

Asking Critical Questions: Toward a Sustainable Future for Public Opinion and Social Research

Conference Program

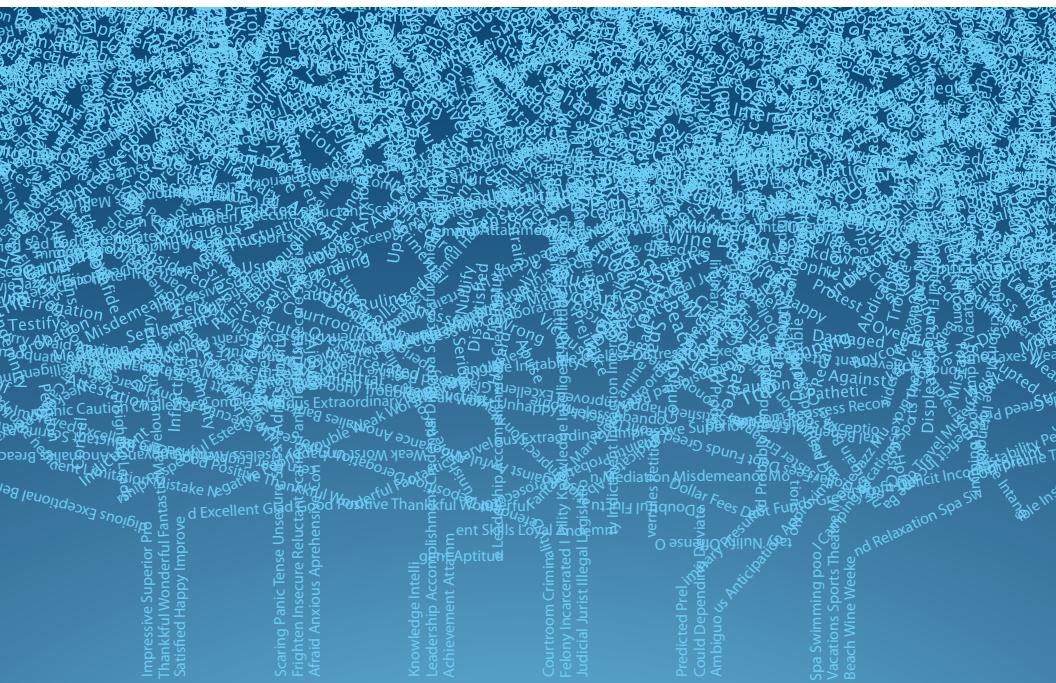
AAPOR
68th Annual Conference
May 16 – 19, 2013
Seaport Boston Hotel &
Seaport World Trade Center
Boston, Massachusetts

WAPOR
66th Annual Conference
May 14 – 16, 2013
Boston University, Photonics Center
Boston, Massachusetts



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Conference App

A conference app with the program information and scheduling tool was developed by RTI International. The AAPOR 2013 app is now available for download for both Apple (iPhone/iPad) and Android devices from the app stores. Please see http://www.aapor.org//AM/Template.cfm?Section=AAPOR_Annual_Conference for more information.



Greetings!

Welcome to Boston and the 68th Annual Conference of the American Association for Public Opinion Research (AAPOR) and the 66th Annual Conference of the World Association for Public Opinion Research (WAPOR). WAPOR meets May 14 – 16, 2013, at Boston University, Photonics Center in Boston, Massachusetts. AAPOR meets May 16 – 19, 2013, at the Seaport Boston Hotel & Seaport World Trade Center.

This year's conference includes four days of provocative sessions, a distinguished panel discussing "Polling, New Analytics and the 2012 Elections," and in-depth short courses. We encourage you to take advantage of the historical location, social activities and the exceptional learning opportunities and networking planned for our attendees.

Our theme this year is **Asking Critical Questions: Toward a Sustainable Future for Public Opinion and Social Research.** Public opinion and survey researchers are operating in a time of considerable challenge and change. Securing respondent cooperation from an increasingly wary population has never been more difficult, and costs to produce comparable amounts of data have risen over time. It has become clear that addressing such challenges requires researchers to be adaptable and innovative – for example, through increased flexibility in working with respondents in modes of their choice, and by designing correspondingly nimble data collection instruments.

Even with such innovation, some research questions require data beyond what surveys produce. Researchers have long relied on complementary qualitative or administrative data for various purposes. Now, data from non-probabilistic panels, as well as data not originally generated for research purposes (social media, Internet usage and commercial transactions, among others); are also increasingly available. It is not completely clear to what extent these data meet our research needs, but their proliferation certainly calls for continued evaluation.

Ensuring a sustainable future for public opinion and social research will require both continued innovation in traditional survey methods and increased consideration of what emerging approaches do and do not contribute to our field. The 2013 AAPOR Annual Conference will serve as a forum to ask critical questions about both.

In keeping with long-standing AAPOR tradition, the 2013 conference will be rich with discussion on how public opinion is shaped and its consequences for individuals and collectives. Numerous presentations will address all aspects of survey research methodology. More than 500 papers and posters will be presented during the conference.

(next page)



AAPOR 68th Annual Conference

Networking opportunities, short courses, Meet the Author sessions and an outstanding exhibit hall will offer additional opportunities for attendees to develop expertise to ensure maximum educational benefits.

We hope that you will find the next four days informative, engaging and thought-provoking.



Paul Beatty,
Conference Chair



Susan Pinkus,
Associate Conference Chair

About AAPOR

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



General Information

The AAPOR Registration Desk is located at the Seaport World Trade Center on Plaza Level 3.

Short Course Registration Hours

Wednesday, May 15 1:00 p.m. – 3:00 p.m.

AAPOR General Registration Hours

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

WAPOR Registration Hours

The WAPOR Registration Desk is located in the 9th Floor Atrium, of the Boston University Photonics Center.

Tuesday, May 14	9:00 a.m. – 9:30 a.m. and 5:00 p.m. – 6:00 p.m.
Wednesday, May 15	8:00 a.m. – 5:00 p.m.
Thursday, May 16	7:30 a.m. – 5:00 p.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® (or similar software) must bring their presentation on a flash drive to the AV technician at the registration desk at least 24 hours prior to their session. The presentations will be loaded onto the computer in the designated meeting room.

Conference Materials

The final program and abstracts are available on the conference website.

Messages

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



Plenary Session

Thursday, May 16, 8:00 p.m. – 9:30 p.m.

Polling, New Analytics and the 2012 Election

Location: Commonwealth Complex C-E

This year's plenary session will explore a variety of perspectives on measuring, understanding, and influencing public opinion and voter intentions leading up to the 2012 presidential election. The campaign season was marked by plentiful if sometimes contradictory analysis of prevailing trends, the impact of key events in the campaign, and the role of undecided voters. But what did the polls really tell us about public opinion leading up to the election? What issues were most critical to voters, what were the truly consequential events that formulated voter intentions, and what data were best suited to explain the thoughts of the electorate? And, how well did the polls point toward Election Day outcomes, both individually and in aggregate? The plenary will also explore major developments in the role of new data sources and analytics in understanding voter intention and targeting messages to influence votes. How do big data factor into the modern campaign, how are the data used? More generally, what do these new data sources portend for polling as it exists today?

A distinguished panel with representatives from the media, academia, and a presidential campaign will offer thoughts through presentations and moderated discussion. Panelists include Ron Brownstein, Editorial Director of National Journal; Lynn Vavreck, professor of political science and communication studies at UCLA; and Dan Wagner, Chief Analytics Officer of the 2012 Obama campaign. Long term AAPOR member Mark Blumenthal, Senior Polling Editor of the *Huffington Post*, will moderate.



Plenary Session

Thursday, May 16, 8:00 p.m. – 9:30 p.m.

Plenary Session participants include:



Ronald Brownstein, Panelist

Ronald Brownstein, a two-time finalist for the Pulitzer Prize for his coverage of presidential campaigns, is National Journal Group's Editorial Director, in charge of long-term editorial strategy. He also writes a weekly column and regularly contributes other pieces for both *National Journal* and *The Atlantic*, and coordinates political coverage and activities across publications produced by Atlantic Media. Brownstein also writes for *2012 Decoded*.

Brownstein's sixth and most recent book, *The Second Civil War: How Extreme Partisanship Has Paralyzed Washington and Polarized America*, was published by Penguin in November 2007. He has twice been named a finalist for the Pulitzer Prize, receiving that recognition for his coverage of both the 1996 and 2004 presidential campaigns. In addition, he is the recipient of several journalism awards, including the Exceptional Merit in Media award from the National Women's Political Caucus, the Excellence in Media award from the National Council on Public Polls in 2005, and the Journalist of the Year award from the Los Angeles Press Club in 2005. In 2007, the American Political Science Association presented him its Carey McWilliams award for lifetime achievement, granted to honor a major journalistic contribution to our understanding of politics.



Lynn Vavreck, Panelist

Lynn Vavreck is a professor of political science and communication studies at UCLA. She is the author of three books on elections and campaigns: *The Message Matters: The Economy and Presidential Campaigns*; *The Gamble: Choice and Chance in the 2012 Presidential Election* (with John Sides); and *Campaign Reform: Insights and Evidence* (with Larry M. Bartels). She is also one of the authors of a popular textbook on American politics more generally, *The Logic of American Politics* (with Sam Kernell, Gary Jacobson, and Thad Kousser). Professor Vavreck is a frequent contributor to the *New York Times*'s editorial pages and its *Campaign Stops and Room for Debate Blogs*, where she wrote about real-time data analysis on undecided voters during the 2012 election. Her political analyses have been featured on CNN, MSNBC, C-SPAN, Fox Business News, NPR, and the BBC. She serves on the boards of the American and British national election studies and teaches courses at UCLA on American politics, campaigns, polling and the 1960s.

Plenary Session

Thursday, May 16, 8:00 p.m. – 9:30 p.m.



Dan Wagner, Panelist

Dan Wagner served as the Chief Analytics Officer for the 2012 Obama Presidential campaign. In this position, he oversaw a 54-person team of analysts, engineers and organizers that provided analytics and analytics technologies for voter contact, digital, paid media, fundraising, communications and campaign strategy. The department's work has been highlighted in *Time Magazine*, *Technology Review*, *Bloomberg*, *Harper's* and other outlets.

Previously, Wagner served as the National Targeting Director for the Democratic National Committee where he oversaw the committee's microtargeting and predictive analytics for the 2010 midterm elections. Wagner started in politics on the 2008 Obama campaign as the Deputy Voter File Manager in Iowa, then worked as a senior Data and Targeting Director in three primary states. During the 2008 general election he worked as the Great Lakes Targeting Director in campaign headquarters and eventually oversaw national Get out the Vote (GOTV) targeting efforts.



Mark Blumenthal, Moderator

Mark Blumenthal is the senior polling editor of the *Huffington Post* and the founding editor of Pollster.com. In May of 2007, along with Pollster.com co-creator Charles Franklin, Blumenthal received the Warren J. Mitofsky Innovators Award for Pollster.com from AAPOR. In 2005, the National Council on Public Polls awarded Blumenthal and the MysteryPollster blog a special citation for its work explaining polls to the Internet reader.

Blumenthal worked in the political polling business for more than 20 years, conducting and analyzing political polls and focus groups for Democratic candidates and market research surveys for major corporations. His experience includes work with pollsters Harrison Hickman, Paul Maslin, Kirk Brown, Celinda Lake, Stan Greenberg and 15 years with his former partners David Petts and Anna Bennett in the firm formerly known as Bennett, Petts and Blumenthal (BPB). In January of 2007, he left BPB to devote full time to Pollster.com.



Highlights

Education – Short Courses

Six in-depth short courses are offered to enhance your learning experience. Course offerings include:

- Course 1:** Weighting Sample Survey Data, 201
- Course 2:** Twitter and Public Opinion Research: Who, What, When, Where, Why and How
- Course 3:** Mail and Telephone Data Collection With Address-Based Samples
- Course 4:** Advanced Focus Group Moderator Techniques
- Course 5:** How to Publish in Survey Research: Strategies, Venues, Opportunities and Errors to Avoid
- Course 6:** Cellular Telephone Methodology: Sampling, Targeting and Dispositioning

There is still time to register for a short course. Sign up at the registration desk! For course descriptions see pages 93, 99, 100 and 217.

Exhibit Hall Hours

Thursday, May 16	3:00 p.m. – 5:30 p.m.
Friday, May 17	7:00 a.m. – 4:30 p.m.
Saturday, May 18	7:00 a.m. – 2:00 p.m.

The AAPOR Annual Conference Exhibit Hall, located in Commonwealth Complex A & B, 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.

Win a \$100 gift card by visiting AAPOR Exhibit Hall! Drop off your business card in the exhibit hall near the entrance to the Plenary Sessions. Excludes exhibit personnel.

The drawing will be held during Saturday's lunch, located in the Commonwealth C-E.

New-Member & All-Chapter Reception

Thursday, May 16, 6:00 p.m. – 7:00 p.m.

Plaza Ballroom at the Seaport Boston Hotel

Places to go and people to meet – that's what this reception is all about!

First-time attendees get the chance to mix and mingle with long-time

AAPORites, get a feel for what AAPOR is all about, and learn what's going on at each of AAPOR's seven regional chapters.



Highlights

Dinner and Plenary Session

Thursday, May 16, 7:00 p.m. – 9:30 p.m. • Commonwealth Complex C-E

Enjoy a great meal and the mental stimulation that only the AAPOR conference can deliver! The floor will be open for questions following the plenary presentation.

Presidential Address

Friday, May 17, 11:45 a.m. – 12:30 p.m. • Amphitheater

Join fellow attendees for an insightful presidential address from AAPOR President Paul J. Lavrakas.

Town Hall Meeting

Friday, May 17, 3:15 p.m. – 4:00 p.m. • Waterfront 1

What's on your mind? Elected members of AAPOR's Executive Council will be on hand for this informal meeting for members and prospective members.

Student Meet & Greet

Friday, May 17, 6:00 p.m. – 7:30 p.m. • Back Bay Complex

Calling all students! Join us for a student meet-and-greet hosted by the AAPOR Membership & Chapter Relations Committee. Come meet and mingle with other students, learn about AAPOR's resources, and share your thoughts about how AAPOR can best serve our student members. Refreshments will be provided. And whether or not you make it to the meet-and-greet, join other students for an informal dinner off-site (meet at the AAPOR Registration Desk at 7:45 p.m., email crsteele@wisc.edu to RSVP).

AAPOR Membership and Business Meeting

Saturday, May 18, 4:00 p.m. – 6:00 p.m. • Amphitheater

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

President's Reception & AAPOR Awards Banquet

Saturday, May 18, 6:30 p.m. – 10:00 p.m.

Commonwealth A & B and Commonwealth Complex C-E

AAPOR's traditional Saturday-night program is a chance to enjoy a cool drink 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.



Things to Do, Places to Go: AAPOR Social Activities

Golf

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

The Annual AAPOR Golf Outing will be held at William J. Devine Golf Club in Franklin Park, with tee times starting at 7:30 a.m. William J. Devine Golf Course at Franklin Park was established October 26, 1896, and is the second oldest public golf course in the nation. It is a place where the leading figures of golf converge in history and where countless unsung heroes have championed the public game. Find out why *Golf Digest* rated the facility as one of the best places to play in 2007, 2008 and 2009. From tee to green you will find a variety of challenges that will always bring you back for more!

Fun Run/Walk

Saturday, May 18, 7:00 a.m.

Seaport Boston Hotel Plaza Level Entrance

The Run/Walk will take place along two miles of the Seaport's beautiful waterfront. If you would like to enter into some competitive early morning exercise, or simply enjoy the sea air and incredible view, this is just for you! All participants will receive bottled water. More information will be posted on the message board at the conference and volunteers will be available on Saturday morning to guide participants to the starting line. Advance registration is not required. A waiver must be signed on-site to participate. Awards will be given to the top runners and to those record-breaking walkers. Fun Run/Walk participants should meet outside the Seaport Boston Hotel on the Plaza Level.

In the Spirit of Baseball – Fenway Park Tour

Friday, May 17, 6:30 p.m. – 9:00 p.m.

Seaport Boston Hotel Main Entrance

Fenway Park is a place where dreams are made, traditions are celebrated and baseball is forever. Join your AAPOR colleagues for an evening tour of the famous ballpark complete with a ride on the Old Town Trolley, appetizers and a non-alcoholic beverage at the Bleacher Bar. Find your own way back to your hotel while stopping to enjoy any one of hundreds of restaurant options that Boston has to offer. Better yet, organize your own group of friends and explore together. In a city steeped in history, create some of your own!



Things to Do, Places to Go: AAPOR Social Activities

Applied Probability

Saturday, May 18, 10:00 p.m.

Constitution Room at the Seaport Boston Hotel

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.

Speed Networking – Two Sessions

Friday, May 17, 3:15 p.m. – 4:15 p.m.

Saturday, May 18, 12:45 p.m. – 2:15 p.m.

Seaport Ballroom at the Seaport Boston Hotel

Sign up to participate at the AAPOR registration desk or during the networking session. Sessions run for 15 minutes. Spend your time discussing the details of the company/organization with your new contact and then quickly move on to the next networking opportunity. Be sure to bring plenty of business cards!

AAPOR Student Activities

Thursday, May 16

9:00 a.m. – 1:00 p.m.

Student meet-up/Walking tour of Boston

(we'll stop for lunch at historic Faneuil Hall)

Meet at AAPOR Registration Desk, Atrium Lobby at the Seaport World Trade Center

6:00 p.m. – 7:00 p.m.

AAPOR New Member & All-Chapter Reception

Plaza Ballroom at the Seaport Boston Hotel

Friday, May 17

6:00 p.m. – 7:30 p.m.

Student Meet & Greet

Back Bay Complex

7:45 p.m.

Informal student dinner off-site

(email Clarissa Steele, crsteele@wisc.edu to RSVP) Meet at AAPOR Registration Desk, Atrium Lobby at the Seaport World Trade Center.



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2012–2013



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Paul J. Lavrakas,
Independent Consultant



Vice President/President-Elect
Rob Santos,
The Urban Institute



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Joe Lenski, *Edison Research*

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Journal of Survey Statistics and Methodology Editors

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Clarissa Steele, Value-Added Research Center, Univ. of Wisconsin-Madison

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Paul J. Lavrakas, *Independent Consultant*

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Eugene Erickson, *Temple University*

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Ronald Langley, *University of Kentucky*

Paul J. Lavrakas, *Independent Consultant*

Emilia Peytcheva, *RTI International*

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AAPOR Award Committee

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David J. Roe, *RTI International*

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Diane Colasanto, *Independent Consultant*

Jennifer Dykema, *University of Wisconsin Survey Center*

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Seymour Sudman Student Paper Award Committee

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David Dutwin, *SSRS/Social Science Research Solutions*

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Patricia Moy, *University of Washington*

Janet L. Streicher, *CitiBank, NA*



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

2012	Daniel Yankelovich	1986	Philip Converse
2011	Stanley Presser	1985	Daniel Katz
2010	Michael W. Traugott	1984	Ithiel de Sola Pool
2009	Elizabeth Martin	1983	Paul K. Perry
2008	Kathleen Frankovic	1982	Paul B. Sheatsley
2007	Harry O'Neill		Matilda White Riley
2006	Norman H. Nie		John R. Riley, Jr.
2005	Andrew Kohut		Wilbur Schramm
2004	Benjamin I. Page	1981	Lester R. Frankel
2003	Don A. Dillman	1980	Shirley A. Starr
	Frank Stanton	1979	Mervin D. Field
2002	Tom W. Smith	1978	W. Phillips Davison
2001	Robert Groves	1977	Leo Bogart
2000	Philip Meyer	1976	Joseph T. Klapper
1999	Charles Cannell	1975	Raymond A. Bauer
1999	Warren J. Mitofsky	1974	Bernard Berelson
1998	Albert E. Gollin	1973	Rensis Likert
1997	Irving Crespi	1972	Jean Stoetzel
1996	Eleanor Singer	1971	Walter Lippman
1995	Herbert I. Abelson	1970	Archibald M. Crossley
1994	Howard Schuman	1969	Roper Public Opinion
1993	Jack Elinson		Research Center
1992	James Davis	1968	Elmo C. Wilson
1991	Joe Belden	1967	Hans Zeisel
1990	Herbert E. Krugman	1966	Hadley Cantril
1989	Gladys Engel Lang	1965	Harry H. Field
	Kurt Lang	1964	Harold D. Lasswell
1988	Burns W. Roper	1963	George H. Gallup
1987	Norman Bradburn	1962	Angus Campbell
	Seymour Sudman		



Award Winners

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:

Janet A. Harkness, Michael Braun, Brad Edwards, Timothy P. Johnson, Lars Lyberg, Peter Ph. Mohler, Beth-Ellen Pennell and Tom W. Smith

Survey Methods in Multinational, Multiregional, and Multicultural Contexts
(John Wiley & Sons, Inc. 2010)

Warren J. Mitofsky Innovators Award

This award recognizes accomplishments in public opinion and/or survey research that occurred or had their primary impact on the field during the past decade.

WINNERS:

Frederick G. Conrad, *University of Michigan*

Michael Schober, *The New School of Social Research*

For their work in envisioning the survey interview of the future and advancing the application of new communication technologies to survey data collection.

Policy Impact Award

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

WINNER:

The John J. Heldrich Center for Workforce Development of Rutgers University



Award Winners

Burns “Bud” Roper Fellows

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

WINNERS:

Matthew Courser, *Pacific Institute for Research & Evaluation*

Brian Harnisch, *Wyoming Survey & Analysis Center*

Ashley Kirzinger, *Univ. of Illinois Springfield, Survey Research Office*

Ashley Kopack Klein, *Mathematica Policy Research*

Daniel Weston, *The Ohio Colleges of Medicine*

Matthew Wilson, *Battelle Memorial Institute*

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 Guess, *Columbia University*

“Measure for Measure: An Experimental Test of Online Political Media Exposure”

Student Travel Scholarships Award

These scholarships make it possible for more graduate students to attend and engage in the AAPOR Annual Conference.

Ana Lucia Cordova Cazar, *University of Nebraska - Lincoln*

Casey Eggleston, *University of Virginia*

Daniel Herda, *University of California, Davis*

Samara Klar, *Northwestern University*

Heather Knappen, *Rochester Institute of Technology*

Lisa Larsen, *Texas A&M University*

Mingnan Liu, *University of Michigan*

David Vannette, *Stanford University*



**Congratulations
AAPOR Annual T-Shirt Contest Winner!**

Megan Zander-Cotugno

RAND Corporation

and

Jen Pevar

Kelton Research

For



*T-shirts are available for purchase
at the AAPOR registration desk.*

AAPOR 68th Annual Conference

AAPOR Committee Meetings

Wednesday, May 15

Time	Event	Location
Noon – 5:00 p.m.	AAPOR Executive Council	Harborview 1

Friday, May 17

7:00 a.m. – 8:00 a.m.	AAPOR Financial Oversight Committee	Federal Complex 1 & 2
7:00 a.m. – 8:00 a.m.	AAPOR Membership & Chapter Relations Chapter Reps	Congress Boardroom
7:00 a.m. – 8:00 a.m.	AAPOR Investment Committee	Fort Point
7:00 a.m. – 8:00 a.m.	AASRO Executive Council	Washington
12:45 p.m. – 1:45 p.m.	AAPOR Emerging Technologies Task Force	Tremont
12:45 p.m. – 1:45 p.m.	Public Opinion Quarterly Editors and Publishers	Congress Boardroom

Saturday, May 18

7:00 a.m. – 8:00 a.m.	AAPOR Transparency Initiative Coordinating Committee	Congress Boardroom
11:45 a.m. – 1:00 p.m.	AAPOR Development Committee	Tremont
11:45 a.m. – 1:00 p.m.	AAPOR Education Committee	Cambridge Complex 1
11:45 a.m. – 1:00 p.m.	AAPOR Standards Committee	Washington
11:45 a.m. – 1:00 p.m.	AAPOR Membership & Chapter Relations Committee	Cambridge Complex 2
11:45 a.m. – 1:00 p.m.	AASRO Luncheon	Federal Complex 1 & 2
11:45 a.m. – 1:00 p.m.	AAPOR Communications Committee	Congress Boardroom
11:45 a.m. – 1:00 p.m.	AAPOR Heritage and Archives Committee	Fort Point



WAPOR 66th Annual Conference

AAPOR Social Activities

Thursday, May 16

Time	Event	Location
7:30 a.m.	Golf Outing	William J. Devine Golf Course at Franklin Park
6:00 p.m. – 7:00 p.m.	AAPOR New Member/ All-Chapter Reception	Plaza Ballroom at the Seaport Boston Hotel
9:30 p.m. – 10:30 p.m.	AAPOR Dessert Reception	Plaza Ballroom at the Seaport Boston Hotel

Friday, May 17

6:30 p.m. – 9:00 p.m.	In the Spirit of Baseball – Fenway Park Tour and Appetizers	Trolley car pick up at Seaport Hotel Main Entrance
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Saturday, May 18

7:00 a.m.	AAPOR Fun Run/Walk	Outside Seaport Boston Hotel on Plaza Level
6:30 p.m. – 7:30 p.m.	AAPOR President's Reception	Commonwealth A & B
10:00 p.m. – 2:00 a.m.	AAPOR Applied Probability	Constitution Room at the Seaport Boston Hotel



AAPOR 68th Annual Conference

Schedule of Events

Tuesday, May 14

9:00 a.m. – 4:00 p.m.	WAPOR Council Meeting
9:00 a.m. – 5:15 p.m.	WAPOR Pre-Conference
9:00 a.m. – 9:30 a.m.	WAPOR Pre-Conference Breakfast and Registration
9:30 a.m. – 10:00 a.m.	WAPOR Pre-Conference Welcome and Introductions
10:00 a.m. – Noon	WAPOR Pre-Conference Session 1
Noon – 1:00 p.m.	WAPOR Pre-Conference Lunch
1:00 p.m. – 3:00 p.m.	WAPOR Pre-Conference Session 2
3:15 p.m. – 5:15 p.m.	WAPOR Pre-Conference Session 3
5:00 p.m. – 6:00 p.m.	WAPOR Registration Desk Open
5:15 p.m. – 6:00 p.m.	WAPOR Pre-Conference Meet & Greet
6:00 p.m. – 7:30 p.m.	WAPOR Welcome Reception

Wednesday, May 15

8:00 a.m. – 5:00 p.m.	WAPOR Registration Desk Open
8:00 a.m. – 9:00 a.m.	WAPOR Coffee and Meet & Greet
9:00 a.m. – 9:30 a.m.	WAPOR President's Welcome
9:35 a.m. – 11:00 a.m.	WAPOR Concurrent Sessions A
11:10 a.m. – 12:35 p.m.	WAPOR Concurrent Sessions B
12:40 p.m. – 1:40 p.m.	WAPOR Lunch
1:00 p.m. – 3:00 p.m.	AAPOR Short Course Registration Desk Open
1:45 p.m. – 3:10 p.m.	WAPOR Concurrent Sessions C
2:30 p.m. – 6:00 p.m.	AAPOR Short Courses
3:20 p.m. – 4:55 p.m.	WAPOR Concurrent Sessions D
4:00 p.m. – 6:00 p.m.	AAPOR Registration Desk Open
5:00 p.m. – 5:30 p.m.	WAPOR Meet & Greet
5:00 p.m. – 6:30 p.m.	WAPOR IJPOR Editorial Meeting
7:00 p.m. – 9:00 p.m.	WAPOR Awards Banquet



Schedule of Events

Thursday, May 16

7:00 a.m. – 5:00 p.m.	AAPOR Registration Desk Open
7:30 a.m. – 1:00 p.m.	AAPOR Golf Outing
8:00 a.m. – 5:00 p.m.	WAPOR Registration Desk Open
8:00 a.m. – 9:00 a.m.	WAPOR Coffee and Meet & Greet
8:00 a.m. – 11:30 a.m.	AAPOR Short Courses
9:00 a.m. – 10:30 a.m.	WAPOR Business Meeting
10:35 a.m. – Noon	WAPOR Concurrent Sessions E
12:05 p.m. – 12:35 p.m.	WAPOR Meet & Greet
12:40 p.m. – 1:40 p.m.	WAPOR Lunch
1:30 p.m. – 3:00 p.m.	AAPOR Concurrent Sessions A
1:45 p.m. – 3:10 p.m.	WAPOR Concurrent Sessions F
3:00 p.m. – 4:00 p.m.	AAPOR Beverage Break in the Exhibit Hall AAPOR Meet the Author Sessions AAPOR Demonstration Session #1 AAPOR Poster Session #1
3:00 p.m. – 5:30 p.m.	AAPOR Exhibit Hall and Book Exhibit Open
3:15 p.m. – 4:40 p.m.	WAPOR Concurrent Sessions G
4:00 p.m. – 5:30 p.m.	AAPOR Concurrent Sessions B
6:00 p.m. – 7:00 p.m.	AAPOR New Member & All-Chapter Reception
7:00 p.m. – 8:00 p.m.	AAPOR Dinner
8:00 p.m. – 9:30 p.m.	AAPOR Plenary Session
9:30 p.m. – 10:30 p.m.	AAPOR Dessert Reception

Reminder:

WAPOR sessions are located at
the Boston University, Photonics Center

AAPOR 68th Annual Conference

Schedule of Events

Friday, May 17

7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings
7:00 a.m. – 8:00 a.m.	AAPOR Continental Breakfast in the Exhibit Hall
7:00 a.m. – 4:30 p.m.	AAPOR Exhibit Hall and Book Exhibit Open
7:30 a.m. – 4:30 p.m.	AAPOR Registration Desk Open
8:00 a.m. – 9:30 a.m.	AAPOR Concurrent Sessions C
9:30 a.m. – 10:00 a.m.	AAPOR Beverage Break in the Exhibit Hall
10:00 a.m. – 11:30 a.m.	AAPOR Concurrent Sessions D
11:45 a.m. – 12:30 p.m.	AAPOR Presidential Address
12:45 p.m. – 1:45 p.m.	AAPOR Luncheon
1:45 p.m. – 3:15 p.m.	AAPOR Concurrent Sessions E
3:15 p.m. – 4:00 p.m.	AAPOR Town Hall Meeting
3:15 p.m. – 4:15 p.m.	AAPOR Dessert Break in the Exhibit Hall AAPOR Meet the Author Sessions AAPOR Demonstration Session #2 AAPOR Poster Session #2
3:15 p.m. – 4:15 p.m.	AAPOR Speed Networking Session 1
4:15 p.m. – 5:45 p.m.	AAPOR Concurrent Sessions F
6:00 p.m.	Dinner on your own
6:00 p.m. – 7:30 p.m.	AAPOR Student Meet & Greet
6:30 p.m.	In the Spirit of Baseball – Fenway Park Tour and Appetizers

Reminder:
AAPOR sessions are located at the Seaport World Trade Center unless otherwise noted.



Schedule of Events

Saturday, May 18

7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings
7:00 a.m. – 8:00 a.m.	AAPOR Continental Breakfast in the Exhibit Hall
7:00 a.m. – 2:00 p.m.	AAPOR Exhibit Hall and Book Exhibit Open
7:30 a.m. – 3:00 p.m.	AAPOR Registration Desk Open
8:00 a.m. – 9:30 a.m.	AAPOR Concurrent Sessions G
9:30 a.m. – 10:00 a.m.	AAPOR Beverage Break in the Exhibit Hall
10:00 a.m. – 11:30 a.m.	AAPOR Concurrent Sessions H
11:45 a.m. – 1:00 p.m.	AAPOR Luncheon, Video Contest and Activities Awards Ceremony
12:45 p.m. – 2:15 p.m.	AAPOR Speed Networking Session 2
1:00 p.m. – 2:00 p.m.	AAPOR Dessert Reception in the Exhibit Hall AAPOR Book Sale AAPOR Meet the Author Sessions AAPOR Demonstration Session #3 AAPOR Poster Session #3
2:15 p.m. – 3:45 p.m.	AAPOR Concurrent Sessions I
4:00 p.m. – 6:00 p.m.	AAPOR Membership & Business Meeting
6:30 p.m. – 7:30 p.m.	AAPOR President's Reception
7:30 p.m. – 10:00 p.m.	AAPOR Awards Banquet
10:00 p.m. – 2:00 a.m.	AAPOR Applied Probability

Sunday, May 19

8:00 a.m. – 10:15 a.m.	AAPOR Registration Desk Open
8:00 a.m. – 11:30 a.m.	AAPOR Short Course
8:30 a.m. – 10:00 a.m.	AAPOR Concurrent Sessions J
10:15 a.m. – 11:45 a.m.	AAPOR Concurrent Sessions K

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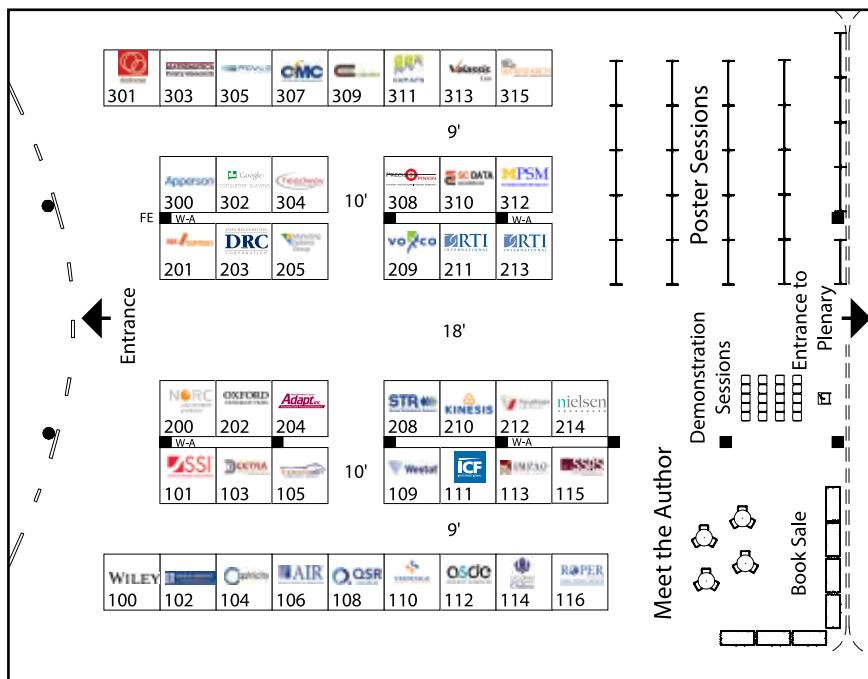
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AAPOR Annual Conference

69th Annual Conference

May 15 – 18, 2014

Anaheim Marriott • Anaheim, California

70th Annual Conference

May 14 – 17, 2015

Westin Diplomat Resort & Spa • Hollywood, Florida

71st Annual Conference

May 12 – 15, 2016

Hilton Austin • Austin, Texas

72nd Annual Conference

May 18 – 21, 2017

Sheraton New Orleans • New Orleans, Louisiana

AAPOR Webinars

Survey Coding

John Krosnick & Skip Lupia

Thursday, July 18, 2013 • Noon – 1:30 p.m., Central Time

Designing Effective Online Questions

Scott Crawford, MA

Thursday, August 22, 2013 • Noon – 1:30 p.m., Central Time

Smartphone Surveys

Trent Buskirk

Wednesday, September 25, 2013 • Noon – 1:30 p.m., Central Time

Questionnaire Design

Allyson Holbrook

Wednesday, October 23, 2013 • Noon – 1:30 p.m., Central Time

The Questionnaire Design Pitfalls of Multiple Modes

Gerry Nicolaas & Pamela Campanelli, PhD

Thursday, November 14, 2013 • Noon – 1:30 p.m., Central Time

Item Response Theory

Bryce Reeve, PhD

Wednesday, December 11, 2013 • Noon – 1:30 p.m., Central Time

Go to aapor.org to register.

WAPOR Day-at-a-Glance

Tuesday, May 14

Time	Event	Location
9:00 a.m. – 4:00 p.m.	WAPOR Council Meeting	Boston University, Photonics Center 9th Floor PHO, West End Lounge
9:00 a.m. – 5:15 p.m.	WAPOR Pre-Conference “Public Diplomacy, International Broadcasting and Public Opinion: New Media, New Tools, New Challenges”	Boston University, Photonics Center 9th Floor, Colloquium Room
9:00 a.m. – 9:30 a.m.	WAPOR Pre-Conference Breakfast and Registration	Boston University, Photonics Center
9:30 a.m. – 10:00 a.m.	WAPOR Pre-Conference Welcome and Introductions	Boston University, Photonics Center
10:00 a.m. – Noon	WAPOR Pre-Conference Session 1: Polling the Nations: The Challenges of International Public Opinion Research	Boston University, Photonics Center 9th Floor, Colloquium Room
Noon – 1:00 p.m.	WAPOR Pre-Conference Lunch	Boston University, Photonics Center
1:00 p.m. – 3:00 p.m.	WAPOR Pre-Conference Session 2: Acting From Knowledge: Polling, Evaluation and Evidence-Based Public Diplomacy in Practice	Boston University, Photonics Center 9th Floor, Colloquium Room
3:15 p.m. – 5:15 p.m.	WAPOR Pre-Conference Session 3: Moving the Needle Forward?: Theory and Practice in the New Media Environment	Boston University, Photonics Center 9th Floor, Colloquium Room

Across the world, the rise of a global, interconnected information systems and the proliferation of internet and mobile technologies have considerable implications for countries at every stage of development and economic, political and social stability. In this session, experts involved in data collection efforts will discuss the implications of this complex information environment for measuring how public opinion about nation states are formed and changed.

An esteemed panel of public diplomacy and international broadcasting practitioners and researchers will discuss the challenges and opportunities of using public opinion data to inform practice.

Drawing upon the perspectives and evidence raised during Session 1 and Session 2, scholars will discuss the current array of theoretical frameworks available to help explicate the relationship between public opinion and public diplomacy and brainstorm about future direction for theoretical and empirical research.

WAPOR Day-at-a-Glance

Tuesday, May 14

Time	Event	Location
5:00 p.m. – 6:00 p.m.	WAPOR Registration Desk Open	Boston University, Photonics Center, 9th Floor PHO, Atrium
5:15 p.m. – 6:00 p.m.	WAPOR Pre-Conference Meet & Greet	Boston University, Photonics Center
6:00 p.m. – 7:30 p.m.	WAPOR Welcome Reception <i>Sponsored by</i>  <i>at the UNIVERSITY of CHICAGO</i>	Boston University, Photonics Center, 9th Floor PHO, Atrium



WAPOR Day-at-a-Glance

Wednesday, May 15

Time	Event	Location
8:00 a.m. – 5:00 p.m.	WAPOR Registration Desk Open	Boston University, Photonics Center, 9th Floor PHO, Atrium
8:00 a.m. – 9:00 a.m.	WAPOR Coffee and Meet & Greet	Boston University, Photonics Center, 9th Floor PHO, Atrium
9:00 a.m. – 9:30 a.m.	WAPOR President's Welcome	Boston University, Photonics Center, 9th Floor PHO, The Colloquium
9:35 a.m. – 11:00 a.m.	WAPOR Concurrent Sessions A	Boston University, Photonics Center
	Session 1: Impact of News Coverage	Room 901 PHO
	Session 2: Intergroup Relations	PHO, West End Lounge, 9th Floor
	Session 3: Methodology: Measurement	PHO, East End Lounge, 9th Floor
11:10 a.m. – 12:35 p.m.	WAPOR Concurrent Sessions B	Boston University, Photonics Center
	Session 1: Polling Trends	Room 901 PHO
	Session 2: Methodology Issues	PHO, West End Lounge, 9th Floor
	Session 3: Polling in the Middle East	PHO, East End Lounge, 9th Floor
12:40 p.m. – 1:40 p.m.	WAPOR Lunch	9th Floor PHO, Atrium
1:45 p.m. – 3:10 p.m.	WAPOR Concurrent Sessions C	Boston University, Photonics Center
	Session 1: Panel: Rebalancing U.S. Foreign Policy: Perceptions and Implications of the 'Pivot to Asia' Among American, Korean, Middle Eastern and Afghan Publics	Room 901 PHO

WAPOR Day-at-a-Glance

Wednesday, May 15

Time	Event	Location
1:45 p.m. – 3:10 p.m.	WAPOR Concurrent Sessions C (continued)	Boston University, Photonics Center
	Session 2: Public Opinion About Social and Environmental Issues	PHO, West End Lounge, 9th Floor
	Session 3: Methodology Issues in Web Survey Designs and Alternative Modes of Estimating Public Opinion	PHO, East End Lounge, 9th Floor
	Session 4: Issues in Democracy	PHO, The Colloquium, 9th Floor
3:20 p.m. – 4:55 p.m.	WAPOR Concurrent Sessions D	Boston University, Photonics Center
	Session 1: Relationship Between Public Opinion and Policy-Making	Room 901 PHO
	Session 2: Traditional Media and Internet Effects on Public Opinion	PHO, West End Lounge, 9th Floor
	Session 3: Methodology Issues	PHO, East End Lounge, 9th Floor
	Session 4: Public Opinion About the Economy	PHO, The Colloquium, 9th Floor
5:00 p.m. – 5:30 p.m.	WAPOR Meet & Greet	Boston University, Photonics Center, 9th Floor PHO, Atrium
5:00 p.m. – 6:30 p.m.	WAPOR IJPOR Editorial Meeting Board Meeting	PHO, West End Lounge, 9th Floor
7:00 p.m.	WAPOR Awards Banquet	Metcalf Trustee Ballroom (located at 1 Silber Way, 9th Floor)



WAPOR Concurrent Session A

Wednesday, May 15, 9:35 a.m. – 11:00 a.m.

Session 1: Impact of News Coverage

Location: Room 901 PHO

Chair: Holli Semetko, *The Claus M. Halle Institute for Global Learning
Emory University*

Measuring Influences on Political Knowledge

Wolfgang Donsbach, *University of Dresden*

News Coverage and Candidate Preferences: Which Comes First?

Dan Cassino, *Fairleigh Dickinson University's Public Mind Poll*
Christian Kolmer, *Media Tenor International*

How News About Success and Failures in Debates and in the Polls in the Short Run Interacts With Long-Term Predispositions in Explaining Party Choice: The 2012 Dutch Election Campaign

Jan Kleinnijenhuis, *Vrije Universiteit Amsterdam*
Anita M.J. van Hoof, *Vrije Universiteit Amsterdam*
Wouter Van Atteveldt, *Vrije Universiteit Amsterdam*

Reminder:

WAPOR sessions are located at
the Boston University, Photonics Center



WAPOR Concurrent Session A

Wednesday, May 15, 9:35 a.m. – 11:00 a.m.

Session 2: Intergroup Relations

Location: PHO, West End Lounge, 9th Floor

Chair: Dorothée Behr, *GESIS-Leibniz Institute for Social Sciences*

Media and Immigrant Influxes as a Source of Anti-Immigrant Sentiment in Western-Europe

Marijn van Klingerden, *University of Amsterdam*

Claes de Vreese, *University of Amsterdam*

Rens Vliegenthart, *University of Amsterdam*

Hajo Boomgaarden, *University of Amsterdam*

Political, Economic and Social Influences on Gender-Related Attitudes Across Europe

Carolyn Keller, *Keene State College*

Connected! Internet, Inter-Faith Attitudes and Views of the West Among Muslims in 26 Countries

Neha Sahgal, *Pew Forum on Religion & Public Life*

Katie Simmons, *Pew Global Attitudes*

Michael Robbins, *Pew Forum on Religion & Public Life*

James Bell, *Pew Research Center*

Acculturation and Attitudes Towards Homosexuality: Moving From East to West Europe

Rory Fitzgerald, *City University London*

Yvette Prestage, *City University London*



WAPOR Concurrent Session A

Wednesday, May 15, 9:35 a.m. – 11:00 a.m.

Session 3: Methodology: Measurement

Location: PHO, East End Lounge, 9th Floor

Chair: Noriko Iwai, *JGSS Research Center, Osaka University of Commerce*

Measuring Generalized Trust - Scales Versus Dichotomies

Sebastian Lundmark, *Gothenburg University*

Stefan Dahlberg, *Gothenburg University*

Mikael Gilljam, *Gothenburg University*

Evaluating the Left-Right Dimension:

Category Selection Probing Conducted in an Online Access Panel and a CATI-Survey

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

Response Patterns of Difficult Questions:

A Comparison Between Response Labels

Pei-Shan Liao, *Center for Survey Research, RCHSS, Academica Sinica*



WAPOR Concurrent Session B

Wednesday, May 15, 11:10 a.m. – 12:35 p.m.

Session 1: Polling Trends

Location: Room 901 PHO

Chair: Ana Villar, *City University London*

Change and Stability in the Religious Beliefs of the United Germany

Allan McCutcheon, *University of Nebraska - Lincoln*

The Public Agenda in Mexico 2007 – 2013

Paul Valdes Cervantes, *Parámetro Investigación*

Igor Vivero Avila, *Universidad Autónoma del Estado de México*

Oniel Diaz, *Parametria Investigación*

Work-Life Balance: Attitude and Behavior in the Work Place

Edward Tai, *Public Opinion Programme, The University of Hong Kong*

Karie Pang, *Public Opinion Programme, The University of Hong Kong*

Robert Chung, *Public Opinion Programme, The University of Hong Kong*

Old vs. New Russia: Regional Differences in Russian Political and Social Attitudes

Trevor Tompson, *Associated Press NORC Center for
Public Affairs Research*

Vadim Volos, *GfK Roper Public Affairs*

Jennifer Agiesta, *The Associated Press*

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WAPOR Concurrent Session B

Wednesday, May 15, 11:10 a.m. – 12:35 p.m.

Session 2: Methodology Issues

Location: PHO, West End Lounge, 9th Floor

Chair: Wolfgang Donsbach, *University of Dresden*

Call Me, Maybe? The Feasibility of Phone Samples in International Survey Work

James Bell, *Pew Research Center*

Leah Christian, *Pew Research Center*

Michael Robbins, *Pew Research Center*

Neha Sahgal, *Pew Research Center*

Katie Simmons, *Pew Research Center*

Nondifferentiation as a Satisficing Strategy: Personality Explanation and Cross-National Differences

Maksim Rudnev, *National Research University Higher School of Economics*

Opinion Polling under Certain Conditions – The Case of Armenia 2012

Hovhannes Grigoryan, *IPSC*

Steve Schwarzer, *TNS Opinion*



WAPOR Concurrent Session B

Wednesday, May 15, 11:10 a.m. – 12:35 p.m.

Session 3: Polling in the Middle East

Location: PHO, East End Lounge, 9th Floor

Chair: Orlando J. Pérez, *Central Michigan University*

Public Opinion Polling and Transition to Democracy: The Egyptian Experience

Magued I. Osman, *The Egyptian Center for Public Opinion Research*
Hanan Girgis, *The Egyptian Center for Public Opinion Research*

Are Web-Surveys Suitable to Measure Public Opinion in Egypt After the January 25th Revolution?

Hanan Girgis, *The Egyptian Center for Public Opinion Research*
Mohamed Abou Elela, *The Egyptian Center for Public Opinion
Research*

Socio-Economic Segregation and Voting Behavior in Iran

Mahmoud Salahi, *University of Tehran*
Abdolhossein Alimadadi, *University of Tehran*

The Validity of Polling on Political Issues in Non-Liberal Societies: The Case of Iran

Ebrahim Mohseni, *University of Tehran*
Mahmoud Salahi, *University of Tehran*
Abdolhossein Alimadadi, *University of Tehran*



WAPOR Concurrent Session C

Wednesday, May 15, 1:45 p.m. – 3:10 p.m.

Session 1: Panel: *Rebalancing U.S. Foreign Policy: Perceptions and Implications of the ‘Pivot to Asia’ Among American, Korean, Middle Eastern and Afghan Publics*

Location: Room 901, PHO

Chair: Greg Holyk, *Langer Research*

Panelists: Dina Smeltz, *The Chicago Council on Global Affairs*

Greg Holyk, *Langer Research*

Mark Tessler, *University of Michigan*

Mungith Daghir, *Independent Institute for Administration and Civil Society Studies-Iraq*

Karl Friedhoff, *Asan Institute for Policy Studies-Korea*

Matthew Warshaw, *D3 Systems*



WAPOR Concurrent Session C

Wednesday, May 15, 1:45 p.m. – 3:10 p.m.

Session 2: Public Opinion About Social and Environmental Issues

Location: PHO, West End Lounge, 9th Floor

Chair: Carolyn Keller, *Keene State College*

Environmental Concern and Behavior:

Do Personal Attributes Matter?

Irene Mussio, *dECON, FCS, UdeLaR*

Natalia Melgar, *dECON, FCS, UdeLaR*

Impact of the Great East Japan Earthquake, Tsunami, and the Fukushima Nuclear Accident on Japanese People's Attitudes and Behavior: A Study Based on Japanese General Social Surveys

Noriko Iwai, *JGSS Research Center, Osaka University of Commerce*

Kuniaki Shishido, *Osaka University of Commerce*

Framing Climate Change – Emotional Responses as Mediators for the Effect of Threat Framing on Citizens' Political Behavior

Andreas Schuck, *University of Amsterdam*

Lukas Otto, *University of Koblenz-Landau*



WAPOR Concurrent Session C

Wednesday, May 15, 1:45 p.m. – 3:10 p.m.

Session 3: Methodology Issues in Web Survey Designs and Alternative Modes of Estimating Public Opinion

Location: PHO, East End Lounge, 9th Floor

Chair: Timothy B. Gravelle, *PriceMetrix, Inc.*

Cognitive Probes in Web Surveys:

How the Text Box Size Can Affect Response Quality

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

Wolfgang Bandilla, *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*

Explaining Interview Duration in Web Surveys on Political Attitudes and Behavior: A Multilevel Approach

Tobias Gummer, *GESIS - Leibniz Institute for the Social Sciences*

Joss Roßmann, *GESIS - Leibniz Institute for the Social Sciences*

Computers, Tablet & Smart Phones: The Truth About Web-Based Surveys

Patrick Merle, *College of Media & Communication,
Texas Tech University*

Sherice Gearhart, *College of Media & Communication,
Texas Tech University*

Clay Craig, *College of Media & Communication, Texas Tech University*
Mehrnaz Rahimi, *College of Media & Communication,*

Texas Tech University

Mary Elizabeth Brooks, *College of Media & Communication,
Texas Tech University*

Matthew Vandyke, *College of Media & Communication,
Texas Tech University*

Googling Opinion: Online Search as an Alternative to Surveys

Syed Saif Shahin, *University of Texas at Austin*

The Validity of Google Trends to Measure Issue Salience

Jens Vogelgesang, *University of Muenster*

Michael Scharkow, *University of Hohenheim*

WAPOR Concurrent Session C

Wednesday, May 15, 1:45 p.m. – 3:10 p.m.

Session 4: Issues in Democracy

Location: PHO, The Colloquium, 9th Floor

Chair: Mark Gill, *MORI Caribbean/Woodnewton*

The Mechanisms of Deliberation: Authoritarian Legacies on Political Conversation

Gerardo Maldonado, *Centro de Investigacion y Docencia Economicas-CIDE*

Are There Global Norms of Electoral Integrity?

Comparing Mass and Expert Evaluations

Pippa Norris, *Harvard University*

Civil-Military Relations From a Public Opinion Perspective

Orlando J. Perez, *Central Michigan University*

Left and Right in New Democracies

Kats Kivistik, *University of Tartu*



WAPOR Concurrent Session D

Wednesday, May 15, 3:20 p.m. – 4:55 p.m.

Session 1: Relationship Between Public Opinion and Policy-Making

Location: Room 901 PHO

Chair: Jens Vogelgesang, *University of Muenster*

Toward Conceptualizing and Measuring Debate Efficacy in Public Opinion Research

Joerg Matthes, *University of Vienna*

Responsive Elections:

The Effect of Public Opinion on Political Campaigns

Mona Krewel, *University of Mannheim*

Shaun Bevan, *University of Mannheim*

Internet Public Opinion and Chinese Social Development

Hong Jiang, *Shanghai Jiaotong University*

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the Boston University, Photonics Center



WAPOR Concurrent Session D

Wednesday, May 15, 3:20 p.m. – 4:55 p.m.

Session 2: Traditional Media and Internet Effects on Public Opinion

Location: PHO, West End Lounge, 9th Floor

Chair: Peter Neijens, *University of Amsterdam*

What Happens When Polls Go Wrong?

Two Canadian Elections of 2012

Claire Durand, *Université de Montréal*

Media Effects on Public Perception:

Media Exposure and “The Most Important Issues”

by Japanese Public

Midori Aoyagi, *National Institute for Environmental Studies*

Building Party Reputations:

How Election News Affects Issue Ownership

Annemarie Walter, *Communication Science, Vrije Universiteit Amsterdam*

Jan Kleinnijenhuis, *Communication Science, Vrije Universiteit Amsterdam*



WAPOR Concurrent Session D

Wednesday, May 15, 3:20 p.m. – 4:55 p.m.

Session 3: Methodology Issues

Location: PHO, East End Lounge, 9th Floor

Chair: Katarzyna Staszynska, Kozminski University

From Face-to-Face to Web: Consequences for Measurement of Complex and Open-Ended Questions

Ana Villar, *City University London*

Rory Fitzgerald, *City University London*

Peter Martin, *Anna Freud Centre*

Lizzy Gatrell, *City University London*

Eric Harrison, *City University London*

The Accuracy of Pre-Election Polls in Mexico, 1994-2012

Alejandro Moreno, *Instituto Tecnológico Autónomo de México ITAM*

Total Survey Error Framework for Post Disaster Surveys: Lessons Learned in Post-Earthquake Haiti

Thomas Craemer, *Department of Public Policy,
University of Connecticut*

Jennifer Necci Dineen, *Graduate Program of Survey Research,
DPP, University of Connecticut*

The External Validity in Surveys of Hidden Socio-Economic Phenomena

Andrei A. Veikher, *National Research University*



WAPOR Concurrent Session D

Wednesday, May 15, 3:20 p.m. – 4:55 p.m.

Session 4: Public Opinion About the Economy

Location: PHO, The Colloquium, 9th Floor

Chair: Steve Schwarzer, *TNS Opinion*

Composite Indices of Socio-Economic Sentiments and their Application During Economic Crisis, Poland 2007-2012

Krzysztof Zagorski, *Kozminski University*

Testing the “Parallel Public” Hypothesis.

The Evolution of Interventionist Attitudes in the European Union Between 1990 and 2008

Frédéric Gonthier, *Institut d'Etudes Politiques, Université de Grenoble*

Processing Crisis News: Media Coverage on the Economy and Public Opinion in Light of the Euro-Stability Crisis

Matthias Vollbracht, *Media Tenor International*

Senja Post, *University of Mainz*



WAPOR 66th Annual Conference

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WAPOR Day-at-a-Glance

Thursday, May 16

Time	Event	Location
8:00 a.m. – 5:00 p.m.	WAPOR Registration Desk Open	9th Floor PHO, Atrium
8:00 a.m. – 9:00 a.m.	WAPOR Coffee and Meet & Greet	9th Floor PHO, Atrium
9:00 a.m. – 10:30 a.m.	WAPOR Business Meeting	PHO, The Colloquium, 9th Floor
10:35 a.m. – Noon	WAPOR Concurrent Sessions E	Boston University, Photonics Center
	Session 1: Panel: Leading Issues in Global and Regional Polling	Room 901 PHO
	Session 2: Theoretical Perspectives on the Role of Media in Public Opinion	PHO, West End Lounge, 9th Floor
	Session 3: Sources of Influence on Public Opinion and Voting Behavior	PHO 205
	Session 4: Methodology: Response Rate and Nonresponse	PHO 210
12:05 p.m. – 12:35 p.m.	WAPOR Meet & Greet	9th Floor PHO, Atrium
12:40 p.m. – 1:40 p.m.	WAPOR Lunch	9th Floor PHO, Atrium
1:45 p.m. – 3:10 p.m.	WAPOR Concurrent Sessions F	Boston University, Photonics Center
	Session 1: Social Media Research	Room 901 PHO
	Session 2: Methodology: Measurement	PHO, West End Lounge, 9th Floor
	Session 3: Traditional Media and Internet Effects on Public Opinion	PHO 205
	Session 4: Media Content and Media Credibility	PHO 210



WAPOR Day-at-a-Glance

Thursday, May 16

Time	Event	Location
3:15 p.m. – 4:40 p.m.	WAPOR Concurrent Sessions G	Boston University, Photonics Center
	Session 1: Issues in Democracy	Room 901 PHO
	Session 2: Intergroup Relations	PHO, West End Lounge, 9th Floor
	Session 3: Polling Trends	PHO 205
	Session 4: Sources of Influence on Political Participation and Voting Behavior	PHO 210



WAPOR Concurrent Session E

Thursday, May 16, 10:35 a.m. – Noon

Session 1: Panel: Leading Issues in Global and Regional Polling

Location: Room 901 PHO

Chair: Tom W. Smith, *NORC University of Chicago*

Panelists: Ijaz Shafi Gilani, *Gallup Pakistan*
Takashi Inoguchi, *Asia Barometer Survey Project*
Steven Dept, *cApStAn*
Bilal Gilani, *Gallup Pakistan*
David Jodice, *D3 Systems*
Matthew Warshaw, *D3 Systems*
James Bell, *Pew Research Center*
Leendert de Voogd, *TNS*

WAPOR Concurrent Session E

Thursday, May 16, 10:35 a.m. – Noon

Session 2: Theoretical Perspectives on the Role of Media in Public Opinion

Location: PHO, West End Lounge, 9th Floor

Chair: Marijn van Klingerden, *University of Amsterdam*

Issue Aggregation and Agenda-Setting Effects in Public Opinion Research

Judith Väth, *Institut für Kommunikationswissenschaft Münster*

Gianna Haake, *Institut für Kommunikationswissenschaft Münster*

Volker Gehrau, *Institut für Kommunikationswissenschaft Münster*

Blindfolding the Public: Examining the Hydraulic Pattern

Hypothesis of Media Priming Effects

Sung Woo Yoo, *University of Texas at Austin*

Major Stock Indices and the Media Image Distortion Caused by the Technology Sector

Racheline Maltese, *Media Tenor International*

Partisan Press and Agenda-Setting Effect – An Investigation of Taiwanese Voters' Assessment in 2012 Presidential Election

Denis Wu, *Boston University*

Responsible at First Sight? Conceptualizing Visual Episodic and Thematic Frames and Measuring Their Effects

Michael Grimm, *Hans-Bredow-Institute for Media Research at the University of Hamburg*

Stephanie Geise, *University of Erfurt*



WAPOR Concurrent Session E

Thursday, May 16, 10:35 a.m. – Noon

Session 3: Sources of Influence on Public Opinion and Voting Behavior

Location: PHO 205

Chair: Alejandro Moreno, *Instituto Tecnológico Autónomo de México*

Matching or Mismatching Opponents' Most Important Arguments for a Policy Proposal: What Works Best in Persuasive Campaigns?

Peter Neijens, *University of Amsterdam*

Jeroen Slot, *Research and Statistics, Municipality of Amsterdam*

On the Relation Between Media Exposure, Peer Expertise and Opinion Leadership – A Reassessment Utilizing a Multilevel Social-Network Perspective

Frank Mangold, *University of Hohenheim*

Michael Schenk, *University of Hohenheim*

The Power of Living Area to Explain the Vote

Márcia Cavallari Nuñes, *IBOPE Inteligência Pesquisa e Consultoria Ltda*
José Roberto de Toledo, *O Estado de São Paulo*

Owning the Immigration Issue: Effects of Immigration News on Anti-Immigrant Voting in 11 Countries

Björn Burscher, *University of Amsterdam*

Joost van Spanje, *University of Amsterdam*

Claes de Vreese, *University of Amsterdam*



WAPOR Concurrent Session E

Thursday, May 16, 1:45 p.m. – 3:10 p.m.

Session 4: Methodology: Response Rate and Nonresponse

Location: PHO 210

Chair: Pei-Shan Liao, *Center for Survey Research, RCHSS, Academica Sinica*

**How to Leave the Path of Least Resistance:
Reducing Nonresponse Bias Through Case Prioritization in
Telephone Surveys**

Jan Eric Blumenstiel, *University of Mannheim*

**Response Reliability in Panel Surveys:
Results From Turkish Election Surveys, 2002 – 2011**

Ersin M. Kalaycioglu, *Sabanci University*

Ali Carkoglu, *Koc University*

**Differences in Survey Response Rates Based on
Survey Mode in Japan**

Noriko Onodera, *NHK Japan Broadcasting Corporation*

**Improved Propensity Score Methods for Modeling Survey
Nonresponse**

Curtis Signorino, *University of Rochester*



WAPOR Concurrent Session F

Thursday, May 16, 1:45 p.m. – 3:10 p.m.

Session 1: Social Media Research

Location: Room 901 PHO

Chair: Denis Wu, *Boston University*

Modeling Political Messages' Virality Based on the 18th National Congress of the Communist Party

Jingwen Zhang, *University of Pennsylvania*

Jinghong Xu, *University of Posts and Telecommunications; Academy of
Social Sciences*

Jiayin Qi, *Beijing University of Posts and Telecommunications*

Frame Building of Wukan Protests: Examining Public Opinion on Weibo and News Coverage

Yao Sun, *Hong Kong Baptist University*

Communication Technology and Willingness to Speak Out: The Impact of Social Media in China

Jingwei Wu, *Free University of Berlin*

Political Candidates Campaigning on Twitter and the Impact on Electoral Support

Sanne Kruikemeier, *University of Amsterdam*

Guda van Noort, *University of Amsterdam*

Rens Vliegenthart, *University of Amsterdam*

Claes H. de Vreese, *University of Amsterdam*



WAPOR Concurrent Session F

Thursday, May 16, 1:45 p.m. – 3:10 p.m.

Session 2: Methodology: Measurement

Location: PHO, West End Lounge, 9th Floor

Chair: James Shanahan, *Boston University*

Are Opinion Leadership Effects Context Dependent? Scale Validity and Reliability Testing Using a Paired Comparison Strategy

Paulina Tabery, *Institute of Sociology of the Academy of Sciences of the Czech Republic*

Jiri Vinopal, *Institute of Sociology of the Academy of Sciences of the Czech Republic*

Martin Buchtik, *Institute of Sociology of the Academy of Sciences of the Czech Republic*

Acquiescence Bias in Developing Countries: A Split Ballot Experiment in Ethiopia

Charles Lau, *RTI International*

Alexander Gloss, *North Carolina State University*

Lori Foster Thompson, *North Carolina State University*

Standardized Employment Metrics: Collecting Employment in 150 Countries

Jenny Marlar, *Gallup*

Cognitive Interviewing to Explore Perceived Question Sensitivity in the Kingdom of Saudi Arabia

Zeina Mneimneh, *University of Michigan*

Kristen L Cibelli, *University of Michigan*

Mona Shahab, *Prince Salam Center for Disability Research*

Yasmin Altwaijri, *King Faisal Specialist Hospital and Research Center*



WAPOR Concurrent Session F

Thursday, May 16, 1:45 p.m. – 3:10 p.m.

Session 3: Traditional Media and Internet Effects on Public Opinion

Location: PHO 205

Chair: Andreas Schuck, *Amsterdam School of Communication Research-ASCoR*

A Longitudinal Assessment of the Conditional Effect of News Media Coverage on Public Support for European Integration

Hajo Boomgaarden, *University of Amsterdam*

Claes de Vreese, *University of Amsterdam*

Press Coverage on Political Scandals, the Public's Agenda, and Voting Intention. A Secondary Analysis of German Polling Data From 1994 – 2006

Judith Väth, *Institut für Kommunikationswissenschaft Münster*

Volker Gehrau, *Institut für Kommunikationswissenschaft Münster*

Gianna Haake, *Institut für Kommunikationswissenschaft Münster*

The Impact of POP Election Polls in Hong Kong

Frank Lee, *Public Opinion Programme, The University of Hong Kong*

Robert Chung, *Public Opinion Programme, The University of Hong Kong*

Reciprocal Relationship Between Participation in Online Political Discussion and Political Efficacy, Interest and Cynicism

Yang Liu, *City University of Hong Kong*



WAPOR Concurrent Session F

Thursday, May 16, 1:45 p.m. – 3:10 p.m.

Session 4: Media Content and Media Credibility

Location: PHO 210

Chair: Mary Brooks, *Texas Tech University*

Examining the Gender Gap in Self-Reported Opinions of Media Believability

Christine R. Filer, *University of Arizona*

Kate Kenski, *University of Arizona*

Explaining Public Distrust in News Media: A Cross-National Panel Study on the Role of Affects in Hostile Media Perceptions

Joerg Matthes, *University of Vienna*

Perceived Credibility of Chinese Social Media: Toward an Integrated Approach

Xiaojing Li, *School of Media and Design, Shanghai Jiao Tong University*

Peace as a Punching Bag: Elite Framing and Polarization in Op-Ed Pieces, Opinion Pieces and Editorials in Colombia

Juan Fernando Giraldo, *Global News Intelligence Latinamerica*



WAPOR Concurrent Session G

Thursday, May 16, 3:15 p.m. – 4:40 p.m.

Session 1: Issues in Democracy

Location: Room 901 PHO

Chair: Gerardo Maldonado, *Centro de Investigacion y Docencia Economicas-CIDE*

The Way Democracy Works: The Impact of Hate Speech Prosecution of a Politician on Citizens' Satisfaction With Democratic Performance

Joost van Spanje, *University of Amsterdam*
Claes de Vreese, *University of Amsterdam*

PopVote: A Revolution in Gathering Opinions in Hong Kong

Jazz Ma, *Public Opinion Programme, The University of Hong Kong*
Winnie Lee, *Public Opinion Programme, The University of Hong Kong*
Robert Chung, *Public Opinion Programme, The University of Hong Kong*

Determinants of Democratic and Anti-Democratic Attitudes: Methodological Obstacles in Comparing Different Political Cultures (Poland-Russia Comparison)

Katarzyna Staszynska, *Kozminski University*



WAPOR Concurrent Session G

Thursday, May 16, 3:15 p.m. – 4:40 p.m.

Session 2: Intergroup Relations

Location: PHO, West End Lounge, 9th Floor

Chair: Paul Valdés Cervantes, *Parámetro Investigación*

Love Thy Neighbo(u)r? Public Perceptions Across the Canada-United States Border

Timothy Gravelle, *PriceMetrix*

Xenophobia, Islamaphobia and Anti-Semitism, Stable Prejudices or Malleable Opinions in Times of Terrorist Attacks and War

Stefan Thörner, *Phillips University Marburg*

Stefanie Gosen, *Philips University Marburg*

Peter Schmidt, *Research University Higher School of Economics (HSE) Moscow*

The Development of the ‘People’s Peace Index’ (PPI) and its Application Across 28 Indian States and 7 Union Territories

Colin Irwin, *Department of Politics, University of Liverpool*

Yashwant Deshmukh, *CVoter Foundation*



WAPOR Concurrent Session G

Thursday, May 16, 3:15 p.m. – 4:40 p.m.

Session 3: Polling Trends

Location: PHO 205

Chair: Trevor Tompson, Associated Press NORC Center for
Public Affairs Research

Public Opinion and Foreign Policy: The Impact of Nationalist Sentiments on Attitudes Regarding State Sovereignty

Tatiana Vargas Maia, *Southern Illinois University*

Elite and Popular Measures of World Opinion on Corruption: The ‘Corruption Perceptions Index’ and the Global Corruption Barometer

Frank Louis Rusciano, *Rider University*

Michael Brogan, *Rider University*

A Revolution in Survey Research?: A Bibliometric Review of Public Opinion Studies Between 2000 and 2012

Sherice Gearhart, *College of Media & Communication,
Texas Tech University*

Patrick Merle, *College of Media & Communication,
Texas Tech University*

Clay Craig, *College of Media & Communication, Texas Tech University*
Matthew Vandyke, *College of Media & Communication,
Texas Tech University*

Mehmaz Rahimi, *College of Media & Communication,
Texas Tech University*

Mary Elizabeth Brooks, *College of Media & Communication,
Texas Tech University*



WAPOR Concurrent Session G

Thursday, May 16, 3:15 p.m. – 4:40 p.m.

Session 4: Sources of Influence on Political Participation and Voting Behavior

Location: PHO 210

Chair: Jan Kleinnijenhuis, *Vrije Universiteit Amsterdam*

A British Perspective of the Reporting of the Polls in the 2012 U.S. Presidential Election: Using Swing Analysis to Explain Where and Who Re-Elected President Obama

Robert Worcester, *Ipsos MORI*

Mark Gill, *MORI Caribbean/Woodnewton*

Turning Political Campaigns Down: The Joint Impacts of Internet Uses, Network Sizes, and Democracy on Electoral Campaign Participation in East Asia

Feifei Zhang, *State University of New York - Albany*

Xinzhi Zhang, *City University of Hong Kong*

A Typology of VAA Users

Jasper van de Pol, *University of Amsterdam*

Bregje Holleman, *Utrecht University*

Naomi Kamoen, *Utrecht University*

André Krouwel, *Vrije Universiteit Amsterdam*

Claes de Vreese, *University of Amsterdam*

Budgetary Preferences, Government Satisfaction and Knowledge Heterogeneity

Chia-hung Tsai, *Election Study Center*

Chen-hua Yu, *Election Study Center*



WAPOR 66th Annual Conference

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AAPOR Day-at-a-Glance

Wednesday, May 15

Time	Event	Location
Noon – 5:00 p.m.	AAPOR Executive Council Meeting	Harborview 1
1:00 p.m. – 3:00 p.m.	AAPOR Short Course Registration Open	Atrium Lobby
2:30 p.m. – 6:00 p.m.	AAPOR Short Courses	Seaport World Trade Center
	Course 1: Weighting Sample Survey Data, 201	Cityview 1
	Course 2: Twitter and Public Opinion Research: Who, What, When, Where, Why and How	Cityview 2
4:00 p.m. – 6:00 p.m.	AAPOR Registration Open	Atrium Lobby

Reminder:
AAPOR sessions are located at the Seaport World Trade Center unless otherwise noted



AAPOR Short Course 1 & 2 Descriptions

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

Course 1: Weighting Sample Survey Data, 201

Instructors: Stas Kolenikov, *Abt SRBI*

Trent Buskirk, *The Nielsen Company*

Location: Cityview 1

Course Overview:

Weighting data collected from a probability sample survey is a standard part of data processing. Most often sample weights are constructed using the initial probabilities of selection that are determined by the sampling design and can be further adjusted for nonresponse and noncoverage. This short course will demonstrate the methodological foundations of weighting procedures, provide examples of different types of weighting adjustment methods and explain the benefits, drawbacks and issues related to the weighted data. We will also provide an explicit example of a typical weighting procedure encountered in public opinion surveys. The material will necessitate light-to-medium use of formulas to explain the specific procedures and differences between alternative methods. We plan to cover: theoretical foundations of weights in survey statistics; weighting adjustments for nonresponse, post-stratification and other forms of calibration; dual and multiple frames; replicate weights; limits and drawbacks of weighting procedures; available software; and workflow of weighting.

Course 2: Twitter and Public Opinion Research:

Who, What, When, Where, Why and How

Instructors: Joe Murphy, *RTI International*

Carol Haney, *Toluna Corporation*

Location: Cityview 2

Course Overview:

While much of the information posted on Twitter is difficult to interpret without adequate context or knowledge about the user or issue, the sheer magnitude of users and Tweets has provided a wealth of information to researchers on important social topics. Some researchers have approached the “mining” of this Twitter data using a variety of qualitative and quantitative methods. Others, noting the lack of solid information about exactly who Tweets and who does not, see Twitter as a non-representative source of information and have decided to ignore the stream of data altogether. This course will identify the strengths and weaknesses in utilizing Twitter for social research, and how the advent of this social network is impacting traditional research approaches. Using a framework for approaching an analysis of this large-n text stream, part of this course will step through, using open source tools, how social media data are collected, parsed and analyzed, and the decisions that are required to be made during this process that impact both analysis and data understanding.



AAPOR Day-at-a-Glance

Thursday, May 16

Time	Event	Location
7:00 a.m. – 5:00 p.m.	AAPOR Registration Open	Atrium Lobby
7:30 a.m. – 1:00 p.m.	AAPOR Golf Outing	William J. Devine Golf Course, Franklin Park
8:00 a.m. – 11:30 a.m.	AAPOR Short Courses	
	Course 3: Mail and Telephone Data Collection With Address-Based Samples	Cityview 1
	Course 4: Advanced Focus Group Moderator Techniques	Cityview 2
	Course 5: How to Publish in Survey Research: Strategies, Venues, Opportunities and Errors to Avoid	Harborview 1
1:30 p.m. – 3:00 p.m.	AAPOR Concurrent Sessions A	Seaport World Trade Center
	Session 1: Innovations in Traditional Questionnaire Evaluation Methods	Cityview 1
	Session 2: The Web Option in Multi-Mode Surveys	Cityview 2
	Session 3: Issues in Landline and Cell Phone Dual Frame RDD Survey Design	Harborview 1
	Session 4: Minimizing Nonresponse Bias	Harborview 2 & 3
	Session 5: Cross-National/Cross-Cultural Survey Research—A Session Dedicated to Janet A. Harkness, Sponsored by WAPOR	Amphitheater
	Session 6: Monitoring Local and Regional Developments	Waterfront 1
	Session 7: Reluctant Respondents and Data Quality	Waterfront 2
	Session 8: Methodological Briefs: Mode and Survey Error	Waterfront 3

AAPOR Day-at-a-Glance

Thursday, May 16

Time	Event	Location
3:00 p.m. – 5:30 p.m.	AAPOR Exhibit Hall and Book Exhibit Open	Commonwealth Complex A & B
3:00 p.m. – 4:00 p.m.	AAPOR Beverage Break in the Exhibit Hall	Commonwealth Complex A & B
	Meet the Author Thursday Session Frauke Kreuter <i>Improving Surveys with Paradata: Analytic Uses of Process Information</i> (John Wiley & Sons, Upcoming 2013)	
	Ger Snijkers Gustav Haraldsen Jacqui Jones Diane Willimack Designing and Conducting Business Surveys (John Wiley & Sons, Upcoming 2013)	
	AAPOR Poster Session #1	
	AAPOR Demonstration Session #1	
4:00 p.m. – 5:30 p.m.	AAPOR Concurrent Session B	Seaport World Trade Center
	Session 1: Factors Related to Survey Participation	Cityview 1
	Session 2: Polling Around the World	Cityview 2
	Session 3: Strategies for Increasing Response Rates	Harborview 1
	Session 4: The Role of Blogs in Public Opinion Research Dissemination	Harborview 2 & 3
	Session 5: Methodological Briefs: Internet Surveys	Amphitheater
	Session 6: Interviewers and Interviewing	Waterfront 1
	Session 7: Designing Effective Rating Scales	Waterfront 2
	Session 8: Partisanship, Democracy and Political Behavior	Waterfront 3



AAPOR Day-at-a-Glance

Thursday, May 16

Time	Event	Location
6:00 p.m. – 7:00 p.m.	AAPOR New-Member/All-Chapter Reception	Plaza Ballroom at the Seaport Boston Hotel
7:00 p.m. – 8:00 p.m.	AAPOR Dinner	Commonwealth Complex C-E
8:00 p.m. – 9:30 p.m.	AAPOR Plenary Session	Commonwealth Complex C-E
9:30 p.m. – 10:30 p.m.	AAPOR Dessert Reception	Plaza Ballroom at the Seaport Boston Hotel



AAPOR Short Course 3, 4 & 5 Descriptions

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

Course 3: Mail and Telephone Data Collection With Address-Based Samples

Instructor: J. Michael Brick, *Westat*

Location: Cityview 1

Course Overview:

Within the last decade, address-based sampling (ABS) has led to a transformation of household sampling and data collection methods in the United States. Researchers have used the ABS frame in a variety of ways with face-to-face, telephone and mail modes of data collection. While ABS provides a new opportunity, it also presents challenges of how best to use the new sampling frame to conduct surveys. This course begins with a quick overview of the data on the ABS frame and how it can be used to sample households in the United States. One of the key attributes of the ABS frame is the ability to link telephone numbers to a subset of the addresses, enabling different approaches to data collection.

We focus on mail and telephone data collection modes, with only a brief mention of face-to-face and Web modes and ABS. For the mail and telephone modes, we present models of data collection that make varying uses of the modes. For each of these data collection models we describe the comparative advantages and disadvantages and provide examples of surveys that used the models. We also compare these models of data collection with dual frame (landline and cell) telephone samples.

Course 4: Advanced Focus Group Moderator Techniques

Instructor: Nancy Ellen Kiernan, *The Pennsylvania State University*

Location: Cityview 2

Course Overview:

The literature is rich on aspects of design, implementation and analyses of focus groups. Missing, however, for practicing professionals and researchers, are a theoretical framework, guidelines and educational opportunities on how to moderate a focus group. In this experiential learning environment, participants will learn and apply techniques to sustain discussion among participants and elicit more than one-person answers; maximize time to get through all questions; and build an environment where opinions are tolerated by other participants.

(more)



AAPOR Short Course 3, 4 & 5 Descriptions

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

These techniques are life skills useful not only in focus groups but in community forums, committee and board meetings, and teaching. Mock focus groups will be conducted. Participants will learn the theoretical basis for moderating focus groups and its implications on the knowledge a researcher is seeking; four focus group process objectives for directing group dynamics; and twenty practical techniques to create and maintain focus group discussions.

Course 5: How to Publish in Survey Research: Strategies, Venues, Opportunities and Errors to Avoid

Instructor: Mario Callegaro, *Google, UK*

Jon A. Krosnick, *Stanford University*

Location: Harborview 1

Course Overview:

All survey research involves writing reports of findings. A report can simply be written for the people who conducted the survey, but most often reports are written for external consumption. Publication of reports in academic journals is vital for our work to have constructive impact on society and on the profession of survey research. This short course is designed to help professionals to improve their abilities to write effective reports that will be accepted for publication. Survey research papers have the potential to be published in the journals of many different disciplines.

This course will provide practical guidance addressing the following issues:

- How to decide whether a piece of research is ready for publication.
- What a paper needs to achieve in order to be publishable.
- How to write an introduction, method, results and discussion section.
- How to revise a manuscript for resubmission after an initial review.
- How to deal with the ego blow of rejection.
- How to revise a manuscript after it has been rejected.
- How to resist the urge to say that reviewers don't know what they're talking about.

The instructors will present the results of a survey of editors of peer reviewed journals publishing survey research papers, together with bibliometrics data and other information generally not readily available. The findings from this survey will explain what journal editors say are the most common mistakes they encounter in submitted papers and how to avoid making them.



AAPOR Concurrent Session A

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

Innovations in Traditional Questionnaire Evaluation Methods

Organizer: Heather Ridolfo, *National Agricultural Statistics Service*

Moderator: Aaron Maitland, *Westat*

Location: Cityview 1

Getting Your Money's Worth! Targeting Resources to Make Cognitive Interviews Most Effective

Jaki McCarthy, *National Agricultural Statistics Service*

Conducting Cognitive Interviews Over the Phone: Benefits and Challenges

Harmoni Noel, *American Institutes for Research*

Self-Administered Cognitive Interviewing

Jennifer Edgar, *U.S. Bureau of Labor Statistics*

Using Web Ex to Conduct Usability Testing of an On-Line Survey Instrument

Kristin Stettler, *U.S. Census Bureau*



AAPOR Concurrent Session A

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

The Web Option in Multi-Mode Surveys

Location: Cityview 2

Moderator: Vicki Pineau, NORC at the University of Chicago

The Effects of Pushing Web in a Mixed-Mode Establishment

Data Collection

Chris Ellis, RTI International

Internet Response for the Decennial Census –

2012 National Census Test

Courtney N. Reiser, U.S. Census Bureau

Comparing the Effects of Mode Design on Response Rate, Representativeness, and Cost Per Complete in Mixed-Mode Surveys Conducted in New Jersey

Ryan Tully, Princeton University

Amy Lerman, Princeton University

Changing to a Mixed-Mode Design: The Role of Mode in Respondents' Decisions About Participation in the Fifth Wave of Understanding Society's Innovation Panel

Debbie Collins, NatCen Social Research

Martin Mitchell, NatCen Social Research

Mari Toomes, NatCen Social Research

Utilizing the Web in a Multi-Mode Survey

Lekha Venkataraman, NORC at the University of Chicago



AAPOR Concurrent Session A

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

Issues in Landline and Cell Phone Dual Frame RDD Survey Design

Location: Harborview 1

Organizer and Moderator: Howard Speizer, *RTI International*

Benefits of a Cell Only Sample for Oversampling Households with Children or Entire Sample

Marcus Berzofsky, *RTI International*

Special Considerations for Weighting Local-Area Surveys

Mike Battaglia, *Battaglia Consulting Group, LLC*

Best Weighting Approaches in Dual-frame Phone Survey with Multiple Domains of Interest

Jamie Ridenhour, *RTI International*

Calculation of Response Rates for Dual-frame RDD Surveys

Robert Montgomery, *NORC at the University of Chicago*

Address-based Sampling (ABS) as an Alternative RDD: A Test in California

Matt Jans, *UCLA*



AAPOR Concurrent Session A

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

Minimizing Nonresponse Bias

Location: Harborview 2 & 3

Moderator: Charles DiSogra, Abt SRBI

Evaluation and Use of Commercial Data for Nonresponse Bias Adjustment

Andy Peytchev, *RTI International*

Interviewer Observations vs. Commercial Data: Which is Better for Nonresponse Bias Correction?

Jennifer Sinibaldi, *Institute for Employment Research (IAB)*

Mark Trappmann, *Institut für Arbeitsmarkt- und Berufsforschung (IAB)*

Frauke Kreuter, *University of Maryland JPSM & IAB*

Brady T. West, *University of Michigan Institute for Social Research*

Assessing the Reliability of Unit Level Auxiliary Data in RDD Surveys: NHTSA Distracted Driving Survey

John Boyle, *ICF International*

Andy Weiss, *Abt SRBI*

Paul Schroeder, *Abt SRBI*

Mikelyn Meyers, *Abt SRBI*

Kristie Johnson, *NHTSA*

Responsive Design for Web Panel Data Collection

Annamaria Bianchi, *University of Bergamo*

Silvia Biffignandi, *University of Bergamo*

Comparative Ethnographic Evaluations of Enumeration Methods Across Race/Ethnic Groups in the 2010 Census Nonresponse Follow-up and Update Enumerate Operations

Laurie Schwede, *U.S. Census Bureau*

Rodney Terry, *U.S. Census Bureau*

Ryan King, *U.S. Census Bureau*

Mandi Martinez, *U.S. Census Bureau*



AAPOR Concurrent Session A

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

Cross-National/Cross-Cultural Survey Research-- A Session Dedicated to Janet A. Harkness, *Sponsored by WAPOR*

Location: Amphitheater

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

Discussant: Peter Ph. Mohler, *University of Mannheim*

Playing Soccer with an Accent: Variable Meanings and Analyst Bias

Clifford Young, *IPSOS*

Darrell Bricker, *IPSOS*

Trends in International Data Collection Quality Monitoring

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

Cross-Cultural Perspectives on Surveys of the U.S. Hispanic Population

Trevor Tompson, *Associated Press NORC Center for
Public Affairs Research*

Paul J. Lavrakas, *Independent Consultant*

Interviewer Effects on Respondent Processing of Survey Questions, a Cross-cultural Analysis

Timothy Johnson, *University of Illinois at Chicago*



AAPOR Concurrent Session A

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

Monitoring Local and Regional Developments

Location: Waterfront 1

Moderator: Chris Jackson, KRC Research

Polling in the Midst of a Natural Disaster: The ABC News/Washington Post 2012 Election Tracking Poll and Hurricane Sandy

Gregory Holyk, *Langer Research Associates*

Damla Ergun, *Langer Research Associates*

Gary Langer, *Langer Research Associates*

Julie Phelan, *Langer Research Associates*

Seth Brohinsky, *Abt SRBI*

Tweeting the Chicago Teachers Strike: Using Organic Twitter Data and Sentiment Analysis to Understand Support on a Local Issue

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

Patrick van Kessel, *NORC at the University of Chicago*

Michael Jugovich, *NORC at the University of Chicago*

From Red to Blue in the Green Mountain State: Real Change or Stability Against a Background of National Changes?

Richard L. Clark, *Castleton State College*

Ryan Flood, *Castleton College*

James McCormick, *Castleton College*

A Comparison of Live and Automated Congressional Race Pre-Election Polling

Meghann Crawford, *Siena College Research Institute*

Don Levy, *Siena College Research Institute*

Colin Frederickson, *Siena College Research Institute*

The Growing Political Might of Ethnic Voters in California Elections

Mark DiCamillo, *Field Research Corporation*



AAPOR Concurrent Session A

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

Reluctant Respondents and Data Quality

Location: Waterfront 2

Moderator: Janice Ballou, *Independent Consultant*

Using Doorstep Concerns Data to Study the Relationship Between Reluctance and Measurement Error

Ting Yan, *Institute for Social Research, University of Michigan*
Shirley Tsai, *U.S. Bureau of Labor Statistics*

Patterns of CATI Survey Break-off by Item Sensitivity and Respondent Characteristics

Ayesha De Mond, *Mathematica Policy Research*

Nonresponse in Recontact Surveys

Besheer Mohamed, *Pew Research Center*
Greg Smith, *Pew Research Center*

Does Reissuing Unproductive Cases in a Face-to-Face Survey Reduce Nonresponse Bias?: Evidence From the UK Citizenship Survey

John D'Souza, *Ipsos MORI*
Patten Smith, *Ipsos MORI*
Kathryn Gallop, *Ipsos MORI*
Angela Thompson, *Ipsos MORI*

Impacts of Unit Nonresponse in a Recontact Study of Youth

Jonathan Mendelson, *Fors Marsh Group*
Luciano Viera, *Fors Marsh Group*



AAPOR Concurrent Session A

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

Methodological Briefs: Mode and Survey Error

Location: Waterfront 3

Moderator: Karen Bogen, *Mathematica Policy Research*

Multi-Mode Survey Administration: Does Offering Multiple Modes at Once Depress Response Rates?

Jocelyn Newsome, *Westat*

Kerry Levin, *Westat*

Pat D. Brick, *Westat*

Patrick Langetieg, *Internal Revenue Service*

Melissa Vigil, *Internal Revenue Service*

Michael Sebastiani, *Internal Revenue Service*

Tablets and Smartphones and Netbooks, Oh My! Effects of Device Type on Respondent Behavior

Hilary Ross, *Fors Marsh Group*

Jonathan Mendelson, *Fors Marsh Group*

Matthew Lackey, *Fors Marsh Group*

Reducing Survey Error in a Mobile Speech-IVR System

Michael Johnston, *AT&T Labs Research*

Patrick Ehlen, *AT&T Labs*

Fred Conrad, *University of Michigan*

Michael Schober, *The New School for Social Research*

Chris Antoun, *University of Michigan*

Stefanie Fail, *New School for Social Research*

Andrew Hupp, *University of Michigan*

Lucas Vickers, *Parsons the New School for Design*

Huiying Yan, *University of Michigan*

Chan Zhang, *University of Michigan*

Mixed-Mode Data Collection in Health Care: Novel Approaches to Support Comparative Effectiveness Research

Margaret Good, *OptumInsight, Life Sciences*

Susan Brenneman, *OptumInsight, Life Sciences*



AAPOR Concurrent Session A

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

Methodological Briefs: Mode and Survey Error (continued)

A Matter of Time: The Value and Optimal Timing of Follow-Up Questionnaire Mailings in a Multi-Mode Survey

Andrea Mayfield, *NORC at the University of Chicago*

Ashley Amaya, *NORC at the University of Chicago*

Kari Carris, *NORC at the University of Chicago*

Using Multiple Modes in Follow-Up Contacts in Random-Digit Dialing Surveys

Pranesh P. Chowdhury, *Centers for Disease Control and Prevention*

Where to Start: An Evaluation of Primary Data Collection Modes in an ABS Design

Ashley Amaya, *NORC at University of Chicago*

Felicia LeClere, *NORC at the University of Chicago*

Kari Carris, *NORC at the University of Chicago*

Youlian Liao, *Centers for Disease Control and Prevention*



Poster Session 1

Thursday, May 16, 3:00 p.m. – 4:00 p.m.

Location: Commonwealth Complex A & B

1. A Comparison Between Screen/Follow Item Format and Yes/No Item Format on a Multi-Mode Federal Survey

Sarah J. Hernandez, *NORC at the University of Chicago*

Svetlana N. Arakelyan, *NORC at the University of Chicago*

Vincent Welch, *NORC at the University of Chicago*

2. Survey Weight Calibration With Multiple Imputation for Missing Data

Michael D. Larsen, *The George Washington University*

Benjamin M. Reist, *U.S. Census Bureau*

3. Does Pre-Screening the Sample Improve Response in an Establishment Survey?

Julie A. Pacer, *Abt SRBI*

Kelly Daley, *Abt SRBI*

Marci Schalk, *Abt SRBI*

Jacob A. Klerman, *Abt Associates*

4. Election Exit Poll Estimation Using Spatiotemporal Statistics

Clint W. Stevenson, *Edison Research*

5. Does Persistence in Nonresponse Follow-up Overcome Respondent Reluctance or Does it Contribute to Nonresponse?

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

Brenna Matthews, *U.S. Census Bureau*

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

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

6. One Drink or Two: Does Quantity Depicted in an Image Affect Web Survey Responses?

Nuttirudee Charoenruk, *University of Nebraska-Lincoln*

Mathew Stange, *University of Nebraska-Lincoln*

7. Geographic Accuracy of Cell-Phone RDD Sample Selected by Area Code Versus Wire Center

Xian Tao, *NORC at the University of Chicago*

Benjamin Skalland, *NORC at the University of Chicago*

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

Jenny V. Jeyarajah, *National Center for Immunization and Respiratory Diseases*

Phil Smith, *National Center for Immunization and Respiratory Diseases*



Poster Session 1

Thursday, May 16, 3:00 p.m. – 4:00 p.m.

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- 8. Hola or Hello? A Priori Assignment of Interview Language Using Demographic Flags**
Ying Li, *NORC at the University of Chicago*
 - 9. Evaluation of a Targeted Dual-Frame RDD Sample of Sub-State Populations**
Amy Couzens, *RTI International*
 - 10. Using Maximum-Difference Scaling to Assess Community Values about Local Water Resource Management**
Tom Eiland, *CFM Strategic Communications*
Edward P. Johnson, *SSI*
 - 11. Are We Asking the Right Questions? An Exploration Into Crowdsourcing Survey Questions**
Bryan B. Rhodes, *RTI International*
 - 12. The Cultural Life-Course of Attitudes Toward New Medical Technologies: A Case Study of Xenografts**
Mariah D. Evans, *University of Nevada, Reno*
Jonathan Kelley, *International Survey Center*
 - 13. The Effect of Incentive Offer Timing on Interview Completion Rates for the General Social Survey**
Beth A. Fisher, *NORC at the University of Chicago*
Mike Buha, *NORC at the University of Chicago*
 - 14. Social Media Usage Among Young Adults: What, How and Why?**
Caitlin Krulikowski, *Fors Marsh Group*
Katie Solook, *Fors Marsh Group*
Yalcin Acikgoz, *Appalachian State University*
Jennifer C. Romano Bergstrom, *Fors Marsh Group*
Shawn Bergman, *Appalachian State University; Fors Marsh Group*
 - 15. An Alternative Approach to Measuring and Describing Trust as a Complex Socio-Cultural Phenomenon**
Anastasia Mirzoyants, *InterMedia Survey Institute*
 - 16. The Effect of Cognitive Dissonance and Effort Justification on Recruitment into a Longitudinal Survey Study of Military Families**
Hope McMaster, *Naval Health Research Center*
Kelly Jones, *Naval Health Research Center*



Poster Session 1

Thursday, May 16, 3:00 p.m. – 4:00 p.m.

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- 17. Can't They or Won't They Answer Our Questions? The Implications of Satisficing in Attrition Analysis**
Veronica Roth, *The Pennsylvania State University*
David Johnson, *The Pennsylvania State University*
 - 18. Inauthentic Respondent Behavior**
Arianne Buckley, *Arbitron Inc.*
Will Waldron, *Arbitron, Inc.*
 - 19. The Interpretation of Aerial Imagery as an Alternative to In-Field Listing for Address Frame Creation in Rural Environments: A Proposed Methodology With Empirical Results**
Becki Curtis, *NORC at the University of Chicago*
Ned English, *NORC at the University of Chicago*
 - 20. Sample Responsiveness to Tracking Efforts on the SIF WorkAdvance 18-Month Study**
Christy Aroopala, *Decision Information Resources, Inc.*
Jo Anna Hunter, *MDRC*
Lee Robeson, *Survey Management Inc.*
 - 21. A Balancing Act of Politics and Brands: A Look at Corporate Donations to Political Candidates and the Impact on Attitudes of Corporations, Politicians, and Purchase Behavior**
Whitney O. Walther, *University of Minnesota*
 - 22. Designing and Defending Surveys Used in Commercial Litigation**
Melissa Pittaoulis, *NERA Economic Consulting*
 - 23. Voter Interpretation of Large Numbers in Politics: A Comparison of Data Collected From In-Person Solicited Surveys and Mechanical Turk**
Brian M. Guay, *University of Richmond*
David Landy, *University of Richmond*
 - 24. How Representative are Google Consumer Surveys?: Results From an Analysis of a Google Consumer Survey Questions Relative National Level Benchmarks With Different Survey Modes and Samples Characteristics.**
Parvati Krishnamurty, *NORC at the University of Chicago*
Erin Tanenbaum, *NORC at the University of Chicago*
Michael Stern, *NORC at the University of Chicago*



Poster Session 1

Thursday, May 16, 3:00 p.m. – 4:00 p.m.

25. Enumerating Households via a Mail Questionnaire

Charles D. Harm, *Arbitron, Inc.*

26. Alternative Strategies for Linking Longitudinal Survey Data

Aaron M. Pearson, *University of Michigan Survey Research Center*

Ryan J. Yoder, *University of Michigan Survey Research Center*

Lisa S. Holland, *University of Michigan Survey Research Center*

27. Investigating the Bias of Alternative Statistical Inference Methods in Sequential Mixed-Mode Surveys

Zeynep T. Suzer-Gurtekin, *ISR - University of Michigan - Program in Survey Methodology*

Steven G. Heeringa, *ISR - University of Michigan - Program in Survey Methodology*

Richard Valliant, *ISR - University of Michigan - Program in Survey Methodology*

28. The Nature and Dynamics of Candidate Trait Impressions

Scott Clifford, *Duke Initiative on Survey Methodology*

Sunshine Hillygus, *Duke University*

29. On Factors Affecting the Accuracy of Congressional District Level Polls

Masahiko Aida, *Greenberg Quinlan Rosner Research*

30. Evaluating the Effect of Remote vs. In-Person Training Modes on Data Quality

A. Rupa Datta, *NORC at the University of Chicago*

Micah Sjoberlom, *NORC at the University of Chicago*

Jill Connelly, *NORC at the University of Chicago*

Karen Veldman, *NORC at the University of Chicago*

Vicki Wilmer, *NORC at the University of Chicago*

31. The Process of Turning Audit Trails From a CATI Survey Into Useful Data: Interviewer Behavior Paradata in the American Time Use Survey

Nicholas Ruther, *University of Nebraska - Lincoln*

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

Robert Belli, *University of Nebraska - Lincoln*

Poster Session 1

Thursday, May 16, 3:00 p.m. – 4:00 p.m.

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- 32. Air Pollution vs. Greenhouse Gasses. Government Should Limit the Amount? The Impact of Question Wording**

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

- 33. Does It Really Make a Fracking Difference?**

Robert K. Goidel, *Louisiana State University*

Michael Climek, *Louisiana State University*

Lina Brou, *Louisiana State University*

- 34. Survey Research and Social Media Monitoring During the 2012 London Summer Olympics: A Case Study**

Linda Lomelino, *Social Science Research Solutions*

Melissa Herrmann, *Social Science Research Solutions*

Susan Sherr, *Social Science Research Solutions*

Robyn Rapoport, *Social Science Research Solutions*

- 35. Potential Impact of Modifying the Fielding Time of a Web-Based Survey**

Herb M. Baum, *Data Recognition Corporation*

Anna Chandonnet, *Data Recognition Corporation*

- 36. Looking for Solutions to America's Energy Problems**

Jennifer Benz, *Associated Press NORC Center for Public Affairs Research*

Matt Kozey, *NORC at the University of Chicago*

Trevor Tompson, *Associated Press - NORC Center for Public Affairs Research*

- 36. The Effect of Cell Phones on Uninsured Rates: A Comparison of BRFSS and the Louisiana Health Insurance Survey Estimates**

Ashley Kirzinger, *University of Illinois Springfield*

Stephen Barnes, *Louisiana State University*

Dek Terrell, *Louisiana State University*

Robert Goidel, *Louisiana State University*

- 38. Effects of Response Format on Measurement of Readership**

Randall K. Thomas, *GfK Custom Research, LLC*

Curtiss Cobb, *GfK Custom Research, LLC*

Julian Baim, *GfK-MRI*

Risa Becker, *GfK-MRI*



Poster Session 1

Thursday, May 16, 3:00 p.m. – 4:00 p.m.

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- 39. **Using a Sociological Life Course Perspective to Improve Survey Data: A Case Study of Transgender Respondents**
John M. Ryan, *National Center for Health Statistics*
 - 40. **The New Era of Innovative Incentive Treatments: Efficacy of Grand Prize Sweepstakes versus Costly Individual Incentives**
Ekua Kendall, *Arbitron, Inc.*
 - 41. **Analyzing American Trust and Confidence Utilizing A Mixed Mode ABS Nationwide Survey**
Danna Moore, *Social and Economic Sciences Research Center*
Donald Beck, *Booz Allen Hamilton*
Bruce Austin, *Social and Economic Sciences Research Center,
Washington State University*
Dave Schultz, *Social and Economic Sciences Research Center,
Washington State University*



AAPOR Demonstration Session #1

Thursday, May 16, 3:00 p.m. – 4:00 p.m.

Location: Commonwealth Complex A & B

Moderator: Margaret Carroll

PHIT for Duty: Exploring a Mobile Data Collection Framework

Stacey Weger, *RTI International*

Paul Kizakevich, *RTI International*

Randy Eckhoff, *RTI International*

Yuying Zhang, *RTI International*

Jennifer Lyden, *RTI International*

Vesselina Bakalov, *RTI International*

Stephanie Bryant, *RTI International*

Tablets as Data Entry Interfaces – Solving Data Cleaning and Transcription Issues During Data Collection

Michael Costello, *RTI International*

Designing Surveys for Tablets and Smartphones

Sabin Lakhe, *U.S. Census Bureau*

Elizabeth Nichols, *U.S. Census Bureau*

Murrey G. Olmsted, *RTI International*

Tiffany King, *RTI International*



AAPOR Concurrent Session B

Thursday, May 16, 4:00 p.m. – 5:30 p.m.

Factors Related to Survey Participation

Location: Cityview 1

Moderator: John Stevenson, *University of Wisconsin Survey Center*

Social Isolation and Survey Nonresponse: An Empirical Evaluation Using Social Network Data

Megumi Watanabe, *University of Nebraska-Lincoln*

Kristen M. Olson, *University of Nebraska-Lincoln*

Christina D. Falci, *University of Nebraska-Lincoln*

Community Attachment, Social Trust and Nonresponse to a Telephone Survey

Thomas M. Guterbock, *Center for Survey Research,
University of Virginia*

Casey Eggleston, *Center for Survey Research, University of Virginia*

Survey Topic Saliency: An Examination of Potential Effects and Remedies

Johnny Blair, *Abt SRBI*

Pat D. Brick, *Westat*

J. Michael Brick, *Westat*

Partisanship and Nonresponse in Political Polls

Leah M. Christian, *Pew Research Center*

Michael Dimock, *Pew Research Center*

Danielle Gewurz, *Pew Research Center*

Scott Keeter, *Pew Research Center*

Jocelyn Kiley, *Pew Research Center*

Alec Tyson, *Pew Research Center*

Tracking and Re-engaging Respondents for Follow-Up Research: A Methodological Examination of Two Research Studies

Anna Sandoval, *American Institutes for Research*

Celeste Stone, *American Institutes for Research*



AAPOR Concurrent Session B

Thursday, May 16, 4:00 p.m. – 5:30 p.m.

Polling Around the World

Location: Cityview 2

Moderator: Patricia Moy, *University of Washington*

Outside Looking In: An Examination of the Kaleidoscopic Nature of International Public Opinion of the United States During the Bush and Obama Presidencies

Natalie Manayeva, *University of Tennessee*
Alexandra Brewer, *University of Tennessee*
Michael Fitzgerald, *University of Tennessee*

When Undecideds Decide It All: The Effect of Unreported Opinions on the Results of Pre-Election Polls

Mohamed Abouelela, *Faculty of Economics and Political Science*
Magued Osman, *The Egyptian Center for Public Opinion Research (Baseera)*

Does Data Collection Method Affect the Results of the Post-Election Polling in Egypt?

Hanan Grgis, *The Egyptian Center for Public Opinion Research (Baseera)*
Magued I. Osman, *The Egyptian Center for Public Opinion Research (Baseera)*

Indicators of State Legitimacy in Afghanistan

Nina R. Sabarre, *D3 Systems*
Samuel Solomon, *D3 Systems*
Timothy Van Blarcom, *D3 Systems*

South Sudan: Evolving Opinions After A Year Of Independence

Brian M. Kirchhoff, *D3 Systems*
Samantha Chiu, *D3 Systems*
Matthew Warshaw, *D3 Systems*



AAPOR Concurrent Session B

Thursday, May 16, 4:00 p.m. – 5:30 p.m.

Strategies for Increasing Response Rates

Location: Harborview 1

Moderator: Melissa Dugger, *Mathematica Policy Research*

Use of Smart Phones/Text Messaging to Increase Response Rates

Piper DuBray, *ICF International*

The Use of Email, Text Messages, and Facebook to Increase Response Rates Among Adolescents in a Longitudinal Study

Anna Fleeman, *Abt SRBI*

Kimberly Francis, *Abt Associates*

Tiffany Henderson, *Abt SRBI*

Michelle Woodford, *Abt Associates*

Marlena Jani, *Abt SRBI*

Will They Answer the Phone If They Know It's Us? Using Caller ID to Improve Response Rates

Kathy Ott, *National Agricultural Statistics Service*

Heather Ridolfo, *National Agricultural Statistics Service*

Jeff Boone, *National Agricultural Statistics Service*

Nancy Dickey, *National Agricultural Statistics Service*

Using Qualitative and Quantitative Testing to Improve Hispanic Response Rates for Online Surveys

Yelena Pens, *Arbitron*

Robin Gentry, *Arbitron*

Survey Reminder Method Experiment: An Examination of Cost Efficiency and Reminder Mode Salience in the 2012 N-MHSS Locator Survey

Matthew G. Anderson, *Mathematica Policy Research*

Barbara Rogers, *Mathematica Policy Research*

Karen CyBulski, *Mathematica Policy Research*

John Hall, *Mathematica Policy Research*

Cathie E. Alderks, *SAMHSA*

Laura Milazzo-Sayre, *SAMHSA*

AAPOR Concurrent Session B

Thursday, May 16, 4:00 p.m. – 5:30 p.m.

The Role of Blogs in Public Opinion Research Dissemination

Location: Harborview 2 & 3

Organizer and Moderator: Joe Murphy, RTI International

The Survey Geek

Reg Baker, *Market Strategies, Inc.*

LoveStats

Annie Pettit, *Conversition*

SurveyPost

Adam Sage, *RTI International*

The Caucus

Marjorie Connolly, *The New York Times*

FreeRangeResearch

Casey L. Tesfaye, *American Institute of Physics*

Kumarrao.net and Survey Practice

Kumar Rao, *The Nielsen Company*

Researchscape

Jeffery Henning, *Researchscape*



AAPOR Concurrent Session B

Thursday, May 16, 4:00 p.m. – 5:30 p.m.

Methodological Briefs: Internet Surveys

Location: Amphitheater

Moderator: Jamie Griffin, *Mathematica Policy Research*

The Impact on Web Survey Drop-Out Rates of Page Number Progress Indicators Used Throughout, Near the End, or Not at All

Jill Walston, *American Institutes for Research*

Brittany Cunningham, *American Institutes for Research*

Rebecca Medway, *American Institutes for Research*

Examining the Feasibility of SMS as a Contact Mode for a College Student Survey

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

Colleen A. McClain, *Survey Sciences Group, LLC*

Sara O'Brien, *Survey Sciences Group, LLC*

Toben F. Nelson, *University of Minnesota*

The Effectiveness of Mailed Invitations for Web Surveys

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

Mick P. Couper, *University of Michigan*

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

A Competition Among New Graphical Methods for Eliciting Probability Distributions

David Rothschild, *Microsoft Research*

Smarter Online Panels for Smartphone Users: Exploring Factors Associated with Mobile Panel Participation

Lauren A. Walton, *The Nielsen Company*

Trent D. Buskirk, *The Nielsen Company*

Thomas Wells, *The Nielsen Company*

Distracted Respondents

Brian F. Schaffner, *University of Massachusetts Amherst*

Stephen Ansolabehere, *Harvard University*



AAPOR Concurrent Session B

Thursday, May 16, 4:00 p.m. – 5:30 p.m.

Methodological Briefs: Internet Surveys (continued)

Are Response Rates to a Web-Only Survey Spatially Clustered?

Lee Fiorio, *NORC at the University of Chicago*

Michael Stern, *NORC at the University of Chicago*

Ned English, *NORC at the University of Chicago*

Ipek Bilgen, *NORC at the University of Chicago*

Becki Curtis, *NORC at the University of Chicago*



AAPOR Concurrent Session B

Thursday, May 16, 4:00 p.m. – 5:30 p.m.

Interviewers and Interviewing

Location: Waterfront 1

Moderator: Jenna Fulton, *University of Maryland, JPSM*

Frequentist and Bayesian Approaches for Comparing Interviewer Variance Components in Two Groups of Survey Interviewers

Brady T. West, *Institute for Social Research, University of Michigan*

Michael R. Elliott, *Institute for Social Research, University of Michigan*

Interviewer Perceptions and Data Collection Outcomes on a National Multi-Mode Study

Micah Sjoblom, *NORC at the University of Chicago*

Vicki Wilmer, *NORC at the University of Chicago*

Marietta Bowman, *NORC at the University of Chicago*

Peter Hepburn, *NORC at the University of Chicago*

Factors Influencing the Quality of Interviewers' Observations of Respondents' Gender in Telephone Surveys

Susan K. McCulloch, *Joint Program in Survey Methodology*

Frauke Kreuter, *University of Maryland, JPSM & IAB*

Shocking Misbehavior by Face-to-Face Interviewers: The 2008 ANES Office Recognition Questions

Hector Santa Cruz, *Stanford University*

Jon A. Krosnick, *Stanford University*

Audio-Recording of Verbatim Thinkalouds: A Solution to the Problems of Interviewer Transcription?

Patrick Sturgis, *University of Southampton*

Nick Allum, *University of Essex*

Rebekah Luff, *University of Southampton*



AAPOR Concurrent Session B

Thursday, May 16, 4:00 p.m. – 5:30 p.m.

Designing Effective Rating Scales

Location: Waterfront 2

Moderator: Andrew Therriault, *Lightbox Analytics*

A Comparison of Branched and Unbranched Rating Scales for the Measurement of Attitudes in Surveys

Emily E. Gilbert, *University of Essex*

Do Branched Rating Scales Have Better Test-Retest Reliability Than Un-Branched Scales? Experimental Evidence From a Three-Wave Panel Survey

Nick Allum, *University of Essex*
Emily Gilbert, *University of Essex*

Controlling for a Response Order Effect in Ranking Items Using Latent Class Choice Modeling

Ingrid Vriens, *Tilburg University*
John Gelissen, *Tilburg University*
Guy Moors, *Tilburg University*

Measurement of Self-Rated Health Among U.S. Hispanic Populations

Mingnan Liu, *University of Michigan*

Rating Scale Design in Developing Countries: A Split Ballot Experiment in Ethiopia

Charles Lau, *RTI International*
Emilia Peytcheva, *RTI International*



AAPOR Concurrent Session B

Thursday, May 16, 4:00 p.m. – 5:30 p.m.

Partisanship, Democracy and Political Behavior

Location: Waterfront 3

Moderator: Robert Oldendick, *University of South Carolina*

What's Wrong With Nevada?: The Persuasive Power of Partisanship

Andrew Smith, *UNH Survey Center*

Jennifer Dineen, *University of Connecticut*

Types of Moderates and Their Effect on Partisanship and Voting

Natalie M. Jackson, *Marist Institute for Public Opinion*

Satisfaction and Democracy: A Possible Combination?

Mónica Ferrín Pereira, *Collegio Carlo Alberto, Torino*

Consistency of Reports of Party Affiliation and Voting Behaviour — Lessons From a UK Panel Study

Nick Moon, *GfK NOP Social Research*

John Burton, *ISER, University of Essex*



Notes



WAPOR 66th Annual Conference

Notes



Notes



AAPOR Day-at-a-Glance

Friday, May 17

Time	Event	Location
7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings	
	AAPOR Financial Oversight Committee	Federal Complex 1 & 2
	AAPOR Chapter Representatives	Congress Ballroom
7:00 a.m. – 8:00 a.m.	AAPOR Continental Breakfast in the Exhibit Hall	Commonwealth Complex A & B
7:00 a.m. – 4:30 p.m.	AAPOR Exhibit Hall and Book Exhibit Open	Commonwealth Complex A & B
7:30 a.m. – 4:30 p.m.	AAPOR Registration Open	Atrium Lobby
8:00 a.m. – 9:30 a.m.	AAPOR Concurrent Sessions C	
	Session 1: Improving Surveys with Paradata	Cityview 1
	Session 2: Sampling and Data Quality Issues in Internet Surveys	Cityview 2
	Session 3: Lessons in Leadership: AAPOR Women Leaders Share Their Insights	Harborview 1
	Session 4: From Concepts to Question	Harborview 2 & 3
	Session 5: The 2012 Election: HorseRace Polls, Exit Polls, and Poll Aggregation	Amphitheater
	Session 6: Methodological Briefs: Cell Phones	Waterfront 1
	Session 7: Assessing the Risk of Nonresponse Bias	Waterfront 2
	Session 8: Culture and Survey Responses	Waterfront 3
9:30 a.m. – 10:00 a.m.	AAPOR Beverage Break in the Exhibit Hall	Commonwealth Complex A & B

Reminder:
AAPOR sessions are located at
the Seaport World Trade Center

AAPOR Day-at-a-Glance

Friday, May 17

Time	Event	Location
10:00 a.m. – 11:30 a.m.	AAPOR Concurrent Sessions D	
	Session 1: Probability and Non-Probability Samples in Internet Surveys	Cityview 1
	Session 2: Question Construction and Data Quality	Cityview 2
	Session 3: Interviewing Methods and Survey Outcomes	Harborview 1
	Session 4: Decision-Making in the 2012 Election	Harborview 2 & 3
	Session 5: Questionnaire Translation: Janet Harkness' Contributions, Legacy, and Beyond	Amphitheater
	Session 6: The Origins and Development of Survey Research	Waterfront 1
	Session 7: Maximizing Response Through Optimal Contact Strategies	Waterfront 2
	Session 8: Incentives and Survey Response	Waterfront 3
11:45 a.m. – 12:30 p.m.	AAPOR Presidential Address	Amphitheater
12:45 p.m. – 1:45 p.m.	AAPOR Luncheon	Commonwealth Complex C-E
1:45 p.m. – 3:15 p.m.	AAPOR Concurrent Sessions E	
	Session 1: Developments in the Design and Implementation of Web Surveys	Cityview 1
	Session 2: Question Order and Context Effects	Cityview 2
	Session 3: Multi-Cultural and Multi-Lingual Survey Research	Harborview 1
	Session 4: Improving Response Rates in Establishment Surveys: Results From Controlled Experiments	Harborview 2 & 3



AAPOR Day-at-a-Glance

Friday, May 17

Time	Event	Location
1:45 p.m. – 3:15 p.m.	AAPOR Concurrent Sessions E (continued)	
	Session 5: Cell Phone Samples: Effort, Outcomes, and Costs	Amphitheater
	Session 6: Public Opinion on Current Political and Social Issues	Waterfront 1
	Session 7: Reaching and Estimating Small or Specialized Populations	Waterfront 2
	Session 8: Monitoring Interviewer Behavior	Waterfront 3
3:15 p.m. – 4:00 p.m.	AAPOR Town Hall Meeting	Waterfront 1
3:15 p.m. – 4:15 p.m.	AAPOR Dessert Break in the Exhibit Hall	Commonwealth Complex A & B
3:15 p.m. – 4:15 p.m.	AAPOR Meet-the-Author Session Lior Gideon <i>Handbook of Survey Methodology for the Social Sciences</i> (Springer, 2012) Sharlene Nagy Hesse-Biber <i>Feminist Research Practice: A Primer (Second Edition)</i> (SAGE Publications, New Edition 2013)	Commonwealth Complex A & B
3:15 p.m. – 4:15 p.m.	AAPOR Poster Session #2	Commonwealth Complex A & B
3:15 p.m. – 4:15 p.m.	AAPOR Demonstration Session #2	Commonwealth Complex A & B
3:15 p.m. – 4:15 p.m.	AAPOR Speed Networking Session 1	Seaport Ballroom (Hotel)
4:15 p.m. – 5:45 p.m.	AAPOR Concurrent Sessions F	
	Session 1: Questionnaire Design and Data Quality	Cityview 1
	Session 2: Methodological Briefs: Combating Nonresponse	Cityview 2
	Session 3: Innovative Measurement of Public Opinion	Harborview 1
	Session 4: Enhancing Usability and Data Quality	Harborview 2 & 3



AAPOR Day-at-a-Glance

Friday, May 17

Time	Event	Location
4:15 p.m. – 5:45 p.m.	AAPOR Concurrent Sessions F (continued)	
	Session 5: Using Mail to Improve the Effectiveness of Web and Telephone Data Collection for Address-Based Samples of the General Public	Amphitheater
	Session 6: Public Opinion and the Environment	Waterfront 1
	Session 7: Panel Recruitment, Attrition, and Data Quality I	Waterfront 2
	Session 8: Evaluating Address-Based Samples I	Waterfront 3
6:00 p.m. – 7:30 p.m.	AAPOR Student Meet & Greet	Back Bay Complex
6:00 p.m.	Dinner on your own	
6:30 p.m.	In the Spirit of Baseball – Fenway Park Tour and Appetizers <i>(additional registration fee)</i>	Meet at Seaport Boston Hotel Main Entrance



AAPOR Concurrent Session C

Friday, May 17, 8:00 a.m. – 9:30 p.m.

Improving Surveys With Paradata

Location: Cityview 1

Organizer and Moderator: Frauke Kreuter, *University of Maryland JPSM & IAB*

Paradata and Coverage Error

Stephanie Eckman, *Institute for Employment Research*

Paradata and Nonresponse Error

Brady West, *Institute for Social Research, University of Michigan*

Paradata and Measurement Error

Kristen Olson, *University of Nebraska - Lincoln*

Paradata in Web Surveys

Mario Callegaro, *Google, UK*

Paradata to Study Response to Within-Survey Requests

Joe Sakshaug, *University of Michigan*



AAPOR Concurrent Session C

Friday, May 17, 8:00 a.m. – 9:30 p.m.

Sampling and Data Quality Issues in Internet Surveys

Location: Cityview 2

Moderator: Jenny Marlar, *The Gallup Organization*

The Performance of Different Calibration Models in Non-Probability Online Surveys: The Case of the 2012 U.S. Presidential Election

Clifford A. Young, *Ipsos Public Affairs*

How Do Different Sampling Techniques Perform in a Web-Only Survey?: Results From a Comparison of a Random Sample Email Blast to an Address-Based Sampling Approach

Ipek Bilgen, *NORC at the University of Chicago*

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

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

Can We Effectively Sample From Social Media Sites? Results From Two Sampling Experiments

Michael Stern, *NORC at the University of Chicago*

Kirk Wolter, *NORC at the University of Chicago*

Ipek Bilgen, *NORC at the University of Chicago*

How Far Have We Come?: The Lingering Digital Divide and Its Impact on the Representativeness of Internet Surveys

J. M. Dennis, *GfK Knowledge Networks*

Curtiss Cobb, *GfK Knowledge Networks*

Respondent Validation Phase II

Dinaz Kachhi-Jiwani, *United Sample (uSamp)*

Lisa Wilding-Brown, *United Sample (uSamp)*



AAPOR Concurrent Session C

Friday, May 17, 8:00 a.m. – 9:30 p.m.

Lessons in Leadership: AAPOR Women Leaders Share Their Insights

Location: Harborview 1

Organizer: Anna Wiencrot, *NORC at the University of Chicago*

Moderator: Angie Gels, *The Nielsen Company*

Panelists: Mollyann Brodie, *The Henry J. Kaiser Family Foundation*

Courtney Kennedy, *Abt SRBI*

Nancy Mathiowetz, *University of Wisconsin-Milwaukee*

Eileen O'Brien, *Energy Information Administration,
U.S. Department of Energy*



AAPOR Concurrent Session C

Friday, May 17, 8:00 a.m. – 9:30 p.m.

From Concepts to Questions

Location: Harborview 2 & 3

Moderator: Kristin Stettler, U.S. Census Bureau

Preparing to Measure Health Coverage in Surveys Post-Reform: Lessons From Massachusetts

Joanne Pascale, U.S. Census Bureau

Jonathan Rodean, U.S. Census Bureau

Jennifer Leeman, U.S. Census Bureau

Carol Cosenza, Center for Survey Research, UMASS Boston

Alisu Schoua-Glusberg, Research Support Services

Identifying the Dimensions of Question Sensitivity: A Multidimensional Scaling Study

Christopher Antoun, Institute for Social Research,
University of Michigan

Finding the Needle: The Challenges of Recruiting Participants for Cognitive Testing by Coverage Type in an Exchange State

Katherine R. Kenward, Research Support Services, Inc.

Joanne Pascale, U.S. Census Bureau

Alisu Schoua-Glusberg, Research Support Services, Inc.

Carol Cosenza, Center for Survey Research University of
Massachusetts Boston

The Establishment Survey Response Process and Measurement Error: How and Why Are They Connected?

Polly Phipps, U.S. Bureau of Labor Statistics

A Six-Step Process for Enhancing Survey Scale Validity: Development of the Child Behaviors Scale

Hunter Gehlbach, Harvard Graduate School of Education

Lauren Capotosto, Harvard Graduate School of Education

Sofia Bahena, Harvard Graduate School of Education

Beth Schueler, Harvard Graduate School of Education

Philip Garland, SurveyMonkey



AAPOR Concurrent Session C

Friday, May 17, 8:00 a.m. – 9:30 p.m.

The 2012 Election: Horserace Polls, Exit Polls and Poll Aggregation

Location: Amphitheater

Moderator: Dan Merkle, ABC News

Voter Mobilization Effects of Localized Pre-Election Horserace Polling Information

David L. Vannette, *Stanford University*

Sean J. Westwood, *Stanford University*

Using Non-Probability Online Surveys for Exit Polling: The Case of the 2012 U.S. Presidential Elections

John P. Vidmar, *Ipsos USPA*

Darrell Bricker, *Ipsos USPA*

Cliff Young, *Ipsos USPA*

Julia Clark, *Ipsos USPA*

Alan Roshwalb, *Ipsos USPA*

Neale El Dash, *Ipsos USPA*

Information Disconnect: Data Aggregators and Media Reporting in the 2012 Presidential Election

Fred Solop, *Northern Arizona University*

Nancy Wonders, *Northern Arizona University*

Using Model-Based Poll Averaging to Evaluate the 2012 Polls and Pollsters

Mark Blumenthal, *Huffington Post*

Simon Jackman, *Stanford University*

Model-Based Poll Averaging Over the 2012 U.S. Presidential Election Campaign

Simon Jackman, *Stanford University*



AAPOR Concurrent Session C

Friday, May 17, 8:00 a.m. – 9:30 p.m.

Methodological Briefs: Cell Phones

Location: Waterfront 1

Moderator: Edward Johnson, SSI

Alternative Sample Selection and Data Collection Strategies for Balancing Cell Phone Response Distribution Across County/Region Level Geographies in a Dual Frame (Landline/Cell) Telephone Survey

Howard Speizer, *RTI International*
Marcus Berzofsky, *RTI International*
Jamie Ridenhour, *RTI International*
Tom Duffy, *RTI International*
Tim Sahr, *Ohio State University*

Sampling Cell Phones by Rate Center: Efficacy, Coverage and Incidence

David Dutwin, *Social Science Research Solutions*
David Malarek, *MSG*

To Call or Mail: Impact of Mailing Surveys Directly to Cell-Phone-Only Households in an Address-Based Frame

Vrinda Nair, *Arbitron Inc.*
Robin Gentry, *Arbitron Inc.*

Understanding Bias in Appended Wireless Billing ZIP Code Data

Tara Merry, *Abt SRBI*
Andy Weiss, *Abt SRBI*
Mikelyn Meyers, *Abt SRBI*
Paul Schroeder, *Abt SRBI*
Kristie Johnson, *NHTSA*

Cell-Phone Sampling Frames: Effectiveness and Dependability of Recent-Usage Data

Robert DeHaan, *Arbitron Inc.*



AAPOR Concurrent Session C

Friday, May 17, 8:00 a.m. – 9:30 p.m.

Methodological Briefs: Cell Phones (continued)

Recent Methodological Updates Adopted for the National Immunization Survey (NIS)

Vicki Pineau, *NORC at the University of Chicago*

Robert Montgomery, *NORC at the University of Chicago*

Bess Welch, *NORC at the University of Chicago*

Kirk Wolter, *NORC at the University of Chicago*

Stacie Greby, *Centers for Disease Control and Prevention*

Cross-Platform Measurement: User Experience With a Smartphone and Web Self-Reported Data Collection Application.

Ana P. Petras, *The Nielsen Company*

Shu Duan, *The Nielsen Company*

Oana Dan, *The Nielsen Company*

The Mechanics of GPS Geo-Location for Mobile Devices: Their Potential for Measurement Error and Some Illustrative Data

Trashawna Boals, *Experian Marketing Services*

Max Kilger, *Experian Marketing Services*



AAPOR Concurrent Session C

Friday, May 17, 8:00 a.m. – 9:30 p.m.

Assessing the Risk of Nonresponse Bias

Location: Waterfront 2

Moderator: Laura Leach, *Graduate Management Admission Council*

Following up on Nonresponse Bias in the American Time Use Survey

Daniel G. Harwell, *National Center for Health Statistics*

Multiple Approaches for Evaluating Nonresponse Bias in a Short-Field-Period Survey

Robyn Rapoport, *Social Science Research Solutions*

Paul J. Lavrakas, *Independent Consultant*

Eran Ben-Porath, *Social Science Research Solutions*

Melissa Herrmann, *Social Science Research Solutions*

An Evaluation of Alternative Indicators for the Risk of Nonresponse Bias for a Mail Survey With a Nonresponse Follow-Up

Sonja Ziniel, *Harvard Medical School; Boston Children's Hospital*

James Wagner, *University of Michigan*

Rebecca Hehn, *Boston Children's Hospital*

Robert Groves, *Georgetown University*

Ingrid Holm, *Boston Children's Hospital*

The Effect of Survey Mode on Nonresponse Bias and Measurement Error: A Validation Approach

Antje Kirchner, *Institute for Employment Research*

Barbara Felderer, *Institute for Employment Research*

Implications of Potential Nonresponse Bias

Ashton Jacobe, *Fors Marsh Group*



AAPOR Concurrent Session C

Friday, May 17, 8:00 a.m. – 9:30 p.m.

Culture and Survey Responses

Location: Waterfront 3

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

Examining the Role of Culture in Answering Context-General and Context-Specific Survey Questions

Allyson L. Holbrook, *University of Illinois at Chicago*

Sharon Shavitt, *University of Illinois*

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

Young I. Cho, *University of Wisconsin - Milwaukee*

Noel Chavez, *University of Illinois at Chicago*

Saul Weiner, *University of Illinois at Chicago*

Testing the Veracity of Self-Reported Religious Practice in the Muslim World

Philip Brenner, *University of Massachusetts Boston*

Estaría Bien Si Le Hago Unas Pocas Preguntas En Ingles?

An Experimental Investigation of Language Effects Among Bilingual Latinos

Nicole R. Buttermore, *Social Science Research Solutions*

Luis Tipan, *Social Science Research Solutions*

Mark Lopez, *Pew Hispanic Center*

David Dutwin, *Social Science Research Solutions*

Assessing the Validity and Reliability of Self-Reported Items on Likelihood of Migration

Sergio C. Wals, *University of Nebraska-Lincoln*

Alejandro Moreno, *Instituto Tecnológico Autónomo de México*

A Cross-Cultural Study on Daily Experience of Depression Between Countries in the Sahel Region and Western Asia

Jinyoung Lee, *University of Nebraska - Lincoln*



AAPOR Concurrent Session D

Friday, May 17, 10:00 a.m. – 11:30 p.m.

Probability and Non-Probability Samples in Internet Surveys

Location: Cityview 1

Moderator: Brad Larson, *Thoroughbred Research Group*

Understanding Bias in Probability and Non-Probability Samples of a Rare Population

John Boyle, *ICF International*

A Comparison of Results from Dual Frame RDD Telephone Surveys and Google Consumer Surveys

Scott Keeter, *Pew Research Center*

Leah Christian, *Pew Research Center*

Danielle Gewurz, *Pew Research Center*

Michael Dimock, *Pew Research Center*

Rob Suls, *Pew Research Center*

Jon Sadow, *Google*

Paul McDonald, *Google*

Brett Slatkin, *Google*

Matt Mohebbi, *Google*

A Comparison of a Mailed-in Probability Sample Survey and a Non-Probability Internet Panel Survey for Assessing Self-Reported Influenza Vaccination Levels Among Pregnant Women

James Singleton, *Centers for Disease Control and Prevention*

Helen Ding, *Chenega Goverment Consulting LLC*

Stacie Greby, *Centers for Disease Control and Prevention*

Probability vs. Non-Probability Samples: A Comparison of Five Surveys

Johan Martinsson, *University of Gothenburg*

Stefan Dahlberg, *University of Gothenburg*

Sebastian Lundmark, *University of Gothenburg*



AAPOR Concurrent Session D

Friday, May 17, 10:00 a.m. – 11:30 p.m.

Probability and Non-Probability Samples in Internet Surveys (continued)

Modeling a Probability Sample? An Evaluation of Sample Matching for an Internet Measurement Panel

Lukasz Chmura, *The Nielsen Company*

Douglas Rivers, *YouGov*

Delia Bailey, *YouGov*

Christine Pierce, *The Nielsen Company*

Scott Bell, *The Nielsen Company*



AAPOR Concurrent Session D

Friday, May 17, 10:00 a.m. – 11:30 p.m.

Question Construction and Data Quality

Location: Cityview 2

Moderator: Diane Herz, *Mathematica Policy Research*

Impact of Filter Questions on Estimates of Media Consumption

Curtiss Cobb, *GfK Knowledge Networks*

Danell Godinez, *GfK Knowledge Networks*

Randall Thomas, *GfK Knowledge Networks*

Julian Baim, *GfK-MRI*

Risa Becker, *GfK-MRI*

Response Format Effects in the Measurement of Employment

Sergei Rodkin, *GfK Custom Research, LLC*

Randall K. Thomas, *GfK Custom Research, LLC*

Stefan Subias, *GfK Custom Research, LLC*

Carolyn Chu, *GfK Custom Research, LLC*

Grouped Versus Interleafed Questions and Specific Versus Global Questions to Improve Accuracy of the Census Questionnaire

Emily Geisen, *RTI International*

Murrey Olmsted, *RTI International*

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

Minor Design Changes With Major Impacts: Testing Explicit Versus Implicit Don't Know and Refused Response Options in Audio Computer-Assisted Self Interviewing

James M. Dahlhamer, *National Center for Health Statistics*

Adena Galinsky, *National Center for Health Statistics*

Sarah Joestl, *National Center for Health Statistics*

Marcie Cynamon, *National Center for Health Statistics*

Jennifer Madans, *National Center for Health Statistics*

Virginia Cain, *National Center for Health Statistics*

Seymour Sudman Student Paper Award Winner

Measure for Measure: An Experimental Test of Online Political Media Exposure

Andrew Guess, *Columbia University*



AAPOR Concurrent Session D

Friday, May 17, 10:00 a.m. – 11:30 p.m.

Interviewing Methods and Survey Outcomes

Location: Harborview 1

Moderator: Kristina Rall, *Mathematica Policy Research*

Rapport, Sensitivity, and Proxy Reporting: Questions About End-Of-Life Planning and Interviewer-Respondent Interaction

Dana Garbarski, *University of Wisconsin-Madison*

Nora Cate Schaeffer, *University of Wisconsin-Madison*

Jennifer Dykema, *University of Wisconsin Survey Center*

Measuring Conversational Interviewing and Its Impact on Data Quality in the American Time Use Survey

Scott Fricker, *U.S. Bureau of Labor Statistics*

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

Jennifer Edgar, *U.S. Bureau of Labor Statistics*

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

Stephanie Denton, *U.S. Bureau of Labor Statistics*

Predicting the Occurrence of Respondent Retrieval Strategies in Calendar Interviewing: The Quality of Retrospective Reports

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

L.D. Miller, *University of Nebraska - Lincoln*

Leen Kiat Soh, *University of Nebraska - Lincoln*

Tarek Al Baghal, *University of Nebraska - Lincoln*

Linking Interview Context, Interviewer Behavior and Data Quality

Aaron Maitland, *Westat*

Wendy Hicks, *Westat*

Hello? Is Better Than Hello: Effects of Greetings on Participation in Survey Invitations.

José R. Benkí, *University of Michigan*

Jessica Broome, *University of Michigan*

Frederick Conrad, *University of Michigan*

Robert Groves, *Georgetown University*

Frauke Kreuter, *University of Maryland JPSM & IAB*

AAPOR Concurrent Session D

Friday, May 17, 10:00 a.m. – 11:30 p.m.

Decision-Making in the 2012 Election

Location: Harborview 2 & 3

Moderator: Mark Schulman, *Abt SRBI*

Validating Likely Voter Measures in 2012 Pre-Election Polling

Jocelyn Kiley, *Pew Research Center*

Scott Keeter, *Pew Research Center*

Matt Frei, *Pew Research Center*

Seth Motel, *Pew Research Center*

Leah M. Christian, *Pew Research Center*

Michael Dimock, *Pew Research Center*

Michael P. McDonald, *George Mason University*

Matthew Berent, *Matt Berent Consulting*

Jon Krosnick, *Stanford University*

The Impact of the Presidential Debates on Undecided and Persuadable Voters

Curtiss Cobb, *GfK Knowledge Networks*

Charles DiSogra, *Abt SRBI*

Jordon Peugh, *GfK Knowledge Networks*

Sarah Dutton, *CBS*

Anthony Salvanto, *CBS*

Kathleen Connolley, *GfK Knowledge Networks*

The RAND Continuous 2012 Presidential Election Poll

Tania L. Gutsche, *RAND Corporation*

Arie Kapteyn, *RAND Corporation*

Erik Meijer, *RAND Corporation*

Bas Weerman, *RAND Corporation*

Survey Research as a Campaign Tool: Turnout Effects of Survey Respondents

David M. Margolis, *Greenberg Quinlan Rosner Research*

The Influence of Social Desirability in the Rise of Political Independents

Samara Klar, *Northwestern University*

Yanna Krupnikov, *Northwestern University*



AAPOR Concurrent Session D

Friday, May 17, 10:00 a.m. – 11:30 p.m.

Questionnaire Translation: Janet Harkness's Contributions, Legacy, and Beyond

Location: Amphitheater

Co-Organizers and

Moderators: Alisu Schoua-Glusberg, *Research Support Services*

Ana Villar, *Research Fellow*

Discussant: Peter Ph. Mohler, *University of Mannheim*

Overview of Janet Harkness' Work and Contributions to the Field: Where Did She Lead Us To and Where We Are Now

Ana Villar, *Research Fellow*

Alisú Schoua-Glusberg, *Research Support Services*

On the Different Uses and Users of the Term Adaptation

Dorothee Behr, *GESIS – Leibniz Institute for the Social Sciences*

Enhancing the Translatability of the Source Questionnaire in the European Social Survey (ESS) – Does Advance Translation Help?

Brita Dorer, *GESIS – Leibniz Institute for the Social Sciences*

Adapting Translation of the American Community Survey in Chinese and Korean

Mandy Sha, *RTI International*

Hyunjoo Park, *RTI International*

Yuling Pan, *U.S. Census Bureau*

Translation Versus Adaptation: Translating U.S. Educational Level Survey Questions into Spanish

Patricia Goerman, *U.S. Census Bureau*

Leticia Fernández

Rosanna Quiroz, *RTI International*



AAPOR Concurrent Session D

Friday, May 17, 10:00 a.m. – 11:30 p.m.

The Origins and Development of Survey Research

Location: Waterfront 1

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

The Origins and Development of Cross-National Survey Research:

The Diffusion of an Innovation

Tom W. Smith, NORC at the University of Chicago

A History of Survey Research and Its Professional Associations

Michael Mokrzycki, Mike Mokrzycki Survey Research Services

Early Studies of Political Behavior in the United States

Michael W. Traugott, University of Michigan

A History of Survey Research at NORC

Norman Bradburn, Department of Psychology,

NORC at the University of Chicago

James A. Davis, Department of Psychology,

NORC at the University of Chicago

Comparing Early Survey Research Methodologies in Mexico in the 1940s

Alejandro Moreno, Instituto Technológico Autónomo de México



AAPOR Concurrent Session D

Friday, May 17, 10:00 a.m. – 11:30 p.m.

Maximizing Response Through Optimal Contact Strategies

Location: Waterfront 2

Moderator: Larry Luskin, *ICF International*

Number of Mail and Phone Contact Attempts to Complete Physician Surveys

Julie C. Linville, *SRA International*

Eric Jamoom, *National Center for Health Statistics*

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

Nicholas A. Holt, *SRA International*

Issues in Contacting and Engaging SNAP Recipients in a Longitudinal Survey

Crystal MacAllum, *Westat*

Suzanne McNutt, *Westat*

Adam Chu, *Westat*

Susan Bartlett, *Abt Associates*

Kelly Kinnison, *USDA Food and Nutrition Service*

Improving Response and Operational Efficiency Under the Constraints of Time-Sensitive Program Evaluation

Andy Weiss, *Abt SRBI*

Rhoda Cohen, *Mathematica Policy Research*

Faith Lewis, *Abt SRBI*

Setting Expectations for Managing Interviewer Performance

Barbara C. O'Hare, *U.S. Census Bureau*

Tamara S. Adams, *U.S. Census Bureau*

Chandra Erdman, *U.S. Census Bureau*

James B. Lawrence, *U.S. Census Bureau*

First Contact Strategies for Web Surveys: Is a Phone Call or a Letter the More Effective Introduction?

Jill Connelly, *NORC at the University of Chicago*

Micah Sjoblom, *NORC at the University of Chicago*

A. Rupa Datta, *NORC at the University of Chicago*

Peter Hepburn, *NORC at the University of Chicago*



AAPOR Concurrent Session D

Friday, May 17, 10:00 a.m. – 11:30 p.m.

Incentives and Survey Response

Location: Waterfront 3

Moderator: Luciano Viera, *Fors Marsh Group*

Survey Incentive Fees, Data Quality, Nonresponse, and Survey Administration

Jesse Bricker, *Federal Reserve Board of Governors*

Timing of Nonparticipation in an Online Panel: The Effect of Incentive Strategies

Salima Douhou, *CentERdata, Tilburg University*

Annette Scherpenzeel, *CentERdata, Tilburg University*

Nonresponse and Nonresponse Bias in a Probability-Based Internet Panel: The Effect of (Un)conditional Cash Incentives

Annelies Blom, *University of Mannheim*

Ulrich Krieger, *University of Mannheim*

The Effect of Prepaid Incentives on Responses to Sensitive Questions in a Mail Survey

Rebecca Medway, *American Institutes for Research*

Effective e-incentive for Online Study: Comparing Branded e-Gift Card and Virtual Cash Card

Teresa (Ye) Jin, *The Nielsen Company*

Shu Duan, *The Nielsen Company*

Jennie Lai, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*



AAPOR Concurrent Session E

Friday, May 17, 1:45 p.m. – 3:15 p.m.

Developments in the Design and Implementation of Web Surveys

Location: Cityview 1

Moderator: Anna Fleeman Elhini, *IMPAQ International*

The Effect of Compressing Questionnaire Length on Data Quality

Jessica LeBlanc, *Center for Survey Research at University of Massachusetts Boston*

Carol Cosenza, *Center for Survey Research at University of Massachusetts Boston*

Evaluating Interactive Feedback in Computer-Assisted Self-Interviewing (CASI)

Margaret L. Hudson, *University of Michigan*

Andrew L. Hupp, *University of Michigan*

Chan Zhang, *University of Michigan*

Heather M. Schroeder, *University of Michigan*

Are You Seeing What I am Seeing? Exploring Response Option Visual Design Effects With Eye-Tracking

Amanda Libman, *University of Nebraska - Lincoln*

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

Kristen Olson, *University of Nebraska - Lincoln*

Classifying Mouse Movements to Predict Respondent Difficulty

Rachel Horwitz, *U.S. Census Bureau*

Dynamic Visual Design for List-Style Open-Ended Questions in Web Surveys

Marek Fuchs, *Damstadt University of Technology*



AAPOR Concurrent Session E

Friday, May 17, 1:45 p.m. – 3:15 p.m.

Question Order and Context Effects

Location: Cityview 2

Moderator: Keith Neuman, *The Evironics Institute for Survey Research*

Question Order Effects on Estimates of the Size and Characteristics of Religious Groups

Gregory A. Smith, *Pew Research Center*

Besheer Mohamed, *Pew Research Center*

Jessica Hamar Martinez, *Pew Research Center*

Context Effects in Candidate Favorability Ratings: Lessons From the 2012 Elections

Eran Ben-Porath, *Social Science Research Solutions*

Damla Ergun, *Langer Research Associates*

Gregory Holyk, *Langer Research Associates*

Gary Langer, *Langer Research Associates*

Jon Cohen, *Capital Insight/Washington Post Media*

Interaction Between Question Context Effects and Linguistic Backgrounds

Sunghee Lee, *University of Michigan*

Norbert Schwarz, *University of Michigan*

Some Informal Experiments on the Effects of Questionnaire Design Changes on Item Nonresponse

Christine Kudisch, *Experian Marketing Services*

Josephine Leonard, *Experian Marketing Services*

Max Kilger, *Experian Marketing Services*

Charlie Palit, *University of Wisconsin - Madison*

Are Question Context Effects Partially A Function of Forced Choice Questions?

David Moore, *University of New Hampshire*



AAPOR Concurrent Session E

Friday, May 17, 1:45 p.m. – 3:15 p.m.

Multi-cultural and Multi-Lingual Survey Research

Location: Harborview 1

Moderator: Adella Santos, *Department of Transportation*

A Comparison of Hispanic Households That Were Identified by Hispanic Surname to Those That Were Not

Dan Estersohn, *Arbitron Inc.*

Kelly Dixon, *Arbitron Inc.*

Mike Kwanisai, *Arbitron Inc.*

Al Tupek, *Arbitron Inc.*

Survey Error and Survey Costs of Interviews Using Real-Time Interpreters

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

Tara Merry, *Abt SRBI*

Resolving Multilingual Issues in Survey Development: Experiences From a Translation Workshop

Stephanie Beauvais, *Westat*

Jocelyn Newsome, *Westat*

Martha Stapleton, *Westat*

Kerry Levin, *Westat*

Salma Shariff-Marco, *Cancer Prevention Institute of California*

Nancy Breen, *National Cancer Institute*

Gordon Willis, *National Cancer Institute*

Are Latin Americans as Courteous as People Say?

Survey Experiment Evidence on “Courtesy Bias”

From Five Countries

David Crow, *Centro de Investigacion y Docencia Economicas (CIDE)*

Gerardo Maldonado, *Centro de Investigacion y Docencia Economicas (CIDE)*

Respondent Difficulty in Cognitive Interviews:

From Findings of Chinese and Korean Cognitive Interviews

Hyunjoo Park, *RTI International*

Mandy Sha, *RTI International*

Murrey Olmsted, *RTI International*

AAPOR Concurrent Session E

Friday, May 17, 1:45 p.m. – 3:15 p.m.

Improving Response Rates in Establishment Surveys: Results From Controlled Experiments

Location: Harborview 2 & 3

Organizer and

Moderator: Lauren Harris-Kojetin, *National Center for Health Statistics, CDC*

Discussant: Brian Harris-Kojetin, *U.S. Office of Management & Budget*

Evaluating the Effectiveness of Two Strategies to Improve Telephone Survey Response Rates of Employers

Jeremy Pickreign, *NORC at the University of Chicago*

Heidi Whitmore, *NORC at the University of Chicago*

The Effect of Non-Monetary Incentives in a Longitudinal Physician Survey

Paul Beatty, *National Center for Health Statistics*

Eric Jamoom, *National Center for Health Statistics*

Evaluating the Effect of a Non-Monetary Incentive in a Nationally Representative Mixed-Mode Establishment Survey

Manisha Sengupta, *National Center for Health Statistics*

Lauren Harris-Kojetin, *National Center for Health Statistics*

Melissa Hobbs, *RTI International*

Angela Greene, *RTI International*

Examining the Effects of Interventions to Obtain Participation via Less Expensive Modes: Results from Experiments in a Nationally Representative Mixed-Mode Establishment Survey

Lauren Harris-Kojetin, *National Center for Health Statistics*

Manisha Sengupta, *National Center for Health Statistics*

Melissa Hobbs, *RTI International*

Angela Greene, *RTI International*



AAPOR Concurrent Session E

Friday, May 17, 1:45 p.m. – 3:15 p.m.

Cell Phone Samples: Effort, Outcomes and Costs

Location: Amphitheater

Moderator: Florian Keusch, *University of Michigan*

Home Is Where the Cooperation Is: The Association Between Interview Location and Cooperation Among Cell-Phone Users

Christopher D. Ward, *NORC at the University of Chicago*

Becky Reimer, *NORC at the University of Chicago*

Meena Khare, *National Center for Health Statistics*

Carla Black, *National Center for Immunization and Respiratory Diseases*

The Cell Effect in Inbound Calling Behavior and Methods for Maximizing Outcomes

Jenny Kelly, *NORC at the University of Chicago*

Becky Reimer, *NORC at the University of Chicago*

Trevor Tompson, *NORC at the University of Chicago*

Jennifer Benz, *NORC at the University of Chicago*

Cell Phone Costs Revisited: Understanding Cost and Productivity Ratios in Dual-Frame Telephone Surveys

Thomas M. Guterbock, *Center for Survey Research,
University of Virginia*

Andy Peytchev, *RTI International*

Deborah L. Rexrode, *UVa Center for Survey Research*

The Unusual Suspect: Call Protocol and Bias in the 2012 NHTSA Distracted Driving Cell Phone Sample

Paul Schroeder, *Abt SRBI*

Mikleyn Meyers, *Abt SRBI*

Brian Meekins, *U.S. Bureau of Labor Statistics*

Kristie Johnson, *National Highway Transportation and Safety Administration*

A Comparison of Bloomberg Consumer Comfort Index Data in Landline-Only vs. Mixed-Frame Telephone Samples

Julie Phelan, *Langer Research Associates*

Gary Langer, *Langer Research Associates*



AAPOR Concurrent Session E

Friday, May 17, 1:45 p.m. – 3:15 p.m.

Public Opinion on Current Political and Social Issues

Location: Waterfront 1

Moderator: Jennifer Agiesta, *The Associated Press*

Public Support of the Military: Influence of Personal Experience and Perceived Media Coverage on Attitudes Toward the U.S. Army, 2010-2012

Julie L. Andsager, *The Everett Group*

H. A. White, *The Everett Group*

Robert P. Daves, *The Everett Group*

Stephen E. Everett, *The Everett Group*

PAPOR Student Paper Award Winner

Too Many Immigrants? Examining Alternative Forms of Immigrant Population Innumeracy

Daniel Herda, *University of California - Davis*

Missed Opportunities in HIV Testing: Health Care Providers Ignore Recommendations and Ignore Seniors

Micheline Blum, *Baruch College School of Public Affairs, City University of New York*

Douglas Muzzio, *Baruch College School of Public Affairs, City University of New York*

What Explains California's Passage of Proposition 30: Fear of Education Cuts, Gubernatorial Approval, Political Trust, or Tax Preferences?

Dean E. Bonner, *PPIC*

Racial Resentment, Belief in Rumors about Barack Obama, and Racial and Ethnic Identities

Michael W. Traugott, *University of Michigan*

Ashley E. Jardina, *University of Michigan*



AAPOR Concurrent Session E

Friday, May 17, 1:45 p.m. – 3:15 p.m.

Reaching and Estimating Small or Specialized Populations

Location: Waterfront 2

Moderator: Jennifer Romano Bergstrom, *Fors Marsh Group*

Dynamic Averaging: A Modified Time Series Approach to Improve Estimates for Smaller Demographic Groups

Kelly Dixon, *Arbitron*

Al Tupek, *Arbitron*

Richard Griffiths, *Arbitron*

Wolfgang Jank, *College of Business, University of South Florida*

Small Area Estimation of a Rare Population Incidence

Stanislav Kolenikov, *Abt SRBI*

Benjamin Phillips, *Abt SRBI*

Efficient Sampling Designs for Rare Populations

Benjamin Phillips, *Abt SRBI*

Stanislav Kolenikov, *Abt SRBI*

Sampling “Hidden” Populations in Developing Countries: An Application of Respondent-Driven Sampling (RDS) in Ethiopia

Charles Q. Lau, *RTI International*

Georgiy Bobashev, *RTI International*

Burton Levine, *RTI International*

Issue Publics in Nanotechnology in the New Media Environment

Doo-Hun Choi, *University of Wisconsin - Madison*

Michael Caciatori, *University of Wisconsin - Madison*

Young Mie Kim, *University of Wisconsin - Madison*

Dietram Scheufele, *University of Wisconsin - Madison*

Michael Xenos, *University of Wisconsin - Madison*

Dominique Brossard, *University of Wisconsin - Madison*

Elizabeth Corley, *Arizona State University*



AAPOR Concurrent Session E

Friday, May 17, 1:45 p.m. – 3:15 p.m.

Monitoring Interviewer Behavior

Location: Waterfront 3

Moderator: Ipek Bilgen, *NORC at the University of Chicago*

Detecting Poorly Conducted Interviews

Joerg Blasius, *University of Bonn*

Interviewer Affect and CARI Effects: Lessons in Implementation and the Effects of CARI on a Large-scale Longitudinal Study

Ryan A. Hubbard, *Westat*

Variability in Error Detection Among Telephone Monitors

Douglas B. Currivan, *RTI International*

Derek Stone, *RTI International*

Curry Spain, *RTI International*

Nicole Tate, *RTI International*

A Field Experiment Using GPS Devices to Monitor Interviewer Travel Behavior

Kristen Olson, *University of Nebraska-Lincoln*

James Wagner, *University of Michigan*



Poster Session 2

Friday, May 17, 3:15 p.m. – 4:15 p.m.

Location: Commonwealth Complex A & B

1. Trends in Cell Phone Calling Outcomes: BRFSS 2008-2011

Carol Pierannunzi, *Centers for Disease Control and Prevention*
Machell Town, *Centers for Disease Control and Prevention*
Simone Salandy, *Northrup Grumman Contractor for CDC*
Lina Balluz, *Centers for Disease Control and Prevention*

2. Non-Responds Reasons Among Surveys Participants in the Gulf Arab Countries, Case of QATAR

Elmogiera Elawad, *Social and Economic Survey Research Institute, Qatar University*
Mohamed Ahmed Bala Agied, *Social and Economic Survey Research Institute, Qatar University*

3. Internet Versus Mail: A Comparison of Data Quality Indicators

Jennifer G. Tancroto, *U.S. Census Bureau*
Rachel Horwitz, *U.S. Census Bureau*
Mary Davis, *U.S. Census Bureau*
Mary Frances Zelenak, *U.S. Census Bureau*

4. Reducing Erroneous Enumerations in the Decennial Census Group Quarters Populations While Potentially Reducing Follow-Up Costs

Geoffrey Jackson, *U.S. Census Bureau*

5. Attempting to Reduce Respondent Burden in Complex Listing Tasks

Lauren A. Walton, *The Nielsen Company*
Anh Thu Burks, *The Nielsen Company*
Christine Pierce, *The Nielsen Company*

6. Predicting Biases Due to the Use of Lottery Incentives in Surveys

David Fan, *University of Minnesota*
Joe Murphy, *RTI International*
Susan Mitchell, *RTI International*
Ken Blake, *Middle Tennessee State University*



Poster Session 2

Friday, May 17, 3:15 p.m. – 4:15 p.m.

7. Tell Me the Truth:

The Response Validity of College Student Populations

Cole Napper, *RTI International*

Tilman Sheets, *Louisiana Tech University*

8. Utilizing GIS Data to Enhance Survey Data

Christine Cowles, *Abt SRBI*

Mark Morgan, *Abt SRBI*

9. The Impact of Climate Change Issue in the 2012 U.S. Presidential Election

Bo MacInnis, *Stanford University*

Jon A. Krosnick, *Stanford University*

Jon Cohen, *Capital Insight/Washington Post Media*

Clifford Young, *Ipsos*

10. A Framework and Usage Model of Social Media for Young Adults

Jennifer C. Romano Bergstrom, *Fors Marsh Group*

Caitlin Krulikowski, *Fors Marsh Group*

Ricky Carroll, *Appalachian State University*

Kara Marsh, *Fors Marsh Group*

Joseph N. Luchman, *Fors Marsh Group*

Katie Helland, *Joint Advertising, Market Research & Studies (JAMRS)*

Megan Fischer, *Fors Marsh Group*

11. Surveywalls: A Breakthrough for Survey Customers or DIY Run Amok?

Tom Wells, *The Nielsen Company*

Elizabeth Dean, *RTI International*

Kumar Rao, *The Nielsen Company*

Joe Murphy, *RTI International*

David Roe, *RTI International*

12. Does Classroom Observer Reliability Differ By Content or Approach To Data Collection?

Harshini K. Shah, *Mathematica Policy Research*

Jillian Stein, *Mathematica Policy Research*

Katherine M. Burnett, *Mathematica Policy Research*

Tim Bruursema, *Mathematica Policy Research*



Poster Session 2

Friday, May 17, 3:15 p.m. – 4:15 p.m.

13. An Application of Network Analysis for Mapping the Structure and Evolution of an e-Journal

Kumar Rao, *The Nielsen Company*

Kirby Goidel, *Louisiana State University*

Ashley Kirzinger, *University of Illinois Springfield*

John M. Kennedy, *Indiana University*

14. Who Knows: Question Format, Don't Know Discouragement, and Estimates of Political Knowledge as a Dependent and Independent Variable

Joshua Robison, *Northwestern University, Political Science Department*

15. The Results of Usability Testing of a New Online Consumer Expenditure Web Diary

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

Marylisa Gareau, *U.S. Census Bureau*

16. Did the First Presidential Debate Really Matter? Evidence From the 2012 NORC Presidential Election Study

Rene Bautista, *NORC at the University of Chicago*

Tricia McCarthy, *NORC at the University of Chicago*

Kirk Wolter, *NORC at the University of Chicago*

17. Social Network Analysis and Survey Response: How Facebook Data Can Supplement Survey Data

Adam Sage, *RTI International*

18. Numbers, Numbers On The Dial, Which Is The Fairest One On File? Cell or Landline? Home or Work? Findings from an ABS Longitudinal Study

Anna Fleeman, *Abt SRBI*

Tiffany Henderson, *Abt SRBI*

Patricia Vanderwolf, *Abt SRBI*

Kenneth J. Ruggiero, *Medical University of South Carolina*

19. Early Grade Reading Assessment – Using Tablet Technology and Efficient Survey Methodology in Developing Nations

Karol Krotki, *RTI International*

Michael Costello, *RTI International*

Poster Session 2

Friday, May 17, 3:15 p.m. – 4:15 p.m.

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- 20. Online Panels: Recruitment Based on “Hot Topics” – What are the Consequences?**

Maria Andreasson, *University of Gothenburg*

Johan Martinsson, *University of Gothenburg*

- 21. Relative Exposure: A Field Experiment Exploring the Influence of Public Opinion Polling Data on Voter Preference**

Heather Knappen, *Rochester Institute of Technology*

- 22. How Spending Money Can Save You Money:
The Impact of Incentives on Speed of Response**

Jennifer E. O'Brien, *Westat*

- 23. Well, Not Well, or Not Well at All? Evaluating American Community Survey (ACS) Data on School-Age Children Who Speak English With Difficulty**

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

Amber Noel, *American Institutes for Research*

- 24. Page Reduction Experiment with Diverse Populations**

Stephanie Lloyd, *Center for Survey Research,
University of Massachusetts Boston*

Carol Cosenza, *Center for Survey Research,
University of Massachusetts Boston*

Lee Hargraves, *Center for Survey Research,
University of Massachusetts Boston*

- 25. Putting a Little Religion Into Volunteer Activity**

Robert K. Goidel, *Louisiana State University*

Belinda Davis, *Louisiana State University*

- 26. First Contact Strategies for Web Surveys:
Is a Phone Call or a Letter the More Effective Introduction?**

Jill Connelly, *NORC at the University of Chicago*

Micah Sjoberlom, *NORC at the University of Chicago*

A. Rupa Datta, *NORC at the University of Chicago*

Peter Hepburn, *NORC at the University of Chicago*



Poster Session 2

Friday, May 17, 3:15 p.m. – 4:15 p.m.

- 27. How Did the 2012 U.S. Presidential Campaign Season Affect Media Consumption and Behavior?**

Daniel Hutchison, Arbitron

- 28. Crowd Coding: Increasing the Time and Cost Efficiency of Common Research Tasks**

Michael Jugovich, NORC at the University of Chicago

Patrick Van Kessel, NORC at the University of Chicago

- 29. Use of Paradata to Predict Participation in a Randomized Control Trial Intervention**

Harmoni Noel, American Institutes for Research

Simone Robers, American Institutes for Research

Grace Wang, American Institutes for Research

Alex Ortiz, American Institutes for Research

Amy Windham, American Institutes for Research

Steven Garfinkel, American Institutes for Research

Kristin Carmen, American Institutes for Research

- 30. Designing Questions to Measure Number of Sex Partners Among At-Risk Youths in ACASI (Audio Computer-Assisted Self-Interviewing)**

Kerryann DiLoreto, University of Wisconsin Survey Center

Jennifer Dykema, University of Wisconsin Survey Center

Jessica Price, University of Wisconsin Survey Center

Nora Cate Schaeffer, University of Wisconsin Survey Center

- 31. Household Composition and Child Wellbeing: Using Quantitative Data to Construct Narratives to Inform a Research Agenda**

Catherine C. Haggerty, NORC at the University of Chicago

Kate Bachtell, NORC at the University of Chicago

Nola duToit, NORC at the University of Chicago

Ned English, NORC at the University of Chicago

- 32. Oversampling Young Adults on Cell Phones**

Randal ZuWallack, Abt SRBI

Thomas Duffy, RTI International

Matthew Denker, Abt SRBI



Poster Session 2

Friday, May 17, 3:15 p.m. – 4:15 p.m.

33. Those are the Breaks: Incumbents, Challengers and the Distribution of Unallocated Votes in Pre-Election Polls

Christopher P. Borick, *Muhlenberg College Institute of Public Opinion*
David G. Wegge, *St. Norbert College*

34. God, Money, Politics & Science: The Role of Religion, Conservative Economic and Liberal Social Attitudes on Perception of Science in the Last Weeks of the 2012 U.S. Presidential Election

Kristin Runge, *University of Wisconsin - Madison*

35. Public Sentiments Online: New Tools of Measurement Combining Human- and Computer-Based Coding

Leona Yi-Fan Su, *University of Wisconsin - Madison*
Xuan Liang, *University of Wisconsin - Madison*
Nan Li, *University of Wisconsin - Madison*
Dietram A. Scheufele, *University of Wisconsin - Madison*
Dominique Brossard, *University of Wisconsin - Madison*
Michael Xenos, *University of Wisconsin - Madison*

36. Turnout Validation of Survey Respondents in New Jersey

Ryan Tully, *Princeton University*
Amy Lerman, *Princeton University*

37. Who is Really Ahead in Election Polls? Practical Guidance on Assessing the Gap Between Two Candidates

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*

38. Are Declining Response Rates Only a Symptom of a Bigger Problem?: Assessing Trends in Survey Response Quality Between 2005 and 2013

Curtiss Cobb, *GfK Knowledge Networks*



Poster Session 2

Friday, May 17, 3:15 p.m. – 4:15 p.m.

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- 39. **Measuring Parental Engagement With Children's Schools**
Beth Schueler, *Harvard Graduate School of Education*
 - 40. **The Case for Town Hall Debates: The Effects of the Press and Public Agendas on Voter Acquisition of Campaign Knowledge**
Jason Turcotte, *Louisiana State University*
 - 41. **Blogging Nanotechnology: Public Discourse Around Emerging Technologies in the Blogosphere**
Xuan Liang, *University of Wisconsin – Madison*
 - 42. **Is Deliberative Science Possible? Examining the Links Between Informational Factors, Scientific Knowledge, and Attitude Extremity**
Nan Li, *University of Wisconsin - Madison*
Dominique Brossard, *University of Wisconsin - Madison*



AAPOR Demonstration Session #2

Friday, May 17, 3:15 p.m. – 4:15 p.m.

Location: Commonwealth Complex A & B

Moderator: John Cohen, *Capital Insight/Washington Post Media*

Mathematica's Survey E-Tool: Assisting Third-Party Data Collection

Kristina P. Rall, *Mathematica Policy Research*

Colectica for Microsoft Excel: Increasing Transparency Using

Open Standards

Dan Smith, *Colectica*

Roper Center: Archiving Services and Access Tools

Lois Timms-Ferrara, *Roper Center for Public Opinion Research*

Marc Maynard, *Roper Center for Public Opinion Research*



AAPOR Concurrent Session F

Friday, May 17, 4:15 p.m. – 5:45 p.m.

Questionnaire Design and Data Quality

Location: Cityview 1

Moderator: John Kennedy, *Indiana University Center for Survey Research*

Associations Between Interactional Indicators of Problematic Questions and Systems for Coding Question Characteristics

Jennifer Dykema, *University of Wisconsin Survey Center*

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

Dana Garbarski, *Center for Women's Health and Health Disparities Research*

Interaction Between Questionnaire Design and Interviewer Performance

Pat D. Brick, *Westat*

Catherine Billington, *Westat*

Sarah Dipko, *Westat*

J. Michael Brick, *Westat*

An Examination of the Relationship Between Pretest Method Results and Data Quality

Aaron Maitland, *Westat*

Can Google Consumer Surveys Help Pre-Test Alternative Versions of a Survey Question?: A Comparison of Results from Cognitive Interviews and Google Consumer Surveys on Alternate Forms of Two Questions

Michael Stern, *NORC at the University of Chicago*

Vincent Welch, *NORC at the University of Chicago*

An Empirical Test of the Effectiveness of Cognitive Testing in Improving Question Wording

Martha Stapleton, *Westat*

Jeffrey Kerwin, *Westat*

Jennifer Crafts, *Westat*

Jasmine Folz, *Westat*



AAPOR Concurrent Session F

Friday, May 17, 4:15 p.m. – 5:45 p.m.

Methodological Briefs: Combating Nonresponse

Location: Cityview 2

Moderator: Brady West, *Institute for Social Research, University of Michigan*

The Impact of Incentives in a National RDD Survey

Kelly Daley, *Abt SRBI*

Using the iPad as a Prize-Based Incentive to Boost Response

Rates: A Case Study at Brigham Young University

Richard McClendon, *Brigham Young University*

Danny Olsen, *Brigham Young University*

Tracking Children Across Key Transitions Using Data from Multiple Informants—Lessons Learned from the Head Start Family and Child Experiences Survey

Annalee Kelly, *Mathematica Policy Research*

Marcia Comly Rigby, *Mathematica Policy Research*

When is Enough Enough? Deciding the Optimal Number of Contacts for a Multi-Mode Survey

Kerry Levin, *Westat*

Jocelyn Newsome, *Westat*

Pat D. Brick, *Westat*

Brenda Schafer, *Internal Revenue Service*

Ron Hodge, *Internal Revenue Service*

Patrick Langetieg, *Internal Revenue Service*

Incentives and Early-Life Civic Engagement as a Mediating Factor in a Study After 50 Years

Ashley Kaiser, *American Institutes for Research*

Danielle Battle, *American Institutes for Research*

Jizhi Zhang, *American Institutes for Research*

Responsive Design Features and Respondent Cooperation in the Health and Retirement Study

Piotr Dworak, *University of Michigan*

Heidi Guyer, *University of Michigan*

Video Effects on Panelist Co-operation: Arbitron Installation Video

Kate T. Williams, *Arbitron*



AAPOR Concurrent Session F

Friday, May 17, 4:15 p.m. – 5:45 p.m.

Innovative Measurement of Public Opinion

Location: Harborview 1

Moderator: Thomas Leeper, *Aarhus University*

140 Characters or Less to Shape Public Opinion: Methodological and Theoretical Improvements on the Use of Twitter to Measure Public Attitudes

Anna Novikova, *Knox College*

Understanding Elections: Voter Intentions, Expectations, and Forecasts

David Rothschild, *Microsoft Research*

Wanted: Young Adults 18-35 – Leveraging Smartphone Applications for Repeated Measures of This Elusive Cohort

Shu Duan, *The Nielsen Company*

Reciprocal Relationships Between News Exposure and Political Discussion: Evidence from the ANES 2008-2009 Panel Data

Chujie Chen, *City University of Hong Kong*



AAPOR Concurrent Session F

Friday, May 17, 4:15 p.m. – 5:45 p.m.

Enhancing Usability and Data Quality

Location: Harborview 2 & 3

Moderator: Rocco Russo, *ICF International*

Usability of App Features and Tutorials

Kelly L. Bristol, *The Nielsen Company*

Jennie Lai, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

From 1.0 to 2.0: Lessons Learned of Mobile Application Design for Effective Respondent Engagement

Jennie W. Lai, *The Nielsen Company*

Kelly Bristol, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Shu Duan, *The Nielsen Company*

Can Embedded Help Text Links in Web Survey Items Improve Data Quality?

Natasha Janson, *RTI International*

Christopher Bennett, *RTI International*

Lesa Caves, *RTI International*

Melissa Cominole, *RTI International*

Bryan Shepherd, *RTI International*

Jennifer Wine, *RTI International*

Grid Formats, Data Quality, and Mobile Device Use: A Questionnaire Design Approach

Colleen A. McClain, *Survey Sciences Group, LLC*

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

Examination of Question Complexity through Paradata

Rebecca J. Powell, *University of Nebraska-Lincoln*

Ana Lucia Cordova Cazar, *University of Nebraska-Lincoln*

Jinyoung Lee, *University of Nebraska-Lincoln*



AAPOR Concurrent Session F

Friday, May 17, 4:15 p.m. – 5:45 p.m.

Using Mail to Improve the Effectiveness of Web and Telephone Data Collection for Address-Based Samples of the General Public

Location: Amphitheater

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

Moderator: Glenn Israel, *University of Florida*

Using Visual Design to Aid Within-Household Selection in Mail Surveys: Does it Lead to Accurate Selection and Representative Samples?

Mathew S. Stange, *University of Nebraska*

Effects of Survey Sponsorship on Internet and Mail Response: Using Address-Based Sampling

Michelle L. Edwards, *Washington State University*

Sample Performance and Cost in a Two-stage ABS Design with Telephone Interviewing

W. Sherman Edwards, *Westat*

Is Pushing the General Public to the Web in Address-Based Samples Cost Effective?

Virginia M. Lesser, *Oregon State University Department of Statistics*

Using GIS to Target Address-Based Samples of Households for a Web (vs. Mail) Response: Evidence from Three Web+Mail Surveys in Washington State

Benjamin L. Messer, *Washington State University*



AAPOR Concurrent Session F

Friday, May 17, 4:15 p.m. – 5:45 p.m.

Public Opinion and the Environment

Location: Waterfront 1

Moderator: Robert Eisinger, *Savannah College of Art and Design*

The Weathering of Skepticism: An Examination of American Views on the Existence of Climate Change

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

Barry G. Rabe, *University of Michigan*

Global Warming Attitudes Among Local News Viewers and Non-Viewers; Media Market Comparative Analysis and Change Over Time

Amy Simon, *Goodwin Simon Strategic Research*

Leora Lawton, *Tech Society Research; UC Berkeley, Berkeley Population Center*

Adam D. Probolsky, *Probolsky Research LLC*

Paul A. Hanle, *Climate Central*

Polls, Publics and Pipelines: Mapping Public Opinion Toward the Keystone XL Pipeline in the United States and the Northern Gateway Pipeline in Canada

Timothy B. Gravelle, *PriceMetrix Inc.*

Emphasis Framing and Americans' Perception of Scientific Consensus: Scientists Agree on "Climate Change" but not on "Global Warming"

Jonathon P. Schuldt, *Cornell University*

Sungjung Roh, *Cornell University*

Norbert Schwarz, *University of Michigan*

Global Warming, Geo-Engineering and Human Happiness: Survey Based Estimates of Worldwide Gains and Losses in North and South, Winter and Summer

Jonathan Kelley, *International Survey Center and University of Nevada, Reno*



AAPOR Concurrent Session F

Friday, May 17, 4:15 p.m. – 5:45 p.m.

Panel Recruitment, Attrition and Data Quality I

Location: Waterfront 2

Moderator: Paul Schroeder, *Abt SRBI*

Predicting Survey Breakoff in Internet Survey Panels

Tarek Al Baghal, *University of Nebraska - Lincoln*

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

Davit Tsabutashvili, *University of Nebraska - Lincoln*

Innovative Retention Methods in Panel Research: Can SmartPhones Improve Long-Term Panel Participation?

James J. Dayton, *ICF*

Andrew Dyer, *ICF*

Probability Based Postal Recruitment into Longitudinal Online Panels: The Effects of Personalization and Incentives

Johan Martinsson, *University of Gothenburg*

Acquiescence to False Preload Information When Using Dependent Interviewing

Johannes Eggs, *Institute for Employment Research*

Annette Jäckle, *Institute for Social and Economic Research*

How am I Doing? The Effects of Gamification and Social Sharing on User Engagement

Oana M. Dan, *The Nielsen Company*

Jennie W. Lai, *The Nielsen Company*



AAPOR Concurrent Session F

Friday, May 17, 4:15 p.m. – 5:45 p.m.

Evaluating Address-Based Samples I

Location: Waterfront 3

Moderator: Matthew Courser, *Pacific Institute for Research and Evaluation*

The Implications of Excluding Inactive Mailing Addresses From ABS Frames

Rachel Harter, *RTI International*

Bonnie Shook-Sa, *RTI International*

Joseph McMichael, *RTI International*

Jamie Ridenhour, *RTI International*

The Trajectory of the USPS DSF: Change in National Coverage for In-Person Interviewing 2000-2010

Colm O'Muircheartaigh, *NORC at the University of Chicago*

Ned English, *NORC at the University of Chicago*

Building a More Powerful Model to Predict Areas Where USPS-Based Address Lists May Be Used in Place of Traditional Listing

Frost A. Hubbard, *Survey Research Center, University of Michigan*

James R. Wagner, *Survey Research Center, University of Michigan*

Haoyu Gu, *Survey Research Center, University of Michigan*

Wen Chang, *Survey Research Center, University of Michigan*

Growing Survey Response Rates on Trees: Evaluation of Response Propensity Models Based on Logistic Regression Models and Random Forests Using Block-Group Information Appended to an ABS Sampling Frame

Trent D. Buskirk, *The Nielsen Company*

Anh Thu Burks, *The Nielsen Company*

Brady T. West, *Institute for Social Research, University of Michigan*

Cashing in on ABS GOLD? Exploring the Utility of ABS Frame Appended Auxiliary Data for Potential Nonresponse Bias Assessment and Adjustment

Anh Thu Burks, *The Nielsen Company*

Lauren Walton, *The Nielsen Company*

Trent Buskirk, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*



Notes

Notes



AAPOR Day-at-a-Glance

Saturday, May 18

Time	Event	Location
7:00 a.m. – 8:00 a.m.	AAPOR Fun Run/Walk	Plaza Level outside hotel
7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings	
7:00 a.m. – 8:00 a.m.	AAPOR Continental Breakfast in the Exhibit Hall	Commonwealth Complex A & B
7:00 a.m. – 2:00 p.m.	AAPOR Exhibit Hall and Book Exhibit Open	Commonwealth Complex A & B
7:30 a.m. – 3:00 p.m.	AAPOR Registration Desk Open	Atrium Lobby
8:00 a.m. – 9:30 a.m.	AAPOR Concurrent Sessions G	
	Session 1: Advances in the Use of Paradata	Cityview 1
	Session 2: Adaptive Design at the Census Bureau	Cityview 2
	Session 3: Surveying Families and Households	Harborview 1
	Session 4: Cell Phone Sampling	Harborview 2 & 3
	Session 5: Methodological Briefs: Survey Measurement	Amphitheater
	Session 6: Public Opinion and Health Policy	Waterfront 1
	Session 7: Who Consents?... Especially When Linkage or Biological Data are Involved	Waterfront 2
	Session 8: Evaluating Address-Based Samples II	Waterfront 3
9:30 a.m. – 10:00 a.m.	AAPOR Beverage Break in the Exhibit Hall	Commonwealth Complex A & B
10:00 a.m. – 11:30 a.m.	AAPOR Concurrent Sessions H	
	Session 1: Survey Mode and Survey Error	Cityview 1
	Session 2: Quality of Measurement	Cityview 2
	Session 3: Unlocking the Potential of Conjoint Analysis/Discrete Choice Modeling and MaxDiff Scaling in Public Opinion and Survey Research	Harborview 1

AAPOR 68th Annual Conference

AAPOR Day-at-a-Glance

Saturday, May 18

Time	Event	Location
10:00 a.m. – 11:30 a.m.	AAPOR Concurrent Sessions H	
	Session 4: State of the Art: Past, Present and Future of the Survey Profession	Harborview 2 & 3
	Session 5: Trust in Statistics and Statistical Use of Administrative Records	Amphitheater
	Session 6: Mixed Topics in Questionnaire Design I	Waterfront 1
	Session 7: Implementing a Responsive Design: Moving From the Theoretical to the Practical	Waterfront 2
	Session 8: Economic Issues and Attitudes	Waterfront 3
11:45 a.m. – 1:00 p.m.	AAPOR Luncheon, Video Contest and Activities Award Ceremony	Commonwealth Complex C-E
11:45 a.m. – 1:00 p.m.	AAPOR Committee Meetings	
	AAPOR Communications Committee	Congress Boardroom
	AAPOR Development Committee	Tremont
	AAPOR Education Committee	Cambridge Complex 1
	AAPOR Heritage and Archives Committee	Fort Point
	AAPOR Membership & Chapter Relations Committee	Cambridge Complex 2
	AAPOR Standards Committee	Washington
	AASRO Luncheon	Federal Complex 1 & 2
12:45 p.m. – 2:15 p.m.	AAPOR Speed Networking Session 2	Seaport Ballroom (Hotel)



AAPOR Day-at-a-Glance

Saturday, May 18

Time	Event	Location
1:00 p.m. – 2:00 p.m.	AAPOR Dessert Reception in the Exhibit Hall	Commonwealth Complex A & B
	AAPOR Book Sale	Commonwealth Complex A & B
	AAPOR Meet-the-Author Session Diana C. Mutz <i>Handbook of Survey Methodology for the Social Sciences</i> (Princeton University Press, 2011)	Commonwealth Complex A & B
	2013 AAPOR Book Award Winners Janet A. Harkness Michael Braun Brad Edwards Timothy P. Johnson Lars Lyberg Peter Ph. Mohler Beth-Ellen Pennell Tom W. Smith <i>Survey Methods in Multinational, Multiregional, and Multicultural Contexts</i> (John Wiley & Sons, Inc., 2010)	
	AAPOR Demonstration Session #3	Commonwealth Complex A & B
1:00 p.m. – 2:00 p.m.	AAPOR Poster Session #3	Commonwealth Complex A & B
2:15 p.m. – 3:45 p.m.	AAPOR Concurrent Sessions I	
	Session 1: Response Rates and Data Quality in Multi-Mode Surveys	Cityview 1
	Session 2: AAPOR Updates: Reports From The Transparency Initiative and Non-Probability Task Force	Cityview 2
	Session 3: Social Attitudes: Race, Gender and Generations	Harborview 1
	Session 4: Satisficing and Cognitive Shortcuts	Harborview 2 & 3
	Session 5: Mode Choice, Respondent Engagement and Data Quality	Amphitheater
	Session 6: Research on Behavioral and Time-Use Diaries	Waterfront 1



AAPOR Day-at-a-Glance

Saturday, May 18

Time	Event	Location
2:15 p.m. – 3:45 p.m.	AAPOR Concurrent Sessions I (continued)	
	Session 7: Mixed Topics in Questionnaire Design II	Waterfront 2
	Session 8: Panel Recruitment, Attrition and Data Quality II	Waterfront 3
4:00 p.m. – 6:00 p.m.	AAPOR Membership & Business Meeting	Amphitheater
6:30 p.m. – 7:30 p.m.	AAPOR President's Reception	Commonwealth Complex A & B
7:30 p.m. – 10:00 p.m.	AAPOR Awards Banquet	Commonwealth Complex C-E
10:00 p.m. – 2:00 a.m.	AAPOR Applied Probability	Constitution Room (Hotel)



AAPOR Concurrent Session G

Saturday, May 18, 8:00 a.m. – 9:30 p.m.

Advances in the Use of Paradata

Location: Cityview 1

Moderator: Kimberly Downing, *University of Cincinnati,
Institute for Policy Research*

A Glimpse Inside the Mind of a Respondent: Using Paradata to Improve Online Surveys

Travis Pape, *U.S. Census Bureau*

Use of Paradata to Evaluate Medical Expenditure Panel Survey Data and Operations

Lisa B. Mirel, *Agency for Healthcare Quality and Research*
Steven R. Machlin, *Agency for Healthcare Quality and Research*

Using Audit Trail Data for Interviewer Data Quality Management

Haoyu Gu, *University of Michigan*
Nicole Kirgis, *University of Michigan*

Examining Response Time Outliers Through Paradata in Online Panel Surveys

Jinyoung Lee, *University of Nebraska - Lincoln*
Tarek Al Baghal, *University of Nebraska - Lincoln*

What Can Paradata Tell us About Multi-Establishment Business Reporting?

Eric B. Fink, *U.S. Census Bureau*



AAPOR Concurrent Session G

Saturday, May 18, 8:00 a.m. – 9:30 p.m.

Adaptive Design at the Census Bureau

Location: Cityview 2

Organizer and Moderator: Peter V. Miller, U.S. Census Bureau

Adaptive Design at the Census Bureau – A New Way of Doing Business

Peter V. Miller, *U.S. Census Bureau*

An Investigation of Quality of the Contact History Instrument

Dawn V. Nelson, *U.S. Census Bureau*

Interviewers as Respondents: Assessing the Usefulness of Neighborhood and Sample-unit Interviewer Observations

Rachael Walsh, *U.S. Census Bureau*

Developing Survey Metrics for Adaptive Design

Nancy A. Bates, *U.S. Census Bureau*

2013 National Survey of College Graduates: A Practice-Based Investigation of Adaptive Design

John Finamore, *U.S. Census Bureau*



AAPOR Concurrent Session G

Saturday, May 18, 8:00 a.m. – 9:30 p.m.

Surveying Families and Households

Location: Harborview 1

Moderator: Martin Wulfe, *Westat*

Concordance of Information Collected from Both Members of Low-Income Couples

Daniel J. Friend, *Mathematica Policy Research*

Amber Tomas, *Mathematica Policy Research*

M. Robin Dion, *Mathematica Policy Research*

Debra Wright, *Mathematica Policy Research*

Robert Wood, *Mathematica Policy Research*

“S/he Said What!”: The Challenge of Interviewing Both Partners About a Relationship

Jennifer Satorius, *NORC at the University of Chicago*

Colm O'Muircheartaigh, *University of Chicago*

Angela Jaszcak, *NORC at the University of Chicago*

Stephen Smith, *NORC at the University of Chicago*

Validation of Teacher Report as a Methodology for Collecting Information on Student’s Cognitive Knowledge and Skills

Kristin Flanagan, *American Institute for Research*

Cameron McPhee, *American Institute for Research*

Maintaining Sensitivity to Socio-Cultural Differences in Survey Instruments for Heterogeneous Samples

Rebecca Weiner, *Mathematica Policy Research*

Potential Explanations for the High Net Undercount Rate of Young Children in the U.S. Decennial Census

William P. O’Hare, *U.S. Census Bureau*

Barbara O’Hare, *U.S. Census Bureau*



AAPOR Concurrent Session G

Saturday, May 18, 8:00 a.m. – 9:30 p.m.

Cell Phone Sampling

Location: Harborview 2 & 3

Moderator: David Roe, *RTI International*

Improving the Reliability of Survey Items to Assess Telephone Status in RDD Surveys

Vincent E. Welch, *NORC at the University of Chicago*

Cell-Phone-Only Voters in 2012 National and State Exit Polls

Michael Mokrzycki, *Mokrzycki Survey Research Solutions*

Courtney Kennedy, *Abt SRBI*

The Use of Billing Zip Code and Recent Activity Flags in Cellular Telephone Samples

David Dutwin, *Social Science Research Solutions*

David Malarek, *MSG*

Efficiencies of Various Weighting Approaches in Dual-Frame Phone Surveys With Multiple Domains of Interest

Jamie L. Ridenhour, *RTI International*

Marcus Berzofsky, *RTI International*

G. Lance Couzens, *RTI International*

Caroline Blanton, *RTI International*

Bo Lu, *The Ohio State University College of Public Health*

Timothy Sahr, *The Ohio Colleges of Medicine Government*

Resource Center

Amy Ferketich, *The Ohio State University College of Public Health*

Robert Ashmead, *The Ohio State University College of Public Health*

Adjustments for Missing Cell Phone Only Respondents in Repeated Cross-Sectional RDD Surveys

Burton Levine, *RTI International*



AAPOR Concurrent Session G

Saturday, May 18, 8:00 a.m. – 9:30 p.m.

Methodological Briefs: Survey Measurement

Location: Amphitheater

Moderator: Yvonne Shands, *Survey Technology & Research*

Improving the Measurement of Big 5 Personality Traits in a Brief Survey Instrument

Matthew DeBell, *Stanford University*

Ted Brader, *University of Michigan*

Simon Jackman, *Stanford University*

Catherine Wilson, *Stanford University*

A Comparative Look at Measures of Socioeconomic Status and How Well They Predict Academic Achievement

David Miller, *American Institutes for Research*

Saida Mamedova, *American Institutes for Research*

Applying “Best Practices” to Questionnaire Design

Darin Harm, *Arbitron*

Examining Errors in Medicaid Reporting Across Four National Surveys: ACS, CPS, MEPS, and NHIS

Kathleen T. Call, *University of Minnesota, SHADAC*

Michel Boudreaux, *University of Minnesota, SHADAC*

Joanna Turner, *University of Minnesota, SHADAC*

Brett Fried, *University of Minnesota, SHADAC*

Reliability of Parent-Reported Age of Diagnosis for Children with Autism

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

Matthew D. Bramlett, *National Center for Health Statistics*

Heather M. Morrison, *NORC at the University of Chicago*

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

Michael D. Kogan, *Maternal and Child Health Bureau*

Interpreting Feeling Thermometers Using Demographic Models

Quinn Albaugh, *McGill University*

Stuart Soroka, *McGill University*

AAPOR Concurrent Session G

Saturday, May 18, 8:00 a.m. – 9:30 p.m.

Methodological Briefs: Survey Measurement (continued)

Maximizing the Accuracy of Final Pre-Election Polls Predicting the Outcomes of Races for the U.S. Senate, House of Representatives, Governorships and the Presidency: A Meta-Analysis

Samuel L. Storey, *Stanford University*

How Does This Look Over There?: Two Experiments in Formatting

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

Stephanie Lloyd, *Center for Survey Research/UMass Boston*

Lee Hargraves, *Center for Survey Research/UMass Boston*



AAPOR Concurrent Session G

Saturday, May 18, 8:00 a.m. – 9:30 p.m.

Public Opinion and Health Policy

Location: Waterfront 1

Moderator: Dianne Rucinski, *Abt SRBI*

Public Opinion and Health Policy at the State Level

Claudia Deane, *Kaiser Family Foundation*

Bianca DiJulio, *Kaiser Family Foundation*

Mollyann Brodie, *Kaiser Family Foundation*

Sarah Cho, *Kaiser Family Foundation*

Re-Examining Self-Interest as a Predictor of Policy Attitudes

Towards Public Health Policy

Stephanie Morain, *Harvard University*

Attitudes and Preferences Toward Health Care and Their

Symmetry with Health Insurance Coverage and

Medical Expenditure Behaviors

Steven B. Cohen, *Agency for Healthcare Research and Quality*

Public Opinion on Medicare Reform

Becky Hanna, *Kaiser Family Foundation*

Liz Hamel, *Kaiser Family Foundation*

Sarah Cho, *Kaiser Family Foundation*

Mollyann Brodie, *Kaiser Family Foundation*

The Effect of Question Wording on Preferences for

Prenatal Genetic Testing and Abortion

Eleanor Singer, *University of Michigan*

Mick P. Couper, *University of Michigan*



AAPOR Concurrent Session G

Saturday, May 18, 8:00 a.m. – 9:30 p.m.

Who Consents?...Especially When Linkage or Biological Data are Involved

Location: Waterfront 2

Moderator: Lisa Klein, *Mathematica Policy Research*

I Think I'll Pass on That...: Analyzing Differences Between Respondents Who Allow and Reject Consent Requests in the 2006 HRS

Bradley Parsell, *NORC at the University of Chicago*

Obtaining Administrative Record Linkage Consent by Mail: Impact of a Sensitive Request on Survey Cooperation Rates and Nonresponse Bias

Celeste Stone, *American Institutes for Research*

Harmoni Noel, *American Institutes for Research*

David Weir, *University of Michigan*

Examination of Item- and Unit- Nonresponse in Population-Based Social Surveys That Seek to Collect Biological Marker Samples From Respondents

Michael Lawrence, *GfK Knowledge Networks*

Curtiss Cobb, *GfK Knowledge Networks*

Interviewers' Influence on Consent to the Collection of Biomarkers

Julie Korbmacher, *Max Planck Institute for Social Law and Social Policy*

Placement, Wording, and Interviewers: Identifying Correlates of Consent to Link Survey and Administrative Data

Joseph W. Sakshaug, *Institute for Employment Research*

Valerie Tutz, *Institute for Employment Research*

Frauke Kreuter, *University of Maryland JPSM & IAB*

DC-AAPOR Student Paper Award Winner

Descriptive Analysis of Influences on Consent to Administrative Record Linkage

Jenna Fulton, *Joint Program in Survey Methodology,
University of Maryland*



AAPOR Concurrent Session G

Saturday, May 18, 8:00 a.m. – 9:30 p.m.

Evaluating Address-Based Samples II

Location: Waterfront 3

Moderator: Barbara Robles, *Board of Governors of the Federal Reserve System*

Measurement Consequences of Mode Switching in Multi-Mode ABS Surveys: Experiments in Case Flow Design

Jennifer Vanicek, *NORC at the University of Chicago*

Felicia LeClere, *NORC at the University of Chicago*

Ashley Amaya, *NORC at the University of Chicago*

Kari Carris, *NORC at the University of Chicago*

The Geographic Nature of Responses to a Web Survey: How Respondents and Their Sentiments Are Subject to Spatial Bias in a Survey of Technology Usage

Ned English, *NORC at the University of Chicago*

Lee Fiorio, *NORC at the University of Chicago*

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

Becki Curtis, *NORC at the University of Chicago*

Ipek Bilgen, *NORC at the University of Chicago*

Rural Route Where? : An Examination of Coverage Issues Associated with the U.S. Census Bureau's National Address List

Kathleen Kephart, *U.S. Census Bureau*

Improving the Efficiency of Address-Based Frames With the No-Stat File

Bonnie E. Shook-Sa, *RTI International*

Too Many Older Homes in Your Sample? Disproportionately Sampling AOH 55+ Addresses From An Address Based Sampling Frame to Improve Sample Representation

Lawnzetta Yancey, *The Nielsen Company*

Lukasz Chmura, *The Nielsen Company*

Scott Bell, *The Nielsen Company*



AAPOR Concurrent Session H

Saturday, May 18, 10:00 a.m. – 11:30 p.m.

Survey Mode and Survey Error

Location: Cityview 1

Moderator: Kristen Barrett, *Mathematica Policy Research*

Assessments of Survey Accuracy Through a Multi-Modes National Field Experiment

Bo MacInnis, *Stanford University*

Jon A. Krosnick, *Stanford University*

Web Versus Outbound: A Mode Face-Off Following the Presidential Debate

Jenny Marlar, *Gallup*

Estimating Measurement Effects of Survey Modes From Between and Within Subject Designs

Thomas Klausch, *Utrecht University*

Joop Hox, *Utrecht University*

Barry Schouten, *Statistics Netherlands*

Asking Questions on Sexual Identity, Financial Well-Being, Sleep, and HIV Testing in the National Health Interview Survey: Exploring Mode Effects

Adena Galinsky, *National Center for Health Statistics*

James Dahlhamer, *National Center for Health Statistics*

Sarah Joestl, *National Center for Health Statistics*

Marcie Cynamon, *National Center for Health Statistics*

Jennifer Madans, *National Center for Health Statistics*

Virginia Cain, *National Center for Health Statistics*

Changing of the Guard: Effects of Different Self-Administered Survey Modes on Sensitive Questions

Frances M. Barlas, *ICF International*

Wm. B. Higgins, *ICF International*

Jacqueline Pflieger, *ICF International*

Randall K. Thomas, *GfK Knowledge Networks*

Diana Jeffery, *Department of Defense*

Mark Mattiko, *U.S. Coast Guard*



AAPOR Concurrent Session H

Saturday, May 18, 10:00 a.m. – 11:30 p.m.

Quality of Measurement

Location: Cityview 2

Moderator: Dmitriy Poznyak, *Mathematica Policy Research*

Building an Archive of Reliability of Survey Questions

Duane Alwin, *Pennsylvania State University*

Can We Have Confidence in Consumer Confidence? Assessing the Temporal Comparability of the Consumer Sentiment Index

Dmitriy Poznyak, *Mathematica Policy Research*

George F. Bishop, *University of Cincinnati*

A Versatile Tool? Applying the Cross-National Error Source Typology (CNEST) to Triangulated Pre-Test Data

Rory Fitzgerald, *City University London*

Lizzy Gatrell, *City University London*

Yvette Prestage, *City University London*

Does End-User Experience With Government Reforms Diffuse to General Public Opinion?

Two Parallel Quasi-Experiments in Colombia

Clifford Zinnes, *NORC at the University of Chicago*

Christopher Nicoletti, *NORC at the University of Chicago*

Informed Computerized Adaptive Testing: Using Prior Knowledge to Improve Dynamic Surveys

Josh Cutler, *Duke University*

Jacob M. Montgomery, *Washington University in St. Louis*



AAPOR Concurrent Session H

Saturday, May 18, 10:00 a.m. – 11:30 p.m.

Unlocking the Potential of Conjoint Analysis/Discrete Choice Modeling and MaxDiff Scaling in Public Opinion and Survey Research

Location: Harborview 1

Organizer and Moderator: Joseph Curry, *Sawtooth Technologies, Inc.*

Motivating Consumers to Participate in Wellness Programs

Lisa Weber-Raley, *Mathew Greenwald & Associates*

Message Testing in an Environmental Context

Barry T. Radler, *University of Wisconsin-Madison*

To Complete by Smartphone or by Tablet or by Computer or by Paper & Pencil – That is the Question: Exploring Factors Associated with Respondent Mode Choice for Multi-Mode Surveys

Trent D. Buskirk, *The Nielsen Company*

Price and Preference Sizing for a Consumer Service

Mario Callegaro, *Google UK*



AAPOR Concurrent Session H

Saturday, May 18, 10:00 a.m. – 11:30 p.m.

State of the Art: Past, Present and Future of the Survey Profession

Location: Harborview 2 & 3

Moderator: Frank Newport, *Gallup Inc.*

Old and New Survey-Research Paradigms

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

The Evolution of Presidential Polling

Robert M. Eisinger, *Savannah College of Art and Design*

Diane Heith, *St. John's University*

Self-Reported Participation in Research Practices Among Survey Methodology Researchers

Kelly Perez-Vergara, *Independent Consultant*

Caroline Smith, *Dana Farber Cancer Institute*

Carol Lowenstein, *Dana Farber Cancer Institute*

Al Ozonoff, *Boston Children's Hospital*

Yolanda Martins, *Boston Children's Hospital*

Transparency in the 2012 Pre-Election Polls

Stephanie Calvano, *Marist Institute for Public Opinion*

Daniela Charter, *Marist Institute for Public Opinion*

Michael Conte, *Marist Institute for Public Opinion*

Natalie Jackson, *Marist Institute for Public Opinion*

Susan McCulloch, *Marist Institute for Public Opinion*

AAPOR Concurrent Session H

Saturday, May 18, 10:00 a.m. – 11:30 p.m.

Trust in Statistics and Statistical Use of Administrative Records

Location: Amphitheater

Organizer: Jennifer H. Childs, U.S. Census Bureau

Moderator: Cynthia Clark, National Agricultural Statistics Service

A Multi-Method Analysis of Measurement Error Using a Measure of the Public's Trust of Official Statistics in the United States

Morgan Earp, U.S. Bureau of Labor Statistics

Monitoring and Detecting Shocks that Influence Change in Public Trust towards the Federal Statistical System

Melissa A. Mitchell, USDA/NASS

To Share or Not to Share? Understanding Respondents' Privacy and Confidentiality Concerns regarding Administrative Records Usage

Michelle Smirnova, U.S. Census Bureau

Predicting Attitudes towards the Use of Administrative Records

Ryan King, U.S. Census Bureau



AAPOR Concurrent Session H

Saturday, May 18, 10:00 a.m. – 11:30 p.m.

Mixed Topics in Questionnaire Design I

Location: Waterfront 1

Moderator: Nick Moon, *GfK NOP Social Research*

**Estimation of Expected Academic Engagement Behaviors:
The Use of Vague Quantifiers Versus Tallied Responses**

James Cole, *Indiana University*
Alex McCormick, *Indiana University*

**Numeric Estimation and Response Options:
An Examination of the Measurement Properties of Numeric and
Vague Quantifier Responses**

Tarek Al Baghal, *University of Nebraska - Lincoln*

**Including Covariates in a Factor Mixture Model Intended to Detect
Differences in Vague Quantifier Interpretation**

Jamie L. Griffin, *Mathematica Policy Research*

**Validating Sensitive Questions in Labor Market Surveys:
A Comparison of Survey and Register Data**

Antje Kirchner, *Institute for Employment Research (IAB)*

**Are Readability Formulas Valid Tools to Assess Survey Question
Difficulty?**

Timo Lenzner, *GESIS - Leibniz Institute for the Social Sciences*



AAPOR Concurrent Session H

Saturday, May 18, 10:00 a.m. – 11:30 p.m.

Implementing a Responsive Design: Moving From the Theoretical to the Practical

Location: Waterfront 2

Organizer and Moderator: Jennifer Wine, *RTI International*

Discussant: Frauke Kreuter, *University of Maryland JPSM & IAB*

Using Predicted Response Propensities for Bias Reduction

Dan Pratt, *RTI International*

Melissa Cominole, *RTI International*

Jeff Rosen, *RTI International*

Bryan Shepherd, *Abt SRBI*

Peter Siegel, *RTI International*

David Wilson, *University of Delaware*

Jennifer Wine, *RTI International*

Comparative Evaluation of Metrics for Tracking and Assessing Nonresponse Bias

Peter Siegel, *RTI International*

Bryan Shepherd, *Abt SRBI*

Melissa Cominole, *RTI International*

Using Mahalanobis Distance Measures for Bias Reduction

Melissa Cominole, *RTI International*

Dan Pratt, *RTI International*

Bryan Shepherd, *Abt SRBI*

Peter Siegel, *RTI International*

David Wilson, *University of Delaware*

Jennifer Wine, *RTI International*

Using Propensity Models During Data Collection for Responsive Designs: Issues with Estimation

James Wagner, *University of Michigan*

Frost Hubbard, *University of Michigan*

Does Balancing Survey Response Reduce Nonresponse Bias?

Barry Schouten, *Statistics Netherlands*



AAPOR Concurrent Session H

Saturday, May 18, 10:00 a.m. – 11:30 p.m.

Economic Issues and Attitudes

Location: Waterfront 3

Moderator: Floyd Ciruli, *Ciruli Associates*

Media, Public Opinion and Economic News Coverage

Stuart Soroka, *McGill University*

Dominik Stecula, *University of British Columbia*

Christopher Wlezien, *Temple University*

Economic Mobility and Public Opinion

Catherine Wilson, *American National Election Studies*

Who Counts as White Working-Class?

A Proposal for a New Approach

Daniel Cox, *Public Religion Research Institute*

Juhem Navarro-Rivera, *Public Religion Research Institute*

Robert P. Jones, *Public Religion Research Institute*

The Employment Outlook of Low-Wage Workers in America

Trevor Tompson, *AP-NORC Center for Public Affairs Research*

Jennifer Benz, *AP-NORC Center for Public Affairs Research*

Seeing Red: The Politics of Regulations

Debbie Borie-Holtz, *Rutgers University*

Stuart Shapiro, *Rutgers University*

Michael Wong, *Rutgers University*



Poster Session 3

Saturday, May 18, 1:15 p.m. – 2:15 p.m.

Location: Commonwealth Complex A & B

1. Watch Your Language!: The Impact of the Survey Language on Bilingual Hispanics' Response Process

Meryem Ay, *University of Nebraska - Lincoln*

Wendy Gross, *GfK Knowledge Networks*

Curtis Cobb, *GfK Knowledge Networks*

Randall Thomas, *GfK Knowledge Networks*

2. Movers and Shakers: Discrepancies Between Cell Phone Area Codes and Respondent Area Code Locations in RDD Samples

Carol Pierannunzi, *Centers for Disease Control and Prevention*

Machell Town, *Centers for Disease Control and Prevention*

Lina Balluz, *Centers for Disease Control and Prevention*

William Garvin, *Centers for Disease Control and Prevention*

Mansour Fahimi, *Marketing Systems Group*

David Malarek, *Marketing Systems Group*

Ashley Hyon, *Marketing Systems Group*

3. Improving the Quality of Proxy Reports

Jennifer Edgar, *U.S. Bureau of Labor Statistics*

4. Multi-Method Pretesting of Multilingual Survey Items

Cynthia Helba, *Westat*

Gina Shkodriani, *Westat*

Jasmine Folz, *Westat*

Martha Stapleton, *Westat*

Gordon Willis, *National Cancer Institute*

5. Targeted Data Collection Efforts for NASS's Quarterly Agricultural Survey Based on Nonresponse Classification Tree Models

Kathy Ott, *National Agricultural Statistics Service*

Melissa Mitchell, *National Agricultural Statistics Service*



Poster Session 3

Saturday, May 18, 1:15 p.m. – 2:15 p.m.

6. Identifying and Addressing Response Inconsistency

Ashton Jacobe, *Fors Marsh Group*

Sarah Keaton, *Fors Marsh Group*

Luciano Viera, *Fors Marsh Group*

7. Controlling for Acquiescence in Comparative Cross-National Research: The Importance of Using Measurement Equivalent Country Clusters

Eva van Vlimmeren, *Tilburg University*

Guy Moors, *Tilburg University*

8. A Practical Approach for Identifying Engagement-Level Segments and Developing Differentiated Acquisition and Retention Strategies

Jack Fentress, *Data Recognition Corporation*

Herbert Baum, *Data Recognition Corporation*

Colleen Rasinowich, *Data Recognition Corporation*

9. Measuring Messy Concepts Without Creating Messy Questionnaires: The Case of Gender

Alian Kasabian, *University of Nebraska-Lincoln*

10. Nonresponse Bias Analysis in a Cohort Study Incorporating Genetic Data

Daniel Loew, *Abt SRBI*

Mark Morgan, *Abt SRBI*

11. Four Experiments for the 2011 Diary of Consumer Payment Choice

Kevin M. Foster, *Federal Reserve Bank of Boston*

12. Authorizing Health Record Linkage in Survey Research

Mindy Hu, *Mathematica Policy Research*

Ronghua (Cathy) Lu, *Mathematica Policy Research*

Anna Situ, *Mathematica Policy Research*

13. Can A Verbal Prompt About Importance Reduce Item Nonresponse For Demographic Items?

Glenn D. Israel, *University of Florida*

Poster Session 3

Saturday, May 18, 1:15 p.m. – 2:15 p.m.

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- 14. An Experiment to Improve Spanish Language Response Rates to a Mail Questionnaire**
Andrew Caporaso, *Westat*
David Cantor, *Westat*
Aaron Maitland, *Westat*
Bradford Hesse, *National Cancer Institute*

 - 15. All in the Family? Who Do Respondents Include When Responding to Telephone Status Items**
Josiane Bechara, *NORC at the University of Chicago*
Vincent Welch, *NORC at the University of Chicago*

 - 16. The Expansion of Survey Research into Educational Strategy Consulting: An Example of How Universities Can Increase Retention Rates With the Use of Surveys and Personality Tests**
Thomas Lamatsch, *Monmouth University*
Tyler Breder, *Monmouth University*
Andrew Bell, *Monmouth University*

 - 17. Immigration à la GCC: Support and Opposition to the Kafala System in Qatar**
Abdoulaye Diop, *Social and Economic Survey Research Institute, Qatar University*
Trevor Johnston, *University of Michigan*
Kien T. Le, *Social and Economic Survey Research Institute, Qatar University*
John L. Holmes, *Social and Economic Survey Research Institute, Qatar University*

 - 18. Evaluations on a New Methodology of the Turkish Consumer Survey**
Türknur Hamsici Brand, *Central Bank of Turkey*
Ece Oral, *Central Bank of Turkey*

 - 19. In Search of More Granular Likely-Voter Models for Low-Turnout Elections: the Case of the 2013 Florida and Ohio Primary Elections**
Clifford Young, *Ipsos Public Affairs*
Neale El-Dash, *Ipsos Public Affairs*

 - 20. The Effectiveness of Follow-Up Interviews in Reducing Item Nonresponse Bias in Mail Surveys**
Sandra L. Clark, *U.S. Census Bureau*
Deborah H. Griffin, *U.S. Census Bureau*



Poster Session 3

Saturday, May 18, 1:15 p.m. – 2:15 p.m.

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- 21. Conducting “Issues” Surveys Using Automated (IVR) Polls: The Case of the National Leadership Index**
Seth A. Rosenthal, *DataDoc Research Consultants*
Owen Andrews, *Center for Public Leadership, Harvard Kennedy School*
 - 22. Is Interactive Voice Recognition a Viable Mode of Data Collection?**
Adam Gluck, *Arbitron*
 - 23. The Effectiveness of Forgiving Introductions and Response Options for Reducing Social Desirability Biases in Reports of Health-Related Behaviors**
Hanyu Sun, *Joint Program in Survey Methodology*
Rebecca Medway, *American Institutes for Research*
 - 24. Reaching Respondents Using an Address-Based Frame: Does a Non-Returned Mail Questionnaire Really Mean “No”?**
Marla D. Cralley, *Arbitron*
 - 25. Motivated Conservationism: Contingent Effects of “One Health” Framing on Conservation Behavior**
Sungjong Roh, *Cornell University*
Katherine A. McComas, *Cornell University*
Dan Decker, *Cornell University*
Rickard Laura, *SUNY-ESF*
 - 26. Vacant Housing Units and Other Out-of-Scopes Identified Across Data Collection Years of the General Social Survey (GSS)**
Jodie A. Daquilanea, *NORC at the University of Chicago*
Katherine Dekker, *NORC at the University of Chicago*
Lauren Doerr, *NORC at the University of Chicago*
Ned English, *NORC at the University of Chicago*
 - 27. Comparisons of Online Recruitment Strategies: Craigslist, Facebook, Google Ads and Amazon’s Mechanical Turk**
Christopher Antoun, *University of Michigan*
Chan Zhang, *University of Michigan*
Frederick G. Conrad, *University of Michigan*
Michael F. Schober, *The New School for Social Research*

Poster Session 3

Saturday, May 18, 1:15 p.m. – 2:15 p.m.

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28. **Continuous Survey Improvement: Modeling Nonresponse in Real-Time to Optimize Sampling and Contact Procedures**
Andrew Therriault, *Lightbox Analytics*
29. **The Effect of Stamped Return Envelopes on Re-Mailing to Non-Respondents**
Scott A. McInerney, *Center for Survey Research*
30. **Polling Post-Superstorm Sandy: Understanding the Social and Political Aftermath of the Hurricane in New Jersey**
David Redlawsk, *Rutgers University*
Ashley Koning, *Rutgers University*
Elizabeth Kantor, *Rutgers University*
Caitlin Sullivan, *Rutgers University*
31. **Barking up the Right Tree: Surveys to Target and Analyze Animal Health**
Danna L. Moore, *Social and Economic Sciences Research Center, Washington State*
Thom Allen, *Social and Economic Sciences Research Center, Washington State*
Rose Krebill-Prather, *Social and Economic Sciences Research Center, Washington State*
32. **Combining Local and National Cross-Survey Data to Estimate the Prevalence and Characteristics of Low Incidence Religious Groups in the New York Metropolitan Area**
Daniel Parmer, *Cohen Center for Modern Jewish Studies*
33. **Commemoration Matters: The Anniversaries of 9/11 and Woodstock**
Amy Corning, *University of Michigan*
34. **The Prevalence and Impact of Self-Selection Bias and Panel Conditioning on Smoker Studies Using Established Internet Panels**
J.M. Dennis, *GfK Knowledge Networks*
Curtiss Cobb, *GfK Knowledge Networks*
Michael Lawrence, *GfK Knowledge Networks*
Jordon Peugh, *GfK Knowledge Networks*



Poster Session 3

Saturday, May 18, 1:15 p.m. – 2:15 p.m.

35. Voter Identification: Towards A Statistical Likely Voter Model

Jonathan Robinson, *Greenberg Quinlan Rosner Research*
Masahiko Aida, *Greenberg Quinlan Rosner Research*

36. Analyses of a Frame Based Telephone Survey in Mainland China

Shishi Chen, *The University of Hong Kong*

37. Debating Tweets: An Analysis of Policy Choices on Twitter During the Dutch Pre-Election Debates

Bengü Hosch-Dayican, *University of Twente*
Kees Aarts, *University of Twente*

38. The Effect of Attempting to Recruit Respondents to a Web-Based Diary on Overall Response Rate

Michelle A. Cantave, *Arbitron, Inc.*
Robin Gentry, *Arbitron, Inc.*

39. Measuring Patient Health Behavior: Information Sharing With Healthcare Providers

Tammy J. Payton, *National Marrow Donor Program*
Heather K. Moore, *National Marrow Donor Program*
Jaime M. Preussler, *National Marrow Donor Program*
Viengneesee Thao, *National Marrow Donor Program*
Michelle J. Kolb, *National Marrow Donor Program*
Navneet S. Majhail, *National Marrow Donor Program*
Elizabeth A. Murphy, *National Marrow Donor Program*
Ellen M. Denzen, *National Marrow Donor Program*

40. Using Focus Groups to Develop and Understand Survey Questions

Kinsey Gimbel, *Fors Marsh Group*
Katherine Ely, *Fors Marsh Group*
Bryan Wiggins, *Fors Marsh Group*
Jennifer Romano Bergstrom, *Fors Marsh Group*

41. Effects of Displaying Videos on Measurement in a Web Survey

Jonathan Mendelson, *Fors Marsh Group*
Jennifer L. Gibson, *Fors Marsh Group*
Jennifer Romano Bergstrom, *Fors Marsh Group*

AAPOR Demonstration Session #3

Saturday, May 18, 1:15 p.m. – 2:15 p.m.

Location: Commonwealth Complex A & B

Moderator: TDB

Simulating the Effect of Follow-Up Survey Response Rates on Program Outcomes

Rebecca Lien, *Professional Data Analysts, Inc.*

A Demonstration of the University of Michigan Survey Research Center's Electronic Listing Program

Frost A. Hubbard, *Survey Research Center, University of Michigan*

Jennifer Kelley, *Survey Research Center, University of Michigan*

Jeffrey Smith, *Survey Research Center, University of Michigan*

Xuetao Zhang, *Survey Research Center, University of Michigan*

Demonstration of an Integrated Respondent Management and Data Collection Tool for Mixed-Mode (Phone/Web/Mail) Surveys

Harlan Luxenberg, *Professional Data Analysts, Inc.*

Julie Rainey, *Professional Data Analysts, Inc.*

RDC-in-RDC: A New Approach to International Data Sharing

Stefan Bender, *Institute for Employment Research*

Daniela E. Hochfellner, *Institute for Employment Research at the University of Michigan*

Margaret Levenstein, *University of Michigan*



AAPOR Concurrent Session I

Saturday, May 18, 2:15 p.m. – 3:45 p.m.

Response Rates and Data Quality in Multi-Mode Surveys

Location: Cityview 1

Moderator: Diane Willimack, U.S. Census Bureau

Changing Horses Midstream? Mode Supplement Quasi-Experiment and Response Rates

Rumel Mahmood, *Center for Survey Research*

Mary Ellen Colten, *Center for Survey Research*

Jack Fowler, *Center for Survey Research*

Carol Cosenza, *Center for Survey Research*

Differential Incentives in a Dual Mode Survey of Health Care Providers

Brian Roff, *Mathematica Policy Research*

Kirsten A. Barrett, *Mathematica Policy Research*

Suppressing Survey Response: Further Evidence to Not Use Web Instruction Cards

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

Marc D. Weiner, *Bloustein Center for Survey Research,
Rutgers University*

Robert B. Noland, *Alan M. Voorhees Transportation Center*

Approaches to Collecting Data Using Interactive Voice Response (IVR) for Address-Based Samples

Douglas Williams, *Westat*

David Cantor, *Westat*

Shannan Catalano, *Bureau of Justice Statistics*

IVR Versus Live Interviewer Mode Effects: A National Longitudinal Experiment

Patrick Murray, *Monmouth University Polling Institute*



AAPOR Concurrent Session I

Saturday, May 18, 2:15 p.m. – 3:45 p.m.

AAPOR Updates: Reports From The Transparency Initiative and Non-Probability Task Force

Location: Cityview 2

Moderators: Paul J. Lavrakas, *Independent Consultant*
Rob Santos, *The Urban Institute*

Transparency Initiative Coordinating Committee Report

Timothy Johnson, *University of Illinois at Chicago*

Non-Probability Task Force Report

Reg Baker, *Market Strategies, Inc.*
J. Michael Brick, *Westat*



AAPOR Concurrent Session I

Saturday, May 18, 2:15 p.m. – 3:45 p.m.

Social Attitudes: Race, Gender and Generations

Location: Harborview 1

Moderator: Richard Clark, *Castleton, State College*

Measuring Anti-Black Racism in the U.S.

Tobias H. Stark, *Stanford University*

Josh Pasek, *University of Michigan*

Trevor Tompson, *Associated Press-NORC Center for
Public Affairs Research*

Jon A. Krosnick, *Stanford University*

Integration and Segregation in 21st Century Schools: Voter Conflicts Over Equality, Local Control, and Community

Rachel L. Moskowitz, *Northwestern University*

A Failure to Engage? An Examination of the Political Life of Generation X

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

Framing the “War on Women”: A Survey Experiment on the Effects of Partisan Framing on Issue Perception and Vote Choice

Ashley A. Koning, *Rutgers, The State University of New Jersey*

David P. Redlawsk, *Rutgers, The State University of New Jersey*

Changes in Gender Beliefs in the U.S. from 1977 to 2010: Results from the General Social Surveys

Duane Alwin, *Pennsylvania State University*

Paula Tufis, *University of Bucharest*

Kristen Lee, *University of Buffalo*



AAPOR Concurrent Session I

Saturday, May 18, 2:15 p.m. – 3:45 p.m.

Satisficing and Cognitive Shortcuts

Location: Harborview 2 & 3

Moderator: Debra Wright, *Mathematica Policy Research*

The Relations Among Different Cognitive Shortcuts in Surveys

Roger Tourangeau, *Westat*

Rebecca Medway, *University of Maryland*

Stanley Presser, *University of Maryland*

Mindful Responding to Questions:

The Dangers of Survey Satisficing

David L. Vannette, *Stanford University*

Jon A. Krosnick, *Stanford University*

Effects of Respondent Reluctance, Mode, and Technical Difficulties on Straight-Lining and Refusals in a Mixed-Mode Survey

Jennifer L. Gibson, *Fors Marsh Group*

Jonathan Mendelson, *Fors Marsh Group*

Use of Drag-and-Drop Rating Scales in Web Surveys and Its Effect on Survey Reports and Data Quality

Tanja Kunz, *Darmstadt University of Technology*

MAPOR Student Paper Award Winner

Speeding and Non-Differentiation in Web Surveys:

Evidence of Correlation and Strategies for Reduction

Chan Zhang, *University of Michigan*



AAPOR Concurrent Session I

Saturday, May 18, 2:15 p.m. – 3:45 p.m.

Mode Choice, Respondent Engagement and Data Quality

Location: Amphitheater

Moderator: Peter J. Woolley, *Fairleigh Dickinson University*

Accessibility or Simplicity? How Respondents Engage With a Multiportal (Mobile, Tablet, Online) Methodology for Data Collection

Michael W. Link, *The Nielsen Company*

Jennie Lai, *The Nielsen Company*

Kelly Bristol, *The Nielsen Company*

Online Survey Participation via Mobile Devices: Findings From Seven Access Panel Studies

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

Teresio Poggio, *Free University of Bozen-Bolzano*

Frederik Funke, *LINK Institute*

Mode Choice on an iPhone Increases Survey Data Quality

Frederick G. Conrad, *University of Michigan*

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

Chan Zhang, *University of Michigan*

Huiying G. Yan, *University of Michigan*

Lucas Vickers, *The New School for Social Research*

Michael Johnston, *AT&T*

Andrew G. Hupp, *University of Michigan*

Lloyd Hemingway, *University of Michigan*

Stefanie Fail, *The New School for Social Research*

Patrick Ehlen, *AT&T*

Christopher Antoun, *University of Michigan*

Comparing Tablet, Computer, and Smartphone Survey Administrations

Tom Wells, *The Nielsen Company*

Justin Bailey, *The NPD Group*

Michael W. Link, *The Nielsen Company*

Mobile Browser Web Surveys:

Testing Response Rates, Data Quality and Best Practices

Kyley McGeeney, *Gallup*

Jenny Marlar, *Gallup*

AAPOR Concurrent Session I

Saturday, May 18, 2:15 p.m. – 3:45 p.m.

Research on Behavioral and Time-Use Diaries

Location: Waterfront 1

Moderator: Michael Mitrano, *Transition Strategies Corp.*

Augmenting Paper Diaries With Phone and Web Data Retrieval: Is it Effective?

Laurie Wargelin, *Abt SRBI*

Jason Minser, *Abt SRBI*

Zachary Homer, *Abt SRBI*

Anna Fleeman, *Abt SRBI*

Randal ZuWallack, *Abt SRBI*

Comparison of Instantaneous Mobile Time Use Data Collection Methods to Traditional Time Diary Methods

Pat Graham, *GfK Knowledge Networks*

Examining the Relationship Between Error and Behavior in the American Time Use Survey Using Audit Trail Paradata

Nicholas Ruther, *University of Nebraska - Lincoln*

Tarek Al Baghal, *University of Nebraska - Lincoln*

Adam Eck, *University of Nebraska - Lincoln*

Leonard C. Stuart, *University of Nebraska - Lincoln*

A. L. Phillips, *University of Nebraska - Lincoln*

Robert Belli, *University of Nebraska - Lincoln*

Leen-Kiat Soh, *University of Nebraska - Lincoln*

What Are You Doing Now?: Audit Trails, Activity Level Responses and Error in the American Time Use Survey

Tarek Al Baghal, *University of Nebraska - Lincoln*

Lynn Phillips, *University of Nebraska - Lincoln*

Nicholas Ruther, *University of Nebraska - Lincoln*

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

Leonard Stuart, *University of Nebraska - Lincoln*

Adam Eck, *University of Nebraska - Lincoln*

LeenKiat Soh, *University of Nebraska - Lincoln*



AAPOR Concurrent Session I

Saturday, May 18, 2:15 p.m. – 3:45 p.m.

Research on Behavioral and Time-Use Diaries (continued)

Troubles With Time-Use: Examining Potential Indicators of Error in the American Time Use Survey

Andrea Lynn Phillips, *University of Nebraska - Lincoln*

Tarek al Baghal, *University of Nebraska - Lincoln*

Robert Belli, *University of Nebraska - Lincoln*



AAPOR Concurrent Session I

Saturday, May 18, 2:15 p.m. – 3:45 p.m.

Mixed Topics in Questionnaire Design II

Location: Waterfront 2

Moderator: Randall Thomas, *GfK Knowledge Networks*

Determining Optimal Recall Period Length for Surveys of Payment Instrument Use in the Past

Marcin Hitczenko, *Federal Reserve Boston*

Mechanisms of Reporting to Dependent Questions in Panel Surveys

Stephanie Eckman, *Institute for Employment Research*

Annette Jaeckle, *Institute for Employment Research*

Is Time on Our Side? Decomposing Survey Length on the Health and Retirement Study

Piotr Dworak, *ISR*

Heidi Guyer, *Institute for Social Research University of Michigan*

Building a History: Collecting Comprehensive Employment Data in a Web-Based, Multi-Mode Survey

Melissa Cominole, *RTI International*

Chris Bennet, *RTI International*

Lesa Caves, *RTI International*

Using Visual Design Theory to Improve Skip Instructions: An Experimental Test

Nicole Gohring, *University of Nebraska - Lincoln*

Jolene Smyth, *University of Nebraska - Lincoln*



AAPOR Concurrent Session I

Saturday, May 18, 2:15 p.m. – 3:45 p.m.

Panel Recruitment, Attrition and Data Quality II

Location: Waterfront 3

Moderator: Timothy Gravelle, Price Metrix

After Your Interviewer Looks Under the Couch: Strategies for Handling Attrition in Twin Studies

Christopher Ojeda, *The Pennsylvania State University*

Veronica Roth, *The Pennsylvania State University*

Eric Plutzer, *The Pennsylvania State University*

Panel Attrition: Separating Stayers, Sleepers and Other Types of Drop-Out in an Internet Panel

Peter Lugtig, *Department of Methods and Statistics - Utrecht University*

Panel Attrition and Weighting Adjustments for the ANES Time Series

Matthew DeBell, *Stanford University*

Retention and Attrition: A Comparison Across Ethnic Groups

Jennifer Parker, *RAND Corporation*

Kirsten Becker, *RAND Corporation*

Benjamin Karney, *UCLA*

Re-Interview Bias in Panel Surveys: Results From a Seven-Wave Randomized Experiment

Sebastian Lundmark, *Gothenburg University*

Mikael Gilljam, *Gothenburg University*



Notes



AAPOR Day-at-a-Glance

Sunday, May 19

Time	Event	Location
8:00 a.m. – 10:15 a.m.	AAPOR Registration Desk Open	Atrium Lobby
8:00 a.m. – 11:30 a.m.	AAPOR Short Course	Back Bay Complex
	Course 6: Cellular Telephone Methodology: Sampling, Targeting and Dispositioning	
8:30 a.m. – 10:00 a.m.	AAPOR Concurrent Sessions J	
	Session 1: Reliability and Validity of Measurement	Cityview 1
	Session 2: Polling and Political Attitudes	Cityview 2
	Session 3: Cell Phone Samples: Coverage and Weighting	Harborview 1
	Session 4: Sampling, Response Propensity and Weighting	Harborview 2 & 3
	Session 5: Methodological Briefs: Questionnaire Design	Amphitheater
	Session 6: International Public Opinion	Waterfront 1
	Session 7: Investigating Challenges of Internet Surveys for Public Health Programs and Policies: From Neighborhood to Nation	Waterfront 2
	Session 8: Item Nonresponse: Prediction and Compensation	Waterfront 3
10:15 a.m. – 11:45 a.m.	AAPOR Concurrent Sessions K	
	Session 1: Toward the Surveys of the Future	Cityview 1
	Session 2: New Approaches to the Study of Attitude Formation and Political Behavior	Cityview 2
	Session 3: Investigating the Effectiveness of Incentives	Harborview 1
	Session 4: Assessing Data Quality	Harborview 2 & 3
	Session 5: Methodological Briefs: Maximizing Response and Response Quality	Amphitheater

AAPOR Day-at-a-Glance

Sunday, May 19

Time	Event	Location
10:15 a.m. – 11:45 a.m.	AAPOR Concurrent Sessions K (continued)	
	Session 6: Issues Related to Recruiting and Screening	Waterfront 1
	Session 7: Multi-Mode Surveys	Waterfront 2
	Session 8: Applications of Social Media to Surveys and Pretesting	Waterfront 3



Short Course 6 Description

Sunday, May 19, 8:00 a.m. – 11:30 a.m.

Course 6: Cellular Telephone Methodology: Sampling, Targeting and Dispositioning

Location: Back Bay Complex

Instructors: David Dutwin, *Social Science Research Solutions*

Course Overview:

Dual-frame surveys (landline and cellular telephones) are a ubiquitous feature of the present-day survey research landscape. Cellular telephones present a major challenge in that they contain very little meta-data. For decades, such meta-data (name, address, even probable race, age and a host of other demographic metrics) have afforded great power in sampling landlines to target specific sub-populations. Cell phones, however, have very little comparable data. How then does one oversample for respondents of specific geographies or demographics, gain an understanding of the expected incidence and coverage, or sample at the local level? What are the prospects for listed information on cellphones?

Beyond sampling, cellular telephones are distinct from landline telephones in many attributes associated with how they are dialed, the result of dialing, and how one might disposition the outcome of those dialing attempts. For example, refusal conversions take on a different color when being attempted on a personal, rather than household, communication device. These differences lead to a number of special considerations regarding how one most effectively “works” cell phone sample and in the calculation of response rates for a cell phone sample.

The course will look briefly at the history of telephony and the development of cell phones, then focus on cell phone owner mobility, the nature and utility of cellular switch points and cellular rate centers, the efficacy and application of billing zip codes and recent activity flags, the use of cellular listed databases, trends in cellular response, the potential of only dialing cell phones, the treatment of voice mails, refusal conversions and callbacks on cell phones, and considerations in the dispositioning of cell phones and the calculation of cell phone dual-frame response rates.

AAPOR Concurrent Session J

Sunday, May 19, 8:30 a.m. – 10:00 a.m.

Reliability and Validity of Measurement

Location: Cityview 1

Moderator: Zeynep T. Suzer-Gurtekin, *Institute for Social Research,
University of Michigan*

Parent and Teacher Ratings of Children's Approaches to Learning and Behavior: Do They Align and Are They Reliable?

Ashley Kopack Klein, *Mathematica Policy Research*
Lizabeth Malone, *Mathematica Policy Research*

Proxy Reports of Children's General Health Status and the Role of Reporting Bias in the Association between Child and Maternal Health

Dana Garbarski, *University of Wisconsin-Madison*

Differences Between Self-Reported and Actual Income: An Analysis of Low-Income Households Seeking Housing Assistance

Ahuva Jacobowitz, *NYC Department of Housing Preservation and Development*
Elyzabeth Gaumer, *NYC Department of Housing Preservation and Development*

Measurement Error in Diabetes Patient Profiles: Demographic Differences Between Diagnosed and Undiagnosed Diabetics in a Large Nationally Representative Sample of Adults 25-34

Anna Bellatorre, *University of Nebraska-Lincoln*
Patrick Habecker, *University of Nebraska-Lincoln*

Who Has What Information About Others: Proxy Reporting, Knowledge and Willingness

Katherine R. Kenward, *Research Support Services, Inc.*
Alisu Schoua-Glusberg, *Research Support Services, Inc.*
Eleanor R. Gerber, *Research Support Services, Inc.*
Patricia L. Goerman, *U.S. Census Bureau*
Elizabeth M. Nichols, *U.S. Census Bureau*
Murrey G. Olmstead, *RTI International*



AAPOR Concurrent Session J

Sunday, May 19, 8:30 a.m. – 10:00 a.m.

Polling and Political Attitudes

Location: Cityview 2

Moderator: TBD

Payoff at the Polls: An Investment Theory of Internal Political Efficacy

Tim Vercellotti, *Western New England University*

MAPOR Student Paper Award Winner

The Influence of Competing Identity Appeals on Voter Participation

Samara Klar, *Northwestern University*

Spencer Piston, *University of Michigan*

The 2012 Election: A Different Kind of Country

Gary Langer, *Langer Research Associates*

Julie Phelan, *Langer Research Associates*

Greg Holyk, *Langer Research Associates*

Damla Ergun, *Langer Research Associates*

The Impact of Political Sponsorship on Response to Political Surveys

Roger Tourangeau, *Westat*

Hanyu Sun, *University of Maryland*

Stanley Presser, *University of Maryland*

The Influence of Core Political Values on Attitudes Towards Contentious Science

Patrick Sturgis, *University of Southampton*

Nick Allum, *University of Essex*

Ian Brunton-Smith, *University of Surrey*



AAPOR Concurrent Session J

Sunday, May 19, 8:30 a.m. – 10:00 a.m.

Cell Phone Samples: Coverage and Weighting

Location: Harborview 1

Moderator: Vrinda Nair, Abitron

Finding the Optimal Allocation of Sample Sizes in Dual Frame RDD Telephone Surveys

Haci Akcin, *CDC/OSELS/PHSPO*

Denise Bradford, *Northrop Grumman*

Attempting to Boost RDD Cell Sample Productivity by Identifying Non-Working Numbers Prior to Dialing

Missy Mosher, *SSI*

Jonathan Best, *Princeton Survey Research Associates International*

Modeling Phone Usage to Weight Dual Frame Samples

Kristie M. Healey, *ICF International*

William Robb, *ICF International*

Naomi Freedner-Maguire, *ICF International*

Kurt Peters, *ICF International*

Estimation and Prediction of the Landline and Cell-Phone Incidence for Local Areas

Stanislav Kolenikov, *Abt SRBI*

Randal ZuWallack, *Abt SRBI*

Impact of Weighting Methods on Tobacco Use Estimates from a Dual-Frame RDD Survey

S. Sean Hu, *Centers for Disease Control and Prevention*

Burton Levine, *RTI International*

Shanta Dube, *Centers for Disease Control and Prevention*



AAPOR Concurrent Session J

Sunday, May 19, 8:30 a.m. – 10:00 a.m.

Sampling, Response Propensity and Weighting

Location: Harborview 2 & 3

Moderator: Clint Stevenson, *Edison Research*

Consumer File Ancillary Data and Nonresponse Adjustment: Assessing the Consistency of Estimates Across Weighting Strategies

Josh Pasek, *University of Michigan*

Curtiss Cobb, *GfK Knowledge Networks*

J. Michael Dennis, *GfK Knowledge Networks*

Improving Data Collection Procedures Using Prediction Methods

Julia Lee, *University of Michigan*

Will Snowball Sampling Leave Your Data in the Cold?

Kristin Cavallaro, *SSI*

Difficulty in Capturing Minority Populations in RDD Survey Through a Landline Oversample

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

Bo Lu, *The Ohio State University*

Marcus Berzofsky, *RTI International*

Amy Ferketich, *The Ohio State University*

Jamie Ridenhour, *RTI International*

Thomas Duffy, *RTI International*



AAPOR Concurrent Session J

Sunday, May 19, 8:30 a.m. – 10:00 a.m.

Methodological Briefs: Questionnaire Design

Location: Amphitheater

Moderator: Terry DeMaio, U.S. Census Bureau

How Open Are We to the Open-Ended Questions?

Saida Mamedova, *American Institutes for Research*

Navigating Complexity in PAPI: Improving Questionnaire Comprehension on a Multi-National Media Trend Survey

Darby Steiger, *Gallup*

Kersten Weisbach, *Deutsche Welle*

Leah Ermarth, *Broadcasting Board of Governors*

Measuring Happiness: Evaluating Life Satisfaction Versus the State of the World

Jason Husser, *Elon University*

Kenneth E. Fernandez, *Elon University*

Investigating the Effects of Questionnaire Design and Question Characteristics on Respondent Fatigue

Frida Vernersdotter, *The SOM Institute, University of Gothenburg*

Elias Markstedt, *The SOM Institute, University of Gothenburg*

Jonas Hägglund, *The SOM Institute, University of Gothenburg*

Investigating Signs of Interview Fatigue: Decreased Reporting of Category Expenditures

Brett E. McBride, *U.S. Bureau of Labor Statistics*

Measuring Issues Attitudes: Open Versus Closed Questions Redux

David DePass, *University of Connecticut*

Using Motivating Prompts to Increase Responses to Open-ended Questions in Mixed-mode Surveys: Where Should the Prompt Be Placed and to What Effect?

Glenn Israel, *University of Florida*

The Influence of Answer Box Format, Personal Topic Interest, and Respondent Characteristics on Response Behavior in Open-ended Questions

Florian Keusch, *University of Michigan*



AAPOR Concurrent Session J

Sunday, May 19, 8:30 a.m. – 10:00 a.m.

International Public Opinion

Location: Waterfront 1

Moderator: Miguel E. Basáñez, *Fletcher School, Tufts University*

The AmericasBarometer: Public Opinion on Democracy and Governance Across the Western Hemisphere

Keith Neuman, *The Environs Institute for Survey Research*

Mitchell Seligson, *Vanderbilt University*

When are Politicians Responsive to Public Opinion? Results From a Scenario-Based Survey of 3,000 Swedish Politicians

Patrik Öhberg, *Université de Montréal*

Social Media and Revolutions in Arab Nations: The Impact of Facebook on the Arab Spring

Muteb S. Alhammash, *Kingdom of Saudi Arabia*

Interviewer Effects in the Arab Gulf: Lessons from Bahrain and Qatar

Justin Gengler, *Social and Economic Survey Research Institute, Qatar University*

Freedom is in the Eye of the Beholder: Examining Perceptions of Media Freedom in China

Kay Ricci, *University of Nebraska - Lincoln*

Quan Zhou, *University of Nebraska - Lincoln*



AAPOR Concurrent Session J

Sunday, May 19, 8:30 a.m. – 10:00 a.m.

Investigating Challenges of Internet Surveys for Public Health Programs and Policies: From Neighborhood to Nation

Location: Waterfront 2

Organizer and

Moderator: Satvinder S. Dhingra, *Northrop Grumman under contract to CDC*

The Triple Constraints of Health and Behavioral Surveys: Cost, Quality, and Time

Carol Crawford, *Centers for Disease Control and Prevention*

Statistical Adjustments for Internet Opt-in Panel Surveys

Sunghee Lee, *University of Michigan*

Internet Opt-In Panels Assessing Political Effects on Health Care

Stephen Ansolabehere, *Harvard University*

Identifying Sample Source of Sufficient Quantity, Availability, and Consistency to Meet Local Public Health Needs

Stephen Gittelman, *Marketing, Inc.*

Cross-section vs. Panel Estimates of Vote Intention During an Election Campaign

Doug Rivers, *Stanford University and YouGov USA*



AAPOR Concurrent Session J

Sunday, May 19, 8:30 a.m. – 10:00 a.m.

Item Nonresponse: Prediction and Compensation

Location: Waterfront 3

Moderator: Mike Dennis, *GfK Custom Research*

Predicting Item Nonresponse in a Recontact Study of Youth

Jennifer L. Gibson, *Fors Marsh Group*

Ashley A. Barbee, *Fors Marsh Group*

Luke Viera, *Fors Marsh Group*

Adjust Survey Response Distributions Using Multiple Imputation: A Simulation with External Validation

Frank C. Liu, *Institute of Political Science,*

National Sun Yat-Sen University

Yu-Sung Su, *Department of Political Science, Tsinghua University*

Reduction of Item Nonresponse Bias by Accommodating Unequal Selection Probability in Multiple Imputation: Applications on Income Data in BRFSS and NHIS

Hanzhi Zhou, *Institute for Social Research, University of Michigan*

Using Paradata, Questionnaire Characteristics and Respondent Characteristics to Examine Item Nonresponse

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

Rebecca Powell J. Powell, *Gallup Research Center - University of
Nebraska, Lincoln*

Eliminate Item Non-Response: The Effect of Forcing Respondents to Answer in Web Surveys

Laura Leach, *Graduate Management Admission Council*

AAPOR Concurrent Session K

Sunday, May 19, 10:15 a.m. – 11:45 a.m.

Toward the Surveys of the Future

Location: Cityview 1

Moderator: Jolene Smyth, *University of Nebraska - Lincoln*

Envisioning the “Survey” of the Future: The Role of Smartphones and Tablets in Face-to-Face Interviewing

Robert Manchin, *Gallup Europe*

Femke De Keulenaer, *Gallup Europe*

Conversational Interaction and Survey Data Quality in SMS Text Interviews

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

Frederick G. Conrad, *University of Michigan*

Christopher Antoun, *University of Michigan*

Alison W. Bowers, *University of Michigan*

Andrew L. Hupp, *University of Michigan*

Huiying Yan, *University of Michigan*

New Tools, New Behaviors, New Behavioral Measurement Tools: Constructing a Panel of Tablet TV App Users

Stephen Bell, *The Nielsen Company*

Oana Dan, *The Nielsen Company*

Christine Pierce, *The Nielsen Company*

Piloting a Mobile Data Collection Application: SurveyPulse™, by RTI International

David J. Roe, *RTI International*

Michael Keating, *RTI International*

Yuying Zhang, *RTI International*

The iPad® Computer-Assisted Personal Interview system - A Revolution for In-Person Data Capture?

Heather Driscoll, *ICF International*

James Dayton, *ICF International*

Autumn Foushee, *ICF International*



AAPOR Concurrent Session K

Sunday, May 19, 10:15 a.m. – 11:45 a.m.

New Approaches to the Study of Attitude Formation and Political Behavior

Location: Cityview 2

Moderator: Curtiss Cobb, *GfK Knowledge Networks*

A Multi-Survey, Multi-Methodological Assessment of Perception of Need and Quality of Life: Opinion Polling for the Common Good

Don Levy, *Siena Research Institute*

The Storm of the Century: Assessing the Effects of a Natural Disaster on Electoral Behavior and Attitudes

Krista Jenkins, *Fairleigh Dickinson University*

Dan Cassino, *Fairleigh Dickinson University*

Peter Woolley, *Fairleigh Dickinson University*

Bayesian Estimation and the 2012 Presidential Election Exit Poll

Clint W. Stevenson, *Edison Research*

Preference-Based Measures of Media Exposure

Thomas J. Leeper, *Aarhus University*

Separating Political Attitude Change from Attitude Uncertainty: (In)Consistency Experiments of the ESS Panel Component

Sedef Turper, *University of Twente*

Kees Aarts, *University of Twente*

Minna van Gerven, *University of Twente*



AAPOR Concurrent Session K

Sunday, May 19, 10:15 a.m. – 11:45 a.m.

Investigating the Effectiveness of Incentives

Location: Harborview 1

Moderator: Jay Lin, *Institute for Social Research, University of Michigan*

Interviewer Attitudes and the Effectiveness of Monetary Incentives

Ulrich Krieger, *German Internet Panel*

The Influence of Respondent Incentives on Item Nonresponse and Measurement Error in a Web Survey

Barbara Felderer, *Institute for Employment Research*

Frauke Kreuter, *University of Maryland JPSM & IAB*

Joachim Winter, *University of Munich*

Improving Panel Maintenance Success on a Longitudinal Study

Tiffany L. Mattox, *RTI International*

Jennifer L. Domico, *RTI International*

Daniel J. Pratt, *RTI International*

50 Years Later: Do Respondents Who Remember the Initial Survey Provide Higher Quality Responses to a Follow-Up Survey?

Danielle K. Battle, *American Institutes for Research*

Rebecca Medway, *American Institutes for Research*

Aspiring for More than Crumbs: The Impact of Incentives on Girl Scout Response Rates

Debra Dodson, *Girl Scout Research Institute, Girl Scouts of the USA*

Meredith Reid Sarkees, *Girl Scout Research Institute,*

Girl Scouts of the USA

Cathy VonFange, *Abt/SRBI*



AAPOR Concurrent Session K

Sunday, May 19, 10:15 a.m. – 11:45 a.m.

Assessing Data Quality

Location: Harborview 2 & 3

Moderator: Michael Lawrence, GfK Custom Research

Assessing the Quality of Survey Data Through Streamlined Data Processing

Donsig Jang, *Mathematica Policy Research*

Amy Beyler, *Mathematica Policy Research*

Alicia Haelen, *Mathematica Policy Research*

Flora F. Lan, *National Center for Science and Engineering Statistics (NCSES)*

Toward a Standard Toolkit for Comparing Samples: Point Estimates, Relations Between Variables and Trends Over Time

Josh Pasek, *University of Michigan*

Controlling Survey Response Bias with Range Regression Techniques

John Tuhao Chen, *Bowling Green State University*

Effects of Self-Awareness on Disclosure During Skype Survey Interviews

Shelley Feuer, *The New School for Social Research*



AAPOR Concurrent Session K

Sunday, May 19, 10:15 a.m. – 11:45 a.m.

Methodological Briefs: Maximizing Response and Response Quality

Location: Amphitheater

Chair: Jenny Kelly, *NORC at the University of Chicago*

The Effect of Differential Mailing Methodologies on Response Rates: Testing Advanced Notices, Pre-Recorded Messages and Personalized Address Labels

Yelena Pens, *Arbitron*

Michelle Cantave, *Arbitron*

Robin Gentry, *Arbitron*

New versus Old Technologies: An Examination of Usability and Cognitive Issues Across Modes Among Respondents With Varying Education Levels

Elizabeth M. Nichols, *U.S. Census Bureau*

Patricia L. Goerman, *U.S. Census Bureau*

Nathan Jurgenson, *U.S. Census Bureau*

Tiffany King, *RTI International*

Murrey Olmsted, *RTI International*

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

Converting Nonrespondents to Late Respondents: The Impact of Automated Phone Reminder in an RDD Landline Survey

Robin Gentry, *Arbitron*

Vrinda Nair, *Arbitron*

Factors Influencing Survey Participation Rates on an Online, Probability-Based Research Panel

Dawn Wiest, *American College of Physicians*



AAPOR Concurrent Session K

Sunday, May 19, 10:15 a.m. – 11:45 a.m.

Methodological Briefs: Maximizing Response and Response Quality (continued)

When We Do Not Know the Difference – the Level of DK in Different Question Formats and Different Modes

Steve Schwarzer, *TNS Opinion*

Eva Zeglovits, *University of Vienna*

Dylan S. Connor, *University of California (UCLA)*

Data Quality in a Multi-Mode Self-Administered Study of Mental Health

Andrew L. Hupp, *University of Michigan*

Margaret L. Hudson, *University of Michigan*

Heather M. Schroeder, *University of Michigan*

Using Registry Information to Adjust for Non-response Bias in a Diabetes Patient Survey

Jiaquan Fan, *Mayo Clinic*



AAPOR Concurrent Session K

Sunday, May 19, 10:15 a.m. – 11:45 a.m.

Issues Related to Recruiting and Screening

Location: Waterfront 1

Moderator: Nathan Hutto, *Youth Truth (Center for Effective Philanthropy)*

Empirical Assessment of Respondent Driven Sampling

Zeynep T. Suzer-Gurtekin, *University of Michigan*

Sunghee Lee, *University of Michigan*

James Wagner, *University of Michigan*

Recruiting Participants into a Probability-Based Panel Using Interactive Voice Response Methods: The Canadian Experience

Frank L. Graves, *EKOS Research Associates*

Timothy B. Gravelle, *PriceMetrix Inc.*

Benefits and Drawbacks of a Multistage Screening Effort for Surveying Rare Populations

Heather M. Morrison, *NORC at the University of Chicago*

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

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

Matthew D. Bramlett, *National Center for Health Statistics*

Assessing Methods of Recruitment for a Cell Phone Survey Panel: An Experiment Conducted in 2011 in Mexico City

Yamil Nares, *University of Essex*

Rene Bautista, *NORC at the University of Chicago*

Strategies for Recruiting Respondents for Exploratory Interviews to Aid Questionnaire Development

Herman Alvarado, *U.S. Census Bureau*



AAPOR Concurrent Session K

Sunday, May 19, 10:15 a.m. – 11:45 a.m.

Multi-Mode Surveys

Location: Waterfront 2

Moderator: Jennifer H. Childs, U.S. Census Bureau

Evaluation of a Sequential Mixed-Mode Design Experiment With Physicians on Response Rates, Costs, and Response Bias

Emily Geisen, *RTI International*

Murrey Olmsted, *RTI International*

Joe Murphy, *RTI International*

Marshica Stanley, *RTI International*

Facing Their Fears: Examining the Impact of Audio Computer-Assisted Self Interviewing on Population Prevalence of Self-Reported Non-Specific Psychological Distress

Sarah S. Joestl, *National Center for Health Statistics*

James Dahlhamer, *National Center for Health Statistics*

Adena Galinsky, *National Center for Health Statistics*

Marcie Cynamon, *National Center for Health Statistics*

Virginia Cain, *National Center for Health Statistics*

Jennifer Madans, *National Center for Health Statistics*

Alone in a Group: Comparison of Effects of a Group-Administered Paper-Pencil Survey Versus an Individually-Administered Web-Based Survey on Perceptions of Culture, Peer Pressures and Stigma

William B. Higgins, *ICF International*

Frances M. Barlas, *ICF International*

Jacqueline Pfleger, *ICF International*

Randall K. Thomas, *GfK Custom Research North America*

Diana Jeffery, *Tricare Management Activity*

Mark J. Mattiko, *United States Coast Guard*

The Effect of Survey Mode On Socially Undesirable Responses To Open Ended Questions: Online vs. Paper Instruments

Eric Hedberg, *NORC at the University of Chicago*

Gabriel Ceasar, *Arizona State University*

Danielle Wallace, *Arizona State University*

Mode Effects in a National Establishment Survey

Kelly Daley, *Abt SRBI*

Ben Phillips, *Abt SRBI*



AAPOR Concurrent Session K

Sunday, May 19, 10:15 a.m. – 11:45 a.m.

Applications of Social Media to Surveys and Pretesting

Location: Waterfront 3

Moderator: Clarissa Steele, *Value-Added Research Center,
University of Wisconsin - Madison*

Social Media vs. Online Classified Advertisements: Does Where We Advertise for Cognitive Interviews Matter?

Brian Head, *RTI International*
Elizabeth Dean, *RTI International*
Timothy Flanigan, *RTI International*
Jodi E. Swicegood, *RTI International*
Michael Keating, *RTI International*

Cognitive Interviewing in Online Modes: A Comparison of Data Collected in Second Life and Skype

Jodi E. Swicegood, *RTI International*
Brian F. Head, *RTI International*
Elizabeth F. Dean, *RTI International*
Michael D. Keating, *RTI International*

Latent Characteristic Extraction From Twitter Data: Toward Weighting Social Media Data to Make Inferences to the General Public

Martin Barron, *NORC at the University of Chicago*

Capabilities and Considerations for Using Facebook in Survey Research

Kim Mook, *Mathematica Policy Research*
Sean Harrington, *Mathematica Policy Research*
Amanda Skaff, *Mathematica Policy Research*

Dangerous Disconnects? How Public Discourse About Nanotechnology is Missing the Point

Sara K. Yeo, *University of Wisconsin-Madison*
Dominique Brossard, *University of Wisconsin-Madison*
Dietram A. Scheufele, *University of Wisconsin-Madison*
Michael A. Xenos, *University of Wisconsin-Madison*



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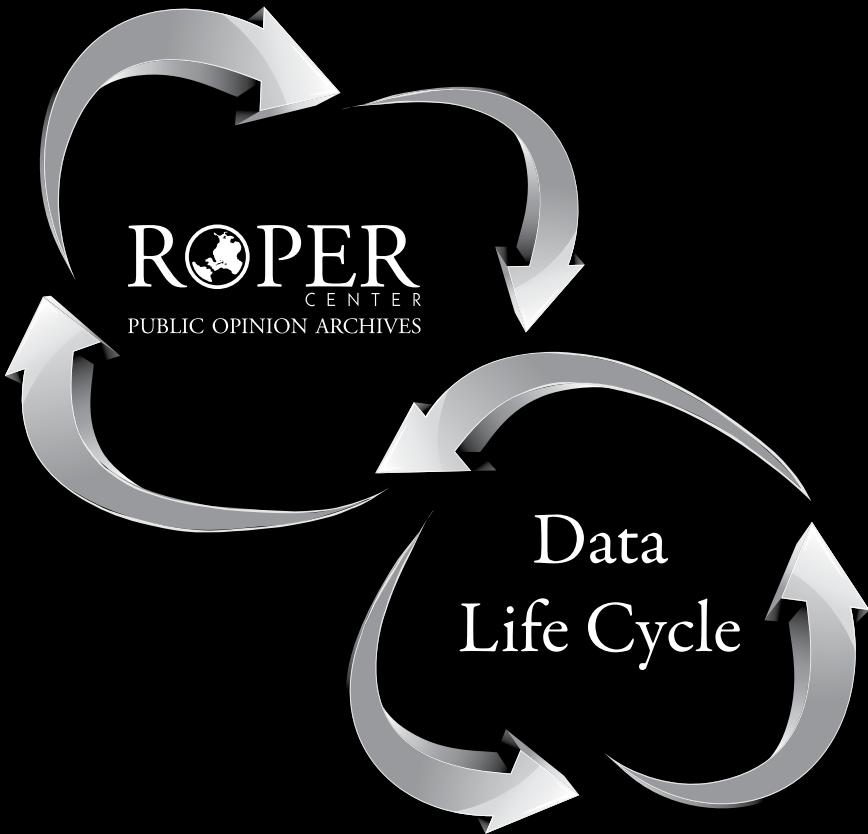
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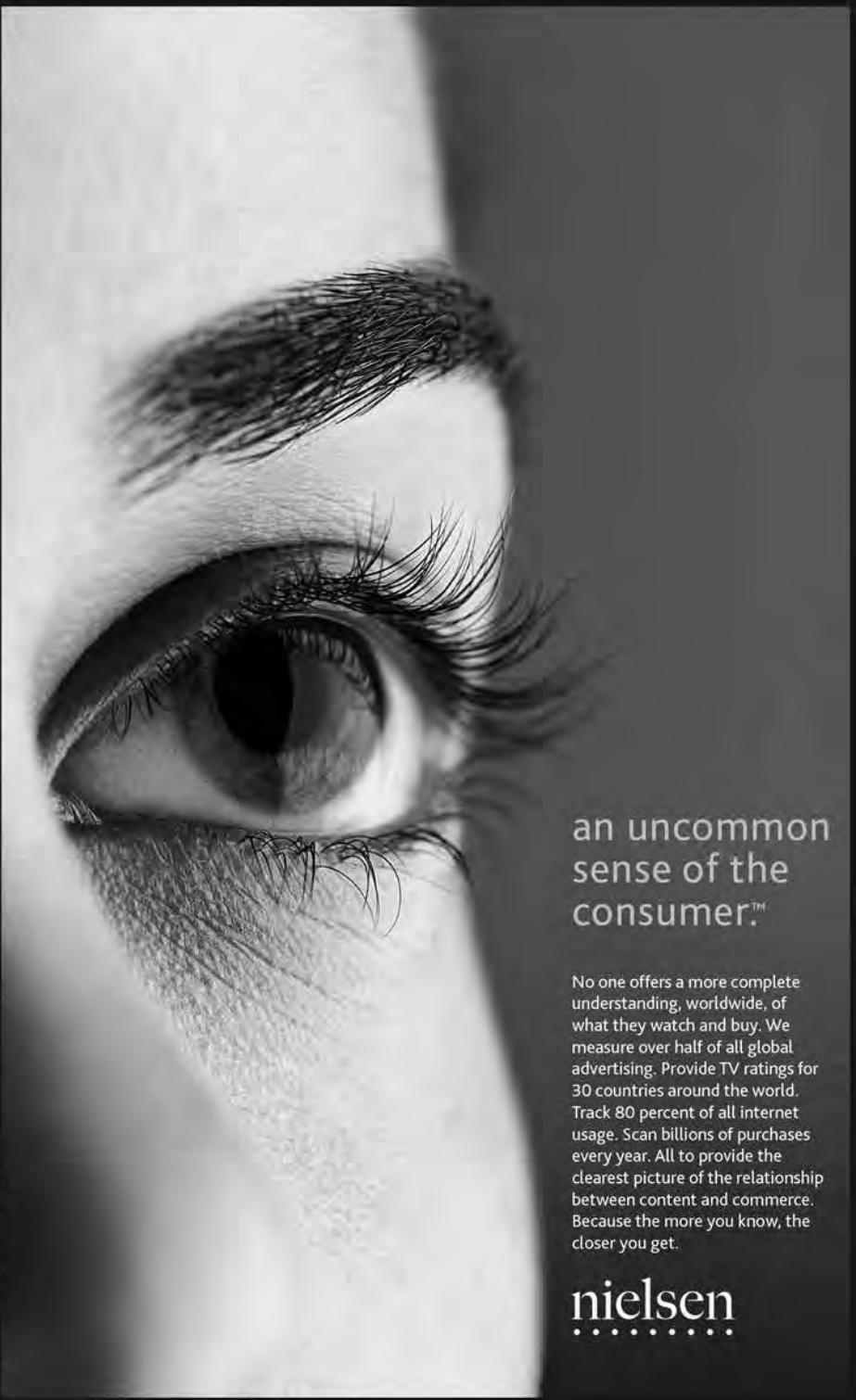


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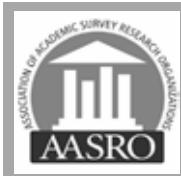
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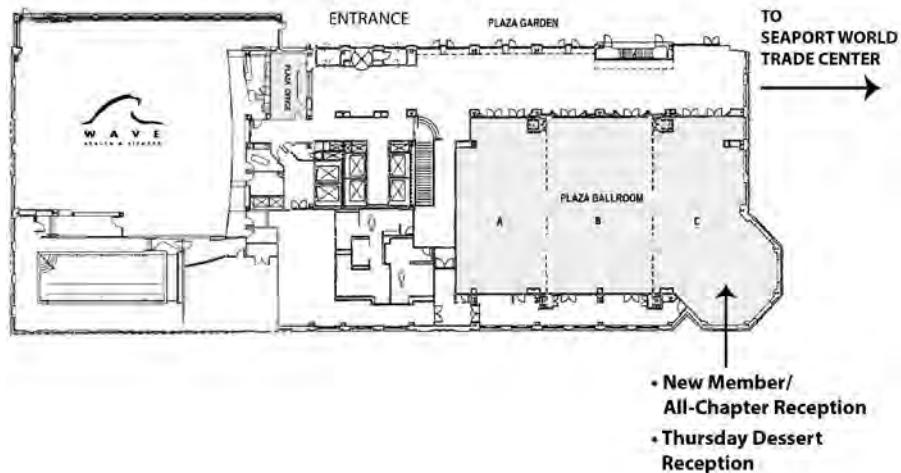
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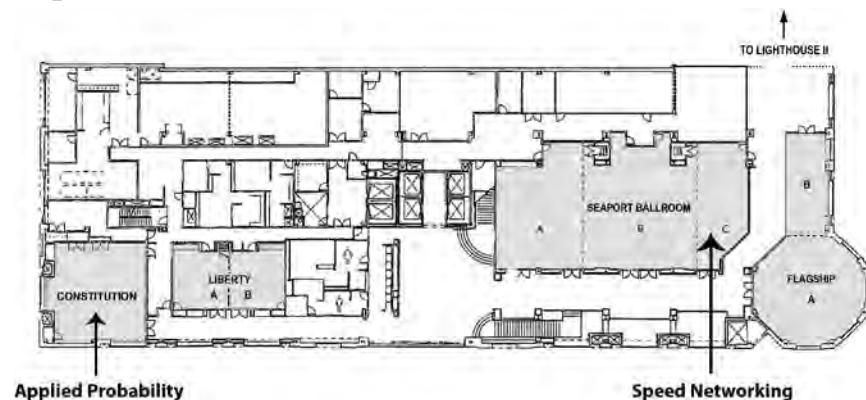
Floor Plans

Seaport Hotel – Plaza Level

Meet here for Fun Run

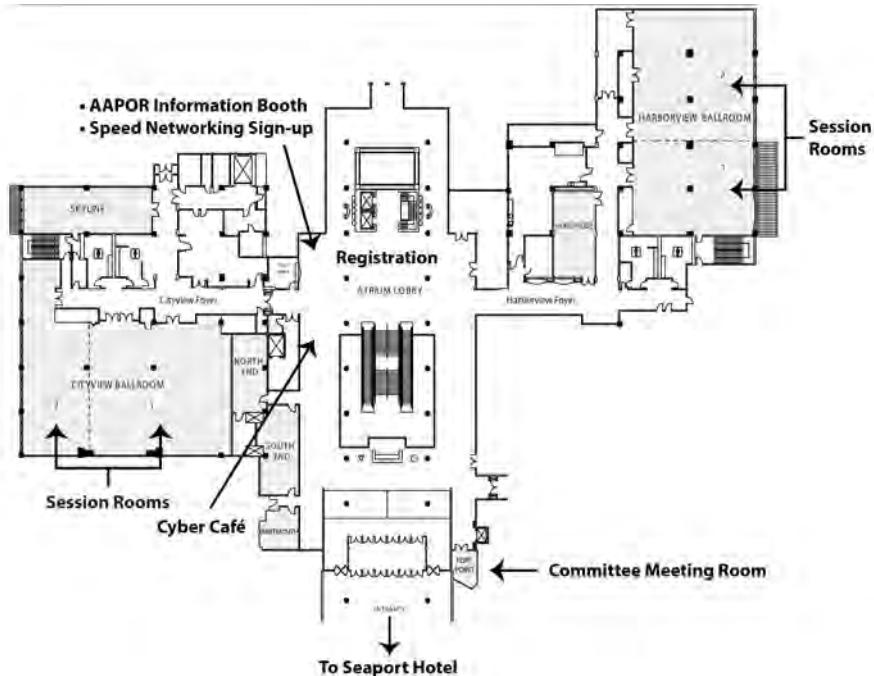


Seaport Hotel – Mezzanine Level

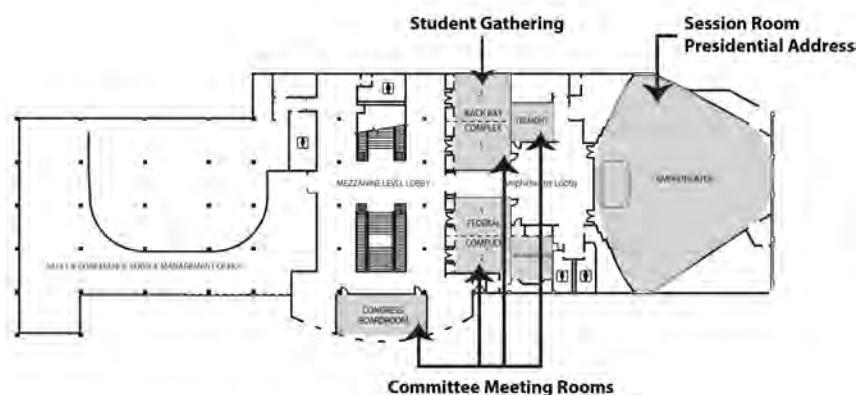


Floor Plans

Seaport World Trade Center – Plaza Level

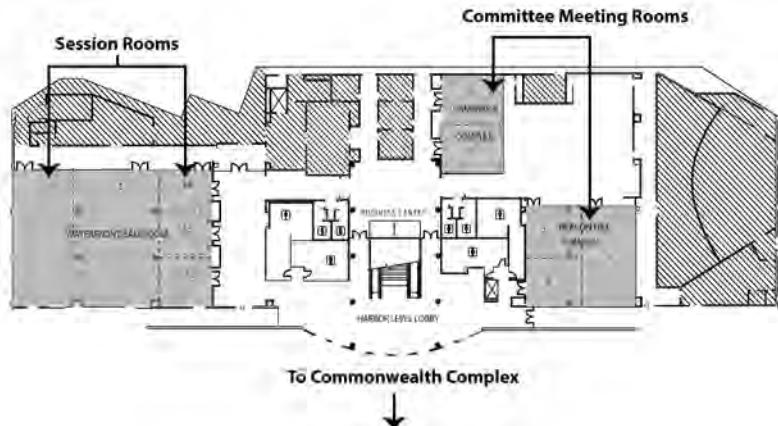


Seaport World Trade Center – Mezzanine Level

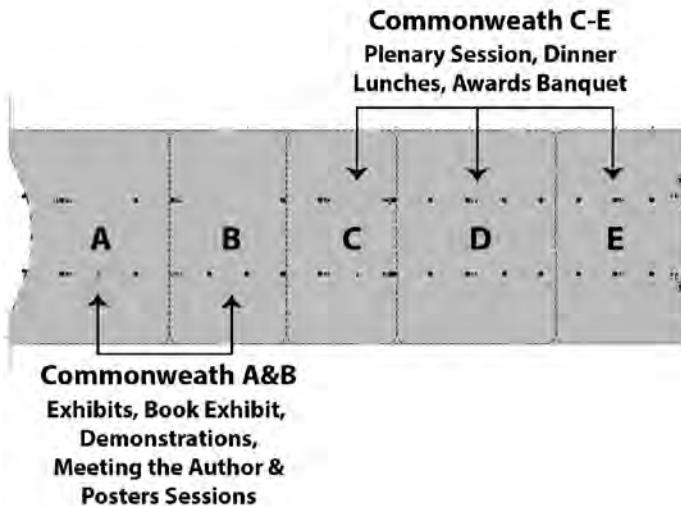


Floor Plans

Seaport World Trade Center – Harbor Level



Seaport World Trade Center – Harbor Level, Commonwealth Complex



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