



Evaluating New Frontiers in Public Opinion and Social Research

Conference Program

May 17–20, 2012

JW Marriott Orlando Grande Lakes • Orlando, Florida



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Greetings!

Welcome to Orlando and the 67th Annual Conference of the American Association for Public Opinion Research (AAPOR)! This year's conference includes four days of provocative sessions, a cutting-edge panel featuring nationally prominent thought leaders and in-depth short courses. Take advantage of the fabulous family-friendly location, social activities and events planned for our attendees.

Our theme this year is **Evaluating New Frontiers in Public Opinion and Social Research**. The focus will be on how the continued proliferation of new communication media and technologies presents increased opportunities as well as challenges for public opinion, marketing science and survey researchers. Our conference theme focuses on evaluating the strengths and weaknesses of new methodologies and modes of data collection and exploring the implications of our profession. This includes new methods of measuring opinion and behavior such as the analysis of social media content (e.g., Facebook), blogs, microblogs (e.g., Twitter) and Internet searches.

Also related to the conference theme is the use of newer technologies in research such as smartphones, tablets, (e.g., iPad®), texting, webcams (e.g., Skype), avatars (e.g., Second Life®) and other advances in Internet surveys. In this rapidly changing communication environment, this year's conference theme will provide a forum to discuss the implications of these myriad changes for the public opinion, marketing science and survey research professions.

In keeping with long standing AAPOR tradition, the 2012 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. 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.

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Paul Beatty,
Associate Conference Chair



Dan Merkle,
Conference Chair



Paul Beatty,
Associate Conference Chair

General Information

The AAPOR Registration is located at the Mediterranean Registration Desk.

Hours:

Wednesday, May 16	4:00 p.m. – 6:00 p.m.
Thursday, May 17	7:00 a.m. – 5:00 p.m.
Friday, May 18	7:30 a.m. – 4:30 p.m.
Saturday, May 19	7:30 a.m. – 3:00 p.m.
Sunday, May 20	8:00 a.m. – 10:15 a.m.

Badges

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

Meal Tickets

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

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Speaker Materials

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

Conference Materials

The final program and abstracts will be available on the conference website.

Messages

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

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.

Plenary Session

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

Examining the Value of Non-Probability Sampling in Social Research

Location: Palazzo Ballroom

A distinguished panel of experts will explore the value of non-probability sampling to public opinion and survey research and to science more generally. The plenary will explore the circumstances under which non-probability sampling can and cannot be used effectively and with confidence. Two panelists will present the case for the value of non-probability sampling, outlining the strengths of the approach, when it can be used effectively and with confidence and when it cannot.

The panelists, who have been at the forefront of research in this area, will be Doug Rivers, professor of political science at Stanford University and chief innovations officer at YouGov, and George Terhanian, Toluna's North American president and group chief strategy officer. The plenary will also include two discussants who will evaluate the panelists' arguments. The discussants will be Robert M. Groves, director of the U.S. Census Bureau, and Elizabeth Stasny, professor of statistics at Ohio State University. The session will be moderated by Nancy Mathiowetz, professor of sociology at the University of Wisconsin-Milwaukee.

Plenary Session participants include:



Doug Rivers, Panelist

Doug Rivers is a professor of political science at Stanford University, a senior fellow at the Hoover Institution and chief innovations officer at YouGov. Most of his academic research has been on the application of statistics to political science and economics, covering diverse topics ranging from voting to unemployment insurance and international trade flows. He has also done pioneering

work on simultaneous probit models, causal inference in social experiments and model selection for time series published in the *American Political Science Review*, the *American Economic Review* and the *Journal of Econometrics*. He was awarded the Innovators Award from AAPOR in 2001. In his spare time, Doug has started three companies, including Knowledge Networks and Polimetrix, and was named Executive of the Year by *Research Business Report* in 2000.

Plenary Session

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



George Terhanian, Panelist

George Terhanian is Toluna's North American President and group chief strategy officer. He is a member of the board of directors of the Advertising Research Foundation. Through the years, Dr. Terhanian has also served on committees or advisory groups for organizations such as the European Society for Opinion and Marketing Research, the U.S. Department of Education (USDE), the British Polling Council and the American Social Health Association. Prior to joining Toluna in 2011, he served in a variety of roles for nearly 14 years at Harris Interactive, including as president, Global Solutions; president, Harris Interactive Europe; and president, Global Internet Research. He also oversaw the Harris Poll. Earlier in his career, Dr. Terhanian taught in elementary and secondary schools and worked briefly in the Inspector General's Office of the USDE. He also served an appointment as an American Educational Research Association (AERA) fellow at the National Center for Educational Statistics and received a dissertation fellowship from the AERA. Dr. Terhanian earned a Ph.D. from the University of Pennsylvania, and Ed.M. from Harvard University, and a Bachelor of Arts degree from Haverford College. His methodological expertise lies in the design and analysis of multi-mode studies.

Robert M. Groves, Discussant

Robert Groves is currently the director of the U.S. Census Bureau, having been nominated by President Barack Obama on April 2, 2009, and confirmed by the U.S. Senate on July 13, 2009. Groves is on leave as a professor at the University of Michigan. Mr. Groves has authored or co-authored seven books and scores of scientific articles. His book, *Survey Errors and Survey Costs*, was named one of the 50 most influential books in survey research and another titled, *Nonresponse in Household Interview Surveys*, with Mick Couper, received the 2008 AAPOR Book Award. His edited book, *Survey Nonresponse*, with Don Dillman, John Eltinge and Rod Little won the 2011 AAPOR Book Award. Mr. Groves is a member of the U.S. National Academy of Sciences. He is an elected fellow of the American Academy of Arts and Sciences, the American Statistical Association, the Midwest Association for Public Opinion Research and the International Statistical Institute. He is also the recipient of the distinguished achievement award of the American Association for Public Opinion Research and the Julius Shiskin Memorial Award, in recognition of contributions in the development of economic statistics. Mr. Groves has an A.B. from Dartmouth College and M.A. and Ph.D. degrees in statistics and sociology, respectively, from the University of Michigan.

Plenary Session

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



Elizabeth A. Stasny, Discussant

Elizabeth Stasny is professor and vice chair for graduate studies in statistics and biostatistics in the Department of Statistics at The Ohio State University. For more than 25 years, her main research area has been in handling missing data in sample surveys, with applications mainly in the social sciences. Ms. Stasny has expertise in large-scale government surveys, such as the National Crime

Victimization Survey, the Current Population Survey, and the National Longitudinal Surveys, as well as with RDD, mail and email surveys. She is a fellow of the American Statistical Association, associate editor for *Survey Methodology* and is currently a member of the U.S. Attorney General's Office of Justice Programs (OJP) Science Advisory Board. Ms. Stasny served a six-year term on the Census Advisory Committee leading up to the 2000 census. Recently she has been working on ranked set sampling problems, especially with applications to sample surveys.



Nancy A. Mathiowetz, Moderator

Nancy Mathiowetz is a professor in the Department of Sociology at the University of Wisconsin-Milwaukee (UWM). Prior to joining the faculty at UWM, she was on the faculty at the University of Maryland/University of Michigan Joint Program in Survey Methodology, spent 10 years in the service of the federal government and worked as a consultant at Westat, Inc. Ms. Mathiowetz

received her B.S. in sociology from the University of Wisconsin-Madison and an M.S. in biostatistics and a Ph.D. in sociology from the University of Michigan. She teaches graduate courses in survey methodology, questionnaire design, statistics and data analysis. In addition, she has published articles on various topics related to the quality of survey data in journals such as the *Journal of Business and Economic Statistics*, *Handbook of Econometrics* and the *American Journal of Public Health*. Ms. Mathiowetz currently serves as co-editor of *Public Opinion Quarterly*. She is an active member of the American Statistical Association and the American Association for Public Opinion Research (AAPOR), serving as AAPOR president in 2007-2008.

Highlights

Education – Short Courses

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

- Course 1:** Single and Multi-Mode Surveys Using Address-Based Sampling
- Course 2:** Unlocking the Potential of Conjoint Analysis/Discrete Choice Modeling and MaxDiff Scaling in Public Opinion Research
- Course 3:** Maximizing the Accuracy of Online Surveys: Comparisons of Methods and Recommendations of Optimal Procedures
- Course 4:** Improving Surveys With Paradata: Making Use of Process Information
- Course 5:** Designing Web Questionnaires
- Course 6:** The Role of New Technologies in Powering, Augmenting, or Replacing Traditional Surveys

There is still time to register for a short course. Sign up at the registration desk! For course descriptions see pages 49, 53, 54 and 173.

Exhibit Hall Hours

Thursday, May 17	3:00 p.m. – 5:30 p.m.
Friday, May 18	7:00 a.m. – 4:30 p.m.
Saturday, May 19	7:00 a.m. – 2:30 p.m.

The AAPOR Annual Conference Exhibit Hall located in Mediterranean 4 & 5 is your best source of information about products, services, survey planning and design from key vendors interested in the important issues facing the survey community.

New Member & All-Chapter Reception

Thursday, May 17, 6:00 p.m. – 7:00 p.m.

Valencia Lawn & Terrace

Places to go and people to meet – that's what this reception is all about! Sponsor, exhibitor, first-time attendee or old hand, this is your opportunity to get started on the right foot, balancing AAPOR educational sessions with the satisfaction of meeting colleagues who share your interests.

Highlights

Dinner and Plenary Session

Thursday, May 17, 7:00 p.m. – 9:30 p.m.

Palazzo Ballroom

Enjoy a great meal and the mental stimulation that only the AAPOR conference can deliver! Debate the big issues with your tablemates, open your mind and listen to our panel of experts weigh in on the value of non-probability sampling. The floor will be open for questions following the plenary presentation.

Presidential Address and Luncheon

Friday, May 18, 11:45 a.m. – 1:45 p.m.

Palazzo Ballroom

Join fellow attendees for lunch and an insightful keynote address from AAPOR President Scott Keeter.

AAPOR Membership and Business Meeting

Saturday, May 19, 4:00 p.m. – 5:30 p.m.

Mediterranean 1

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.

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President's Reception & AAPOR Awards Banquet

Saturday, May 19, 6:00 p.m. – 9:30 p.m.

Valencia Lawn and Terrace

Palazzo Ballroom

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.

Post-Banquet Party

Saturday, May 19, 9:30 p.m. – Midnight

Citrus Garden

Don't miss this much anticipated event, to be held in the Citrus Garden, where you can enjoy a specialty cocktail and catch up with friends while listening to "unplugged" acoustic entertainment.

Things to Do, Places to Go: AAPOR Social Activities

Golf

Thursday, May 17, 7:30 a.m.

The Annual AAPOR Golf Outing will be held at the Grande Pines Golf Club, with tee times starting at 7:30 a.m. Nestled among lakes, tall pines, oaks and palms, Grande Pines peacefully coexists with the native flora and wetlands. Each hole of Grande Pines was created to be a strategic challenge that will bring out the best in each player's game.

Fun Run/Walk

Saturday, May 19, 7:00 a.m.

The Fun Run/Walk will take place on two miles of the jogging/fitness trails on the resort grounds. If you would like to enter into some competitive early morning exercise, 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. 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 at the Primo Garden, just behind Citron Restaurant.

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Applied Probability

Saturday, May 19, 9:30 p.m.

Cordova 5 & 6

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 18, 3:15 p.m. – 4:15 p.m.

Saturday, May 19, 12:45 p.m. – 2:15 p.m.

Palazzo F, G, H Foyer

Sign up to participate at the AAPOR registration desk or during the networking session. Sessions run for 15 minutes with the organizations represented. 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!

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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.

Burns “Bud” Roper Fellows

Matthew Anderson, *Mathematica Policy Research*

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Christopher Werner, *University of South Carolina*

Lindsay Wood, *Mathematica Policy Research*

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.

30

WINNER:

Christopher J. Ojeda, *The Pennsylvania State University*

“Who Rallies? The Impact of 9/11 on the Heritability of Political Trust”

HONORABLE MENTION:

Rebekah Young, *The Pennsylvania State University*

“Men Don’t Know Everything:

Gender Difference in ‘Don’t Know’ Responses”

Student Travel Scholarships Award

These awards make it possible for more graduate students to attend and engage in the AAPOR annual conference.

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Award Winners

AAPOR Book Award

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

WINNERS:

Sidney Verba, Kay Lehman Schlozman and Henry E. Brady,
Voice and Equality: Civic Voluntarism in American Politics
(Harvard University Press, 1995)

AAPOR Policy Impact Award

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

WINNER:

State Health Access Data Assistance Center (SHADAC)
at the University of Minnesota

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

2011	Stanley Presser
2010	Michael W. Traugott
2009	Elizabeth Martin
2008	Kathleen Frankovic
2007	Harry O'Neill
2006	Norman H. Nie
2005	Andrew Kohut
2004	Benjamin I. Page
2003	Don A. Dillman Frank Stanton
2002	Tom W. Smith
2001	Robert Groves
2000	Philip Meyer
1999	Charles Cannell

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

Adam Enders

Michigan State University

For “AAPOR: We are the 99% (± 1)”
*T-shirts are available for purchase
at the registration desk.*

AAPOR Committee Meetings

Wednesday, May 16

Noon – 5:00 p.m.	AAPOR Executive Council Meeting	Del Lago 1 & 2
------------------	--	----------------

Friday, May 18

7:00 a.m. – 8:00 a.m.	Membership Committee	Amarante 2
7:00 a.m. – 8:00 a.m.	Survey Practice Editorial Board	Amarante 2

Saturday, May 19

11:45 a.m. – 1:15 p.m.	Association of Academic Survey Research Organizations	Cordova 5 & 6
11:45 a.m. – 1:15 p.m.	Chapter Representatives	Amarante 3
11:45 a.m. – 1:15 p.m.	Communications Committee	Marbella 3
11:45 a.m. – 1:15 p.m.	Education Committee	Cordova 1
11:45 a.m. – 1:15 p.m.	Endowment Committee	Seguara 2
11:45 a.m. – 1:15 p.m.	JOS Editorial Meeting	Amarante 1
11:45 a.m. – 1:15 p.m.	Standards Committee	Amarante 2

AAPOR Social Activities

Thursday, May 17

7:30 a.m.	Golf Outing	Grande Pines Golf Club
6:00 p.m. – 7:00 p.m.	AAPOR New Member/ All-Chapter Reception	Valencia Lawn and Terrace
9:30 p.m. – 10:30 p.m.	Dessert Reception	Valencia Lawn and Terrace

Saturday, May 19

7:00 a.m.	Fun Run/Walk	Primo Garden
6:00 p.m. – 7:00 p.m.	President's Reception	Valencia Lawn and Terrace
9:30 p.m. – Midnight	Post-Banquet Party	Citrus Garden
9:30 p.m. – 2:00 a.m.	Applied Probability	Cordova 5 and 6

Schedule of Events

Wednesday, May 16

1:00 p.m. – 3:00 p.m.	Short Course Registration Desk Open
2:30 p.m. – 6:00 p.m.	Short Courses
4:00 p.m. – 6:00 p.m.	Registration Desk Open

Thursday, May 17

7:00 a.m. – 5:00 p.m.	Registration Desk Open
7:30 a.m. – 1:00 p.m.	Golf Outing
8:00 a.m. – 11:30 a.m.	Short Courses
1:30 p.m. – 3:00 p.m.	Concurrent Session A
3:00 p.m. – 5:30 p.m.	Exhibit Hall and Book Exhibit Open
3:00 p.m. – 4:00 p.m.	Refreshment Break in the Exhibit Hall
	Meet the Author Sessions
	Poster Session 1
	Demonstration Session 1
4:00 p.m. – 5:30 p.m.	Concurrent Session B
6:00 p.m. – 7:00 p.m.	AAPOR New Member/All-Chapter Reception
7:00 p.m. – 8:00 p.m.	Dinner
8:00 p.m. – 9:30 p.m.	Plenary Session
9:30 p.m. – 10:30 p.m.	Dessert Reception

Friday, May 18

7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings
7:00 a.m. – 8:00 a.m.	Continental Breakfast in the Exhibit Hall
7:00 a.m. – 4:30 p.m.	Exhibit Hall and Book Exhibit Open
7:30 a.m. – 4:30 p.m.	Registration Desk Open
8:00 a.m. – 9:30 a.m.	Concurrent Session C
9:30 a.m. – 10:00 a.m.	Refreshment Break in the Exhibit Hall
10:00 a.m. – 11:30 a.m.	Concurrent Session D
11:45 a.m. – 1:45 p.m.	Luncheon and Presidential Address
1:45 p.m. – 3:15 p.m.	Concurrent Session E
3:15 p.m. – 4:15 p.m.	Dessert Break in the Exhibit Hall
	Meet the Author Sessions
	Poster Session 2
	Demonstration Session 2
3:15 p.m. – 4:15 p.m.	Speed Networking Session 1
4:15 p.m. – 5:45 p.m.	Concurrent Session F
6:00 p.m.	Dinner on your own

Schedule of Events

Saturday, May 19

7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings
7:00 a.m. – 8:00 a.m.	Continental Breakfast in the Exhibit Hall
7:00 a.m. – 2:30 p.m.	Exhibit Hall and Book Exhibit Open
7:30 a.m. – 3:00 p.m.	Registration Desk Open
8:00 a.m. – 9:30 a.m.	Concurrent Session G
9:30 a.m. – 10:00 a.m.	Refreshment Break in the Exhibit Hall
10:00 a.m. – 11:30 a.m.	Concurrent Session H
11:45 a.m. – 1:15 p.m.	Lunch
12:45 p.m. – 2:15 p.m.	Speed Networking Session 2
1:15 p.m. – 2:15 p.m.	Dessert Reception in the Exhibit Hall Book Sale Meet the Author Sessions Poster Session 3 Demonstration Session 3
2:15 p.m. – 3:45 p.m.	Concurrent Session I
4:00 p.m. – 5:30 p.m.	AAPOR Membership and Business Meeting
6:00 p.m. – 7:00 p.m.	President's Reception
7:00 p.m. – 9:30 p.m.	Awards Banquet
9:30 p.m. – Midnight	Post-Banquet Party
9:30 p.m. – 2:00 a.m.	Applied Probability

Sunday, May 20

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

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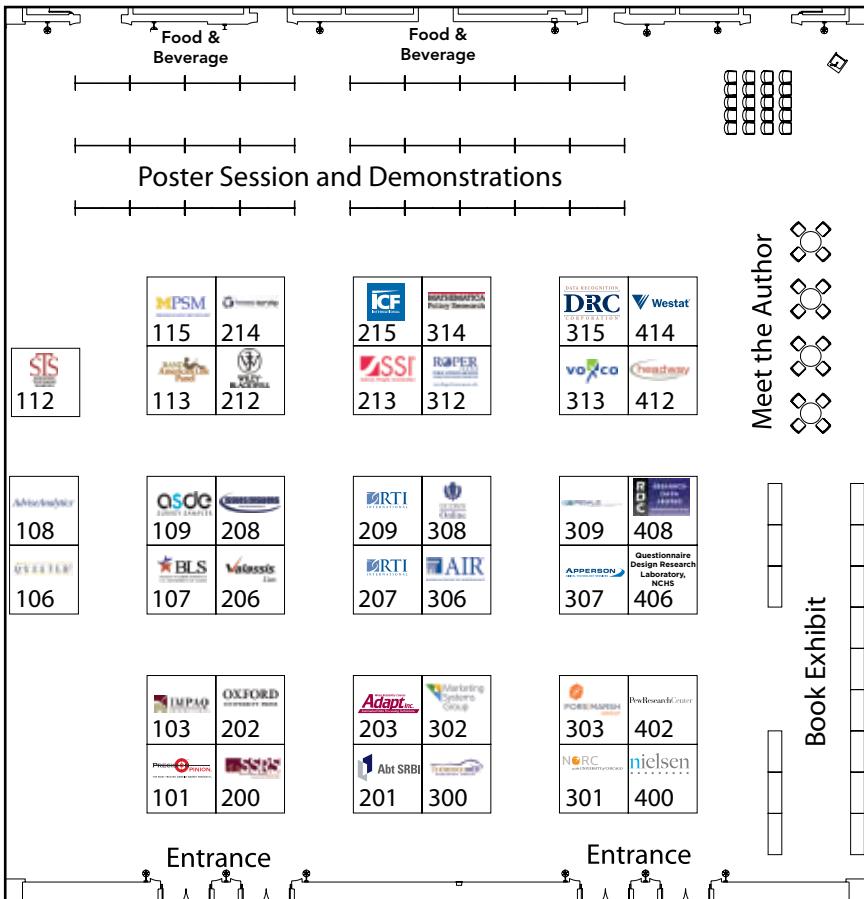
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W

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Annual Conferences

68th Annual Conference

May 16 – 19, 2013

Seaport Boston Hotel & Seaport World Trade Center • Boston, Massachusetts

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

Webinars

Single and Multi-Mode Surveys Using Address-Based Sampling

Colm O'Muircheartaigh, PhD

Thursday, June 7, 2012

Noon - 1:30 p.m., Central Time

Population-Based Survey Experiments:

How to Do Them and What They're Good For

Diana C. Mutz, PhD

Thursday, August 30, 2012

Noon - 1:30 p.m., Central Time

Weighting Approaches for Dual Frame RDD Surveys

Courtney Kennedy, PhD

Thursday, October 11, 2012

Noon - 1:30 p.m., Central Time

Leveraging New Technologies: What We Know So Far

Michael W. Link, PhD

Wednesday, December 5, 2012

Noon - 1:30 p.m., Central Time

Go to aapor.org to register.

Day-at-a-Glance

Wednesday, May 16

Time	Event	Location
Noon – 5:00 p.m.	AAPOR Executive Council Meeting	Del Lago 1 & 2
1:00 p.m. – 3:00 p.m.	Short Course Registration Open	Mediterranean Registration Desk
2:30 p.m. – 6:00 p.m.	AAPOR Short Courses	
	Course 1: Single and Multi-Mode Surveys Using Address-Based Sampling	Cordova 5 & 6
	Course 2: Unlocking the Potential of Conjoint Analysis/Discrete Choice Modeling and MaxDiff Scaling in Public Opinion Research	Amarante 2 & 3
4:00 p.m. – 6:00 p.m.	AAPOR Registration Open	Mediterranean Registration Desk

Short Course 1 & 2 Descriptions

Wednesday, May 16, 2:30 p.m. – 6:00 p.m.

Course 1: Single and Multi-Mode Surveys Using Address-Based Sampling

Instructors: Colm A. O'Muircheartaigh
Edward English

Location: Cordova 5 & 6

Course Overview:

This course will include an overview of address-based sampling (ABS) for survey design within its historical context. Emphasis will be given to the typical and specialized challenges encountered in ABS surveys in real-world situations.

The following themes will be presented during the course:

- Historical context with traditional listing and random-digit dial surveys
- An introduction to address-databases, including the United States Postal Service delivery sequence files (DSF) and its vendors
- The importance of geographic information systems (GIS) and geocoding
- The coverage properties of lists
- Costs and benefits of enhancing commercial databases
- Examples of ABS and the DSF in survey research include National Opinion Research Center (NORC) studies such as Making Connections as well as the American Community Survey
- Challenges of ABS including rural areas, invisible boundaries for local area samples, telephone matching, drop points, community samples and targeted minority samples

Course 2: Unlocking the Potential of Conjoint Analysis/ Discrete Choice Modeling and MaxDiff Scaling in Public Opinion Research

Instructor: Joe Curry

Location: Amarante 2 & 3

Course Overview:

Conjoint Analysis/Discrete Choice Modeling (CA/DCM) and MaxDiff Scaling (MD) are quantitative research techniques that determine the tradeoffs people are willing to make in complex choice situations. Their results let decision makers effectively match the resources and capabilities of an organization to the needs and preferences of its constituents. These techniques have been applied in the areas of transportation theory, economics, marketing research, and, most recently, health science. This course will identify the research objectives CA/DCM and MD are designed to address and will underscore the advantages and insights these techniques offer. It will also work through how data is collected and analyzed and how results are interpreted and presented. A list of resources for getting started will also be included.

Notes

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Day-at-a-Glance

Thursday, May 17

Time	Event	Location
7:00 a.m. – 5:00 p.m.	Registration Open	Mediterranean Registration Desk
7:30 a.m. – 1:00 p.m.	Golf Outing	Grand Pines Golf Club
8:00 a.m. – 11:30 a.m.	Short Courses	
	Course 3: Maximizing the Accuracy of Online Surveys: Comparisons of Methods and Recommendations of Optimal Procedures	Cordova 5 & 6
	Course 4: Improving Surveys with Paradata: Making Use of Process Information	Amarante 2 & 3
	Course 5: Designing Web Surveys	Del Lago 3 & 4
1:30 p.m. – 3:00 p.m.	Concurrent Session A	
	Session 1: New Frontiers: Interactive and Gaming Techniques to Improve Surveys	Mediterranean 1
	Session 2: Advances in Survey Sampling and Weighting	Mediterranean 2
	Session 3: Cell Phones and Non-Sampling Error	Mediterranean 3
	Session 4: Improving Questionnaire Design	Mediterranean 6
	Session 5: Predicting and Adjusting for Nonresponse Bias	Mediterranean 7
	Session 6: The External Survey Environment: Measuring and Monitoring the Public	Mediterranean 8
	Session 7: Exploring the Immigration Issue	Marbella 4
	Session 8: Alternative Interviewing Approaches	Marbella 1 & 2
3:00 p.m. – 5:30 p.m.	AAPOR Exhibit Hall and Book Exhibit Open	Mediterranean 4 & 5
3:00 p.m. – 4:00 p.m.	Refreshment Break in the Exhibit Hall	Mediterranean 4 & 5
Meet the Author Sessions		
Robert Y. Shapiro		
Lawrence R. Jacobs		
<i>The Oxford Handbook of America Opinion and the Media</i> (Oxford University Press, 2011)		
Poster Session #1		
Demonstration Session #1		

Day-at-a-Glance

Thursday, May 17

Time	Event	Location
4:00 p.m. – 5:30 p.m.	Concurrent Session B	
	Session 1: New Frontiers: Challenges in Using Twitter to Measure Public Opinion	Mediterranean 1
	Session 2: Expanding the Frontiers of Survey Research Through the Collection of Biological Data	Mediterranean 2
	Session 3: Operational Issues in Cell Phone Surveys	Mediterranean 3
	Session 4: Web Survey Questionnaire Design	Mediterranean 6
	Session 5: Assessing the Impact of Nonresponse on Survey Estimates	Mediterranean 7
	Session 6: Election and Opinion Polling Methods	Mediterranean 8
	Session 7: Public Opinion and Survey Research in Afghanistan	Marbella 4
	Session 8: Conference Chair's Potpourri: Interesting Papers That Didn't Quite Fit Elsewhere in the Conference Program	Marbella 1 & 2
6:00 p.m. – 7:00 p.m.	AAPOR New Member/ All-Chapter Reception	Valencia Lawn & Terrace
7:00 p.m. – 8:00 p.m.	Dinner	Palazzo Ballroom
8:00 p.m. – 9:30 p.m.	Plenary Session	Palazzo Ballroom
9:30 p.m. – 10:30 p.m.	Dessert Reception	Valencia Lawn & Terrace

Short Course 3, 4 & 5 Descriptions

Thursday, May 17, 8:00 a.m. – 11:30 a.m.

Course 3: Maximizing the Accuracy of Online Surveys: Comparisons of Methods and Recommendations of Optimal Procedures

Instructor: Jon A. Krosnick

Location: Cordova 5 & 6

Course Overview:

As survey research marches into the 21st century, the Internet offers exciting opportunities for data collection, alone and in coordination with data collection via other methods. This course is designed to provide guidance to researchers on how to obtain the most useful results using the Internet mode of data collection, whether one's goals are to document the prevalence of characteristics in a population, to explore covariation between attributes of individuals, to explore the impact of manipulations or to explore trends over time.

During the last 15 years, a body of studies has accumulated (1) comparing interviewer administration with computer self-administration in laboratory experiments, and (2) comparing the results of Internet surveys of general population samples with results obtained from parallel administrations by interviewers with the same populations.

In addition, a large number of regional and national elections have now been preceded by polls of potential voters conducted via the Internet and similar polls conducted by interviewers, allowing comparison of their performance in anticipating election outcomes. These various studies permit exploration of specific implementation issues, such as how best to construct weights to correct for known sample departures from population distributions, whether lower response rates yield less accuracy and whether heroic efforts to increase response rates toward the ends of field periods improve survey accuracy. The course will review all of this evidence and offer assessments of the opportunities currently afforded by Internet survey data collection, identifying methods that appear to produce the most accurate measurements and the most useful application of various methodologies for various purposes.

Short Course 3, 4 & 5 Descriptions

Thursday, May 17, 8:00 a.m. – 11:30 a.m.

Course 4: Improving Surveys With Paradata: Making Use of Process Information

Instructor: Frauke Kreuter

Location: Amarante 2 & 3

Course Overview:

During the last 20 years, survey data have been increasingly collected through computer assisted modes. As a result, a new class of data, called paradata, is now available to survey methodologists. Typical examples are key-stroke files, capturing the navigation through the questionnaire and time stamps, providing information such as date and time of each call attempt or the length of a question-answer sequence. While the type of available paradata varies by mode, all share one feature—they are a by-product of the data collection process capturing information about that process. This course covers the great potential of paradata for social survey research. The course will give an introduction and overview of methodological issues involved in the conceptualization, collection and analysis of paradata. Selected research examples for various total survey error components (in particular measurement error and nonresponse bias) will also be discussed.

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Course 5: Designing Web Questionnaires

Instructor: Mick P. Couper

Location: Del Lago 3 & 4

Course Overview:

The course will cover various aspects of instrument design for Web surveys, including the appropriate use of widgets (e.g., radio buttons, check boxes, drop boxes), general formatting and layout issues (e.g., alignment, font, color), movement through the instrument (e.g., action buttons, navigation, error messages) and so on. The course will draw on empirical results from experiments on alternative design approaches as well as practical experience in the design and implementation of Web surveys. The course will not address the technical aspects of Web survey implementation (such as hardware, software or programming) and will also not focus on question wording, sampling or recruitment issues.

Concurrent Session A

Thursday, May 17, 1:30 p.m. – 3:00 p.m.

New Frontiers: Interactive and Gaming Techniques to Improve Surveys

Location: Mediterranean 1

Organizer: Elizabeth Dean, RTI International

Chair: Elizabeth Dean, RTI International

Discussant: Peter Miller, U.S. Census Bureau

Emerging Techniques of Respondent Engagement: Leveraging Game and Social Mechanics for Mobile Application Research

Jennie W. Lai, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Lorelle Vanno, *The Nielsen Company*

King Me! How Anyone Can Easily Gamify Their Next Survey

Jeffrey Henning, *Affinova, Inc.*

Facebook Applications as a Data Collection Platform

Adam Sage, *RTI International*

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Gaming the System: Inaccurate Responses to Randomized Response Technique Items

Ashley Richards, *RTI International*

Elizabeth Dean, *RTI International*

Concurrent Session A

Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Advances in Survey Sampling and Weighting

Location: Mediterranean 2

Chair: Linda Piekarski, *Survey Sampling International*

Probability-Based Sampling Using Split-Frames With Listed Households

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

Mansour Fahimi, *Marketing Systems Group*

Surveying Katrina Survivors – Challenges and Solutions

Karol Krotki, *RTI International*

Darryl Creel, *RTI International*

Joseph R. McMichael, *RTI International*

Marjorie Hinsdale-Shouse, *RTI International*

To Weight, or Not to Weight, That is the Question: Survey Weights and Multivariate Analysis

Rebekah Young, *The Pennsylvania State University*

David R. Johnson, *The Pennsylvania State University*

Item-Specific Weights: A Proposal

Hee-Choon Shin, *NORC at the University of Chicago*

Jibum Kim, *NORC at the University of Chicago*

Fang Wang, *NORC at the University of Chicago*

Optimal Sample Allocation – A Portable Tool for Estimating Design Effect

Mansour Fahimi, *Marketing Systems Group*

Concurrent Session A

Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Cell Phones and Non-Sampling Error

Location: Mediterranean 3

Chair: Kathleen T. Call, University of Minnesota

Nonsampling Error Attributable to Sampled Cell Phone Numbers in the American Time Use Survey

Brian Meekins, U.S. Bureau of Labor Statistics

Stephanie Denton, U.S. Bureau of Labor Statistics

Exploring Direct Calibration of NIS Weights Using Cell Telephone Status From the NHIS

Meena Khare, NCHS/CDC

Nadarajasundaram Ganesh, NORC at the University of Chicago

Kennon R. Copeland, NORC at the University of Chicago

Abera Wouhib, NCHS/CDC

Assessment of Bias in the National Immunization Survey – Teen: Benchmarking to the National Health Interview Survey, 2009-2010

Christina Dorell, U.S. Centers for Disease Control and Prevention

Kennon R. Copeland, NORC at the University of Chicago

Reiping Huang, NORC at the University of Chicago

Benjamin Duffey, NORC at the University of Chicago

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The Impact of Cell Phones in Longitudinal Studies

Daniel Loew, Abt SRBI, Inc.

Mark Morgan, Abt SRBI, Inc.

Concurrent Session A

Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Improving Questionnaire Design

Location: Mediterranean 6

Chair: Rachel Caspar, *RTI International*

Discussant: Colleen Porter, *University of Florida*

The Effects of Question Design Features on the Cognitive Processing of Survey Questions Across Cultural Groups

Timothy P. Johnson, *Survey Research Laboratory*

Allyson L. Holbrook, *Survey Research Laboratory*

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

Sharon Shavitt, *University of Illinois at Urbana-Champaign*

Noel Chávez, *University of Illinois at Chicago*

Saul Weiner, *University of Illinois at Chicago*

Exploring the Associations of Question, Respondent, and Interviewer Characteristics With Survey Data Quality

Aaron Maitland, *Westat*

Heather Ridolfo, *National Center for Health Statistics*

James Dahlhamer, *National Center for Health Statistics*

Mechanisms of Misreporting to Filter Questions

Frauke Kreuter, *Joint Program in Survey Methodology*

Stephanie Eckman, *Institute for Employment Research*

Annette Jaeckle, *ISER*

Antje Kirchner, *Institute for Employment Research*

Stanley Presser, *Joint Program in Survey Methodology*

Roger Tourangeau, *Joint Program in Survey Methodology*

Turn That Frown Upside-Down: The Effects of Smiley Faces as Symbolic Language in Self-Administered Surveys

Amanda Libman, *University of Nebraska-Lincoln*

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

Concurrent Session A

Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Predicting and Adjusting for Nonresponse Bias

Location: Mediterranean 7

Chair: Barry Radler, University of Wisconsin-Madison

Discussant: Trent D. Buskirk, The Nielsen Company

Anticipatory Survey Design: Reduction of Nonresponse Bias Through Bias Prediction Models

Andy Peytchev, RTI International

Sarah Riley, University of North Carolina at Chapel Hill

Jeff Rosen, RTI International

Joe Murphy, RTI International

Mark Lindblad, University of North Carolina at Chapel Hill

Accounting for Nonresponse Bias in the Nebraska Behavioral Health Consumer Survey

Brian M. Wells, University of Nebraska-Lincoln,

MAPOR Student Paper Award Winner

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From Analysis to Action: Use of Paradata in a CAPI Environment

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

Concurrent Session A

Thursday, May 17, 1:30 p.m. – 3:00 p.m.

The External Survey Environment: Measuring and Monitoring the Public

Location: Mediterranean 8

Organizer: Nancy Bates, U.S. Census Bureau

Chair: Nancy Bates, U.S. Census Bureau

The 2010 Census Integrated Communications Program: A Comprehensive Effort to Alter the External Survey Environment

Rupa Datta, NORC at the University of Chicago

Ting Yan, NORC at the University of Chicago

Did the 2010 Census Social Marketing Campaign Shift Public Mindsets?

Nancy Bates, U.S. Census Bureau

Mary Mulry, U.S. Census Bureau

Mindsets Revisited: Results of the Second Iteration of the Census Barriers, Attitudes and Motivators Survey

Monica J. Wroblewski, U.S. Census Bureau

Development of the Federal Statistical System Public Opinion Survey

Jennifer Hunter Childs, U.S. Census Bureau

Stephanie Willson, National Center for Health Statistics

Shelly Wilkie Martinez, U.S. Office of Management and Budget

Laura Rasmussen, Internal Revenue Service

Monica Wroblewski, U.S. Census Bureau

Factors of Trust in Statistics That Influence Public Perceptions of Use of Administrative Records

Morgan Earp, U.S. Bureau of Labor Statistics

Melissa Mitchell, U.S. National Agricultural Statistics Service

Jenny Hunter Childs, U.S. Census Bureau

Peter Miller, U.S. Census Bureau

Shelly Wilkie Martinez, U.S. Office of Management and Budget

Concurrent Session A

Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Exploring the Immigration Issue

Location: Marbella 4

Chair: Linda Dimitropoulos, *RTI International*

Immigration Policy Attitudes at the Local Level: What's Threat Got to do With it?

Maria Krysan, *University of Illinois at Chicago*

Applying the “Contact Hypothesis” to White Anglos’ Views About Latinos and Immigration: Evidence From Five Chicago-Area Communities

Marylee C. Taylor, *The Pennsylvania State University*

Immigration Policy, A Non-Border State, and the Nation – A View From the Midwest

Amy S. Goodin, *University of Oklahoma Public Opinion Learning
Laboratory*

Natalie M. Jackson, *Duke University*

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Integration of Migrants

Neli Esipova, *Gallup, Inc.*

Anita Pugliese, *Gallup, Inc.*

Leaving Home: Examining the Influence of Social Ties on Latin American Immigration

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

Matt Hastings, *Gallup Research Center,
University of Nebraska-Lincoln*

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

Concurrent Session A

Thursday, May 17, 1:30 p.m. – 3:00 p.m.

Alternative Interviewing Approaches

Location: Marbella 1 & 2

Chair: Jennifer Marlar, University of Nebraska

Cumulative Effects of Dependent Interviewing on Measurement Error: Results From a Four-Wave Validation Study

Johannes Eggels, *Institute for Employment Research*

Annette Jaeckle, *Institute for Social and Economic Research*

Mark Trappmann, *Institute for Employment Research*

Exploring Conversational Interviewing in the American Time-Use Survey

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

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

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

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

Conversational Interviewing and the Comprehension of Opinion Questions

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

Chris Antoun, *Survey Research Center, University of Michigan*

Frederick G. Conrad, *Survey Research Center, University of Michigan*

Language Barriers to Conversational Interviewing: Results From the 2010 & 2011 SIPP-EHC Tests

Rachael Walsh, *U.S. Census Bureau*

Conducting Surveys With Proxies: Evaluating a Standardized Measure to Determine Need

Kirsten A. Barrett, *Mathematica Policy Research*

Debra Wright, *Mathematica Policy Research*

Jennifer Gardner, *Mathematica Policy Research*

Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

Location: Exhibit Hall – Mediterranean 4 & 5

- 1. Web Survey With ABS Sample – A Viable Alternative to RDD?**
Jun Suzuki, Research Into Action, Inc.
- 2. Reuniting With Retirees: Determining the Effectiveness of Locating Older Adults Through Milestone Reunions**
Sabine K. Horner, American Institutes for Research
- 3. Changing Survey Modes: Does it Matter How You Get There?**
Felicia LeClere, NORC at the University of Chicago
Jennifer Vanicek, NORC at the University of Chicago
Kanru Xia, NORC at the University of Chicago
Amaya Ashley, NORC at the University of Chicago
Whitney Murphy, NORC at the University of Chicago
Kari Carris, NORC at the University of Chicago
- 4. Multiple Email Reminders and Response Rate for an Internet-Based Survey**
Robert Brackbill, New York City Department of Health and Mental Hygiene
Shengchao Yu, New York City Department of Health and Mental Hygiene
Deborah Walker, New York City Department of Health and Mental Hygiene
Lennon Turner, New York City Department of Health and Mental Hygiene
Sara Miller, New York City Department of Health and Mental Hygiene
Mark Farfel, New York City Department of Health and Mental Hygiene
Steven Stellman, New York City Department of Health and Mental Hygiene
- 5. Trends in Residential Energy Use Attitudes and Behaviors, 2002-2010: Did the Great Recession Have an Impact?**
Carla Jackson, Abt SRBI, Inc.

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Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

6. Targeting Precise Geographic or Localized Areas Using an Address-Based Sample Frame

Anna Fleeman, Abt SRBI, Inc.

Tiffany Henderson, Abt SRBI, Inc.

John M. Boyle, Abt SRBI, Inc.

Kenneth J. Ruggiero, Medical University of South Carolina

7. Effective Recruitment and Coaching Method for Long Term Panels: Using Testimonial Videos to Gain Cooperation and Improve Task Compliance

Ana P. Petras, *The Nielsen Company*

Anh Thu Burks, *The Nielsen Company*

Rosemary Holden, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

8. Response Effects of Symbolic Images in Satisfaction Scales

Ziv Tepman, *Google*

Vani Henderson, *Google*

9. The Relation Between Visual Imagery and Attitudes About Social Issues and Types of People

John D. Edwards, *Loyola University Chicago*

Patrick R. Harrison, *Loyola University Chicago*

10. Do Respondents' Self-Reported Behavior Differ Over Time?

Marla D. Cralley, *Arbitron Inc.*

11. The Social Economic Determinants of Suicide Rates of the Elderly in Taiwan's Aging Society

Wen-jen Hsieh, *National Cheng Kung University*

12. The Role of Narrative in Cognitive Interviewing

Caroline Gray, *National Center for Health Statistics*

13. Dual Frame Sample and Mixed-Mode Survey Strategy for Improving Coverage Error

John Tarnai, *Social & Economic Sciences Research Center*

Lori Pfingst, *Washington State Budget & Policy Center*

David Solet, *Public Health-Seattle & King County*

Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

14. Electronic Democracy for Whom? Understanding Demand of Brazil's Chamber of Deputies Website

Max Stabile, University of Brasilia

Carlos Batista, University of Brasilia

Deborah C. Celentano, University of Brasilia

15. Effects of Progress Indicators on Short Questionnaires

Aaron Sedley, Google

Mario Callegaro, Google

16. An Examination of the 2010 Census Be Counted Program and its Effects on Census Coverage and Duplication

Geoffrey I. Jackson, U.S. Census Bureau

Keith M. Wechter, U.S. Census Bureau

17. Breaking Ground: Using Qualitative Data Analysis for Survey Development of an Under-Researched Topic

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

18. Nonresponse in a Census of Chicago Public Schools Students: Relative Impacts of Schools, Principals and Students

Rachel Levenstein, Chicago Consortium on School Research, University of Chicago

Marisa de la Torre, Chicago Consortium on School Research, University of Chicago

Susan Sporte, Chicago Consortium on School Research, University of Chicago

19. Home or Work or Both? Assessing the Role of Duplication of Website Visitations Using an Online Metered Panel

Cristina Ion, The Nielsen Company

Kumar Rao, The Nielsen Company

Seema Varma, The Nielsen Company

Pengfei Yi, The Nielsen Company

Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

20. Is Past, the Future? Resampling Past Respondents to Improve Current Sample Quality

Lawnzetta T. Yancey, *The Nielsen Company*

Lukasz Chmura, *The Nielsen Company*

Kumar Rao, *The Nielsen Company*

David Kurzynski, *The Nielsen Company*

Scott Bell, *The Nielsen Company*

Tim Dolson, *The Nielsen Company*

21. The Opinion Dynamics Surrounding Nuclear Energy in the U.S.: Exploring the Interplay of Risk Perceptions and Values on Public Support for Nuclear Energy

Sara Yeo, *University of Wisconsin-Madison*

Kristin Runge, *University of Wisconsin-Madison*

Nan Li, *University of Wisconsin-Madison*

Dominique Brossard, *University of Wisconsin-Madison*

Dietram A. Scheufele, *University of Wisconsin-Madison*

Michael Xenos, *University of Wisconsin-Madison*

22. Gender Pre-Specified Sampling for Cost Control

Kien Le, *Qatar University*

Abdoulaye Diop, *Qatar University*

Darwish Alemadi, *Qatar University*

Jill Wittrock, *University of Michigan*

23. Drop-Off Point for Undergraduate Students on a Web-Based Alcohol and Tobacco Use Questionnaire

Ananda Mitra, *Department of Communication,
Wake Forest University*

24. Cost Implications of New Address Listing Technology: Implications for Efficiency and Data Quality

Katie Dekker, *NORC at the University of Chicago*

Edward English, *NORC at the University of Chicago*

Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

25. Assessing Quality of Care Through Medical Record Reviews in Mesoamerica

Gulnoza Usmanova, *University of Washington*
Catherine M. Wetmore, *University of Washington*
Ali Mokdad, *University of Washington*
K. Ellicott Colson, *University of Washington*
Emily Carnahan, *University of Washington*
Dharani Ranganathan, *University of Washington*
Emma M. Iriarte, *Inter-American Development Bank*
Paola Zúñiga Brenes, *Inter-American Development Bank*
Sebastian Martinez, *Inter-American Development Bank*
Jennifer Nelson, *Inter-American Development Bank*
Brent Anderson, *University of Washington*
Tasha B. Murphy, *University of Washington*
Bernardo Hernández Prado, *University of Washington*
Rafael Lozano, *University of Washington*
Ali H. Mokdad, *University of Washington*

26. The Latino God Gap and Partisanship 1990-2008

Juhem Navarro-Rivera, *University of Connecticut*
Ariela Keysar, *Trinity College*
Barry A. Kosmin, *Trinity College*

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27. Use of Ignored Data in Existing Datasets to Evaluate and Enhance the Representativeness of Survey Responses

David Fan, *University of Minnesota*

28. Measuring the Number of Government Contractors on the Annual Survey of Public Employment and Payroll

Rebecca L. Morrison, *U.S. Census Bureau*
Jennifer Beck, *U.S. Census Bureau*
Kenneth L. Long, *U.S. Census Bureau*
Lisa Miller, *U.S. Census Bureau*
Regina Padgett, *U.S. Census Bureau*

29. Complementing Survey Data With Observational Methods: The Role of Video Coding

Cleo Jacobs Johnson, *Mathematica Policy Research*

Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

30. A Typology and Review of Web Evaluation Strategies

Bryan Wiggins, *Fors Marsh Group*

Jennifer Romano Bergstrom, *Fors Marsh Group*

Scott Turner, *Fors Marsh Group*

31. Can We Interview Your Teenager? Parent Permission Scripts and Teen Participation

David Grant, *UCLA Center for Health Policy Research*

Royce Park, *UCLA Center for Health Policy Research*

May Aydin, *UCLA Center for Health Policy Research*

Yu-Chiech (Jay) Lin, *Institute for Social Research, University of Michigan*

32. The Effects of Vignette Placement on Survey Estimates: A Split Ballot Experiment

Charles Q. Strohm, *RTI International*

Judith A. Seltzer, *UCLA*

Suzanne M. Bianchi, *UCLA*

33. Behavioral Comparison for Originally Designated vs. Replacement Sample

Ryan McKinney, *Arbitron Inc.*

Kelly Dixon, *Arbitron Inc.*

34. Using the iPad®2 as a Prize-Based Incentive to Boost Response Rates

Richard McClendon, *Brigham Young University*

Eric Jenson, *Brigham Young University*

Danny Olsen, *Brigham Young University*

35. Understanding How Technology Changes Have Influenced How Students Interact With Surveys in a University Environment

Steve Wygant, *Brigham Young University*

Richard McClendon, *Brigham Young University*

Eric Jenson, *Brigham Young University*

Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

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- 36. New Frontiers in Political Advertising Research:
The Interaction Among Candidate Position,
Electoral System and the Effects of Negative
Political Advertisements**

Bin Xing, Kent State University

- 37. Viability of Using Facebook to Increase Response
Rates in an ABS Survey**

Paul Ruggiere, University of North Texas Survey Research Center
Ashton Sams, University of North Texas Survey Research Center
Ashley Niermann, University of North Texas Survey Research
Center

Enrique Romero, University of North Texas Survey Research Center

- 38. The DRC Model for Hot Comment Processing**

Valerie Waller, Data Recognition Corporation (DRC)
Paula Eckel, Data Recognition Corporation (DRC)
Ann Davies, Data Recognition Corporation (DRC)
Anna Chandonnet, Data Recognition Corporation (DRC)

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- 39. Breaking Down the Tailored Design Method**

Leslyn M. Hall, Redstone Research, LLC
Randall ZuWallack, ICF
Fred J. Eggers, Econometrica

- 40. Multi-Mode or Multi-Choice**

Leslyn M. Hall, Redstone Research, LLC
Randall ZuWallack, ICF
Fred J. Eggers, Econometrica

- 41. Age Influences on Attitudes Towards Information
Privacy and Consent to Record Linkage**

Kristen L. Cibelli, Program in Survey Methodology,
University of Michigan
Jenna Fulton, Joint Program in Survey Methodology,
University of Maryland

- 42. A Revised Framework for Survey Participation:
An NSI Perspective**

Boris Lorenc, Statistics Sweden

Poster Session 1

Thursday, May 17, 3:00 p.m. – 4:00 p.m.

43. Evaluating New Incentives: The Efficacy of Grand Prize Sweepstakes and Participant Compliance

Ekua Kendall, Arbitron Inc.

Arianne Buckley, Arbitron Inc.

44. Evaluating the Validity of Age-Targeted List in an ABS Mix-Mode Survey

Ting Yan, NORC at University of Chicago

Rupa Datta, NORC at the University of Chicago

Joshua Borton, NORC at the University of Chicago

45. Results from the National Survey of Fishing, Hunting, and Wildlife Association Recreation (FHWAR) Cell Phone and Debit Card Test: Response Rates

Matthew Herbstritt, U.S. Census Bureau

46. Technologies Used to Interview Youth Who are Deaf or Have Hearing Impairments: Results From the National Longitudinal Transition Study 2012

Holly H. Matulewicz, Mathematica Policy Research

Daniel J. Friend, Mathematica Policy Research

Anne B. Ciemnecki, Mathematica Policy Research, Inc.

47. Exploring the Gender Gap and the Impact of Stressed Environment Residence on Environmental Risk Tolerance Using Observational and Experimental Data

Marc Weiner, Rutgers University

Demonstration Session #1

Thursday, 3:00 p.m. – 4:00 p.m.

Location: Exhibit Hall - Mediterranean 4 & 5

Chair: Marek Fuchs, Darmstadt University of Technology

Completing Complex Intercept Surveys on Cell-Enabled iPads®

James J. Dayton, ICF

Heather Driscoll, ICF

Robert S. Pels, ICF

A Demonstration of a Multi-Platform Mobile Survey Application: SurveyPulse™, by RTI International

David James Roe, RTI International

Yuying Zhang, RTI International

Michael Keating, RTI International

Sociometric Badges: Using Wearable Sensors to Measure Behavior

Ben Waber, Harvard Business School

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Concurrent Session B

Thursday, May 17, 4:00 p.m. – 5:30 p.m.

New Frontiers: Challenges in Using Twitter to Measure Public Opinion

Location: Mediterranean 1

Chair: Nancy Belden, *Belden Russinello Strategists*

Discussant: Gary Langer, *Langer Research Associates*

Methodological Considerations in Analyzing Twitter Data

Annice Kim, *RTI International*

Heather Hansen, *RTI International*

Joe Murphy, *RTI International*

The Challenges in Analyzing Twitter Data for Public Opinion Researchers

Masahiko Aida, *Greenberg Quinlan Rosner*

Do Social Media Affect Public Discourses? A Sentiment Analysis of Political Tweets During the French Presidential Election Campaign

Steve Schwarzer, *Marie Curie Initial Training Network ELECDEM*

Leendert de Voogd, *TNS (Political & Social)*

Pascal Chelala, *TNS Opinion*

Can Automated Sentiment Analysis of Twitter Data Replace Human Coding?

Annice Kim, *RTI International*

Ashley Richards, *RTI International*

Joe Murphy, *RTI International*

Adam Sage, *RTI International*

Heather Hansen, *RTI International*

Concurrent Session B

Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Expanding the Frontiers of Survey Research Through the Collection of Biological Data

Location: Mediterranean 2

Organizer: Angela Jaszczak, NORC at the University of Chicago

Chair: Angela Jaszczak, NORC at the University of Chicago

Methods of Collecting Biological Data: Considerations, Challenges and Implications

Samantha Clemens, National Centre for Social Research

Lisa Given, National Centre for Social Research

Susan Purdon, National Centre for Social Research

Integrating Biological Data Collection and Retaining Survey Subjects in a Longitudinal Workplace Survey

Leslie Erickson, RTI International

Frank Mierzwa, RTI International

Collecting Saliva Samples for DNA Extraction From Children and Parents on the Fifth Wave Pilot of the Millennium Cohort Study

Nickie Rose, Ipsos MORI

Lisa Calderwood, Institute of Education

Kirsty Burston, Ipsos MORI

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Collecting Physical Measures and Biomarkers Over the Years: Longitudinal Experiences

Heidi Guyer, University of Michigan

Mary Beth Ofstedal, University of Michigan

Monitoring Biological Specimen Data Quality During Data Collection in a Population-Based Survey

Angela Jaszczak, NORC at the University of Chicago

Katie Lundein, NORC at the University of Chicago

Jane McPhillips, NORC at the University of Chicago

Concurrent Session B

Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Operational Issues in Cell Phone Surveys

Location: Mediterranean 3

Chair: Jonathan Wivagg, Westat

Why We No Longer Need Cell Phone Incentives

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

John Lee P. Holmes, Center for Survey Research,
University of Virginia

Robin A. Bebel, Center for Survey Research, University of Virginia
Peter A. Furia, Center for Survey Research, University of Virginia

Geographical Accuracy of Cell Phone Samples and the Effect on Telephone Survey Bias, Variance and Cost

Benjamin Skalland, NORC at the University of Chicago

Meena Khare, National Center for Health Statistics

Carolyn Furlow, National Center for Immunization and
Respiratory Diseases

Distractions, Privacy, Costs: What are Cell Phone Respondents Concerned About?

Gene M. Lutz, Center for Social and Behavioral Research,
University of Northern Iowa

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

The Impact of Telephone Number Churn on Dual-Frame (Landline/Cell) RDD Response Rates

Heather M. Morrison, NORC at the University of Chicago

Kathleen Santos, NORC at the University of Chicago

Robert H. Montgomery, NORC at the University of Chicago

Concurrent Session B

Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Web Survey Questionnaire Design

Location: Mediterranean 6

Chair: Natalie M. Jackson, Duke University

Using Adaptive Questionnaire Design in Open-Ended Questions: A Field-Experimental Study on the Size of Answer Boxes in Web Surveys

Marek Fuchs, *Darmstadt University of Technology*
Matthias Emde, *Darmstadt University of Technology*

Yes-No vs. Checkboxes Response Options in Web Surveys: What Form is Closer to Benchmarks?

Mike Murakami, *Google*
Mario Callegaro, *Google*
Vani Henderson, *Google*
Ziv Tepman, *Google*
Qi Dong, *Google*

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Optimal Response Formats for Online Surveys: Branch, Grid or List?

Matthew DeBell, *Stanford University*
Catherine Wilson, *Stanford University*
Simon Jackman, *Stanford University*
Lucila Figueroa, *Stanford University*
Kyle Dropp, *Stanford University*

Investigating the Impact of the Number of Grid Items on Web Survey Responses

Fan Guo, *Survey Research Center, University of Michigan*
Elizabeth Nunge, *Google*

Positioning of Clarification Features in Web Surveys: Evidence From Eye Tracking Data

Tanja Kunz, *Darmstadt University of Technology*
Marek Fuchs, *Darmstadt University of Technology*

Concurrent Session B

Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Assessing the Impact of Nonresponse on Survey Estimates

Location: Mediterranean 7

Chair: Kristen Cyffka, University of Wisconsin

Effects of Nonresponse on Survey Estimates of Political Participation

Richard Ohrvall, Statistics Sweden

Mikaela Jarnbert, Statistics Sweden

Nonresponse and the Validity of Estimates From National Telephone Surveys

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

Scott Keeter, Pew Research Center

Michael Dimock, Pew Research Center

Examining the Impact of Nonresponse on Estimates From the 2006-2010 Continuous NSFG

James Wagner, University of Michigan/Survey Research Center

James M. Lepkowski, University of Michigan/Survey Research Center

Brady T. West, University of Michigan/Survey Research Center

Mick P. Couper, University of Michigan/Survey Research Center

Nicole Kirgis, University of Michigan/Survey Research Center

William Axinn, University of Michigan/Survey Research Center

William Mosher, National Center for Health Statistics

Investigating Nonresponse Bias in a Nonresponse Bias Study

Paul J. Lavrakas, Independent Consultant

J. Michael Dennis, Knowledge Networks, Inc.

Jordon Peugh, Knowledge Networks, Inc.

Jeffrey Shand-Lubbers, Knowledge Networks, Inc.

Elissa Lee, Google

Owen Charlebois, Google

Nonresponse in Recontact Surveys of Hard to Reach Populations

Gregory A. Smith, Pew Research Center

Leah M. Christian, Pew Research Center

Concurrent Session B

Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Election and Opinion Polling Methods

Location: Mediterranean 8

Chair: Jon Cohen, *The Washington Post*

Probabilistic Turnout Reporting for Upcoming Elections: An Analysis

Catherine Wilson, American National Election Studies

Identifying Likely Voters in Pre-Election Polls: Comparing Methods to Find the Best One

David Vannette, Stanford University

Reducing Overreporting Voter Turnout in Seven European Countries – Results From a Survey Experiment

Steve Schwarzer, TNS Opinion

Sylvia Kitzinger, University of Vienna, Department of Methods in the Social Sciences

Eva Zeglovits, University of Vienna, Department of Methods in the Social Sciences

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Breaking Bad? Method and Meaning of the “Breaking News” Question in Exit Polling

Jennifer Agiesta, The Associated Press

Patrick J. Moynihan, Harvard University

Lillian Nottingham, Harvard University

Data Quality From Low Cost Data Collection Methodologies

Michael W. Traugott, University of Michigan

Concurrent Session B

Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Public Opinion and Survey Research in Afghanistan

Location: Marbella 4

Chair: Jenny Korn, University of Illinois at Chicago

Prospects for Taliban Reconciliation in Afghanistan

Matthew Warshaw, D3 Systems, Inc.

John Richardson, D3 Systems, Inc.

Effects of the 2009 Afghani Presidential Election on Public Opinion

Jill M. Heese, University of Nebraska-Lincoln

Ann M. Arthur, University of Nebraska-Lincoln

Pashtun Women in Pakistan and Afghanistan

Anne D. Pessala, D3 Systems, Inc.

The Unique Challenges of Polling in a War Zone

Pamela Hunter, Glevum Associates

Concurrent Session B

Thursday, May 17, 4:00 p.m. – 5:30 p.m.

Conference Chair's Potpourri: Interesting Papers That Didn't Quite Fit Elsewhere in the Conference Program

Location: Marbella 1 & 2

Chair: Dawn V. Nelson, Mathematica Policy Research

Emotional Risks of Survey Research: Experimental Evidence

Susan Labott, University of Illinois at Chicago

Timothy P. Johnson, University of Illinois at Chicago

Emotion, Neuroscience and Responses to Survey Questions

George F. Bishop, University of Cincinnati

Stephen T. Mockabee, University of Cincinnati

Investigating Automated Coding of Open-Ended Survey Questions

Rebecca J. Weiss, Stanford University

Matthew Berent, Stanford University

Jon A. Krosnick, Stanford University

Arthur Lupia, University of Michigan

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Guidelines for Matching Ethnographers to Targeted Race/Ethnic Sites in Cross-Cultural Survey Evaluations: How Well Did They Work in a 2010 Census Evaluation?

Laurie Schwede, U.S. Census Bureau

Rodney Terry, U.S. Census Bureau

A Case Study of Developing Translation Standards for Consumer Research in Emerging Markets

Jennie W. Lai, The Nielsen Company

Mandy Sha, RTI International

Teresa (Ye) Jin, The Nielsen Company

Notes

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Day-at-a-Glance

Friday, May 18

Time	Event	Location
7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings	
7:00 a.m. – 8:00 a.m.	Continental Breakfast in the Exhibit Hall	Mediterranean 4 & 5
7:00 a.m. – 4:30 p.m.	Exhibit Hall and Book Exhibit Open	Mediterranean 4 & 5
7:30 a.m. – 4:30 p.m.	Registration Open	Mediterranean Registration Desk
8:00 a.m. – 9:30 a.m.	Concurrent Sessions C	
	Session 1: New Frontiers: Social Media Use, Public Opinion and Behavior	Mediterranean 1
	Session 2: Methodological Issues in Mail Surveys	Mediterranean 2
	Session 3: Address-Based Sampling: Issues and Challenges	Mediterranean 3
	Session 4: Questions on Sensitive Topics and Social Desirability Bias	Mediterranean 6
	Session 5: Issues in Survey Nonresponse	Mediterranean 7
	Session 6: Using Qualitative Methods to Study Census Coverage Issues	Mediterranean 8
	Session 7: Public Opinion and Political Behavior	Marbella 4
	Session 8: Methodological Briefs: Issues in Cell Phone and Landline Surveys	Marbella 1 & 2
9:30 a.m. – 10:00 a.m.	Refreshment Break in the Exhibit Hall	Mediterranean 4 & 5
10:00 a.m. – 11:30 a.m.	Concurrent Sessions D	
	Session 1: New Frontiers: Advances in Mobile Data Collection – New Methods, New Opportunities, New Challenges	Mediterranean 1
	Session 2: Furthering the Debate on Non-Probability Sampling	Mediterranean 2
	Session 3: Frame and Coverage Issues in Address-Based Sampling	Mediterranean 3
	Session 4: Reliability and Validity of Survey Self Reports	Mediterranean 6

Day-at-a-Glance

Friday, May 18

Time	Event	Location
10:00 a.m. – 11:30 a.m.	Concurrent Sessions D (continued)	
	Session 5: Using Incentives to Increase Survey Participation and Decrease Bias	Mediterranean 7
	Session 6: Assessing the Accuracy of Election Prediction Methods	Mediterranean 8
	Session 7: Cross-National Survey Research – WAPOR-Sponsored Session	Marbella 4
	Session 8: Methodological Briefs: Methods for Improving Response Rates	Marbella 1 & 2
11:45 a.m. – 1:45 p.m.	Luncheon & Presidential Address	Palazzo Ballroom
1:45 p.m. – 3:15 p.m.	Concurrent Sessions E	
	Session 1: New Frontiers: Advances in Web Surveys	Mediterranean 1
	Session 2: Investigating Mode Effects	Mediterranean 2
	Session 3: Targeting Sub-Populations Using Address-Based Sampling	Mediterranean 3
	Session 4: Recall and Measurement Error in Surveys	Mediterranean 6
	Session 5: Interviewer Communication and Survey Participation	Mediterranean 7
	Session 6: Perspectives on the 2008 and 2010 General Elections	Mediterranean 8
	Session 7: Consumer Confidence and Economic Issues	Marbella 4
	Session 8: Methodological Briefs: Questionnaire Design Issues	Marbella 1 & 2
3:15 p.m. – 4:15 p.m.	Dessert Break in the Exhibit Hall	Mediterranean 4 & 5
	Meet the Author Sessions	
	Jennifer Madans	
	Kristen Miller	
	Aaron Maitland	
	Gordon Willis	
	Questions Evaluation Methods	
	(John Wiley & Sons, 2011)	
	Meet the Incoming Public Opinion Quarterly Editors	
	Patricia Moy	
	Tom W. Smith	
	(Oxford University Press)	

Day-at-a-Glance

Friday, May 18

Time	Event	Location
3:15 p.m. – 4:15 p.m.	Poster Session #2	
	Demonstration Session #2	
3:15 p.m. – 4:15 p.m.	Speed Networking Session 1	Palazzo F/G/H Foyer
4:15 p.m. – 5:45 p.m.	Concurrent Sessions F	
	Session 1: New Frontiers: Design Issues for Surveys Using Mobile Devices	Mediterranean 1
	Session 2: Internet Data Collection for the American Community Survey and Census	Mediterranean 2
	Session 3: Addressing the Challenges of Address-Based Sampling Designs	Mediterranean 3
	Session 4: Improving Self-Administered Questionnaire Design	Mediterranean 6
	Session 5: Maximizing Survey Response Rates	Mediterranean 7
	Session 6: Implementing the AAPOR Transparency Initiative	Mediterranean 8
	Session 7: Understanding Public Opinion on Health Care	Marbella 4
	Session 8: The Role of the Interviewer in Survey Data Quality	Marbella 1 & 2
6:00 p.m.	Dinner on your own – dine at the resort or explore Orlando	

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

New Frontiers: Social Media Use, Public Opinion and Behavior

Location: Mediterranean 1

Chair: Peyton M. Craighill, *The Washington Post*

Discussant: Shelly Boulian, Grant MacEwan University

Facebook User Estimates Based on a Large, Representative, Probability Sample

Tom Wells, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Social Media, News Exposure and Political Expression: Facebook as a Venue for Political Participation

Narayanan Iyer, *Southern Illinois University-Carbondale*

Aaron S. Veenstra, *Southern Illinois University-Carbondale*

Mohammad D. Hossain, *Southern Illinois University-Carbondale*

Chee Youn Kang, *Southern Illinois University-Carbondale*

Benjamin Lyons, *Southern Illinois University-Carbondale*

Changsup Park, *Southern Illinois University-Carbondale*

Rajvee Subramanian, *Southern Illinois University-Carbondale*

Yanfang Wu, *Southern Illinois University-Carbondale*

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Wikipedia and Political Communication: The Role of the Online Encyclopedia in the German 2009 National Election Campaign

Thomas Roessing, *Institut fuer Publizistik, University of Mainz*

Nicole Podschweit, *University of Mainz*

Opening Up Online: Social Networking and Online Survey Response Behaviors

Matthew Lackey, *Fors Marsh Group*

Nicholas Irwin, *Fors Marsh Group*

Scott Turner, *Fors Marsh Group*

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Methodological Issues in Mail Surveys

Location: Mediterranean 2

Chair: Missy Koppelman, NORC at the University of Chicago

Addressing Topic Salience Bias by Questionnaire Design

Pat D. Brick, Westat

J. Michael Brick, Westat

Rob Andrews, NOAA

Nancy A. Mathiowetz, University of Wisconsin

Lynne Stokes, Southern Methodist University

Alternative Questionnaire Effects on Response in Mail Surveys

Douglas Williams, Westat

J. Michael Brick, Westat

Jill M. Montaquila, Westat

Daifeng Han, Westat

An Experimental Examination of Four Within-Household Selection Methods in Household Mail Surveys

Kristen Olson, University of Nebraska-Lincoln

Jolene Smyth, University of Nebraska-Lincoln

Stacia Jorgensen, University of Nebraska-Lincoln

Evaluating Methods to Select a Respondent for a General Population Mail Survey

Wendy Hicks, Westat

David Cantor, Westat

Reaching Medical Professionals: A Review of the Methodology for a Mail Survey of Physicians and Residents

Kinsey Gimbel, Fors Marsh Group

Fahima Vakalia, Fors Marsh Group

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Address-Based Sampling: Issues and Challenges

Location: Mediterranean 3

Chair: Ronald Langley, University of Kentucky

Effectiveness of Address-Based Sampling for Recruiting Into a Longitudinal Panel

Darby Steiger, Gallup, Inc.

Kyley McGeeney, Gallup, Inc.

Yongwei Yang, Gallup, Inc.

Sampling From the Abyss? Exploring Biases Inherent in Address-Based Sampling With Marketing Data

S. Mo Jang, University of Michigan

Josh Pasek, University of Michigan

Curtiss Cobb, Knowledge Networks

Charles A. DiSogra, Knowledge Networks

J. Michael Dennis, Knowledge Networks

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Two Years of Seasonal Yield Variation and Response Patterns in Address-Based Mail Samples

Charles A. DiSogra, Knowledge Networks

Erlina Hendarwan, Knowledge Networks

ABS – Address-Based Sampling – A Better Sample? Exploring the Benefits of Using Address-Based Sampling in a State-Wide Targeted Sub-Population

James M. Ellis, University of Virginia Center for Survey Research

Deborah L. Rexrode, University of Virginia Center for Survey Research

Redesigning Fair Market Rent Surveys

Randal ZuWallack, ICF

Leslyn M. Hall, Redstone Research

Doray Sitko, Econometrica

Charles Hanson, Econometrica

Fred J. Eggers, Jr., Econometrica

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Questions on Sensitive Topics and Social Desirability Bias

Location: Mediterranean 6

Chair: Larry Luskin, *ICF International*

Discussant: Robert Simmons, *U.S. Army Research Institute*

Towards a More Objective Measure of Socially Desirable Reporting in Survey Research

Zeina Mneimneh, *University of Michigan*

Item Sum: A New Technique for Asking Quantitative Sensitive Questions

Antje Kirchner, *Institute for Employment Research (IAB)*

Mark Trappmann, *Institute for Employment Research (IAB)*

Ivar Krumpal, *Universität Leipzig*

Ben Jann, *University of Bern*

The Relationship Between the Accuracy of Self-Reported Data and the Availability of Respondent Financial Records

Emily Geisen, *RTI International*

Charles Q. Strohm, *RTI International*

Brandon Kopp, *U.S. Bureau of Labor Statistics*

Ashley Richards, *RTI International*

2011 New York City HIV/Sexual Practices Survey

Micheline Blum, *Baruch College*

Douglas Muzzio, *Baruch College*

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Issues in Survey Nonresponse

Location: Mediterranean 7

Chair: Rene Bautista, NORC at University of Chicago

Who Doesn't Respond When a Survey is Voluntary?

Deborah H. Griffin, U.S. Census Bureau

Actualization of Respondents' Participation in "Isolated" Conditions

Jason Minser, Abt SRBI, Inc.

Mindy Rhindress, Abt SRBI, Inc.

Marci Schalk, Abt SRBI, Inc.

Trends in Mail Survey Response Rates: An Analysis of Monthly Response Rates in a Satisfaction Survey Conducted in Oregon Since 1994

Virginia M. Lesser, Department of Statistics-Survey Research Center

Daniel Yang, Oregon State University-Survey Research Center

Lydia Newton, Oregon State University-Survey Research Center

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Exploring the Effects of a Shorter Interview on Data Quality, Nonresponse and Respondent Burden

Scott Fricker, U.S. Bureau of Labor Statistics

An Analysis of the AAPOR 2011 Membership Survey Nonresponse and Paradata

Heather Hammer, Abt, SRBI, Inc.

Joe Murphy, RTI International

Liz Hamel, The Henry J. Kaiser Family Foundation

Chase Harrison, Harvard Business School

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Using Qualitative Methods to Study Census Coverage Issues

Location: Mediterranean 8

Organizer: M. Mandy Sha, RTI International

Chair: Jennifer Hunter Childs, U.S. Census Bureau

Characteristics of People Overcounted in the Census

Sarah Heimel, U.S. Census Bureau

The Coverage Follow-Up Operation and Duplication in the Census

Ryan King, U.S. Census Bureau

Resolving Duplication: Success of Applying Census Residency Rule to Census 2010 Duplicates' Data

Emilia Peytcheva, RTI International

M. Mandy Sha, RTI International

Ryan King, U.S. Census Bureau

Interviewing Proxy Versus Suspected Duplicate Respondents to Obtain Information Regarding Potential Duplicate Living Situations

Tiffany King, RTI International

Sarah Cook, RTI International

Jennifer Hunter Childs, U.S. Census Bureau

Duplication in the Decennial Census: Using Ethnographic Methods to Understand Duplication of Children

Alisú Schoua-Glusberg, Research Support Services

Eleanor Gerber, Research Support Services

Jennifer Hunter Childs, U.S. Census Bureau

Managing Quality on a Large Qualitative Research Study With Complex Respondent Recruitment Criteria

M. Mandy Sha, RTI International

Katherine Kenward, Research Support Services

Julie Feldman, RTI International

Sarah Heimel, U.S. Census Bureau

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Public Opinion and Political Behavior

Location: Marbella 4

Chair: Megan Scott, *Prudential Financial*

Issue Indifference and Policy Opinion: When Not Caring is Consequential

Justine G. Ross, *University of California, Riverside*

Generations in American Politics

Jocelyn Kiley, *Pew Research Center*

Michael Dimock, *Pew Research Center*

Scott Keeter, *Pew Research Center*

Gaps in Americans' Political Interest: Following Politics in Surveys From Gallup, Pew and the ANES

Joshua Robison, *Northwestern University*

POPTOP: How Public Opinion is Related to Public Policy

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Cliff Zukin, *Rutgers University*

Who Rallies! The Impact of 9/11 on the Heritability of Political Trust

Christopher Ojeda, *The Pennsylvania State University*,

2012 Seymour Sudman Student Paper Competition Winner

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Methodological Briefs: Issues in Cell Phones and Landline Surveys

Location: Marbella 1 & 2

Chair: Vicki Pineau, NORC at the University of Chicago

Geographic Differences Between RDD Cell and Landline Frames and Self-Report

Robert Benford, GfK Custom Research North America

Linda Piekarski, Survey Sampling International

John Lien, GfK Custom Research North America

Trevor Tompson, *The Associated Press*

Increasing Response Rates in Cell Frames: Results From an Incentive and Voicemail Experiment

Kathleen T. Call, University of Minnesota, SHADAC

Jessie K. Pintor, University of Minnesota, SHADAC

Stefan Gildemeister, Minnesota Department of Health

David Dutwin, SSRS/Social Science Research Solutions

Robyn Rapoport, SSRS/Social Science Research Solutions

Cell Phones in Smaller Geographies: Are You Reaching the Right People?

Meghann Crawford, Siena College Research Institute

Impact of a Reduced Pre-Recruitment Incentive on Nonresponse in Cell Phone Surveys

Vrinda Nair, Arbitron Inc.

Robin Gentry, Arbitron Inc.

Are Design Effects Increasing in Telephone Surveys? A Study of Design Effects in the Behavioral Risk Factors Survey

Veronica Roth, The Pennsylvania State University

David Johnson, The Pennsylvania State University

Disproportionate Stratification to Increase Incidence of Finding Minorities in RDD Landline and Cell Frames

Robert Benford, GfK Custom Research North America

Linda Piekarski, Survey Sampling International

Concurrent Session C

Friday, May 18, 8:00 a.m. – 9:30 a.m.

Predictors of Survey Length

Eran N. Ben-Porath, SSRS/Social Science Research Solutions

Melissa J. Herrmann, SSRS/Social Science Research Solutions

Concurrent Session D

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

New Frontiers: Advances in Mobile Data Collection—New Methods, New Opportunities, New Challenges

Location: Mediterranean 1

Organizer: David James Roe, *RTI International*

Discussant: Craig Hill, *RTI International*

Mobile Technology and Survey Research: Lessons From Early Implementations and the Consumer Marketplace

Michael Keating, *RTI International*

Online Surveys Aren't Just for Computers Anymore! Exploring Potential Mode Effects Between Smartphone vs. Computer-Based Online Surveys

Trent D. Buskirk, *The Nielsen Company*

SMS-Adjunct to Support Data Quality and Compliance in Health Survey Research

Robert Furberg, *RTI International*

Capturing In-the-Moment Insights via Mobile Data Collection

Patricia Graham, *Knowledge Networks*

Smartphone Applications: The Next (and Most Important?) Evolution in Data Collection

Michael W. Link, *The Nielsen Company*

Jennie W. Lai, *The Nielsen Company*

Lorelle Vanno, *The Nielsen Company*

Concurrent Session D

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

Furthering the Debate on Non-Probability Sampling

Location: Mediterranean 2

Chair: Justin T. Bailey, *The Nielsen Company*

Discussant: Murray Edelman, *CBS News*

Comparison of Dual Frame Telephone and Non-Probability Online Panels Regarding Accuracy of Political Opinion Polling

Clifford Young, *Ipsos*

Chris Jackson, *Ipsos*

Jon A. Krosnick, *Stanford University*

A Systematic Review of Studies Investigating the Quality of Data Obtained With Online Panels

Mario Callegaro, *Google UK*

Ana Villar, *Independent Consultant*

Jon A. Krosnick, *Stanford University*

David S. Yeager, *Stanford University*

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Some Thoughts on a Framework for Statistical Inference From Non-Probability Samples

Robert Santos, *The Urban Institute*

In Defense of Probability: Are the Times a-Changing?

Gary Langer, *Langer Research Associates*

Concurrent Session D

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

Frame and Coverage Issues in Address-Based Sampling

Location: Mediterranean 3

Chair: Anna Fleeman, Abt SRBI, Inc.

Modeling Coverage Error in Address Lists Due to Geocoding Error: The Impact on Survey Operations and Sampling

Lee Fiorio, NORC at the University of Chicago

Sub-National Coverage Profile of U.S. Housing Units Using the USPS Computerized Delivery Sequence File

Joseph P. McMichael, RTI International

Rachel Harter, RTI International

Bonnie E. Shook-Sa, RTI International

Vincent G. Iannacchione, RTI International

Predicting When to Adopt Given Frame Construction Methods: Modeling Coverage and Cost Benefits

Edward English, NORC at the University of Chicago

Colm O'Muircheartaigh, NORC at the University of Chicago

Katie Dekker, NORC at the University of Chicago

Ipek Bilgen, NORC at the University of Chicago

Lee Fiorio, NORC at the University of Chicago

Mark Clausen, NORC at the University of Chicago

Tamara Brooks, NORC at the University of Chicago

Assessing Coverage and Accuracy of an Address-Based Frame for Subgroups of the Population

Kelly Dixon, Arbitron Inc.

Dan Estersohn, Arbitron Inc.

Al Tupek, Arbitron Inc.

Mike Kwanisai, Arbitron Inc.

Missy Mosher, Survey Sampling International

Linda Piekarski, Survey Sampling International

Jessica Smith, Survey Sampling International

Concurrent Session D

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

Reliability and Validity of Survey Self Reports

Location: Mediterranean 6

Chair: Holly H. Matulewicz, Mathematica Policy Research

Lying vs. Fail-to-Match: Self-Reported Turnout and Validated Turnout in the 2008-2009 ANES Panel Study

Matthew Berent, Stanford University
Jon A. Krosnick, Stanford University
Arthur Lupia, University of Michigan

The Validity of Adolescents' Self-Reported Data

Jill Walston, American Institutes for Research

Findings From a Split-Ballot Experiment on a New Approach to Measuring Health Insurance in the Current Population Survey

Joanne Pascale, U.S. Census Bureau

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How Likely? Comparisons of Behavioral Intention Measurement Validity

John Bremer, Toluna USA Inc.
Randall K. Thomas, ICF International

Are You Sure You Didn't See Our Ad? Factors Affecting Recall Inconsistencies in an Advertising Tracking Study

Lindsey Brewer, Fors Marsh Group LLC
Ashton Jacobe, Fors Marsh Group LLC
Scott Turner, Fors Marsh Group LLC

Concurrent Session D

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

Using Incentives to Increase Survey Participation and Decrease Bias

Location: Mediterranean 7

Chair: James Caplan, U.S. Department of Defense

What are the Odds? Lotteries vs. Cash Incentives. Response Rates, Cost and Data Quality for a Web Survey of Low-Income Former and Current College Students

John Stevenson, University of Wisconsin Survey Center

Jennifer Dykema, University of Wisconsin Survey Center

Lisa Klein, Mathematica Policy Research

Kristen Cyffka, University of Wisconsin Survey Center

Sara Goldrick-Rab, University of Wisconsin-Madison

Experimenting With Noncontingent and Contingent Incentives in a Media Measurement Panel

Paul J. Lavrakas, Independent Consultant

J. Michael Dennis, Knowledge Networks

Jordon Peugh, Knowledge Networks

Jeffrey Shand-Lubbers, Knowledge Networks

Elissa Lee, Google

Owen Charlebois, Google

Incentives Effects on Nonresponse Bias: Can Monetary Incentives Be Used to Decrease Nonresponse Bias in Measuring Wealth-Related Quantities?

Barbara Felderer, Institute for Employment Research

Gerrit Müller, Institute for Employment Research

Frauke Kreuter, Institute for Employment Research

Survey Research of Economic Incentives: Do Incentives Given Prior to a Survey Affect Participation in the Survey?

Aaron Hill, MDRC

Maximizing Survey Participation for Retail Customers by Understanding Survey Mode and Incentive Preferences

Joe Cardador, Service Management Group

Concurrent Session D

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

Assessing the Accuracy of Election Prediction Methods

Location: Mediterranean 8

Chair: Andrew Smith, *University of New Hampshire*

Discussant: Michael W. Traugott, *University of Michigan*

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

Sam Storey, *Stanford University*

Jon A. Krosnick, *Stanford University*

How Accurate are Robo Polls? And Why?

Scott F. Clement, *The Washington Post*

Peyton M. Craighill, *The Washington Post*

Jon Cohen, *The Washington Post*

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Online Exit Polls: The Canadian Experience

Darrell J. Bricker, *Ipsos Public Affairs*

Fundamental Models for Forecasting Elections

David Rothschild, *Yahoo! Research*

Concurrent Session D

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

Cross-National Survey Research – WAPOR Sponsored Session

Location: Marbella 4

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

Chair: Jibum Kim, NORC at the University of Chicago

The International Social Survey Program, 1985-2012

Tom W. Smith, NORC at the University of Chicago

Explaining Electoral Participation in Non-Democracies: Evidence From the Arab Barometer

Mark Tessler, University of Michigan

Amaney Jamal, Princeton University

Carolina DeMiquel, University of Michigan

A Decade of Cross-National Attitude Measurement: Innovations and Findings From the European Social Survey

Rorou Fitzgerald, ESS

The Comparative Study of Electoral Systems (CSES)

David Howell, University of Michigan

The International Workshop on Comparative Survey Design and Implementation (CSDI): Contributions of a Voluntary Research Initiative to Comparative Methodology

Jane Harkness, University of Nebraska

Peter D. Mohler, University of Mannheim, Germany

Beth-Ellen Pennell, University of Michigan

Lars Lyberg, Lyberg Survey Quality Management, Inc.

Concurrent Session D

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

Methodological Briefs: Methods for Improving Response Rates

Location: Marbella 1 & 2

Chair: Jamie L. Marincic, Mathematica Policy Research

Response Rate Effects in an ABS Survey for Stamped vs. Business Reply Return Envelopes, With and Without Incentives, and Medium vs. Standard Size Outgoing Envelopes

John Tarnai, Social & Economic Sciences Research Center

David Schultz, Social & Economic Sciences Research Center

David Solet, Public Health-Seattle & King County

Lori Pfingst, Washington State Budget & Policy Center

Mail Survey as a Nonresponse Follow Up? Experience From the 2010 Health and Retirement Study

Piotr Dworak, ISR

Heidi Guyer, Institute for Social Research University of Michigan

James Wagner, Institute for Social Research University of Michigan

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The Effect of Personalized Address Labels on Response Rates and Postal Deliverability Rates

Vrinda Nair, Arbitron Inc.

Yelena Pens, Arbitron Inc.

Combining Prepaid and Promised Incentives: Impact of Prepaid Amount in a Mail Survey of Young Adults

Luciano Viera, Fors Marsh Group, LLC

Scott Turner, Fors Marsh Group, LLC

Sean Marsh, Fors Marsh Group, LLC

Response Rate and Recall Effects of Using a Tailored Stamp on Advance Materials in a General Population Telephone Study

Grant D. Benson, University of Michigan Institute for Social Research

Sunghee Lee, University of Michigan Institute for Social Research

Toby Jayaratne, University of Michigan School of Public Health

Paul Schulz, University of Michigan Institute for Social Research

Alicia Giordimaina, University of Michigan School of Public Health

Concurrent Session D

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

SHOW Me the Money? Effects of Preincentives, Differential Incentives, and Envelope Messaging in an ABS Mail Survey

Kristen Cyffka, University of Wisconsin Survey Center
Jennifer Dykema, University of Wisconsin Survey Center
John Stevenson, University of Wisconsin Survey Center
Kelly Elver, University of Wisconsin Survey Center
Karen Jaques, University of Wisconsin Survey Center

Cash Incentives vs. Sweepstakes: What Works Best?

Charles D. Harm, Arbitron Inc.
Courtney N. Mooney, Arbitron Inc.

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

New Frontiers: Advances in Web Surveys

Location: Mediterranean 1

Chair: Rodney Terry, U.S. Census Bureau

Discussant: Chris Ellis, RTI International

Information-Communication Technology Support for Online Surveys: A Need for Integration

Vasja Vehovar, University of Ljubljana

Ana Slavec, University of Ljubljana

Nejc Berzelak, University of Ljubljana

Katja Lozar Manfreda, University of Ljubljana

The Effect of Mode on Participant Responses to Qualitative Research in Virtual Worlds

Sarah Dipko, Westat

Catherine Billington, Westat

Pat D. Brick, Westat

Designing Interactive Interventions in Web Surveys: Humanness, Social Presence and Data Quality

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Chan Zhang, Institute for Social Research, University of Michigan

The Persistence of Attentiveness in Web Surveys: A Panel Study

Adam Berinsky, MIT

Samantha Luks, YouGov

Doug Rivers, Stanford University and YouGov

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

Investigating Mode Effects

Location: Mediterranean 2

Chair: Eric Jodts, Westat

Mode Effects Measurement and Correction: A Case Study

Courtney Kennedy, Abt SRBI, Inc.

Allison Ackermann, Abt SRBI, Inc.

Chintan Turakhia, Abt SRBI, Inc.

Michael O. Emerson, Rice University

Adele James, Rice University

Disentangling Mode and Nonresponse Effects in the World Trade Center Health Registry

Joe Murphy, RTI International

Robert Brackbill, New York City Department of Health and
Mental Hygiene

Shengchao Yu, New York City Department of Health and
Mental Hygiene

David Wu, New York City Department of Health and
Mental Hygiene

Deborah Walker, New York City Department of Health and
Mental Hygiene

Lennon Turner, New York City Department of Health and
Mental Hygiene

Steven Stellman, New York City Department of Health and
Mental Hygiene

Sara Miller, New York City Department of Health and
Mental Hygiene

Erica Saleska, RTI International

Assessing Measurement Equivalence and Bias of Questions in Mixed-Mode Surveys Under Controlled Sample Heterogeneity

Thomas Klausch, Utrecht University

Joop Hox, Utrecht University

Barry Schouten, Statistics Netherlands

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

Mixed-Mode Design and Mode Effect in Surveying Military Veterans

Wendy Wang, Pew Research Center

Rich Morin, Pew Research Center

Kim Parker, Pew Research Center

Estimating Mode Effects Without Bias: A Randomized Experiment to Compare Mode Differences Between Face-to-Face Interviews and Web Surveys

Doug Rivers, Stanford University and YouGov

Lynn Vavreck, UCLA, Department of Political Science

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

Targeting Sub-Populations Using Address-Based Sampling

Location: Mediterranean 3

Chair: Ashley Amaya, NORC at The University of Chicago

Discussant: Mansour Fahimi, Marketing Systems Group

Using Qualitative and Quantitative Testing to Improve Response From Hispanic Households

Michelle A. Cantave, Arbitron Inc.

Robin Gentry, Arbitron Inc.

Targeting Minority Populations Using Demographic-Appended Address-Based Sampling

Kyley McGeeney, Gallup, Inc.

Manas Chattopadhyay, Gallup, Inc.

Jennifer Marlar, Gallup, Inc.

Does Ethnically Stratified Address-Based Sample Result in Both Ethnic and Class Diversity? Case Studies in Oregon and Houston

Robyn Rapoport, SSRS/Social Science Research Solutions

Susan Shorr, SSRS/Social Science Research Solutions

Using Ancillary Information to Stratify and Target Young Adults and Hispanics in National ABS Samples

J. Michael Dennis, Knowledge Networks, Inc.

Charles A. DiSogra, Knowledge Networks, Inc.

Erlina Hendarwan, Knowledge Networks, Inc.

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

Recall and Measurement Error in Surveys

Location: Mediterranean 6

Chair: Murrey Olmsted, RTI International

Measurement Errors in Self-Reports of Consumer Expenditures: Are Errors Attributable to Respondents or Expenditure Types?

Charles Q. Strohm, RTI International

Emily Geisen, RTI International

Ashley Richards, RTI International

Brandon Kopp, U.S. Bureau of Labor Statistics

Examination of Recall Error in Reports of H1N1 and Seasonal Flu Vaccination

Ipek Bilgen, NORC at the University of Chicago

Kennon R. Copeland, NORC at the University of Chicago

Tammy A. Santibanez, U.S. Centers for Disease Control and Prevention

Nicholas Davis, NORC at the University of Chicago

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A Pilot Study to Validate Health Measures on the Behavior Risk Factor Surveillance System

Andrew Caporaso, Westat

Wendy Hicks, Westat

David Cantor, Westat

Sean Hu, U.S. Centers for Disease Control and Prevention

Carol Pierannunzi, U.S. Centers for Disease Control and Prevention

Lina Balluz, U.S. Centers for Disease Control and Prevention

Inconsistency in Reporting Health Conditions: Is Measurement Error to Blame?

Stephen J. Blumberg, National Center for Health Statistics

Rosa M. Avila, National Center for Health Statistics

The Impact of Relationship Quality in Parent-Child Dyads on the Accuracy of Matches in Proxy Reports Mediated by Question Characteristics of Sensitivity, Abstraction and Mutability

Jennifer Benoit-Bryan, University of Illinois at Chicago

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

Interviewer Communication and Survey Participation

Location: Mediterranean 7

Chair: Jeanette Y. Ziegenfuss, Mayo Clinic

Discussant: Patricia Gallagher, University of Massachusetts-Boston

An Interactional Model of the Call for Participation in the Survey Interview

Nora Cate Schaeffer, University of Wisconsin Survey Center,
University of Wisconsin-Madison

Dana Garbarski, Department of Sociology,
University of Wisconsin-Madison

Jeremy Freese, Northwestern University

Douglas W. Maynard, Department of Sociology, University of
Wisconsin-Madison

Using Interviewer Observations of Door Step Concerns to Characterize Reluctance of Survey Respondents

Shirley Tsai, U.S. Bureau of Labor Statistics

Ting Yan, NORC at University of Chicago

Jay Lin, University of California at Los Angeles

How Telephone Interviewers' Approaches Impact Their Success

Jessica Broome, University of Michigan

It's About Time: Examining the Effect of Interviewer-Quoted Survey Completion Time Estimates on Nonresponse

Bess Welch, NORC at the University of Chicago

Stacie Greby, National Center for Immunization and
Respiratory Diseases

Christopher Ward, NORC at the University of Chicago

Jacqueline George, NORC at the University of Chicago

Kathleen S. O'Connor, U.S. Centers for Disease Control and
Prevention, National Center for Health

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

Perspectives on the 2008 and 2010 General Elections

Location: Mediterranean 8

Chair: Kimberly Downing, *University of Cincinnati*

American Pride and Prejudice: Public Opinion on the Meaning of Obama's Election as President

David C. Wilson, *University of Delaware*

Race of Interviewer Effects in the 2008 Presidential Election

Nuri Kim, *Stanford University*

Yphtach Lelkes, *Stanford University*

Jon A. Krosnick, *Stanford University*

The Impact of Climate Change Issue in the 2008 U.S. Presidential Election

Bo Maclnnis, *Stanford University*

Jon Krosnick, *Stanford University*

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Candidates, Campaigns, and Policy Issues: Original Panel Data From the 2010 Midterms

Andrew Therriault, *Vanderbilt University, Center for the Study of Democratic Institutions*

What Actually Happened in the 2010 Midterm Elections?

Scott F. Clement, *The Washington Post*

Peyton M. Craighill, *The Washington Post*

Jon Cohen, *The Washington Post*

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

Consumer Confidence and Economic Issues

Location: Marbella 4

Chair: Ekua Kendall, Arbitron Inc.

Discussant: Cliff Zukin, Rutgers University

Americans' Economic Confidence and Objective Economic Indicators

Lydia Saad, *Gallup, Inc.*

Christopher Wlezien, *Temple University*

Confidently Partisan: Consumer Views and Political Attitudes in Good Times and Bad

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

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

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

Deliberate Decisions About the 2012 Federal Budget: How the American Public Would Reduce Spending and Increase Taxes to Shrink the Projected Budget Deficit

Curtiss Cobb, *Knowledge Networks*

Norman Nie, *Revolution Analytics*

Saar Golde, *Revolution Analytics*

County Elected Officials, Partisanship and the Economy

Richard L. Clark, *Castleton State College*

Concurrent Session E

Friday, May 18, 1:45 p.m. – 3:15 p.m.

Methodological Briefs: Questionnaire Design Issues

Location: Marbella 1 & 2

Chair: Kristen A. Barrett, Mathematica Policy Research

The Direction of Rating Scales and Its Influence on Response Behavior in Web Surveys

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

Asking Sensitive Questions in Labour Market Surveys: A Comparison of Survey and Register Data

Antje Kirchner, Institute for Employment Research (IAB)

The Accuracy of Retrospective Reports of Residence and Employment

Lisa Lee, NORC at the University of Chicago
Catherine C. Haggerty, NORC at the University of Chicago
Nola du Toit, NORC at the University of Chicago

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A Comparison of Extreme Response Styles Between Non-Hispanic and Hispanic Populations in United States

Jennifer Kelley, University of Michigan
Sunghee Lee, University of Michigan

Student Effort on Large-Scale, Low-Stakes Assessments: Comparing Results From NAEP and PISA

Pia Peltola, American Institutes for Research
David Miller, American Institutes for Research
Rhonda Baylor, Optimal
Laura Warren, American Institutes for Research

Do Longer Questionnaires Yield Lower Response Rates?

Stephanie Lloyd, Center for Survey Research, University of Massachusetts Boston
Patricia Gallagher, Center for Survey Research
Carol Cosenza, Center for Survey Research

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

Location: Exhibit Hall – Mediterranean 4 & 5

- 1. The Utility of the Integrated Design of the Medical Expenditure Panel Survey to Inform Mortality Related Studies**

Steven B. Cohen, Agency for Healthcare Research and Quality

- 2. Predicting the Success of Brand Launch Using Retail Index**

Shahzad Muhammad, *The Nielsen Company*

Ravish Khare, *The Nielsen Company*

- 3. Uncooperative Respondents in Japan, Korea and the U.S.: Using the General Social Surveys in Japan, Korea and the United States**

Jibum Kim, NORC at the University of Chicago

Noriko Iwai, Osaka University of Commerce

Tom W. Smith, NORC at the University of Chicago

- 4. Comparing Face-to-Face and Online Approach: Household Recruitment of Consumer Panel Research in China**

Teresa (Ye) Jin, *The Nielsen Company*

Yu-Chieh (Jay) Lin, *Institute for Social Research,
University of Michigan*

Shu Duan, *University of Michigan*

Jennie W. Lai, *The Nielsen Company*

- 5. The Challenge of Going National: An Experimental Evaluation of the Effects of Local vs. Distant Survey Sponsorship on General Public Internet and Mixed-Mode Response Rates**

Michelle L. Edwards, *Washington State University*

Don A. Dillman, *Washington State University*

- 6. Adjusting the Response Bias in RES ACV: An Analysis of Propensity Score Matching for Comparing RES and Panel Data**

Muhammad Usman Sikander, *The Nielsen Company*

Muhammad Shahzad, *The Nielsen Company*

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

**7. Assessing Housing Conditions:
The Validity of a Mixed-Mode Research Design**

Amy Donley, *Institute for Social and Behavioral Sciences*
Rachel Morgan, *Institute for Social and Behavioral Sciences*

**8. Language Measurement, Trends, and Media
Usage Among Hispanics**

Marla D. Cralley, *Arbitron Inc.*
Kate Williams, *Arbitron Inc.*

**9. Using Dual Sample Surveys to Examine the
Relationship Between Response Rate and Bias**

Graham Wright, *Brandeis University*
Theadora Fisher, *Brandeis University*
Leonard Saxe, *Brandeis University*

**10. What is Quality of Life and Can Polling
Measure It?**

Thomas Lamatsch, *Monmouth University Polling Institute*
Patrick Murray, *Monmouth University Polling Institute*
Tyler Breder, *Monmouth University Polling Institute*

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**11. Evaluating New Technologies for Retention of
Rural Youth in Longitudinal Survey Research**

Eleanor M. Jaffee, *University of New Hampshire*
Meghan L. Mills, *University of New Hampshire*

**12. Public Opinion and Uncertain Science: Exploring
the Dynamics Behind Real and Perceived
Knowledge Gaps in Nanotechnology**

Leona Yi-Fan Su, *University of Wisconsin-Madison*
Dominique Brossard, *University of Wisconsin-Madison*
Ashley A. Anderson, *University of Wisconsin-Madison*
Dietram A. Scheufele, *University of Wisconsin-Madison*
Michael Xenos, *University of Wisconsin-Madison*

**13. E-Government 2.0: Overview of Social Media
Utilization by South American Federal Executives**

Leonardo C. Rodrigues, *Universidade de Brasilia*
Max Stabile, *Universidade de Brasilia*

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

14. The Effects of Survey Design Features on Answers to Sensitive Questions

Lindsey Witt, Bureau of Social Research,
University of Nebraska-Lincoln

15. Predictive Validity of Vague Quantifier and Numeric Responses for Frequency Estimation

Tarek Baghal, University of Nebraska

16. The Digital Divide in Rural Louisiana: Broadband Access and Adoption

Robert K. Goidel, Louisiana State University

17. Survey Mode Preference Among Enrollees in the World Trade Center Health Registry

Shengchao Yu, New York City Department of Health and Mental Hygiene

Robert Brackbill, New York City Department of Health and Mental Hygiene

Deborah Walker, New York City Department of Health and Mental Hygiene

Lennon Turner, New York City Department of Health and Mental Hygiene

Mark Farfel, New York City Department of Health and Mental Hygiene

Steven Stellman, New York City Department of Health and Mental Hygiene

Sara Miller, New York City Department of Health and Mental Hygiene

Jiehui Li, New York City Department of Health and Mental Hygiene

18. Using State Variation to Assess the Association Between Social Change and Odds of Recontact in a Longitudinal Study

Julia McQuillan, University of Nebraska-Lincoln

Anna Bellatorre, University of Nebraska-Lincoln

Andrew Bedrous, University of Nebraska-Lincoln

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

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

19. Where Did We Go Wrong? Using Multiple Regression to Identify Budgeting Errors

Julia McQuillan, University of Nebraska-Lincoln, Sociology

Chan W. Kok, University of Nebraska-Lincoln

Stacia Jorgensen, University of Nebraska-Lincoln

Jacob E. Cheadle, University of Nebraska-Lincoln, Sociology

Amanda Richardson, Bureau of Social Research, University of Nebraska-Lincoln

Nicole R. Bryner, Bureau of Social Research, University of Nebraska-Lincoln

20. Statistical Uses of Administrative Records in the 2010 Census of Group Quarters Population

Young Chun, U.S. Census Bureau

Andre Williams, U.S. Census Bureau

Diane Barrett, U.S. Census Bureau

21. Would You Like a Receipt With That? Availability of Respondent Records When Collecting Expenditure Information

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Amy Hendershott, RTI International

Jennifer Edgar, U.S. Bureau of Labor Statistics

Christopher Stringer, U.S. Census Bureau

Emily Geisen, RTI International

22. Expectation: Intention, Social Network and Central Signal

David Rothschild, Yahoo! Research

Zeljka Buturovic, IBOPE Zogby

23. The Impact of a Reminder Postcard in a Multi-Mode Survey of Rental Units

Stephanie Dion, ICF International

Katelyn Muir, ICF International

Randal ZuWallack, ICF International

Leslyn M. Hall, Redstone Research, LLC

24. Sleep Diary Feasibility and Mode Study: Paper vs. Electronic

Jaki Brown, RTI International

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

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- 25. Intensifying the Request: Results From an Experiment on Improving Internet Response Rates for Address-Based Samples of the General Public**

Benjamin L. Messer, Washington State University
Don A. Dillman, Washington State University

- 26. East-West Differences in German Household Telephone Ownership: A Replication of ‘Phone Home’?**

Volker Hüfken, Heinrich-Heine-University of Duesseldorf, Institute of Social Sciences

- 27. Tracking Residential Mobility at the Household Level**

Kate Bachtell, NORC at the University of Chicago
Edward English, NORC at the University of Chicago
Catherine C. Haggerty, NORC at the University of Chicago

- 28. Sports Fanship: Assessing Behaviors, Their Meaning and Impact**

Don Levy, Siena Research Institute

- 29. Putting the “Social” in Exploring the Social Media Frontier: Collaborating to Investigate Social Media’s Past, Present and Future**

Jennifer C. Romano Bergstrom, Fors Marsh Group
Caitlin Krulikowski, Fors Marsh Group
Megan Fischer, Fors Marsh Group
Sarah Evans, Fors Marsh Group
Sean Marsh, Fors Marsh Group
Shawn Bergman, Appalachian State University; Fors Marsh Group

- 30. Social Seniors: Determining the Viability of Reaching American Seniors Through Social Media**

Melissa Wentzel, American Institutes for Research

- 31. Conducting Research on Native American Reservations: Challenges and Solutions From the Field**

Robynne A. Locke, ICF International

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

32. A Multi-Mode Approach for Assessing Key Health Indicators in Resource-Limited Settings via Household and Health Facility Surveys

Catherine M. Wetmore, *University of Washington*

Emily Carnahan, *University of Washington*

K. Ellicott Colson, *University of Washington*

Ali Mokdad, *University of Washington*

Gulnoza Usmanova, *University of Washington*

Dharani Ranganathan, *University of Washington*

Sebastian Martínez, *Inter-American Development Bank*

Paola Zúñiga Brenes, *Inter-American Development Bank*

Emma M. Iriarte, *Inter-American Development Bank*

Ana Pérez Expósito, *Inter-American Development Bank*

Jennifer Nelson, *Inter-American Development Bank*

Pablo Ibárrarán, *Inter-American Development Bank*

Brent Anderson, *University of Washington*

Tasha B. Murphy, *University of Washington*

Bernardo Hernández Prado, *University of Washington*

Rafael Lozano, *University of Washington*

Ali H. Mokdad, *University of Washington*

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33. Rapid Roll-Out of Household Surveys to Assess Monitoring and Impact Evaluation Indicators Pertaining to Reproductive Health, Child Nutrition and Immunization in Mesoamerica

Catherine M. Wetmore, *Institute for Health Metrics and Evaluation*

Emily Carnahan, *Institute for Health Metrics and Evaluation*

K. E. Colson, *Institute for Health Metrics and Evaluation*

Ali Mokdad, *Institute for Health Metrics and Evaluation*

Gulnoza Usmanova, *Institute for Health Metrics and Evaluation*

Dharani Ranganathan, *Institute for Health Metrics and Evaluation*

Sebastian Martínez, *Inter-American Development Bank*

Paola Zúñiga Brenes, *Inter-American Development Bank*

Ana Pérez Expósito, *Inter-American Development Bank*

Maria F. Merino, *Inter-American Development Bank*

Luis Tejerina, *Inter-American Development Bank*

Emma Margarita Iriarte, *Inter-American Development Bank*

Brent Anderson, *Institute for Health Metrics and Evaluation*

Tasha B. Murphy, *Institute for Health Metrics and Evaluation*

Bernardo Hernández Prado, *Institute for Health Metrics and Evaluation*

Rafael Lozano, *Institute for Health Metrics and Evaluation*

Ali H. Mokdad, *Institute for Health Metrics and Evaluation*

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

34. Collecting Biomedical Specimens in Health Research

Kevin Ulrich, *Group Health Research Institute*

35. An Experiment Among U.S. Hispanics Regarding Contextual Identity With Survey Research Design Implications

Martin Cerdá, *Encuesta, Inc.*

36. To Lead or Not to Lead, That is the Question: Is the Job of a Legislative Leader to Lead the Caucus Where It Should Go, or Rather, to Follow It?

Debbie Borie-Holtz, *Rutgers University*

37. Communication Inequality and Fatalistic Beliefs About Cancer Prevention: The Role of Numeracy in Explaining the Socio-Economic Disparities in Response to Cancer Information Seeking

Sungjong Roh, *Cornell University*

38. How Do Respondent Behaviors Reflect and Influence Perceptions of Surveys?

Allyson L. Holbrook, *Survey Research Laboratory, University of Illinois at Chicago*

Timothy P. Johnson, *Survey Research Laboratory, University of Illinois at Chicago*

Young I. Cho, *School of Public Health, University of Wisconsin Milwaukee*

Noel Chávez, *University of Illinois at Chicago*

Saul J. Weiner, *University of Illinois at Chicago*

Sharon Shavitt, *University of Illinois*

39. Predictions of the Effects of Individual Media Messages on the Time Trend of Public Opinion About the Toyota Brand

David Fan, *University of Minnesota-Twin Cities*

David Geddes, *Institute for Public Relations*

Felix Flory, *evolve24, A Maritz Research Company*

Carrie Lu, *evolve24, A Maritz Research Company*

Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

40. Open-Ended Questions in Web Surveys: One Large vs. Ten Small Boxes

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

41. Definitions Matter: Selective Processing of Mediated Messages in Online Environments

Jiyoun Kim, University of Wisconsin-Madison
Dominique Brossard, University of Wisconsin-Madison
Michael Xenos, University of Wisconsin-Madison
Dietram A. Scheufele, University of Wisconsin-Madison

42. The Effects of Race/Ethnicity, Cultural Values, and Language of Interview on Socially Desirable Responding

Sharon Shavitt, University of Illinois
Timothy P. Johnson, Survey Research Laboratory
Allyson L. Holbrook, Survey Research Laboratory
Young I. Cho, School of Public Health
Saul J. Weiner, University of Illinois at Chicago
Noel Chávez, Survey Research Laboratory

43. The River Flows: Comparison of Experimental Effect Replicability With Different Sample Sources

Randall K. Thomas, ICF International
John Bremer, Toluna USA Inc.

44. Model Based Targeted Address Canvassing: A Simulation Based on the 2009 Address Canvassing Program

John L. Boies, U.S. Census Bureau
Kevin M. Shaw, U.S. Census Bureau

45. Getting News From Non-News Outlets: How Incidental News Exposure on the Internet Promotes Young Adults' Political Participation

JungHwan Yang, University of Wisconsin-Madison

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Poster Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

**46. Methuselah and the Internet Survey:
How the Aging Population is Eluding Research in
the Technological Age**

Amy Flowers, *Analytic Insight*
Andrea Libby, *Analytic Insight*

**47. Age Effects on Measurement Error and Data
Quality in Surveys**

Jonathan Mendelson, *Fors Marsh Group*
Fahima Vakalia, *Fors Marsh Group*
Jennifer C. Romano Bergstrom, *Fors Marsh Group*
Scott Turner, *Fors Marsh Group*

**48. Incorporating Computer-Assisted and Real-Time
Data Collection Methods Into a Field Survey in
a Developing Country Setting: Lessons Learned
From a Longitudinal Maternal-Child Health Survey
in Eight Mesoamerican Countries**

Ali Mokdad, *Institute for Health Metrics and Evaluation*
Catherine M. Wetmore, *Institute for Health Metrics and Evaluation*
Dharani Ranganathan, *Institute for Health Metrics and Evaluation*
Emily Carnahan, *Institute for Health Metrics and Evaluation*
Gulnoza Usmanova, *Institute for Health Metrics and Evaluation*
Sebastian Martínez, *Inter-American Developmental Bank*
Paola Zúñiga Brenes, *Inter-American Developmental Bank*
Emma M. Iriarte, *Inter-American Developmental Bank*
Ana Pérez Expósito, *Inter-American Developmental Bank*
María F. Merino, *Inter-American Developmental Bank*
Luis Tejerina, *Inter-American Developmental Bank*
Brent Anderson, *Institute for Health Metrics and Evaluation*
Tasha G. Murphy, *Institute for Health Metrics and Evaluation*
Rafael Lozano, *Institute for Health Metrics and Evaluation*
Ali H. Mokdad, *Institute for Health Metrics and Evaluation*

**49. Using Longitudinal Multilevel Analysis to Analyze
Trends in Surveys**

Claire Durand, *Université de Montréal*
François Yale, *ASSM*

**50. An Examination of the Effect of Third Person vs.
First Person Item Wording**

Valerie Waller, *Data Recognition Center*
Jack Fentress, *Data Recognition Center*
Colleen Rasinowich, *Data Recognition Center*

Demonstration Session 2

Friday, May 18, 3:15 p.m. – 4:15 p.m.

Location: Exhibit Hall – Mediterranean 4 & 5

Chair: Michael Lawrence, Knowledge Networks, Inc.

Issue Publics in the Digital Age: Estimating the Influence of Ideologues Through Social Media Polling

William S. Isaac, *Resources for the Future*

Leveraging Social Media Monitoring for Market Research

Marie-Eve St-Arnaud, Voxco
Alkis Papadopoulos, Voxco

Concurrent Session F

Friday, May 18, 4:15 p.m. – 5:45 p.m.

New Frontiers: Design Issues for Surveys Using Mobile Devices

Location: Mediterranean 1

Chair: Susan Willis-Walton, Virginia Tech Center for Survey Research

Response Quality and Demographic Characteristics of Respondents Using a Mobile Device on a Web-Based Survey

Kevin R. Guidry, Indiana University

Use of Mobile Devices to Access Computer-Optimized Web Instruments: Implications for Respondent Behavior and Data Quality

Colleen A. McClain, Survey Sciences Group, LLC

Scott D. Crawford, Survey Sciences Group, LLC

John P. Dugan, Loyola University Chicago

Scale Orientation, Number of Scale Points and Grids in Mobile Web Surveys

Keith Chrzan, Maritz Research

Ted Saunders, Maritz Research

Jamin Brazil, Decipher, Inc.

Understanding Smartphone Usage to Take Web Surveys: A Cross Country Analysis

Carey Stapleton, Service Management Group

Better (Quality), Faster, Cheaper? Completing Web Surveys on Cell-Enabled iPads®

James J. Dayton, ICF

Heather Driscoll, ICF

Robert S. Pels, ICF

Concurrent Session F

Friday, May 18, 4:15 p.m. – 5:45 p.m.

Internet Data Collection for the American Community Survey and Census

Location: Mediterranean 2

Organizer: Jennifer Guarino Tancreto, U.S. Census Bureau

Chair: Jennifer Guarino Tancreto, U.S. Census Bureau

The 2010 Census Quality Survey: Results from a Mixed-Mode Mail and Internet Reinterview

Michael Bentley, U.S. Census Bureau

Joan Hill, U.S. Census Bureau

Samantha Stokes, U.S. Census Bureau

Methods for Incorporating an Internet Response Mode into American Community Survey Mailings: A Comparison of Approaches

Michelle Ruiter, U.S. Census Bureau

Mary Frances Zelenak, U.S. Census Bureau

Jennifer Guarino Tancreto, U.S. Census Bureau

Mary Davis, U.S. Census Bureau

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Take Two: Can We Do Better the Second Time Around?

Mary Davis, U.S. Census Bureau

Brenna Matthews, U.S. Census Bureau

Jennifer Guarino Tancreto, U.S. Census Bureau

Why Do Survey Participants Choose to Report by Web, Paper or Not at All? Results From an American Community Survey Qualitative Study

Elizabeth Nichols, U.S. Census Bureau

Use of Paradata to Assess the Quality and Functionality of the American Community Survey Internet Instrument

Rachel Horwitz, U.S. Census Bureau

Jennifer Guarino Tancreto, U.S. Census Bureau

Mary Frances Zelenak, U.S. Census Bureau

Concurrent Session F

Friday, May 18, 4:15 p.m. – 5:45 p.m.

Addressing the Challenges of Address-Based Sampling Designs

Location: Mediterranean 3

Chair: Yvonne Shands, Survey Technology & Research Center

Discussant: Michael W. Link, The Nielsen Company

The Public According to Marketers: Imputing National Demographics From Marketing Data Linked to Address-Based Samples

Josh Pasek, University of Michigan

S. Mo Jang, University of Michigan

Curtiss Cobb, Knowledge Networks

Charles A. DiSogra, Knowledge Networks

J. Michael Dennis, Knowledge Networks

Handling Records With Missing Information in an Address-Based Sample With Appended Demographic Characteristics

Dan Estersohn, Arbitron Inc.

Kelly Dixon, Arbitron Inc.

Mike Kwanisai, Arbitron Inc.

Al Tupek, Arbitron Inc.

Linda Piekarski, Survey Sampling International

Missy Mosher, Survey Sampling International

Jessica Smith, Survey Sampling International

Methods to Deal With Non-Working “Matched” Phone Numbers in an Address-Based Sample Survey

Anna Fleeman, Abt SRBI, Inc.

Tiffany Henderson, Abt SRBI, Inc.

Removal of Address Types to Improve the Effectiveness of Address-Based Sampling Frame

Lawnzetta T. Yancey, The Nielsen Company

Lukasz Chmura, The Nielsen Company

Scott Bell, The Nielsen Company

Concurrent Session F

Friday, May 18, 4:15 p.m. – 5:45 p.m.

Improving Self-Administered Questionnaire Design

Location: Mediterranean 6

Chair: Ellen Denzen, National Marrow Donor Program

Discussant: Dianne Rucinski, Abt Associates

Understanding the Relationship Between Literacy and Data Quality in Self-Administered Surveys

Jolene Smyth, University of Nebraska-Lincoln

Kristen Olson, University of Nebraska-Lincoln

Rebecca Powell, University of Nebraska-Lincoln

Amanda Libman, University of Nebraska-Lincoln

Questionnaire Instructions and Respondent Behavior: A Cross-Survey Comparison

Brett E. McBride, Westat

David Cantor, Westat

An Examination of Visual Design Effects in a Self-Administered Mail Survey

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Sarah Hastedt, National Center for Education Statistics

Douglas Williams, Westat

Following the Yellow Brick Road: Two Experiments in Formatting Skip Instructions

Carol Cosenza, Center for Survey Research/UMass Boston

Patricia Gallagher, Center for Survey Research/UMass Boston

Stephanie Lloyd, Center for Survey Research/UMass Boston

Concurrent Session F

Friday, May 18, 4:15 p.m. – 5:45 p.m.

Maximizing Survey Response Rates

Location: Mediterranean 7

Chair: Brian M. Wells, *University of Nebraska-Lincoln*

The Effect on Differential Mailing Methodologies on Response Rates: Testing Advanced Notices, Package Design, Postage and Personalization

Yelena Pens, *Arbitron Inc.*

Robin Gentry, *Arbitron Inc.*

Implementing Timely Data Collection Interventions Based on Response Rates and Key Survey Estimates

Donsig Jang, *Mathematica Policy Research*

Flora F. Lan, *National Science Foundation*

Ananth Koppikar, *Mathematica Policy Research*

Exploring the Effect of an Advance Letter on Response Rates: A Meta-Analysis Study for the National Immunization Survey

Abera Wouhib, *CDC/NCHS*

Meena Khare, *CDC/NCHS*

Vicki Pineau, *NORC at the University of Chicago*

Jie Zhao, *NORC at the University of Chicago*

Use of a Second Reminder Mailing, Quick Response Code and Optimized Mobile Survey to Increase Response to a Screener Questionnaire

Michelle A. Cantave, *Arbitron Inc.*

Robin Gentry, *Arbitron Inc.*

New Reminder Methods and Their Effect on Response Rates for an Establishment Survey

Matthew G. Anderson, *Mathematica Policy Research*

Melissa Krakowiecki, *Mathematica Policy Research*

Lawrence Vittoriano, *Mathematica Policy Research*

Cathie E. Alderks, *SAMHSA*

Karen CyBulski, *Mathematica Policy Research*

Concurrent Session F

Friday, May 18, 4:15 p.m. – 5:45 p.m.

Implementing the AAPOR Transparency Initiative

Location: Mediterranean 8

Organizer: Paul J. Lavrakas, *Independent Consultant*

Chair: Paul J. Lavrakas, *Independent Consultant*

Panelists:

David Cantor, *Westat*

Leah M. Christian, *Pew Research Center*

Marjorie Connelly, *The New York Times*

Liz Hamel, *The Henry J. Kaiser Family Foundation*

Melissa J. Herrmann, *Social Science Research Solutions*

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

Scott Keeter, *Pew Research Center*

Courtney Kennedy, *Abt SRBI, Inc.*

Peter Miller, *Northwestern University*

Joe Murphy, *RTI International*

Rich Morin, *Pew Research Center*

Chuck Shuttles, *Knowledge Networks, Inc.*

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Concurrent Session F

Friday, May 18, 4:15 p.m. – 5:45 p.m.

Understanding Public Opinion on Health Care

Location: Marbella 4

Chair: Timothy B. Gravelle, PriceMetrix, Inc.

Discussant: Claudia Deane, The Henry J. Kaiser Family Foundation

Public Knowledge and Misunderstanding About Health Reform: A Geographical Analysis

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

The Affordable Care Act and the Republican Presidential Primaries

Bianca DiJulio, The Henry J. Kaiser Family Foundation

Sarah Cho, The Henry J. Kaiser Family Foundation

Liz Hamel, The Henry J. Kaiser Family Foundation

Claudia Deane, The Henry J. Kaiser Family Foundation

Mollyann Brodie, The Henry J. Kaiser Family Foundation

Sampling Low-Income Californians to Assess Their Healthcare Preferences

Julie Phelan, Langer Research Associates

Gregory Holyk, Langer Research Associates

Gary Langer, Langer Research Associates

David Dutwin, SSRS/Social Science Research Solutions

Eran N. Ben-Porath, SSRS/Social Science Research Solutions

Public Opinion on “New Frontier” Policy Efforts to Combat Chronic Disease

Stephanie Morain, Harvard University

Jordon Peugh, Knowledge Networks, Inc.

Concurrent Session F

Friday, May 18, 4:15 p.m. – 5:45 p.m.

The Role of the Interviewer in Survey Data Quality

Location: Marbella 1 & 2

Chair: Jeanne Wintz, Gilmore Research Group

Discussant: Janice Ballou, Independent Consultant

Do Interviewers Influence Respondent Propensity to 'Satisfice'?

Gosia Turner, University of Southampton, UK

Patrick Sturgis, University of Southampton, UK

Chris Skinner, London School of Economics

Observational Strategies Associated With Increased Accuracy of Interviewer Observations in Employment Research

Brady T. West, Institute for Social Research

Frauke Kreuter, Joint Program in Survey Methodology (JPSM)

Mark Trappmann, Institute for Employment Research (IAB)

The Utility of Interviewer Observations as a Measure of Survey Data Quality

Chris Antoun, Institute for Social Research, University of Michigan

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Using Behavior Coding to Diagnose Education Question Problems in Telephone Interviewing

Fan Guo, Program in Survey Methodology, University of Michigan

James M. Lepkowski, Survey Research Center, University of Michigan

Joe Matuzak, Survey Research Center, University of Michigan

Notes

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Day-at-a-Glance

Saturday, May 19

Time	Event	Location
7:00 a.m.	Fun Run/Walk	Primo Garden
7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings	
7:00 a.m. – 8:00 a.m.	Continental Breakfast in the Exhibit Hall	Mediterranean 4 & 5
7:00 a.m. – 2:30 p.m.	Exhibit Hall and Book Exhibit Open	Mediterranean 4 & 5
7:30 a.m. – 3:00 p.m.	Registration Open	Mediterranean Registration Desk
8:00 a.m. – 9:30 a.m.	Concurrent Sessions G	
	Session 1: New Frontiers: Data Collection Using Smartphones and Other Mobile Devices	Mediterranean 1
	Session 2: Evaluating Online Non-Probability Samples	Mediterranean 2
	Session 3: Issues in Cell Phone Surveys	Mediterranean 3
	Session 4: Questionnaire Design: Experiments on Demographic Questions	Mediterranean 6
	Session 5: Examining Item Nonresponse and Missing Data	Mediterranean 7
	Session 6: Analyzing Trends and Issues Concerning the 2012 Elections	Mediterranean 8
	Session 7: Cross-National Research on Public Opinion	Marbella 4
	Session 8: Methodological Briefs: Issues in Survey Nonresponse	Marbella 1 & 2
9:30 a.m. – 10:00 a.m.	Refreshment Break in the Exhibit Hall	Mediterranean 4 & 5
10:00 a.m. – 11:30 a.m.	Concurrent Sessions H	
	Session 1: New Frontiers: Survey Responses vs. Tweets — New Choices for Social Measurement	Mediterranean 1
	Session 2: Mixed-Mode Methods of Data Collection	Mediterranean 2
	Session 3: Sampling and Weighting Dual Frame Cell Phone/ Landline Surveys	Mediterranean 3
	Session 4: Questionnaire Design: Experiments on Rating Scales	Mediterranean 6

Day-at-a-Glance

Saturday, May 19

Time	Event	Location
10:00 a.m. – 11:30 a.m.	Concurrent Sessions H (continued)	
	Session 5: Nonresponse, Reluctant Respondents and Data Quality	Mediterranean 7
	Session 6: Considering Changing Sectors in the Research Industry? Advice From Those Who Have Done It!	Mediterranean 8
	Session 7: Confidence and Trust in Institutions	Marbella 4
	Session 8: Examining Partisanship and Ideology	Marbella 1 & 2
11:45 a.m. – 1:15 p.m.	Lunch	Palazzo Ballroom
12:45 p.m. – 2:15 p.m.	Speed Networking Session 2	Palazzo F/G/H Foyer
1:15 p.m. – 2:15 p.m.	Dessert Reception in the Exhibit Hall	Mediterranean 4 & 5

Book Sale

Meet the Author Sessions

Robert Blendon

Mollyann Brodie

Drew E. Altman

John Benson

American Public Opinion and Health Care

(CQ Press, 2010)

2012 AAPOR Book Award Winners

Sidney Verba

Kay Lehman Scholzman

Henry Brady

Voice and Equality: Civic Volunteerism in America Politics

(Harvard University Press, 1995)

Poster Session #3

Demonstration Session #3

Day-at-a-Glance

Saturday, May 19

Time	Event	Location
2:15 p.m. – 3:45 p.m.	Concurrent Sessions I	
	Session 1: New Frontiers: Smarter Data Collection – Innovations in the Use of Smartphones	Mediterranean 1
	Session 2: The Impact of Survey Mode on Nonresponse	Mediterranean 2
	Session 3: Weighting and Design Issues in Dual Frame Cell Phone/ Landline Surveys	Mediterranean 3
	Session 4: Questionnaire Design: Question Wording and Order Effects	Mediterranean 6
	Session 5: Experimenting With Incentives	Mediterranean 7
	Session 6: Advancing the Methodology for Cognitive Pretesting and Evaluation of Multilingual Survey Instruments	Mediterranean 8
	Session 7: Societal Change Across a Generation: The General Social Survey at 40 (1972-2012)	Marbella 4
	Session 8: Methodological Briefs: New Technologies and Web Surveys	Marbella 1 & 2
4:00 p.m. – 5:30 p.m.	AAPOR Membership and Business Meeting	Mediterranean 1
6:00 p.m. – 7:00 p.m.	President's Reception	Valencia Lawn & Terrace
7:00 p.m. – 9:30 p.m.	Awards Banquet	Palazzo Ballroom
9:30 p.m. – Midnight	Post-Banquet Party	Citrus Garden
9:30 p.m. – 2:00 a.m.	Applied Probability	Cordova 5 & 6

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Concurrent Session G

Saturday, May 19, 8:00 a.m. – 9:30 a.m.

New Frontiers: Data Collection Using Smartphones and Other Mobile Devices

Location: Mediterranean 1

Chair: Alicia Frazier, NORC at University of Chicago

Assessing Data Quality and Respondent Compliance in a Smartphone App Survey

Lorelle Vanno, *The Nielsen Company*

Jennie W. Lai, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Using Smart Phones to Capture Objective Data on Caregiver Child Dyads: Lesson Learned From New York City

Ahuva Jacobowitz, *NYC Department of Housing Preservation and Development*

Elyzabeth Gaumer, *NYC Department of Housing Preservation and Development*

Jeanne Brooks Gunn, *Columbia University*

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A Focus Group Pilot Study of Use of Smartphone to Collect Information About Health Behaviors

Shanta Dube, *U.S. Centers for Disease Control and Prevention*

Sean Hu, *U.S. Centers for Disease Control and Prevention*

Naomi Freedner-Maguire, *ICF MACRO*

Gathering User Experience on Metering Technology for iPhone®/iPad® Users

Kelly L. Bristol, *The Nielsen Company*

Tom Wells, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

The Effectiveness of Collecting and Transmitting Data Via Cell Phones in Poor Cell Coverage Areas

Courtney N. Mooney, *Arbitron Inc.*

Ariane Buckley, *Arbitron Inc.*

Concurrent Session G

Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Evaluating Online Non-Probability Samples

Location: Mediterranean 2

Chair: Kathy Krey, Baylor University

Discussant: Reg Baker, Market Strategies, Inc.

The Challenge of Measuring Political Engagement With Online Surveys: An Analysis of Data From the British Election Study

Jeffrey Karp, University of Exeter

Maarja Luhiste, University of Exeter

Using Probability-Based Online Samples to Calibrate Non-Probability Opt-In Samples

Charles A. DiSogra, Knowledge Networks, Inc.

Curtiss L. Cobb, Knowledge Networks, Inc.

Elisa Chan, Knowledge Networks, Inc.

J. Michael Dennis, Knowledge Networks, Inc.

How Representative is a Self-Selected Web Panel? The Effect on Representation of Different Sampling Procedures and Survey Modes!

Stefan Dahlberg, University of Gothenburg

Johan Martinsson, University of Gothenburg

Sebastian Lundmark, University of Gothenburg

Using Online Panels for National Surveys of Low Incidence Populations: Findings From the CDC Influenza Vaccination Monitoring Survey of Pregnant Women

John M. Boyle, Abt SRBI, Inc.

Sarah Ball, Abt Associates

Helen Ding, Chenega Government Consulting/CDC

Gary Euler, U.S. Centers for Disease Control and Prevention

K. P. Srinath, Abt Associates

Concurrent Session G

Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Issues in Cell Phone Surveys

Location: Mediterranean 3

Chair: Eran N. Ben-Porath, SSRS/Social Science Research Solutions

Discussant: Karol Kroti, RTI International

Cell Phone Operational Efficiencies for a Survey of Young Adults

Ashley Mark, ICF International

Randal ZuWallack, ICF International

Cristine Delnevo, University of Medicine and Dentistry of New Jersey

Daniel Gundersen, University of Medicine and Dentistry of New Jersey

Michelle Bover Manderski, University of Medicine and Dentistry of New Jersey

Cell Phone Usage in the United States – Estimation From the 2010 Behavioral Risk Factor Surveillance System (BRFSS)

Pranesh P. Chowdhury, U.S. Centers for Disease Control and Prevention

Carol Pierannunzi, U.S. Centers for Disease Control and Prevention

Machell Town, U.S. Centers for Disease Control and Prevention

Lina Balluz, U.S. Centers for Disease Control and Prevention

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The Telephone Point of Purchase Survey Cell Phone Hit Rate Test

Aniekan Okon, U.S. Census Bureau

James Arthur, U.S. Census Bureau

Cognitive Lessons From Telephone Status Questions

Vincent E. Welch, NORC at the University of Chicago

Concurrent Session G

Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Questionnaire Design: Experiments on Demographic Questions

Location: Mediterranean 6

Chair: Matthew Berent, Stanford University

Discussant: Theresa Demaio, U.S. Census Bureau

Effects of Conceptual Variability Among Response Category Options on Classification of Employment—Implications for Data Quality

Scott Fricker, U.S. Bureau of Labor Statistics

Religious Identification: The Impact of Survey Questions on Estimates of Religious Groups

David Dutwin, SSRS/Social Science Research Solutions

Robyn Rapoport, SSRS/Social Science Research Solutions

Ron Miller, JPAR

Collecting Information About Every Kind of Household From a Self-Administered Questionnaire

Sarah K. Grady, American Institutes for Research

Jeremy Redford, American Institutes for Research

Demographic Question Placement and Its Effect on Item Response Rates and Means of a Veterans Health Administration Survey

Robert Teclaw, VHA National Center for Organization Development

Mark Price, VHA National Center for Organization Development

Katherine Osatuke, VHA National Center for Organization

Development

Concurrent Session G

Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Examining Item Nonresponse and Missing Data

Location: Mediterranean 7

Chair: Clarissa R. Steele, University of Wisconsin–Madison

A Tradeoff Between Quality and Quantity. An Examination of the Negative Relationship Between Unit and Item Nonresponse in Survey Research

Johan Martinsson, University of Gothenburg

Elias Markstedt, The SOM-Institute, University of Gothenburg

Mikael Gilljam, University of Gothenburg

Trends of Income Nonresponse: Forty Years of the General Social Survey

Jibum Kim, NORC at the University of Chicago

Jaesok Son, NORC at the University of Chicago

Jodie Daquilanea, NORC at the University of Chicago

Lauren Doerr, NORC at the University of Chicago

Faith Laken, University of Chicago

Peter P. Kwok, NORC at the University of Chicago

Steven Pedlow, NORC at the University of Chicago

Hee-Choon Shin, NORC at the University of Chicago

Tom W. Smith, NORC at the University of Chicago

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Nonresponse in Open-Ended Questions

Bradford H. Bishop, Duke University

D. Sunshine Hillygus, Duke University

Natalie M. Jackson, Duke University

Visualizing Multiply Imputed Data for Quality Review

Darryl Creel, RTI International

Coping With Missing Data: Assessing Methods for Logically Assigning Race/Ethnicity

Jessica Knoerzer, NORC at the University of Chicago

Lance Selfa, NORC at the University of Chicago

Lynn Milan, National Science Foundation

Karen Grigorian, NORC at the University of Chicago

Concurrent Session G

Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Analyzing Trends and Issues Concerning the 2012 Elections

Location: Mediterranean 8

Chair: Samara M. Klar, Northwestern University

The 2012 Republican Primaries: What the Heck Was That All About?

Gary Langer, Langer Research Associates

Damla Ergun, Langer Research Associates

Patrick J. Moynihan, Institute for Quantitative Social Science-Kennedy School of Government

Key Insights on the 2012 Republican Presidential Nomination Contest From Gallup Tracking

Jeffrey M. Jones, Gallup, Inc.

Altogether Different: Understanding Dynamics of Primary and General Elections

Andrew Smith, University of New Hampshire Survey Center

The Tea Party and Perot Voters: Kindred Spirits?

Larry Hugick, Princeton Survey Research Associates International

Jessica Starace, Princeton Survey Research Associates International

The End of Dempire: An Examination of Party Registration Shifts in Pennsylvania

Christopher P. Borick, Muhlenberg College Institute of Public Opinion

Concurrent Session G

Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Cross-National Research on Public Opinion

Location: Marbella 4

Chair: Angela Fontes, NORC at the University of Chicago

**Post-Conflict but not Post-Communist:
Using Surveys to Measure Moldova's Transition
From War to Stability**

Karl G. Feld, Abt SRBI, Inc.

**Spin the Tale of the Donkey: Networked
Authoritarianism and Social Media in Azerbaijan**

Katy E. Pearce, University of California, Santa Barbara

Sarah Kendzior, Washington University,

DC-AAPOR Student Award Winner

**Cross-Border Public Opinion: Canadian and
American Attitudes Toward Canada-United States
Relations**

Timothy B. Gravelle, PriceMetrix, Inc.

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Agenda Setting in Qatar

Jill Wittrock, University of Michigan

Michael W. Traugott, University of Michigan

Amina Albloshi, Social and Economic Survey Research Institute

Sara Zikri, Social and Economic Survey Research Institute

Kaltham Khalifa Al-Suwaidi, Social and Economic Survey
Research Institute

Fatimah Ali Al-Khalidi, Social and Economic Survey Research
Institute

**The Public Agenda in Mexico 2007–2012:
The Evaluation of the Public Agenda in 14
National Phone Surveys Between October 2007
and April 2012**

Paul F. Valdes Cervantes, Parámetro Investigación

Jorge M. García, Parámetro Investigación

Jesús Irineo C. Rodriguez, Parámetro Investigacion

Concurrent Session G

Saturday, May 19, 8:00 a.m. – 9:30 a.m.

Methodological Briefs: Issues in Survey Nonresponse

Location: Marbella 1 & 2

Chair: Chuck Shuttles, GFK Research

Interviewer Assessments of Response Propensity

Stephanie Eckman, *Institute for Employment Research*

Jennifer Sinibaldi, *Institute for Employment Research*

The Effect of Events Between Waves on Panel Attrition

Mark Trappmann, *Institute for Employment Research (IAB)*

An Examination of Cohort Retention Efforts on the National Survey of Child and Adolescent Well-Being

Jennifer W. Keeney, *RTI International*

Melissa Dolan, *RTI International*

Orin Day, *RTI International*

Keith Smith, *RTI International*

Alison Kowalski, *RTI International*

Best Approaches to Mode Order and Nonresponse Prompting in a Multi-Mode Survey

Jocelyn Newsome, *Westat*

Kerry Levin, *Westat*

Pat D. Brick, *Westat*

Brenda Schafer, *Internal Revenue Service*

Melissa Vigil, *Internal Revenue Service*

Increasing Mail Survey Response Using Automated Phone Call Reminders (Robocalls)

Michael D. Kaplowitz, *Michigan State University*

Fank Lupi, *Michigan State University*

Scott Weicksel, *Michigan State University*

Min Chen, *Michigan State University*

Increasing the Student Response Rate to University Sponsored Survey Research

Eric Jenson, *Brigham Young University*

Danny Olsen, *Brigham Young University*

Steve Wygant, *Brigham Young University*

Concurrent Session H

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

New Frontiers: Survey Responses vs. Tweets – New Choices for Social Measurement

Location: Mediterranean 1

Organizers: Frederick G. Conrad, *University of Michigan*
Michael F. Schober, *New School for Social Research*

Chairs: Frederick G. Conrad, *University of Michigan*
Michael F. Schober, *New School for Social Research*

Social Media and Implications for Public Opinion and Survey Research

Jeff Hancock, *Cornell University*
Jamie Guillory, *Cornell University*

From Tweets to Polls: Linking Text Sentiment to Public Opinion Time Series

Brendan O'Connor, *Carnegie Mellon University*

New Data Sources for Statistics: Experiences at Statistics Netherlands

Piet Daas, *Statistics Netherlands*
Marko R. Roos, *Statistics Netherlands*
Chris de Blois, *Statistics Netherlands*
Rutger Hoekstra, *Statistics Netherlands*
Olav Ten Bosch, *Statistics Netherlands*

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Text Mining and Lightweight Online Surveys in Facebook

Roddy Lindsay, *Facebook*

When Twitter Predicts: Philosophical and Empirical Considerations for Population Inferences

Josh Pasek, *University of Michigan*

Concurrent Session H

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

Mixed-Mode Methods of Data Collection

Location: Mediterranean 2

Chair: Geri Mooney, Mathematica Policy Research

The Effect of Mixed-Mode Designs on Nonresponse Bias

Brian M. Wells, *University of Nebraska-Lincoln*

Kristen Olson, *University of Nebraska-Lincoln*

When More Gets You Less: A Meta-Analysis of the Effect of Concurrent Web Options on Mail Survey Response Rates

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

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

Recruitment and Retention in Multi-Mode Survey Panels

Allan L. McCutcheon, *University of Nebraska-Lincoln, Survey Research and Methodology*

Kumar Rao, *The Nielsen Company*

Olena Kaminska, *University of Essex*

Question or Mode Effects in Mixed-Mode Surveys: A Cross-Cultural Study in the Netherlands, Germany and the UK

Edith de Leeuw, *Utrecht University*

Gerry Nicolaas, *Natcen*

Pamela Campanelli, *The Survey Coach*

Joop Hox, *Utrecht University*

Making a Match: Exploring the Impact of Mode Preference on Measurement

Alian Kasabian, *University of Nebraska-Lincoln*

Kristen Olson, *University of Nebraska-Lincoln*

Jolene Smyth, *University of Nebraska-Lincoln*

Concurrent Session H

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

Sampling and Weighting Dual-frame Cell Phone/ Landline Surveys

Location: Mediterranean 3

Chair: Julie Paasche, Artemis Strategy Group

Cell Sample Demographics Under Alternative Dual-Frame Sample Designs

Robert H. Montgomery, NORC at the University of Chicago

Wei Zeng, NORC at the University of Chicago

Heather M. Morrison, NORC at the University of Chicago

Kirk Wolter, NORC at the University of Chicago

Stephen J. Blumberg, National Center for Health Statistics

Kathy O'Connor, National Center for Health Statistics

Telephone Status, Attitudes Toward Participation in Future Surveys, and Willingness to Join a Local Survey Panel: Data From Two Dual-Frame RDD Landline/Cell Phone Surveys

Scott Beach, University of Pittsburgh

Donald Musa, University of Pittsburgh

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Evaluating Where Overlap Occurs in a Landline and Cell Phone Dual-Frame

Piper Dubray, ICF International

Randal ZuWallack, ICF International

Kristie Hannah, ICF International

Naomi Freedner-Maguire, ICF International

Using Iterative Proportional Fitting Techniques to Improve Estimates for RDD Phone Surveys

Haci Akcin, CDC/SELS/PHSPO

Practical Considerations in Design and Analysis of Dual-Frame Telephone Surveys: A Simulation Perspective

Timothy R. Sahr, Ohio Colleges of Medicine Government
Resource Center

Bo Lu, The Ohio State University

Jung Peng, The Ohio State University

Ronaldo Iachan, ICF MACRO

Concurrent Session H

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

Questionnaire Design: Experiments on Rating Scales

Location: Mediterranean 6

Chair: Scott Turner, *Fors Marsh Group*

What Number of Scale Points in an Attitude Question Optimizes Response Validity and Administration Practicality?

David S. Yeager, *Stanford University*

Sowmya Anand, *University of Illinois at Chicago*

Jon A. Krosnick, *Stanford University*

I Got a Feeling: Comparison of Feeling Thermometers With Verbally Labeled Scales in Attitude Measurement

Randall K. Thomas, *ICF International*

John Bremer, *Toluna USA Inc.*

Where is Neutral? Using Negativity Biases to Interpret Thermometer Scores

Stuart Soroka, *McGill University*

Quinn Albaugh, *McGill University*

A Visual Personification of Personalities

John Magnus Roos, *Ergonomidesign*

Tracking Economic Confidence: Effects of Response Format in Trend Sensitivity and Correspondence With National Measures

Frances M. Barlas, *ICF International*

Randall K. Thomas, *ICF International*

Concurrent Session H

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

Nonresponse, Reluctant Respondents and Data Quality

Location: Mediterranean 7

Chair: Yu-Chieh Lin, *Institute for Social Research*

Do We Really Want Everyone? Evaluating the Data Quality of NCS Respondents Based on the Difficulty to Complete an Interview

Bradley Parsell, NORC at the University of Chicago

Andrea Mayfield, NORC at the University of Chicago

Lee Lucas, Center for Outcomes Research and Evaluation, Maine Medical Center

Straight-Lining and Survey Reluctance: Prevalence and Implications

James Cole, Indiana University

Ashley Bowers, Indiana University

Heather Brummett-Carter, Center for Survey Research

Alex McCormick, Indiana University

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A Comparison of Estimates From Respondents Chosen for In-Person Recruitment (IPR)

Kelly Dixon, Arbitron Inc.

Ryan McKinney, Arbitron Inc.

Al Tupek, Arbitron Inc.

William Waldron, Arbitron Inc.

Beth Webb, Arbitron Inc.

An Investigation of Nonresponse Error Due to Breakoffs in Telephone Surveys

Ana Villar, Independent Consultant

Jon A. Krosnick, Stanford University

First Response: Household Portraits by Timing of Response in a Mail Survey

Saida Mamedova, American Institutes for Research

Stacey Bielick, American Institutes for Research

Concurrent Session H

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

Considering Changing Sectors in the Research Industry?: Advice From Those Who Have Done It!

Location: Mediterranean 8

Organizer: Jordan Peugh, Knowledge Networks

Chair: Michael W. Link, *The Nielsen Company*

Panelists:

Michael W. Link, *The Nielsen Company*

Gillian Steel Fisher, *Harvard Opinion Research Program*

John H. Thompson, *NORC at the University of Chicago*

Ali H. Mokdad, *University of Washington*

Paul J. Lavrakas, *Independent Consultant*

Concurrent Session H

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

Confidence and Trust in Institutions

Location: Marbella 4

Chair: Ariela Keysar, Trinity College, Hartford

Trust in American Government: Assessing the Longitudinal Measurement Equivalence in the ANES, 1964–2008

Dmitriy Poznyak, University of Cincinnati

George F. Bishop, University of Cincinnati

Bart Meuleman, University of Leuven

Trust at the Federal, State and Local Levels: An Examination of the Similarities and Differences

Dean E. Bonner, PPIC

Mark Baldassare, PPIC

Is Confidence Really Declining?

The Canadian Case

Isabelle Valois, Université de Montréal, Département de Sociologie

Claire Durand, Université de Montréal, Département de Sociologie

John Goyder, University of Waterloo, Department of Sociology

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Public Confidence in Social Institutions and Media Coverage: A Case of Belarus

Dzmitry Yuran, University of Tennessee

Georgia on Their Minds: The Impact of War and Financial Crisis on Georgian Confidence in Social and Governmental Institutions

Andrea Lynn Phillips, University of Nebraska-Lincoln, Survey Research and Methodology Program

Davit Tsabutashvili, University of Nebraska-Lincoln, Survey Research and Methodology Program

Allan L. McCutcheon, University of Nebraska-Lincoln

Concurrent Session H

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

Examining Partisanship and Ideology

Location: Marbella 1 & 2

Chair: Barry Feinberg, BMF Research & Consulting

The Dynamics of Partisanship Within Election Cycles

Curtiss Cobb, Knowledge Networks, Inc.

Norman Nie, Revolution Analytics

How Much Does “Moderate” Label Mask Mixed Views? Survey Experiments on Self-described Ideology

Michael Mokrzycki, Consultant, University of Massachusetts Lowell

Jordon Peugh, Knowledge Networks, Inc.

Stephanie Jwo, Knowledge Networks, Inc.

Francis Talty, University of Massachusetts Lowell

When Do They Vote for Parties, Rather Than Issues?

Hyeonho Hahm, University of Michigan, Ann Arbor

Are We Really That Liberal? Evidence From the General Social Survey Spending Items

Robert W. Oldendick, University of South Carolina

Dennis N. Lambries, University of South Carolina

Chris Werner, University of South Carolina

Edwin Self, University of South Carolina

Poster Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

Location: Exhibit Hall – Mediterranean 4 & 5

1. Programme for the International Assessment of Adult Competencies Incentive Experiment

Tom Krenzke, Westat

2. New Approaches to Health Facility Surveys

Michael Hanlon, University of Washington

Catherine M. Wetmore, University of Washington

Ali H. Mokdad, University of Washington

3. A Survey Analysis of Identity Importance and Political Engagement Among American Independents

Samara M. Klar, Northwestern University

4. Creating Mixed Internet and Mail Samples for Patient Satisfaction Surveys at Medical Practices

Kristopher H. Morgan, Press Ganey Associates

Bradley R. Fulton, Press Ganey Associates

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5. New Frontiers in Public Health Campaigns: Media Message Strategies and Psychological Reactance

Bin Xing, Kent State University

6. Kenya: Cultural and Political Opinions From a National Survey

Dameka T. Williams, D3 Systems, Inc.

Amanda Bajkowski, D3 Systems, Inc.

7. Who Seeks Stop-Smoking Help Online? Demographic and Tobacco Use Profiles at the National Cancer Institute Site SmokeFree.gov

Janet Brigham, SRI International

Harold S. Javitz, SRI International

Ruth E. Krasnow, SRI International

Lisa M. Jack, SRI International

Gary E. Swan, SRI International

8. Usability and Computer Literacy in ACASI Survey for Spanish Speakers

Anna Sandoval Giron, National Center for Health Statistics

Poster Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

9. Ask More, Get More? Comparing Responses to Detailed and Global Questions

Jennifer Edgar, Bureau of Labor Statistics

10. Using Mixed-Mode Contacts to Facilitate Participation in Public Agency Client Surveys

Glenn D. Israel, University of Florida

11. Differential Effects of Cash Incentives in Vulnerable Populations

Tracy A. Keirns, UNH Survey Center

12. Order Manipulation of a Request to Validate Responses With Records in a Web Survey of Researchers

Kelly Burmeister, Children's Hospital Boston

Stavroula Osganian, Children's Hospital Boston – Harvard Medical School

Sarah de Ferranti, Children's Hospital Boston – Harvard Medical School

Erica Denhoff, Children's Hospital Boston

Sarah Stelz, Children's Hospital Boston

13. “What’s Happening?” Twitter for Diary Studies

Sarah Cook, RTI International

Ashley Richards, RTI International

Elizabeth Dean, RTI International

Saira Haque, RTI International

14. Hispanic Self-Identification Among Spanish-Speakers in the U.S.

Jennifer Leeman, U.S. Census Bureau

15. Factors Impacting the Accuracy of Interviewer Observations in the National Survey of Family Growth (NSFG)

Brady T. West, Institute for Social Research

Frauke Kreuter, Joint Program in Survey Methodology (JPSM)

Poster Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

16. Evaluating the Impact of Emails and Landing Page on Web Survey Access

Amy E. Falcone, ICF International

Randall K. Thomas, ICF International

Amy R. Mack, ICF International, SAMHSA DTAC Project Director

17. Using Technology to Enhance the Quality of In-Depth Interview Data Collected by Telephone: A Study of Illicit Retail Methamphetamine Markets

Timothy M. Mulcahy, NORC at the University of Chicago

Kim Nguyen, NORC at the University of Chicago

Henry Brownstein, NORC at the University of Chicago

Fernandes-Huessy Johannes, NORC at the University of Chicago

18. Variable Selection Methods for Survey Data Analysis

Curtis Signorino, University of Rochester

19. Increasing the Utility of a Cell Phone Screener

Charles D. Harm, Arbitron Inc.

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20. Challenges and Lessons Learned From Tracing Highly Select Postdoctoral Populations in the NIST RAP Study

Henry Tran, Westat

Kwang Kim, Westat

Kimberly Raue, Westat

Keith MacAllum, Westat

21. Five Golden Rings? The Impact of Number of Rings on Data Quality

Nicole R. Buttermore, SSRS/Social Science Research Solutions

Melissa J. Herrmann, SSRS/Social Science Research Solutions

Poster Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

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- 22. Using a Multi-Method Approach for the Redesign and Testing of the 2012 Census of Governments: Finance Component Questionnaire Design**

Heidi M. Butler, U.S. Census Bureau

- 23. Data Quality of Adolescent Reports on Person and Household Level Income and Program Participation**

Patricia LeBaron, RTI International

Gretchen McHenry, RTI International

Lauren Klein Warren, RTI International

- 24. Comparison of the American Community Survey Voluntary vs. Mandatory Estimates**

Karen E. King, U.S. Census Bureau

- 25. Facebook Ads: An Adaptive Convenience Sample-Building Mechanism**

Adam Sage, RTI International

Elizabeth Dean, RTI International

Ashley Richards, RTI International

- 26. Measures of Neighborhood Quality: Self-Reports of Mothers of Infant Children**

Melissa Clark, Brown University, Program in Public Health

Samantha Rosenthal, Brown University, Program in Public Health

Michelle Rogers, Brown University, Program in Public Health

Frances Saadeh, Brown University, Program in Public Health

Patrick Vivier, Brown University, Program in Public Health

- 27. Partials Interviews in the BRFSS Data Collection: Causes and Characteristics in Six States**

Marilyn Wilkinson, Abt SRBI, Inc.

- 28. Effects of Technical Difficulties on Item Nonresponse and Response Favorability in a Mixed-Mode Survey**

Jennifer L. Gibson, Fors Marsh Group LLC

Poster Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

- 29. Look Who's Screening? Participant Characteristics and Pregnancy Screening Outcomes in the National Children's Study**
Keeshawn Brooks, NORC at the University of Chicago
Andrea Mayfield, NORC at the University of Chicago
Lee Lucas, Center for Outcomes Research and Evaluation - Maine Medical Center
- 30. Investigating Spouse/Partner Dyad Response in a Longitudinal Study of Older Adults**
Meredith Czaplewski, NORC at the University of Chicago
Jennifer Satorius, NORC at the University of Chicago
Michael Colicchia, NORC at the University of Chicago
- 31. Siamese Triplets Neither With nor Without: Jewish Israelis, Palestinian-Israelis, and Palestinians of the Palestinian Territories**
Meryem Ay, University of Nebraska-Lincoln, Gallup Research Center
Tarek Baghal, University of Nebraska-Lincoln, Gallup Research Center
- 32. Telephone Quality Control Checks in a Mail Survey of Residential Utility Customers**
Christine Ledoux, Southern Company
Lincoln Wood, Southern Company
- 33. Understanding Nonresponse and Refusal to Participation in a Biobank**
Jeanette Y. Ziegenfuss, Mayo Clinic
Jennifer Ridgeway, Mayo Clinic
Janet E. Olson, Mayo Clinic
Timothy J. Beebe, Mayo Clinic
- 34. A National and Multistate Survey on Issues of Importance to the 50+ Population**
Joanne Binette, AARP
Jennifer H. Sauer, AARP
- 35. Measuring, Quantifying and Bemoaning Civic Health in America**
Don Levy, Siena Research Institute

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Poster Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

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- 36. Assessing the Feasibility of Respondent-Driven Sampling: A Telephone Survey of African American Males in Georgia**

Robert P. Agans, Carolina Survey Research Laboratory,
Department of Biostatistics, UNC-CH

- 37. Meeting Expectations: The Intersection of Issues, Traits, Party and Gender in the Candidate Evaluation Process**

Lindsey Meeks, University of Washington

- 38. Collecting Dried Blood Spots in a Sample of Cambodian Refugees**

Suzanne Perry, RAND Corporation
Emily Cansler, RAND Corporation
Judy Perlman, RAND Corporation

- 39. Gaining Knowledge From the Field: The Importance of Fact-Finding Trips Prior to the Design and Implementation of Health Evaluation Surveys in Central America**

Bernardo Hernández Prado, Institute for Health Metrics and Evaluation, University of Washington
Paola Zúñiga Brenes, Inter-American Development Bank
Catherine M. Wetmore, Institute for Health Metrics and Evaluation, University of Washington
Rafael Lozano, Institute for Health Metrics and Evaluation, University of Washington
Ali H. Mokdad, Institute for Health Metrics and Evaluation, University of Washington

- 40. Can Pre/Post Surveys Measure Media and High Visibility Enforcement Impact Towards Motivating Driver Behavior Change? Evaluation of Ticketing Aggressive Cars and Trucks Safety Campaign**

Danna L. Moore, Social and Economic Sciences Research Center

- 41. Update Your Status Lately? Then Why Not Respond to Our Survey!**

Debbie Borie-Holtz, Rutgers University

- 42. The Quality Pledge: Encouraging Accurate Reporting**

Inna Burdein, NPD Group

Poster Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

43. The Mobile Phone Revolution: Implications for Survey Research and Global Well-Being

Jesus Rios, Gallup, Inc.

44. Priming Issue Agendas and Changes in Trust in Government Over Time: The Multilevel SEM Approach

Dmitriy Poznyak, University of Cincinnati

Stephen T. Mockabee, University of Cincinnati

Bart Meuleman, University of Leuven

45. Cultural Differences in the Validity of Self-Reports of Chronic Health Conditions

Young I. Cho, Zilberman School of Public Health, University of Wisconsin-Milwaukee

Timothy P. Johnson, Survey Research Laboratory, University of Illinois at Chicago

Allyson L. Holbrook, Survey Research Laboratory, University of Illinois at Chicago

Sharon Shavitt, Business Administration, University of Illinois

Noel Chávez, School of Public Health, University of Illinois at Chicago

Saul J. Weiner, University of Illinois at Chicago

46. Does Supplying Definitions on Request to Opinion Questions on the Ethics of Assisted Reproductive Techniques Affect the Response Patterns? A Comparison of Two Telephone Surveys

Brooke Long, Kent State University

Laurie K. Scheuble, The Pennsylvania State University

David R. Johnson, The Pennsylvania State University

47. Response Anchoring and Polarity Effects on Endorsement and Response Patterns

William B. Higgins, ICF International

Randall K. Thomas, ICF International

48. A Shot in the Dark: Measurement Influence on Likelihood to Vaccination

William B. Higgins, ICF International

Randall K. Thomas, ICF International

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Poster Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

**49. The Use of Online Methodology to Inform
Public Policy Planning: A Case Study From San
Francisco**

Jeffrey Shand-Lubbers, Knowledge Networks, Inc.

J. Michael Dennis, Knowledge Networks, Inc.

Jordon Peugh, Knowledge Networks, Inc.

Liz Brisson, San Francisco County Transportation Authority

Elizabeth M. Bent, San Francisco County Transportation Authority

Demonstration Session 3

Saturday, May 19, 1:15 p.m. – 2:15 p.m.

Location: Exhibit Hall – Mediterranean 4 & 5

Chair: Joseph McMichael, *RTI International*

Demonstration of an Integrated Sample Management System for a Mixed-Mode (Paper/Web) Survey

Esther Ullman, *Survey Research Center, ISR, University of Michigan*

Hueichun Peng, *Survey Research Center, ISR, University of Michigan*

Brooke Helpme McFall, *Survey Research Center, ISR, University of Michigan*

Demonstration of the International Cross-Time, Cross-System Database

David Miller, *American Institutes for Research*

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Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

New Frontiers: Smarter Data Collection – Innovations in the Use of Smartphones

Location: Mediterranean 1

Chair: Joseph P. McMichael, *RTI International*

Disclosure and Quality of Answers in Text and Voice Interviews on iPhones®

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

Frederick G. Conrad, *University of Michigan*

Christopher Antoun, *University of Michigan*

David Carroll, *Parsons the New School for Design*

Patrick Ehlen, *AT&T Research*

Stefanie Fail, *New School for Social Research*

Andrew L. Hupp, *University of Michigan*

Michael Johnston, *AT&T Research*

Courtney Kellner, *New School for Social Research*

Kelly F. Nichols, *Parsons the New School for Design*

Leif Percifield, *Parsons the New School for Design*

Lucas Vickers, *Parsons the New School for Design*

Huiying Yan, *University of Michigan*

Chan Zhang, *University of Michigan*

Measurement and Methodological Challenges in Utilizing Passive Meter Technology on Smartphones

Max Kilger, *Experian Simmons*

TraShawna Boals, *Experian Simmons*

On the Run: In the Moment Smartphone Data Collection

Jeff M. Scagnelli, *The Nielsen Company*

Justin T. Bailey, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Hala Makowska, *The Nielsen Company*

Karen Benezra, *The Nielsen Company*

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Time Use Data Collection Using Smartphones: Results of a Pilot Study Among Experienced and Inexperienced Users

Annette C. Scherpenzeel, CentERdata, Tilburg University

Meike Morren, CentERdata, Tilburg University

Nathalie Sonck, The Netherlands Institute for Social Research

Henk Fernee, The Netherlands Institute for Social Research

What is That Thing? Knowledge and Usage of Quick Response Codes

Jonathan Mendelson, Fors Marsh Group

Matthew Lackey, Fors Marsh Group

Scott Turner, Fors Marsh Group

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

The Impact of Survey Mode on Nonresponse

Location: Mediterranean 2

Chair: Robert H. Montgomery, NORC at the University of Chicago

Assessing the Mode-Dependency of Survey Response and Nonresponse Bias

Thomas Klausch, Utrecht University

Joop Hox, Utrecht University

Barry Schouten, Statistics Netherlands

Are Multiple Modes Helpful? Balancing Reduction of Nonresponse and Sampling Error Against Mode Effects

Benjamin Phillips, Abt SRBI, Inc.

Chase Harrison, Harvard Business School

Chintan Turakhia, Abt SRBI, Inc.

Nonresponse and Mode Effects in a Two-Wave Randomized Mode Experiment

Scott Beach, University of Pittsburgh

Donald Musa, University of Pittsburgh

Developing a New Mixed Mode Methodology for a Provincial Park Camper Survey in British Columbia

Brian W. Dyck, Ministry of Environment, British Columbia

Phil Dearden, Department of Geography, University of Victoria

Rick Rollins, Department of Recreation and Tourism Management, Vancouver Island University

Influencing Mode Choice in a Mixed-Mode Survey

Geraldine Mooney, Mathematica Policy Research, Inc.

Flora F. Lan, National Science Foundation

Xiaojing Lin, Mathematica Policy Research, Inc.

Andrew Hurwitz, Mathematica Policy Research, Inc.

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Weighting and Design Issues in Dual Frame Cell Phone/Landline Surveys

Location: Mediterranean 3

Chair: Edward P. Johnson, Survey Sampling International

Discussant: Martin Barron, NORC at the University of Chicago

In Search of a Method: Model-Based Approach to Weighting Overlapping Dual Frame RDD Samples

Paul Schroeder, Abt SRBI, Inc.

Brian Meekins, BLS

Randolph Atkins, NHTSA

Mike Battaglia, Abt Associates

Dual-Frame Weighting: Issues and Approaches for Incorporating an Undersampled Cell Phone Frame in a Dual-Frame Telephone Survey

Elizabeth Ormson, NORC at the University of Chicago

Allocation to Cell and Landline Frames for Various Dual Frame Telephone Survey Designs

Burton Levine, RTI International

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Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Questionnaire Design: Question Wording and Order Effects

Location: Mediterranean 6

Chair: Rebecca Quarles, QSA Integrated Research Solutions

Effects of Agree/Disagree vs. Construct-Specific Items on Reliability, Validity and Interviewer-Respondent Interaction

Jennifer Dykema, University of Wisconsin Survey Center

Nora C. Schaeffer, University of Wisconsin Survey Center

Dana Garbarski, University of Wisconsin Department of Sociology

Question-Wording Effect: Bias or Conceptual Difference?

Ward R. Kay, Adirondack Communications

Is President Obama Up or Down? The Impact of Question Wording and Universe Definition on Approval Ratings

Clifford Young, Ipsos Public Affairs

Julia Clark, Ipsos Public Affairs

Question Order Effects in Long Question Lists

Jamie L. Marincic, Mathematica Policy Research

Martha Kovac, Mathematica Policy Research

Hong Zhang, Mathematica Policy Research

Question Order Effect: A Web Survey Experiment With Paradata

Cong Ye, University of Maryland

Roger Tourangeau, University of Maryland

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Experimenting With Incentives

Location: Mediterranean 7

Chair: Pat Cagney, NORC at the University of Chicago

Discussant: Eleanor Singer, University of Michigan

Making the Money Count: Maximizing the Utility of Incentives in a Two-Stage Mail Survey

Cameron B. McPhee, American Institutes for Research

Address-Based Sampling: Census Block Group Data Used to Define Incentive Structure

Anh Thu Burks, The Nielsen Company

Michael W. Link, The Nielsen Company

Want to be an Early Bird? Can Encouraging Respondents to Contact Interviewers to Make Appointments Boost Co-Operation Rates and Save Costs in the UK Context?

Matt Brown, Centre for Longitudinal Studies

Lisa Calderwood, Centre for Longitudinal Studies

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Satisficing in Telephone Surveys: Do Prepaid Cash Incentives Make a Difference?

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

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Advancing the Methodology for Cognitive Pretesting and Evaluation of Multilingual Survey Instruments

Location: Mediterranean 8

Organizer: M. Mandy Sha, RTI International

Chair: Yuling Pan, U.S. Census Bureau

Discussant: Gordon Willis, National Cancer Institute

Efficiency of Recruitment Methods to Recruit Monolingual Asian Participants for Cognitive Interviews

Lu Liu, RTI International

M. Mandy Sha, RTI International

Hyunjoo Park, RTI International

Who is Truly a Monolingual Speaker?

Hyunjoo Park, RTI International

Jiyoung Son, Independent Consultant

Adapting and Improving Methodology of Managing Cognitive Pretesting of Multilingual Survey Instruments

M. Mandy Sha, RTI International

Yuling Pan, U.S. Census Bureau

Barbara Lazirko, U.S. Census Bureau

Evaluating Multilingual Survey Translation Quality

Yuling Pan, U.S. Census Bureau

Marissa Fond, U.S. Census Bureau

M. Mandy Sha, RTI International

Hyunjoo Park, RTI International

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Societal Change Across a Generation: The General Social Survey at 40 (1972–2012)

Location: Marbella 4

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

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

Trends in American Religion

Mark Chaves, Duke University

Crime, Punishment, and Social Disorder in 40 Years of the General Social Survey

James D. Wright, University of Central Florida

Jana L. Jasinski, University of Central Florida

Recent Trends in Social Issue Attitudes

Peter V. Marsden, Harvard University

Americans' Attitudes Toward Civil Liberties: Trends in Tolerance of Nonconformity Over the Past 40 Years

Allan L. McCutcheon, University of Nebraska

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Overview

Tom W. Smith, NORC at the University of Chicago

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Methodological Briefs: New Technologies and Web Surveys

Location: Marbella 1 & 2

Encouraging Survey Response via Smartphones: Effects on Respondents' Use of Mobile Devices and Survey Response Rates

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

Using SMS Text Messaging to Collect Time Use Data

Philip Brenner, *University of Michigan*
John DeLamater, *University of Wisconsin-Madison*

Auto vs. Manual Login Today: Updating Early Research

Scott D. Crawford, *Survey Sciences Group, LLC*
Colleen A. McClain, *Survey Sciences Group, LLC*
John P. Dugan, *Loyola University, Chicago*

Using Text-to-Speech (TTS) for Audio-CASI

Mick P. Couper, *University of Michigan*
Nicole Kirgis, *University of Michigan*
Sarrah Buageila, *University of Michigan*
Patricia Berglund, *University of Michigan*

Designing an Instrument to Measure No-Notice Emergency Evacuations: The Case of the Emergency Evacuation Response Survey

Rene Bautista, *NORC at the University of Chicago*
Angela Fontes, *NORC at the University of Chicago/Illinois State University*
Joshua Auld, *Argonne National Laboratory*
Vadim Sokolov, *Argonne National Laboratory*

Concurrent Session I

Saturday, May 19, 2:15 p.m. – 3:45 p.m.

Matrix vs. Single Question Formats in Web Surveys: Results From a Large Scale Experiment

Joop Hox, Department Methods & Statistics, Utrecht University

Thomas Klausch, Utrecht University

Edith de Leeuw, Utrecht University

Professional Respondents in Internet Panels: Who Are They and What Do They Do to Our Data?

Edith de Leeuw, Utrecht University

Suzette Matthijsse, Erasmus University

Notes

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Day-at-a-Glance**Sunday, May 20**

Time	Event	Location
8:00 a.m. – 10:15 a.m.	Registration Open	Mediterranean Registration Desk
8:00 a.m. – 11:30 a.m. Short Course		
	Course 6: The Role of New Technologies in Powering, Augmenting, or Replacing Traditional Surveys	Amarante 2 & 3
8:30 a.m. – 10:00 a.m. Concurrent Sessions J		
	Session 1: AAPOR Presidents' Roundtable: Looking Ahead to New Frontiers in Public Opinion and Survey Research	Mediterranean 1
	Session 2: Comparing Data Collected Using Mobile Devices With Other Survey Modes	Mediterranean 2
	Session 3: Case Studies of Address-Based Sampling Designs	Mediterranean 3
	Session 4: Questionnaire Design: Experiments on Response Options and Format	Mediterranean 6
	Session 5: New Developments in Cognitive Interviewing	Mediterranean 7
	Session 6: Assessing Public Opinion on Social and Political Issues	Mediterranean 8
	Session 7: Explaining Public Attitudes About Science and Technology	Marbella 4
	Session 8: Addressing the Challenges of Surveying Hispanics	Marbella 1 & 2
10:15 a.m. – 11:45 a.m. Concurrent Sessions K		
	Session 1: New Frontiers: Social Media Analysis	Mediterranean 1
	Session 2: Addressing the Challenges of Longitudinal Surveys	Mediterranean 2
	Session 3: Methods to Improve Web Surveys	Mediterranean 3
	Session 4: Investigating Privacy Concerns	Mediterranean 6
	Session 5: Interviewer Job Performance, Training, Satisfaction and Retention	Mediterranean 7

Day-at-a-Glance

Sunday, May 20

Time	Event	Location
10:15 a.m. – 11:45 a.m.	Concurrent Sessions K (continued)	
	Session 6: Media Effects on Political Views and Behaviors	Mediterranean 8
	Session 7: The Relationship Between Religion and Political Attitudes	Marbella 4
	Session 8: Cross-National Studies of Muslim Public Opinion	Marbella 1 & 2

Short Course 6 Description

Sunday, May 20, 8:00 a.m. – 11:30 a.m.

Course 6: The Role of New Technologies in Powering, Augmenting, or Replacing Traditional Surveys

Location: Amarante 2 & 3

Instructors: Michael W. Link and Trent D. Buskirk

Course Overview: New technology development and survey methods enhancement have powered survey research for more than 75 years. Never before, however, has the proliferation, complexity and growth of technology been as expansive and rapid as seen today. Smartphones and tablets, social networking, as well as application development and metering devices offer survey researchers an array of potential new techniques and approaches for the collection of behavioral, attitudinal and related data. This includes new modes for administering surveys; adjunct data collection techniques, which could augment survey data, and, in some instances, approaches that could replace traditional self-reported surveys with more real-time, electronic data capture.

This course provides an innovative look at both technologies and how these are (and may) be used to evolve survey research to the next level. The course will cover four broad areas. First, a framework will be provided to help assess and categorize new technologies and their impact on data collection. Second, we examine current and potential future uses of new technology devices and platforms. Current applications, known best practices and cautions will be discussed for a range of new data collection platforms, including smartphones (for surveys, GPS and visual data collection), Internet-based data capture (beyond Web surveys) and leveraging social network platforms (surveys and other forms of information). Third, we take a deep-dive into the uses of smartphone technology, both as a mode of conducting traditional surveys as well as data collection vehicles in their own right through the use of data collection applications.

We will discuss some of the current software and hardware available for Android™ and iPhone® smartphones that can be used as part of survey deployment and/or data collection. The final section of the course examines some of the impediments to research and development of new technologies within the field of survey research and provides some guidance on how such tools can be developed, tested and deployed in a more efficient and effective manner.

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Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

AAPOR Presidents' Roundtable: Looking Ahead to New Frontiers in Public Opinion and Survey Research

Location: Mediterranean 1

Organizer: Dan Merkle, ABC News

Chair: Dan Merkle, ABC News

Panelists:

Nancy Belden, AAPOR President 2004-2005, *Belden Russonello Strategists*

Rob Daves, AAPOR President 2006-2007, *Daves and Associates Research*

Murray Edelman, AAPOR President 2000-2001, *CBS News*

Peter Miller, AAPOR President 2009-2010, *U.S. Census Bureau*

Mark Schulman, AAPOR President 2002-2003, *Abt SRBI*

Cliff Zukin, AAPOR President 2005-2006, *Rutgers University*

Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Comparing Data Collected Using Mobile Devices With Other Survey Modes

Location: Mediterranean 2

Chair: Annette C. Scherpenzeel, CentERdata Tilburg University,
The Netherlands

The Reliability and Validity of Alternative Customer Satisfaction Measurement Scales in PC Web and Mobile Web Environments

Keith Chrzan, Maritz Research
Ted Saunders, Maritz Research

A Direct Comparison of Mobile vs. Online Survey Modes

Tom Wells, The Nielsen Company
Justin T. Bailey, The Nielsen Company
Michael W. Link, The Nielsen Company

Matching Data Collection Method to Purpose: In the Moment Data Collection With Mobile Devices for Occasioned Based Analysis

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Edward P. Johnson, Survey Sampling International
Carol Shea, Olivetree Research

Effectiveness and Reliability of Student Response Systems (SRS) Devices for Evaluating an Adolescent Adventure Program

Jack Fentress, Data Recognition Corporation (DRC)
John J. Deyer, United States Air Force
Colleen Rasinowich, Data Recognition Corporation (DRC)

Do Surveys That Are Completed on Mobile Devices Differ From Surveys Completed Online, Over the Phone or via Mail?

Adam Gluck, Arbitron Inc.

Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Case Studies of Address-Based Sampling Designs

Location: Mediterranean 3

Chair: Anh Thu Burks, *The Nielsen Company*

Address-Based Sampling for In-Person Interviews: A Case Study in Low Coverage

Randal ZuWallack, ICF

Matthew Denker, ICF

Robynne A. Locke, ICF

William Robb, ICF

Paul Martino, ICF

Methodological Findings From a Two-Phase Address-Based Sample Fielded by Mail

Jill M. Montaquila, Westat

J. Michael Brick, Westat

Kwang Kim, Westat

The Use of Address-Based Sampling to Target Households With Children

John M. Boyle, Abt SRBI, Inc.

Anna Fleeman, Abt SRBI, Inc.

Andy Weiss, Abt SRBI, Inc.

Patricia Vanderwolf, Abt SRBI, Inc.

Ruvini Ratnayake, Abt SRBI, Inc.

Mode Differences Within an Address-Based Sample Survey of the Washington Area

Peyton M. Craighill, *The Washington Post*

Jon Cohen, *The Washington Post*

Scott F. Clement, *The Washington Post*

David Dutwin, SSRS/Social Science Research Solutions

Eran N. Ben-Porath, SSRS/Social Science Research Solutions

The 2011 National Survey of Fishing, Hunting, and Wildlife-associated Recreation (FHWAR) Cell Phone and Debit Card Test Study Logistics and Cost Analysis

Elke McLaren, U.S. Census Bureau

Aniekan Okon, U.S. Census Bureau

Denise Pepe, U.S. Census Bureau

Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Questionnaire Design: Experiments on Response Options and Format

Location: Mediterranean 6

Chair: Joanne Pascale, U.S. Census Bureau

Discussant: William McCready, Knowledge Networks, Inc.

Is More Better? 4 vs. 6 Response Options

Patricia Gallagher, University of Massachusetts-Boston

Carol Cosenza, University of Massachusetts-Boston

Stephanie Lloyd, University of Massachusetts-Boston

Ordering Your Attention: Response Order Effects in Parallel Phone and Online Surveys

Frances M. Barlas, ICF International

Randall K. Thomas, ICF International

Differences in Vague Quantifier Interpretation: Influences on and Detection by Latent Variable Models

Jamie L. Marincic, Mathematica Policy Research

Testing Questions on a Large-Scale Schools Omnibus Panel for the Fifth Wave of the UK Millennium Cohort Study

Kate Smith, Centre for Longitudinal Studies, Institute of Education

Lucinda Platt, Centre for Longitudinal Studies, Institute of Education

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Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

New Developments in Cognitive Interviewing

Location: Mediterranean 7

Chair: Florian Keusch, Wirtschafts University Vienna

Towards a Cultural Sociology of Survey Response Data and Measurement

Valerie L. Chepp, National Center for Health Statistics

Caroline Gray, National Center for Health Statistics

Measuring Environmental Barriers as a Source of Disablement: Lessons Learned From Cognitive Interviewing

Heather Ridolfo, National Center for Health Statistics

Valerie Chepp, National Center for Health Statistics

Dynesha Brooks, National Center for Health Statistics

Another Use for Cognitive Interviews: Understandings Inconsistencies in Survey Data

HarmoniJoie Noel, National Center for Health Statistics

Cognitive Interviews Without the Cognitive Interviewer?

Jennifer Edgar, U.S. Bureau of Labor Statistics

Design, Development and Evaluation of a Sexual Identity Question for the NHIS

John M. Ryan, National Center for Health Statistics

Kristen Miller, National Center for Health Statistics

Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Assessing Public Opinion on Social and Political Issues

Location: Mediterranean 8

Chair: Jennifer Agiesta, *The Associated Press*

Public Opinion on Gun Control Revisited: Collective Consensus or Unbridgeable Ideological Divide?

Bryan C. Parkhurst, *University of Nebraska-Lincoln*

A Multi-Method Approach to Polling Same-Sex Marriage: Experiments in Question Wording, Framing and Implicit Attitudes

David P. Redlawsk, *Rutgers University*

Ashley A. Koning, *Rutgers University*

Examining the Growing Support for Same-Sex Marriage in California: What Factors are Driving the Change?

Sonja Petek, *Public Policy Institute of California*

Mark Baldassare, *Public Policy Institute of California*

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Demographic Determinants of Trends in Public Opinion About Abortion in the United States

Jason Kevern, *Northwestern University*

Jeremy Freese, *Northwestern University*

Exploring the Gender Gap in Public Opinion Toward Global Climate Change

Marc D. Weiner, *Bloustein Center for Survey Research,
Rutgers University*

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

Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Explaining Public Attitudes About Science and Technology

Location: Marbella 4

Chair: Curtiss Cobb, Knowledge Networks, Inc.

Discussant: Josh Pasek, University of Michigan

Religious Beliefs, Knowledge About Science and Attitudes Towards Medical Genetics

Nick Allum, University of Essex

Elissa Sibley, University of Essex

Patrick Sturgis, University of Southampton

Paul Stoneman, University of Southampton

Disentangling Public Opinion of Nanotechnology: Exploring the Interactive Effects of News Media, Values, and Information Processing on Opinion Formation

Doo-Hun Choi, University of Wisconsin-Madison

Michael Caciato, University of Wisconsin-Madison

Dietram A. Scheufele, University of Wisconsin-Madison

Dominique Brossard, University of Wisconsin-Madison

Michael Xenos, University of Wisconsin-Madison

The Racial Gap in Confidence in Science

Eric Plutzer, Penn State University

Weather or Not? Examining the Impact of Meteorological Conditions on Public Opinion Regarding Climate Change

Christopher P. Borick, Muhlenberg College

Barry G. Rabe, University of Michigan

Concurrent Session J

Sunday, May 20, 8:30 a.m. – 10:00 a.m.

Addressing the Challenges of Surveying Hispanics

Location: Marbella 1 & 2

Chair: Michael Mitrano, *Transition Strategies Corporation*

Using a Hispanic Surname List to Tailor Contacts in an RDD Telephone Survey

Sherman Edwards, Westat

Sarah Dipko, Westat

Royce Park, UCLA Center for Health Policy Research

David Grant, UCLA Center for Health Policy Research

Speaking the Same Language: Effective Techniques for Reaching Spanish Speaking Households in a Mail Survey

Andrew Zukerberg, National Center for Education Statistics

Saida Mamedova, American Institutes for Research

Critical Lessons for Training Bilingual Assessors on a Longitudinal Study

Rebecca Weiner, Mathematica Policy Research

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Quantitative Evaluation of Questionnaire Translation With Bilingual Speakers

Sunghee Lee, University of Michigan

Julia Lee, University of Michigan

Survey Error of Hispanics From Sample Design, Language and Effort

David Dutwin, SSRS/Social Science Research Solutions

Mark Lopez, Pew Hispanic Center

Melissa J. Herrmann, SSRS/Social Science Research Solutions

Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

New Frontiers: Social Media Analysis

Location: Mediterranean 1

Chair: Richard L. Clark, Castleton State College

Social Media Intelligence: Measuring Brand Sentiment From Online Conversations

David A. Schweidel, *University of Wisconsin-Madison*

Appealing to the Masses: How Crowdsourcing can be Effectively Used as a Data Collection Tool

Justin T. Bailey, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

The Brave New World of Social Communication: Exploring Patterns of Opinion Dissemination in Online News Environments

Kristin Runge, *University of Wisconsin-Madison*

Dominique Brossard, *University of Wisconsin-Madison*

Dietram A. Scheufele, *University of Wisconsin-Madison*

If You Ask Me I Won't Tell You, But I'll Tell the World When I Feel Like Doing So! The Frequency of Answering a Survey About a Specific Topic vs. Posting Comments About This Same Topic on Social Media Sites

Michael G. Elasmar, *Boston University*

Predicting the Future of Social Media Analysis

Peter P. Mohler, *University of Mannheim*

Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Addressing the Challenges of Longitudinal Surveys

Location: Mediterranean 2

Chair: Diane Burkom, Battelle Centers for Public Health Research & Evaluation

All Participants Being Unequal: A Bias Analysis of Three Contemporary Strategies for Locating Longitudinal Study Participants After an Extended Hiatus

Celeste Stone, American Institutes for Research

Jenny Bandyk, University of Michigan, Survey Research Center

Sandy Eyster, American Institutes for Research

Christopher Bradley, American Institutes for Research

Susan Lapham, American Institutes for Research

Modeling the Confounds of Divorce and Attrition in a 20-Year Panel Study: Chickens or Eggs?

Veronica Roth, The Pennsylvania State University

Parents' Participation in a Two-Generation Longitudinal Health Study

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Amy Lucas, University of North Carolina at Chapel Hill

Judith A. Seltzer, University of California, Los Angeles

Kathleen M. Harris, University of North Carolina at Chapel Hill

Predicting Retention in a National Longitudinal Study of Health and Well-Being

Barry Radler, University of Wisconsin Institute on Aging

"I Still Don't Know": Non-Substantive Responses in Longitudinal Data

Rebekah Young, The Pennsylvania State University

David R. Johnson, The Pennsylvania State University

Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Methods to Improve Web Surveys

Location: Mediterranean 3

Chair: Chris Benson, NORC at the University of Chicago

Advanced Paradata in Web Surveys: What Can They Tell About the Response Process?

Nejc Berzelak, University of Ljubljana

Katja Lozar Manfreda, University of Ljubljana

Ana Slavec, University of Ljubljana

Vasja Vehovar, University of Ljubljana

Usability Issues From Testing a Census Web Survey: Results From Testing of the Census Quality Survey (CQS)

Kathleen T. Ashenfelter, U.S. Census Bureau

Effects of Pagination on Short Online Surveys

Aaron Sedley, Google

Mario Callegaro, Google

Testing Video Messages in Web Surveys: Effects on Sample Bias and Validity

Dina Shapiro, Annenberg School for Communication,
University of Pennsylvania

Joseph Cappella, Annenberg School for Communication,
University of Pennsylvania

Panel Conditioning: Results From Two Experiments in a Probability-Based Online Panel

Bella Struminskaya, GESIS - Leibniz Institute for the Social Sciences
Lars Kaczmirek, GESIS - Leibniz Institute for the Social Sciences
Ines Schauer, GESIS - Leibniz Institute for the Social Sciences
Wolfgang Bandilla, GESIS - Leibniz Institute for the Social Sciences

Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Investigating Privacy Concerns

Location: Mediterranean 6

Chair: Andrew Stavisky, United States Accountability Office

Discussant: Dawn V. Nelson, Mathematica Policy Research

Predictors of Personal Data Privacy Attitudes and Behaviors and the Consequences for Survey Researchers

Max Kilger, Experian Simmons

Danica Jovanova, Experian Simmons

Privacy Concern: A Question of Age or the Ages?

Kristen L. Cibelli, University of Michigan

Respondent-Level Influences on Consent to Record Linkage: Effects of Privacy Attitudes and Consent Request Salience

Jenna Fulton, Joint Program in Survey Methodology,

University of Maryland

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Respondent Permission to Contact or Locate on Facebook: Findings From the National Longitudinal Transition Study 2012

Holly H. Matulewicz, Mathematica Policy Research

Stephanie Boraas, Mathematica Policy Research

Daniel J. Friend, Mathematica Policy Research

Anne B. Ciemnecki, Mathematica Policy Research

Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Interviewer Job Performance, Training, Satisfaction and Retention

Location: Mediterranean 7

Chair: Benjamin Phillips, Abt SRBI, Inc.

Investigating the Effect of Interviewer Job Attitudes on Turnover and Job Performance

Ashley Bowers, University of Michigan and Indiana University

Steven G. Heeringa, University of Michigan

Michael R. Elliott, University of Michigan

Alycia H. Cameron, Indiana University

Lilian Yahng, Indiana University

CATI Interviewers Job Satisfaction Level

Wojciech Jablonski, University of Lodz

Evaluating Interviewer Performance in Surveys of Early Care and Education

Rupa Datta, NORC at University of Chicago

Ting Yan, NORC at the University of Chicago

Jill Connelly, NORC at the University of Chicago

Training Data Collectors for Panel Surveys

Brad Edwards, Westat

Laura Branden, Westat

Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Media Effects on Political Views and Behaviors

Location: Mediterranean 8

Chair: Michael Binder, University of North Florida

Discussant: Kirby Goidel, Louisiana State University

Media Partisanship Scores: Developing a Holistic Measure for the Effects of Politically Relevant Media

Devra C. Moehler, Annenberg School for Communication,
University of Pennsylvania

Elizabeth Roodhouse, Annenberg School for Communication,
University of Pennsylvania

Douglas Allen, Annenberg School for Communication,
University of Pennsylvania

The Effects of Media Localism on Political and Social Trust

Michael Barthel, University of Washington, Department of
Communication

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The Impacts of Fox News and Not-Fox Television News on Americans' Judgments About Global Warming

Bo Maclnnis, Stanford University
Jon A. Krosnick, Stanford University

Effects of Televised Campaign Advertising: Considering the Accuracy of Retrospective Survey Self-Reports of Media Consumption

Sarah Niebler, University of Wisconsin-Madison
Carly Urban, University of Wisconsin-Madison
Ken Goldstein, Campaign Media Analysis Group (CMAG)

Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

The Relationship Between Religion and Political Attitudes

Location: Marbella 4

Chair: Magued Osman, *Information & Decision Support Center, Egypt*

Discussant: Matthew Corrigan, *University of North Florida*

Faith and Politics Around the World: A Cross-National Study of the Relation Between Religiosity and Political Attitudes

Ariel Malka, *Yeshiva University*
Yphtach Lelkes, *Stanford University*

A Secular Society? Examining the Religious Beliefs, Knowledge and Attitudes Among the Unaffiliated in the U.S.

Carolyn Funk, *Pew Research Center*
Besheer Mohamed, *Pew Research Center*

The Interplay Between Religiosity, Moral Values and Political Party Preference: What Are Americans Willing to Die For?

Ariela Keysar, *ISSSC Trinity College*
Barry A. Kosmin, *ISSSC Trinity College*
Benjamin Beit-Hallahmi, *University of Haifa*

Mormon Presidents and Mosques Next Door: An Examination of American Attitudes Toward Religious Minorities in 2012

Daniel Cox, *Public Religion Research Institute*
Robert P. Jones, *Public Religion Research Institute*

Concurrent Session K

Sunday, May 20, 10:15 a.m. – 11:45 a.m.

Cross-National Studies of Muslim Public Opinion

Location: Marbella 1 & 2

Chair: Darwish Alemadi, Quatar University

The Arab Spring: Roots of the Popular Uprisings

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

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

The Fighting Factions Within the “Clash of Civilizations”: An Examination of the Latent Classes of Conflict

Lauren A. Walton, *University of Nebraska-Lincoln*

Brian M. Wells, *University of Nebraska-Lincoln*

Factors Shaping the Politics of American Muslims

Jessica Hamar Martinez, *Pew Forum on Religion & Public Life*

Gregory A. Smith, *Pew Forum on Religion & Public Life*

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Love Thy Neighbor and Zakat: Religiosity and Positive Social Engagement in the Western and Islamic Worlds

Nicholas Ruther, *University of Nebraska-Lincoln*

Amanda Libman, *University of Nebraska-Lincoln*

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

South Sudan: Voices From an Emerging Democracy

Brian M. Kirchhoff, *D3 Systems, Inc.*

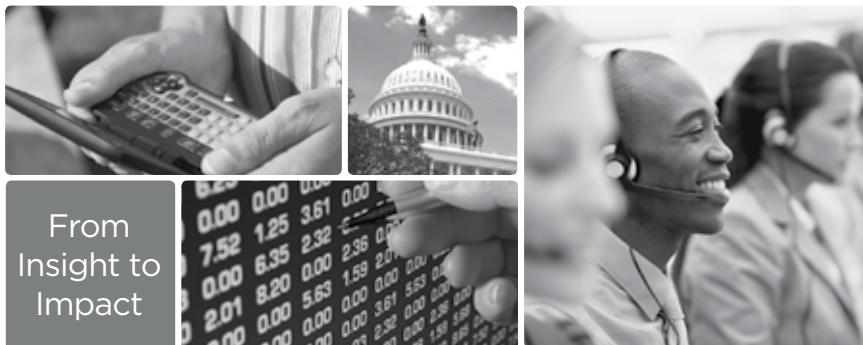
Notes

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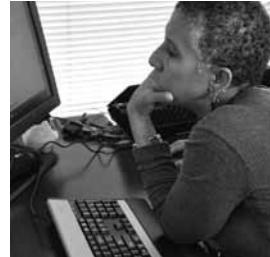


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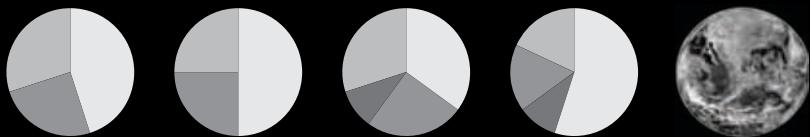
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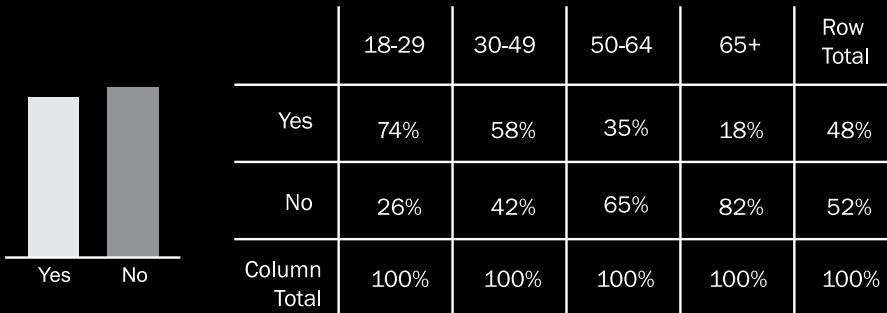


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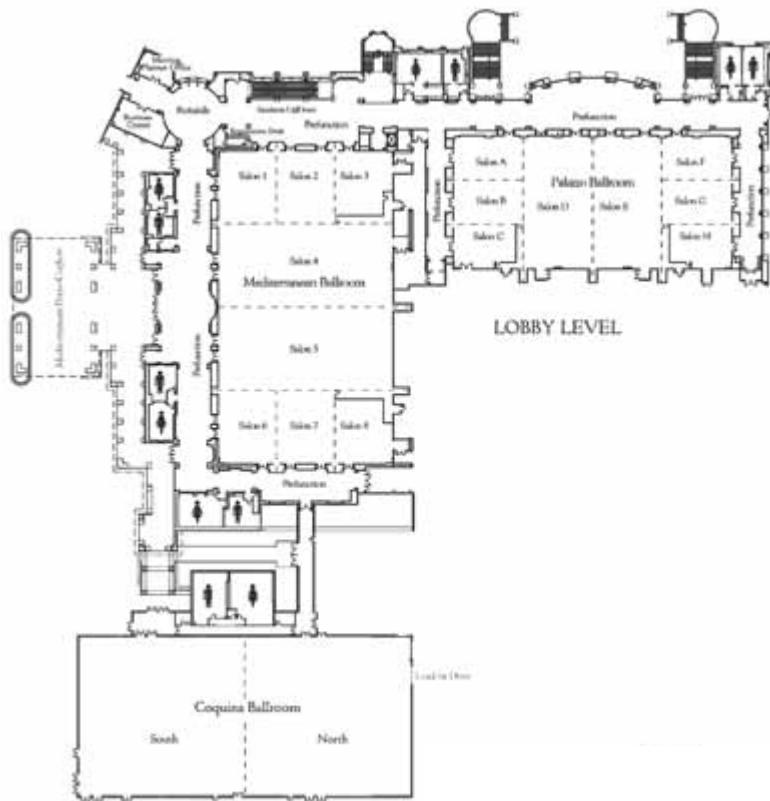
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