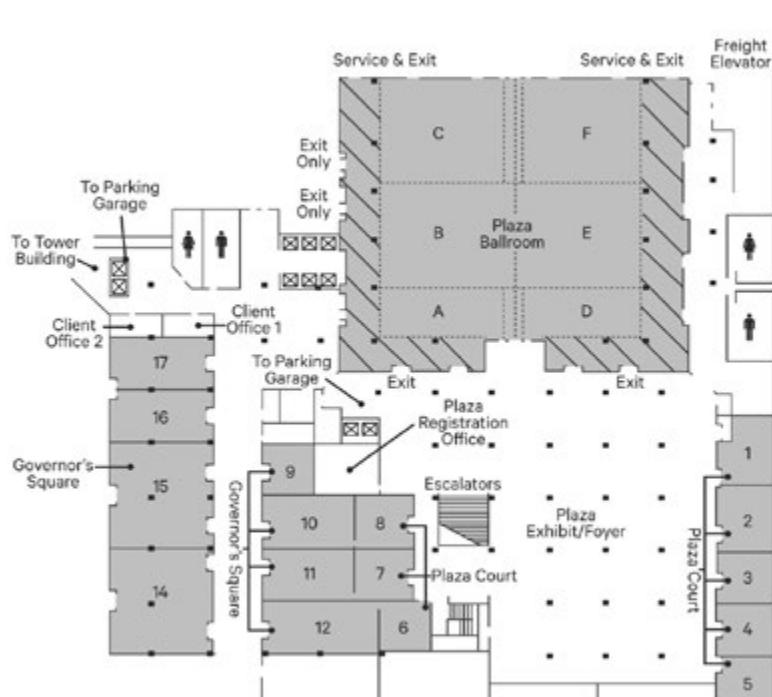


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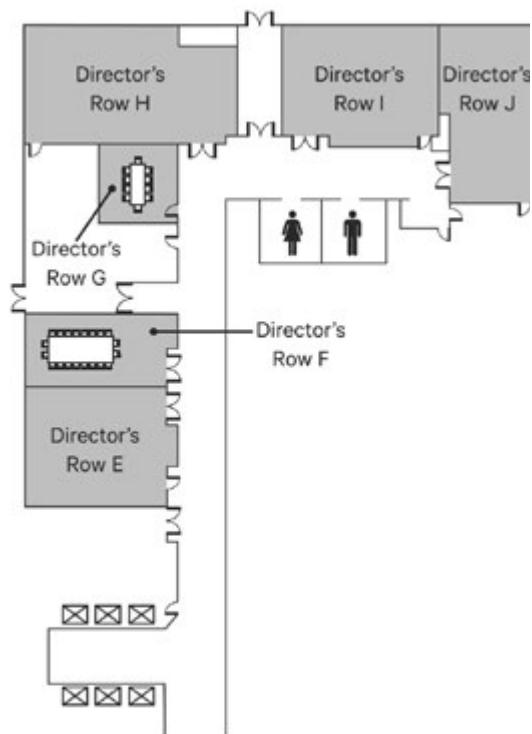


Hotel Floor Plans

Plaza Building



CONCOURSE LEVEL

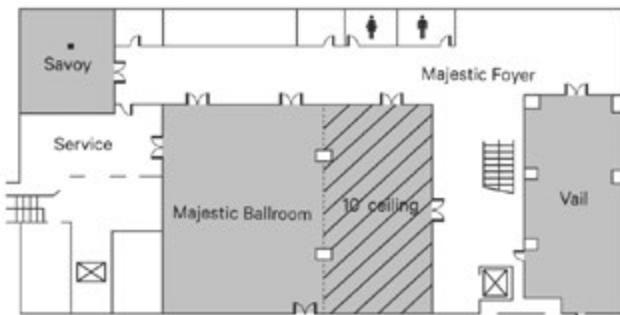


LOBBY LEVEL

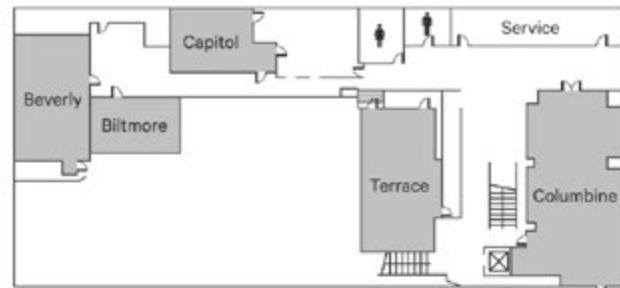


Hotel Floor Plans

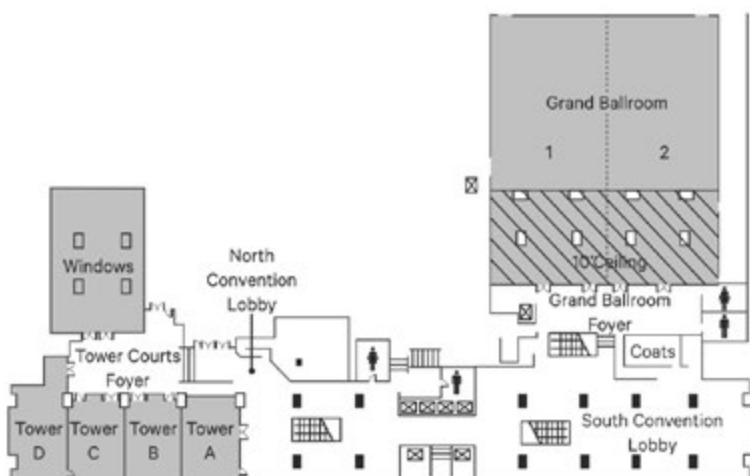
Tower Building



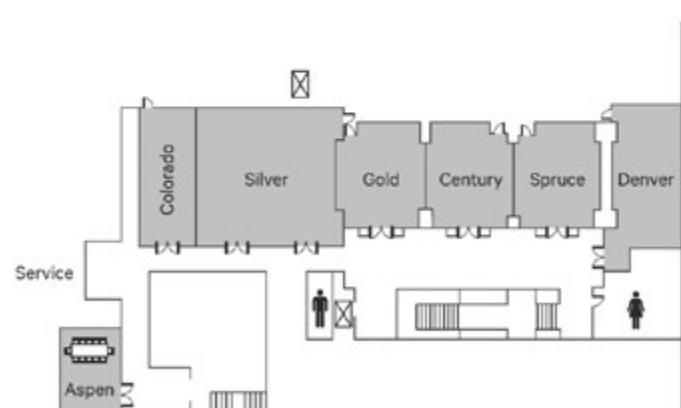
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TERRACE LEVEL



SECOND LEVEL



MEZZANINE LEVEL



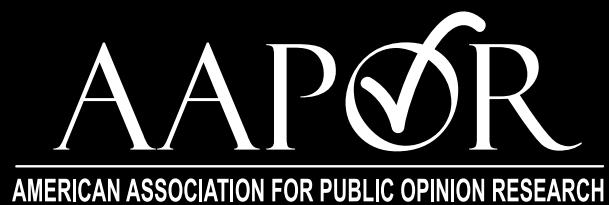
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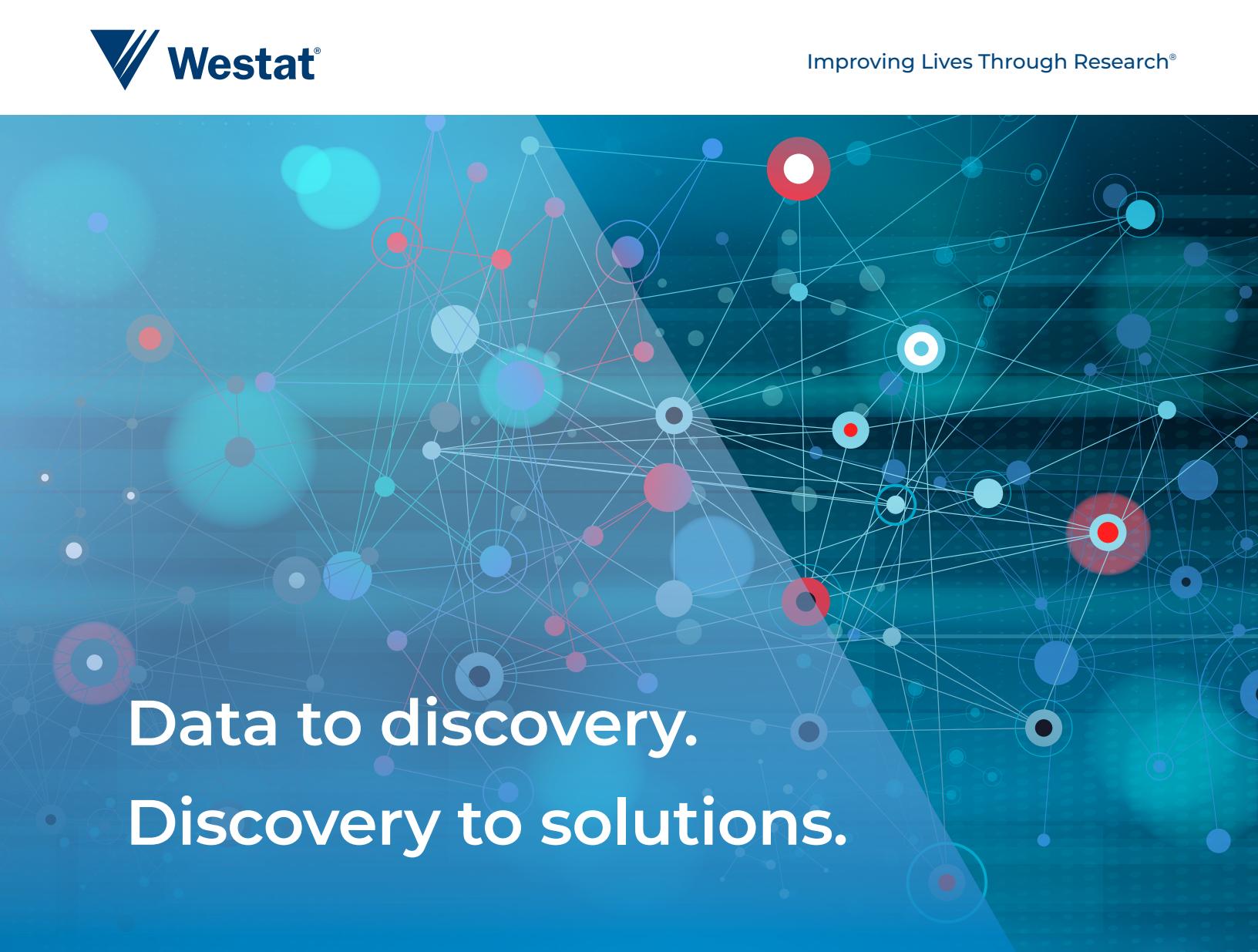
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