



AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

66th Annual Conference



Unemployed

Public Perception & Societal Conflict

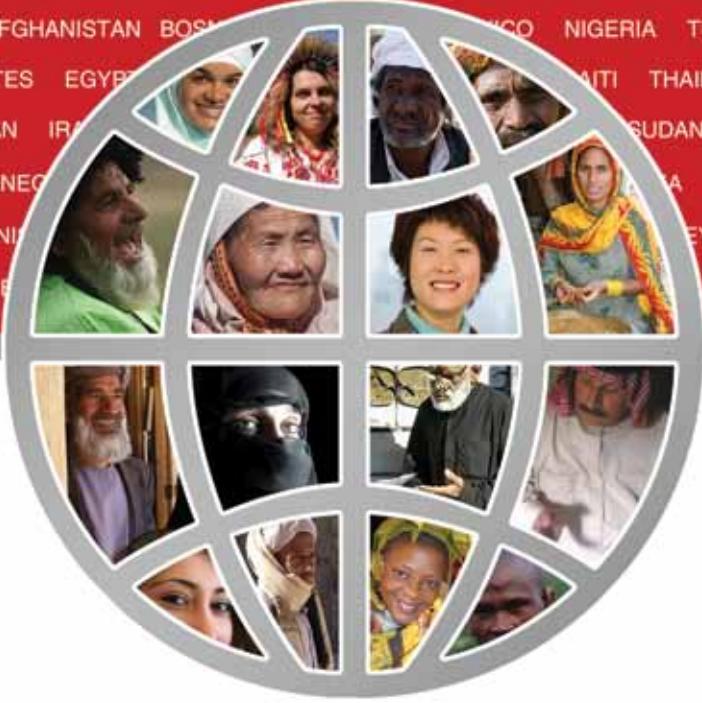
Conference Program

May 12 - 15, 2011

Arizona Grand Resort Phoenix, AZ

www.aapor.org

HANISTAN PAKISTAN IRAQ BOSNIA-HERZEGOVINA MEXICO EGYPT SUDAN COLOMBIA
HAITI NIGERIA SENEGAL INDONESIA BANGLADESH THAILAND ERITREA UNITED ARAB
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Table of Contents

Welcome to Phoenix, Arizona.....	5
General Meeting Information.....	7
Plenary Session.....	8 - 11
AAPOR Executive Council.....	17 - 20
Chapter Presidents.....	20
Past Presidents.....	21
Honorary Life Members	22
Executive Office Staff.....	23
Committees/Task Forces	23 - 32
Award Winners.....	33 - 35
Committee Meetings & Social Activities	36 - 37
Schedule of Events.....	38 - 40
Conference Sponsors.....	41 - 42
Exhibitor Listing & Exhibit Hall Floor Plan.....	43 - 45
Endowment Fund Contributors.....	46
Blue Book Organizations	47 - 50
Upcoming Events.....	51

Wednesday, May 11

Wednesday Day-at-a-Glance.....	53
Wednesday Schedule of Events.....	55
Note Pages	56

Thursday, May 12

Thursday Day-at-a-Glance.....	57 - 59
Thursday Schedule of Events.....	61 - 85
Note Pages.....	86 - 88



Table of Contents

Friday, May 13

Friday Day-at-a-Glance.....	89 – 92
Friday Schedule of Events.....	93 – 132
Note Pages.....	133 – 134

Saturday, May 14

Saturday Day-at-a-Glance	135 – 137
Saturday Schedule of Events	139 – 169
Note Pages.....	170 – 172

Sunday, May 15

Sunday Day-at-a-Glance	173 – 174
Sunday Schedule of Events.....	175 – 192
Note Pages.....	193 – 194
 Advertisements.....	195 – 217
Index	218 – 231
Meeting Room Floor Plans	232- 233
Save the Date - AAPOR Future Conferences	Back Cover



Greetings!

Welcome to Phoenix and the 66th Annual Conference of the American Association for Public Opinion Research! We appreciate your participation and contributions to a wonderful program.

Our program speaks for itself — spanning four days of provocative sessions, in-depth short courses and a plenary panel featuring nationally prominent leaders discussing issues of critical importance to our nation. You will enjoy our fabulous family-friendly venue, complete with special social activities and events planned for all our attendees, including an opportunity to see the really big picture by joining expert stargazers for a special evening of wonderment.

Our conference theme, *Public Perception & Societal Conflict*, entwines public opinion research and its relationship to society, culture and ultimately to ourselves. The conference theme is prominent throughout the program providing ample opportunity for you to attend key sessions.

This year's plenary session places our conference theme front and center exploring an important policy issue facing the nation. Arizona's SB1070 represents a watershed in the ongoing public debate over immigration reform. President Obama has placed immigration reform squarely back on the table for action over the next two years. AAPOR is delighted to welcome a renowned panel of experts, led by Former Secretary of Housing and Urban Development Henry G. Cisneros. The plenary focuses on the story of immigration reform in the U.S. from several complementary viewpoints, including local and national policy perspectives, Latino and economic history, the evolution of public opinion and media coverage and specific reform efforts such as Arizona's SB1070 legislation.

In keeping with long-standing AAPOR tradition, the 2011 conference will be rich with discussion on how public opinion is shaped and its consequences for individuals and collectives. More than 500 papers and posters will be presented during the conference. Be sure to visit the Exhibit Hall in the Park Pavilion where you will find a wealth of information from exhibitors, demonstrations, poster presentations and meet the author sessions each offering additional opportunities designed to ensure maximum educational benefits.



The annual conference is all about our ‘community’ — bringing people together to share experiences in a common venue. We believe you will find the next few days rewarding, informative, thought-provoking and just plain fun!

Robert L. Santos
Annual Conference Chair

Dan Merkle
Associate Annual Conference Chair

About AAPOR

Founded in 1947, AAPOR is a professional society of individuals engaged in public opinion research, market research and social policy research. Our membership includes people from all sectors of the research community: academic institutions, commercial organizations, government agencies and non-profit organizations.





General Information

The AAPOR Registration Desk is located on Level 1 of the Conference Center, at the Arizona Grand Resort.

Registration Hours:

Wednesday, May 11	1:00 p.m. – 3:00 p.m.	Short Course Only
	4:00 p.m. – 7:00 p.m.	
Thursday, May 12	7:00 a.m. – 5:00 p.m.	
Friday, May 13	7:30 a.m. – 4:30 p.m.	
Saturday, May 14	7:30 a.m. – 3:00 p.m.	
Sunday, May 15	8:00 a.m. – 10:15 a.m.	

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.

Meal Tickets

Tickets will be collected at each core meal function. Be sure to bring your ticket with you.

Speaker Materials

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

Conference Materials

The final program and abstracts are available on the flash drive in each attendee's tote bag.

Messages

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



Plenary Session

Thursday, May 12 • 8:00 p.m. – 9:30 p.m.

Public Perception and Societal Conflict: The History of Immigration Reform in the U.S.

Location: Grand Ballroom E-J

Moderator: **Gary Langer**, *Langer Research Associates*

Panelists: **Henry G. Cisneros**, executive chairman of CityView companies,
former Housing and Urban Development Secretary

Rodolfo de la Garza, *Columbia University*

Doris Meissner, senior fellow at the *Migration Policy Institute*,
*former commissioner of Immigration and Naturalization
Services Commissioner*

Frank M. Newport, *Gallup, Inc.*

We are delighted to welcome a renowned panel of experts for a discussion of a critical public policy issue with national and global implications – immigration reform. The plenary session will explore immigration reform, the role of public perception and its impact on today's society. The objective is to understand the history of immigration to the United States and explore the interactions between public perception of immigrants and local/national policy. The session will include discussion of the interplay between public opinion polling, media coverage and local, regional and national reaction to immigrants, reform efforts and policies such as Arizona's SB1070 legislation. We seek a better understanding of these interrelationships with the hope that this could lead to more effective immigration policy.

Panelist Include:



Henry G. Cisneros

Henry Cisneros is currently executive chairman of the CityView companies, which work with homebuilders to construct affordably priced homes. He was the first Hispanic-American mayor of a major U.S. city, San Antonio. In 1984, he was interviewed by the Democratic presidential nominee as a possible candidate for Vice President of the United States and in 1986 was

selected as the "Outstanding Mayor" in the nation by *City and State Magazine*. A scholarly study of America's Mayors, *The American Mayor*, ranked Mr. Cisneros as one of the 15 best mayors in the nation in a period



Plenary Session

Thursday, May 12 • 8:00 p.m. – 9:30 p.m.

that spanned the 20th Century. In 1992, President Clinton appointed Mr. Cisneros to be Secretary of the U.S. Department of Housing and Urban Development. He was president and chief operating officer of Univision Communications, and currently serves on Univision's Board of Directors. Mr. Cisneros has been active in non-profit and civic leadership, serving as president of the National League of Cities, deputy chair of the Federal Reserve Bank of Dallas and national chairman of the After-School All-Stars. He is currently a member of the advisory boards of the Bill and Melinda Gates Foundation and the Broad Foundation. Mr. Cisneros is also the author of *Casa y Comunidad: Latino Home and Neighborhood Design* which was awarded the Benjamin Franklin Silver Medal in the category of best business book of 2006.



Doris Meissner

Doris Meissner is senior fellow at the Migration Policy Institute and former commissioner of Immigration and Naturalization Services (INS) in the Clinton administration. Her accomplishments included reforming the nation's asylum system; creating new strategies for managing U.S. borders; improving naturalization and other services for immigrants;

shaping new responses to migration and humanitarian emergencies; strengthening cooperation and joint initiatives with Mexico, Canada and other countries; and managing growth that doubled the agency's personnel and tripled its budget. Ms. Meissner's board memberships include CARE-USA and the Wisconsin Alumni Research Foundation. She is a member of the Council on Foreign Relations, the Inter-American Dialogue, the Pacific Council on International Diplomacy, the National Academy of Public Administration, the Administrative Conference of the United States and the Constitution Society.



Plenary Session

Thursday, May 12 • 8:00 p.m. – 9:30 p.m.



Rodolfo de la Garza

Rodolfo de la Garza is Eaton Professor of Administrative Law and Municipal Science at Columbia University. His primary interests in public policy include immigration and immigrant settlement and incorporation. He has edited, co-edited and co-authored numerous books including: *The Future of the Voting Rights Act; Muted Voices: Latinos and the 2000 Election; Sending Money Home: Hispanic Remittances and Community Development; Latinos and U.S. Foreign Policy: Lobbying for the Homeland?; Bridging the Border: Transforming Mexico-U.S. Relations; At the Crossroads: Mexican and U.S. Immigration Policy; Awash in the Mainstream: Latinos and the 1996 Elections*. Currently he is directing studies on immigrant incorporation, Latinos and U.S. foreign policy and Latino voting patterns. Professor de la Garza has also participated in the evaluation and design of community service programs including increasing immigrant access to health services in California, and in evaluating Texas' state-sponsored naturalization campaign. He served as vice president of the American Political Science Association and received the Lifetime Achievement Award of the Committee on the Status of Latinos in the Profession of the American Political Science Association in 1993. He is a member of the Council of Foreign Relations.



Frank M. Newport

Frank Newport is editor-in-chief of The Gallup Poll in Princeton, New Jersey, and heads the nation's best-known and longest-running continuous monitor of American public opinion. He is president of the American Association for Public Opinion Research, vice president of the National Council on Public Polls, and serves on the board of directors of the Roper Center for Public Opinion Research. He is the author of *Polling Matters - Why Leaders Must Listen to the Wisdom of the People* and coauthor with Stuart Rothenberg of *The Evangelical Voter*. Newport contributed to the book series *Where America Stands*, and to *The Ethnic Voter and Ethnic Voters and National Issues*. With Alec Gallup, he is the co-editor of *The Gallup Poll: Public Opinion 2004 and 2005*. His articles and opinion editorial pieces have appeared in many publications, including the American



Plenary Session

Thursday, May 12 • 8:00 p.m. – 9:30 p.m.

Sociological Review, Public Opinion Quarterly, The New York Times and the Los Angeles Times.



Moderator:

Gary Langer, Langer Research Associates

The founder and president of Langer Research Associates, AAPOR member Gary Langer is an internationally recognized public opinion researcher with expertise in analysis of political, policy, economic and social attitudes, questionnaire design, data interpretation, survey methodology and survey management. With more than 25 years in the field,

Langer has overseen and analyzed more than 700 surveys on a broad range of topics as director of polling at ABC News. Langer has won two Emmy awards and received eight Emmy nominations – the first and only to cite public opinion polls – as well as being honored with the 2010 Policy Impact Award of the American Association for Public Opinion Research. He is a two-time winner of the University of Iowa-Gallup Award for Excellent Journalism Using Polls, produced a pair of ABC News polls recognized by the Excellence in Media Coverage of Polls Award from the National Council on Public Polls and shared a DuPont-Columbia Award for ABC's 9/11 coverage. Langer is a member of the Board of Directors of the Roper Center for Public Opinion Research, a trustee of the National Council on Public Polls and past president of the New York chapter of the American Association for Public Opinion Research.



Highlights

Education - Short Courses

Six in-depth short courses taught by seasoned professionals are offered to enhance your learning experience.

The course offerings include:

- Course 1:** Dealing with Missing Data
- Course 2:** Designing Surveys for Mobile Devices: Pocket-Sized Surveys that Yield Powerful Results
- Course 3:** The Principles for Questionnaire Design
- Course 4:** The Benefits & Challenges of Address-Based Sampling Designs
- Course 5:** Creating Effective Designs for Mixed-Mode Surveys
- Course 6:** The Use of Incentives in Survey Research

There is still time to register for a short course. Sign up at the Registration Desk! For course descriptions see pages 55, 61 – 62, 175.

Exhibit Hall Hours

Thursday, May 12	3:00 p.m. – 5:30 p.m.
Friday, May 13	7:00 a.m. – 4:30 p.m.
Saturday, May 14	7:00 a.m. – 2:30 p.m.

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

Networking Opportunities

Several events are planned to encourage attendees to network with colleagues. A 10-minute conversation during speed networking or during a session break could make all the difference in your career! Gather with old friends and meet new ones at evening dinners, dessert receptions, the golf outing, stargazing events and applied probability.



Highlights

New Member & All-Chapter Reception

Thursday, May 12, 6:00 p.m. - 7:00 p.m.

Palm and Paseo Court - Level 1

Places to go and people to meet – that's what this reception is all about! Sponsors, exhibitors, first-time attendee or old hand, this is your opportunity to get started on the right foot, balancing the intensity of AAPOR education sessions with the satisfaction of meeting colleagues who share your interests. Take a moment to visit your regional colleagues, and share insights from what you've learned.

Dinner and Plenary

Thursday, May 12, 7:00 p.m. - 9:30 p.m.

Grand Ballroom E-J - Level 1

Enjoy a great meal and the mental stimulation that only the AAPOR conference can deliver. Debate the big issues with your table mates, push back your chair, open your mind and listen to our STELLAR PANEL OF EXPERTS weigh in on *public perception and societal conflict*. The floor will be open for questions following the plenary presentation.

Presidential Address and Luncheon

Friday, May 13, 11:45 a.m. - 1:45 p.m.

Grand Ballroom E-J - Level 1

Join fellow attendees for lunch and an insightful keynote address from AAPOR President Frank M. Newport.

AAPOR Public Opinion and Leadership Task Force Discussion

Friday, May 13, 6:00 p.m. - 7:00 p.m.

Acacia - Level 1

All interested conference attendees are invited to join Co-Chairs, Frank M. Newport and Robert Shapiro along with other task force members in an open discussion forum. Learn about the task force objectives, ask questions and offer suggestions. Light refreshments will be served.

AAPOR Membership and Business Meeting

Saturday, May 14, 4:00 p.m. - 5:30 p.m.

Lantana - Level 2

AAPOR members are encouraged to attend the annual business meeting to learn more about the past year's accomplishments and the future initiatives of the association.



Highlights

President's Reception & AAPOR Awards Banquet

Saturday, May 14, 6:00 p.m. - 9:30 p.m.

Palm and Paseo Court & Grand Ballroom E-J - Level 1

Following two and half days of intensive learning, AAPOR's traditional Saturday night program is a chance to enjoy a cool drink at the President's Reception before joining colleagues for a delicious meal and spirited idea exchange. Join us as we welcome the newly-elected Executive Councilors and toast the award-winning accomplishments of AAPOR members.

Post-Banquet Party

Saturday, May 14, 9:30 p.m. - Midnight

Vista Dining Terrace

Don't miss this much anticipated event which includes a live Mariachi Band, margarita fountain, beautiful southwestern vistas and an opportunity to catch up with friends.

AAPOR Recognition Award

Recipient: Shapard Wolf, *Arizona State University*

The American Association for Public Opinion Research
recognizes and expresses its sincere gratitude to
Shapard Wolf for nearly a decade of continuous stewardship
of AAPORnet and for promoting and nurturing
our AAPOR community.



Things to Do, Places to Go: AAPOR Social Activities

Golf

Thursday, May 12, 7:30 a.m.

Arizona Grand Resort Golf Course

Golfers will meander through the majestic beauty of Arizona's South Mountain Park, a protected natural desert preserve. Dramatic elevation changes and breathtaking mountain vistas highlight the diverse and challenging Par 71 layout.

Fun Run/Walk

Saturday, May 14, 7:00 a.m.

Athletic Club

Join fellow early risers for some friendly competitive exercise in our annual two-mile Fun Run/Walk. All participants will receive bottled water. More information will be posted on the message board at the conference, and volunteers will be available Saturday morning to guide participants to the starting line. A waiver must be signed onsite to participate.

Applied Probability

Saturday, May 14, 9:30 p.m. – 2:00 a.m.

Palm 3 A/B – Level 3

Few games better illustrate elementary probability theory than poker. The derivation of an optimal game strategy appears to be beyond current game theory and has confounded mathematicians, statisticians and AAPORites for years. If you want to ponder one of the most popular practical applications of probability, join us Saturday night after the awards banquet for our annual Applied Probability session.

Stargazing Opportunity

Friday, May 13, 8:00 p.m. – 10:00 p.m.

Saturday, May 14, 9:30 p.m. – 11:30 p.m.

Arizona Grand Golf Course – Island Green

The setting for this year's Annual Conference provides a unique opportunity to spend time networking under the stars on Friday and Saturday evening. Participants can view the wonders of the universe through telescopes, while experienced professional stargazers give a guided tour of the night sky. What a great way to finish off the day!



Things to Do, Places to Go: AAPOR Social Activities

Speed Networking

Back by popular demand - put your AAPOR network to work!

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

When:

Friday, May 13	3:15 p.m. – 4:15 p.m.
Saturday, May 14	12:45 p.m. – 2:15 p.m.

Where:

Conference Center Lobby – Level 2

How:

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

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

2011 AAPOR Conference T-Shirt Slogan

Congratulations to Rich Clark, University of Georgia, for his winning slogan:
“Would you say you like this T-shirt...”

- 1) Very much
- 2) Somewhat
- 3) Very little
- 4) Not at all?”

Show your AAPOR spirit by wearing this limited edition 66th Annual Conference T-shirt.

Purchase T-shirts at the onsite registration desk.



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2010-2011



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

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Seymour Sudman Student Paper Award

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

WINNER: Andrew Therriault, *New York University*
“Is Anybody Listening?: Informing, Persuading and Priming in the 2000 and 2004 Presidential Campaigns”

HONORABLE MENTION: Joseph Sakshaug, *University of Michigan*
“Non-Consent Error, Non-Response Error, and Measurement Error: Assessing the Overall Quality of Linked Survey and Administrative Data”

HONORABLE MENTION: Susanna Dilliplane, *Annenberg School for Communication*
“All the News You Want to Hear: The Impact of Partisan News Exposure on Political Participation”



Award Winners

AAPOR Book Award

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

WINNERS: Robert M. Groves, Don A. Dillman, John L. Eltinge and Roderick J. A. Little
Survey Non-Response
(John Wiley & Sons, Inc., New York, NY, 2002)

AAPOR Policy Impact Award

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

WINNERS: U.S. Department of Defense Comprehensive Review Working Group
RAND Corporation Survey Team
Westat Survey Team

Warren J. Mitofsky Innovators Award

The Innovators Award recognizes accomplishments in the field of public opinion and survey research that occurred in the past ten years, or that had their primary impact on the field during the past decade.

WINNERS: Michael P. Battaglia, *Abt Associates, Inc.*
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for their research on Address-Based Sampling.



Award Winners

AAPOR Award for Exceptionally Distinguished Achievement

The Association's highest honor, this award recognizes lifetime achievement and outstanding contributions to the field of public opinion research. The winner will be announced during the Saturday evening banquet.

Past AAPOR Award Winners

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AAPOR Committee Meetings

Wednesday, May 11

12:00 p.m. – 5:00 p.m.	AAPOR Executive Council Meeting	Palm 3A/B
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Friday, May 13

7:00 a.m. – 8:00 a.m.	National Network of State Polls (NNSP)	Palm 3A – Level 3
7:00 a.m. – 8:00 a.m.	Membership/Chapter Relations Committee	Palm 3B – Level 3
8:30 a.m. – 11:30 a.m.	WAPOR Council	Palm 3C – Level 3
11:45 a.m. – 1:45 p.m.	Survey Practice Editorial Board	Reserved table - Grand Ballroom E-J

Saturday, May 15

7:00 a.m. – 8:00 a.m.	Academic Programs in Survey Methods	Palm 3B – Level 3
11:45 a.m. – 1:15 p.m.	Association of Academic Survey Research Organizations (AASRO)	Palm 3A – Level 3
11:45 a.m. – 1:15 p.m.	Chapter Representatives	Palm 3B – Level 3
11:45 a.m. – 1:15 p.m.	Communications Committee	Palm 3C – Level 3
11:45 a.m. – 1:15 p.m.	Education Committee	Palm 3D – Level 3
11:45 a.m. – 1:15 p.m.	Endowment Committee	Sedona C – Sedona Building
11:45 a.m. – 1:15 p.m.	JOS Editorial Meeting	Sedona D – Sedona Building
11:45 a.m. – 1:15 p.m.	Multilingual Issues in Surveys	Camelback C – Camelback Building
11:45 a.m. – 1:15 p.m.	Standards Committee	Camelback D – Camelback Building



AAPOR Social Activities

Thursday, May 12

7:30 a.m.	Golf Outing	Arizona Grand Golf Course
6:00 p.m. – 7:00 p.m.	New Member/ All Chapter Reception	Palm & Paseo Court
9:30 p.m. – 10:30 p.m.	Dessert Reception	Palm & Paseo Court

Friday, May 13

8:00 p.m. – 10:00 p.m.	Stargazing Event	Arizona Grand Golf Course - Island Green
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Saturday, May 14

7:00 a.m.	Fun Run/Walk	Athletic Club
6:00 p.m. – 7:00 p.m.	President's Reception	Palm & Paseo Court
9:30 p.m. – 11:30 p.m.	Stargazing Event	Arizona Grand Golf Course - Island Green
9:30 p.m. – Midnight	Post-Banquet Party	Vista Dining Terrace
9:30 p.m. – 2:00 a.m.	Applied Probability	Palm 3A/B



Schedule of Events

Wednesday, May 11

1:00 p.m. – 3:00 p.m. **Short Course Registration Desk Open**

2:30 p.m. – 6:00 p.m. **Short Courses**

4:00 p.m. – 7:00 p.m. **Registration Desk Open**

Thursday, May 12

7:00 a.m. – 5:00 p.m. **Registration Desk Open**

7:30 a.m. – 1:00 p.m. **Golf Outing**

8:00 a.m. – 11:30 a.m. **Short Courses**

1:30 p.m. – 3:00 p.m. **Concurrent Session A**

3:00 p.m. – 4:00 p.m. **Refreshment Break in the Exhibit Hall**

Meet the Author Session

Poster Session 1

Demonstration Session 1

3:00 p.m. – 5:30 p.m. **Exhibit Hall and Book Exhibit Open**

4:00 p.m. – 5:30 p.m. **Concurrent Session B**

6:00 p.m. – 7:00 p.m. **New Member/All Chapter Reception**

7:00 p.m. – 8:00 p.m. **Dinner**

8:00 p.m. – 9:30 p.m. **Plenary Session**

9:30 p.m. – 10:30 p.m. **Dessert Reception**

Friday, May 13

7:00 a.m. – 8:00 a.m. **Committee Meetings**

7:00 a.m. – 8:00 a.m. **Continental Breakfast**

7:00 a.m. – 4:30 p.m. **Exhibit Hall and Book Exhibit Open**

7:30 a.m. – 4:30 p.m. **Registration Desk Open**

8:00 a.m. – 9:30 a.m. **Concurrent Session A**

8:30 a.m. – 11:30 a.m. **WAPOR Council Meeting**

9:30 a.m. – 10:00 a.m. **Refreshment Break**

10:00 a.m. – 11:30 a.m. **Concurrent Session B**

11:45 a.m. – 1:45 p.m. **Luncheon & Presidential Address**



Schedule of Events

Friday, May 13 (continued)

1:45 p.m. - 3:15 p.m.	Concurrent Session C
3:15 p.m. - 4:15 p.m.	Dessert Break in Exhibit Hall Meet the Author Sessions Poster Session 2 Demonstration Session 2
3:15 p.m. - 4:15 p.m.	Speed Networking Session 1
4:15 p.m. - 5:45 p.m.	Concurrent Session D
6:00 p.m.	Dinner on your own
6:00 p.m. - 7:00 p.m.	AAPOR Public Opinion and Leadership Task Force Discussion
8:00 p.m. - 10:00 p.m.	Stargazing Event

Saturday, May 14

7:00 a.m.	Fun Run/Walk
7:00 a.m. - 8:00 a.m.	Continental Breakfast
7:00 a.m. - 8:00 a.m.	AAPOR Committee Meetings
7:00 a.m. - 2:30 p.m.	Exhibit Hall and Book Exhibit Open
7:30 a.m. - 3:00 p.m.	Registration Desk Open
8:00 a.m. - 9:30 a.m.	Concurrent Session A
9:30 a.m. - 10:00 a.m.	Refreshment Break
10:00 a.m. - 11:30 a.m.	Concurrent Session B
11:45 a.m. - 1:15 p.m.	Lunch
12:45 p.m. - 2:15 p.m.	Speed Networking Session 2
1:15 p.m. - 2:15 p.m.	Dessert Reception in Exhibit Hall Book Sale Meet the Author Sessions Poster Session 3 Demonstration Session 3
2:15 p.m. - 3:45 p.m.	Concurrent Session C
4:00 p.m. - 5:30 p.m.	AAPOR Membership & Business Meeting
6:00 p.m. - 7:00 p.m.	President's Reception



Schedule of Events

Saturday, May 14

7:00 p.m. – 9:30 p.m.	Awards Banquet
9:30 p.m. – 11:30 p.m.	Stargazing Event
9:30 p.m. – Midnight	Post-Banquet Party
9:30 p.m. – 2:00 a.m.	Applied Probability

Sunday, May 15

8:00 a.m. – 10:15 a.m.	Registration Desk Open
8:00 a.m. – 11:30 a.m.	Short Course 6
8:30 a.m. – 10:00 a.m.	Concurrent Session A
10:15 a.m. – 11:45 a.m.	Concurrent Session B



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Apperson.....	209	Provalis Research Corp	117
ASDE Survey Sampler.....	317	The Roper Center/UConn.....	404
Confirmit.....	109	RTI International.....	203/205
CSS/Datatelligence	105	Sawtooth Technologies, Inc.....	208
Data Recognition Corporation (DRC).....	315	Scientific Telephone Samples....	204
DatStat, Inc.....	414	Silver Dream.....	111
Eastern Research Services.....	210	SSRS/Social Science Research Solutions.....	302
Headway Workforce Solutions ...	314	Survey Sampling International....	211
ICF International.....	311	Temple University Institute for Survey Research.....	214
ISA - Interviewing Service of America.....	215	Thoroughbred Research Group..	410
Issues & Answers.....	103	The University of Connecticut	310
Marketing Systems Group.....	304	Valassis.....	308
Mathematica Policy Research.....	216	Voxco	217
The Nielsen Company.....	402	Westat	416
NORC at the University of Chicago.....	303		

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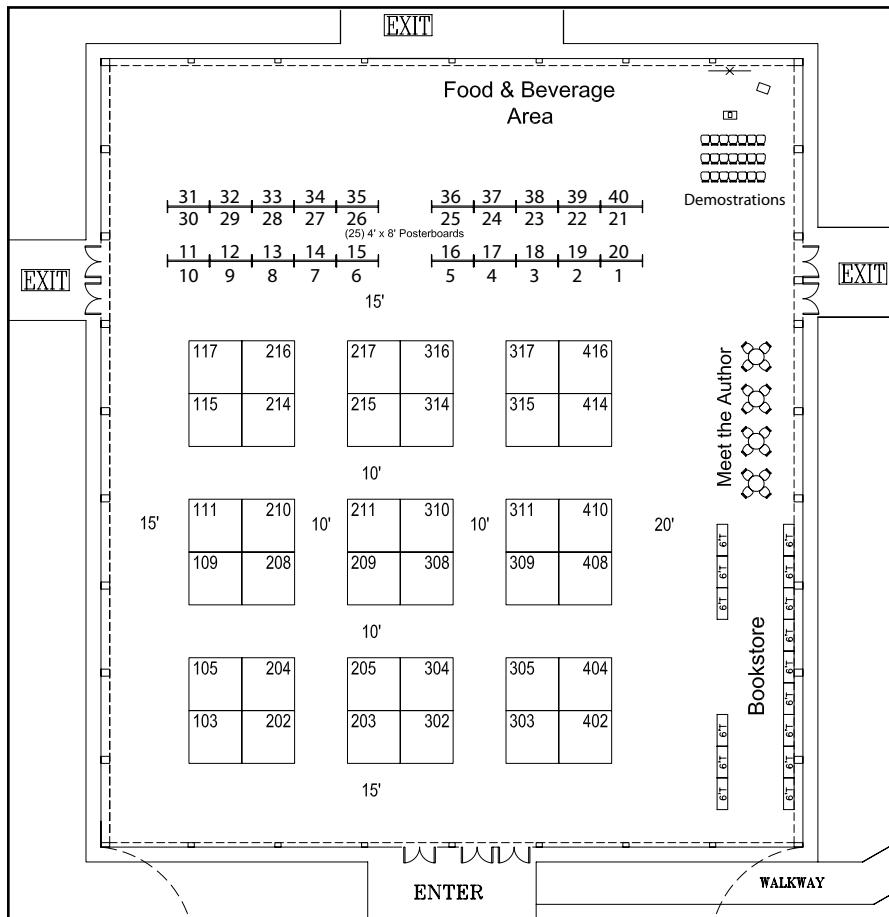


Advertiser Index

AASRO	196	The Nielsen Company.....	207
Abt SRBI.....	195	NORC at the University of Chicago	217
ADAPT Inc.	196	Oxford University Press.....	200
American Institutes for Research.....	196	Pew Research Center	216
Apperson.....	199	RAND Corporation	200
APSA.....	200	The Roper Center/ UConn.....	210
Confirmit.....	199	RTI International.....	208
D3 Systems.....	2	SSRS/Social Science Research Solutions.....	211
Data Recognition Corporation (DRC).....	197	Survey Sampling International.....	198
Edison Research.....	199	Temple University Institute for Survey Research.....	209
George Washington University	203	Thoroughbred Research Group.....	212
Headway Workforce Solutions.....	204	The University of Connecticut	213
ICF International.....	201	Valassis.....	214
Knowledge Networks	202	Westat	215
Marketing Systems Group.....	206		
Mathematica Policy Research.....	205		



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K
Knowledge Networks, Inc.
Menlo Park, CA

L
Langer Research Associates
New York, NY

M

Marketing Systems Group
Ft. Washington, PA

Marketwise, Inc.
Charlotte, NC

Mathematica Policy Research
Princeton, NJ

Mktg., Inc.
East Islip, NY

MORI Chile S.A.
Santiago, Chile

N

National Business Research
Institute (NBRI)
Addison, TX

The Nielsen Company
New York, NY

NORC at the University of Chicago
Chicago, IL

O

Opinionology,
Orem, UT

P

Pakistan Institute of Public Opinion
Islamabad, Pakistan

Princeton Survey Research
Associates International, LLC
Princeton, NJ



Blue Book Organizations

Q

QSA Integrated Research Solutions
Alexandria, VA

R

RAND Survey Research Group
Santa Monica, CA

Renaissance Research & Consulting
New York, NY

Research Support Services
Evanston, IL

RTI International
RTP, NC

S

San Diego State University, Social
Science Research Lab
San Diego, CA

Sawtooth Technologies, Inc.
Northbrook, IL

Scientific Telephone Samples (STS)
Foothill Ranch, CA

Social Weather Stations
Quezon City, Philippines

SSRS/Social Science Research
Solutions
Media, PA

St. Stephens Church
London, UK

Stony Brook University, Center for
Survey Research
Stony Brook, NY

Survey Sampling International, LLC
Fairfield, CT

T

Thoroughbred Research Group
Louisville, KY

Triple A Research Co., Ltd.
Erbil, Baghdad & Basrah, Iraq

U

Ulrich Research Services, Inc.
d/b/a Concepts in Focus
Orange Park, FL

University of Arkansas,
Survey Research Center
Fayetteville, AR

University of California -
Santa Barbara, Social Science
Survey Center
Santa Barbara, CA

University of Connecticut, Roper
Center for Public Opinion Research
Storrs, CT

University of Idaho, Social Science
Research Unit
Moscow, ID

University of Michigan,
Survey Research Center
Ann Arbor, MI

University of New Hampshire
Durham, NH

University of North Carolina,
Odum Institute for Research in
Social Science
Chapel Hill, NC



Blue Book Organizations

University of North Florida,
Public Opinion Research Lab,
Jacksonville, FL

University of Northern Iowa,
Center for Social & Behavioral
Research
Cedar Falls, IA

University of Pittsburgh,
University Center for Social &
Urban Research
Pittsburgh, PA

University of South Carolina,
Survey Research Lab
Columbia, SC

University of Wisconsin,
Survey Center
Madison, WI

University of Wyoming, Wyoming
Survey & Analysis Center (WYSAC)
Laramie, WY

V

Virginia Tech Center for
Survey Research
Blacksburg, VA

W

Washington State University,
Social & Economic Sciences
Research Center
Pullman, WA

Westat
Rockville, MD



Upcoming Events

MIDWEST CHAPTER – MAPOR 2011 Annual MAPOR Conference

November 18-19, 2011
Chicago, IL

PACIFIC CHAPTER – PAPOR 2011 PAPOR Mini-Conference

June 24, 2011 • 9:00 a.m. – 3:00 p.m.
Berkeley, CA

2011 Annual PAPOR Conference

December 8-9, 2011
Sir Francis Drake Hotel • San Francisco, CA

SOUTHERN CHAPTER – SAPOR

Short Course –

Introduction to Usability Testing for Survey Research
October 5, 2011 • Raleigh, NC

30th Annual SAPOR Conference

October 6-7, 2011
Hilton North Raleigh/Midtown • Raleigh, NC

WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH – WAPOR

64th Annual Conference

“Public Opinion and the Internet”

21-23 September, 2011
Amsterdam, The Netherlands



Day-at-a-Glance

Wednesday, May 11

Time	Event	Location
Noon - 5:00 p.m.	AAPOR Executive Council Meeting	Palm 3 A/B
1:00 p.m. - 3:00 p.m.	Short Course Registration Desk Open	Conference Center - Level 1 Lobby
2:30 p.m. - 6:00 p.m.	AAPOR Short Courses	
	Course 1: Dealing With Missing Data	Acacia - Level 1
	Course 2: Designing Surveys for Mobile Devices: Pocket-Sized Surveys That Yield Powerful Results	Bougainvillea - Level 1
4:00 p.m. - 7:00 p.m.	AAPOR Registration Desk Open	Conference Center - Level 1 Lobby



Short Course 1 & 2 Descriptions

Wednesday, May 11, 2:30 p.m. – 6:00 p.m.

Course 1: Dealing With Missing Data

Instructors: Mansour Fahimi, Ph.D.

Darryl Creel

Location: Acacia – Level 1

Course Overview:

Invariably, missing data create analytical complexities and inefficiencies in survey research. Records with missing data, which can occur as a result of item non-response, inconsistent data, or loss of data, cause problems in several respects. For tabulations, missing data have to be reported as separate categories – a compromise that both complicates the presentation and undermines the survey credibility. For analysis, records with missing items are commonly omitted – another compromise that reduces the reportable database and can produce biased results. Also, demographic variables used for weighting need to be complete but this expectation is virtually never realized in practice.

Course 2: Designing Surveys for Mobile Devices: Pocket-Sized Surveys That Yield Powerful Results

Instructors: Mario Callegaro, Ph.D.

Tim Macer

Location: Bougainvillea – Level 1

Course Overview:

This short course will familiarize the participants with the issues of designing surveys that can be taken on mobile devices. We will discuss topics such as questionnaire design, layout, navigation, use of images and video, and email invitations. Data on mobile phone web browsing and data on number of respondents accessing a survey via a mobile device will be presented. We will review the scarce literature on the topic together with original studies never presented before. Practical advice on topics such as measuring which device has been used to take the survey and the technical requirements needed to conduct effective mobile research will be covered. A discussion on different survey platforms that can handle mobile phone surveys will conclude the course.



Notes



Day-at-a-Glance

Thursday, May 12

Time	Event	Location
7:00 a.m. – 5:00 p.m.	Registration Desk Open	Conference Center – Level 1 Lobby
7:30 a.m. – 1:00 p.m.	Golf Outing	Arizona Grand Golf Course – Island Green
8:00 a.m. – 11:30 a.m.	Short Courses	
	Course 3: The Principles for Questionnaire Design	Acacia – Level 1
	Course 4: The Benefits & Challenges of Address-Based Sampling Designs	Bougainvillea – Level 1
	Course 5: Creating Effective Designs for Mixed-Mode Surveys	Copperwood – Level 1
1:30 p.m. – 3:00 p.m.	Concurrent Sessions A	
	Session 1: Surveys in the Islamic World: Methods & Findings	Acacia – Level 1
	Session 2: Something Borrowed, Something New: Exploring Post-Participation Incentives	Bougainvillea – Level 1
	Session 3: Historical Perspectives on Survey Research and Polling	Copperwood – Level 1
	Session 4: Methods to Improve Web Surveys	Desert Willow – Level 1
	Session 5: Understanding Public Perceptions on Global Warming	Kaibab – Level 2
	Session 6: Sharpening Your Instrument: Strategies to Improve Survey Questions	Lantana – Level 2
	Session 7: Administrative Records and the 2020 Census	Mesquite – Level 2
	Session 8: Methodological Briefs: Weighting & Design Issues in RDD/Cell Phone Surveys	Noble – Level 2
3:00 p.m. – 5:30 p.m.	Exhibit Hall and Book Exhibit Open	Park Pavilion



Day-at-a-Glance

Thursday, May 12

Time	Event	Location
3:00 p.m. - 4:00 p.m.	Refreshment Break in the Exhibit Hall Meet the Author Sessions Session 1 Peter Marsden James Wright <i>Handbook of Survey Research</i> (Emerald Group Publishing, 2010) Session 2 Yuling Pan Daniel Z. Kadar <i>Politeness in Historical and Contemporary Chinese: A Comparative Analysis</i> (Continuum, 2011) Poster Session 1 Demonstration Session 1	Park Pavilion
4:00 p.m. - 5:30 p.m.	Concurrent Session B Session 1: Cross-Cultural Survey Methods: I Acacia - Level 1 Session 2: Racism and Sexism in Contemporary Society Bougainvillea - Level 1 Session 3: Factors Influencing Survey Participation Copperwood - Level 1 Session 4: Enhancements to Address-Based Sampling Desert Willow - Level 1 Session 5: Interviewer Effects & Performance Measurement Kaibab - Level 2 Session 6: Media Exposure & IT Influence on Opinion and Behavior Lantana - Level 2 Session 7: A Generation of Societal Change Mesquite - Level 2 Session 8: Proliferation of Polls (Good & Bad) & the Way Media Uses Them With a Less-Than-Critical Eye Noble - Level 2	



Day-at-a-Glance

Thursday, May 12

Time	Event	Location
6:00 p.m. – 7:00 p.m.	AAPOR New Member/ All Chapter Reception	Palm and Paseo Court
7:00 p.m. – 8:00 p.m.	Dinner	Grand Ballroom E-J – Level 1
8:00 p.m. – 9:30 p.m.	Plenary Session: Public Perception & Societal Conflict: The History of Immigration Reform in the U.S. Henry G. Cisneros, <i>executive chairman of CityView companies, former Housing and Urban Development Secretary</i> Rodolfo de la Garza, <i>Columbia University</i> Doris Meissner, <i>senior fellow at the Migration Policy Institute, former commissioner of Immigration and Naturalization Services Commissioner</i> Frank M. Newport, <i>Gallup Editor-in-Chief and AAPOR President</i> Gary Langer, <i>Langer Research Associates, Moderator</i>	Grand Ballroom E-J – Level 1
9:30 p.m. – 10:30 p.m.	Dessert Reception	Palm and Paseo Court



Short Course 3, 4 & 5 Descriptions

Thursday, May 12 • 8:00 a.m. – 11:30 a.m.

Course 3: Principles for Questionnaire Design

Instructor: Roger Tourangeau, Ph.D.

Location: Acacia – Level 1

Course Overview:

This course will introduce the scientific literature on the design of survey questionnaires. It will discuss various guidelines for crafting survey questions and review some of the key findings that are the basis for these guidelines. It will include some in-class exercises to give the students practice in applying these principles to specific survey items.

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

Instructors: David Dutwin, Ph.D.

Michael W. Link, Ph.D.

Location: Bougainvillea – Level 1

Course Overview:

Address-Based Sampling (ABS), whereby survey units are sampled from a database of residential listings, has been the subject of intensive research efforts in recent years. The promise of ABS is that it provides high coverage of residential homes using a nearly complete sampling frame based on the U.S. Postal Service Computerized Delivery Sequence file. Because the frame is based on addresses and not landline telephone numbers, cell phone only households are included in the frame in proportion to their penetration within the sampled geography. Additionally, telephone numbers and other sample frame indicators – such as geocoded information from Census block groups or commercial databases – can be appended to the frame, providing more information for sample stratification and targeted sample treatments. However, while ABS may solve the problem of cell phone noncoverage, there are issues particular to ABS that researchers must factor. Additionally, the use of ABS requires the researcher to choose from a number of different methodological choices, and be aware of very different operational considerations.



Short Course 3, 4 & 5 Descriptions

Thursday, May 12 • 8:00 a.m. – 11:30 a.m.

Course 5: Creating Effective Designs for Mixed-Mode Surveys

Instructor: Don A. Dillman, Ph.D.

Location: Copperwood – Level 1

Course Overview:

Interest in using mixed-mode designs to improve survey quality continues to grow, just as our knowledge of potential problems also expands.

This short course builds upon the 2009 book *Internet, Mail and Mixed-Mode Survey* (Dillman, Smyth and Christian), and emphasizes research conducted since its publication.



Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Administrative Records and the 2020 Census

Location: Mesquite – Level 2

Chair: John Thompson, NORC

Organizer: Lee Beck, U.S. Department of Commerce

Possible 2020 Census Designs and the Use of Administrative

Records: What is the Impact on Cost and Quality?

Frank Vitrano, U.S. Census Bureau

Expanded Use of Administrative Records in the 2020 Decennial Census: Can the Non-Technical Issues Be Resolved Early in the Decade?

Nancy Potok, U.S. Department of Commerce

Moving Toward Integrated Data Sets— Can we Overcome the Challenges?

Sally Obenski, U.S. Census Bureau

Replacing Census Reports with Administrative Data: Is the Public Ready and Willing?

Eleanor Singer, ISR, University of Michigan

Nancy Bates, U.S. Census Bureau

John Van Hoewyk, University of Michigan



Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Historical Perspectives on Survey Research and Polling

Location: Copperwood – Level 1

Chair: Robert Y. Shapiro, *Columbia University*

Discussant: Michael Mokrzycki, *Independent Consultant*

The Dissemination of an Innovation: Survey Research 1936-1959

Tom W. Smith, *NORC*

Trends in Media Polling: Public Opinion Polls, Pre-Election Polls and Trial-Heat Questions Since 1970

Chase Harrison, *Harvard Business School*

Marc Maynard, *Roper Center for Public Opinion Research,
University of Connecticut*

Richard Clark, *Carl Vinson Institute of Government,
University of Georgia*

The New Deal Realignment in Real Time

Helmut Norpoth, *Stony Brook University*

Clara Suong, *Stony Brook University*

Andrew Sidman, *John Jay College*

Public Agenda in México During 2007-2011

Paul F. Valdes Cervantes, *Parámetro Investigación*

Nelson Arteaga, *UAEM*



Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Methodological Briefs: Weighting & Design Issues in RDD/Cell Phone Surveys

Location: Noble - Level 2

Chair: Taylor Lewis, *National Center for Health Statistics*

Do Cell Phone Mostly and Equal Cell/Landline Telephone Users Differ By Frame and Should We Care?

Kathleen T. Call, *University of Minnesota*

Donna D. McAlpine, *University of Minnesota*

Timothy Beebe, *Mayo Clinic*

Michel Boudreaux, *University of Minnesota*

Brett Fried, *Minnesota Department of Health*

David Dutwin, *Social Science Research Solutions*

Comparison of RDD and Address Based Cell Phone Only Sample Frames

Courtney N. Mooney, *Arbitron, Inc.*

Ryan McKinney, *Arbitron, Inc.*

The Impact of Cell Phones in Landline Households for an RDD Telephone Survey

Andrea Werner-Leonard, *Population Research Laboratory*

Who's There? Comparing Respondents From a Telephone Survey to a Mail Survey

Andrew Zukerberg, *National Center for Education Statistics*

Stacey Bielick, *American Institutes for Research*

Living in a Digital World: A Comparison of Consumer Ownership, Attitudes and Behaviors of Technology by Sample Frame

Rhonda Daniel, *Consumer Electronics Association*

Exploring Health-Related Experiences and Access to Care: Differences Between Online and Telephone Survey Administration

Michelle M. Doty, *The Commonwealth Fund*

Jordon Peugh, *Knowledge Networks*

Jeffery Shand-Lubbers, *Knowledge Networks*



Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Response Rate Calculation in Mobile Surveys: Higher Precision in Cases of Unknown Eligibility

Bella Struminskaya, *GESIS - Leibniz Institute for the Social Sciences*

Ines Schaurer, *GESIS - Leibniz Institute for the Social Sciences*

Wolfgang Bandilla, *GESIS - Leibniz Institute for the Social Sciences*

Siegfried Gabler, *GESIS - Leibniz Institute for the Social Sciences*

Sabine Haeder, *GESIS - Leibniz Institute for the Social Sciences*

Lars Kaczmarek, *GESIS - Leibniz Institute for the Social Sciences*

Methods to Improve Web Surveys

Location: Desert Willow – Level 1

Chair: Patrick Cagney, NORC

Analyzing Paradata as a Form of Post-Hoc “Remote” Usability Testing: Initial Results From the 2010 Census Quality Survey (CQS)

Kathleen T. Ashenfelter, *U.S. Census Bureau*

Matthew Jans, *U.S. Census Bureau*

Choice of Content Presentation Mode in Web-Based Survey Administration

Larry Osborn, *Knowledge Networks*

Wendy Mansfield, *Knowledge Networks*

Carl Ramirez, *Government Accountability Organization*

Jill Lacey, *Government Accountability Organization*

Virginia Chanley, *Government Accountability Organization*

Gregory Wilmoth, *Government Accountability Organization*

Ana I. Aviles, *Government Accountability Organization*

Providing Clarifying Instructions in a Web Survey

Cleo D. Redline, *University of Maryland*

DC-AAPOR Student Paper Award Winner

Which Web Survey Respondents are Most Likely to Click for Clarification?

Tania Coiner, *New School for Social Research*

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

Frederick G. Conrad, *University of Michigan*



Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Race-of-Virtual-Interviewer Effects

Frederick G. Conrad, *University of Michigan*

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

Daniel Nielsen, *University of Michigan*

Sharpening Your Instrument: Strategies to Improve Survey Questions

Location: Lantana - Level 2

Chair: Darby Steiger, *Gallup, Inc.*

Hitting the Target: How Number of Items, Response Categories and Sample Size Affect Aggregate Estimates

Randall K. Thomas, *ICF International*

John Bremer, *Compete Inc.*

Matrix Questionnaire Design to Reduce Measurement Error

Andy Peytchev, *RTI International*

Emilia Peytcheva, *RTI International*

Text Box Formatting in a State Omnibus Survey: Content, Response and Perceptions

Mindy Anderson-Knott, *University of Nebraska-Lincoln, SSP*

Amanda Richardson, *Bureau of Sociological Research,
University of Nebraska-Lincoln*

Ashley Frear Cooper, *Bureau of Sociological Research,
University of Nebraska-Lincoln*

Julia McQuillan, *Bureau of Sociological Research,
University of Nebraska-Lincoln*

Stacia Jorgensen, *Bureau of Sociological Research,
University of Nebraska-Lincoln*

Optimizing the Design of a Question Intended to Measure Expected Starting Salary

Curtiss Cobb, *Stanford University*

Jon A. Krosnick, *Stanford University*

Brent Bannon, *Facebook*



Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Bounding Estimates: Effects of Question Clarifications on Self-Reported Media Exposure

Ronald Z. Szoc, *ICF International*

John F. Kunz, *ICF International*

Samantha L. Schwartz, *ICF International*

Randall K. Thomas, *ICF International*

Something Borrowed, Something New: Exploring Post-Participation Incentives

Location: Bougainvillea – Level 1

Chair: Missy Koppelman, NORC

Evaluating the Impact of “Music Downloads” as Instantly Delivered Contingent Incentives

Kelly L. Bristol, *The Nielsen Company*

E. N. Bensky, *The Nielsen Company*

Lukasz Chmura, *The Nielsen Company*

Dinaz Kachhi, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Effect of a Post-Paid Incentive in a Patient Experience of Care Survey

Julie A. Brown, *RAND Corporation*

An Experiment Evaluating Different Monetary Gift Amounts Given to Respondents in the Medical Expenditure Panel Survey (MEPS)

Wendy Hicks, *Westat*

Ralph DiGaetano, *Westat*

Sue Connor, *Westat*

Pat Ward, *Westat*

Huseyin Goksel, *Westat*

Virender Kumar, *Westat*

Trena Ezzati-Rice, *Agency for Healthcare Research and Quality*

Doris Lefkowitz, *Agency for Healthcare Research and Quality*



Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Refusal Conversion Incentives and Participation in a Longitudinal Study of Older Adults

Michael Colicchia, NORC at the University of Chicago

Meredith Czaplewski, NORC at the University of Chicago

Angie Jaszcak, NORC at the University of Chicago

When Do Incentives Not Work?

Inger Marie Christensen, SFI Survey

Maja Mortensen, SFI Survey

Surveys in the Islamic World: Methods & Findings

Location: Acacia – Level 1

Chair: Allan L. McCutcheon, University of Nebraska

Organizer: Cross-Cultural Research Conference Subcommittee

Are Opinion Surveys Undercounting Muslims Around the World?

Conrad Hackett, Pew Research Center's Forum on Religion & Public Life

Brian Grim, Pew Research Center's Forum on Religion & Public Life

Afghan Women's Perspective on Negotiating With the Taliban

Stephen R. Hornbeck, D3 Systems, Inc.

Public Attitudes in Yemen

Gary Langer, Langer Research Associates

The Importance of Ethnicity in Afghan Public Opinion

John Richardson, D3 System, Inc.

Measuring Progress to Peace in Afghanistan;

Applying the U.S. Institute of Peace MPICE Framework

Matthew Warshaw, D3 Systems, Inc.

Brianna Augenreich, D3 Systems, Inc.

Veronica A. Gardner, D3 Systems, Inc.

Anne Pessala, D3 Systems, Inc.

John Richardson, D3 Systems, Inc.

William Hayes, D3 Systems, Inc.

Eric Chappell, D3 Systems, Inc.



Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Understanding Public Perceptions on Global Warming

Location: Kaibab – Level 2

Chair: Susan Willis-Walton, *Virginia Tech University*

The Persistence of American Public Opinion on Climate Policy

Bo MacInnis, *Stanford University*

Jon Krosnick, *Stanford University*

All Climate is Local: Measuring the Effect of Weather Events on Perceptions of Global Warming

Christopher P. Borick, *Muhlenberg College Institute of Public Opinion*

Barry G. Rabe, *University of Michigan*

Measuring Americans' Issue Priorities: A New Version of the Most Important Problem Question Reveals More Concern About Global Warming and the Environment

David S. Yeager, *Stanford University*

Jon Krosnick, *Stanford University*

Declared vs. Real Purchasing Behavior Affected by Producers' Action Against the Environment

Jiri Remr, *Charles University in Prague, Faculty for Social Sciences*

The Stability of American Public Opinion on Global Warming: Towards Explaining the Existence Beliefs Trends

Jon Krosnick, *Stanford University*



Poster Session 1

Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

Location: Exhibit Hall – Park Pavilion

- 1. Public Opinion on Gun Control Revisited: Collective Consensus or Unbridgeable Ideological Divide?**
Bryan C. Parkhurst, *University of Cincinnati*
- 2. The Impact of Survey Design Modifications on Health Insurance Coverage Estimates in a National Longitudinal Health Care Survey**
Steven B. Cohen, *Agency for Healthcare Research and Quality*
Trena Ezzati-Rice, *Agency for Healthcare Research and Quality*
Marc Zodet, *Agency for Healthcare Research and Quality*
- 3. New Techniques for Weight Trimming**
Benjamin Phillips, *Abt SRBI, Inc.*
Seth Brohinsky, *Abt SRBI, Inc.*
Graham Wright, *Brandeis University*
Chintan Turakhia, *Abt SRBI, Inc.*
- 4. Accounting for Diffuse Diversity: Accurately Polling Asian Voters in the City of Los Angeles**
Nathan Aderhold, *Loyola Marymount University, Leavey Center for the Study of LA*
- 5. Perception about Characteristics of Scientists, Results of the Survey of Youth Perception of Science and Technology in Bogotá**
Edgar Mauricio Bueno Castellanos, *Colombian Observatory of Science and Technology*
- 6. Deliberative Polling and Small Sample Sizes: Robustness of the Deliberative Polling Model**
Sean J. Westwood, *Stanford University*
Alice Siu, *Stanford University*
James S. Fishkin, *Stanford University*





Poster Session 1

Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

7. Improving Questionnaire Design of Establishment Surveys for Field Data Collection

Lorelle Vanno, *The Nielsen Company*

Jennie Lai, *The Nielsen Company*

Teresa Jin, *The Nielsen Company*

Michael Link, *The Nielsen Company*

8. Evaluating Strategies for Reducing Non-Response Among Under-Represented Groups

Jason Minser, *Abt SRBI, Inc.*

Courtney Kennedy, *Abt SRBI, Inc.*

9. Enumerating Parents in a Household Survey: Challenges With Nontraditional Households, Same-Sex Parents and Spanish-Speakers

Cameron McPhee, *American Institutes for Research*

Sarah K. Grady, *American Institutes for Research*

10. A Comparison of Collecting In-School Parent Permission Forms

Greg Mosorjak, *RTI International*

11. Testing the Effects of Eliminating the Mandatory Long Form for the Canadian Census of Population

Fred Hazelton, *Statistics Canada*

12. Identifying Efficiencies in Completing a Complex Telephone Interview

Julie A. Pacer, *Abt SRBI, Inc.*

Suzanne Bogue, *Abt SRBI, Inc.*

Cathy Joseph, *Abt Associates*

Sarah Minden, *Brigham & Women's Hospital,
Harvard Medical School*



Poster Session 1

Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

13. Using a Probability-Based Online Panel to Survey American Jews

Graham Wright, *Cohen Center for Modern Jewish Studies - Brandeis University*

Benjamin Phillips, *Abt SRBI, Inc.*

Josua Tobias, *Cohen Center for Modern Jewish Studies - Brandeis University*

Jordan Peugh, *Knowledge Networks*

Karen Semans, *Knowledge Networks*

14. Data Collection: Sample Members Responses, Influences and Perception of Data Security

Tamara L. Terry, *RTI International*

McKinlay Jeannis, *RTI International*

Dawn Thomas-Banks, *RTI International*

15. The Reunion Crashers: Locating and Tracking Longitudinal Study Respondents After a 30-year Hiatus

Leslie Scott, *American Institutes for Research*

Susan Lapham, *American Institutes for Research*

Sandra Eyster, *American Institutes for Research*

Sabine Horner, *American Institutes for Research*

16. The Activeness of the Issue Publics in the New Media Environment: Online Political Expression as a Mediator Between Issue Public Membership and Political Participation

Hsuan-Ting Chen, *University of Texas at Austin, School of Journalism*

Sun Ho Jeong, *University of Texas at Austin, School of Journalism*

Homero Gil de Zúñiga, *University of Texas at Austin, School of Journalism*

17. Using “Sufficiently Knowledgeable Adult” as an Alternative Respondent Selection Rule for Child Health

Donna Eisenhower, *NYC Department of Health and Mental Hygiene*

Stephen Immerwahr, *NYC Department of Health and Mental Hygiene*

Tara Merry, *Abt SRBI, Inc.*

Andy Weiss, *Abt SRBI, Inc.*



Poster Session 1

Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

18. Meta-Analysis of Cognitive Interview Findings and Recommendations for Establishment Surveys from 2005-2009

Kristen L. Cibelli, U.S. Census Bureau/University of Maryland

19. Charting the Vote: Maintaining Diversity and Measuring Exit Poll Reliability

Brianne Gilbert, Loyola Marymount University - Leavey Center for the Study of LA

Melissa Woehrstein, Loyola Marymount University - Leavey Center for the Study of LA

20. Social and Economic Characteristics of Mexican Migrants

Paul F. Valdes Cervantes, Parámetro Investigación

Jesús Irineo C. Rodriguez, Parámetro Investigación

Igor V. Avila, Universidad Autónoma del Estado de México

21. Technological Advances to Reduce Survey Error

Chris Ellis, RTI International

Nathan Sikes, RTI International

Adam Sage, RTI International

Joe Eyerman, RTI International

Brian Burke, RTI International

22. Understanding the Tea Party

Jocelyn Kiley, Pew Research Center for the People & the Press

Alec Tyson, Pew Research Center for the People & the Press

Scott Keeter, Pew Research Center

23. Which Technologies Do Respondents Use in Online Surveys – An International Comparison

Lars Kaczmirek, GESIS - Leibniz Institute for the Social Sciences

Dorothée Behr, GESIS - Leibniz Institute for the Social Sciences

Wolfgang Bandilla, GESIS - Leibniz Institute for the Social Sciences





Poster Session 1

Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

24. Online Survey Software: A Comparison of the Features of Common Packages

Alexandra Cooper, *Social Science Research Institute, Duke University*

Patrick Miller, *Duke Initiative on Survey Methodology*

25. Age-Related Differences in Reported Computer and Internet Usage Based on Question Type: ‘A Great Deal’ of Variability

Jennifer C. Romano Bergstrom, *U.S. Census Bureau*

Erica L. Olmsted-Hawala, *U.S. Census Bureau*

Wendy A. Rogers, *Georgia Institute of Technology*

Jon A. Krosnick, *Stanford University*

26. Non-Response Bias in the Survey of Youth Perception of Science and Technology in Bogotá

Edgar Mauricio Bueno Castellanos, *Colombian Observatory of Science and Technology*

27. Pursuing an Education While Facing Serious Physical or Cognitive Difficulties: Examining Educational Attainment for Young Adults With Self-Reported Disabilities

Angelina N. Kewal Ramani, *American Institutes for Research*

28. The Depths of American Public Opinion on Climate Change: Harmonizing the Results of Diverse Surveys

Jon A. Krosnick, *Stanford University*

Bo MacInnis, *Stanford University*

29. Sampling Transgender Communities to Assess Healthcare Access and Develop Public Health Programs

Judith Bradford, *The Fenway Institute*

30. Sample Re-Use: An Application in Canadian Media Ratings

Kimberley Lafleur, *BBM Canada*



Poster Session 1

Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

31. The Social Aspect of the Digital Divide

Edward P. Johnson, *Opinionology, formerly Western Wats*

32. Predicting Mobility in Special Populations: Lessons From the Making Connections Survey

Kate E. Bachtell, *NORC at the University of Chicago*

Michael Lattner, *NORC at the University of Chicago*

33. The Search for a Definition of Socioeconomic Status for a Survey of High School Students

Tommy Holder, *RTI International*

34. The Political Implications of A Drive to Digitize: An Examination of Audience Engagement with Newspapers

Ann E. Williams, *Georgia State University*

35. Public Health Accreditation in the State of Ohio: Developing a Methodological Model for Accreditation

T. David Jones, *Wright State University-Center for Urban and Public Affairs*

Brittany D. Sumler, *Wright State University-Center for Urban and Public Affairs*

36. Exploring Trends and Patterns of Non-Response: Results From the Supplementary German ISSP Surveys, 1986-2008

Volker Hüfken, *University of Duesseldorf, Institute of Social Sciences*



Demonstration Session 1

Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

Demonstrations 1A – 1D

Location: Exhibit Hall – Park Pavilion

Chair: Michael Lawrence, *Knowledge Networks*

Demonstration 1A, 3:05 p.m. – 3:15 p.m.

(IQ) 2: A Cutting-Edge, Online Hybrid Solution for Qualitative/Quantitative Insights From Your Target Audience Located Anywhere in the World

Michael Remolona, *Blackstone Group*

Mike Burmester, *Blackstone Group*

Demonstration 1B, 3:20 p.m. – 3:30 p.m.

Completing Web Surveys on Cell-Enabled iPads®

James Dayton, *ICF International*

Heather Driscoll, *ICF International*

Demonstration 1C, 3:35 p.m. – 3:45 p.m.

Facilitating Deliberative Consultation:

A System for Automated Deliberative Polling Analysis

Sean Westwood, *Stanford University*

Demonstration 1D, 3:50 p.m. – 4:00 p.m.

A Stata Program for Respondent Driven Sampling

Matthias Schonlau, *RAND Corporation*



Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

A Generation of Societal Change

Location: Mesquite – Level 2

Chair: Tom W. Smith, NORC at the University of Chicago

Organizer: Tom W. Smith, NORC at the University of Chicago

Measuring Change With Changing Measures

Peter V. Marsden, Harvard University

Trends in ANES Survey Data: 1988-2008

Vincent L. Hutchings, University of Michigan

Simon Jackman, Stanford University

Gary Segura, Stanford University

The Millennials Come of Age

Rich Morin, Pew Research Center

Stability and Change in U.S. Society Since 1980:

A Review of Gallup Trends

Jeffrey M. Jones, Gallup, Inc.

Lydia Saad, Gallup, Inc.



Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Cross-Cultural Survey Methods: I

Location: Acacia – Level 1

Chair: Peter P. Mohler, *Mannheim University*

Organizer: Cross-Cultural Research Conference Subcommittee

Influence of Health Care Attributes and Language Preference on Disparities in Willingness to Engage in Cancer Prevention Among Hispanic and White Americans

Jocelyn Landau, *University of Pennsylvania*

Katrina Armstrong, *University of Pennsylvania*

A Nation of Immigrants: Innumeracy and Distortion Surrounding Estimation of Hispanic/Latino Group Size

Jonathan D. Stringfield, *The University of Illinois at Chicago*

Ryan A. Sporer, *The University of Illinois at Chicago*

Cross-Cultural Measurement of Self-Rated Health

Sunghee Lee, *University of Michigan*

Methodological Challenges in Implementing Comparative Ethnographic Evaluation Research Across Race/Ethnic Populations in the 2010 Census: An Asian Case Study

Laurie Schwede, *U.S. Census Bureau*





Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Enhancements to Address-Based Sampling

Location: Desert Willow – Level 1

Chair: David Dutwin, *Social Science Research Solutions*

A Data Collection Model for Address-Based Samples

Jill M. Montaquila, *Westat*

J. M. Brick, *Westat*

Creating an Improvement Universe for an Address-Based Sampling Frame

Timothy Kennel, *U.S. Census Bureau*

Supplementing Address-Based Sampling Frames With Physical Addresses of Housing Units With Unlocatable Mailing Addresses

Bonnie E. Shook-Sa, *RTI International*

Douglas B. Currihan, *RTI International*

Enhancing Address-Based Sampling With Contingent Incentives and Sample Indicators

Lukasz Chmura, *The Nielsen Company*

Tracie Yancey, *The Nielsen Company*



Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Factors Influencing Survey Participation

Location: Copperwood – Level 1

Chair: Karen Bogen, *Mathematica Policy Research*

Discussant: Danna Moore, *Washington State University*

The Influence of Personality Traits and Motives for Joining on Participation Behavior in Online Panels

Florian Keusch, *Vienna University of Economics and Business, Austria*

Motivated Underreporting in Screening Interviews

Frauke Kreuter, *Joint Program in Survey Methodology*

Stephanie Eckman, *Institute for Employment Research*

Roger Tourangeau, *University of Michigan*

Multivariate Models of Intended 2010 Census Participation

Gina K. Walejko, *Science and Technology Policy Institute*

Peter V. Miller, *Northwestern University*

Nancy Bates, *U.S. Census Bureau*



Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Interviewer Effects & Performance Measurement

Location: Kaibab – Level 2

Chair: John Kennedy, *Indiana University*

Gender of Interviewer Effects on In-Person Surveys on Potentially Sensitive Topics

Joseph W. Lenski, *Edison Research*

Interviewer Gender Effects on Survey Responses to Marriage-Related Questions

Mingnan Liu, *Purdue University*

Kevin Stainback, *Purdue University*

The PAIP Score: A Propensity-Adjusted Interviewer Performance Indicator

Brady T. West, *Institute for Social Research*

Multifactor Approach to Assessing the Quality of a Face-to-Face Interview

Michael W. Link, *The Nielsen Company*

Pambos Charalambous, *The Nielsen Company*

Jennie Lai, *The Nielsen Company*

TraShawna Boals, *The Nielsen Company*

Increasing the Efficiency of CATI and CAPI Monitoring Operations at Statistics Canada

Caroline Pelletier, *Statistics Canada*



Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Media Exposure & IT Influence on Opinion and Behavior

Location: Lantana - Level 2

Chair: David LeBaron, *Salisbury University*

The Internet and Media/Social Time Displacement Since 1995

John P. Robinson, *University of Maryland*

The Knowledge Gap in Generation X

Jon D. Miller, *International Center for the Advancement of Scientific Literacy*

Influences from the Mass Media, the Internet and Social Media on the Time Trend of Public Opinion About the Toyota Brand

David Fan, *University of Minnesota*

David Geddes, *Evolve24*

Felix Flory, *Evolve24*

Response to Surveys of High-Profile Topics: The Effects of Media Coverage and Public Engagement on Response to the National 2009 H1N1 Flu Survey

Nicholas D. Davis, *NORC at the University of Chicago*

James A. Singleton, *Centers for Disease Control and Prevention*

Lina Balluz, *Centers for Disease Control and Prevention*

Information or Affirmation?

Nicholas Brigham Schmuhl, *University of Wisconsin-Madison*

Albert C. Gunther, *University of Wisconsin-Madison*

Heather Akin, *University of Wisconsin-Madison*



Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Proliferation of Polls (Good & Bad) & the Way Media Uses Them With a Less-Than-Critical Eye

Location: Noble – Level 2

Chair: Susan Pinkus, *S.H. Pinkus Research & Associates*

Organizer: Susan Pinkus, *S.H. Pinkus Research & Associates*

The Proliferation of Polling in the 2010 California Governor's Race (Meg Whitman vs. Jerry Brown)

Mark DiCamillo, *The Field Poll*

How Blogs Should Handle Polling Data (How Pollsters Should Handle Blogs)

Phil Trounstine, *CalBuzz*

"Are We Supposed to Take This Poll Seriously?"

Whit Ayres, *Ayres, McHenry & Associates, Inc.*

"The Proliferation of Polls: So What Do We Do About It?"

Mark Blumenthal, *Huffington Post*

AAPOR's Role in Sorting the Wheat From the Chaff

Peter V. Miller, *Northwestern University*



Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Racism and Sexism in Contemporary Society

Location: Bougainvillea – Level 1

Chair: Scott F. Clement, *Pew Research Center*

What Black and White Americans Believe About Racial Progress, and How it Matters for Affirmative Action

Matthew DeBell, *Stanford University*

Discriminatory Attitudes in Europe: As Hard to Get at as in the USA?

Mario Ignatov, *University of Cincinnati*

Racial Aversion, Obama's Election and Governing a Divided Country

Monika L. McDermott, *Fordham University*

Cornell Belcher, *Brilliant Corners Research and Strategy*

Exploring Women's Status and Rights in Iraq

Kevin Tillmann, *D3 Systems, Inc.*

Predicting Biased Behavior With Implicit Attitudes: Results From a Voting Experiment

Wendy Gross, *Stanford University*

Cecilia H. Mo, *Stanford University*

Tabitha Bonilla, *Stanford University*



Notes



Notes



Notes



Day-at-a-Glance

Friday, May 13

Time	Event	Location
7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings	
	National Network of State Polls (NNSP)	Palm 3A – Level 3
	Membership/Chapter Relations Committee	Palm 3A – Level 3
7:00 a.m. – 8:00 a.m.	Continental Breakfast with the Exhibitors	Park Pavilion
7:00 a.m. – 4:30 p.m.	Exhibit Hall and Book Exhibit Open	Park Pavilion
7:30 a.m. – 4:30 p.m.	Registration Desk Open	Conference Center – Level 1 Lobby
8:00 a.m. – 9:30 a.m.	Concurrent Sessions A	
	Session 1: Cross-Cultural Survey Methods: II	Acacia – Level 1
	Session 2: Assessing and Adjusting for Unit Non-Response Bias	Bougainvillea – Level 1
	Session 3: Do Incentives Affect Data Quality?	Copperwood – Level 1
	Session 4: Methods to Improve Online Surveys	Desert Willow – Level 1
	Session 5: Using Address-Based Sampling With Challenging Populations	Kaibab – Level 2
	Session 6: Survey Context & Socialization Among Language Minorities	Lantana – Level 2
	Session 7: GLBT Persons & Couples: Perceptions, Attitudes, Behaviors	Mesquite – Level 2
	Session 8: Public Opinion and the Economy	Noble – Level 2
8:30 a.m. – 11:30 a.m.	WAPOR Council Meeting	Palm 3C – Level 3
9:30 a.m. – 10:00 a.m.	Refreshment Break with the Exhibitors	Park Pavilion



Day-at-a-Glance

Friday, May 13

Time	Event	Location
10:00 a.m. – 11:30 a.m.	Concurrent Sessions B	
	Session 1: Cross-National Comparative Survey Findings	Acacia – Level 1
	Session 2: 2010 Mid-Term Elections: The Western Battleground States	Bougainvillea – Level 1
	Session 3: Overcoming Challenges in Sensitive Topic Health Surveys	Copperwood – Level 1
	Session 4: Mixed-Mode Methods of Data Collection	Desert Willow – Level 1
	Session 5: Comparative Analyses – When Does ABS Matter?	Kaibab – Level 2
	Session 6: Methodological Issues in Questionnaire Design	Lantana – Level 2
	Session 7: Public Perception of Hispanics in the U.S. – Attitudes & Impact	Mesquite – Level 2
	Session 8: Methodological Briefs: Survey Participation & Response Bias	Noble – Level 2
11:45 a.m. – 1:45 p.m.	Luncheon & Presidential Address	Grand Ballroom E-J – Level 1
11:45 a.m. – 1:45 p.m.	Survey Practice Editorial Board Committee Meeting	Reserved table 1 – Grand Ballroom E-J
1:45 p.m. – 3:15 p.m.	Concurrent Sessions C	
	Session 1: Cross-National Public Perspectives on Immigration	Acacia – Level 1
	Session 2: The Full Monty on RDD Samples – Enhancement, Weighting, Abandonment	Bougainvillea – Level 1
	Session 3: Multi-Mode Comparative Data – When Does Mode Matter?	Copperwood – Level 1
	Session 4: Methods to Improve Data Quality	Desert Willow – Level 1



Day-at-a-Glance

Friday, May 13

Time	Event	Location
1:45 p.m. – 3:15 p.m.	Concurrent Sessions C (continued)	
	Session 5: Comparative Research on World Suffering, Extremism & Evangelicalism	Kaibab - Level 2
	Session 6: Public Opinion on Healthcare Policy & Reform	Lantana - Level 2
	Session 7: Survey Research in the Arab Gulf: Lessons From the Region	Mesquite - Level 2
	Session 8: All Things Obama	Noble - Level 2
3:15 p.m. – 4:15 p.m.	Refreshment Break in the Exhibit Hall Meet the Author Sessions Session 1 Kate Kenski Bruce W. Hardy Kathleen Hall Jamieson <i>The Obama Victory: How Media, Money, and Message Shaped the 2008 Election</i> (Oxford University Press, 2010) Session 2 Johnnie Daniel <i>Sampling Essentials</i> (SAGE Publications, 2011) Poster Session 2 Demonstration Session 2	Park Pavilion
3:15 p.m. – 4:15 p.m.	Speed Networking Session 1	Conference Center - Level 2 Lobby
4:15 p.m. – 5:45 p.m.	Concurrent Sessions D	
	Session 1: Public Perception of Illegal Immigration Policy: Local, State, Regional & National Perspectives	Acacia - Level 1
	Session 2: Dynamics of Consumer Confidence	Bougainvillea - Level 1
	Session 3: Correlates & Impacts of Unit Non-Response	Copperwood - Level 1
	Session 4: Web Survey Methods – Sampling, Participation, Data Quality	Desert Willow - Level 1



Day-at-a-Glance

Friday, May 13

Time	Event	Location
4:15 p.m. – 5:45 p.m.	Concurrent Sessions D (continued)	
	Session 5: Are Measurement and Item Non-Response Differences a Problem in Web & Mail Mixed-Mode Surveys?	Kaibab – Level 2
	Session 6: Survey Data Collection With Smartphones & iPads®	Lantana – Level 2
	Session 7: Election Polls - Mechanics	Mesquite – Level 2
	Session 8: Methodological Briefs: Data Collection & Post-Survey Processing	Noble – Level 2
6:00 p.m.	Dinner on your own - dine at the resort or explore Phoenix	
6:00 p.m. – 7:00 p.m.	Public Opinion and Leadership Task Force Discussion	Acacia – Level 1
8:00 p.m. – 10:00 p.m.	Stargazing Event	Arizona Grand Golf Course – Island Green



Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Assessing and Adjusting for Unit Non-Response Bias

Location: Bougainvillea – Level 1

Chair: Jeanette Zigenfuss, *Mayo Clinic*

Analyzing Non-Response and Non-Response Bias in the Occupational Employment Statistics Survey Using Regression Trees

Polly Phipps, *U.S. Bureau of Labor Statistics*

Daniell Toth, *U.S. Bureau of Labor Statistics*

Identifying Sources of Non-Response Bias: A Mixed-Mode Health Survey of a Low-Income, Culturally Diverse Population

Donna McAlpine, *School of Public Health, University of Minnesota*

Assessment of Bias When Field Operations are Curtailed in a Mixed Mode Telephone and Face-to-Face Survey of Persons With Disabilities

Eric Grau, *Mathematica Policy Research*

Evaluating the Impact of Interviewer Observed Auxiliary Information in Non-Response Adjustments

Jeffrey M. Gonzalez, *U.S. Bureau of Labor Statistics*

Using Non-Response Propensity Scores to Improve Data Collection Methods and Reduce Non-Response Bias

Morgan S. Earp, *USDA National Agricultural Statistics Service*





Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Cross Cultural Survey Methods: II

Location: Acacia – Level 1

Chair: Janet A. Harkness, *University of Nebraska-Lincoln*

Organizers: Cross-Cultural Research Conference Subcommittee

The Color of Culture

Peter P. Mohler, *University of Mannheim Germany*

Uneasy Coexistence: Current Relations Between Aboriginal and Non-Aboriginal People in Canadian Cities

Sarah Roberton, *Envirronics Research Group*

Keith Neuman, *Envirronics Research Group*

What Makes Minority Populations Hard-to-Reach in a Cross-Cultural Perspective?

Mathew Stange, *University of Nebraska*

Design Considerations for a Cross-Cultural Enumeration Survey

Teresa (Ye) Jin, *The Nielsen Company*

Justin T. Bailey, *The Nielsen Company*

Kelly Bristol, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*





Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Do Incentives Affect Data Quality?

Location: Copperwood – Level 1

Chair: Patrick Moynihan, *Harvard University*

Discussant: Eleanor Singer, *University of Michigan*

Effects of Differential Incentives on Response Rates in Four Countries for a Web-Based Follow-Up Survey: ITC Four-Country Wave 8 Survey

Kathleen McSpurren, *Survey Research Centre, University of Waterloo*

Effects of Mode and Incentives on Response Rates, Costs and Response Quality in a Mixed Mode Survey of Alcohol Use Among Young Adults

John Stevenson, *University of Wisconsin Survey Center*

Jennifer Dykema, *University of Wisconsin Survey Center*

Chad Kniss, *University of Wisconsin Survey Center*

Penny Black, *University of Wisconsin*

Paul Moberg, *University of Wisconsin*

Exploring the Impact of Prepaid Cash Incentives on Multiple Indicators of Data Quality

Rebecca Medway, *Joint Program in Survey Methodology,
University of Maryland*

Roger Tourangeau, *Joint Program in Survey Methodology,
University of Maryland*

Luciano Viera, Jr., *Fors Marsh Group, LLC*

Scott Turner, *Fors Marsh Group, LLC*

Sean Marsh, *Fors Marsh Group, LLC*

Impact on Data Quality of Making Incentives Salient in Web Survey Invitations

Chan Zhang, *Institute for Social Research, University of Michigan*



Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

GLBT Persons & Couples: Perceptions, Attitudes, Behaviors

Location: Mesquite – Level 2

Chair: Kimberly Downing, *University of Cincinnati*

Individual Religiosity, National Religious Context and Attitudes Toward Homosexuals: An Analysis of 40 Countries

Peter J. Martini, *University of Nevada, Reno*

Same-Sex Marriage: An Analysis of Question Wording & Context Effects

Daniel Cox, *Public Religion Research Institute*

Robert P. Jones, *Public Religion Research Institute*

Latent vs. Explicit Attitudes Toward Same-Sex Marriage

David Redlawsk, *Rutgers University*

Caroline Tolbert, *University of Iowa*

Allison Hamilton, *University of Iowa*

Comparing Health-Related Behaviors of Community Health Patients Based on Sexual Orientation and Gender Identity

Judith Bradford, *The Fenway Institute*

Documenting & Tracking How Couples Meet

William C. McCready, *Knowledge Networks*

Michael J. Rosenfeld, *Stanford University*

Larry Osborne, *Knowledge Networks*





Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Methods to Improve Online Surveys

Location: Desert Willow – Level 1

Chair: Diane R. Burkum, *Battelle Centers for Public Health Research and Evaluation*

A Meta-Analysis of Experiments Manipulating Progress

Indicators in Online Surveys

Mario Callegaro, *Google*

Yongwei Yang, *Gallup, Inc.*

Ana Villar, *Stanford University*

Interactive Interventions in Web Surveys Can Increase Response Accuracy

Frederick G. Conrad, *University of Michigan*

Qualified Success: Effects of Response Format on Requalification for Recontact Studies

Randall K. Thomas, *ICF International*

To Link or Not To Link:

Why and When Respondents Give Consent

Marcel Das, *CentERdata, Tilburg University, The Netherlands*

Measuring User Satisfaction in the Lab: Questionnaire Mode, Physical Location and Social Presence Concerns

Matt Jans, *U.S. Census Bureau, Center for Survey Measurement*

Jennifer C. Bergstrom, *U.S. Census Bureau,*

Center for Survey Measurement

Kathleen T. Ashenfelter, *U.S. Census Bureau,*

Center for Survey Measurement

Jon Krosnick, *Stanford University, Department of Communication*





Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Public Opinion and the Economy – WAPOR Sponsored Session

Location: Noble – Level 2

Chair: Patricia Moy, *University of Washington*

Discussant: Tom W. Smith, *NORC*

Organizer: Patricia Moy, *University of Washington*

The Public Opinion Deficit: Global Reactions to the Economic Crisis

Gideon Skinner, *Ipsos MORI Social Research Institute*

Public Opinion on the Economy in Three Countries

Trevor Tompson, *The Associated Press*

Jennifer Agiesta, *The Associated Press*

A New View on the Economy? Distinguishing Between Important Issues and Important Problems

Christopher Wlezien, *Temple University*

The “Easterlin Paradox”: A Spurious Correlation?

Thomas Petersen, *Institut für Demoskopie Allensbach*





Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Survey Context & Socialization Among Language Minorities

Location: Lantana – Level 2

Chair: Colleen K. Porter, *University of Florida*

All About Us or Part of a Sub-Group: The Effect of Survey Context on Response Among Immigrant Respondents

Angela Fontes, *NORC at the University of Chicago*

Hispanic Attitudes Toward Immigration and the Language of the Interview

Kate Kenski, *University of Arizona*

Marisa A. Enriquez, *University of Arizona*

Symbols and Layout: Unique Issues in Chinese Translation of Self-Administered Survey Forms

M. Mandy Sha, *RTI International*

Yuling Pan, *U.S. Census Bureau*

Factors Contributing to Differences in Reported Party Identification Across Polls in 2010

Elizabeth Hamel, *Kaiser Family Foundation*

Bianca DiJulio, *Kaiser Family Foundation*

Sarah Cho, *Kaiser Family Foundation*

Claudia Deane, *Kaiser Family Foundation*

Mollyann Brodie, *Kaiser Family Foundation*

Larry Hugick, *Princeton Survey Research Associates International*

Jonathan Best, *Princeton Survey Research Associates International*





Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Using Address-Based Sampling with Challenging Populations

Location: Kaibab – Level 2

Chair: Linda Piekarski, *Survey Sampling International*

Discussant: Timothy Triplett, *Urban Institute*

Young Cell Phone Only or Mature Survey Responding Household? Exploring the Use of Geo-Demographic Clusters in Sample Stratification

Daniel Estersohn, *Arbitron, Inc.*

Robin Gentry, *Arbitron, Inc.*

Vrinda Nair, *Arbitron, Inc.*

Kelly Dixon, *Arbitron, Inc.*

Seasonal Yield Variation and Related Response Patterns in Address-Based Mail Samples

Charles A. DiSogra, *Knowledge Networks, Inc.*

Erlina Hendarwan, *Knowledge Networks, Inc.*

Sampling College Students to Improve Coverage in University Towns

Michelle A. Cantave, *Arbitron, Inc.*

Robin Gentry, *Arbitron, Inc.*

Improving REACH U.S. Sampling and Operations by Using Demographic Flags

Ying Li, *NORC at the University of Chicago*

Michael Davern, *NORC at the University of Chicago*





Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

2010 Mid-Term Elections: The Western Battleground States

Location: Bougainvillea – Level 1

Chair: Floyd Ciruli, *Ciruli Associates*

Organizer: Floyd Ciruli, *Ciruli Associates*

Panelists:

Mark DiCamillo, *Field Research Corp.*

Stuart Elway, *Elway Research*

Michael J. O'Neil, *O'Neil Associates*

Anthony Salvanto, *CBS News, The New York Times*

Craig Wilson, *Montana State University, Billings*





Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Comparative Analyses – When Does ABS Matter?

Location: Kaibab – Level 2

Chair: Stephanie Eckman, *Institute for Employment Research*

Discussant: Mansour Fahimi, *Marketing Systems Group*

A Study of Health Measures Within Cell Phone Populations: Differences and Similarities of Cell Phone Respondents Attained by RDD Versus ABS

David Dutwin, *Social Science Research Solutions*

Sharon Long, *Shadac*

Timothy Triplett, *Urban Institute*

Susan Sherr, *Social Science Research Solutions*

National Survey of Fishing, Hunting and Wildlife-Associated Recreation (FHWAR) Cell Phone and Debit Card Test

Elke McLaren, *U.S. Census Bureau*

Denise Pepe, *U.S. Census Bureau*

A Direct Comparison of ABS and Telephone Sampling in a Pilot Study of Children's Health

Mary E. Losch, *UNI Center for Social & Behavioral Research & Dept of Psychology*

Pete Damiano, *University of Iowa Public Policy Center*

Jean Willard, *University of Iowa Public Policy Center*

Anne Bonsall Hoekstra, *UNI Center for Social & Behavioral Research*

Duoc Nguyen, *UNI Center for Social & Behavioral Research*

A Comparison of Address Based Sampling and Dual Frame Sampling for National Telephone Surveys

John Boyle, *Abt SRBI, Inc.*

Anna Fleeman, *Abt SRBI, Inc.*

Courtney Kennedy, *Abt SRBI, Inc.*

Faith Lewis, *Abt SRBI, Inc.*

Charles D. Shuttles, *Abt SRBI, Inc.*

Andy Weiss, *Abt SRBI, Inc.*



Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Cross-National Comparative Survey Findings

Location: Acacia – Level 1

Chair: Karl Feld

Organizer: Cross-Cultural Research Conference Subcommittee

Comparing Opinions of “Clashing” Civilizations Between Western and Islamic Worlds

Lauren A. Walton, *Gallup Research Center University of Nebraska-Lincoln*

Brian Wells, *Gallup Research Center University of Nebraska-Lincoln*

Ann Arthur, *Gallup Research Center University of Nebraska-Lincoln*

Ana Lucia Cordova-Cazar, *Gallup Research Center University of Nebraska-Lincoln*

Tarek Albaghali, *Gallup Research Center University of Nebraska-Lincoln*

Allan McCutcheon, *Gallup Research Center University of Nebraska-Lincoln*

Meryem Ay, *Gallup Research Center University of Nebraska-Lincoln*

Lei Wang, *Gallup Research Center University of Nebraska-Lincoln*

Is Globalization Undermining the “Clash of Civilizations”?: A Test of Huntington Among the Publics of Greater Asia and the Pacific

Christian Collet, *International Christian University*

Measuring Tolerance, Religiosity and National Identity in the South Caucasus

Robia Charles, *The Caucasus Research Resource Centers*

Public Opinion Perceptions in the Israeli-Palestinian Intractable Conflict

Jacob Shamir, *Hebrew University*

Variation in Perceptions of Democracy: The Influence of Procedural Fairness

Matthew Miles, *University of Kansas*



Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Methodological Briefs: Survey Participation & Response Bias

Location: Noble – Level 2

Chair: Deborah H. Griffin, U.S. Census Bureau

Driving Respondents to the Web: Experimental Trial of Benefit Appeals and Impacts on Survey Completion

Danna L. Moore, *Social and Economic Sciences Research Center*

Early Response Bias in a Northern Colorado Community Health Survey

Michael Dorssom, *Wyoming Survey & Analysis Center (WYSAC)*

Exploring the Attitudes, Styles & Policy Preferences of Top Legislative Leaders in the 50 States

Debbie Borie-Holtz, *Rutgers University*

How to Survey All 14,000 Swedish Local Political Representatives and Get 10,000 Responses

Mikael Gilljam, *Department of Political Science,
University of Gothenburg*

Donald Granberg, *University of Missouri*

Bengt Holm, *Detector*

Mikael Persson, *Department of Political Science,
University of Gothenburg*

Can Information as Part of a Pre-Notice Help to Improve Response Rates in Telephone Surveys?

Alicia C. Tomaszczyk, *York University*

Pick up the Phone! An Experiment Using Conversational Answering Machine Messages

Jennifer Vanicek, *NORC at the University of Chicago*

Ashley Amaya, *NORC at the University of Chicago*

Edward Sipulski, *NORC at the University of Chicago*



Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Methodological Issues in Questionnaire Design

Location: Lantana - Level 2

Chair: Kristin J. Stettler, U.S. Census Bureau

Research Based on Satisficing Theory: A Systematic Review of Methods and Results

Caroline Roberts, *FORS, University of Lausanne*

Emily Gilbert, *University of Essex*

Nick Allum, *University of Essex*

Complete Satisficing in Surveys: An Exploratory Investigation

Jon A. Krosnick, *Stanford University*

Bo MacInnis, *Stanford University*

Generalizing What We Know About Respondents Who “Don’t Know”

Rebekah Young, *The Pennsylvania State University*

Does Mentioning “Some People” and “Other People” in an Attitude Question Improve Measurement Quality?

David S. Yeager, *Stanford University*

Jon Krosnick, *Stanford University*

The Impacts of the Zone of Ambivalence: Considering the Impact of Ignoring the Measurement of Apathy, Indecision and Lack of Information

Don Levy, *Siena Research Institute*



Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Mixed-Mode Methods of Data Collection

Location: Desert Willow – Level 1

Chair: Yvonne Shands, *Survey Technology & Research*

Testing Mail Notification Strategies for an Internet Response Option in the American Community Survey (ACS)

Mary Frances E. Zelenak, *U.S. Census Bureau*

Mary C. Davis, *U.S. Census Bureau*

Rachel Horwitz, *U.S. Census Bureau*

Megha Joshipura, *U.S. Census Bureau*

Michelle Ruiter, *U.S. Census Bureau*

Jennifer G. Tancreto, *U.S. Census Bureau*

Employing Mixed-Mode Methodology for the National Teacher Survey on Children: An Analysis of Response Rates & Cost

Kristin Fuller, *RTI International*

Keith Smith, *RTI International*

Orin Day, *RTI International*

Sarah Harris, *RTI International*

Jennifer Wallin, *RTI International*

Using Predicting Spanish Preference to Target Bilingual Mailings in a Mail Survey With Telephone Follow-Up: A Randomized Experiment

Marc Elliott, *RAND Corporation*

Amelia Haviland, *RAND Corporation*

David J. Klein, *Children's Hospital of Boston, Harvard Medical School*

Carol Edwards, *RAND Corporation*

Emerging Methodologies for Capturing Long Distance Travel in Household Travel Surveys

Julie L. Paasche, *NuStats*

Mobile Phone Mode Effects at Event-Based Sampling

Daniel E. Williams, *Opinionology*

Laura Haber, *Opinionology*



Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Overcoming Challenges in Sensitive Topic Health Surveys

Location: Copperwood - Level 1

Chair: Dawn Nelson, *Mathematica Policy Research*

An App a Day Could Keep the Doctor Away: Quantifying the Use of Health and Prevention Related Smartphone Apps Among a National Sample of iPhone Users

Trent D. Buskirk, *Saint Louis University*

Mark Gaynor, *Saint Louis University*

Respondent Willingness to Grant Record Access or Provide Identifying Information in a Survey

Jenna A. Fulton, *Joint Program in Survey Methodology, UMD*

Roger Tourangeau, *Joint Program in Survey Methodology, UMD*

Interview Privacy and Social Desirability Effects in Cross-Cultural Survey Research: The World Mental Health Survey Experience

Zeina Mneimneh, *Institute for Social Research, University of Michigan*

The Effects of Neighborhood Level Characteristics on the Reliability and Validity of Self-Reports of Health Data

Jennifer Benoit-Bryan, *University of Illinois, Chicago*

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

Geon Lee, *University of Illinois, Chicago*

Accuracy of Self-Reported Condom Use Assessed by the Semen Y-Chromosome Biomarker

Janet Rosenbaum, *University of Maryland*



Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Public Perception of Hispanics in the U.S. – Attitudes & Impact

Location: Mesquite – Level 2

Chair: Nancy Belden, *Belden, Russinello & Stewart*

Disscussant: Rodolfo de la Garza, *Columbia University*

A Before and After Comparison Investigating the Effects on Hispanics of the April 23, 2010, Signing of the Arizona Immigration Bill

Paul J. Lavrakas, *Independent Consultant*

Trevor N. Tompson, *The Associated Press*

Undocumented or Illegal? A Content Analysis of the Arizona Immigration Law Issues in Leading National Newspapers during 2010

Thomas B. Christie, *University of Texas at Arlington*

Andrew M. Clark, *University of Texas at Arlington*

Anti-Hispanic Racism and Immigration Attitudes

Wendy Gross, *Stanford University*

Jon A. Krosnick, *Stanford University*

Trevor Tompson, *The Associated Press*

Exploring Public Opinion of U.S. Hispanics About Education

Trevor Tompson, *The Associated Press*

Jennifer Agiesta, *The Associated Press*



Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

All Things Obama

Location: Noble – Level 2

Chair: Mark Blumenthal, *Huffington Post*

A One-Term President? Obama's Prospect in the 2012 Election

Helmut Norpoth, *Stony Brook University*

Faith in the President: How Public Perception of Barack Obama's Faith Shape Views of him and his Presidency

Daniel Cox, *Public Religion Research Institute*

Robert Suls, *Pew Research Center for the People and the Press*

The Obama Effect vs. The Clinton Effect. An Analysis of the Youth Vote in the 1992, 1996 and 2008 Presidential Elections

Emanuel Boussios, *Nassau Community College*

An Examination of Partisanship During the Obama Era

Jeffrey M. Jones, *Gallup, Inc.*



Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Comparative Research on World Suffering, Extremism & Evangelicalism

Location: Kaibab – Level 2

Chair: Maria Ivancin, *American University*

A World Suffering Metric Using the Gallup-Healthways Well-Being Index

Ronald E. Anderson, *University of Minnesota*

Modernizers vs. Fundamentalists: How Religion, Politics and Economics Shape Attitudes in the Muslim World

Juliana M. Horowitz, *Pew Research Center*

Neha Sahgal, *Pew Research Center*

The Predictors of Latent Support for Extremist Ideology in Pakistan

Tarek Baghal, *University of Nebraska*

Allan McCutcheon, *University of Nebraska-Lincoln*

A Global Portrait of Evangelicals: A Survey of Evangelical Leaders From the Third Lausanne Congress of World Evangelization

Carolyn L. Funk, *Virginia Commonwealth University*

Allison Pond, *Pew Forum on Religion & Public Life*

Timothy S. Shah, *Georgetown University*

Women's Opinion on Women's Religious Freedom in Iran and Turkey

Meryem Ay, *Gallup Research Center, University of Nebraska-Lincoln*

Tarek Albaghal, *Gallup Research Center,*

University of Nebraska-Lincoln

Allan L. McCutcheon, *Gallup Research Center,*

University of Nebraska-Lincoln

Ana Lucia Cordova-Cazar, *Gallup Research Center,*

University of Nebraska-Lincoln

Ann Arthur, *Gallup Research Center, University of Nebraska-Lincoln*

Lei Wang, *Gallup Research Center, University of Nebraska-Lincoln*

Lauren Walton, *Gallup Research Center,*

University of Nebraska-Lincoln





Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Cross-National Public Perspectives on Immigration

Location: Acacia – Level 1

Chair: Fred Solop, *Northern Arizona University*

Organizer: Cross-Cultural Research Conference Subcommittee

Attitudes Toward Immigrants in the U.S. and Europe:

Do Skills Matter?

Claudia Diehl, *University of Goettingen*

Nyiri Zsolt, *The German Marshall Fund of the United States*

Cross-Cultural Views on Immigration: Hispanics and Non-Hispanics in the Wake of Arizona's Immigration Law

Trevor Tompson, *The Associate Press*

Leaving Home: Current Motivations Behind Latin American Migration to the United States

Ana Lucia Cordova-Cazar, *Gallup Research Center, University of Nebraska-Lincoln*

Lei Huang, *Gallup Research Center, University of Nebraska-Lincoln*

Tarek Albaghah, *Gallup Research Center, University of Nebraska-Lincoln*

Ann Arthur, *Gallup Research Center, University of Nebraska-Lincoln*

Allan L. McCutcheon, *University of Nebraska*

Meryem Ay, *Gallup Research Center, University of Nebraska-Lincoln*

Lauren Walton, *Gallup Research Center, University of Nebraska-Lincoln*

Exploring the Effects of Political Ideology and U.S.-Mexico Border Proximity on American Attitudes Toward Illegal Immigration

Timothy B. Gravelle, *Gallup, Inc.*



Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Methods to Improve Data Quality

Location: Desert Willow – Level 1

Chair: Polly Phipps, *U.S. Bureau of Labor Statistics*

Dear Diary: Improving Data Quality and Creating an Engaging Experience Through Video

Miriam Gerver, *VS Research*

Vivienne Segal, *VS Research*

Ensuring Data Quality: Monitoring the Accuracy and Consistency Among Telephone Interview Monitors

Rebecca Weiner, *Mathematica Policy Research*

Joe Baker, *Mathematica Policy Research*

Claudia Gentile, *Mathematica Policy Research*

Jason Markesich, *Mathematica Policy Research*

Shawn Marsh, *Mathematica Policy Research*

Memory Jogging Tool to Reduce Recall Bias: The Use of a Calendar Tool to Help Store Owners Recall Retrospective Information

TraShawna Boals, *The Nielsen Company*

Lorelle Vanno, *The Nielsen Company*

Jennie Lai, *The Nielsen Company*

Michael Link, *The Nielsen Company*

Redesigning Contact Materials for the National Survey on Drug Use and Health

Douglas B. Currihan, *RTI International*

Logical Edits of Health Insurance Coverage in the ACS and the CPS ASEC

Joanna M. Turner, *University of Minnesota - SHADAC*

Michel Boudreaux, *University of Minnesota - SHADAC*



Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Multi-Mode Comparative Data – When Does Mode Matter?

Location: Copperwood – Level 1

Chair: Charles D. Shuttles, *Abt SRBI, Inc.*

Is There a Trade-Off Between Quality and Cost? An Experiment Comparing Telephone and Face-to-Face Responses to the National Beneficiary Survey (NBS)

Matt Sloan, *Mathematica Policy Research*

Debra Wright, *Mathematica Policy Research*

Kirsten Barrett, *Mathematica Policy Research*

Re-Examining the Validity of Different Survey Modes for Measuring Public Opinion in the U.S.: Findings From a 2010 Multi-Mode Comparison

Stephen D. Ansolabehere, *Harvard University*

Bernard Fraga, *Harvard University*

Brian F. Schaffner, *University of Massachusetts, Amherst*

Does Survey Mode Matter? – Comparing Consumer Satisfaction Results Across Internet and RDD Telephone Samples

Barbara E. Bryant, *University of Michigan*

Forrest V. Morgeson, *ACSI, LLC*

Reg Baker, *Market Strategies, International*

Age Matters: Differential Mode Effects in Vulnerable Populations

Tracy A. Keirns, *UNH Survey Center*

Sampling the American Community Survey to Collect Vaccination Data: Results of a Mixed-Mode Study by Collection Mode, Household and Demographic Characteristics and Key Vaccination Indicators

M. C. Stringer, *U.S. Census Bureau*

Andrea L. Piani, *U.S. Census Bureau*

Philip J. Smith, *NCIRD/CDC*

Stacie M. Greby, *NCIRD/CDC*





Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Public Opinion on Healthcare Policy & Reform

Location: Lantana – Level 2

Chair: Kevin Ulrich, *Group Health Research Institute*

Public Opinion on Health Reform Post-Midterm Elections: Continuities and Contradictions

Claudia Deane, *Kaiser Family Foundation*

Mollyann Brodie, *Kaiser Family Foundation*

Sarah Cho, *Kaiser Family Foundation*

Representing and Misrepresenting Public Opinion About Health Reform

Gerald M. Kosicki, *School of Communication, The Ohio State University*

Testing a Model of Public Support for Healthcare as a Government Priority

Michael G. Elasmar, *Boston University*

Measuring Health Insurance Premium Assistance and Program Participation in Social Surveys

Dianne Rucinski, *Institute for Health Research and Policy*

The Impact of Healthcare Utilization on Satisfaction With Health Insurance Plans

LinChiat Chang, *LinChiat Chang Consulting, LLC*

Jon A. Krosnick, *Stanford University*

Trevor Tompson, *Associated Press*





Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Survey Research in the Arab Gulf: Lessons From the Region

Location: Mesquite – Level 2

Chair: David Howell, *University of Michigan*

Discussant: Paul Biemer, *RTI International*

Organizer: Abdoulaye Diop, *Qatar University*,
David Howell, *University of Michigan*

Political Attitude Research in the Middle East

Jill Wittrock, *Center for Political Studies*

Mark Tessler, *University of Michigan*

Building Survey Research Capacity in the Arab Gulf Region: the Case of the Social and Economic Survey Research Institute (SESRI) at Qatar University

Darwish Alemadi, *Social and Economic Survey Research Institute,
Qatar University*

Hanan Abdul Rahim, *Social and Economic Survey Research Institute,
Qatar University*

Survey Data Collection in the Arab Gulf Countries

Abdoulaye Diop, *Social and Economic Survey Research Institute
(SESRI)*

Elmogiera F. Elawad, *Social and Economic Survey Research Institute*
David Howell, *University of Michigan*

Kien T. Le, *Social and Economic Survey Research Institute*

Handling of Sensitive Social Topics in the Arab Gulf

Mohammad N. Khan, *Social and Economic Survey Research Institute
(SESRI)*

Hanan A. Rahim, *Social and Economic Survey Research Institute
(SESRI)*

Challenges and Solutions to Traditional Western Data Collection Methods in the Middle East

Vadim Volos, *GfK*



Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

The Full Monty on RDD Samples – Enhancement, Weighting, Abandonment

Location: Bougainvillea – Level 1

Chair: Vincent Iannacchione, *RTI International*

RDD Sampling in the 21st Century – Construction of a True Landline Frame

Mansour Fahimi, *Marketing Systems Group*

David Malarek, *Marketing Systems Group*

Gerry Holzbaur, *Marketing Systems Group*

Jerry Oberkofler, *Marketing Systems Group*

Improving Landline RDD Coverage and Dialing Efficiency Through the Selective Use of 100 Banks With No Listings

Andy Weiss, *Abt SRBI, Inc.*

Mike Battaglia, *Abt Associates Inc.*

John Boyle, *Abt SRBI, Inc.*

Donna Eisenhower, *New York City Department of Health and Mental Hygiene*

Stephen Immerwahr, *New York City Department of Health and Mental Hygiene*

Tara Merry, *Abt SRBI, Inc.*

Improving Landline RDD Coverage With an ABS Supplement

Robin Gentry, *Arbitron, Inc.*

Michelle Cantave, *Arbitron, Inc.*

Weighting for Enhanced RDD Sampling

Vicki J. Pineau, *TNS*

Margaret E. Strickland, *TNS*

Conversion of CATI Surveys to Mail Mode

Pat D. Brick, *Westat*

Douglas Williams, *Westat*

J. M. Brick, *Westat*





Poster Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

Location: Exhibit Hall – Park Pavilion

1. The Electronic Fax: Transitioning to a New Mode of Transcript Collection

Jamie Wescott, *RTI International*
Tiffany Mattox, *RTI International*

2. The Influence of Public Radio on Public Perception, Civic Engagement and Community Involvement

Lisa McQuighan, *Arbitron, Inc.*

3. Use of Passive Electronic Measurement to Complement More Traditional Data Collection Methods

Anh Thu Burks, *The Nielsen Company*
Ana Melgar, *The Nielsen Company*
Rosemary Holden, *The Nielsen Company*
Yvonne Olivares, *The Nielsen Company*
Jeff Scagnelli, *The Nielsen Company*
Norm Trussell, *The Nielsen Company*

4. Collection of Biological Specimens in a Three-Year Survey of Detroit Residents

Christine Cowles, *Abt SRBI, Inc.*
Mark Morgan, *Abt SRBI, Inc.*

5. Employing a Process-Tracing Methodology in a Questionnaire: Evidence From a Statewide Poll

Virginia Tangel, *Eagleton Center for Public Interest Polling, Rutgers University*
David P. Redlawsk, *Eagleton Center for Public Interest Polling, Rutgers University*

6. Societal Conflict Over Research and Treatment Using Human Stem Cells? Public Perceptions

Mariah Evans, *University of Nevada, Reno*

7. How Can We Believe What They Say? The Role of Missing and Validating Data in Panelists Demographic Information

Kumar Rao, *The Nielsen Company*



Poster Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

8. Respondent Conditioning: Effects on Participation and Data Quality

Graciela Contreras, U.S. Census Bureau

Kyra Linse, U.S. Census Bureau

9. Cognitive Pretesting of Memory Aids for the National Crime Victimization Survey

Alison K. Baldwin, NORC at the University of Chicago

Lisa Lee, NORC at the University of Chicago

James Carr, NORC at the University of Chicago

10. Twitter Content Capture and Analysis: A Case Study of the 2010 AAPOR Conference

Elizabeth Dean, RTI International

Joe Murphy, RTI International

Robert Furberg, RTI International

Anna Thompson, RTI International

11. Public Opinion Toward Police Enforcement of Illegal Immigrant Policy: The Case of Prince William County

Kien Le, Social and Economic Survey Research Institute,
Qatar University

Thomas Guterbock, Center for Survey Research,
University of Virginia

Abdoulaye Diop, Social and Economic Survey Research Institute,
Qatar University

Deborah Rexrode, Center for Survey Research,
University of Virginia

12. Studying Broadband Access: Consider the Non-Adopter

Marc Weiner, Bloustein Center for Survey Research,
Rutgers University

Chintan Turakhia, Abt SRBI, Inc.

David Ciernicki, Abt SRBI, Inc.

Orin T. Puniello, Bloustein Center for Survey Research,
Rutgers University



Poster Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

13. Minimizing Item Non-Response in a School-Based Web Survey of High School Students

Laura Burns, *RTI International*

Jill Dever, *RTI International*

Daniel Pratt, *RTI International*

14. Using Scanner Technology to Learn About Foods Acquired by Low-Income Households

Holly H. Matulewicz, *Mathematica Policy Research*

Laura Kalb, *Mathematica Policy Research*

Nancy Cole, *PhD., Mathematica Policy Research*

Nicholas M. Redel, *Mathematica Policy Research*

15. Comparing Attitudes of Evangelicals in an RDD and Internet Sample: Adjusting for Non-Random Bias

Veronica Roth, *The Pennsylvania State University*

16. Mode Effects in Self-Administered Surveys Among Pregnant and Parenting Adolescents

Azucena A. Derecho, *RTI International*

Brian Head, *RTI International*

Marni Kan, *RTI International*

Olivia S. Ashley, *RTI International*

Cassie Williams, *RTI International*

Sarah Jones, *RTI International*

17. Conducting Surveys on Sensitive Topics; Sexual Behavior and Health

William C. McCready, *Knowledge Networks*

Debra L. Herbenick, *Indiana University, Center for Sexual Health Promotion*

Michael Reece, *Indiana University, Center for Sexual Health Promotion*

Rick Li, *Knowledge Networks*

18. Effects of Response Formats when Measuring Attitudes in Consumer Web Surveys Across Markets

Elizabeth Nunge, *Google*

Mick Couper, *University of Michigan*





Poster Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

**19. Pretty Please, Complete My Survey:
Refusal Conversion by Mail**

Ashley Amaya, NORC at the University of Chicago

Alyson Croen, NORC at the University of Chicago

Karen Wooten, Centers for Disease Control and Prevention

20. Financial Stress, Self-Reported Health Status and Personal Health

Robert K. Goidel, Louisiana State University

Dek Terrell, Louisiana State University

Stephen Barnes, Louisiana State University

Todd Griffin, Louisiana Department of Health & Hospitals

**21. Taking Comedy Seriously: The Effect of Political Comedy
on Political Knowledge and Ideological Polarization**

Krysha Gregorowicz, University of Michigan

22. Exploring Record-of-Call Paradata in an RDD Survey

Taylor H. Lewis, National Center for Health Statistics

Meena Khare, National Center for Health Statistics

James Singleton, National Center for Immunization and
Respiratory Diseases

**23. If Not Response Rates, What Alternatives Should be Used
for Survey Quality Indicator Measures**

Donsig Jang, Mathematica Policy Research

Flora F. Lan, National Science Foundation, Division of Science
Resources Statistics

**24. Showcard Use and Mixed-Mode Administration in
Longitudinal Surveys: Are the Data Comparable?**

Beth A. Fisher, NORC at the University of Chicago

Ned English, NORC at the University of Chicago

Catherine Haggerty, NORC at the University of Chicago



Poster Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

25. Tailoring Aided Recall Tools: Relating Task Difficulty and Need for Cognition to the Effects of a Calendar Tool on Recall Accuracy

Wander V. Vaart, *University for Humanistics*

Tina J. Glasner, *Utrecht University*

Wil Dijkstra, *VU University Amsterdam*

26. An Exploration of Racial and Ethnic Identity Constructs Among U.S. Hispanics With Implications for Survey Design and Analysis

Martin Cerda, *Encuesta, Inc.*

Ilgin Basar, *Encuesta, Inc.*

Jessica Jamanca, *Encuesta, Inc.*

27. Do Extra Efforts Enhance Retention of Racial/Ethnic Subgroups in Longitudinal RDD Telephone Surveys?

Ashley J. Frear, *Cooper, University of Nebraska-Lincoln*

Julia McQuillan, *University of Nebraska-Lincoln*

Stacia Jorgensen, *University of Nebraska-Lincoln*

Amanda Richardson, *University of Nebraska-Lincoln*

Andrew V. Bedrous, *University of Nebraska-Lincoln*

28. New Tricks: Cell Phone Adoption and Use Among Older Adults

John Fries, *AARP*

29. Public Activism and Public Opinion Among Mid-Life and Older Persons: Comparisons and Trends

Robert H. Prisuta, *AARP*

**30. Young Hearts and Old Brains:
Does Ideology Change Over Time?**

Zeljka Buturovic, *Zogby International*

Leann Atkinson, *Zogby International*

Joe Mazloom, *Zogby International*

31. Taming Box's M

Scott Van Manen, *The Futures Company*

Amy E. Drew, *The Futures Company*



Poster Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

32. Evaluating a Dual-Response Design for the Collection of Salary Data on a Federal Survey

Vincent E. Welch, NORC at the University of Chicago

Brianna Groenhout, NORC at the University of Chicago

Sarah Hernandez, NORC at the University of Chicago

Mireya Dominguez, NORC at the University of Chicago

33. Poster Withdrawn

34. The Public Acceptance of Nanotechnology: How Ideology and Confidence in Safety Systems Moderate the Effect of Benefit Perceptions on Federal Funding Support

Jiyoun Kim, University of Wisconsin, Madison

Peter Ladwig, University of Wisconsin, Madison

Ashley Anderson, University of Wisconsin, Madison

Dominique Brossard, University of Wisconsin, Madison

Dietram Scheufele, University of Wisconsin, Madison

Mike Xenos, University of Wisconsin, Madison

35. Evaluating Change in DSF Coverage for a Representative Sample of Rural Segments

Michael Latterner, NORC at the University of Chicago

36. Changes in Marginal MSE per Additional Costs in Multimode Surveys

Carol Pierannunzi, Centers for Disease Control and Prevention

Haci Akcin, Northrup Grumman/CDC Contractor

37. Differences in Respondent Propensity to Disclose Child's Name in the NHES 2009 Pilot Study

Cameron McPhee, American Institutes for Research

Alex Knecht, American Institutes for Research

Sarah Grady, American Institutes for Research



Poster Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

38. Selection Bias in the Deliberative Poll: Balancing Representation of Opinion and Representation of Socio-Demographics

Sean J. Westwood, *Stanford University*

Nuri Kim, *Stanford University*

39. Child Care Policies and the Gender Gap: A Policy Response Model

Dan Cassino, *Fairleigh Dickinson University's PublicMind Poll*

Yasemin Besen-Cassino, *Montclair State University*



Demonstration Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

Demonstrations 2A – 2C

Location: Exhibit Hall – Park Pavilion

Chair: Edward P. Johnson, *Opinionology*

Demonstration 2A, 3:20 p.m. – 3:30 p.m.

Multi-Media Ethics Education: Tools to Assist in Preparing Undergraduates to Collect Data From Human Subjects

Alexandra Cooper, *Social Science Research Institute, Duke University*

Dwayne Dixon, *Duke University*

Lorna Hicks, *Office of Research Support, Duke University*

Demonstration 2B, 3:35 p.m. – 3:45 p.m.

Building a Web-Based Tool to Aid in Training Users of a New Survey Monitoring System

Erica Saleska, *RTI International*

Neelima Kunta, *RTI International*

M. Rita Thissen, *RTI International*

Demonstration 2C, 3:50 p.m. – 4:00 p.m.

A Demonstration of CARI Tools: Increasing the Efficiency of Survey Operations and Improving Data Quality

Wendy Hicks, *Westat*

Rick Dulaney, *Westat*

Brad Edwards, *Westat*



Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Are Measurement and Item Non-Response Differences a Problem in Web & Mail Mixed-Mode Surveys?

Location: Kaibab – Level 2

Chair: Don A. Dillman, *Washington State University*

Organizer: Don A. Dillman, *Washington State University*

Do Mail and Web Produce Different Answers?

Mode Differences in Question Responses and Item Non-Response Rates

Morgan M. Millar, *Washington State University*

Don A. Dillman, *Washington State University*

Comparing Numeric and Text Open-End Responses in Mail and Web Surveys

Jolene Smyth, *University of Nebraska-Lincoln*

Kristen Olson, *University of Nebraska-Lincoln*

Item Non-Response in Web and Mail Responses to General Public Surveys

Virginia M. Lesser, *Survey Research Center-Oregon State University*

Lydia Newton, *Survey Research Center-Oregon State University*

Daniel Yang, *Survey Research Center-Oregon State University*

Determinants of Web and Mail Item Non-Response in Address-Based Samples of the General Public

Benjamin L. Messer, *Washington State University Social and Economic Sciences Research Center*

Michelle L. Edwards, *Washington State University Department of Sociology*

Don A. Dillman, *Washington State University Social and Economic Sciences Research Center*

Item Non-Response in a Client Survey of the General Public

Glenn D. Israel, *University of Florida*



Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Correlates & Impacts of Unit Non-Response

Location: Copperwood – Level 1

Chair: Jeanne Wintz, *Gilmore Research Group*

Longitudinal Response Rates and the Economy

Tricia McCarthy, *NORC at the University of Chicago*

Hildie Cohen, *NORC at the University of Chicago*

Should First Time Sample Members in Longitudinal Establishment Surveys Receive Special Attention?

Geraldine Mooney, *Mathematica Policy Research*

Elisha Smith, *Mathematica Policy Research*

Cathie Alderks, *SAMHSA*

Nonsampling Errors in the Ohio Family Health Survey's Cell and Landline Telephone Samples

Bo Lu, *Ohio State University*

Ronaldo Iachan, *ICF Macro*

Timothy Sahr, *Ohio State University*

Seth H. Muzzy, *ICF Macro*

Refusal Conversion in REACH U.S.: A Targeted Approach

Lee J. Fiorio, *NORC at the University of Chicago*

Kanru Xia, *NORC at the University of Chicago*

Ashley Amaya, *NORC at the University of Chicago*

The Integrated Uses of Surveys, Administrative Records and Census: The Case of the Census in School and Partnership Research in Informing the 2020 Census

Zhiwei Zhang, *ICF International*

Christopher Spera, *ICF International*

Megan Kindelan, *U.S. Census Bureau*

Peter V. Miller, *Northwestern University*

Ronald Szoc, *ICF International*

Diana Boyd, *ICF International*

Tasha Boone, *U.S. Census Bureau*



Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Dynamics of Consumer Confidence

Location: Bougainvillea – Level 1

Chair: Jeffrey Henning, *Vovici*

Discussant: Cliff Zukin, *Rutgers University*

Consumer Confidence and Consumer Purchase Behavior During the Economic Crisis of 2008

Max Kilger, *Experian Simmons*

Charles Palit, *University of Wisconsin*

Watching for Signs of a Rebound Monitoring Consumer Sentiment 2009 to 2011

Allan Rivlin, *Hart Research Associates, LLC*

Janet L. Streicher, *Citibank*

Consumer Confidence: Concurrent and Predictive Validity

Julie E. Phelan, *Langer Research Associates*

Gary Langer, *Langer Research Associates*

An Analysis of the Relationship Between Public Sentiment and Corporate Performance during a Crisis as Illustrated by the British Petroleum Gulf Coast Crisis

Charles Palit, *University of Wisconsin*

Max Kilger, *Experian Simmons*



Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Election Polls – Mechanics

Location: Mesquite – Level 2

Chair: Richard L. Clark, *University of Georgia*

Discussant: Peyton Craighill, *The Washington Post*

Are Different Approaches to Determining Likely Voters Better Able Handle Early Voters and First-Time Voters?

Jocelyn Kiley, *Pew Research Center for the People & the Press*

Leah M. Christian, *Pew Research Center for the People & the Press*

Michael Dimock, *Pew Research Center*

Incumbents, Challengers and Unallocated Votes: An Examination of Late Breaking Voter Decisions in the 2010 Midterm Elections

Christopher P. Borick, *Muhlenberg College Institute of Public Opinion*

David G. Wegge, *St. Norbert College Survey Center*

Bias in Legislative Generic Ballot Questions: Building a Better House Election Forecast

Dan Cassino, *Fairleigh Dickinson University's PublicMind Poll*

Peter Woolley, *Fairleigh Dickinson University's PublicMind Poll*

Krista Jenkins, *Fairleigh Dickinson University's PublicMind Poll*

Nothing Generic About This: Using Generic Ballots to Predict State Legislative Elections

Andrew Smith, *UNH Survey Center*



Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Methodological Briefs: Data Collection & Post Survey Processing

Location: Noble - Level 2

Chair: Boris Lorence, *Statistics Sweden*

Web Survey Live Validations - What Are They Doing?

Scott D. Crawford, *Survey Sciences Group, LLC*

Colleen McClain, *Survey Sciences Group, LLC*

Investigating the General Telephone Interviewer Training Procedure

Wojciech Jablonski, *University of Lodz, Institute of Sociology*

Obtaining Survey Responses From Two Members of a Health Care Team: An Example of Long-Term Care Organizations

Melissa Clark, *Brown University, Program in Public Health*

Michelle Rogers, *Brown University, Program in Public Health*

Vincent Mor, *Brown University, Program in Public Health*

Interviewer Characteristics Related to Field

Interviewer Falsification

Angel B. Griffin, *RTI International*

James Pratt, *RTI International*

Sean S. Liu, *RTI International*

Lee Ellen Coffey, *RTI International*

Stephanie A. Terrey, *RTI International*

Christine Clark, *RTI International*

A Comparison Between Expert Coders and Computerized Coding Error Detection

Adam Sage, *RTI International*

Brian Burke, *RTI International*

Chris Ellis, *RTI International*

Joe Eyerman, *RTI International*

Robert Hughes, *RTI International*

Matthew Strobl, *RTI International*



Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Incorporating Interviewer Characteristics Into Item Non-Response Imputation

Rebekah Young, *The Pennsylvania State University*

Tim Sanders, *The Pennsylvania State University Survey Research Center*

Rob Schofield, *The Pennsylvania State University Survey Research Center*

David R. Johnson, *The Pennsylvania State University*

Public Perception of Illegal Immigration Policy: Local, State, Regional & National Perspectives

Location: Acacia – Level 1

Chair: Robert Santos, *Urban Institute*

Organizers: Thomas Guterbock, *University of Virginia*,

Fred Solop, *Northern Arizona University*,

Mike O'Neil, *O'Neil Associates*

Political and Social Trends in Arizona, 1992–2010

Michael J. O'Neil, *O'Neil Associates*

Research in Immigration Opinion in Arizona, New Mexico, Texas and California

Fred Solop, *Northern Arizona University*

Nancy Wonders, *Northern Arizona University*

Analysis of National Data on Immigration Issues From Recent Surveys by Pew

Mark Lopez, *Pew Hispanic Center*

Research in Prince William County, Virginia

Thomas Guterbock, *University of Virginia*



Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Survey Data Collection With Smartphones & iPads®

Location: Lantana – Level 2

Chair: Benjamin Phillips, Abt SRBI, Inc.

Can Your Smartphone Do This?:

A New Methodology for Advancing Digital Ethnography

Justin T. Bailey, *The Nielsen Company*

E. N. Bensky, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Karen Benezra, *The Nielsen Company*

Hala Makowska, *The Nielsen Company*

“Can You See It Now? Good”:

Usability Testing of a Mobile Health Application

Sarah L. Cook, *RTI International*

Rita Sembajwe, *RTI International*

Emily Geisen, *RTI International*

Barbara Massoudi, *RTI International*

The Smart (Phone) Way to Collect Survey Data

Carey Stapleton, *Service Management Group*

The Next CAPI Evolution - Completing Web Surveys on Cell-Enabled iPads®

James Dayton, *ICF International*

Heather Driscoll, *ICF International*

This Time for Africa: Using Smartphones to Measure World Cup Engagement in South Africa

E. Nicole Bensky, *The Nielsen Company*

Justin Bailey, *The Nielsen Company*

Jennie Lai, *The Nielsen Company*

Michael Link, *The Nielsen Company*

Karen Benezra, *The Nielsen Company*

Hala Makowska, *The Nielsen Company*





Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Web Survey Methods - Sampling, Participation, Data Quality

Location: Desert Willow – Level 1

Chair: J. Michael Dennis, *Knowledge Networks*

Differential Sampling Based on Historical Individual-Level Data in Online Panels

Richard H. Kelly, *Opinionology*

Are You Who You Say You Are? Using a Multisource Cross-Validation Methodology for Panel Membership Information

Kumar Rao, *The Nielsen Company*

Tim Dolson, *The Nielsen Company*

Mark Kinnucan, *The Nielsen Company*

Measuring and Stimulating Respondent Attentiveness in Web Surveys

Adam Berinsky, *Massachusetts Institute of Technology*

Samantha Luks, *YouGov*

Doug Rivers, *Stanford University and YouGov*

Display Matters: A Test of Visual Display Options in a Web-Based Survey

Jennifer Romano Bergstrom, *U.S. Census Bureau*

Jennifer M. Chen, *U.S. Census Bureau*

Timothy R. Gilbert, *U.S. Census Bureau*

Matt Jans, *U.S. Census Bureau*



Notes



Notes



Day-at-a-Glance

Saturday, May 14

Time	Event	Location
7:00 a.m.	Fun Run/Walk	Athletic Club
7:00 a.m. - 2:30 p.m.	Exhibit Hall and Book Exhibit Open	Park Pavilion
7:00 a.m. - 8:00 a.m.	AAPOR Committee Meetings	
7:00 a.m. - 8:00 a.m.	Continental Breakfast with the Exhibitors	Park Pavilion
7:30 a.m. - 3:00 p.m.	Registration Desk Open	Conference Center - Level 1 Lobby
8:00 a.m. - 9:30 a.m.	Concurrent Sessions A	
	Session 1: Cultural Competence in Survey Research - What is it?	Acacia - Level 1
	Session 2: Improving Response Rates in Health & Medical Surveys	Bougainvillea - Level 1
	Session 3: Technical Aspects of the Construction, Coverage, Limitations and Future of the DSF	Copperwood - Level 1
	Session 4: Cell Phone Sampling: Operational Issues	Desert Willow - Level 1
	Session 5: Questionnaire Design: Improving Data Quality	Kaibab - Level 2
	Session 6: The Challenge of Polling in Congressional Races: A View from 2010	Lantana - Level 2
	Session 7: Web Survey Questionnaire Design	Mesquite - Level 2
	Session 8: Addressing the Challenges of Interviewing Youth About Sexual Assault: Experiences from the National Survey of Youth in Custody	Noble - Level 2
9:30 a.m. - 10:00 a.m.	Refreshment Break with the Exhibitors	Park Pavilion
10:00 a.m. - 11:30 a.m.	Concurrent Sessions B	
	Session 1: AAPOR's Transparency Initiative - Progress & Prospects	Acacia - Level 1
	Session 2: Cell Phone Sampling & Weighting	Bougainvillea - Level 1
	Session 3: Issues in Multi-Mode	Copperwood - Level 1



Day-at-a-Glance

Saturday, May 14

Time	Event	Location
Data Collection		
10:00 a.m. - 11:30 a.m.	Concurrent Sessions B (continued)	
	Session 4: Surveying Ethnic Populations	Desert Willow - Level 1
	Session 5: Advanced Statistical Methods for Exploring Interviewer Effects in Behavior Coded Data and Survey Pretest Data	Kaibab - Level 2
	Session 6: The Story Behind the 2010 Mid-Term Election	Lantana - Level 2
	Session 7: Re-Examining Classic Measures in Public Opinion Surveys	Mesquite - Level 2
	Session 8: Methodological Briefs: Improving Questionnaires	Noble - Level 2
11:45 a.m. - 1:15 p.m.	Lunch	Grand Ballroom E-J - Level 1
12:45 p.m. - 2:15 p.m.	Speed Networking Session 2	Conference Center - Level 1 Lobby
1:15 p.m. - 2:15 p.m.	Refreshment Break in the Exhibit Hall Book Sale Meet the Author Sessions Session 1 Paul P. Biemer <i>Latent Class Analysis of Survey Error</i> (John Wiley & Sons, Hoboken NJ, 2011) Session 2 AAPOR BOOK AWARD Robert M. Groves Don A. Dillman John L. Eltinge Roderick J. A. Little <i>Survey Non-Response</i> (John Wiley & Sons, New York NY, 2002) Poster Session 3 Demonstration Session 3	Park Pavilion



Day-at-a-Glance

Saturday, May 14

Time	Event	Location
2:15 p.m. – 3:45 p.m.	Concurrent Sessions C	
	Session 1: Exploring Interviewer & Respondent Error in Cross-National, Cross-Cultural Surveys	Acacia – Level 1
	Session 2: Respondent Conditioning in Panel Surveys	Bougainvillea – Level 1
	Session 3: Cost & Operational Efficiencies in Cell Phone Surveys	Copperwood – Level 1
	Session 4: The Role of the Interviewer in Survey Data Quality	Desert Willow – Level 1
	Session 5: Comparing Probability & Non-Probability Sample Surveys	Kaibab – Level 2
	Session 6: Using Sample Surveys to Measure the Effect of Messaging	Lantana – Level 2
	Session 7: Survey Research on “Don’t Ask, Don’t Tell” – Methodological Challenges and Solutions	Mesquite – Level 2
	Session 8: 2010 Election Polls: Assessments and Mechanics	Noble – Level 2
4:00 p.m. – 5:30 p.m.	AAPOR Membership & Business Meeting	Lantana – Level 2
6:00 p.m. – 7:00 p.m.	President’s Reception	Palm and Paseo Court
7:00 p.m. – 9:30 p.m.	Awards Banquet	Grand Ballroom E-J – Level 1
9:30 p.m. – 11:30 p.m.	Stargazing Event	Arizona Grand Golf Course – Island Green
9:30 p.m. – Midnight	Post-Banquet Party	Vista Dining Terrace
9:30 p.m. – 2:00 a.m.	Applied Probability	Palm 3 A/B, Level 3



Concurrent Session A

Saturday, May 14, 8:00 a.m. - 9:30 a.m.

Addressing the Challenges of Interviewing Youth About Sexual Assault: Experiences From the National Survey of Youth in Custody

Location: Noble – Level 1

Chair: Rachel Caspar, *RTI International*

Discussant: Polly Phipps, *U.S. Bureau of Labor Statistics*

Organizer: David Cantor, *Westat*

Outlier Analysis of Youth Reports of Sexual Assault

David Cantor, *Westat*

John Hartge, *Westat*

Addressing Human Subject Issues for a Survey on Sexual Assault Among Youth in Residential Placement

Tim Smith, *Westat*

Assessment of the Effects of Active Consent for a Survey of Youth in Custody

John Hartge, *Westat*

David Cantor, *Westat*

Procedures to Obtain Active Parental Consent for Youth in Custody

Andrea Sedlak, *Westat*

Tim Smith, *Westat*



Concurrent Session A

Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Cell Phone Sampling: Operational Issues

Location: Desert Willow – Level 1

Chair: Burton Levine, *RTI International*

Integration of Cell Phones at Statistics Canada

Marco Grenier, *Statistics Canada*

Pre-Call Validation of Random Digit Dialing Cell Phone Numbers: A Field Experiment

Tanja Kunz, *Darmstadt University of Technology*

Marek Fuchs, *Darmstadt University of Technology*

Validity of Questions to Identify Cell-Only Households

Sherman Edwards, *Westat*

Michael Brick, *Westat*

Royce Park, *UCLA Center for Health Policy Research*

David Grant, *UCLA Center for Health Policy Research*

The Next Generation: Using Cell Phones to Survey Households With Children

Kristie M. Hannah, *ICF Macro International*

Randal ZuWallack, *ICF Macro International*

William Robb, *ICF Macro International*

The Telephone Point of Purchase Survey Cell Phone Hit Rate Test

Aniekhan Okon, *U.S. Census Bureau*

James Arthur, *U.S. Census Bureau*



Concurrent Session A

Saturday, May 14, 8:00 a.m. - 9:30 a.m.

Cultural Competence in Survey Research – What is it?

Location: Acacia – Level 1

Chair: Susan Sprachman, *Mathematica Policy Research*

Organizers: Susan Sprachman and Marta Induni,
Mathematica Policy Research

Increasing Cultural Sensitivity as a Means of Improving Cross-Cultural Surveys: Methods Utilized in the California Health Interview Survey (CHIS) 2001-2011

Elaine G. Zahnd, *Public Health Institute*

Sue Holtby, *Public Health Institute*

David Grant, *UCLA Center for Health Policy Research*

Breaking Barriers for Nonstandard Language Speakers in Survey Research

Julie Ingels, *Mathematica Policy Research*

Erin Panzarella, *Mathematica Policy Research*

Cultural Sensitivity and Questionnaire Design

Janet A. Harkness, *University of Nebraska-Lincoln*

Cultural Awareness and Sensitivity: From Design Through Dissemination

Beth-Ellen Pennell, *Institute for Social Research, University of Michigan*

Yuchieh Lin, *University of Michigan*

Margaret Brill, *Kalamazoo College*

Measurement Error and Non-Response Bias: Current Practices for Addressing Language Minority Issues in Pretesting and Data Collection

Brad Edwards, *Westat*





Concurrent Session A

Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Improving Response Rates in Health & Medical Surveys

Location: Bougainvillea – Level 1

Chair: Robert Montgomery, NORC

Are You Still Home? Recontacting Respondents for Follow-Up Surveys

Kathleen S. O'Connor, *Centers for Disease Control and Prevention*

Alicia M. Frasier, *NORC at the University of Chicago*

Shannon TenBroeck, *NORC at the University of Chicago*

Stephen Blumberg, *Centers for Disease Control and Prevention*

Does Customizing Medicare Surveys With Health Plan Names Justify its Cost? A Randomized Experiment

Amelia Haviland, *RAND Corporation*

Marc N. Elliott, *RAND Corporation*

Nate Orr, *RAND Corporation*

Carol Edwards, *RAND Corporation*

Increasing Response Rates in a Survey of Physicians and Nurses

Jeanette Y. Ziegenfuss, *Mayo Clinic*

Jon Tilburt, *Mayo Clinic*

Timothy J. Beebe, *Mayo Clinic*

Decision Factors Related to Physician Participation in Surveys

Paul C. Beatty, *National Center for Health Statistics*

David Woodwell, *National Center for Health Statistics*

Drilling Down to Examine a Dentist Survey Response Rate: Lessons for Surveys of Professionals

Colleen K. Porter, *University of Florida*

Henrietta L. Logan, *University of Florida*

Frank A. Catalano, *University of Florida*

Heather G. Steingraber, *University of Florida*



Concurrent Session A

Saturday, May 14, 8:00 a.m. - 9:30 a.m.

Questionnaire Design: Improving Data Quality

Location: Kaibab - Level 2

Chair: Anh Thu Burks, *The Nielsen Company*

Outside the Answer Boxes: Messages From Respondents

Fran Featherston, *National Science Foundation*

Kristin Stettler, *U.S. Census Bureau*

Lessons Learned From the 2009 NHTS in Travel Behavior Measurement

Adella Santos, *Federal Highway Administration*

Instability Overlooked: Evidence of the Importance of Household Roster Data Collection and Matching Over Time

Nola du Toit, *NORC at the University of Chicago*

Cathy Haggerty, *NORC at the University of Chicago*

Who Missed the Skips?: Empirical Results From a Self-Administered Survey

Jeremy Redford, *Education Statistics Services Institute, Macrosys, LLC*

Sarah Hastedt, *National Center for Education Statistics*



Concurrent Session A

Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Technical Aspects of the Construction, Coverage, Limitations and Future of the DSF

Location: Copperwood – Level 1

Chair: Ned English, *NORC at the University of Chicago*

Discussant: Michael Link, *The Nielsen Company*

Organizer: Ned English, *NORC at the University of Chicago*

A Summary of Delivery Sequence File Coverage Research at the U.S. Census Bureau

Timothy L. Kennel, *U.S. Census Bureau*

Constructing the Address-Based Frame: Present and Future

Phillip L. Faulstich, *Valassis*

Ned English, *NORC*

Ashley Amaya, *NORC*

Michael Latterner, *NORC*

Using Ancillary Information to Facilitate Address-Based Sampling in Rare Populations

Ashley Amaya, *NORC at the University of Chicago*

Ned English, *NORC at the University of Chicago*

An Evaluation of a Training Protocol Designed to Supplement the Coverage of an Address-Based Sampling Frame

Joe McMichael, *RTI International*

Allison C. McKamey, *RTI International*

Bonnie E. Shook-Sa, *RTI International*

Stephanie J. Stolzenberg, *RTI International*

Katherine B. Morton, *RTI International*

Vincent G. Iannacchione, *RTI International*



Concurrent Session A

Saturday, May 14, 8:00 a.m. - 9:30 a.m.

The Challenge of Polling in Congressional Races: A View from 2010

Location: Lantana - Level 2

Chair: Michael Mokrzycki, *Independent Consultant*

Organizer: Patrick Murray, *Monmouth University Polling Institute*

The Challenge of Polling Congressional Races: A View from 2010

Jim Lee, *Voter Survey Service/Susquehanna Polling & Research*

Don Levy, *Siena Research Institute*

Patrick Murray, *Monmouth University Polling Institute*

Seth Rosenthal, *Merriman River Group*



Concurrent Session A

Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Web Survey Questionnaire Design

Location: Mesquite – Level 2

Chair: Gina Waljeko, *Science and Technology Institute*

Discussant: Don A. Dillman, *Washington State University*

Up Means Good: The Impact of Screen Position on Evaluative Ratings in Web Surveys

Roger Tourangeau, *Joint Program in Survey Methodology,
University of Maryland*

Frederick Conrad, *Survey Research Center, University of Michigan*
Mick Couper, *Institute for Social Research, University of Michigan*

Investigating the Impact of Scale Height, Width and Spacing on Responses in Web Surveys

Hanyu Sun, *Joint Program in Survey Methodology, University of Maryland*

Visual Design and Usability of Filter and Follow-Up Questions in a Web Survey

Carl M. Ramirez, *U.S. Government Accountability Office*

An Investigation of the Impact of Stylistic Features on Web Survey Responses

Rebecca Medway, *Joint Program in Survey Methodology,
University of Maryland*

Roger Tourangeau, *Joint Program in Survey Methodology,
University of Maryland*



Concurrent Session B

Saturday, May 14, 10:00 a.m. – 11:30 a.m.

AAPOR's Transparency Initiative – Progress & Prospects

Location: Acacia – Level 1

Chair: Scott Keeter, *Pew Research Center*

Organizer: Peter V. Miller, *Northwestern University*

AAPOR's Transparency Initiative - Progress and Prospects

Peter V. Miller, *Northwestern University*

Reg Baker, *Market Strategies International*

Tim Johnson, *University of Illinois, Chicago*



Concurrent Session B

Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Advanced Statistical Methods for Exploring Interviewer Effects in Behavior Coded Data and Survey Pretest Data

Location: Kaibab – Level 2

Chair: Brady West, *University of Michigan*

Discussant: Frauke Kreuter, *University of Maryland*

Organizer: Matt Jans, *U.S. Census Bureau*

Interviewer Effects in a Small-Scale Experimental Research Survey of Demographic Questions

Elizabeth Nichols, *U.S. Census Bureau*

Jennifer H. Childs, *U.S. Census Bureau*

Rolando Rodriguez, *U.S. Census Bureau*

Using Random Effect Models, Intraclass Correlations and Design Effects to Explore Interviewer Effects on Respondent Behavior and Psychological States in Dyadic Data

Matt Jans, *U.S. Census Bureau, Center for Survey Measurement*

The Effect of General Interviewer Experience on Item Non-Response: A Verbal Behavior Study

Ipek Bilgen, *University of Nebraska-Lincoln*

Robert F. Belli, *University of Nebraska-Lincoln*

Exploring the Reliability of Behavior Coding Data

Jennifer H. Childs, *U.S. Census Bureau*

Nathan Jurgenson, *U.S. Census Bureau*



Concurrent Session B

Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Cell Phone Sampling & Weighting

Location: Bougainvillea – Level 1

Chair: Mary Losch, *University of Northern Iowa*

Discussant: Karol Krotki, *RTI International*

Propensity Model for Weighting Dual Frame Telephone Samples

Robert Benford, *GfK Custom Research North America*

Trevor Tompson, *Associated Press*

Julian Baim, *GfK MRI*

John Lien, *GfK CRNA*

Lancey Heyman, *GfK MRI*

Dual Frame Weighting and Estimation: Considerations When Incorporating Cell Phone Sample Within a Telephone Survey

Elizabeth Ormson, *NORC at the University of Chicago*

Kennon R. Copeland, *NORC at the University of Chicago*

Stephen J. Blumberg, *National Center for Health Statistics*

Kirk M. Wolter, *NORC at the University of Chicago*

N. Ganesh, *NORC at the University of Chicago*

An Evaluation of Popular Weighting Approaches in Dual Frame RDD Surveys

Courtney Kennedy, *Abt SRBI, Inc.*

Stratification of Cell Phones: Implications for Research

David Dutwin, *Social Science Research Solutions*

Kathleen Call, *Shadac*

Donna McAlpine, *University of Minnesota*

Tim Beebe, *The Mayo Clinic*

Robyn Rapoport, *Social Science Research Solutions*



Concurrent Session B

Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Issues in Multi-Mode Data Collection

Location: Copperwood – Level 1

Chair: Geraldine Mooney, *Mathematica Policy Research*

Discussant: Rachel Caspar, *RTI International*

How Do Respondents React When Asked to Self-Report Their Behavior?

Marla D. Cralley, *Arbitron Inc.*

Kelly M. Dixon, *Arbitron Inc.*

Who Follows The Rules? Within Household-Selection Procedures in Web and Mail Surveys of the General Population

Kristen Olson, *University of Nebraska-Lincoln*

Jolene Smyth, *University of Nebraska-Lincoln*

Mathew Stange, *University of Nebraska-Lincoln*

Lauren Walton, *University of Nebraska-Lincoln*

Attitudes Toward A-CASI and IVR to Measure Elder Mistreatment Among Older Adults: Results From a Population-Based Survey Experiment

Scott Beach, *University of Pittsburgh, University Center for Social & Urban Research*

Richard Schulz, *University of Pittsburgh, University Center for Social & Urban Research*

Comparing Response Propensities Between a Web Mail Multi-Mode Survey and a Mail Survey

Zeynep Suzer-Gurtekin, *ISR - University of Michigan*

Mahmoud Elkasabi, *ISR - University of Michigan*



Concurrent Session B

Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Methodological Briefs: Improving Questionnaires

Location: Noble – Level 2

Chair: Keith Neuman, *Envirionics Research Group*

A Question Order Effect for Opinions About Tax Increases

John Tarnai, *Social & Economic Sciences Research Center*

Tim Faiella, *Social & Economic Sciences Research Center*

How the Order of Response Options in a Running Tally can Affect Online Survey Estimates

Tom Wells, *The Nielsen Company*

Mario Callegaro, *Google*

Charles DiSogra, *Knowledge Networks*

Effects of Cue Lists and Question Format on Survey Response

Lisa Lee, *NORC*

Parvati Krishnamurty, *NORC*

Rene Bautista, *NORC*

Designing Questions for Web Surveys: Effects of Check-List, Check-All and Stand-Alone Response Formats on Survey Reports and Data Quality

Jennifer Dykema, *University of Wisconsin Survey Center*

Nora C. Schaeffer, *University of Wisconsin Survey Center*

Jeremy Beach, *University of Wisconsin Survey Center*

Vicki Lein, *University of Wisconsin Survey Center*

Brendan Day, *University of Wisconsin Survey Center*

Exploring Visual Design Effects in Web Survey Questions. An Experimental Study Using Animated Answer Scales

Matthias Emde, *Darmstadt University of Technology*

Marek Fuchs, *Darmstadt University of Technology*

Results of a Survey Experiment on Frequency Reporting: Religious Service Attendance from the 2010 ANES Panel Recontact Survey

Matthew DeBell, *Stanford University*

Lucila Figueroa, *Stanford University*



Concurrent Session B

Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Asking Sensitive Questions:

Do They Affect Participation in Follow-Up Surveys?

Ines Schaurer, *GESIS - Leibniz Institute for the Social Sciences*

Bella Struminskaya, *GESIS - Leibniz Institute for the Social Sciences*

Lars Kaczmarek, *GESIS - Leibniz Institute for the Social Sciences*

Wolfgang Bandilla, *GESIS - Leibniz Institute for the Social Sciences*

Re-Examining Classic Measures in Public Opinion Surveys

Location: Mesquite – Level 2

Chair: Gerald Kosicki, *The Ohio State University*

Discussant: Jon Krosnick, *Stanford University*

Is Life Getting Better Or Worse? A Look at the Order Effect on the “Ladder of Life” Question in Public Opinion Surveys

Wendy Wang, *Pew Research Center*

Rich Morin, *Pew Research Center*

The Measurement of Political Ideology

Jon D. Miller, *International Center for the Advancement of Scientific Literacy*

An Injured Party? – A Comparison of Political Party Response Formats in Party Identification

Samantha L. Schwartz, *ICF International*

Frances M. Barlas, *ICF International*

Randall K. Thomas, *ICF International*

Regina A. Corso, *Harris Interactive*

Ronald Z. Szoc, *ICF International*

Revisiting Open-Ended Questions

Floyd J. Fowler, *Center for Survey Research, UMass Boston*

Carol Cosenza, *Center for Survey Research, UMass Boston*



Concurrent Session B

Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Surveying Ethnic Populations

Location: Desert Willow – Level 1

Chair: Jennifer Hawes-Dawson, *RAND*

Discussant: Timothy Johnson, *University of Illinois-Chicago*

Testing a Privacy-Protected Method with Language Minorities for Collecting Data on Immigration Status

Young Chun, *NORC at the University of Chicago*

Fritz Scheuren, *NORC at the University of Chicago*

Cleaving the Past Behind: A Comparison of Response Formats in the Measurement of Ethnic and Racial Origins

Frances M. Barlas, *ICF International*

Randall K. Thomas, *ICF International*

Wm. B. Higgins, *ICF International*

Behavioral and Attitudinal Differences Between Hispanics in the U.S. From Whom Data are Gathered in Spanish and Hispanics in the U.S. From Whom Data are Gathered in English

Paul J. Lavrakas, *Independent Consultant*

Trevor N. Tompson, *The Associated Press*

Framing a Path to Citizenship: The Implications of Question Wording on Responses by Ethnicity

Marisa A. Enriquez, *University of Arizona*

Kate Kenski, *Department of Communication, University of Arizona*



Concurrent Session B

Saturday, May 14, 10:00 a.m. – 11:30 a.m.

The Story Behind the 2010 Mid-Term Election

Location: Lantana – Level 2

Chair: Robert Kirby Goidel, *LSU*

The Voters' Voice in 2010

Gary Langer, *Langer Research Associates*

Julie E. Phelan, *Langer Research Associates*

A Pox on all Their Houses:

The American Electorate in the 2010 Election

Allan L. McCutcheon, *University of Nebraska-Lincoln,*

Survey Research and Methodology

Who are Those Tea Partiers and Who Supports Them?

Thomas Lamatsch, *Monmouth University Polling Institute*

The Character of the Tea Party Movement

Emily E. Ekins, *University of California, Los Angeles*

The Role of Social Networks Over Time in Party Identification and Political Participation

Darby Steiger, *Gallup, Inc.*

Bob Torongo, *Gallup, Inc.*

Kyley Nemeckay, *Gallup, Inc.*

Samuel Arbesman, *Harvard University,*

Department of Health Care Policy

Alistair J. O'Malley, *Harvard University,*

Department of Health Care Policy



Poster Session 3

Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

Location: Exhibit Hall – Park Pavilion

1. Response Consistency to Similar Questions Asked in One Study Instrument Administered in a Five Country Trial

Annette M. Green, *RTI International*

Tyler D. Hartwell, *RTI International*

Willo Pequegnat, *NIMH*

Godfrey B. Woelk, *RTI International*

2. Category Selection Probing in Online Access Panels

Dorothée Behr, *GESIS - Leibniz Institute for the Social Sciences*

Lars Kaczmarek, *GESIS - Leibniz Institute for the Social Sciences*

Michael Braun, *GESIS - Leibniz Institute for the Social Sciences*

Wolfgang Bandilla, *GESIS - Leibniz Institute for the Social Sciences*

3. Using VoIP and a Local Cellular Phone to Contact Hard-to-Reach Respondents for the National Birth Defects Prevention Study

Rebecca G. Devlin, *Abt SRBI, Inc.*

Jennita Reefhuis, *Centers for Disease Control and Prevention*

Sarah Tinker, *Centers for Disease Control and Prevention*

4. An Evaluation of the Collection and Production of Medical Condition Estimates From the Medical Expenditure Panel Survey

Frances M. Chevarley, *AHRQ/DHHS*

5. Evaluating the Meaning of Vague Quantifier Terms in Questionnaires

John Tarnai, *Social & Economic Sciences Research Center*

Danna L. Moore, *Social & Economic Sciences Research Center*

Marion Schultz, *Social & Economic Sciences Research Center*

6. An Acoustic Analysis Of Respondents' Expressed Conviction: Testing a Refinement of Telephone Surveys in Predicting Electoral Results

Anne-Marie Lesperance, *University of Montreal*

Victor J. Boucher, *University of Montreal*



Poster Session 3

Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

7. Tracking American Community Survey Mail Response During the 2010 Census

Stephanie Baumgardner, *U.S. Census Bureau*

David Raglin, *U.S. Census Bureau*

8. Recruiting and Hiring: The Impacts of Specialized Skill Sets

Tamara Terry, *RTI International*

McKinlay Jeannis, *RTI International*

Carmen Lopez, *RTI International*

9. Developing an Internet Response Mode for the American Community Survey (ACS)

Jennifer G. Tancreto, *U.S. Census Bureau*

Mary Davis, *U.S. Census Bureau*

Mary Frances Zelenak, *U.S. Census Bureau*

10. Environmental Disaster? Global Warming and Subjective Wellbeing: Some Gain and Loss Estimates from Survey Research

Jonathan Kelley, *University of Nevada, Reno and University of Melbourne*

11. Assessing Survey Accuracy Across Multiple Domains

LinChiat Chang, *LinChiat Chang Consulting, LLC*

Jon A. Krosnick, *Stanford University*

12. 2010 Census Confidentiality Notification Experiment

Gianna Dusch, *U.S. Census Bureau*

13. Tracking a City's Recovery: New Orleans Five Years After the Storm

Sarah Cho, *Kaiser Family Foundation*

Bianca DiJulio, *Kaiser Family Foundation*



Poster Session 3

Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

**14. A Stimulus Package for Stubborn Sample Members:
Boosting Web Survey Participation Through Strategic
Study Communication & Telephone Contacts**

Jeffrey Franklin, *RTI International*

Nicole Tate, *RTI International*

Joe Simpson, *RTI International*

Nadia Paoli, *RTI International*

**15. The RWJF Health Care Consumer Confidence Index: Public
Perceptions of Health Care and the Health Reform Debate**

Peter Graven, *SHADAC*

Sarah Gollust, *University of Minnesota*

**16. Media Coverage of Polling Methodology in 2010
Multi-Candidate General Elections**

Benjamin Duffey, *University of Michigan*

**17. The Gulf Oil Spill and Support for Offshore Drilling in
Coastal Louisiana**

Robert K. Goidel, *Louisiana State University*

**18. Racial Differences in Non-Response Patterns Between
Landline and Cellular Telephone Surveys**

Sunghee Lee, *University of Michigan*

**19. Same Family, Different Planet: Comparing the Views of
Teens and Parents on Their Relationship and Potential
Substance Use**

Roger Vaughan, *Columbia University*

Emily C. Feinstein, *National Center on Addiction and Substance Abuse, Columbia University*

Jordon Peugh, *Knowledge Networks*

Jeffery Shand-Lubbers, *Knowledge Networks*

20. Poster Withdrawn



Poster Session 3

Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

21. Utilizing Facebook Application for Disaster Relief: Social Network Analysis of American Red Cross Cause Joiners

Jennie W. Lai, *The Nielsen Company*

John Skvoretz, *University of South Florida*

22. Redesigned Meter's Effect on Improving Recruitment and Compliance

Arianne Buckley, *Arbitron, Inc.*

Darin Harm, *Arbitron, Inc.*

23. Ideology and Empathic Profiles

Zeljka Buturovic, *Zogby International*

Leann Atkinson, *Zogby International*

Joe Mazloom, *Zogby International*

24. Accounting for Non-Response, Interviewer Effects and Subpopulation Membership Under Responsive Designs

John L. Eltinge, *Bureau of Labor Statistics*

25. Differences in Primary Care Physicians' and Psychiatrists' Treatment Preferences for Difficult-to-Treat Disorders: Results of a National Survey

Kenneth A. Rasinski, *University of Chicago, Department of Medicine*

John D. Yoon, *University of Chicago, Department of Medicine*

Farr A. Curlin, *University of Chicago, Department of Medicine*

26. How do we Reduce the Impact of Respondent Fatigue in a Household Expenditure Diary?

Jenny Lynch, *Statistics Canada*

27. Demographic Assessment of Mixed-Mode Sample Frames and Panel Recruitment Methods

Ryan McKinney, *Arbitron, Inc.*

28. Unauthorized Immigration and Language Policy: Ohio Voter Opinions

Vincent J. Palozzi, *Miami University Ohio*



Poster Session 3

Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

29. Identifying Common Verbatim Errors Through use of Field Observations

Christine Clark, *RTI International*

30. A Multivariate Study of Respondent Engagement

Steven H. Gittelman, *Mktg, Inc.*

31. Using Paradata to Manage Responsive Collection Design

Francois Laflamme, *Statistics Canada*

32. Economic Impact Analysis in Indigenous Fishing Communities: A Political Ecology Perspective

Robynne A. Locke, *ICF Macro International*

33. An Investigation of the Quality of the United States Postal Service Delivery Sequence File for Use as a Sampling Frame for a Commercial Building Study

An Liu, *NORC at the University of Chicago*

Susan Hinkins, *NORC at the University of Chicago*

Kanru Xia, *NORC at the University of Chicago*

34. Governing in Difficult Times: Analysis of Responses From the 2009 Dayton Citizen Perception Survey

T. David Jones, *Wright State University-Center for Urban and Public Affairs*

Brittany D. Sumler, *Wright State University-Center for Urban and Public Affairs*

35. The Effects of Emphasizing an Incentive in a Mailed Survey

Vrinda Nair, *Arbitron, Inc.*

Yelena Pens, *Arbitron, Inc.*

36. Individuals' Experiences With Public Opinion Data: Fostering Political Engagement Through Multi-Sensory Presentation

Ann E. Williams, *Georgia State University*



Poster Session 3

Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

37. Using Community Information and Survey Methodology for Bias Reduction to Enhance the Quality of the Air Force Community Assessment Survey

Zhiwei Zhang, *ICF International*

Christopher Spera, *ICF International*

Jyothsna Prabhakaran, *ICF International*

Jennifer Harvey, *ICF International*

38. The Influence of the Direction of Likert-Type Scales in Web Surveys on Response Behavior in Different Respondent Groups

Florian Keusch, *Vienna University of Economics and Business, Austria*



Demonstration Session 3

Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

Demonstrations 3A – 3D

Location: Exhibit Hall – Park Pavilion

Chair: Andy Zuckerberg, *National Center for Education Statistics*

Demonstration 3A, 1:20 p.m. – 1:30 p.m.

Obtaining High Rates of Parental Consent: Additional Evidence for the Field Enrollment Specialist Approach

Elisha Smith, *Mathematica Policy Research*

Susan Sprachman, *Mathematica Policy Research*

Demonstration 3B, 1:35 p.m. – 1:45 p.m.

School Data Collection and Parental Permission Slips: Integrating Project Research Staff in Schools to Increase Return Rates

Becky Durocher, *RTI International*

Linda Bailey-Stone, *RTI International*

Lisa McCaskill, *RTI International*

Demonstration 3C, 1:50 p.m. – 2:00 p.m.

Okay We Have Permission...

Now How Do We Administer This Survey?

Linda K. Bailey-Stone, *RTI International*

Becky Durocher, *RTI International*

Demonstration 3D, 2:05 p.m. – 2:15 p.m.

Ohio Electronic Health Records Survey: Increasing Response Rates Surveying Medical Practices

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

Elizabeth Stasny, *Ohio State University*

Daniel Weston, *Ohio State University*

Lorin Rambom, *Ohio State University*



Concurrent Session C

Saturday, May 14, 2:15 p.m. – 3:45 p.m.

2010 Election Polls: Assessments and Mechanics

Location: Noble – Level 2

Chair: Helmut Norpoth, Stony Brook University

Cell-Only Voters in the Exit Polls: An Update from the 2010 Midterms

Michael Mokryzcki, *Independent Consultant*

Scott Keeter, *Pew Research Center*

A Multi-Method Assessment of the Reliability of the 2010 Pre-Election Polls

Mark Blumenthal, *Huffington Post*

Joel D. Bloom, *The University at Albany, SUNY*

How Should we Handle Undecided in Vote Preferences in Congressional District Level Political Polls? Empirical Analysis Using Micro Level Survey Datasets

Masahiko Aida, *Greenberg Quinlan Rosner Research*

Mode Effects in U.S. House Race Polling: IVR Versus Live Interviewer

Patrick Murray, *Monmouth University Polling Institute*

To Vote or not to Vote, are we Asking the Right Questions?: Testing Different Likely Voter Models Across 23 Different Midterm Election Races

Clifford A. Young, *Ipsos Public Affairs*



Concurrent Session C

Saturday, May 14, 2:15 p.m. – 3:45 p.m.

Comparing Probability & Non-Probability Sample Surveys

Location: Kaibab – Level 2

Chair: Jill Dever, *RTI International*

Discussant: Doug Rivers, *Stanford University*

The Use of Web Panels to Characterize Rare Conditions

John M. Boyle, *Abt SRBI, Inc.*

Measuring Intent to Participate and Participation in the 2010 Census and Their Correlates and Trends: Comparisons of RDD Telephone and Non-Probability Sample Internet Survey Data

Josh Pasek, *Stanford University*

Jon A. Krosnick, *Stanford University*

More Comparisons of Probability and Non-Probability Sample Internet Surveys: The Dutch NOPVO Study

Rebecca Weiss, *Stanford University*

Jon Krosnick, *Stanford University*

David S. Yeager, *Stanford University*

Can a Non-Probability Sample Ever be Useful for Representing a Population? Comparing Probability and Non-Probability Samples of Recent College Graduates

Cliff Zukin, *Rutgers University*

Jessica Godofsky, *Rutgers University*

Carl Van Horn, *Rutgers University*

Wendy Mansfield, *Knowledge Networks*

J. M. Dennis, *Knowledge Networks*



Concurrent Session C

Saturday, May 14, 2:15 p.m. – 3:45 p.m.

Cost & Operational Efficiencies in Cell Phone Surveys

Location: Copperwood – Level 1

Chair: Douglas Currihan, *RTI International*

A Comparison of Cell and Landline Dialing Patterns

Robert Montgomery, *NORC*

Wei Zeng, *NORC at the University of Chicago*

Meena Khare, *National Center for Health Statistics, CDC*

Karen Wooten, *NCIRD, CDC*

Minimizing Respondent Burden in Cell Telephone Interviewing: Paths to Efficient Eligibility Screening

Alicia M. Frasier, *NORC at the University of Chicago*

Heather M. Morrison, *NORC at the University of Chicago*

Rebecca Ruthenburg, *NORC at the University of Chicago*

Cell-to-Landline Cost Ratios for RDD Surveys of Rare Populations

Benjamin Skalland, *NORC at the University of Chicago*

Costs Error Optimization for Cell-Landline Dual Frame Surveys

Vasja Vehovar, *University of Ljubljana*

Ana Slavec, *University of Ljubljana*

Using Telecommunication Trends to Estimate State Cell-Only Population

Randal ZuWallack, *ICF Macro*

Frederica Conrey, *ICF Macro*



Concurrent Session C

Saturday, May 14, 2:15 p.m. – 3:45 p.m.

Exploring Interviewer & Respondent Error in Cross-National, Cross-Cultural Surveys

Location: Acacia – Level 1

Chair: Brianne Gilbert, *Loyola Marymount University*

Interviewer Gender Effects in International Surveys

Neha Sahgal, *Pew Forum on Religion & Public Life*

Juliana M. Horowitz, *Pew Research Center's Global Attitudes Project*

Survey Comprehension Across Multiple Racial/Ethnic Groups: Evidence From the California Health Interview Survey

Gordon B. Willis, *National Cancer Institute*

Salma Shariff-Marco, *National Cancer Institute*

Timothy Johnson, *University of Illinois*

Cross-Cultural Validity of Behavior Codes

Timothy P. Johnson, *University Of Illinois at Chicago,
Survey Research Laboratory*

Allyson Holbrook, *University Of Illinois at Chicago,
Survey Research Laboratory*

Sharon Shavitt, *University of Illinois at Urbana-Champaign*

Young I. Cho, *University Of Illinois at Chicago,
Survey Research Laboratory*

Noel Chavez, *University of Illinois at Chicago*

Saul Weiner, *university of Illinois at Chicago*

Comparisons of “Good” Interviewer and Respondent Behavior in Bilingual (English and Spanish) Behavior Coding Research

Patricia L. Goerman, *U.S. Census Bureau*



Concurrent Session C

Saturday, May 14, 2:15 p.m. – 3:45 p.m.

Does Behavior Coding Capture Cultural Differences in Survey Response?

Martha Stapleton, *Westat*

Kerry Levin, *Westat*

Jocelyn Newsome, *Westat*

Stephanie Beauvais, *Westat*

Salma Shariff-Marco, *National Cancer Institute*

Nancy Breen, *National Cancer Institute*

Gordon Willis, *National Cancer Institute*

Anne Hartman, *National Cancer Institute*

Respondent Conditioning in Panel Surveys

Location: Bougainvillea – Level 1

Chair: Pamela Campanelli, *The Survey Coach*

Discussant: Robert M. Groves, *U.S. Census Bureau*

Conditioning Effects of Panel Participation

Ting Yan, *NORC*

A. Rupa Datta, *NORC*

Peter S. Hepburn, *NORC*

Are You Burdened? Let's Find Out

Scott Fricker, *U.S. Bureau of Labor Statistics*

Examination of Panel Conditioning Effects in a Web-Based 2007-2008 Election Study

J. Michael Dennis, *Knowledge Networks, Inc.*

Yelena Kruse, *Knowledge Networks, Inc.*

Trevor Tompson, *The Associated Press*

Detecting Measurement Error With Panel Surveys:

The 2006-2008 General Social Survey Panel

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



Concurrent Session C

Saturday, May 14, 2:15 p.m. – 3:45 p.m.

Survey Research on “Don’t Ask, Don’t Tell” – Methodological Challenges and Solutions

Location: Mesquite – Level 2

Chair: Brad Edwards, *Westat*

Discussant: Dick Kulkा, *Abt Associates; Jay Goodwin,
U.S. Army Research Institute*

Organizer: Sandra Berry, *RAND Corporation*

A Team-Based Approach to Analyzing a Large Volume of Qualitative Data on Repeal of “Don’t Ask Don’t Tell”

Susan Berkowitz, *Westat*

Cynthia Robins

Military Members’ and Military Spouses’ Assessment of the Effects of the Potential “Don’t Ask, Don’t Tell” Policy

Kimya Lee, *Westat*

RAND Survey of Gay, Lesbian and Bisexual Military Personnel

Sandra H. Berry, *RAND Corp.*

Ryan A. Brown

Terry L. Schell



Concurrent Session C

Saturday, May 14, 2:15 p.m. – 3:45 p.m.

The Role of the Interviewer in Survey Data Quality

Location: Desert Willow – Level 1

Chair: Beth Ellen Pennell, *University of Michigan*

Interactional Environments, Requests and Participation in the Survey Interview

Nora Cate Schaeffer, *University of Wisconsin Madison, Survey Center*

Dana Garbarski, *Department of Sociology,
University of Wisconsin Madison*

Douglas W. Maynard, *University of Wisconsin Madison,
Department of Sociology*

Jeremy Freese, *Northwestern University*

Effects of Speech Rate, Pitch and Pausing on Survey Participation Decisions

José R. Benkí, *Survey Research Center, University of Michigan*

Jessica Broome, *Joint Program in Survey Methodology,
University of Michigan*

Fred Conrad, *Survey Research Center, University of Michigan*

Robert Groves, *U.S. Census Bureau*

Frauke Kreuter, *Joint Program in Survey Methodology,
University of Maryland*

Interviewer's Rewording of Questions in CATI Surveys

Yfke Ongena, *University of Groningen*

Mike Huiskes, *University of Groningen*

Difficult Situations in Telephone Interviews

Wojciech Jablonski, *University of Lodz, Institute of Sociology*

Strategies and Techniques for Improving the Accuracy of Interviewer Observations

Brady T. West, *Institute for Social Research*



Concurrent Session C

Saturday, May 14, 2:15 p.m. – 3:45 p.m.

Using Sample Surveys to Measure the Effect of Messaging

Location: Lantana – Level 2

Chair: Eric Plutzer, *Pennsylvania State University*

Discussant: Andrew Smith, *University of New Hampshire*

How Seeing Movies Changes Attitudes, Perceptions and Consideration of Military Service: Findings From a Pre-Post Factorial Design Field Experiment

Robert P. Daves, *The Everett Group*

Effects of Message Framing and Political Disposition on Policy Opinions Regarding Direct-to-Consumer Genetic Testing

Jocelyn Landau, *University of Pennsylvania*

Sarah Gollust, *University of Minnesota*

Joseph N. Cappella, *University of Pennsylvania*

Social Disparities, Communication Inequalities and HIV/AIDS- Related Knowledge and Attitudes in India

Leland K. Ackerson, *University of Massachusetts Lowell*

Shoba Ramanadhan, *Dana-Farber Cancer Institute*

Monisha Arya, *Baylor College*

Vish Viswanath, *Dana-Farber Cancer Institute*

Is Anybody Listening? Informing, Persuading and Priming in the 2000 and 2004 Presidential Campaigns

Andrew Therriault, *Department of Politics, New York University*

2011 Seymour Sudman Student Paper Competition Winner



Notes



Notes



Notes



Day-at-a-Glance

Sunday, May 15

Time	Event	Location
8:00 a.m. – 10:15 a.m.	Registration Desk Open	Conference Center - Level 1 Lobby
8:00 a.m. – 11:30 a.m.	Short Course Course 6: The Use of Incentives in Survey Research	Palm 3 A/B
8:30 a.m. – 10:00 a.m.	Concurrent Sessions A	
	Session 1: Understanding Panel Attrition	Acacia – Level 1
	Session 2: Insights From Cognitive Interviewing	Bougainvillea – Level 1
	Session 3: Election Polling Methods and Considerations	Copperwood – Level 1
	Session 4: Sampling/Weighting in Multi-Frame Designs Involving Cell Phone Populations	Desert Willow – Level 1
	Session 5: Cross-National Illustrations of ABS & Other Sample Designs	Kaibab – Level 2
	Session 6: Coverage Follow-Up in the 2010 Census	Lantana – Level 2
	Session 7: Sampling Racial/Ethnic Minorities in the U.S.	Mesquite – Level 2
	Session 8: Methodological Briefs: Using Incentives to Increase Survey Participation	Noble – Level 2
10:15 a.m. – 11:45 a.m.	Concurrent Sessions B	
	Session 1: Assessing Public Attitudes Towards Minorities	Acacia – Level 1
	Session 2: How Recalcitrance Affects Data Quality	Bougainvillea – Level 1
	Session 3: Response & Non-Response Issues in Multi-Mode Surveys	Copperwood – Level 1
	Session 4: Sampling Frame Methods – Geographic, Network and Within Households	Desert Willow – Level 1



Day-at-a-Glance

Sunday, May 15

Time	Event	Location
10:15 a.m. - 11:45 a.m.	Concurrent Sessions B (continued)	
	Session 5: Questionnaire Design: Response Options and Order Effects	Kaibab - Level 2
	Session 6: Religious Attitudes and Beliefs	Lantana - Level 2
	Session 7: Media Effects: Framing & Priming	Mesquite - Level 2



Short Course 6 Description

Sunday, May 15, 8:00 a.m. – 11:30 a.m.

Course 6: The Use of Incentives in Survey Research

Instructor: Paul J. Lavrakas, Ph.D.

Location: Palm 3C

Course Overview:

This half-day AAPOR short course will focus on a framework that survey researchers should use to determine how to choose, deploy and evaluate the incentives they will use in their surveys. This framework covers (a) possible goals that incentives are meant to achieve (e.g., improving response rates; improving data quality; reducing Non-Response bias) and the theories that underlie possible achievement of these goals, (b) which respondents will be chosen to receive incentives, (c) the type of incentives that will be used (e.g., contingent and/or noncontingent; cash and/or noncash; fixed and/or differential), (d) ethical considerations in choosing the incentives that will be deployed, (e) costs implications the chosen incentives will have, and (f) how to evaluate the impact of the chosen incentives. Examples of incentives used for various studies and purposes will be provided throughout the course. Q&A will allow for targeted advice to be suggested about incentives in specific projects the attendees may choose to ask about.



Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Coverage Follow-Up in the 2010 Census

Location: Lantana – Level 2

Chair: Elizabeth Poehler, U.S. Census Bureau

Organizer: Elizabeth Poehler, U.S. Census Bureau

2010 Coverage Follow-Up Instrument:

Issues and Recommendations

Sarah E. Brady Clark, U.S. Census Bureau

Kelly Govern, U.S. Census Bureau

Examining Service Quality and Data Quality in Telephone Interviews

Julia F. Coombs, U.S. Census Bureau

Kelly Govern, U.S. Census Bureau

Overview and Results of the 2010 Coverage Follow-Up Operation

Kelly Govern, U.S. Census Bureau

Elizabeth Poehler, U.S. Census Bureau

Selecting and Monitoring the Workload for the 2010 Coverage Follow-Up Operation

Elizabeth K. Poehler, U.S. Census Bureau

Sarah Brady Clark, U.S. Census Bureau

Census 2010 Coverage Follow-Up Experiment: Mod Q Questionnaire

Timothy D. Stewart, U. S. Census Bureau





Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Cross-National Illustrations of ABS & Other Sample Designs

Location: Kaibab – Level 2

Chair: Ashley Amaya, NORC

Discussant: Charles DiSogra, Knowledge Networks

Address-Based Sampling (ABS) in Puerto Rico

Mansour Fahimi, *Marketing Systems Group*

David Malarek, *Marketing Systems Group*

Edward Cohen, *Arbitron, Inc.*

Overcoming Challenges to Sample Design in Iraq

Matthew Warshaw, *D3 Systems, Inc.*

John Willingham, *D3 Systems, Inc.*

David Peng, *D3 Systems, Inc.*

Nelson Gunter, *D3 Systems, Inc.*

Kevin Tillman, *D3 Systems, Inc.*

Within-Household Selection: Searching for a Better Method Conditional on Household Size Information

Kien Le, *Social and Economic Survey Research Institute, Qatar University*

Abdoulaye Diop, *Social and Economic Survey Research Institute, Qatar University*

Darwish Alemadi, *Social and Economic Survey Research Institute, Qatar University*

Michael Brick, *Westat*

Response Quantity, Response Quality and Costs of Building an Online Panel via Social Contacts

Vera Toepoel, *Tilburg University*





Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Election Polling Methods and Considerations

Location: Copperwood – Level 1

Chair: Jennifer Agiesta, *The Associated Press*

Discussant: Clyde Tucker, *Consultant*

A Comparative Analysis of Voter Misreport in Two Modes of Interviewing: Telephone and Online

Kenneth Winneg, *Annenberg Public Policy Center*

How Polling Locations Influence Voting Behavior

Clint W. Stevenson, *Edison Research*

Conducting Online Pre-Election Polls Using Registration Based Sampling

Michael Barber, *Princeton University*

Chris Mann, *University of Miami*

J. Q. Monson, *Brigham Young University*

Kelly D. Patterson, *Brigham Young University*



Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Insights From Cognitive Interviewing

Location: Bougainvillea – Level 1

Chair: Janice Ballou, *Mathematica Policy Research*

Cognitive Research on Experimental Race and Hispanic Origin Questions Translated Into Spanish

Rodney L. Terry, *U.S. Census Bureau*

Marissa Fond, *U.S. Census Bureau*

George Higbie, *U.S. Census Bureau*

Suspicious and Non-Suspicious Response Patterns Which are and are not Problematic: Cognitive Interviewing as Tool for Exploring Quantitative Findings

Pamela Campanelli, *The Survey Coach*

Michelle Gray, *The National Centre for Social Research*

Margaret Blake, *The National Centre for Social Research*

Steven Hope, *The National Centre for Social Research*

Usability Issues From Testing a Census Web Survey: Results From Testing of the Census Quality Survey (CQS)

Kathleen T. Ashenfelter, *U.S. Census Bureau*

Temika Holland, *U.S. Census Bureau*

Victor Quach, *U.S. Census Bureau*

Elizabeth Nichols, *U.S. Census Bureau*

Developing a Sexual Identity Measure for the National Health Interview Survey: Results From Cognitive Testing

Heather Ridolfo, *National Center for Health Statistics*

Kristen Miller, *National Center for Health Statistics*

New Relationship and Marital Status Questions:

A Reflection of Changes to the Social and Legal Recognition of Same-Sex Couples in the U.S.

Theresa DeMaio, *U.S. Census Bureau*

Nancy Bates, *U.S. Census Bureau*



Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Methodological Briefs:

Using Incentives to Increase Survey Participation

Location: Noble – Level 2

Chair: James Caplan, U.S. Department of Defense

Impact of Differential Incentive Amounts on Early and Final Survey Response Rates

Yan Wang, *American Institutes for Research*

Jason Hill, *American Institutes for Research*

Full-Factorial Experiment on the Effect of Tailoring Incentives, Mail Survey Delivery Options and Questionnaire Length to Increase Response Rates and Reduce Non-Response Bias

Sonja Ziniel, *Harvard Medical School, Children's Hospital Boston*

Jonathan Amatruda, *Children's Hospital Boston*

Robert Green, *Children's Hospital Boston*

Noelle Huntington, *Children's Hospital Boston*

Ingrid Holm, *Children's Hospital Boston*

The Impact of Gift Cards Versus Checks: Comparisons of Daily Response Rate in Panels

Adam Gluck, *Arbitron, Inc.*

Yelena Pens, *Arbitron, Inc.*

Increasing (or Decreasing) Response Rate by Changing the Subject of Email Invitations

Vani Henderson, *Google*

Mario Callegaro, *Google*

Combining Prepaid and Promised Incentives: Impact on Survey Quality in a Mail Survey of Young Adults

Luciano Viera Jr., *Fors Marsh Group, LLC*

Scott Turner, *Fors Marsh Group, LLC*

Sean Marsh, *Fors Marsh Group, LLC*

The Effect of Customized Materials on Response Rates

Michelle A. Cantave, *Arbitron, Inc.*



Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Sampling Racial/Ethnic Minorities in the U.S.

Location: Mesquite – Level 2

Chair: Justin Bailey, *The Nielsen Company*

Improving Recruitment Efficiency in Minority Populations: Lessons Learned From the Genetic Study of Nicotine Dependence in African Americans (AAND)

Stacey Weger, *RTI International*

Christy Hottinger, *RTI International*

Representative Sampling by Korean Surnames

Jibum Kim, *NORC*

Hee-Choon Shin, *NORC*

Diane Lauderdale, *University of Chicago*

Yongmo Lee, *Konkuk University*

Do Different Recruitment Methods Reach Different People?

Hyunjoo Park, *RTI International*

Lu Liu, *RTI International*

Mandy Sha, *RTI International*

Michelle Yuan, *RTI International*

Bias in Surveys of Hispanics

David Dutwin, *Social Science Research Solutions*

Mark Lopez, *Pew Hispanic Center*

Eran Ben-Porath, *Social Science Research Solutions*

Jocelyn Kiley, *Pew Hispanic Center*



Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Sampling/Weighting in Multi-Frame Designs Involving Cell Phone Populations

Location: Desert Willow – Level 1

Chair: Martin Barron, NORC

The Impact of Cell Phones in the 2010 Elections: More Than Just the Cell Onlys

Leah M. Christian, *Pew Research Center for the People & the Press*

Scott Keeter, *Pew Research Center*

Michael Dimock, *Pew Research Center*

From Dual-Frame to Triple Frame: An Assessment of Coverage Bias in a Telephone Survey Design Combining RDD, Directory-Listed and Cellphone Samples

Thomas M. Guterbock, *Center for Survey Research,
University of Virginia*

Abdoulaye Diop, *Social and Economic Survey Research Institute*

James M. Ellis, *University of Virginia Center for Survey Research*

John Lee P. Holmes, *University of Virginia Center for Survey Research*

Trung K. Le, *Social and Economic Survey Research Institute*

The Impact on Accuracy of Estimates of Increasing Cell Telephone Sample to Correct Coverage Error in the Survey of Consumer Attitudes

Mahmoud Elkasabi, *ISR - University of Michigan*

Zeynep Suzer-Gurtekin, *ISR - University of Michigan*

Accuracy of Geographic Stratification in a Cell-Phone Survey

Kirk M. Wolter, *NORC at the University of Chicago*

Robert Montgomery, *NORC at the University of Chicago*

Xian Tao, *NORC at the University of Chicago*

Stacie Greby, *Centers for Disease Control and Prevention*

Erin Kennedy, *Centers for Disease Control and Prevention*



Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Assessment of Bias From Incomplete Frame Coverage and Other Sources in a Random Digit Dial Survey: Applications of a Supplement to the National Health Interview Survey

Kennon R. Copeland, *NORC at the University of Chicago*

Meena Khare, *National Center for Health Statistics*

Philip J. Smith, *National Center for Immunization and Respiratory Diseases*

Reiping Huang, *NORC at the University of Chicago*

Lin Liu, *NORC at the University of Chicago*

Kirk M. Wolter, *NORC at the University of Chicago*



Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Understanding Panel Attrition

Location: Acacia – Level 1

Chair: Barbara O'Hare, U.S. Census Bureau

Panel Attrition and the Survey Experience

Sunshine Hillygus, *Duke University*

Trevor Tompson, *Associated Press*

Laura Lazarus Frankel, *Duke University*

Identifying Potential Attrition Bias Using Paradata, Sampling Frame Information and Survey Data

Darryl Creel, *RTI International*

Comparing Two Telephone Panel Surveys Conducted 25 Years Apart: Similarities and Differences in Factors Affecting Panel Attrition

David R. Johnson, *Pennsylvania State University*

Veronica Roth, *Pennsylvania State University*

Characteristics Influencing Biomeasure and DNA Cooperation Rates in a Longitudinal Study of Older Adults

Katie Lundein, *NORC at the University of Chicago*

Jane McPhillips, *NORC at the University of Chicago*

Krishna Chokshi, *NORC at the University of Chicago*

Angela Jaszczak, *NORC at the University of Chicago*



Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

Assessing Public Attitudes Towards Minorities

Location: Acacia – Level 1

Chair: Angela Fontes, NORC at the University of Chicago

Conflict Over Discrimination Against Ethnic Minorities, Smokers and the Overweight: Australian Evidence

S. M. Kelley, *Yale University*

Do Individual Characteristics Matter? An Analysis of Americans' Opinions Towards the Korean, Vietnam, Persian Gulf, Iraq Wars and the War on Terror

Emanuel Boussios, *Nassau Community College*

Public Attitudes Toward the Homeless

Robert P. Agans, *Survey Research Unit, Dept of Biostatistics, UNC-CH*

Political, Social and Demographic Factors Underlying Public Reaction to the "Ground Zero" Muslim Community Center and Mosque

Mark A. Schulman, *Abt SRBI, Inc.*

Benjamin Phillips, *Abt SRBI, Inc.*

Seth Brohinsky, *Abt SRBI, Inc.*

Investigating the Terrain of Hate Crimes in the Oklahoma Public Education System: Are We Facing a Decline in Tolerance in an Era of Purported Ethnic, Racial and Social Diversity?

Amy S. Goodin, *University of Oklahoma Public Opinion Learning Laboratory*

Natalie Jackson, *University of Oklahoma Public Opinion Learning Laboratory*

Sheryll Brown, *Oklahoma State Department of Health*

Andrea Hamor Edmondson, *Oklahoma State Department of Health*



Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

How Recalcitrance Affects Data Quality

Location: Bougainvillea – Level 1

Chair: Roy Whitmore, *RTI International*

The Relationship Between Response Propensity and Measurement Error in Survey Reports of Program

Participation: An Exploration Using Linked National Health Interview Survey Data

Renee Gindi, *National Center for Health Statistics*

James M. Dahlhamer, *National Center for Health Statistics*

Aaron Maitland, *National Center for Health Statistics*

Do Reluctant Responders Provide Poor Data? Evidence From the Face-To-Face Recruited Internet Survey Platform (FFRISP)

Emily Gilbert, *Institute for Social and Economic Research, University of Essex*

Nick Allum, *Department of Sociology, University of Essex*
Ana Villar, *Institute for Research in the Social Sciences, Stanford University*

Jon Krosnick, *Stanford University*

Non-Consent Error, Non-Response Error and Measurement Error: Assessing the Overall Quality of Linked Survey and Administrative Data

Joseph W. Sakshaug, *University of Michigan*

Identifying Causes of Verification Refusals on a Large Nation-Wide Field Study Using a Multilevel Model

Dustin Williams, *RTI International*

Christina Touarti, *RTI International*

Christine Clark, *RTI International*

Jason Butler, *RTI International*



Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

Have You Really Seen This Ad? An Investigation of Measurement Error in Self-Reported Exposure Through Confirmed Awareness and Mode-Specific Cueing

Peter S. Hepburn, NORC

Ting Yan, NORC

A. Rupa Datta, NORC

W. Douglas Evans, George Washington University

Media Effects: Framing & Priming

Location: Mesquite – Level 2

Chair: Curtis Cobb, Stanford University

Powerful Pictures: Examining the Effects of Visual Priming on Public Perceptions of Controversial Scientific Information

Kajsa Dalrymple, University of Wisconsin Madison

Religious Media, Political Knowledge and Attitude Polarization: Cheap Framing in Focus on the Family

Colene J. Lind, University of Texas at Austin

See No Evil, Hear No Evil: National Identity, Drone Warfare and Culturally Resonant Frames

Charles M. Rowling, University of Washington

Penelope Sheets, University of Washington

Timothy M. Jones, Bellevue College

War of Words: Framing of the United States in Selected Belarusian Newspapers in 2009

Natalie Manayeva, University of Tennessee

Dzmitry Yuran, University of Tennessee

An Analysis of the Presentation of Research Data in News Media

Maria Ivancin, American University



Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

Questionnaire Design: Response Options and Order Effects

Location: Kaibab – Level 2

Chair: Anna Fleeman, *Abt SRBI, Inc.*

Designing Effective Rating Scales in Customer Satisfaction Surveys

Carey Stapleton, *Service Management Group*

Measuring Perceptions of Probabilities: Verbal or Numerical Response Options?

Yphtach Lelkes, *Stanford University*

Jon Krosnick, *Stanford University*

Re-Examining the Effects of Grouping the Options in Factual Questions

Nuttirudee Charoenruk, *Program of Survey Methodology,
University of Michigan*

Roger Tourangeau, *The Joint Program in Survey Methodology,
University of Maryland*

Cleo Redline, *The Joint Program in Survey Methodology,
University of Maryland*

Question and Respondent Predictors of Response Latencies to Survey Questions Measuring Opinions, Personal Characteristics and Factual Knowledge

Allyson L. Holbrook, *Survey Research Laboratory,
University of Illinois at Chicago*

Timothy P. Johnson, *Survey Research Laboratory,
University of Illinois at Chicago*

Young I. Cho, *Survey Research Laboratory,
University of Illinois at Chicago*

Sharon Shavitt, *University of Illinois Urbana-Champaign*

Noel Chavez, *University of Illinois at Chicago*

Saul Weiner, *University of Illinois at Chicago*



Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

Not Getting it Right: Incorrect Answers vs. “I Don’t Know” in Knowledge Surveys

Gregory A. Smith, *Pew Research Center*

Rob Suls, *Pew Research Center*

Mike Mokrzycki, *Independent Consultant*

Jocelyn Kiley, *Pew Research Center*

Scott Keeter, *Pew Research Center*

Religious Attitudes and Behaviors

Location: Lantana – Level 2

Chair: Frances Barlas, *ICF International*

Evolving a Better Measure: Developing Alternative Measures of Beliefs in Human Origins

William B. Higgins, *ICF International*

Randall K. Thomas, *ICF International*

George Bishop, *University of Cincinnati*

Religious Intermarriage and its Relationship to Religious Commitment and Politics

Scott Clement, *Pew Research Center - Forum on Religion and Public Life*

Christine B. Bhutta, *Pew Research Center - Forum on Religion and Public Life*

Greg Smith, *Pew Research Center - Forum on Religion and Public Life*
Allison Pond, *Pew Research Center - Forum on Religion and Public Life*

Catholics and Confidence in Religious Institutions

Ann Arthur, *Gallup Research Center, University of Nebraska-Lincoln*

Tarek Albaghal, *Gallup Research Center,
University of Nebraska-Lincoln*

Lei Huang, *Gallup Research Center, University of Nebraska-Lincoln*
Ana Lucia Cordova Cazar, *Gallup Research Center,
University of Nebraska-Lincoln*

Lauren Walton, *Gallup Research Center, University of Nebraska-Lincoln*
Meryem Ay, *Gallup Research Center, University of Nebraska-Lincoln*

Allan L. McCutcheon, *Gallup Research Center,
University of Nebraska-Lincoln*



Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

“He Who Lies With Another Man as With a Woman”: Attitudes Towards Homosexual Sex in Australia

C. G. Kelley, *Yale University*

S. M. Kelley, *Yale University*

Over Reporting of Religious Service Attendance as a Function of Identity Importance

Philip Brenner, *University of Michigan*



Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

Response & Non-Response Issues in Multi-Mode Surveys

Location: Copperwood – Level 1

Chair: Miriam Gerver, VS Research

More Positive or More Extreme? A Meta-Analysis of Mode Differences in Response Choice

Cong Ye, *University of Maryland*

Jenna Fulton, *University of Maryland*

Roger Tourangeau, *University of Maryland*

Examining Response Rates and Patterns in a Multimode Experiment: A Study of Department Chairs/Heads in STEM Programs at Research Intensive Universities

Kelly N. Foster, *University of Georgia*

Monica Gaughan, *University of Georgia*

Mode Differences in a Mixed-Mode ABS Design

Rene Bautista, *NORC*

Ting Yan, *NORC*

A. Rupa Datta, *NORC*

Peter S. Hepburn, *NORC*

Pay to Play: An Incentive Experiment

Nicholas Redel, *Mathematica Policy Research*

The Impact of a Mixed-Mode Data Collection Design on Response and Non-Response Bias on a RDD Landline Telephone Survey

Sean Hu, *Centers for Disease Control and Prevention*

Carol Pierannunzi, *Centers for Disease Control and Prevention*

Lina Balluz, *Centers for Disease Control and Prevention*





Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

Sampling Frame Methods – Geographic, Network and Within Households

Location: Desert Willow – Level 1

Chair: Paul Schroeder, *Abt SRBI, Inc.*

Eliminating Invisible Boundary Problems in Area Samples, With an Application to the National Children's Study (NCS)

Colm O'Muircheartaigh, *Harris School-University of Chicago*

Ned English, *NORC at the University of Chicago*

Failure of the Half-Open Interval Missed Housing Unit Procedure

Stephanie Eckman, *Institute for Employment Research*

Colm O'Muircheartaigh, *University of Chicago*

A Field Validation Study of Frame Construction for the National Children's Study: Enhancing the Delivery Sequence File

Ned English, *NORC at the University of Chicago*

Colm O'Muircheartaigh, *Harris School-University of Chicago*

Katie Dekker, *NORC at the University of Chicago*

Comparing the Selection of one Person per Household to the Selection of all Household Members: Can Less be More?

Vincent G. Iannacchione, *RTI International*

Bonnie E. Shook-Sa, *RTI International*

Cognitive Testing Results of Personal Network Size Questions: Implications for Respondent Driven Sampling Weights

HarmoniJoie Noel, *National Center for Health Statistics*

Heather Ridolfo, *National Center for Health Statistics*



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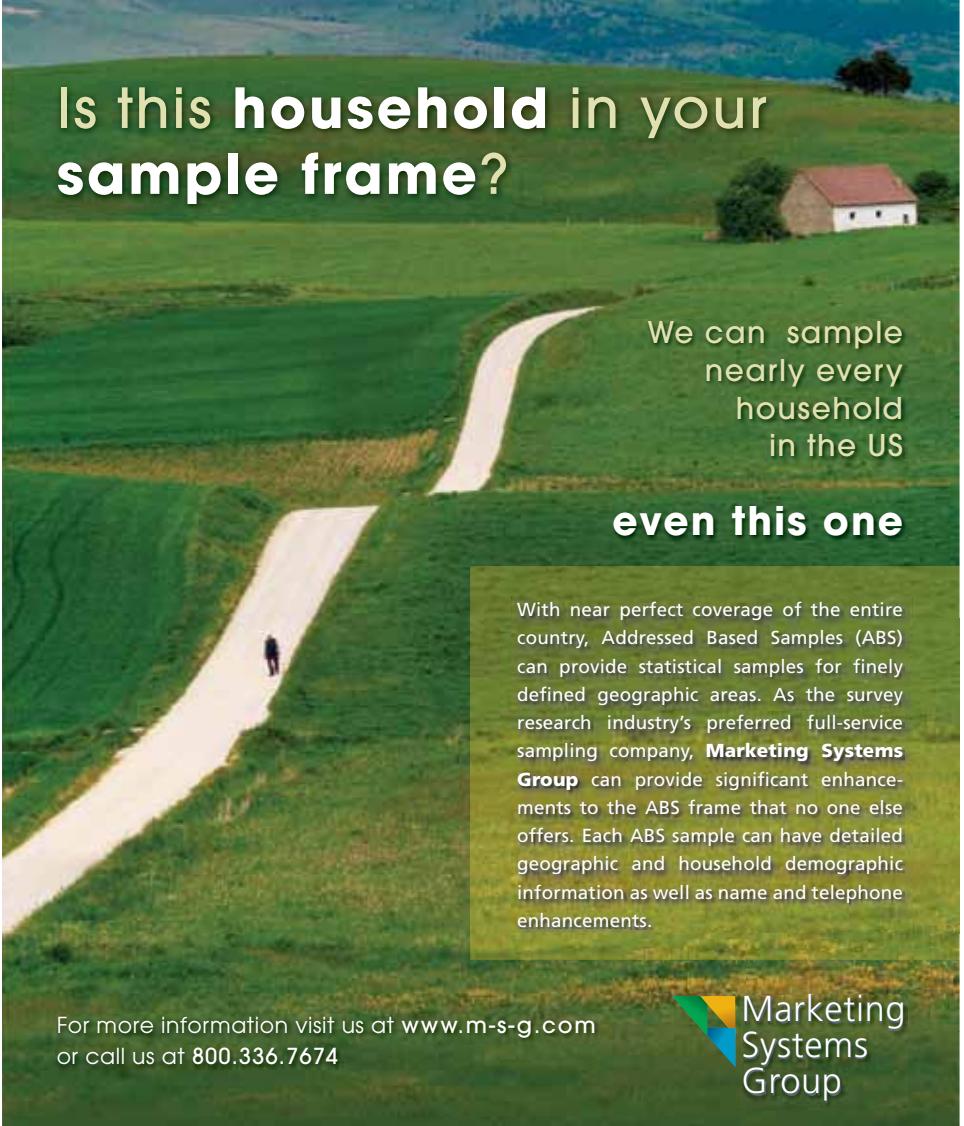
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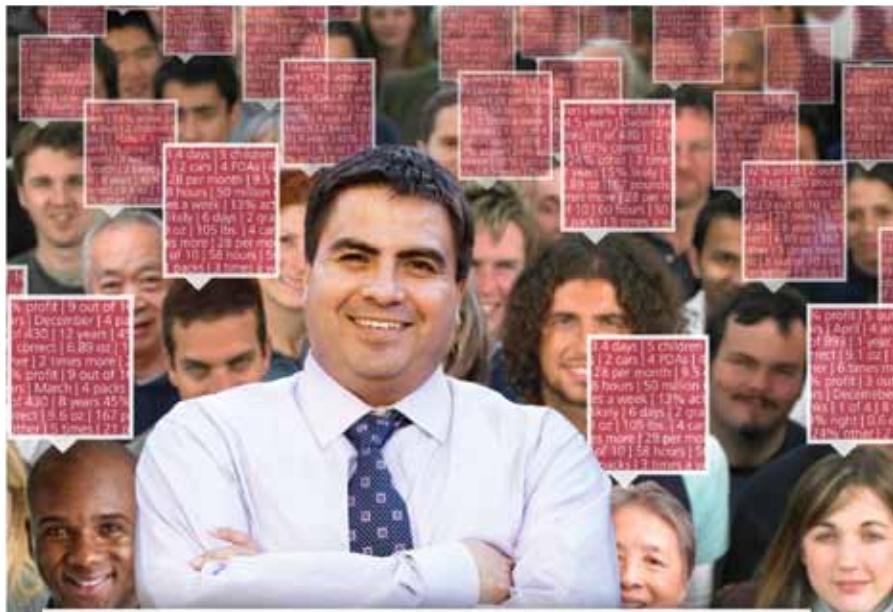
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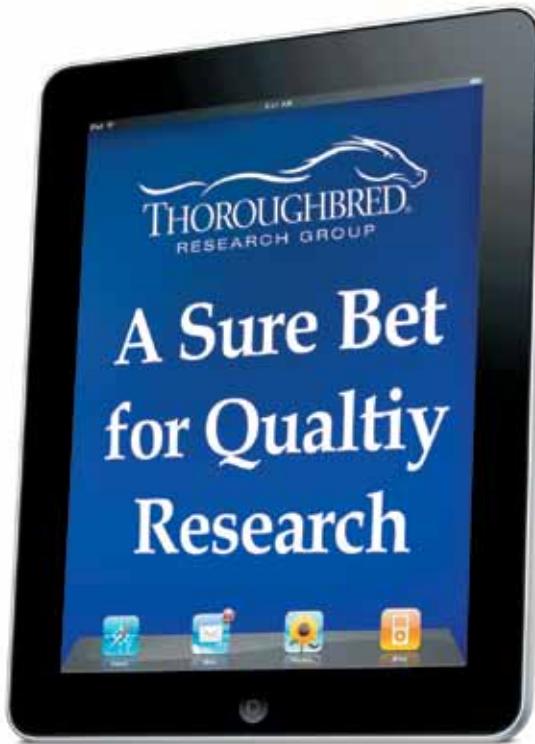
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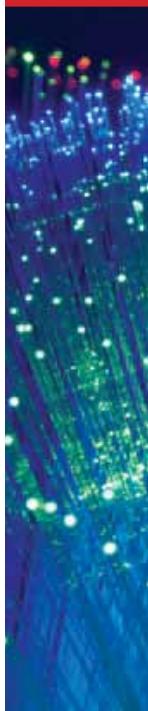
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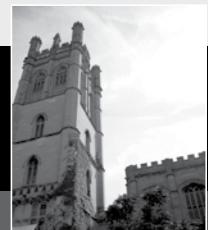
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Index

A

- Ackerson, Leland K. 169
Aderhold, Nathan 71
Agans, Robert P. 185
Agiesta, Jennifer 98, 108, 178
Aida, Masahiko 162
Akcin, Haci 122
Akin, Heather 83
Albaghal, Tarek 103, 110, 111, 189
Alderks, Cathie 126
Alemadi, Darwish 115, 177
Allum, Nick 105, 186
Amatruda, Jonathan 180
Amaya, Ashley 104, 120, 126, 144, 177
Anderson, Ashley 122
Anderson-Knott, Mindy 67
Anderson, Ronald E. 110
Ansolabehere, Stephen D. 113
Arbesman, Samuel 154
Armstrong, Katrina 79
Arteaga, Nelson 64
Arthur, Ann 103, 110, 111, 189
Arthur, James 140
Arya, Monisha 169
Ashenfelter, Kathleen T. 66, 97, 179
Ashley, Olivia S. 119
Atkinson, Leann 121, 158
Augenreich, Brianna 69
Avila, Igor V. 74
Aviles, Ana I. 66
Ay, Meryem 103, 110, 111, 189
Ayres, Whit 84

B

- Bachtell, Kate E. 76
Baghal, Tarek 110
Bailey, Justin T. 94, 131, 181
Bailey-Stone, Linda K. 161
Baim, Julian 149
Baker, Joe 112
Baker, Reg 113, 147
Baldwin, Alison K. 118
Ballou, Janice 179
Balluz, Lina 83, 191
Bandilla, Wolfgang 66, 74, 152, 155
Bannon, Brent 67
Barber, Michael 178
Barlas, Frances M. 152, 153, 189
Barnes, Stephen 120
Barrett, Kirsten 113
Barron, Martin 182
Basar, Ilgin 121
Bates, Nancy 63, 81, 179
Battaglia, Mike 116
Baumgardner, Stephanie 156
Bautista, Rene 151, 191
Beach, Jeremy 151
Beach, Scott 150
Beatty, Paul C. 142
Beauvais, Stephanie 166
Beck, Lee 63
Bedrous, Andrew V. 121
Beebe, Timothy J. 65, 142, 149
Behr, Dorothée 74, 155
Belcher, Cornell 85
Belden, Nancy 108
Belli, Robert F. 148
Benezra, Karen 131
Benford, Robert 149
Benkí, José R. 168
Benoit-Bryan, Jennifer 107
Ben-Porath, Eran 181



Index

- Bensky, E. Nicole 68, 131
Bergstrom, Jennifer C. Romano 75, 97, 132
Berinsky, Adam 132
Berkowitz, Susan 167
Berry, Sandra H. 167
Besen-Cassino, Yasemin 123
Best, Jonathan 99
Beth-Ellen Pennell 141
Bhutta, Christine B. 189
Bielick, Stacey 65
Biemer, Paul 115
Bilgen, Ipek 148
Bishop, George 189
Black, Penny 95
Blake, Margaret 179
Bloom, Joel D. 162
Blumberg, Stephen J. 142, 149
Blumenthal, Mark 84, 109, 162
Boals, TraShawna 82, 112
Bogen, Karen 81
Bogue, Suzanne 72
Bonilla, Tabitha 85
Boone, Tasha 126
Borick, Christopher P. 70, 128
Borie-Holtz, Debbie 104
Boucher, Victor J. 155
Boudreaux, Michel 65, 112
Boussios, Emanuel 109, 185
Boyd, Diana 126
Boyle, John M. 102, 116, 163
Bradford, Judith 75, 96
Braun, Michael 155
Bree, Nancy 166
Bremer, John 67
Brenner, Philip 190
Brick, J. Michael 80, 116, 140, 177
Brick, Pat D. 116
Brill, Margaret 141
Bristol, Kelly L. 68, 94
Brodie, Mollyann 99, 114
Brohinsky, Seth 71, 185
Broome, Jessica 168
Brossar, Dominique 122
Brown, Julie A. 68
Brown, Ryan A. 167
Brown, Sheryll 185
Bryant, Barbara E. 113
Buckley, Arianne 158
Burke, Brian 74, 129
Burkom, Diane R. 97
Burks, Anh Thu 117, 143
Burmester, Mike 77
Burns, Laura 119
Buskirk, Trent D. 107
Butler, Jason 186
Buturovic, Zeljka 121, 158
- C**
- Cagney, Patrick 66
Callegaro, Mario 97, 151, 180
Call, Kathleen T. 65, 149
Campanelli, Pamela 166
Cantave, Michelle A. 100, 116, 180
Cantor, David 139
Caplan, James 180
Cappella, Joseph N. 169
Carr, James 118
Caspar, Rachel 139, 150
Cassino, Dan 123, 128
Castellanos, Edgar Mauricio Bueno 71, 75
Catalanotto, Frank A. 142
Cerda, Martin 121
Cervantes, Paul F. Valdes 64, 74
Chang, LinChiat 114, 156
Chanley, Virginia 66
Chappell, Eric 69
Charalambous, Pambos 82



Index

Charles, Robia 103
Charoenruk, Nuttrirudee 188
Chavez, Noel 165, 188
Chen, Hsuan-Ting 73
Chen, Jennifer M. 132
Chevarley, Frances M. 155
Childs, Jennifer H. 148
Chmura, Lukasz 68, 80
Chokshi, Krishna 184
Cho, Sarah 99, 114, 156
Cho, Young I. 165, 188
Christian, Leah M. 128, 182
Christie, Thomas B. 108
Chun, Young 153
Cibelli, Kristen L. 74
Ciemnecki, David 118
Ciruli, Floyd 101
Clark, Andrew M. 108
Clark, Christine 129, 159, 186
Clark, Melissa 129
Clark, Richard L. 64, 128
Clark, Sarah E. Brady 176
Clement, Scott F. 85, 189
Cobb, Curtis 67, 187
Coffey, Lee Ellen 129
Cohen, Edward 177
Cohen, Hildie 126
Cohen, Steven B. 71
Coiner, Tania 66
Cole, Nancy 119
Colicchia, Michael 69
Collet, Christian 103
Connor, Sue 68
Conrad, Frederick G. 66, 67, 97, 146, 168
Conrey, Frederica 164
Contreras, Graciela 118
Cook, Sarah L. 131
Coombs, Julia F. 176
Cooper, Alexandra 75, 124
Cooper, Ashley Frear 67

Copeland, Kennon R. 149, 183
Cordova-Cazar, Ana Lucia 103, 110, 111, 189
Corso, Regina A. 152
Cosenza, Carol 152
Couper, Mick 119, 146
Cowles, Christine 117
Cox, Daniel 96, 109
Craighill, Peyton 128
Cralley, Marla D. 150
Crawford, Scott D. 129
Creel, Darryl 184
Croen, Alyson 120
Curlin, Farr A. 158
Currihan, Douglas B. 80, 112, 164
Czaplewski, Meredith 69

D

Dahlhamer, James M. 186
Dalrymple, Kajsa 187
Damiano, Pete 102
Daniel, Rhonda 65
Das, Marcel 97
Datta, A. Rupa 166, 187, 191
Davern, Michael 100
Daves, Robert P. 169
Davis, Mary C. 106, 156
Davis, Nicholas D. 83
Day, Brendan 151
Day, Orin 106
Dayton, James 77, 131
Deane, Claudia 99, 114
Dean, Elizabeth 118
DeBell, Matthew 85, 151
Dekker, Katie 192
de la Garza, Rodolfo 108
DeMaio, Theresa 179
Dennis, J. Michael 132, 166
Derecho, Azucena A. 119



Index

Dever, Jill 119, 163
 Devlin, Rebecca G. 155
 DiCamillo, Mark 84, 101
 Diehl, Claudia 111
 DiGaetano, Ralph 68
 Dijkstra, Wil 121
 DiJulio, Bianca 99, 156
 Dillman, Don A. 62, 125, 146
 Dimock, Michael 128, 182
 Diop, Abdoulaye 115, 118, 177, 182
 DiSogra, Charles A. 100, 151, 177
 Dixon, Dwayne 124
 Dixon, Kelly M. 100, 150
 Dolson, Tim 132
 Dominguez, Mireya 122
 Dorssom, Michael 104
 Doty, Michelle M. 65
 Downing, Kimberly 96
 Drew, Amy E. 121
 Driscoll, Heather 77, 131
 Duffey, Benjamin 157
 Dulaney, Rick 124
 Durocher, Becky 161
 Dusch, Gianna 156
 du Toit, Nola 143
 Dutwin, David 61, 65, 80, 102, 149, 181
 Dykema, Jennifer 95, 151

E

Earp, Morgan S. 93
 Eckman, Stephanie 81, 102, 192
 Edwards, Brad 124, 141, 167
 Edwards, Carol 106, 142
 Edwards, Michelle L. 125
 Edwards, Sherman 140
 Eisenhower, Donna 73, 116
 Ekins, Emily E. 154
 Elasmar, Michael G. 114
 Elawad, Elmogiera F. 115

Elkasabi, Mahmoud 150, 182
 Elliott, Marc N. 106, 142
 Ellis, Chris 74, 129
 Ellis, James M. 182
 Eltinge, John L. 158
 Elway, Stuart 101
 Emde, Matthias 151
 English, Ned 120, 144, 192
 Enriquez, Marisa A. 99, 153
 Estersohn, Daniel 100
 Evans, Mariah 117
 Evans, W. Douglas 187
 Eyerman, Joe 74, 129
 Eyster, Sandra 73
 Ezzati-Rice, Trena 68, 71

F

Fahimi, Mansour 102, 116, 177
 Faiella, Tim 151
 Fan, David 83
 Faulstich, Phillip L. 144
 Featherston, Fran 143
 Feinstein, Emily C. 157
 Feld, Karl 103
 Figueroa, Lucila 151
 Fiorio, Lee J. 126
 Fisher, Beth A. 120
 Fishkin, James S. 71
 Fleeman, Anna 102, 188
 Flory, Felix 83
 Fontes, Angela 99, 185
 Foster, Kelly N. 191
 Fowler, Floyd J. 152
 Fraga, Bernard 113
 Frankel, Laura Lazarus 184
 Franklin, Jeffrey 157
 Frasier, Alicia M. 142, 164
 Frear, Ashley J. 121
 Freese, Jeremy 168



Index

- Fricker, Scott 166
Fried, Brett 65
Fries, John 121
Fuchs, Marek 140, 151
Fuller, Kristin 106
Fulton, Jenna A. 107, 191
Funk, Carolyn L. 110
Furber, Robert 118
- G**
- Gabler, Siegfried 66
Ganesh, N. 149
Garbarski, Dana 168
Gardner, Veronica A. 69
Gaughan, Monica 191
Gaynor, Mark 107
Geddes, David 83
Geisen, Emily 131
Gentile, Claudia 112
Gentry, Robin 100, 116
George Higbie 179
Gerver, Miriam 112, 191
Gilbert, Brianne 74, 165
Gilbert, Emily 105, 186
Gilbert, Timothy R. 132
Gilljam, Mikael 104
Gindi, Renee 186
Gittelman, Steven H. 159
Glasner, Tina J. 121
Gluck, Adam 180
Godofsky, Jessica 163
Goerman, Patricia L. 165
Goidel, Robert K. 120, 154, 157
Goksel, Huseyin 68
Gollust, Sarah 157, 169
Gonzalez, Jeffrey M. 93
Goodin, Amy S. 185
Govern, Kelly 176
Grady, Sarah K. 72, 122
- Granberg, Donald 104
Grant, David 140, 141
Grau, Eric 93
Gravelle, Timothy B. 111
Graven, Peter 157
Gray, Michelle 179
Greby, Stacie M. 113, 182
Green, Annette M. 155
Green, Robert 180
Gregorowicz, Krysha 120
Grenier, Marco 140
Griffin, Angel B. 129
Griffin, Deborah H. 104
Griffin, Todd 120
Grim, Brian 69
Groenhout, Brianna 122
Gross, Wendy 85, 108
Groves, Robert M. 166, 168
Gunter, Nelson 177
Gunther, Albert C. 83
Guterbock, Thomas M. 118, 130, 182
- H**
- Haber, Laura 106
Hackett, Conrad 69
Haeder, Sabine 66
Haggerty, Catherine 120, 143
Hamel, Elizabeth 99
Hamilton, Allison 96
Hannah, Kristie M. 140
Harkness, Janet A. 94, 141
Harm, Darin 158
Harriso, Chase 64
Harris, Sarah 106
Hartge, John 139
Hartman, Anne 166
Hartwell, Tyler D. 155
Harvey, Jennifer 160
Hastedt, Sarah 143



Index

Haviland, Amelia 106, 142
Hawes-Dawson, Jennifer 153
Hayes, William 69
Hazelton, Fred 72
Head, Brian 119
Hendarwan, Erlina 100
Henderson, Vani 180
Henning, Jeffrey 127
Hepburn, Peter S. 166, 187, 191
Herbenick, Debra L. 119
Hernandez, Sarah 122
Heyman, Lancey 149
Hicks, Lorna 124
Hicks, Wendy 68, 124
Higgins, William B. 153, 189
Hill, Jason 180
Hillygus, Sunshine 184
Hinkins, Susan 159
Hoekstra, Anne Bonsall 102
Hoewyk, John Van 63
Holbrook, Allyson L. 165, 188
Holden, Rosemary 117
Holder, Tommy 76
Holland, Temika 179
Holm, Bengt 104
Holmes, John Lee P. 182
Holm, Ingrid 180
Holtby, Sue 141
Holzbaur, Gerry 116
Hope, Steven 179
Hornbeck, Stephen R. 69
Horn, Carl Van 163
Horner, Sabine 73
Horowitz, Juliana M. 110, 165
Horwitz, Rachel 106
Hottinger, Christy 181
Howell, David 115
Huang, Lei 111, 189
Huang, Reiping 183
Hüfken, Volker 76

Hughes, Robert 129
Hugick, Larry 99
Huiskes, Mike 168
Huntington, Noelle 180
Hu, Sean 191
Hutchings, Vincent L. 78

I

Iachan, Ronaldo 126
Iannacchione, Vincent G. 116, 144, 192
Ignatov, Mario 85
Immerwahr, Stephen 73, 116
Ingels, Julie 141
Israel, Glenn D. 125
Ivancin, Maria 110, 187

J

Jablonski, Wojciech 129, 168
Jackman, Simon 78
Jackson, Natalie 185
Jamanca, Jessica 121
Jang, Donsig 120
Jans, Matthew 66, 97, 132, 148
Jaszczałk, Angela 69, 184
Jeannis, McKinlay 73, 156
Jenkins, Krista 128
Jeong, Sun Ho 73
Jin, Teresa (Ye) 72, 94
J. M. Dennis 163
Johnson, David R. 130, 184
Johnson, Edward P. 76, 124
Johnson, Timothy P. 107, 147, 153, 165, 188
Jones, Jeffrey M. 78, 109
Jones, Robert P. 96
Jones, Sarah 119
Jones, T. David 76, 159
Jones, Timothy M. 187
Jorgensen, Stacia 67, 121



Index

Joseph, Cathy 72
Joshiipura, Megha 106
Jurgenson, Nathan 148

K

Kachhi, Dinaz 68
Kaczmarek, Lars 66, 74, 152, 155
Kalb, Laura 119
Kan, Marni 119
Keeter, Scott 74, 147, 162, 182, 189
Keirns, Tracy A. 113
Kelley, C. G. 190
Kelley, Jonathan 156
Kelley, S. M. 185, 190
Kelly, Richard H. 132
Kennedy, Courtney 72, 102, 149
Kennedy, Erin 182
Kennedy, John 82
Kennel, Timothy L. 80, 144
Kenski, Kate 99, 153
Keusch, Florian 81, 160
Khan, Mohammad N. 115
Khare, Meena 120, 164, 183
Kiley, Jocelyn 74, 128, 181, 189
Kilger, Max 127
Kim, Jibum 181
Kim, Jiyoun 122
Kim, Nuri 123
Kindelan, Megan 126
Kinnucan, Mark 132
Klein, David J. 106
Knecht, Alex 122
Kniss, Chad 95
Koppelman, Missy 68
Kosicki, Gerald M. 114, 152
Kreuter, Frauke 81, 148, 168
Krishnamurty, Parvati 151
Krosnick, Jon A. 67, 70, 75, 97, 105, 108,
114, 152, 156, 163, 186, 188

Krotki, Karol 149
Kruse, Yelena 166
Kulka, Dick 167
Kumar, Virender 68
Kunta, Neelima 124
Kunz, John F. 68
Kunz, Tanja 140

L

Lacey, Jill 66
Ladwig, Peter 122
Laflamme, Francois 159
Lafleur, Kimberley 75
Lai, Jennie W. 72, 82, 112, 131, 158
Lamatsch, Thomas 154
Landau, Jocelyn 79, 169
Lan, Flora F. 120
Langer, Gary 69, 127, 154
Lapham, Susan 73
Latterner, Michael 76, 122, 144
Lauderdale, Diane 181
Lavrakas, Paul J. 108, 153, 175
Lawrence, Michael 77
LeBaron, David 83
Lee, Geon 107
Lee, Jim 145
Lee, Kimya 167
Lee, Lisa 118, 151
Lee, Sunghee 79, 157
Lee, Yongmo 181
Lefkowitz, Doris 68
Lein, Vicki 151
Le, Kien T. 115, 118, 177
Lelkes, Yphtach 188
Lenski, Joseph W. 82
Lesperance, Anne-Marie 155
Lesser, Virginia M. 125
Le, Trung K. 182
Levine, Burton 140



Index

- Levin, Kerry 166
Levy, Don 105, 145
Lewis, Faith 102
Lewis, Taylor H. 65, 120
Lien, John 149
Lind, Colene J. 187
Link, Michael W. 61, 68, 72, 82, 94, 112, 131, 144
Linse, Kyra 118
Lin, Yuchieh 141
Li, Rick 119
Liu, An 159
Liu, Lin 183
Liu, Lu 181
Liu, Mingnan 82
Liu, Sean S. 129
Li, Ying 100
Locke, Robynne A. 159
Logan, Henrietta L. 142
Long, Sharon 102
Lopez, Carmen 156
Lopez, Mark 130, 181
Lorence, Boris 129
Losch, Mary E. 102, 149
Lu, Bo 126
Luks, Samantha 132
Lundeen, Katie 184
Lynch, Jenny 158
- M**
- MacInnis, Bo 70, 75, 105
Maitland, Aaron 186
Makowska, Hala 131
Malarek, David 116, 177
Manayeva, Natalie 187
Manen, Scott Van 121
Mann, Chris 178
Mansfield, Wendy 66, 163
Marie, Inger 69
Marissa Fond 179
Markesich, Jason 112
Marsden, Peter V. 78
Marsh, Sean 95, 180
Marsh, Shawn 112
Martini, Peter J. 96
Massoudi, Barbara 131
Mattox, Tiffany 117
Matulewicz, Holly H. 119
Maynard, Douglas W. 168
Maynard, Marc 64
Mazloom, Joe 121, 158
McAlpine, Donna D. 65, 93, 149
McCarthy, Tricia 126
McCaskill, Lisa 161
McClain, Colleen 129
McCready, William C. 96, 119
McCutcheon, Allan L. 69, 103, 110, 111, 154, 189
McDermott, Monika L. 85
McKamey, Allison C. 144
McKinney, Ryan 65, 158
McLaren, Elke 102
McMichael, Joe 144
McPhee, Cameron 72, 122
McPhillips, Jane 184
McQuighan, Lisa 117
McQuillan, Julia 67, 121
McSpurren, Kathleen 95
Medway, Rebecca 95, 146
Melgar, Ana 117
Merry, Tara 73, 116
Messer, Benjamin L. 125
Miles, Matthew 103
Millar, Morgan M. 125
Miller, Jon D. 83, 152
Miller, Kristen 179
Miller, Patrick 75
Miller, Peter V. 81, 84, 126, 147
Minden, Sarah 72



Index

Minser, Jason 72
Mneimneh, Zeina 107
Moberg, Paul 95
Mo, Cecilia H. 85
Mohler, Peter P. 79, 94
Mokrzycki, Michael 64, 145, 162, 189
Monson, J. Q. 178
Montaquila, Jill M. 80
Montgomery, Robert 142, 164, 182
Mooney, Courtney N. 65
Mooney, Geraldine 126, 150
Moore, Danna L. 81, 104, 155
Morgan, Mark 117
Morgeson, Forrest V. 113
Morin, Rich 78, 152
Morrison, Heather M. 164
Mortensen, Maja 69
Morton, Katherine B. 144
Mor, Vincent 129
Mosorjak, Greg 72
Moynihan, Patrick 95
Moy, Patricia 98
Murphy, Joe 118
Murray, Patrick 145, 162
Muzzy, Seth H. 126

N

Nair, Vrinda 100, 159
Nelson, Dawn 107
Nemeckay, Kyley 154
Neuman, Keith 94, 151
Newsome, Jocelyn 166
Newton, Lydia 125
Nguyen, Duoc 102
Nichols, Elizabeth 148, 179
Nielsen, Daniel 67
Noel, HarmoniJoie 192
Norpoth, Helmut 64, 109, 162
Nunge, Elizabeth 119

O

Obenski, Sally 63
Oberkofler, Jerry 116
O'Connor, Kathleen S. 142
O'Hare, Barbara 184
Okon, Aniekana 140
Olivares, Yvonne 117
Olmsted-Hawala, Erica L. 75
Olson, Kristen 125, 150
O'Malley, Alistair J. 154
O'Muircheartaigh, Colm 192
O'Neil, Michael J. 101, 130
Ongena, Yfke 168
Ormson, Elizabeth 149
Orr, Nate 142
Osborn, Larry 66, 96



Index

P

Paasche, Julie L. 106

Pacer, Julie A. 72

Palit, Charles 127

Palozzi, Vincent J. 158

Pamela Campanelli 179

Pan, Yuling 99

Panzarella, Erin 141

Paoli, Nadia 157

Parkhurst, Bryan C. 71

Park, Hyunjoo 181

Park, Royce 140

Pasek, Josh 163

Patterson, Kelly D. 178

Pelletier, Caroline 82

Peng, David 177

Pennell, Beth Ellen 168

Pens, Yelena 159, 180

Pepe, Denise 102

Pequegnat, Willo 155

Persson, Mikael 104

Pessala, Anne 69

Petersen, Thomas 98

Peugh, Jordon 65, 73, 157

Peytcheva, Emilia 67

Peytchev, Andy 67

Phelan, Julie E. 127, 154

Phillips, Benjamin 71, 73, 131, 185

Phipps, Polly 93, 112, 139

Piani, Andrea L. 113

Piekarski, Linda 100

Pierannunzi, Carol 122, 191

Pineau, Vicki J. 116

Pinkus, Susan 84

Plutzer, Eric 169

Poehler, Elizabeth 176

Pond, Allison 110, 189

Porter, Colleen K. 99, 142

Potok, Nancy 63

Prabhakaran, Jyothsna 160

Pratt, Daniel 119

Pratt, James 129

Prisuta, Robert H. 121

Puniello, Orin T. 118

Q

Quach, Victor 179

R

Rabe, Barry G. 70

Raglin, David 156

Rahim, Hanan A. 115

Ramanadhan, Shoba 169

Ramani, Angelina N. Kewal 75

Ramirez, Carl M. 66, 146

Ranbom, Lorin 161

Rao, Kumar 117, 132

Rapoport, Robyn 149

Rasinski, Kenneth A. 158

Redel, Nicholas M. 119, 191

Redford, Jeremy 143

Redlawsk, David P. 96, 117

Redline, Cleo D. 66, 188

Reece, Michael 119

Reefhuis, Jennita 155

Remolona, Michael 77

Remr, Jiri 70

Rexrode, Deborah 118

Richardson, Amanda 67, 121

Richardson, John 69

Ridolfo, Heather 179, 192

Rivers, Doug 132, 163

Rivlin, Allan 127

Robb, William 140

Roberton, Sarah 94

Roberts, Caroline 105

Robins, Cynthia 167



Index

Robinson, John P. 83
Rodney L. Terry 179
Rodriguez, Jesús Irineo C. 74
Rodriguez, Rolando 148
Rogers, Michelle 129
Rogers, Wendy A. 75
Rosenbaum, Janet 107
Rosenfeld, Michael J. 96
Rosenthal, Seth 145
Roth, Veronica 119, 184
Rowling, Charles M. 187
Rucinski, Dianne 114
Ruiter, Michelle 106
Ruthenburg, Rebecca 164

S

Saad, Lydia 78
Sage, Adam 74, 129
Sahgal, Neha 110, 165
Sahr, Timothy 126, 161
Sakshaug, Joseph W. 186
Saleska, Erica 124
Salvanto, Anthony 101
Sanders, Tim 130
Santos, Adella 143
Santos, Robert 130
Scagnelli, Jeff 117
Schaeffer, Nora C. 151, 168
Schaffner, Brian F. 113
Schaurer, Ines 66, 152
Schell, Terry L. 167
Scheufele, Dietram 122
Scheuren, Fritz 153
Schmuhl, Nicholas Brigham 83
Schober, Michael F. 66, 67
Schofield, Rob 130
Schonlau, Matthias 77
Schroeder, Paul 192
Schulman, Mark A. 185

Schultz, Marion 155
Schulz, Richard 150
Schwartz, Samantha L. 68, 152
Schwede, Laurie 79
Scott, Leslie 73
Sedlak, Andrea 139
Segal, Vivienne 112
Segura, Gary 78
Semans, Karen 73
Sembajwe, Rita 131
Shah, Timothy S. 110
Shamir, Jacob 103
Sha, M. Mandy 99, 181
Shand-Lubbers, Jeffery 65, 157
Shands, Yvonne 106
Shapiro, Robert Y. 64
Shariff-Marco, Salma 165, 166
Shavitt, Sharon 165, 188
Sheets, Penelope 187
Sherr, Susan 102
Shin, Hee-Choon 181
Shook-Sa, Bonnie E. 80, 144, 192
Shuttles, Charles D. 102, 113
Sidman, Andrew 64
Sikes, Nathan 74
Simpson, Joe 157
Singer, Eleanor 63, 95
Singleton, James A. 83, 120
Sipulski, Edward 104
Siu, Alice 71
Skalland, Benjamin 164
Skinner, Gideon 98
Skvoretz, John 158
Slavec, Ana 164
Sloan, Matt 113
Smith, Andrew 128, 169
Smith, Elisha 126, 161
Smith, Gregory A. 189
Smith, Keith 106
Smith, Philip J. 113, 183



Index

- Smith, Tim 139
Smith, Tom W. 64, 78, 98, 166
Smyth, Jolene 125, 150
Solop, Fred 111, 130
Spera, Christopher 126, 160
Sporer, Ryan A. 79
Sprachman, Susan 141, 161
Stainback, Kevin 82
Strange, Mathew 94, 150
Stapleton, Carey 131, 188
Stapleton, Martha 166
Stasny, Elizabeth 161
Steiger, Darby 67, 154
Steingraber, Heather G. 142
Stettler, Kristin J. 105, 143
Stevenson, Clint W. 178
Stevenson, John 95
Stewart, Timothy D. 176
Stolzenberg, Stephanie J. 144
Streicher, Janet L. 127
Strickland, Margaret E. 116
Stringer, M.C. 113
Stringfield, Jonathan D. 79
Strobl, Matthew 129
Struminskaya, Bella 66, 152
Suls, Robert 109, 189
Sumler, Brittany D. 76, 159
Sun, Hanyu 146
Suong, Clara 64
Suzer-Gurtekin, Zeynep 150, 182
Szoc, Ronald Z. 68, 126, 152
- T**
Tancreto, Jennifer G. 106, 156
Tangel, Virginia 117
Tao, Xian 182
Tarnai, John 151, 155
Tate, Nicole 157
TenBroeck, Shannon 142
- Terrell, Dek 120
Terrey, Stephanie A. 129
Terry, Tamara L. 73, 156
Tessler, Mark 115
Theriault, Andrew 169
Thissen, M. Rita 124
Thomas-Banks, Dawn 73
Thomas, Randall K. 67, 68, 97, 152, 153, 189
Thompson, Anna 118
Thompson, John 63
Tilburt, Jon 142
Tillmann, Kevin 85, 177
Tinker, Sarah 155
Tobias, Josua 73
Toepoel, Vera 177
Toit, Nola du 143
Tolbert, Caroline 96
Tomaszczyk, Alicia C. 104
Tompson, Trevor N. 98, 108, 111, 114, 149, 153, 166, 184
Torongo, Robert J. 154
Toth, Daniell 93
Touarti, Christina 186
Tourangeau, Roger 61, 81, 95, 107, 146, 188, 191
Triplett, Timothy 100, 102
Trounstine, Phil 84
Trussell, Norm 117
Tucker, Clyde 178
Turakhia, Chintan 71, 118
Turner, Joanna M. 112
Turner, Scott 95, 180
Tyson, Alec 74



Index

U

Ulrich, Kevin 114

V

Vaart, Wander V. 121

Vanicek, Jennifer 104

Vanno, Lorelle 72, 112

Vaughan, Roger 157

Vehovar, Vasja 164

Viera, Luciano 95, 180

Willard, Jean 102

Williams, Ann E. 76, 159

Williams, Cassie 119

Williams, Daniel E. 106

Williams, Douglas 116

Williams, Dustin 186

Willingham, John 177

Willis, Gordon B. 165, 166

Willis-Walton, Susan 70

Wilmoth, Gregory 66

Wilson, Craig 101

Winneg, Kenneth 178

Wintz, Jeanne 126

Wittrock, Jill 115

Wlezien, Christopher 98

Woehrstein, Melissa 74

Woelk, Godfrey B. 155

Wolter, Kirk M. 149, 182, 183

Wonders, Nancy 130

Woodwell, David 142

Woolley, Peter 128

Wooten, Karen 120, 164

Wright, Debra 113

Wright, Graham 71, 73

Westwood, Sean J. 71, 77, 123

Whitmore, Roy 186

Willard, Jean 102

Williams, Ann E. 76, 159

Williams, Cassie 119

Williams, Daniel E. 106

Williams, Douglas 116

Williams, Dustin 186

Willingham, John 177

Willis, Gordon B. 165, 166

Willis-Walton, Susan 70

Wilmoth, Gregory 66

Wilson, Craig 101

Winneg, Kenneth 178

Wintz, Jeanne 126

Wittrock, Jill 115

Wlezien, Christopher 98

Woehrstein, Melissa 74

Woelk, Godfrey B. 155

Wolter, Kirk M. 149, 182, 183

Wonders, Nancy 130

Woodwell, David 142

Woolley, Peter 128

Wooten, Karen 120, 164

Wright, Debra 113

Wright, Graham 71, 73

X

Xenos, Mike 122

Xia, Kanru 126, 159



Index

Y

- Yancey, Tracie 80
Yang, Daniel 125
Yang, Yongwei 97
Yan, Ting 166, 187, 191
Yeager, David S. 70, 105, 163
Ye, Cong 191
Yoon, John D. 158
Young, Clifford A. 162
Young, Rebekah 105, 130
Yuan, Michelle 181
Yuran, Dzmitry 187

Z

- Zahnd, Elaine G. 141
Zelenak, Mary Frances 106, 156
Zeng, Wei 164
Zhang, Chan 95
Zhang, Zhiwei 126, 160
Ziegenfuss, Jeanette Y. 93, 142
Ziniel, Sonja 180
Zodet, Marc 71
Zsolt, Nyiri 111
Zukerberg, Andrew 65, 161
Zukin, Cliff 127, 163
Zúñiga, Homero Gil de 73
ZuWallack, Randal 140, 164



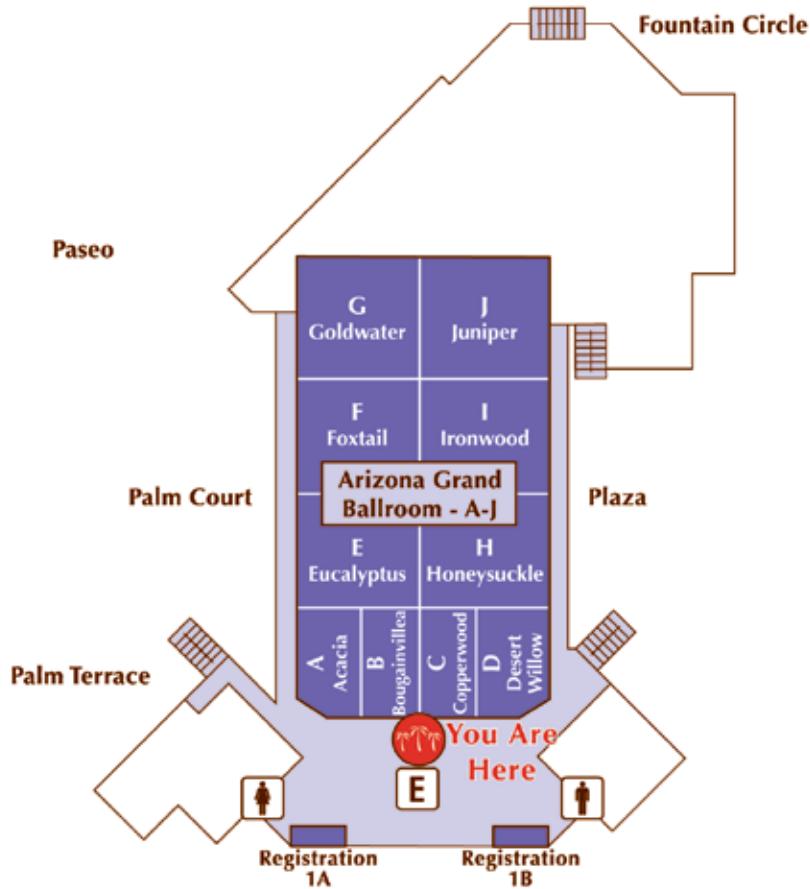
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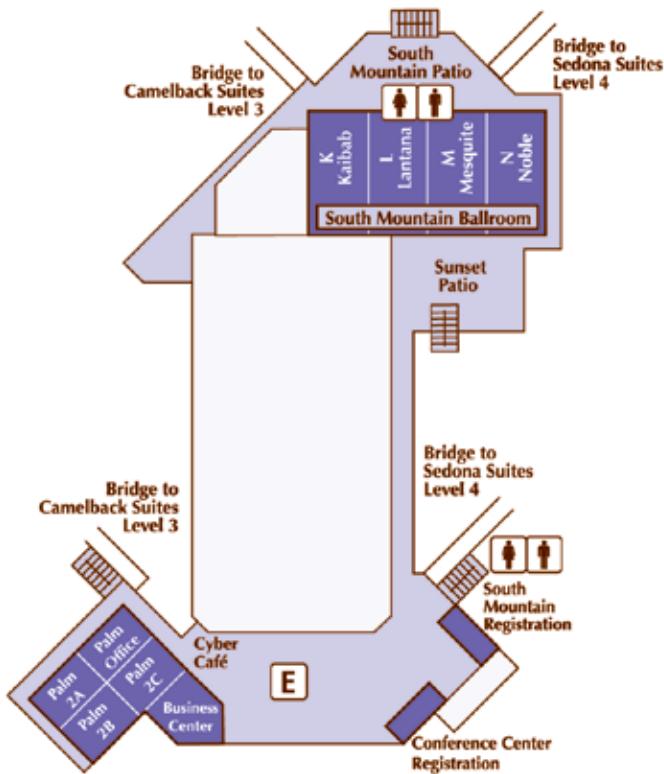
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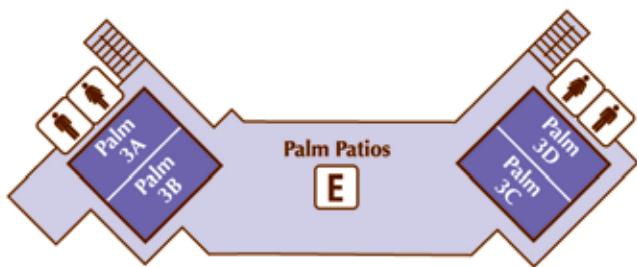
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