

## PROCEEDINGS OF THE SIXTY-SECOND ANNUAL CONFERENCE OF THE AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

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The American Association for Public Opinion Research (AAPOR) held its sixty-second annual conference during May 17–20, 2007 at the Hyatt Regency Orange County Hotel in Anaheim, California.

Attracting 825 attendees, the conference comprised 84 sessions and three poster sessions dealing with methodological and substantive issues in public opinion and survey research. Sessions addressed areas of research related to the interests of AAPOR members – methodology, nonresponse, sampling, voting and elections, to name a few. In addition, Paul Lavrakas organized a two-day series of sessions revolving around cell phones and their impact on survey research.

Based on 464 submissions evaluated by 127 volunteer reviewers, as well as feedback from the 2006 post-conference survey, the Anaheim conference included seven concurrent sessions and ran from Thursday morning to Sunday noon. It also included seven “Methodological Briefs” sessions, which allowed for the presentation of smaller-scale research studies – based on one or two hypotheses, or perhaps generating only one key finding.

This year’s theme, “Of Polls and Policy,” was reflected in a number of panels and, most notably, the Thursday afternoon plenary “Polls and the Practice of Politics.” The plenary featured Dave Sackett, founding partner of The Tarrance Group, Mark Mellman, Chief Executive Officer of The Mellman Group, and Ronald Brownstein, a political correspondent and opinion columnist for the *Los Angeles Times*. The three shared their perspectives on how polls have shaped political campaigns and policies.

AAPOR’s annual conference included a number of short courses organized by Mollyann Brodie. Conference attendees could attend two courses on Wednesday afternoon: “Cell Phones and Survey Research,” led by John Hall, Linda Piekarski, Mario Callegaro, and Donna Gillin; and “Propensity Score Adjustment” with Karol Krotki and Sunghee Lee as co-instructors. Thursday morning, conference attendees could choose between Martin Frankel and Michael Link’s course “Multimode Data Collection” and Nora Cate Schaeffer’s “Introduction to Writing Survey Questions.” And Friday morning, Colm O’Muircheartaigh offered his “Introduction to Survey Sampling” course.

The Anaheim conference also featured two professional development breakfasts. The first breakfast, with Nancy Belden, Mike Mokrzycki, and Rich Morin, was organized around the concept of communicating poll results and survey research to journalists, clients, and nonscientists. The second professional development breakfast, organized by Lauren Doerr and Brad Edwards, concerned multilingual issues in surveys, including questionnaire translation, the use of interpreters, and managing international and/or multilingual data collection projects.

Michael Xenos coordinated several “Meet the Author” sessions, designed to promote intellectual and social interactions between conference attendees and authors of public opinion and survey research monographs. The authors included: Lance Bennett, Regina Lawrence, and Steve Livingston, *When the Press Fails: Political Power and the News Media from Iraq to Katrina*; Patricia Gwartney, *The Telephone Interviewer's Handbook: How to Conduct Standardized Conversations*; Benjamin Page and Marshall Bouton, *The Foreign Policy Disconnect: What Americans Want from Our Leaders but Don't Get*; David W. Moore, *How to Steal an Election: The Inside Story of How George Bush's Brother and FOX Network Miscalled the 2000 Election and Changed the Course of History*; and Cliff Zukin, Scott Keeter, Molly Andolina, Krista Jenkins and Michael X. Delli Carpini, *A New Engagement? Political Participation, Civic Life, and the Changing American Citizen*. The sixth session highlighted Michael Delli Carpini and Scott Keeter's *What Americans Know about Politics and Why It Matters*. Delli Carpini and Keeter received this year's AAPOR Book Award, an honor presented at the annual banquet by Book Award Committee Chair Tom W. Smith.

Other awards presented in Anaheim included the Seymour Sudman Student Paper Award, which went to Mathieu Turgeon of the University of North Texas, for his paper “Just Thinking: Attitude Authenticity and Citizen Competence.” Associate Conference Chair Frank Newport presented the award to Turgeon. The AAPOR Innovators Award, renamed in the memory of Warren J. Mitofsky, went to two research teams: Charles Franklin and Mark Blumenthal for pollster.com, and Arthur Lupia and Diana Mutz for the Time-Sharing Experiments in the Social Sciences (TESS). Councilor-at-Large Mark Schulman presented the awards, and Mitofsky's widow, Mia Mather, expressed her gratitude for AAPOR's memorialization of her late husband. The banquet culminated in President Robert P. Daves' presentation of the AAPOR Award for Exceptionally Distinguished Achievement to Harry O'Neill.

Additional information about the Anaheim program can be found in the conference program included in this issue of *Public Opinion Quarterly*.

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Conference Chair