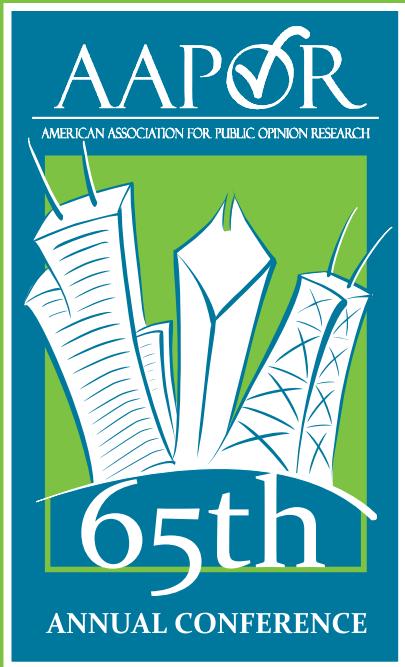


FINAL PROGRAM



OPPORTUNITY *through* DIVERSITY

AAPOR 65th Annual Conference
May 13-16, 2010
Chicago Marriott Downtown Magnificent Mile
Chicago, IL

WAPOR 63rd Annual Conference
May 11-13, 2010
The Avenue Hotel | Chicago, IL

www.aapor.org



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May 13–16, 2010

Chicago Marriott Downtown Magnificent Mile
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WAPOR 63rd Annual Conference

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Greetings!

Welcome to Chicago! And thank you for attending the 65th Annual Conference of the American Association for Public Opinion Research (AAPOR).

Your participation in and contributions to this annual gathering are deeply appreciated!

We have an outstanding program this year and our location on the Magnificent Mile could not be better. This year's conference theme, "Opportunity Through Diversity" recognizes the many ways in which AAPOR, society and our profession have changed over time. While diversity can present challenges, it also offers great opportunity:

- *The populations we study:* Global interconnectivity increases interaction between diverse peoples. Learning from different races, cultures and backgrounds is vital to our profession.
- *The data we collect:* Demand for opinion, attitudinal, belief and behavioral data is greater than ever, extending to a broader range of issues, including health, politics, education, technology use and media consumption.
- *The methods we employ:* Researchers have a far greater range of data collection tools and approaches than at any point in the history of survey research. Yet we have much to learn.
- *The city in which we meet:* Like AAPOR, our host city of Chicago reflects the strength, vibrancy and purpose associated with diverse peoples coming together to form a community.

Our final program features discussions and research debates that appeal to diverse intellectual tastes. The papers, panels, posters and briefs reflect the depth and breadth of our research endeavors and the vibrancy of our association.

We have also transformed our exhibit space into an "AAPOR village," with a host of activities including research posters, the book exhibit, author small group discussions and an interesting mix of vendors and exhibitors. Be sure to visit the AAPOR Historical Exhibit and the AAPOR membership booth. (And don't forget the dessert breaks!)

AAPOR 65th Annual Conference

Our conference offers a unique social forum for AAPOR members. We offer an array of activities, including the Annual Golf Outing (Thursday), New Member / All Chapter Reception and post-Plenary Dessert Reception (Thursday) and on Saturday we start the day with the Fun Run/Walk and end with the President's Reception, Awards Banquet and Applied Probability Session.

We believe that you will find the next few days rewarding, informative and thought-provoking. And remember to enjoy the sights and sounds of the Second City and the Magnificent Mile!

Michael W. Link
Conference Chair

Robert L. Santos
Associate Conference Chair



About AAPOR

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

General Information

The AAPOR Registration Desk is located on the 7th floor of the Chicago Marriott Downtown Magnificent Mile.

Hours:

Wednesday, May 12	4:00 p.m. – 8:00 p.m.
Thursday, May 13	7:00 a.m. – 5:00 p.m.
Friday, May 14	7:30 a.m. – 4:30 p.m.
Saturday, May 15	7:30 a.m. – 3:00 p.m.
Sunday, May 16	8:00 a.m. – 10:15 a.m.

The WAPOR Registration Desk is located on the 2nd floor of the Avenue Hotel.

Hours:

Tuesday, May 11	4:00 p.m. – 6:00 p.m.
Wednesday, May 12	8:00 a.m. – 5:00 p.m.
Thursday, May 13	8:00 a.m. – Noon

Badges

Participation in the Annual Conference is limited to registered delegates. The official conference badge is required for admission to all sessions, social activities and the exhibit hall. If there is an error on your badge, have it corrected at the registration desk.

Meal Tickets

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

Speaker Materials

Presenters who plan to use PowerPoint® and the data projector must bring their presentation on a flash drive or CD-ROM to the AV Technician at the Registration Desk area 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 are available on the flash drives in each attendee's tote bag, sponsored by ICF MACRO.

Messages

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

Highlights

Education – Short Courses

Six short courses are offered to enhance your learning experience.

The course offerings include:

- Course 1:** Weighting Survey Data - Advanced
- Course 2:** Multilingual, Multicultural & Multinational (3M) Survey Design Methods: Introduction
- Course 3:** Multilingual, Multicultural & Multinational (3M) Survey Design Methods: Applied
- Course 4:** The Benefits & Challenges of Address-Based Sampling Designs
- Course 5:** Multilevel Analysis
- Course 6:** Conducting Cell Phone Surveying in the U.S. Circa 2010

Sign up at the Registration Desk!

Exhibit Hall Hours

Thursday, May 13, 3:00 p.m. – 5:30 p.m.

Friday, May 14, 7:00 a.m. – 4:15 p.m.

Saturday, May 15, 7:00 a.m. – 2:30 p.m.

The AAPOR Annual Conference Exhibit Hall in the Chicago Ballroom 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 13, 6:00 p.m. – 7:00 p.m./Grand Ballroom Foyer

Join other first-time attendees to learn the ins and outs of the AAPOR Annual Conference. Gather with old and new friends from AAPOR regional chapters. Make the most of your conference experience!

Networking Opportunities

Several events are planned to provide attendees with a venue to network with colleagues from across the country. A 10-minute conversation during speed networking could make all the difference in your career. Gather with old friends and plan to meet new ones at evening dinners, dessert receptions, the Annual Golf Outing and Applied Probability.

Things to Do, Places to Go: AAPOR-Planned Social Activities

Golf

Golf Coordinator Craig Hill has organized the Annual AAPOR Golf Outing on Thursday, May 13 at Harborside International, with tee times starting at about 8 a.m. Harborside, while only 16 miles from the Loop, offers a links-style layout and has been compared to Scottish tracks such as Muirfield. The course has elevated tees and greens with stunning views of Chicago's skyline. Golf club rentals are available at the course for \$40. More information can be found at www.harborsideinternational.com.

Fun Run/Walk

AAPOR's Fun Run/Walk will be held on Saturday, May 15 at 7 a.m., with shuttles departing from the Rush Street entrance of the Marriott at 6:30 a.m. Join fellow early risers for some friendly competitive exercise in our annual two-mile Fun Run/Walk. Transportation will be provided to and from the event, and all participants will receive bottled water. More information will be posted on the message board at the conference, and volunteers will be available Saturday morning to guide runners to the shuttles. A signed waiver form will be required for participation.

Applied Probability

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. So, 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. Saturday, May 15 at 9:30 p.m./Lincolnshire, 6th Floor.

Speed Networking

What better place than an AAPOR Annual Conference to meet people in the survey industry who can give you tips and suggestions for future career opportunities? This might include getting pointers to improve your resumé or actually learning about job openings that would fit your skills and interests. You will have two opportunities during the conference to spend 10-15 minutes meeting representatives from various organizations and learning about the work they do and the possibilities of upcoming openings.

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AAPOR Committee Meetings

Wednesday, May 12

12:00 p.m. – 5:00 p.m.	AAPOR Executive Council Meeting	Avenue Ballroom, 4th Floor
------------------------	--	-------------------------------

Thursday, May 13

3:00 p.m. – 5:00 p.m.	Public Opinion Quarterly Advisory Board	Sheffield, 4th Floor
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Friday, May 14

7:00 a.m. – 8:00 a.m.	Academic Survey Research Organizations (ASRO)	McHenry, 3rd Floor
7:00 a.m. – 8:00 a.m.	AAPOR Membership Committee	DuPage, 3rd Floor
7:00 a.m. – 8:00 a.m.	National Network of State Polls (NNSP)	Kane, 3rd Floor
11:45 a.m. – 12:45 p.m.	JOS Editorial Meeting	Cook, 3rd Floor

Saturday, May 15

7:00 a.m. – 8:00 a.m.	Heritage Committee	Cook, 3rd Floor
7:00 a.m. – 8:00 a.m.	Academic Programs in Survey Methods	Kane, 3rd Floor
11:45 a.m. – 1:15 p.m.	Endowment Committee	Cook, 3rd Floor
11:45 a.m. – 1:15 p.m.	Chapter Representatives	Great America, 6th Floor
11:45 a.m. – 1:15 p.m.	Standards Committee	DuPage, 3rd Floor
11:45 a.m. – 1:15 p.m.	Education Committee	Kane, 3rd Floor
11:45 a.m. – 1:15 p.m.	Communications Committee	McHenry, 3rd Floor
11:45 a.m. – 1:15 p.m.	Multi Lingual Issues in Surveys	Lincolnshire 6th Floor

AAPOR Social Activities

Thursday, May 13

8:00 a.m. **Golf Outing, Harborside International**

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

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

Saturday, May 15

7:00 a.m. **Fun Run/Walk**

6:00 p.m. – 7:00 p.m. **President's Reception**

9:30 p.m. – 2:00 a.m. **Applied Probability**

Networking Opportunities

Speed Networking is back by popular demand.

Put your AAPOR Network to Work!

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

When:

Friday, May 14 3:15 p.m. – 4:15 p.m.

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

Where:

Halsted, 4th Floor

How:

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

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

Schedule of Events

Tuesday, May 11

8:00 a.m. – 10:00 a.m.	IJPOR Editorial Board Meeting
9:00 a.m. – 5:00 p.m.	WAPOR Council Meeting
10:00 a.m. – 5:00 p.m.	WAPOR Executive Council Meeting
4:00 p.m. – 6:00 p.m.	WAPOR Registration Desk Open
6:00 p.m. – 7:30 p.m.	WAPOR Welcome Reception

Wednesday, May 12

8:00 a.m. – 5:00 p.m.	WAPOR Registration Desk Open
9:30 a.m. – 11:30 a.m.	WAPOR Plenary Session
Noon – 1:30 p.m.	WAPOR Lunch
1:45 p.m. – 3:15 p.m.	WAPOR Concurrent Session A
2:30 p.m. – 6:00 p.m.	AAPOR Short Courses
3:15 p.m. – 3:45 p.m.	WAPOR Refreshment Break
3:45 p.m. – 5:15 p.m.	WAPOR Concurrent Session B
4:00 p.m. – 8:00 p.m.	AAPOR Registration Desk Open
6:00 p.m. – 7:00 p.m.	WAPOR Cocktails (Cash Bar)
7:00 p.m. – 9:00 p.m.	WAPOR Award Banquet

Thursday, May 13

7:00 a.m. – 5:00 p.m.	AAPOR Registration Desk Open
8:00 a.m. – Noon	WAPOR Registration Desk Open
8:00 a.m. – 1:00 p.m.	AAPOR Golf Outing
8:00 a.m. - 11:30 a.m.	AAPOR Short Courses
8:15 a.m. – 9:45 a.m.	WAPOR Concurrent Session C
9:45 a.m. – 10:15 a.m.	WAPOR Refreshment Break
10:15 a.m. – 11:45 a.m.	WAPOR Concurrent Session D
Noon – 1:30 p.m.	WAPOR Lunch
1:30 p.m. – 3:00 p.m.	AAPOR Concurrent Session A
2:00 p.m. – 3:00 p.m.	WAPOR Business Meeting
3:00 p.m. – 4:00 p.m.	AAPOR Refreshment Break in the Exhibit Hall
	AAPOR Meet the Author Session
	AAPOR Poster Session 1
3:00 p.m. – 5:30 p.m.	AAPOR Exhibit Hall and Book Exhibit Open
4:00 p.m. – 5:30 p.m.	AAPOR Concurrent Session B

Schedule of Events

Thursday, May 13 (continued)

6:00 p.m. – 7:00 p.m.	AAPOR New Member/All Chapter Reception
7:00 p.m. – 8:00 p.m.	AAPOR Dinner
8:00 p.m. – 9:30 p.m.	AAPOR Plenary Session
9:30 p.m. – 10:30 p.m.	AAPOR Dessert Reception

Friday, May 14

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

Saturday, May 15

6:30 a.m.	Fun Run/Walk Shuttle Departs
7:00 a.m.	Fun Run/Walk
7:00 a.m. – 8:00 a.m.	Continental Breakfast
7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings
7:00 a.m. – 2:30 p.m.	AAPOR Exhibit Hall and Book Exhibit Open
7:30 a.m. – 3:00 p.m.	AAPOR Registration Desk Open
8:00 a.m. – 9:30 a.m.	AAPOR Concurrent Session A
9:30 a.m. – 10:00 a.m.	AAPOR Refreshment Break
10:00 a.m. – 11:30 a.m.	AAPOR Concurrent Session B
11:45 a.m. – 1:15 p.m.	AAPOR Lunch
12:45 p.m. – 2:15 p.m.	AAPOR Speed Networking Session 2

Schedule of Events

Saturday, May 15 (continued)

1:15 p.m. – 2:15 p.m. AAPOR Dessert Reception in Exhibit Hall

AAPOR Book Sale

AAPOR Meet the Author Session

AAPOR Poster Session 3

2:15 p.m. – 3:45 p.m. AAPOR Concurrent Session C

4:00 p.m. – 5:30 p.m. AAPOR Membership & Business Meeting

6:00 p.m. – 7:00 p.m. AAPOR President's Reception

7:00 p.m. – 9:30 p.m. AAPOR Awards Banquet

9:30 p.m. – 2:00 a.m. AAPOR Applied Probability

Sunday, May 16

8:00 a.m. - 10:15 a.m. AAPOR Registration Desk Open

8:00 a.m. - 11:30 a.m. AAPOR Short Course 6

8:30 a.m. – 10:00 a.m. AAPOR Concurrent Session A

10:15 a.m. – 11:45 a.m. AAPOR Concurrent Session B

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.

Jennifer Boldry, *National Analysts*

Philip Brenner, *University of Michigan, Survey Research Center*

David Flores, *University of Nevada, Reno -*

The Grant Sawyer Center for Justice Studies

Colleen McClain, *Survey Sciences Group, L.L.C.*

Frank Samson, *University of Miami, Department of Sociology*

Lori Shelby, *George Mason University, School of Recreation, Health, and Tourism*

Casey Tesfaye, *American Institute of Physics*

Seymour Sudman Student Paper Award

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

WINNER: Courtney Kennedy, *University of Michigan*

Use of Cognitive Shortcuts in Landline and Cell Phone Surveys

HONORABLE MENTION: Jocelyn Landau, *Pennsylvania University*

Framing the News about Health: Effects of Controllability Attributions in the Media on Public Opinion and Health Policy Preferences

HONORABLE MENTION: Elizabeth Roodhouse, *Pennsylvania University*

Socialization via Selectivity: Generational Difference and the Effects of Partisan Media on Political Participation

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: Seymour Sudman, Norman M. Bradburn, Norbert Schwarz

Thinking About Answers: The Application of Cognitive Processes to Survey Methodology

(Jossey-Bass, San Francisco, CA, 1996)

Award Winners

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: ABC News and its international media partners for their work on Afghanistan and Iraq Polls: "Where Things Stand."

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

2009	Elizabeth Martin
2008	Kathleen Frankovic
2007	Harry O'Neill
2006	Norman H. Nie
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2004	Benjamin I. Page
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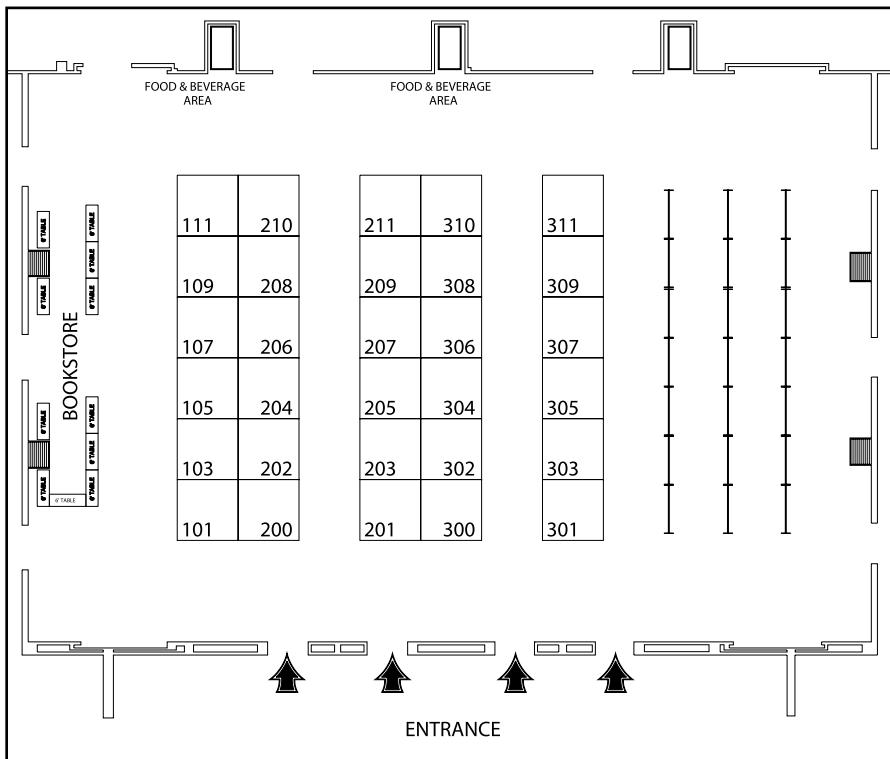
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Exhibit Hall



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

Day-at-a-Glance

Tuesday, May 11

Time	Event	Location
8:00 a.m. – 10:00 a.m.	IJPOR Editorial Board Meeting	Avenue Hotel
10:00 a.m. – 5:00 p.m.	WAPOR Council Meeting	Avenue Hotel
4:00 p.m. – 6:00 p.m.	WAPOR Registration Desk Open	Avenue Hotel
6:00 p.m. – 7:30 p.m.	WAPOR Welcome Reception	Avenue Hotel

Wednesday, May 12

8:00 a.m. – 5:00 p.m.	WAPOR Registration Desk Open	Avenue Hotel
9:30 a.m. – 11:30 a.m.	WAPOR Plenary Session	Avenue Hotel
Noon – 1:30 p.m.	WAPOR Lunch	Avenue Hotel
Noon – 5:00 p.m.	AAPOR Executive Council Meeting	Avenue Ballroom, 4th Floor
1:45 p.m. – 3:15 p.m.	WAPOR Concurrent Session A	Avenue Hotel
	Session 1: Elections Around the World	Grand Ave A
	Session 2: Multi Country Surveys	Grand Ave B
	Session 3: Methodology: Internet Surveys	Grand Ave C
	Session 4: Media and Public Opinion	Michigan Ave
2:30 p.m. – 6:00 p.m.	AAPOR Short Courses	Chicago Marriott Downtown
	Course 1: Weighting Survey Data – Advanced	Addison, 4th Floor
	Course 2: Multilingual, Multicultural & Multinational (3M) Survey Design Methods: Introductory	Clark, 4th Floor
3:15 p.m. – 3:45 p.m.	WAPOR Refreshment Break	Avenue Hotel
3:45 p.m. – 5:15 p.m.	WAPOR Concurrent Session B	Avenue Hotel
	Session 1: Democratic Values	Grand Ave A
	Session 2: Religion	Grand Ave B
	Session 3: Methodology: Selection, Weighting and Non-Response	Grand Ave C
	Session 4: Media Effects	Michigan Ave
4:00 p.m.– 8:00 p.m.	AAPOR Registration Desk Open	Chicago Marriott Downtown, 7th Floor Registration
6:00 p.m. – 7:00 p.m.	WAPOR Cocktails (Cash Bar)	Avenue Hotel
7:00 p.m. – 9:00 p.m.	WAPOR Award Banquet	Avenue Hotel

WAPOR Plenary Session

Wednesday, May 12 • 9:30 a.m. – 11:30 a.m.

The Challenges and Opportunities of Multi-Country and Comparative Research in the Commercial Sector

Location: Avenue Hotel

Moderator: Tom W. Smith, NORC

Presenters:

Marita Carballo, *Kantar*

Robert Manchin, *The Gallup Organization*

Vadim Volos, *Gfk Group*

Clifford Young, *Ipsos Public Affairs*

WAPOR Concurrent Session A

Wednesday, May 12 • 1:45 p.m. - 3:15 p.m.

Elections Around the World

Location: Grand Ave A

Chair: Allan L. McCutcheon, *University of Nebraska*

Brazilian Electoral Scenario in 2010:

Changes and Continuities in Post-Lula Brazilian Voting Behavior

Márcia C. Nuñes, *IBOPE Inteligência Pesquisa e Consultoria Ltda*

João F. Resende, *IBOPE Inteligência Pesquisa e Consultoria Ltda*

Malu Giani, *IBOPE Inteligência Pesquisa e Consultoria Ltda*

Explaining the 2010 British General Election

Mark Gill, *MORI Caribbean*

Robert Worcester, *Ipsos MORI*

"War and Peace" and Elections in Sri Lanka

Colin J. Irwin, *Institute of Irish Studies, University of Liverpool*

Pradeep Peiris, *Social Indicator, Centre for Policy Alternatives*

AII (Anti Incumbency Index): New Evidences and Examples From Around the Globe to Understand the Hypothesis and Quantification

Yashwant Deshmukh, *Cvoter Foundation*

WAPOR Concurrent Session A

Wednesday, May 12 • 1:45 p.m. – 3:15 p.m.

Multi-Country Surveys

Location: Grand Ave B

Chair: Tamas Bodor, *University of Wisconsin-Stevens Point*

From Theory to Practice:

Towards a Means of Measuring World Opinion

Frank L. Rusciano, *Rider University*

Michael Brogan, *Rider University*

Changes in Support for European Integration in Five Political Systems

Marijn van Klingerden, *University of Amsterdam (ASCoR)*

Hajo G. Boomgaarden, *University of Amsterdam (ASCoR)*

Claes H. de Vreese, *University of Amsterdam (ASCoR)*

Status of Women in the Middle East and North Africa (SWMENA): A Grassroots Research and Advocacy Approach

Rola Abdul-Latif, *IFES*

Lauren Serpe, *IFES*

Paranormal Beliefs in East Asia

Jibum Kim, *NORC*

Seokho Kim, *Sungkyunkwan University*

Hongjoon Yoo, *Sungkyunkwan University*

Methodology: Internet Surveys

Location: Grand Ave C

Chair: Ali Mokdad, *University of Washington*

How to Improve Response Rates to Web Surveys: Practical Guidance Based on Theory and Experimentation

Don A. Dillman, *Washington State University*

Morgan Millar, *Washington State University*

Benjamin L. Messer, *Washington State University*

WAPOR Concurrent Session A

Wednesday, May 12 • 1:45 p.m. – 3:15 p.m.

Non-Internet Households Who Were Given Internet Access to Participate in an Online Panel: Where Do They Go From There?

Annette C. Scherpenzeel, *CentERdata, Tilburg University*

Corrie Vis, *CentERdata*

Klaas De Vos, *CentERdata*

Jorna Leenheer, *CentERdata*

Kids' Life and Times: Using the Internet to Give Children a Voice

Katrina L. Lloyd, *Queen's University Belfast*

The Influence of Response Sets on the Results and Quality of Multivariate Analyses

Olaf Jandura, *Ludwig-Maximilians-Universität München*

Hans-Bernd Brosius, *Ludwig-Maximilians-Universität München*

Media and Public Opinion

Location: Michigan Ave

Chair: Joachim Bruess, *Intermedia*

Coverage of News Events Over Time

Stefan Geiss, *Johannes Gutenberg-Universität Mainz*

Need for Orientation, Media Use, and Agenda Melding

David H. Weaver, *School of Journalism, Indiana University*

Donald L. Shaw, *School of Journalism, University of North Carolina*

Bartosz Wojdynski, *School of Journalism, University of North Carolina*

Challenges in Spiral of Silence Research

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

Role of War Blogs During the Lebanese-Israeli War in 2006

Dr. Ibrahim Saleh, *The Arab European Media Observatory*

Short Course

Wednesday, May 12, 2010 • 2:30 p.m. – 6:00 p.m.

Course 1:

Weighting Survey Data — Advanced

Location: Addison, 4th Floor

Instructor: Karol Krotki, *Senior Research Statistician, RTI International*

Course 2:

Multilingual, Multicultural & Multinational (3M)

Survey Design Methods: Introductory

Location: Clark, 4th Floor

Instructors: Lars Lyberg, *Statistics Sweden, Stockholm, Sweden*

Peter Mohler, *Mannheim University, Germany*

Beth Ellen Pennell, *Survey Research Center,
University of Michigan, Ann Arbor, Michigan, USA*

WAPOR Concurrent Session B

Wednesday, May 12 • 3:45 p.m. – 5:15 p.m.

Democratic Values

Location: Grand Ave A

Chair: Yashwant Deshmukh, *Team Cvoter*

Rule of Law or Rule by Optimism?

The Case of the Andean Region

AnaLucía Cordova Cazar,

University of Nebraska-Lincoln, Gallup Research Center

Francisco Lopez Bermudez, ADA

René Bautista, *UNL - Gallup Research Center*

Lei Huang, *UNL - Gallup Research Center*

Allan L. McCutcheon, *UNL - Gallup Research Center*

Tarek Albaghali, *UNL - Gallup Research Center*

Support for Free Expression in Mexico:

A Nationwide Survey Compared With New U.S. Data

Robert Wyatt, *Middle Tennessee State University*

Jorge Rojas, *Independent Political Consultant*

Jason Reineke, *Middle Tennessee State University*

Ken Blake, *Middle Tennessee State University*

Albania 2009: Polling Challenges and Opportunities in Emerging Democracies

Zeljka Buturovic, *Zogby International*

Katherine Schwalbe, *Zogby International*

Grace Ren, *Zogby International*

Crime and Erosion of Democratic Values in Latin America:

Evidence From the Americas Barometer 2008 Surveys

Orlando J. Pérez, *Central Michigan University*

Giving the Citizenry a Greater Voice in Government

Steven Kull, *Program on International Policy Attitudes,*

University of Maryland

WAPOR Concurrent Session B

Wednesday, May 12 • 3:45 p.m. – 5:15 p.m.

Religion

Location: Grand Ave B
Chair: Jibum Kim, NORC

Religious Change Around the World

Tom W. Smith, NORC

Religious Commitment and Extremist Political Views in Nigeria

Neha Sahgal, Pew Research Center
Kathleen Holzwart Sprehe, Pew Research Center

The “Sufi-Sunnis”: Measuring Islamic Affiliation in Sub-Saharan Africa

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

A Measure of Religiosity Applicable to All Faiths

Jon D. Miller, Michigan State University
Ronald Inglehart, University of Michigan

Clashing Civilizations and the “Faith Factor”:

The Influence of Religion on Anti-American Sentiment in Western Europe in the Post-9/11 Period

Erin Carriere-Kretschmer, Pew Research Center
Jody C. Baumgartner, East Carolina University

Methodology: Selection, Weighting and Non-Response

Location: Grand Ave C
Chair: Muzammil Hussain, University of Washington

Investigating the Errors that Occur With Within-Unit Respondent Selection

Paul J. Lavrakas, *Independent Consultant*
Trevor N. Tompson, *The Associated Press*
Robert G. Benford, *GfK Custom Research NA*
Christopher J. Fleury, *GfK Roper Public Affairs & Media*

WAPOR Concurrent Session B

Wednesday, May 12 • 3:45 p.m. – 5:15 p.m.

Weighing the Options: Are There Substantial Benefits to Weighting to the Number of Potential Respondents in a Household?

Mark W. Andrews, *Survey Consultant*

Optimizing Samples for Media Consumption in Sub-Saharan Africa

Mark W. Andrews, *Survey Consultant*

The Mahalanobis Distance as a Pre-Election Poll Accuracy Measure

Stefanos Dris, *CERN and N.T.U. Athens*

Media Effect

Location: Michigan Ave

Chair: David H. Weaver

Managing Media and Political Opportunities at Home and Abroad: A Case Study of Mexican Americans

Andrea E. Hickerson, *Rochester Institute of Technology*

Cultivation and the Spiral of Silence: Theoretical and Empirical Intersections and Their Implications for Public Opinion Research

James Shanahan, *Boston University*

Dietram Scheufele, *University of Wisconsin – Madison*

Social Networks, Community Interaction, and Civic Participation of United States Immigrants

Wenlin Liu, *Department of Communication, University of Washington*

The Differential Role of Personal Contact for Generalized Perceived Threats Towards Muslims and Immigrants

Anouk van Drunen, *University of Amsterdam*

Hajo Boomgaarden, *University of Amsterdam*

Rens Vliegenthart, *University of Amsterdam*

Claes H. de Vreese, *University of Amsterdam*

Notes

Notes

Day-at-a-Glance

Thursday, May 13

Time	Event	Location
7:00 a.m. – 5:00 p.m.	AAPOR Registration Desk Open	7th Floor Registration
8:00 a.m. – Noon	WAPOR Registration Desk Open	Avenue Hotel, 2nd Floor
8:00 a.m. – 1:00 p.m.	AAPOR Golf Outing Harborside	
8:00 a.m. - 11:30 a.m.	AAPOR Short Courses	Chicago Marriott Downtown
	Course 3: Multilingual, Multicultural & Multinational (3M) Survey Design Methods: Applied	Addison, 4th Floor
	Course 4: The Benefits & Challenges of Address Based Sampling Designs	Clark, 4th Floor
	Course 5: Multilevel Analysis	Avenue Ballroom, 4th Floor
8:15 a.m. – 9:45 a.m.	WAPOR Concurrent Session C	Avenue Hotel
	Session 1: Trust and Society	Grand Ave A
	Session 2: Survey Research: Past, Present and Future	Grand Ave B
	Session 3: Methodology: Survey Response	Grand Ave C
	Session 4: Public Opinion Around the World	Michigan Ave
9:45 a.m. – 10:15 a.m.	WAPOR Refreshment Break	Avenue Hotel
10:15 a.m. – 11:45 a.m.	WAPOR Concurrent Session D	Avenue Hotel
	Session 1: Comparative Research	Grand Ave A
	Session 2: Election Polling	Grand Ave B
	Session 3: Challenges in Survey Methodology	Grand Ave C
	Session 4: New Media and Media Use	Michigan Ave
Noon – 1:30 p.m.	WAPOR Lunch	Avenue Hotel
1:30 p.m. – 3:00 p.m.	AAPOR Concurrent Session A	Chicago Marriott Downtown
	Session 1: Assessing Public Opinion in War Zones	Grand Ballroom Salon 1, 7th Floor
	Session 2: Lessons From Multilingual Cognitive Interviews	Indiana, 6th Floor

Day-at-a-Glance

Thursday, May 13

Time	Event	Location
1:30 p.m. – 3:00 p.m.	AAPOR Concurrent Session A (cotinued)	Chicago Marriott Downtown
	Session 3: Challenges of Including Cell Phone Households in Cross-National RDD Surveys	Northwestern, 6th Floor
	Session 4: Cross-National Research on Public Opinion	Denver, 5th Floor
	Session 5: Election Poll Forecasting & Methodological Considerations	Los Angeles, 5th Floor
	Session 6: Address Based Sampling Issues & Challenges	Addison, 4th Floor
	Session 7: Should Respondents Be Offered a Choice, No Choice or Their Preferred Survey Mode?	Clark, 4th Floor
	Session 8: Methodological Briefs: Improving Survey Questions & Response Options	Avenue Ballroom, 4th Floor
2:00 p.m. – 3:00 p.m.	WAPOR Business Meeting	Avenue Hotel
3:00 p.m. – 4:00 p.m.	AAPOR Refreshment Break in the Exhibit Hall	Chicago Ballroom, 5th Floor
	AAPOR Meet the Author Session Session 1: John Kennedy Diane O'Rourke David Moore Andy Peytchev Meet the Editors of <i>Survey Practice</i> (http://surveypractice.org)	Chicago Ballroom, 5th Floor
	Session 2: Richard Sobel Peter Furia Bethany Barrett Public Opinion and International Intervention: Lessons From the Iraq War (Potomac Books Inc., 2010)	
	AAPOR Poster Session 1	Chicago Ballroom, 5th Floor
3:00p.m. – 5:00 p.m.	Public Opinion Quarterly Advisory Board Meeting	Sheffield, 4th Floor

Day-at-a-Glance

Thursday, May 13

Time	Event	Location
3:00 p.m. – 5:30 p.m.	AAPOR Exhibit Hall and Book Exhibit Open	Chicago Ballroom, 5th Floor
4:00 p.m. – 5:30 p.m.	AAPOR Concurrent Session B	
	Session 1: AAPOR Task Force Report on Surveying Cell Phones in the U.S.	Grand Ballroom Salon 1, 7th Floor
	Session 2: Cross-National Attitudes & Beliefs	Indiana, 6th Floor
	Session 3: Changing Attitudes and the Intensity of Public Opinion	Northwestern, 6th Floor
	Session 4: Political Knowledge and Attitudes	Denver, 5th Floor
	Session 5: Effect of Religion on Other Social & Political Attitudes	Los Angeles, 5th Floor
	Session 6: Identifying & Correcting Non-Response Bias	Addison, 4th Floor
	Session 7: Improving Questionnaire Design	Clark, 4th Floor
	Session 8: Methodological Briefs: Cell Phones, Internet Surveys and Response Rates	Avenue Ballroom, 4th Floor
6:00 p.m. – 7:00 p.m.	AAPOR New Member/ All Chapter Reception	Grand Ballroom Foyer, 7th Floor
7:00 p.m. – 8:00 p.m.	AAPOR Dinner	Grand Ballroom, 7th Floor
8:00 p.m. – 9:30 p.m.	AAPOR Plenary Session	Grand Ballroom, 7th Floor
9:30 p.m. – 10:30 p.m.	AAPOR Dessert Reception	Grand Ballroom Foyer

Short Courses

Thursday, May 13 • 8:00 a.m. – 11:30 a.m.

Course 3:

Multilingual, Multicultural & Multinational (3M) Survey Design Methods: Applied

Location: Addison, 4th Floor

Instructors: Brad Edwards, *Westat*

Janet Harkness, *University of Nebraska-Lincoln, USA*

Course 4:

The Benefits & Challenges of Address Based Sampling Designs

Location: Clark, 4th Floor

Instructors: David Dutwin, *SSRS/Social Science Research Solutions*
Michael Link, *The Nielsen Company*

Course 5:

Multilevel Analysis

Location: Avenue Ballroom, 4th Floor

Instructor: Joop Hox, *Utrecht University, The Netherlands*

WAPOR Concurrent Session C

Thursday, May 13 • 8:15 a.m. – 9:45 a.m.

Trust and Society

Location: Grand Ave A

Chair: Mark Gill, *MORI Caribbean*

A Comparison of Women's Perceptions of Their Rights in Common Practice in Northern Sudan and Egypt

Eric Chappell, *D3 Systems*

Brittany Shanks, *D3 Systems*

Trust in Justice and the Legitimacy of Legal Authorities: Pilot Data From a Major Study of European Public Opinion

Jonathan Jackson, *London School of Economics*

Mike Hough, *Kings College London*

Stephen Farrall, *University of Sheffield*

Methodological Problems With Surveying Trust

Susanne Lundasen, *Ersta Sköndal University College*

Trust in Scientists: The Role of Media in Establishing Trust in Sources of Information About Nanotechnology

Ashley A. Anderson, *University of Wisconsin-Madison*

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

Dominique Brossard, *University of Wisconsin-Madison*

Survey Research: Past, Present and Future

Location: Grand Ave B

Chair: Dr. Ibrahim Saleh, *University of Cape Town*

Does Familiarity Breed Contempt? Measuring and Comparing Survey Attitude Among New and Repeat Respondents Cross-Culturally

Edith D. de Leeuw, *Utrecht University*

Stability and Reliability in the General Social Survey Panel, 2006-2008

Tom W. Smith, *NORC*

WAPOR Concurrent Session C

Thursday, May 13 • 8:15 a.m. – 9:45 a.m.

Time to Go Beyond Demography in Reporting Public Opinion

Hans Zetterberg, *ValueScope AB*

Methodology: Survey Response

Location: Grand Ave C

Chair: Andrea E. Hickerson, *Rochester Institute of Technology*

Cultural Values and Survey Response Style

Timothy Johnson, *Survey Research Laboratory*

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

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

Young I. Cho, *University of Illinois at Chicago Survey Research Laboratory*

Noel Chavez, *University of Illinois at Chicago*

Saul Weiner, *University of Illinois at Chicago*

Kelly Mazarno, *University of Illinois at Chicago Survey Research Laboratory*

Branching Out: A Comparison of Branching Response Formats with Single Response Formats

Randall K. Thomas, *ICF International*

William B. Higgins, *ICF International*

Freelancers vs. Employees: Interviewer Employment

Type and Data Quality on the Spanish Survey of

Household Finances

Sarah M. Hughes, *NORC*

Pseudo-Opinions in Arts-Affairs: Prevalence and Social

Determinants in Mail and Questionnaire Surveys

Karl-Heinz Reuband, *University of Duesseldorf- Soziologie II*

WAPOR Concurrent Session C

Thursday, May 13 • 8:15 a.m. – 9:45 a.m.

Public Opinion Around the World

Location: Michigan Ave

Chair: Thomas Roessing, *Johannes Gutenberg-Universitat Mainz*

Public Evaluation on the Leadership Performance of the United States and China in East Asia

Lei Huang, *SRAM, University of Nebraska-Lincoln*

René Bautista, *SRAM, University of Nebraska-Lincoln*

Allan McCutcheon, *SRAM, University of Nebraska-Lincoln*

AnaLucía Cordova Cazar, *SRAM, University of Nebraska-Lincoln*

Tarek Albaghali, *SRAM, University of Nebraska Lincoln*

A Survey of Iranians: Attitudes Toward the U.S. and Internal Political Issues

Sara B. Elson, *RAND Corporation*

Alireza Nader, *RAND Corporation*

The Impact of Military Operations on Afghan Optimism

Karl G. Feld, *D3 Systems*

Anne Pessala, *D3 Systems*

John Richardson, *D3 Systems*

Brianna Augenreich, *D3 Systems*

Gender, Policy, and Public Opinion in Syria and Lebanon

John D. Willingham, *D3 Systems*

WAPOR Concurrent Session D

Thursday, May 13 • 10:15 a.m. – 11:45 a.m.

Comparative Research

Location: Grand Ave A

Chair: Roberta Fiske-Rusciano, *Rider University*

Measuring Economic Performance and Social Progress

Miguel E. Basáñez, *Cultural Change Institute,
Fletcher School, Tufts University*

What Should Congress Members Do?

Using Survey Embedded Experiments to Study Citizens' Clientelistic Expectations in Mexico

Pablo Paras, *Data - OPM*

Mapping EU Attitudes: Conceptual Considerations and Empirical Evidence

Hajo G. Boomgarden, *Amsterdam School of Communications Research*

Andreas R. Schuck, *Amsterdam School of Communications Research*

Matthijs Elenbaas, *Amsterdam School of Communications Research*

Claes H. de Vreese, *Amsterdam School of Communications Research*

Beliefs and Misbeliefs About the Causes and Treatment of HIV/ AIDS in Sub-Saharan Africa

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

Robert Tortora, *The Gallup Organization Ltd*

Election Polling

Location: Grand Ave B

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

The Role of Exit-Polls During Elections in Ukraine, 1998-2010

Vladimir I. Paniotto, *Kiev International Institute of Sociology*

Natalia N. Kharchenko, *Kiev International Institute of Sociology*

The 2004 U.S. Exit Poll Controversy Revisited: Why Were Bush Voters Reluctant to Participate in the Exit Polls?

Tamas Bodor, *University of Wisconsin-Stevens Point*

WAPOR Concurrent Session D

Thursday, May 13 • 10:15 a.m. – 11:45 a.m.

Should We Use Recall of Previous Vote(s) to Weight Electoral Polls?

Claire Durand, *Universite de Montréal*

Isabelle Valois, *Universite de Montréal*

Mélanie Deslauriers, *Universite de Montréal*

Once in a Lifetime Voters? “Defining Moments” and Their Impact on Electoral Turn-Out

Colin McIlheney, *Price Waterhouse Coopers*

The Unpredictability of Pundits and Predictable Elections:

Using Public Opinion to Predict Political Disputes

Clifford A. Young, *Ipsos Public Affairs*

Challenges in Survey Methodology

Location: Grand Ave C

Chair: Harm't Hart

Implementing Real-Time Surveys in Developing Countries: Lessons From a Cross-National Health Opinion Survey in Five Developing Countries

Kana Fuse, *Institute for Health Metrics and Evaluation*

Ali Mokdad, *Institute for Health Metrics and Evaluation*

Emmanuela Gakidou, *Institute for Health Metrics and Evaluation*

Andrew Dyer, *ICF Macro*

Geoffrey Halsted, *ICF Macro*

Privacy and Confidentiality Concerns of Respondents Who May Have Been Counted Twice in the Census

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

Anissa Sorokin, *U.S. Census Bureau*

WAPOR Concurrent Session D

Thursday, May 13 • 10:15 a.m. – 11:45 a.m.

Assessing Asian-Language Translated Questions About Self-

Reported Racial/Ethnic Discrimination in a Health Survey

Martha S. Kudela, *Westat*

Kerry Levin, *Westat*

Jocelyn Newsome, *Westat*

Salma Shariff-Marco, *National Cancer Institute*

Nancy Breen, *National Cancer Institute*

Gordon Willis, *National Cancer Institute*

Using Satellite Images for Urban Sampling:

The Case of Luanda, Angola

Mark W. Andrews, *Survey Consultant*

New Media and Media Use

Location: Michigan Ave

Chair: AnaLucia Cordova Cazar, University of Nebraska-Lincoln, SRAM

How Do Country Contexts Influence Media Use?

Joachim Bruess, *InterMedia*

An Analysis of the Impact of Traditional News and New Media on the Knowledge of Current Events

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

Digital Literacy and the Gender Divide in Online Information Consumption: User-Sophistication and Susceptibility to Information-Overload

Muzammil Hussain, *University of Washington*

Should I Support the Internet Censorship in China? Toward an Integrative Framework of the Theory of Reasoned Action, the Third-Person Perception, the Authoritarianism Personality, and the Unique Characteristics in China

Guangchao Feng, *Hong Kong Baptist University*

AAPOR Concurrent Session A

Thursday, May 13 • 1:30 p.m. – 3:00 p.m.

Address Based Sampling Issues & Challenges

Location: Addison, 4th Floor

Chair: Anh Thu Burks, *The Nielsen Company*

Investigating Lister Error Associated With Units Added in Dependent Area Listing

Aliza Kwiat, *U.S. Census Bureau*

Your Home Was Specially Selected:

Using Address-Based Sampling as a Recruitment Technique

Justin T. Bailey, *The Nielsen Company*

Gretchen Grabowski, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Non-Response Bias:

Recent Findings From Address-Based Panel

Joe Garrett, *Knowledge Networks*

J. Michael Dennis, *Knowledge Networks*

Charles DiSogra, *Knowledge Networks*

Address-Based Sampling Design and Coverage Rate:

The Case of REACH U.S.

Kanru Xia, *NORC*

Kari Carris, *NORC*

Whitney Murphy, *NORC*

Hee-Choon Shin, *NORC*

Undercoverage Error in List-Assisted RDD Surveys:

Evaluation and Adjustment

Burton Levine, *RTI International*

AAPOR Concurrent Session A

Thursday, May 13 • 1:30 p.m. – 3:00 p.m.

Assessing Public Opinion in War Zones

Location: Grand Ballroom Salon I, 7th Floor

Chair: Barbara Bardes, *University of Cincinnati*

Discussant: Bruce Sherman, *Broadcasting Board of Governors*

Afghanistan: Where Things Stand

Gary Langer, *ABC News*

Matthew Warshaw, *D3 Systems and Afghan Center for Socio-Economic and Opinion Research*

Challenges of Including Cell Phone Households in Cross-National RDD Surveys

Location: Northwestern, 6th Floor

Chair: Anna Fleeman, *Arbitron*

Discussant: Allan McCutcheon, *University of Nebraska – Lincoln*

A Review of Developments and Associated Challenges With the Inclusion of Cell Phone Households in Cross National RDD Surveys

Robert Manchin, *Gallup Europe*

Bob Tortora, *Gallup London*

Rajesh Srinivasan, *Gallup Organization*

Femke De Keulenaer, *Gallup Europe*

Gergely Hideg, *Gallup Hungary*

Marek Fuchs, *Institut für Soziologie Technische Universität Darmstadt*

Vasja Vehovar, *University of Ljubljana*

Allan McCutcheon, *UNL*

Sharing of Mobile Phones – Consequences for Sampling and Weighting

Marek Fuchs, *Darmstadt University of Technology*

Britta Busse, *Darmstadt University of Technology*

Differential Call Scheduling in Dual Frame Telephone Surveys: Should We Be Concerned About “Timing Effects”?

Femke De Keulenaer, *Gallup Europe*

Robert Manchin, *Gallup Europe*

AAPOR Concurrent Session A

Thursday, May 13 • 1:30 p.m. – 3:00 p.m.

Study of the Dynamics Of Cell-Phone Ownership and Usage Patterns and its Application to the Design of Dual-Frame Methods

Rajesh Srinivasan, *Gallup*

Manas Chattopadhyay, *Gallup*

Steve Hanway, *Gallup*

Cross-National Research on Public Opinion

Location: Denver, 5th Floor

Chair: Carolina Gutierrez, *Henry J. Kaiser Family Foundation*

Latent Support for Sub-National Military Groups in Pakistan

Tarek Albaghali, *University of Nebraska*

Lei Huang, *University of Nebraska*

Ana Lucia Cordova Cazar, *University of Nebraska*

Allan McCutcheon, *University of Nebraska*

Rene Bautista, *University of Nebraska*

Inequality of National Exam and Participation in Higher Education in China — Results From a Pilot Online

Deliberative Poll

Rui Wang, *Stanford University*

Alice Siu, *Stanford University*

Qianfan Zhang, *Peking University*

Xiaobo Mou, *Peking University*

Mai Cheng, *Peking University*

The Life Opportunities Survey, Office for National Statistics UK

Tom Howe, *Office for National Statistics*

Attitude Factors in the Search for Israeli-Palestinian Peace

Alvin Richman, *Retired*

(former senior opinion analyst in U.S. State Department)

Acceptance of GPS Technology in the Diverse

Environment of Jerusalem, Israel

Julie L. Paasche, *NuStats*

AAPOR Concurrent Session A

Thursday, May 13 • 1:30 p.m. – 3:00 p.m.

Election Poll Forecasting & Methodological Considerations

Location: Los Angeles, 5th Floor

Chair: Bradley Parsell, NORC

Forecasting Elections: Voting Intentions vs. Expectations

David Rothschild, *University of Pennsylvania's Wharton School of Business*

Weight a Little and See if Things Change: The Impact of Weighting Public Opinion Data by Party Registration

Andrew E. Smith, *UNH Survey Center*

David W. Moore, *UNH Carsey Institute*

Why Do Polls Go Wrong Sometimes?

Claire Durand, *Universite de Montreal*

Martial Foucault, *Universite de Montreal*

John Goyder, *University of Waterloo*

Mélanie Deslauriers, *Universite de Montreal*

Statistical Properties of Internet and Telephone Polls in the 2008 U.S. Elections

Douglas Rivers, *Stanford University*

A Synthesis and Analysis of Economic, Stability, and Opinion Indicators as Predictors of Electoral Outcomes With Particular Attention to State-Level Elections.

Chris Wilson, *Wilson Research Strategies*

Bryon Allen, *Wilson Research Strategies*

AAPOR Concurrent Session A

Thursday, May 13 • 1:30 p.m. – 3:00 p.m.

Lessons From Multilingual Cognitive Interviews

Location: Indiana, 6th Floor

Chair: Joe Murphy, *RTI International*

Discussant: Robert Belli, *University of Nebraska-Lincoln*

Strategies for Choosing the Number and Nationality of Spanish-Speaking Immigrant Respondents for Cognitive Testing Studies in the United States

Patricia L. Goerman, *U.S. Census Bureau*

Respondent Recruitment, Interviewing, and Training: Lessons Learned From a Spanish Language Cognitive Interviewing Project

M. Mandy Sha, *RTI International*

Georgina McAvinchey, *RTI International*

Leticia Reed, *RTI International*

Sonia Rodriguez, *RTI International*

George R. Carter, III, *U.S. Census Bureau*

Comprehension Probes in Multilingual Cognitive Interviews

Virginia Y. Wake, *Statistical Research Division, U.S. Census Bureau*

How Hispanics Rate Their Health Status:

Evidence From Cognitive Interviews

Alisu Schoua-Glusberg, *Research Support Services*

Marjorie Hinsdale-Shouse, *RTI International*

Methodological Briefs:

Improving Survey Questions and Response Options

Location: Avenue Ballroom, 4th Floor

Chair: Lisa Carley-Baxter, *RTI International*

Are Cognitive Testing Results Reliable?

An Empirical Investigation

Gordon B. Willis, *National Cancer Institute*

AAPOR Concurrent Session A

Thursday, May 13 • 1:30 p.m. – 3:00 p.m.

An Experiment in Measuring Health Insurance Status and Type

Dianne Rucinski, *Institute for Health Research and Policy*
Kelly Daley, *Abt SRBI*
Julie Pacer, *Abt SRBI*

A New Method for Evaluating the Propensity to Guess in Political Knowledge Quizzes

Nick Allum, *University of Essex*
Patrick Sturgis, *University of Southampton*
Patten Smith, *Ipsos-MORI*

Illuminating Optimal Survey Response Using Follow-Up Questions

Linda K. Owens, *Survey Research Laboratory, University of Illinois, Chicago*
Sowmya Anand, *Survey Research Lab, University of Illinois*

Forced-Choice vs. Yes-No Questions: Data Quality and Administrative Effort

Sowmya Anand, *Survey Research Laboratory, University of Illinois*
Linda K. Owens, *Survey Research Laboratory, University of Illinois*
Jennifer A. Parsons, *Survey Research Laboratory, University of Illinois*

Grappling With Grids: How Does Question Format Affect Data Quality and Respondent Engagement?

Jene Grandmont, *MarketVision Research*
Bob Graff, *MarketVision Research*
Lynn Goetzinger, *MarketVision Research*
Kara Dorbecker, *MarketVision Research*

Effects of Gender-of-Voice on Reports of Sensitive Behaviors: Findings From the ACASI Module of the Midwest Young Adult Study

Jessica Price, *University of Wisconsin Survey Center*
Jennifer Dykema, *University of Wisconsin Survey Center*
Kerryann DiLoreto, *University of Wisconsin Survey Center*

AAPOR Concurrent Session A

Thursday, May 13 • 1:30 p.m. – 3:00 p.m.

Should Respondents Be Offered a Choice, No Choice, or Their Preferred Survey Mode?

Location: Clark, 4th Floor

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

Discussant: Deborah H. Griffin, *U.S. Census Bureau*

Does Giving People Their Preferred Survey Mode Actually Increase Survey Participation Rates?

Kristen Olson, *University of Nebraska-Lincoln*

Heather Wood, *University of Nebraska-Lincoln*

Jolene Smyth, *University of Nebraska-Lincoln*

Improving Response to Mail and Web Mixed-Mode Surveys: The Effects of Offering Choice on Survey Response

Morgan M. Millar, *Washington State University*

Don A. Dillman, *Washington State University*

Incorporating a Web Option in a Two-Phase Mail Survey

Pat D. Brick, *Westat*

David Cantor, *Westat*

Daifeng Han, *Westat*

Maribel Aponte, *Department of Veterans Affairs*

Does Providing a Choice of Survey Modes Influence Response?

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

Lydia Newton, *Survey Research Center*

Danny Yang, *Survey Research Center*

AAPOR Poster Session - I

Thursday, May 13 • 3:00 p.m. – 4:00 p.m.

Poster Session - 1

Location: Exhibit Hall, Chicago Ballroom, 5th Floor

- 1. Participation or Communication? Political Activity in the Internet Age**
Lindsay H. Hoffman, *University of Delaware*
Marie Hong, *University of Delaware*
Courtney Long, *University of Delaware*

- 2. Modeling State Differences in Response Rates in RDD Surveys: An Analysis of Seven Years of BRFSS Response Rates**
David R. Johnson, *Pennsylvania State University*
Kurt D. Johnson, *Survey Research Center*
Breandan Jennings, *The Pennsylvania State University*

- 3. Investigating Data Falsification: Modes of Detection and Causes of Suspicion**
Elizabeth L. Love, *U.S. Census Bureau*

- 4. Tracing Young Adults for a Telephone/Web Survey**
Benjamin T. Phillips,
Steinhardt Social Research Institute, Brandeis University

- 5. Correlation of Roster Probes and Population Complexity**
Celeste Stone, *U.S. Census Bureau, Decennial Statistical Studies Division*
Kyra Linse, *U.S. Census Bureau*

- 6. Impact of Interviewer and Respondent Verbal Behaviors on Data Quality in Different Interviewing Techniques**
Ipek Bilgen, *University of Nebraska-Lincoln*
Robert F. Belli, *University of Nebraska-Lincoln*

- 7. Creating a Self-Administered Event History Calendar**
Megan Zander Cotugno, *RAND Corporation*

AAPOR Poster Session - 1

Thursday, May 13 • 3:00 p.m. – 4:00 p.m.

- 8. Parent Proxy and Adolescent Self-Report: Parental Judgment of Adolescent Knowledge and Perceptions of Disease, Treatment, and Medical Care**
Laurie Fishman, *Harvard Medical School/Children's Hospital Boston*
Sonja Ziniel, *Harvard Medical School/Children's Hospital*
Sarah Krathwohl, *Children's Hospital Boston*
Janis Arnold, *Children's Hospital Boston*
- 9. A Comparison of Web and Mail Survey Respondents Within a Mixed Mode National Survey**
Eunjung Shin, *UIC*
Timothy P. Johnson, *UIC*
Kumar Rao, *Gallup*
- 10. Question Wording and Support for a Health Insurance Public Option**
Alan Reifman, *Texas Tech University*
- 11. Exploring Race and Hispanic Origin Questions With Multiracial Individuals: Diverse Responses From a Diverse Population**
Rodney L. Terry, *U.S. Census Bureau*
Jennifer H. Childs, *U.S. Census Bureau*
- 12. ¿Habla Español? Impact of Offering a Bilingual Option in a Mail Survey of Linguistically Isolated Areas**
Andrew Zukerberg, *National Center for Education Statistics*
Daifeng Han, *Westat*
- 13. “¿Podemos Comenzar La Entrevista Ahora?/ May We Begin The Interview Now?” Conducting Survey Research With Bilingual Interviewers and Respondents**
Nicole Tate, *RTI International*
Natasha Janson, *RTI International*
- 14. No, No Cash Rent**
Julie Parker, *US Census Bureau*

AAPOR Poster Session - I

Thursday, May 13 • 3:00 p.m. – 4:00 p.m.

15. Racial and Ethnic Differences in On-Schedule Mammography Screening: Results From the Behavioral Risk Factor Surveillance System
Michelle L. Rogers, *Brown University*
Melissa A. Clark, *Brown University*
William Rakowski, *Brown University*
Crystal D. Linkletter, *Brown University*
16. Polling the Poll Workers: Examining the Role of Election Day Workers in 2008
Stephen T. Mockabee, *University of Cincinnati*
Quin Monson, *Brigham Young University*
Kelly Patterson, *Brigham Young University*
Lisa Argyle, *University of California, Santa Barbara*
17. Evaluating the Effectiveness of Using an Additional Mailing Piece in the American Community Survey
Jennifer G. Tancreto, *U.S. Census Bureau*
18. Relationships Among Social Science Teachers' Demographic Characteristics, Demographic Characteristics of Their Respective Schools, and Teachers' Opinions and Behaviors as Related to Field Trips: A Case of Ohio
Anastasia Mirzoyants, *The University of Toledo Urban Affairs Center*
Dwight Haase, *The University of Toledo Urban Affairs Center*
19. Concurring Opinions: An Examination of Differences Among Believers in Climate Change
Christopher P. Borick, *Muhlenberg College Institute of Public Opinion*
Barry G. Rabe, *University of Michigan*
20. Effects of Personalization, Length, and Choice of Mode on Cooperation Rates for Mixed Mode Recontact Surveys
Darby Steiger, *The Gallup Organization*
Manas Chattopadhyay, *Gallup*
Dawn Royal, *Gallup*

AAPOR Poster Session - 1

Thursday, May 13 • 3:00 p.m. – 4:00 p.m.

- 21. Sampling by Professional Referral: Lessons Learned From Asking Physicians to Recruit Patients in Two Health Surveys**
Sean O. Hogan, *RTI-International*
Michael Power, *American College of Obstetricians & Gynecologists*
Jay Schulkin, *American College of Obstetricians & Gynecologists*
John D. Loft, *RTI International*
- 22. Google Public Data: A Tool to Search for and Visualize Official Statistics**
Mario Callegaro, *Google*
Ola Rosling, *Google*
Jurgen Schwarzler, *Google*
- 23. Mixed Mode Data Collection Methods in the American Community Survey**
Deborah H. Griffin, *U.S. Census Bureau*
Todd R. Hughes, *U.S. Census Bureau*
- 24. New Developments in Privacy for Online Research**
Peter Milla, *Independent Consultant*
- 25. Exploring Visual Effects in Mail Survey Materials on the Quality of Survey Data**
Teresa (Ye) Jin, *The Nielsen Company*
Lorelle Vanno, *The Nielsen Company*
Jennie Lai, *The Nielsen Company*
Michael W. Link, *The Nielsen Company*
Charles D. Shuttles, *The Nielsen Company*
- 26. Exploring Visual Enhancements on a Mail Survey of Physicians**
Emily McFarlane Geisen, *RTI International*
Joseph Murphy, *RTI International*
Jessica Severance, *RTI International*
Murrey G. Olmsted, *RTI International*

AAPOR Poster Session - I

Thursday, May 13 • 3:00 p.m. – 4:00 p.m.

- 27. Mandatory Reporting of Child Maltreatment: A Technique for Risk Assessment and Data Review**

Stacey Weger, *RTI International*

Amy Hendershott, *RTI International*

Gina Kilpatrick, *RTI International*

- 28. Self vs. Spouse's Report of Alcohol Consumption: An Evaluation of Proxy Reports of Spousal Drinking Behavior**

Young I. Cho,

Survey Research Laboratory, University of Illinois at Chicago

Richard W. Wilsnack,

University of North Dakota, School of Medicine & Health Sciences

Sharon C. Wilsnack,

University of North Dakota, School of Medicine & Health Sciences

Arlinda F. Kristjanson,

University of North Dakota, School of Medicine & Health Sciences

Perry Benson,

University of North Dakota, School of Medicine & Health Sciences

Timothy P. Johnson,

Survey Research Laboratory, University of Illinois at Chicago

- 29. A Management Model for Continuous Data Collection: Reflections From the National Survey of Family Growth, 2006-2010**

Nicole Kirgis, *University of Michigan, Institute for Social Research*

Jim Lepkowski, *University of Michigan, Institute for Social Research*

- 30. Using the Generic Ballot to Predict Seat Change in Mid-Term Elections**

Jeffrey M. Jones, *The Gallup Poll*

- 31. The Theory and Evaluation of Anchoring Effect in Visually Administered Extremely Long Response Lists**

Kumar Rao, *Gallup Inc.*

AAPOR Poster Session - 1

Thursday, May 13 • 3:00 p.m. – 4:00 p.m.

**32. The Effectiveness of Stratification by Cellular Switch Points:
The Minnesota Experience**

David Dutwin, *Social Science Research Solutions*
Kathleen Call, *University of Minnesota*
Susan Sherr, *SSRS*

**33. Surveying a Unique Population: The 2009 National Survey of
African American Churches**

Sara Bausch, *ICF MACRO*
Matt Denker, *ICF MACRO*

**34. A Moving Target: The Effect of Changing Respondents in a
Panel Survey of Households**

Kate E. Bachtell, *NORC at the University of Chicago*
Beth Fisher, *NORC at the University of Chicago*
Ned English, *NORC at the University of Chicago*
Catherine Haggerty, *NORC at the University of Chicago*

**35. How Valid Are Cross-Cultural Differences in Sexual Behaviors
and Sexually Transmitted Diseases? Using Cognitive Interviews
to Examine Odd Data Patterns**

Alisu Schoua-Glusberg, *Research Support Services*
Heather Ridolfo, *National Center for Health Statistics*

36. Surveys of Older Adults in the US: Technology Matters

Kelly Quinn, *University of Illinois at Chicago*

**37. Minimizing Fieldwork Costs in National Random
Door-to-Door Surveys**

Andrew I. Zelin, *Ipsos MORI*

38. The Continuous National Survey of Family Growth: 1st Data

Jo Jones, *National Center for Health Statistics*

AAPOR Concurrent Session B

Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.

AAPOR Task Force Report on Surveying Cell Phones in the U.S.

Location: Grand Ballroom Salon I, 7th Floor

Chair: Paul J. Lavrakas, *Independent Consultant*

2010 AAPOR Task Force Report on Surveying Cell Phones in the U.S.

Linda Piekarski, *Survey Sampling International*

Courtney Kennedy, *Abt SRBI*

Scott Keeter, *Pew Research Center*

John Hall, *Mathematica Policy Research*

Anna Fleeman, *Arbitron Inc.*

Thomas M. Guterbock, *University of Virginia*

Changing Attitudes and the Intensity of Public Opinion

Location: Northwestern, 6th Floor

Chair: Linda Dimitropoulos, *RTI International*

Framing and Context Effects in Support for Same-Sex Marriage and Civil Unions

Jennifer Heerwig, *NYU*

Brian J. McCabe, *NYU*

Technological Innovation in America's Backyard: The Intersection of Media Use, Political Partisanship, and Public Opinion of Biofuels

Nicholas Brigham Schmuhl, *University of Wisconsin-Madison*

Michael A. Caciato, *University of Wisconsin-Madison*

Andrew R. Binder, *University of Wisconsin-Madison*

Bret R. Shaw, *University of Wisconsin-Madison*

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

AAPOR Concurrent Session B

Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.

Measuring Intensity of Opinion

David W. Moore, *University of New Hampshire*

Andrew E. Smith, *University of New Hampshire*

Parental Consent and Changing Abortion Attitudes, Examining Trends in California

Mark Baldassare, *Public Policy Institute of California*

Jennifer Paluch, *Public Policy Institute of California*

Sonja Petek, *Public Policy Institute of California*

A Network Analytic Approach to Understanding Cross-Platform Audience Behavior

Thomas Ksiazek, *Northwestern University*

Cross-National Attitudes & Beliefs

Location: Indiana, 6th Floor

Chair: Patricia Moy, *University of Washington*

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

Fifty Years After “The Civic Culture”:

Insights From the Gallup World Poll 2008-2009

Rene Bautista, *University of Nebraska-Lincoln*

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

Allan McCutcheon, *University of Nebraska-Lincoln*

Tarek Albaghali, *University of Nebraska-Lincoln*

Lei Huang, *University of Nebraska-Lincoln*

Attitudes Toward Democracy Twenty Years After the Fall of the Berlin Wall

Juliana M. Horowitz, *Pew Research Center*

Richard Wike, *Pew Research Center*

Cross-Cultural/National Issues From Implementing the Global Adult Tobacco Survey in 14 Countries

Jeremy Morton, *Centers for Disease Control and Prevention*

Krishna Palipudi, *Centers for Disease Control and Prevention*

Samira Asma, *Centers for Disease Control and Prevention*

AAPOR Concurrent Session B

Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.

Public Opinion and Crisis: Insecurity and Economic Situation in the Perception of the Mexican Public Opinion 2007-2009

Paul F. Valdes Cervantes, *Parámetro Investigación*

Nelson Arteaga, *UAEM*

Effect of Religion on Other Social & Political Attitudes

Location: Los Angeles, 5th Floor

Chair: Nancy Whelchel, *North Carolina State University*

Diversity and a Sensitive Social Issue:

Hispanic Catholics and Their Comparative Response to the Clerical Abuse Crisis

William C. McCready, *Knowledge Networks*

Mark Gray, *Center for Applied Research on the Apostolate (CARA)*

Jeffrey Shand-Lubbers, *Knowledge Networks*

Differences Between Self-identified “Born-Again” and

“Evangelical” Christians in Sub-Saharan Africa

Scott F. Clement, *Pew Research Center*

Who’s Lying? A Cross-National Comparison of the Correlates of Over Reported Religious Service Attendance

Philip Brenner, *University of Michigan*

“The Times They Are A-Changin’”? Ethnic and Religious

Diversity and Their Effects on the Social, Political and Economic Beliefs and Attitudes of Young People in England

Nick Moon, *GfK NOP Social Research*

Iain Noble, *University of Westminster*

Conflict, Integration or Independence: Public Attitudes on Science and Religion in American Society

Rob Suls, *Pew Research Center*

Daniel Cox, *Public Religion Research*

AAPOR Concurrent Session B

Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.

Identifying & Correcting Non-Response Bias

Location: Addison, 4th Floor

Chair: Adam Safire, *U.S. Bureau of Labor Statistics*

Using Post-Stratification Weighting to Reduce Nonresponse Error in Student Survey Data: Preliminary Evidence

Matthew W. Courser, *Pacific Institute for Research and Evaluation*

Stephen Shamblen, *Pacific Institute for Research and Evaluation*

Joel Grube, *Pacific Institute for Research and Evaluation*

Nonresponse Bias Correction in Telephone Surveys Using Census Geocoding: An Evaluation of Error Properties

Paul P. Biemer, *RTI International*

Andy Peytchev, *RTI International*

Use of Paradata for Nonresponse Weighting Adjustments

Donsig Jang, *Mathematica Policy Research*

Amang Sukasih, *Mathematica Policy Research*

Kelly H. Kang, *National Science Foundation*

Stephen H. Cohen, *National Science Foundation*

Who is Missing and How Much Does it Impact Educational Performance Estimates? – Propensity Models Applied to the NAEP Survey Data Merged With the Administrative Data of the High School Transcripts Study

Young Chun, *NORC at the University of Chicago*

Examining Nonresponse Bias Using Sample Frame Data

Sunghee Lee, *UCLA Center for Health Policy Research*

Chandra Higgins, *Los Angeles County Public Health Department*

Shin M. Chao, *Los Angeles County Public Health Department*

Yvonne Lau, *Los Angeles County Public Health Department*

AAPOR Concurrent Session B

Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.

Improving Questionnaire Design

Location: Clark, 4th Floor

Chair: Marielle Weindorf, *DataStat, Inc.*

Issues in Changing the Measurement Methodology for the Quarterly Tax Survey

Marcus Graham, *U.S. Census Bureau*

Rebecca L. Morrison, *U.S. Census Bureau*

Amy Couzens, *U.S. Census Bureau*

La Toya Thomas, *U.S. Census Bureau*

Bento Box Questionnaire Testing: Multi-Method Questionnaire Testing for the 2012 Census of Agriculture

Jaki S. McCarthy, *USDA Nat'l Agricultural Stat. Service*

Donald Buysse, *USDA Nat'l Agricultural Stat. Service*

Characteristics of Survey Questions: A Review

Nora Cate Schaeffer, *Dept of Sociology, UW Madison*

Jennifer Dykema, *University of Wisconsin Survey Center*

Early Stage Scoping: Building High Quality Survey Instruments Without High Costs

Kristin Stettler, *U.S. Census Bureau*

Fran Featherston, *National Science Foundation*

Factors in Skip Errors and Omissions on a Self-Administered Paper Questionnaire

Brett McBride, *Westat*

David Cantor, *Westat*

AAPOR Concurrent Session B

Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.

Methodological Briefs: Cell Phones, Internet Surveys, and Response Rates

Location: Avenue Ballroom, 4th Floor

Chair: Martin Barron, NORC

Completing Web Surveys on Smart Phones

James Dayton, *Macro International Inc.*

Naomi Freedner, *ICF MACRO*

Kristie Hannah, *ICF MACRO*

Cell Phone Pre-Identification and Geographic Accuracy:

Experiences Among Military Personnel

Mark Morgan, *Abt SRBI*

Daniel Loew, *Abt SRBI*

Within Household Cell Phone Sharing and Other

Usage Patterns

Andrew Stavisky, *U.S. Government Accountability Office*

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

James D. Ashley, *U.S. Government Accountability Office*

Reasons for Panel Attrition:

Arbitron Panelist Exit Interviews

Arianne Buckley, *Arbitron Inc.*

Courtney Mooney, *Arbitron*

Yelena Pens, *Arbitron*

Social Networks and Social Networking: Utilizing Social Networking Sites to Conduct Field Work When Your Sample Members are Likely to Know Each Other

Lisa M. Setlak, *NORC*

AAPOR Concurrent Session B

Thursday, May 13, 2010 • 4:00 p.m. – 5:30 p.m.

Political Knowledge and Attitudes

Location: Denver, 5th Floor

Chair: Janice Ballou, *Mathematica Policy Research*

Competitive Elections and Attitudes Toward Congress

Heather Evans, *Sam Houston State University*

Political Knowledge as an Independent Variable

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

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

Measuring Televised Exposure to Politics:

Evaluating a New Approach

Susanna Dilliplane, *University of Pennsylvania*

Seth Goldman, *University of Pennsylvania*

Diana Mutz, *University of Pennsylvania*

The Gender Gap in Political Knowledge: Results From the

National Annenberg Election Surveys 2000, 2004, and 2008

Kate Kenski, *Dept. of Communication, University of Arizona*

The State of the Parties in the American Electorate

Michael Dimock, *Pew Research Center for the People & the Press*

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

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

Jacob Poushter, *Pew Research Center for the People & the Press*

Plenary Session

Thursday, May 13, 2010 • 8:00 p.m. – 9:30 p.m.

Assessing Truth in Polls and Surveys

Location: Grand Ballroom, 7th Floor

Moderator: Michael Link, *The Nielsen Company*

Panelists: Mark Blumenthal, *Pollster.com*

Peter Milla, *CASRO Institute for Research Quality*

Brian Harris-Kojetin, *Office of Management and Budget*

Gary Langer, *ABS News*

Peter Miller, *Northwestern University*

Evans Witt, *National Council on Public Polls*

Notes

Notes

Day-at-a-Glance

Friday, May 14

Time	Event	Location
7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings	Chicago Marriott Downtown
	AAPOR Membership Committee	DuPage, 3rd Floor
	Academic Survey Research Organizations (ASRO)	McHenry, 3rd Floor
	National Network of State Polls (NNSP)	Kane, 3rd Floor
7:00 a.m. – 8:00 a.m.	Continental Breakfast	Chicago Ballroom, 5th Floor
7:00 a.m. – 4:15 p.m.	Exhibit Hall and Book Exhibit Open	Chicago Ballroom, 5th Floor
7:30 a.m. – 4:30 p.m.	AAPOR Registration Desk Open	7th Floor Registration
8:00 a.m. – 9:30 a.m.	AAPOR Concurrent Session A	
	Session 1: Household Telephone Access: Coverage & Adjustment	Grand Ballroom Salon 1, 7th Floor
	Session 2: Candidate Preferences & Election Outcomes	Indiana, 6th Floor
	Session 3: Survey & Measurement Challenges With Racial/ Ethnic Populations	Northwestern, 6th Floor
	Session 4: Public Attitudes Towards Climate Change & Energy Use	Denver, 5th Floor
	Session 5: Non-Response, Paradata & Data Quality	Los Angeles, 5th Floor
	Session 6: Considerations in Choosing Between the American Community Survey & the Current Population Survey	Addison, 4th Floor
	Session 7: Media & Public Trust	Clark, 4th Floor
	Session 8: Methodological Briefs: Improving Measurement & Reducing Error	Avenue Ballroom 4th Floor
9:30 a.m. – 10:00 a.m.	AAPOR Refreshment Break	Chicago Ballroom, 5th Floor

Day-at-a-Glance

Friday, May 14

Time	Event	Location
10:00 a.m. – 11:30 a.m.	AAPOR Concurrent Session B	
	Session 1: Tracking, Measuring & Responding to Public Opinion	Grand Ballroom Salon 1, 7th Floor
	Session 2: Challenges of Multimode Data Collection	Indiana, 6th Floor
	Session 3: Surveying on Sensitive Topics	Northwestern, 6th Floor
	Session 4: Use of Web Surveys Across Diverse Populations	Denver, 5th Floor
	Session 5: Memory, Recall & Accuracy in Survey Measurement	Los Angeles 5th Floor
	Session 6: Advances in Survey Sampling & Weighting	Addison, 4th Floor
	Session 7: Issues in Cell Phone Surveys	Clark, 4th Floor
	Session 8: Methodological Briefs: Improving Multimode Data Collection	Avenue Ballroom, 4th Floor
11:45 a.m. – 12:45 p.m.	JOS Editorial Committee Meeting	Cook, 3rd Floor
11:45 a.m. – 1:45 p.m.	AAPOR Luncheon & Presidential Address	Grand Ballroom, 7th Floor
1:45 p.m. – 3:15 p.m.	AAPOR Concurrent Session C	
	Session 1: Methodological Advances in Address Based Sampling	Grand Ballroom Salon 1, 7th Floor
	Session 2: Improving Response Through Incentives	Indiana, 6th Floor
	Session 3: Alternative Data Collection Techniques: Biospecimens, GPS & Second Life	Northwestern, 6th Floor
	Session 4: Challenges of Language Translation	Denver, 5th Floor
	Session 5: Consumer & Media-Related Attitudes	Los Angeles, 5th Floor
	Session 6: Public Opinion & the Healthcare Debate	Addison, 4th Floor
	Session 7: Improving Questionnaire Design to Reduce Bias	Clark, 4th Floor

Day-at-a-Glance

Friday, May 14

Time	Event	Location
1:45 p.m. – 3:15 p.m.	AAPOR Concurrent Session C (continued)	
	Session 8: Methodological Briefs: Improving Response Rates	Avenue Ballroom, 4th Floor
3:15 p.m. – 4:15 p.m.	AAPOR Dessert Break in Exhibit Hall	Chicago Ballroom, 5th Floor
	AAPOR Meet the Author Session Session 1: Steven G. Heeringa Brady T. West Patricia A. Berglund Applied Survey Data Analysis (Chapman & Hall/CRC, 2010)	Chicago Ballroom, 5th Floor
	Session 2: Mick P. Couper Designing Effective Web Surveys (Cambridge University Press, 2008)	
	AAPOR Poster Session 2	Chicago Ballroom, 5th Floor
3:15 p.m. – 4:15 p.m.	AAPOR Speed Networking Session 1	Halsted, 4th Floor
4:15 p.m. – 5:45 p.m.	AAPOR Concurrent Session D	Chicago Marriott Downtown
	Session 1: Pre-Election & Election Polling	Grand Ballroom Salon 1, 7th Floor
	Session 2: Methodological Issues With Address Based Sampling	Indiana, 6th Floor
	Session 3: Database Linking & Other Techniques for Improving Data Quality	Northwestern, 6th Floor
	Session 4: Issues in Survey Non-Response	Denver, 5th Floor
	Session 5: Interviewer & Measurement Error	Los Angeles, 5th Floor
	Session 6: Improving Web Survey Quality	Addison, 4th Floor

Day-at-a-Glance

Friday, May 14

Time	Event	Location
4:15 p.m. – 5:45 p.m.	AAPOR Concurrent Session D (continued)	Chicago Marriott Downtown
	Session 7: Identifying Techniques for Improving Questionnaire Design	Clark, 4th Floor
	Session 8: Methodological Briefs: The Continuing Challenge of Non-Response	Avenue Ballroom, 4th Floor

AAPOR Concurrent Session A

Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.

Candidate Preferences & Election Outcomes

Location: Indiana, 6th Floor

Chair: Jennifer Agiesta, *The Washington Post*

Polling a 3rd Party Challenger: Fact And Artifact

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

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

Moderators of Candidate Name Order Effects

Nuri Kim, *Stanford University*

Jon Krosnick, *Stanford University*

The Stability of Individual Vote Choices in Presidential Campaigns, 1952-2008

Robert S. Erikson, *Columbia University*

Christopher Wlezien, *Temple University*

County Elected Officials, Public Opinion, and the Economy:

The Declining Effect of Partisanship on Economic Perceptions

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

Americans, the Two-Party System and “Third Parties”: Trends, Predictors and a Consideration of Question-Wording Artifacts

Christian Collet, *International Christian University*

Considerations in Choosing Between the American Community Survey & the Current Population Survey

Location: Addison, 4th Floor

Chair: Mike Davern, *NORC*

Income and Health Insurance Coverage: Comparing the American Community Survey and the Current Population Survey

John L. Czajka, *Mathematica Policy Research*

AAPOR Concurrent Session A

Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.

Measuring High School Completion: Comparisons Between the American Community Survey and the Current Population Survey

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

Lauren Frohlich, *American Institutes for Research*

Explaining Differences in Survey Estimates of Health Insurance Purchased Directly by Consumers

Victoria Lynch, *Health Policy Center, Urban Institute*

Michel Boudreaux, *University of Minnesota*

Mode of Administration and Other Design Considerations In Health Insurance Estimation

Jeanette Ziegenfuss, *Division of Health Care Policy and Research, Mayo Clinic*

Michel Boudreaux, *University of Minnesota*

Health Insurance Estimates From the CPS vs. the ACS: The Role of State-Specific Program Names

Joanne Pascale, *U.S. Census Bureau*

Household Telephone Access: Coverage & Adjustment

Location: Grand Ballroom Salon I, 7th Floor

Chair: J. Michael Dennis, *Knowledge Networks*

Discussant: Karol Krotki, *RTI International*

Arbitron's Hybrid Sampling Frame Approach Balances Coverage and Response

Alan Tupek, *Arbitron Inc.*

Robin Gentry, *Arbitron Inc.*

Cell-Phone Sampling: An Alternative Approach

David B. Lambert, *Research Consultant*

Gary Langer, *ABC News*

Household Telephone Configuration

Karol Krotki, *RTI International*

Andrew Peytchev, *RTI International*

AAPOR Concurrent Session A

Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.

Measuring the Number of Land Line and Cellular Telephones Used for Voice Calls in Households to Properly Weight RDD Surveys for Unequal Probability of Selection

Ana Villar, *Stanford University*

Jon A. Krosnick, *Stanford University*

Matthew DeBell, *Stanford University*

Media & Public Trust

Location: Clark, 4th Floor

Chair: Kimberly Downing, *University of Cincinnati*

Media Channel Effectiveness and Trust

Edward P. Johnson, *Western Wats*

Dan Williams, *Western Wats*

Facilitating Expressive Participation via Trust in Media.

Evidence From an Experiment on an Environmental Issue

Eulalia Puig Abril, *University of Wisconsin - Madison*

Jill E. Hopke, *University of Wisconsin - Madison*

Albert Gunther, *University of Wisconsin - Madison*

Hernando Rojas, *University of Wisconsin - Madison*

The Hostile Media Phenomena and the Quality of Journalistic Practices: An Experiment Regarding the Debate Over Biofuel Implementation

Michael A. Caciato, *University of Wisconsin-Madison*

Vidal Quevedo, *University of Wisconsin-Madison*

Hernando Rojas, *University of Wisconsin-Madison*

Albert Gunther, *University of Wisconsin-Madison*

When Fiction Affects Reality: Examining the Influence of Fictional Political Film on Public Opinion About Voter Fraud

Heather LaMarre, *University of Minnesota*

Remarkably Stable Public Opinion in a Turbulent Policy Environment

Ward Kay, *George Mason University*

AAPOR Concurrent Session A

Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.

Methodological Briefs:

Improving Measurement & Reducing Error

Location: Avenue Ballroom, 4th Floor

Chair: William McCready, *Knowledge Networks*

Political Cocooning: Explaining How Voters Are Receptive to, Reassured by, and Rationalize Political Information on the Economy
Michael Brogan, *Rider University*

Gender-of-Interviewer Effects in the Women's Nation Poll

Kelly Daley, *Abt SRBI*

Allison Ackermann, *Abt SRBI*

Public Opinion Polls and Estimates in Some European Countries.

Non-Coverage Bias in Telephone Surveys

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

Exploring Sources of Error in the Consumer Expenditure

Survey — Results From a Small-Scale Validation Study

Scott Fricker, *Bureau of Labor Statistics*

Jennifer Edgar, *Bureau of Labor Statistics*

Differences in Length of Survey Administration Between Spanish-

Language and English-Language Survey Respondents

Tom Wells, *Knowledge Networks*

Monica Vidalon, *Knowledge Networks*

Charles DiSogra, *Knowledge Networks*

Explaining “House Effects”: Describing and Explaining

Differences Between Overt Racism Measures in GSS and ANES

Gaurav Sood, *Stanford University*

AAPOR Concurrent Session A

Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.

Non-Response, Paradata, & Data Quality

Location: Los Angeles, 5th Floor

Chair: Jennifer Tancreto, U.S. Census Bureau

A Comparison of Alternative Quality Measures for Survey Data

James Wagner, *University of Michigan/Survey Research Center*

Classifying Eligibility

David Chearo, *The University of Chicago Survey Lab*

Who is Responsible for the Bias? Using Classification Trees to Identify Subgroups of Likely Nonrespondents and Assessing Their Relationship to Key Survey Estimates Using Structural Equation Modeling

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

Jaki S. McCarthy, *USDA National Agricultural Statistics Service*

Examining Paradata of Minority-Owned Businesses in the Kauffman Firm Survey

Betsy Santos, *Mathematica Policy Research*

David DesRoches, *Mathematica Policy Research*

Provider Nonresponse Error Assessment in the National Immunization Survey

Elizabeth Ormson, *NORC*

Kennon R. Copeland, *NORC*

Kirk M. Wolter, *NORC at Univ. of Chicago*

Philip J. Smith, *National Center for Immunization and Respiratory Diseases (CDC)*

AAPOR Concurrent Session A

Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.

Public Attitudes Towards Climate Change & Energy Use

Location: Denver, 5th Floor

Chair: David Hill, *Auburn University*

Effects of Priming and Extremity of Response on Individual Support for Alternative Energy: Evidence From a Survey-Based Experiment

Andrew R. Binder, *University of Wisconsin - Madison*

Michael A. Caciato, *University of Wisconsin - Madison*

Nicholas Brigham Schmuhl, *University of Wisconsin - Madison*

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

Bret R. Shaw, *University of Wisconsin - Madison*

An End to a Means: Partisanship, Policy Preferences and Global Warming

Patrick Moynihan, *Harvard University*

Gary Langer, *ABC News*

Peyton M. Craighill, *GQR*

Fading Beliefs: An Examination of Diminished Belief in Global Warming Among Americans

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

Barry G. Rabe, *University of Michigan*

Public Opinion on Climate Change: The Role of Trust

Sandy Marquart-Pyatt, *Michigan State University*

The Public's Views of Environmental Issues in an Economic Downturn

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

Eugene MacIntyre, *ChrisMac Communications*

AAPOR Concurrent Session A

Friday May 14, 2010 • 8:00 a.m. – 9:30 a.m.

Survey & Measurement Challenges With Racial/ Ethnic Populations

Location: Northwestern, 6th Floor

Chair: Amy Falcone, *ICF International*

Survey Satisficing in Different Populations:

To What Extent Do Response Effects Reflect Satisficing Across Racial and Ethnic Groups?

Allyson L. Holbrook,

Survey Research Laboratory, University of Illinois at Chicago

Timothy P. Johnson,

Survey Research Laboratory, University of Illinois at Chicago

Young I. Cho, *Survey Research Laboratory, University of Illinois at Chicago*

Sharon Shavitt, *University of Illinois*

Noel Chavez, *University of Illinois at Chicago*

Saul Weiner, *University of Illinois at Chicago*

Motivations and Barriers to Participation in the MIDUS

Biomarker Study: Comparisons Between a National Sample and a Minority Oversample

Kristofer Hansen, *University of Wisconsin - Madison, Institute on Aging*

Nancy Davenport, *University of Wisconsin - Madison, Institute on Aging*

Gayle D. Love, *University of Wisconsin - Madison, Institute on Aging*

Barry Radler, *University of Wisconsin - Madison, Institute on Aging*

Measuring Acculturation in the U.S. Hispanic Population

Wendy Mansfield, *Knowledge Networks*

Jordon Peugh, *Knowledge Networks*

Jannet Torres, *Knowledge Networks*

Tom Wells, *Knowledge Networks*

Racial and Ethnic Group Response Rates:

A Meta-Analysis of Techniques for Increasing Responses

Lori Shelby, *George Mason University*

Asian Group Threat and Malleable White Attitudes Toward Grade Point Average

Frank Samson, *University of Miami*

AAPOR Concurrent Session B

Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.

Advances in Survey Sampling & Weighting

Location: Addison, 4th Floor

Chair: Donsig Jang, *Mathematica Policy Research*

The Impact of Survey Design Modifications on Health Insurance Coverage Estimates in a National Longitudinal Health Care Survey

Steven B. Cohen, *Agency for Healthcare Research and Quality*
Trena Ezzati-Rice, *AHRQ*

The American Community Survey (ACS) as a Sample Source for the National Immunization Survey (NIS): Results of an Evaluation Study

Christopher Stringer, *U.S. Census Bureau*
James Singleton, *Centers for Disease Control and Prevention*
Andrea Piani, *U.S. Census Bureau*
Philip Smith, *Centers for Disease Control and Prevention*
Karen Wooten, *Centers for Disease Control and Prevention*
Larry Wilkinson, *Centers for Disease Control and Prevention*

Reconstruction of Best Estimate Weights From Adjusted Microdata With Application to the 2004 NEP Exit Polls

Jan Werner, *Jan Werner Data Processing*

Potentials and Constraints of Propensity Score Weighting to Improve Web Survey Quality

Stephanie Steinmetz, *Erasmus University Rotterdam*
Kea Tijdens, *Erasmus University Rotterdam*

Toward a Standardization of Survey Weights: The American National Election Studies Weighting System

Josh Pasek, *Stanford University*
Matthew DeBell, *Stanford University*
Jon A. Krosnick, *Stanford University*

AAPOR Concurrent Session B

Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.

Challenges of Multimode Data Collection

Location: Indiana, 6th Floor

Chair: Paul Beatty, *National Center for Health Statistics*

Diversity of Methods: Assessment of Quantitative and Qualitative Research Multiplier Effects

Janice Ballou, *Mathematica Policy Research*

Brian Roff, *Mathematica Policy Research*

Matthew Anderson, *Mathematica Policy Research*

From Groundskeepers to Administrators: A Research Design for a Comprehensive Survey of a Diverse Employee Population

Nancy Whelchel, *N.C. State University*

Response Mode and Bias Analysis in the IRS' Individual Taxpayer Burden Survey

Karen Masken,

Internal Revenue Service, Office of Research, Analysis & Statistics

George Contos,

Internal Revenue Service, Office of Research, Analysis & Statistics

Roy Nord, *Internal Revenue Service, Office Research, Analysis & Statistics*

Michael Brick, *Westat*

To Mail or to Call: How to Reach the Hard-to-Reach

Robin Gentry, *Arbitron, Inc.*

Michelle Cantave, *Arbitron, Inc.*

Nicole Wasikowski, *Arbitron, Inc.*

Yelena Pens, *Arbitron, Inc.*

Impact of Monetary Incentives and Web Survey Option in the 2008 National Survey of Recent College Graduates (NSRCG) on Increasing Response Rate in Historically Low Responding Groups

Sheila Heaviside, *Mathematica Policy Research*

Donsig Jang, *Mathematica Policy Research*

Geraldine Mooney, *Mathematica Policy Research*

Kirsten Barrett, *Mathematica Policy Research*

Kelly Kang, *National Science Foundation*

AAPOR Concurrent Session B

Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.

Issues in Cell Phone Surveys

Location: Clark, 4th Floor

Chair: Trent Buskirk, *Saint Louis University*

Discussant: Linda Piekarski, *Survey Sampling International*

Experiments in Cell Phone Nonresponse

Andy Peytchev, *RTI International*

Karol Krotki, *RTI International*

Small-Area Cell Phone Only Estimates

Anna Fleeman, *Arbitron Inc.*

Richard Griffiths, *Arbitron Inc.*

Robin Gentry, *Arbitron Inc.*

Nicole Wasikowski, *Arbitron Inc*

Amita Dahra, *Arbitron Inc.*

Richard Possett, *Arbitron Inc*

The Variable Costs of Cell Phone Interviewing: Understanding Cost and Productivity Ratios in Dual-Frame Telephone Surveys

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

Paul J. Lavrakas, *Independent Consultant*

Trevor N. Tompson, *Associated Press*

Randal ZuWallack, *Macro International*

Assessing Coverage Error in an RDD Survey

Kathleen B. Santos, *NORC at the University of Chicago*

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

Philip J. Smith, *Centers for Disease Control and Prevention*

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

AAPOR Concurrent Session B

Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.

Memory, Recall & Accuracy in Survey Measurement

Location: Los Angeles, 5th Floor

Chair: Timothy Beebe, *Mayo Clinic*

The Extent of Parallel Memories in Autobiographical Knowledge and its Manifestation in Calendar and Conventional Surveys

Robert F. Belli, *University of Nebraska*

Tarek Albaghail, *University of Nebraska*

Clarissa Steele, *University of Nebraska*

Recall Error in Retrospective Survey Data

Gerrit Mueller, *IAB - Institute for Employment Research*

The Use of Landmark Events in EHC-Interviews to Enhance Recall Accuracy

Wander V. Vaart, *Wageningen University*

Tina J. Glasner, *Utrecht University*

Robert F. Belli, *University of Nebraska*

Unmotivated Anonymity: Social Desirability, Accuracy, and Satisficing Under Conditions of Anonymity

Yphtach Lelkes, *Stanford University*

Jon Krosnick, *Stanford University*

Charles Judd, *University of Colorado-Boulder*

David Marx, *San Diego State University*

The Effect of 'Do-You-Remember' Probes in Event History Calendar Interviews

Yfke Ongena, *University of Twente*

Wander Van der Vaart, *Wageningen University*

Robert F. Belli, *University of Nebraska*

AAPOR Concurrent Session B

Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.

Methodological Briefs: Improving Multimode Data Collection

Location: Avenue Ballroom, 4th Floor

Chair: Natalie Jackson, *University of Oklahoma*

Probability of Selecting Response Mode Between

Paper- and Web-Based Options:

Logistic Model Based on Institutional Demographics

Marina Murray, *Graduate Management Admission Council*

Long-Term Efficacy of Sequential Mixed-Mode Designs on

Response Rates and Cost in a Panel Survey

Rachel M. Levenstein, *University of Michigan*

Jennifer Barber, *University of Michigan*

Heather Gatny, *University of Michigan*

Mode Effect Analysis: Paper Respondents vs. Web Respondents in the 2004-05 Teacher Follow-Up Survey

Paola T. Aritomi, *American Institutes of Research*

Jason Hill, *American Institutes of Research*

The Effectiveness of Multiple Modes Among Young Adults

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

Stacia Jorgensen, *University of Nebraska-Lincoln*

Jeff Armitage, *Nebraska Department of Health and Human Services*

Emulating Interviewers in an Online Survey:

Experimental Manipulation of 'Do-Not-Know'

Over the Phone and on the Web

Joop Hox, *Department Methods & Statistics, Utrecht University*

Visual vs. Aural Surveys: Examining the Similarities and Differences Between Survey Modes

Carey Stapleton, *Service Management Group*

AAPOR Concurrent Session B

Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.

Surveying on Sensitive Topics

Location: Northwestern, 6th Floor

Chair: Larry Luskin, Macro International

Differences Between Confidentially and Orally Administered Overt Racism Measures:

Evidence From the 2008 ANES

Gaurav Sood, *Stanford University*

Jon Krosnick, *Stanford University*

Matthew DeBell, *Stanford University*

Racial Attitudes, the List Experiment and Hard to Reach Respondents: Measuring Reluctant Participants' Prejudice

Michael Cobb, *NC State University*

Breakdowns in the Cognitive Response Process as Potential Mechanisms Behind Measurement Error in Reports of Intimate Partner Violence

Harmoni Joie Noel, *University of Nebraska-Lincoln*

Researching Maternal Mortality Rates in Afghanistan

William C. Hayes, *D3 Systems, Inc.*

Niamh Darcy, *RTI International*

Focus Groups, Cognitive Interviews and Card Sorting: Three Methodologies to Improve Question Development for Different Cultural and Linguistic Groups

Susan Sprachman, *Mathematica Policy Research*

Sally Atkins-Burnett, *Mathematica Policy Research*

Nikki Aikens, *Mathematica Policy Research*

Margaret Caspe, *Children's Aid Society*

AAPOR Concurrent Session B

Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.

Tracking, Measuring, & Responding to Public Opinion

Location: Grand Ballroom Salon I, 7th Floor

Chair: Sandra Berry, *RAND Corporation*

Multi-Level Policy Responsiveness to Public Opinion:

From Statehouse to Street-Level

Eric Plutzer, *Penn State University*

Michael B. Berkman, *Penn State University*

Interpreting and Misinterpreting Trends in American Public Opinion

George F. Bishop, *University of Cincinnati*

Stephen T. Mockabee, *University of Cincinnati*

Demographics and the Distribution of Local Political Knowledge

Lee Shaker, *Princeton University*

The Unemployed American Worker in the Great Recession of 2009-2010: Economic, Social and Emotional Tolls

Cliff Zukin, *Rutgers University*

Jessica Godofsky, *Rutgers University*

Steven Fischer, *Rutgers University*

Carl Van Horn, *Rutgers University*

A Measured Threat: Factors Affecting Perceived Likelihood and Severity of National Threats

John F. Kunz, *ICF International*

Randall K. Thomas, *ICF International*

Amy E. Falcone, *ICF International*

AAPOR Concurrent Session B

Friday, May 14, 2010 • 10:00 a.m. – 11:30 a.m.

Use of Web Surveys Across Diverse Populations

Location: Denver, 5th Floor

Chair: Rebecca Morrison, *U.S. Census Bureau*

Web Questionnaire Usage in an Establishment Survey

Sarah J. Harris, *RTI International*

Paul P. Biemer, *RTI International*

Michael A. Penne, *RTI International*

An Experiment to Test the Feasibility and Quality of a Web-Based Questionnaire of Teachers

Robin Jacob, *University of Michigan*

Lesli Scott, *University of Michigan*

Brian Rowan, *University of Michigan*

Web Surveys When Databases have Incomplete

E-mail Records: The Impact of Modifying the Method of Respondent Contact on Web Survey Response Rates

Michael G. Elasmar, *Boston University*

Experimental Tests on Response Rates in Student Web Surveys: What Works and What Doesn't

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

AAPOR Concurrent Session C

Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.

Alternative Data Collection Techniques: Biospecimens, GPS & Second Life

Location: Northwestern, 6th Floor

Chair: Karen Bogen, *Mathematica Policy Research*

Factors Affecting Participation in the Collection of Biological Samples for Genetic Testing in a Survey of Detroit Residents

Mark Morgan, *Abt SRBI*

Christine Cowles, *Abt SRBI*

Implementing Biospecimen Collection and Tracking Methods on a Large-Scale Field Study

Amy Hendershott, *RTI International*

Stacey Weger, *RTI International*

Gina Kilpatrick, *RTI International*

Reporting Travel by GPS Tracking vs. Diary Self Reporting

Mindy Rhindress, *Abt SRBI*

Laurie Wargelin, *Abt SRBI*

Insights Into Population Segmentation Using the Infalign Map

David Fan, *University of Minnesota*

Kenneth Blake, *Middle Tennessee State University*

Jason Reineke, *Middle Tennessee State University*

Robert Wyatt, *Middle Tennessee State University*

Can Survey Research Have a Second Life?

The Opportunities and Challenges in Bringing Methodological Rigor to Virtual Worlds Research

Kelly Foster, *University of Georgia*

AAPOR Concurrent Session C

Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.

Challenges of Language Translation

Location: Denver, 5th Floor

Chair: Beth Ellen Pennell, *University of Michigan*

Testing the Effects of a Multi-Lingual Brochure in the American Community Survey

Megha Joshipura, *U.S. Census Bureau*

Designing Survey Materials to Target the Hispanic Population

Lorelle Vanno, *The Nielsen Company*

Teresa (Ye) Jin, *The Nielsen Company*

Tra Shawna Boals, *The Nielsen Company*

Jennie Lai, *The Nielsen Company*

Charles D. Shuttles, *The Nielsen Company*

Michael Link, *The Nielsen Company*

Scoring English Language Assessments for Speakers of Other Languages: Guidelines, Training and Quality Assurance

Jane Shore, *Educational Testing Service*

Susan Sprachman, *Mathematica Policy Research*

Jennifer Lentini, *Educational Testing Service*

Kathy Buek, *Mathematica Policy Research*

Agreement Answer Scale Design for Multilingual Surveys: Effects of Translation-Related Changes in Verbal Labels on Response Styles and Response Distributions

Ana Villar, *Stanford University*

Developing a Systematic Process for Translation Expert Review: The Translation Appraisal System (TAS-10)

M. Mandy Sha, *RTI International*

Hyunjoo Park, *RTI International*

Yuling Pan, *U.S. Census Bureau*

AAPOR Concurrent Session C

Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.

Consumer & Media-Related Attitudes

Location: Los Angeles, 5th Floor

Chair: Julie Paasche, *NuStats*

Video Consumer Mapping Direct Observation Study:

Out of Home Video Habits of U.S. Adults

Norman Trussell, *The Nielsen Company*

Michael Link, *The Nielsen Company*

Following the Users of Online Social Networks: An

Observational Study of Their Life Activities and Media Use

Jennie Lai, *The Nielsen Company*

Michael Link, *The Nielsen Company*

The Relationship Between News Preference and News

Consumption: A Comparison Between News Preference,

A Metered Measure of News Viewing, Self-Reports of News

Consumption

Su Jung Kim, *Northwestern University*

Bowling Together in the Internet Era: A Re-Examination of The

Putnam Hypothesis

Jon D. Miller, *Michigan State University*

Linda G. Kimmel, *Michigan State University*

Marian Mitchell, *Michigan State University*

Exploring Media Use Across the Non-Western World

Joachim Bruess, *InterMedia*

Improving Questionnaire Design to Reduce Bias

Location: Clark, 4th Floor

Chair: Leslyn M. Hall, *Redstone Research, LLC*

Measuring Attitudes: Using Branching and Numerical Scales

Davide Lubian, *Sapienza - University of Rome (ITALY)*

AAPOR Concurrent Session C

Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.

Response Behaviors in Self-Administered Multiple Questionnaire Surveys

Jill N. Lacey, *U.S. Government Accountability Office*

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

Is Response Heaping a Form of Survey Satisficing?

Allyson L. Holbrook,

Survey Research Laboratory, University of Illinois at Chicago

Sowmya Anand, *Survey Research Laboratory, University of Illinois*

Communal Belief and Calibrated Attendance:

New Measurement Strategies for Contextualizing Religious Belief and Behavior

Robert P. Jones, *Public Religion Research*

Daniel Cox, *Public Religion Research*

The Effectiveness of an Interactive Web Survey in Decreasing Satisficing and Social Desirability Bias

Gina K. Walejko, *Northwestern University*

Improving Response Through Incentives

Location: Indiana, 6th Floor

Chair: Paul Johnson, *Western Watts*

All Things Incentive: Exploring the Best Combination of Incentive Conditions

Erin B. Foster, *NORC at the University of Chicago*

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

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

Kathleen S. O'Connor, *National Center for Health Statistics, CDC*

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

Economic or Social Exchange: Examining the Effects of Different Incentive Amounts in a Panel Study

Shelley Boulianne, *Grant MacEwan University*

AAPOR Concurrent Session C

Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.

How Much Cooperation is That Incentive Providing? Examining the Benefits of a Single Incentive across Multiple Surveys

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

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

Benjamin J. Skalland, *NORC at the University of Chicago*

Nonresponse Bias and the Impact of Incentives in a Survey of Physician Members of a Professional Organization

Nicole R. Buttermore, *American College of Physicians*

The Effectiveness of Incentives Used in the Second Phase of a Two-Phase Survey

Charlotte L. Tubman, *Westat*

Douglas Williams, *Westat*

Methodological Advances in Address Based Sampling

Location: Grand Ballroom Salon I, 7th Floor

Chair: Charles Shuttles, *The Nielsen Company*

Discussant: Scott Keeter, *Pew Research Center*

Identifying and Surveying Cell Phone-Only Homes Within an Address-Based Sampling Design

Michael W. Link, *The Nielsen Company*

Jennie Lai, *The Nielsen Company*

Maximizing Response in a Two-Phase Survey With Mail as the Primary Mode

Jill M. Montaquila, *Westat*

J. M. Brick, *Westat*

Mary C. Hagedorn, *Westat*

Douglas Williams, *Westat*

Maximizing a Stratified ABS Sampling Frame for Nationwide Mail Recruitment of a Probability-Based Online Panel

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

Enhancing the Computerized Delivery Sequence File for Survey Sampling Applications

Mansour Fahimi, *Marketing Systems Group*

AAPOR Concurrent Session C

Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.

Methodological Briefs: Improving Response Rates

Location: Avenue Ballroom, 4th Floor

Chair: Andrew Zukerberg, *National Center for Education Statistics*

Contingent Incentives Effects on Survey Response

E. Nicole Bensky, *The Nielsen Company*

Anh Thu Burks, *The Nielsen Company*

Chuck Shuttles, *The Nielsen Company*

Michael Link, *The Nielsen Company*

Getting a Physician's Attention: Results of an Upfront Incentive Mail Survey Experiment

Jordon Peugh, *Knowledge Networks*

Sandra Applebaum, *Harris Interactive*

Brenda Sirovich, *Outcomes Group, VA Medical Center*

Differential Mailing Methodologies on Consent Rates: Testing USPS vs. UPS for Pre-Recruitment Mailing

Yelena Pens, *Arbitron*

Adam Gluck, *Arbitron*

The Use of Monetary and Nonmonetary Incentives to Increase Response Rates in a Mail Survey of African-American Mothers

John Stevenson, *University of Wisconsin Survey Center*

Jennifer Dykema, *University of Wisconsin Survey Center*

Chad Kniss, *University of Wisconsin Survey Center*

Do Response Rates Matter? Results of a Controlled Experiment.

Ellen Denzen, *National Marrow Donor Program*

Todd Rockwood, *University of Minnesota*

Nancy Omondi, *National Marrow Donor Program*

David Radosevich, *University of Minnesota*

Elizabeth Murphy, *National Marrow Donor Program*

AAPOR Concurrent Session C

Friday, May 14, 2010 • 1:45 p.m. – 3:15 p.m.

Public Opinion & the Health Care Debate

Location: Addison, 4th Floor

Chair: Robert Y. Shapiro, *Columbia University*

Framing the News about Health: Effects of Controllability Attributions in the Media on Public Opinion and Health Policy Preferences

Jocelyn Landau, *University of Pennsylvania*

Polling on a Fuzzy Issue Like the 2009 Health Care Reform Debate: A Suggestion of “Do’s and Don’ts” From the Trenches

Clifford A. Young, *Ipsos Public Affairs*

Support for Health Care Reform: It All Depends on How You Ask the Question

Trevor Tompson, *The Associated Press*

Jon Krosnick, *Stanford University*

Dennis Junius, *The Associated Press*

Josh Pasek, *Stanford University*

Who Supports Health Care Reform? Explaining the Determinants of Support for Various Health Care Reforms

Josh Pasek, *Stanford University*

Trevor Tompson, *Associated Press*

Jon A. Krosnick, *Stanford University*

The Effectiveness of Consumer and Provider Education and Outreach About Health IT: A Content Analysis

Stephanie Rizk, *RTI International*

Nicole Knops, *RTI International*

AAPOR Poster Session 2

Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.

Poster Session - 2

Location: Exhibit Hall, Chicago Ballroom, 5th Floor

- 1. Evaluating Response Rate and Response Bias Changes After Implementing a Multi-Mode Survey and an Electronic Survey Record System**
Rebecca Lien, *Professional Data Analysts, Inc.*
Lija Greenseid, *Professional Data Analysts, Inc.*
Barbara A. Schillo, *ClearWay Minnesota*
Raymond Boyle, *ClearWay Minnesota*
Theresa Leonard, *ClearWay Minnesota*
Michael G. Luxenberg, *Professional Data Analysts, Inc.*
- 2. Social Networking Web Sites: Static Online Ghettos or Evolving Melting Pots?**
Katy Schwalbe, *Zogby International*
Zeljka Buturovic-Bradaric, *Zogby International*
Grace Ren, *Zogby International*
- 3. Sampling Strategies for Face-to-Face Interviewing in a Racially Diverse Metropolitan Area**
Kelly Ann Marzano,
Survey Research Laboratory, *University of Illinois - Chicago*
Karen Foote Retzer, *Survey Research Laboratory*
- 4. When a Single Measure is Sufficient: Optimizing Survey Efficiency in Concept Evaluation Research**
Jennifer G. Boldry, *National Analysts Worldwide*
- 5. Considering Complementary Evaluation Methods to Augment Cognitive Techniques during Pre-Testing of Establishment Surveys**
Kenneth M. Pick, *U.S. Census Bureau*
Alfred D. Tuttle, *U.S. Census Bureau*
Diane K. Willimack, *U.S. Census Bureau*

AAPOR Poster Session 2

Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.

- 6. Explaining Selective Exposure: The Impact of Opinion-Perception Incongruity on Media Attention in the 2004 Presidential Campaign**
Lindsay H. Hoffman, *University of Delaware*
Rebecca Riley, *University of Delaware*
- 7. Surveying Across Multi-Ethnic Communities in Los Angeles: Lessons Learned**
Karen L. Tucker, *Battelle*
Hong Li, *Battelle*
- 8. Rethinking LA: Attitudes and Outlooks After the Riots**
Brianne Gilbert, *Loyola Marymount University*
Melissa Woehrstein, *Loyola Marymount University*
- 9. Why So Hard to Find? Using State-Level Cell-Only, Unemployment, and Immigration Rates to Assess Panel Survey Tracking Success**
Julia McQuillan, *University of Nebraska-Lincoln*
David R. Johnson, *PennState University*
Andrew V. Bedroussian, *University of Nebraska-Lincoln*
Stacia Jorgensen, *University of Nebraska-Lincoln*
Ashley J. Frear-Cooper, *University of Nebraska-Lincoln*
- 10. Results of Lab and Field Testing on Questionnaire Development**
Patricia Sanchez, *U.S. Census Bureau*
Travis J. Pape, *U.S. Census Bureau*
- 11. Who Are Latino Cell Phone Only Respondents? A Comparative Look at Demographics, Attitudes and Behaviors of U.S. Hispanic and Non-Hispanic Cell Phone Only and Landline Respondents**
Martin G. Cerdá, *Encuesta, Inc.*
Ilgin Basar, *Encuesta, Inc.*

AAPOR Poster Session 2

Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.

12. Extreme Response Style among U.S. Hispanics vs. Non-Hispanics: An Experiment of Rating Scale Usage and Implications for Survey Design and Analysis
Martin G. Cerdá, *Encuesta, Inc.*
Ilgin Basar, *Encuesta, Inc.*
13. Testing Recruitment and Retention Strategies for Longitudinal Health Research on Chicago's South Side
Kevin V. Ulrich, *University of Chicago Survey Lab*
14. An Examination of Internet Users in Iraq
Kevin Tillmann, *D3 Systems*
John D. Willingham, *D3 Systems*
Brittany Shanks, *D3 Systems*
15. The Buffalo Longitudinal Study: Finding Respondents After a 15-Year Lapse
Kelly S. Marczynski,
Center for Health and Social Research at Buffalo State College
William F. Wieczorek,
Center for Health and Social Research at Buffalo State College
16. A Survey of Jurors' Perceptions of Internet and Social Media Technology Use in the American Trial Process
David Flores, *The Grant Sawyer Center for Justice Studies*
17. Disclosure, Citation and Reuse
Marc Maynard, *The Roper Center for Public Opinion Research*
Lois Timms-Ferrara, *The Roper Center for Public Opinion Research*
18. Is a Border Always Just a Border?
U.S. Public Opinion on the Canadian and Mexican Borders
Timothy B. Gravelle, *Gallup*
19. Attitudes of Buddhists, Protestants and Catholics Towards Other Religious Groups in Korea
Jibum Kim, *NORC*
Jeong-Han Kang, *Yonsei University*
Yongmo Lee, *Konkuk University*

AAPOR Poster Session 2

Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.

- 20. You Want to Measure What? Reasons Why Households Refuse Participation in Computer Research**

Jeff Scagnelli, *The Nielsen Company*

- 21. Identifying Measurement Error Introduced by Harmonization of Ancestry Data**

Christopher D. Ward, *University of Michigan*

Jeremy Albright, *University of Michigan*

Felicia LeClere, *University of Michigan*

Pamela Smock, *University of Michigan*

Lynette Hoelter, *University of Michigan*

Peter Granda, *University of Michigan*

- 22. Ideological Coalitions in the U.S.: The Case of Libertarianism**

Zeljka Buturovic, *Zogby International*

Katherine Schwalbe, *Zogby International*

Grace Ren, *Zogby International*

- 23. The Role of Green Colleges in Society**

Rashna Ghadially, *The National Opinion Research Center (NORC)*

Jesse Rude, *The National Opinion Research Center (NORC)*

Lekha Venkataraman, *The National Opinion Research Center (NORC)*

- 24. Balancing Data Quality With a More Efficient Use of Collection Resources: Experiences from Statistics Canada CATI Surveys**

Amélie Lévesque, *Statistics Canada*

Ann Lim, *Statistics Canada*

Christian Nadeau, *Statistics Canada*

Owen Phillips, *Statistics Canada*

- 24. Creatures in the Classroom: Attitudes and Beliefs About Fantastic Beasts, Extraterrestrials, and Creationism Among Education Majors**

Susan Carol Losh, *Florida State University*

Brandon Nzekwe, *Dept of Educational Psychology & Learning Systems*

AAPOR Poster Session 2

Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.

25. The Health Care Confidence Index: Development and 9-Month Findings

Peter Graven, *University of Minnesota*

Michel Boudreaux, *University of Minnesota*

26. Implementation of Responsive Design for CATI Surveys at Statistics Canada

Milana Karaganis, *Statistics Canada*

François Laflamme, *Statistics Canada*

27. Country of Origin Representation Among Hispanics Panelists

Arianne Buckley, *Arbitron Inc.*

28. Exposing Undergraduate Students to the News: A Comparison of Online and Print Newspaper Reading Assignment in an Undergraduate Course

Leora Lawton, *TechSociety Research*

29. The Impact of Personal Appeals in Customer Experience Measurement

Joe Cardador, *Service Management Group*

Mary Sheridan, *Service Management Group*

30. Predicting the Index of Consumer Sentiment When It Isn't Measured

David Fan, *University of Minnesota*

31. The Emergence of Nanotechnology Knowledge Gaps: Differences in Knowledge Across Education Levels and Media Exposure

Michael A. Caciato, *University of Wisconsin - Madison*

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

Elizabeth A. Corley, *Arizona St. University*

32. Effects of Changing Citizenship Status on Non-Response

Brianna Groenhout, *NORC*

Deborah Harper, *NORC*

Lance Selfa, *NORC*

AAPOR Poster Session 2

Friday, May 14, 2010 • 3:15 p.m. – 4:15 p.m.

- 33. Do Deliberative Polls Educate Better Citizens?—Comparing Two DPs in a Local Township in China**

Rui Wang, *Stanford University*

Alice Siu, *Stanford University*

- 34. Lessons Learned From Years of Fielding Employer Surveys**

Heidi Whitmore, *NORC*

Jeremy Pickreign, *NORC*

- 35. Better Late Than Never: The Impact of Callbacks on Response Rate**

Larry Luskin, *ICF MACRO*

Todd Hamlin, *ICF MACRO*

Michael Ross, *ICF MACRO*

- 36. The Effects of Respondent Fatigue**

Tricia McCarthy, *National Opinion Research Center*

Lauren Seward, *National Opinion Research Center*

Kymn Kochanek, *National Opinion Research Center*

AAPOR Concurrent Session D

Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.

Database Linking & Other Techniques for Improving Data Quality

Location: Northwestern, 6th Floor

Chair: Michael Hagen, *Temple University*

Discussant: Mario Callegaro, *Google, Inc.*

Demonstrating the Multi-Level Integrated Database Approach for Improving Survey Research

Tom W. Smith, *NORC*

Evaluation of Potential Benefits, Costs and Risks in the Integration of Survey and Administrative Data on Consumer Expenditures

John L. Eltinge, *Bureau of Labor Statistics*

Methods of Linking Different Surveys Together When Respondent Samples Differ

Scott Hershberger, *Harris Interactive*

John Bremer, *Harris Interactive*

Using Statistical Process Control Charting in the Improvement of Survey Data Quality

David Peng, *D3 Systems*

Karl Feld, *D3 Systems*

Identifying Techniques for Improving Questionnaire Design

Location: Clark, 4th Floor

Chair: Karen Donelan, *Massachusetts General Hospital*

Discussant: Karen L. Goldenberg, *U.S. Bureau of Labor Statistics*

Seeing Through the Eyes of the Respondent: An Eye-Tracking Study on Survey Question Comprehension

Timo Lenzner, *GESIS - Leibniz Institute for the Social Sciences*

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

Galesic Mirta, *Max Planck Institute for Human Development*

AAPOR Concurrent Session D

Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.

Measuring Race and Hispanic Origin: Cognitive Test Findings Searching for “Truth”

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

How Long Did You Spend Completing This Questionnaire? – Methodological Challenges on Measuring the Response Burden in Mail-Collected Surveys

Serge Godbout, *Statistics Canada*

Happy! Or Can't Get No Satisfaction?: Concept Equivalence in the Measurement of Subjective Well-Being

Patrick Sturgis, *University of Southampton*
Patten Smith, *IPSOS-Mori*
Bobby Duffy, *IPSOS-Mori*

Caroline Roberts, *FORS (Swiss Foundation for Research in the Social Sciences)*

Improving Web Survey Quality

Location: Addison, 4th Floor
Chair: Michael Lawrence, *Knowledge Networks*

Study of Non-Probability Sample Internet Surveys' Estimates of Consumer Product Usage and Demographic Characteristics of Consumer Product Users

David S. Yeager, *Stanford University*
Autumn Carter, *Stanford University*
Hiyabel Tewoldemedhin, *Stanford University*
Jon Krosnick, *Stanford University*

Time Related Inconsistencies in Global Online Panels

Steven Gittelman, *Mktg, Inc.*
Elaine Trimarchi, *Mktg, Inc.*

AAPOR Concurrent Session D

Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.

Does Making the Survey Topic More Salient Lead to an Expert Bias? – The Influence of Announcing Survey Topics in E-Mail Invitations for Web Surveys in Online Access Panels on Response Rate and Data Quality

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

Wolfgang Mayerhofer, *Vienna University of Economics and Business, Austria*

Nicole Weilbuchner, *Vienna University of Economics and Business, Austria*

Silke Jungreithmaier, *Vienna University of Economics and Business, Austria*

Professional Web Respondents and Data Quality

Frederick G. Conrad, *University of Michigan*

Roger Tourangeau, *University of Michigan*

Mick P. Couper, *University of Michigan*

Chan Zhang, *University of Michigan*

Using Overt and Covert Survey Traps to Maximize Data Quality

Joe Cardador, *Service Management Group*

Melissa Wayman, *Service Management Group*

Mary Sheridan, *Service Management Group*

Interviewer & Measurement Error

Location: Los Angeles, 5th Floor

Chair: Frauke Kreuter, *University of Maryland*

Measurement Error in Objective and Subjective Interviewer Observations

Jennifer Sinibaldi, *National Centre for Social Research*

Interviewer Observed vs. Reported Respondent Gender: Implications on Measurement Error

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

Frauke Kreuter, *Joint Program in Survey Methodology*

Stephanie Calvano, *Marist Institute for Public Opinion*

AAPOR Concurrent Session D

Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.

An Examination of the Quality and Utility of Interviewer Estimates of Household Characteristics in the National Survey of Family Growth

Brady T. West, *Institute for Social Research*

Testing Competing Neighborhood Mechanisms Influencing Participation in Household Surveys

Carolina Casas-Cordero, *Joint Program in Survey Methodology*

Mechanisms of Error in Housing Unit Listing

Stephanie Eckman, *Joint Program in Survey Methodology*

Issues in Survey Non-Response

Location: Denver, 5th Floor

Chair: Jon Vivagg, *Westat*

Discussant: Courtney Kennedy, *Everett Group*

Do Literacy Levels Affect Item Nonresponse in an Interviewer-Administered Survey? An Examination of the National

Assessment of Adult Literacy Survey

Ying Wang, *University of Nebraska Lincoln*

Kristen Olson, *University of Nebraska*

Jolene Smyth, *University of Nebraska*

Nexus Between Breakoff and Unit Nonresponse

Emilia Peytcheva, *RTI International*

Andy Peytchev, *RTI International*

Verbal Paradata and Income Nonresponse: How Respondents Answer Survey Questions Can Predict Whether and How an Income Questions Will Be Answered

Matt Jans, *U.S. Census Bureau*

AAPOR Concurrent Session D

Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.

Use of Surname and Geocoded Address Information to Target Spanish-Preferring Individuals in a Population Survey With Bilingual Mailings

Marc N. Elliott, *RAND Corporation*

Amelia M. Haviland, *RAND Corporation*

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

Ron D. Hays, *University of California, Los Angeles, Department of Medicine*

Methodological Briefs:

The Continuing Challenge of Non-Response

Location: Avenue Ballroom, 4th Floor

Chair: Michael Traugott, *University of Michigan*

Imputing the Missing Y's: Implications for Survey Producers and Survey Users

Rebekah Young, *The Pennsylvania State University*

David R. Johnson, *The Pennsylvania State University*

Nonresponse Followup and Analysis in a Survey of Medical Professionals

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

Shana B. Wallace, *U.S. Government Accountability Office*

Analysis of Late Responders to Probability-Based Web Panel Recruitment and Panel Surveys

Yelena Kruse, *Knowledge Networks*

Erlina Hendarwan, *Knowledge Networks*

J. Michael Dennis, *Knowledge Networks*

Charles DiSogra, *Knowledge Networks*

Cost-Effective and Cooperative Consent: Strategies for Obtaining Parental Permission in Early Childhood Evaluations

Elisha Smith, *Mathematica Policy Research*

Annalee Kelly, *Mathematica Policy Research*

Danna Basson, *Mathematica Policy Research*

AAPOR Concurrent Session D

Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.

Evaluation of an Alternative Nonresponse Adjustment Method

Jared Coopersmith, *Education Statistics Services Institute - Quality Information Partners*

Danielle Battle, *Education Statistics Services Institute - AIR*

In Defense of the Continuum of Resistance:

Evidence From a Mail Survey

Rebecca Medway, *Fors Marsh Group, LLC*

Scott Turner, *Fors Marsh Group, LLC*

Data Quality and the Reluctant Respondent:

Evidence From the Spanish Survey of Household Finances

Sarah M. Hughes, *NORC*

Methodological Issues With Address-Based Sampling

Location: Indiana, 6th Floor

Chair: Natalie Coser, *The Nielsen Company*

Comparing the Availability & Accuracy of

Sample Frame Indicators Across Two Sampling Frames: Address Based Sampling vs. Telephone

Anh Thu Burks, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

L. Tracie Yancey, *The Nielsen Company*

Natalie Coser, *The Nielsen Company*

From Mailbox to Computer: The Effects of Priority Mail & a Second Incentive on Internet Response using Address-Based Sampling in a General Public Survey

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

Don A. Dillman, *Washington State University*

AAPOR Concurrent Session D

Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.

A Follow-Up to Address Based Sampling and Address Matching: Experience From REACH US

Katie Dekker, NORC

Whitney Murphy, NORC

Kanru Xia, NORC

Under the Hood of ABS: An Analysis of Call Outcomes, Call Attempts and Contact Times

Kimberly B. Hawkins, *The Nielsen Company*

Michael A. Howton, *The Nielsen Company*

Anh Thu Burks, *The Nielsen Company*

E. Nicole Bensky, *The Nielsen Company*

Designing Multi-Mode Address-Based Methodologies to Target Specific Ethnic Communities: The Case of REACH U.S.

Edward M. English, NORC

Colm O'Muircheartaigh, NORC

Kanru Xia, NORC

Pre-Election & Election Polling

Location: Grand Ballroom Salon I, 7th Floor

Chair: Michael Mokrzycki, *Independent Consultant*

Discussant: Mark A. Schulman, *Abt SRBI*

An Attempt to Substitute Cell Phone Interviews With Non-Cell Phone Interviews by Sample Matching

Masahiko Aida, *Greenberg Quinlan Rosner Research*

Online Polls and Registration Based Sampling: A New Method for Pre-Election Polling

J. Q. Monson, *Brigham Young University*

Kelly D. Patterson, *Brigham Young University*

Chris Mann, *University of Miami*

Michael Barber, *Princeton University*

AAPOR Concurrent Session D

Friday, May 14, 2010 • 4:15 p.m. – 5:45 p.m.

Understanding the Role of Participation Rate Changes and Preference Changes in Electoral Outcomes: Results of the Analysis of Homogenous Sub-Group Time Series Data

Chris Wilson, *Wilson Research Strategies*

Bryon Allen, *Wilson Research Strategies*

Confirming the Validity of Survey Respondent Reports of Voter Registration and Turnout: Checking the Records Turns Up Surprising Bad News

Matthew Berent, *Stanford University*

Jon A. Krosnick, *Stanford University*

Matthew DeBell, *Stanford University*

Notes

Notes

Day-at-a-Glance

Saturday, May 15

Time	Event	Location
6:30 a.m.	Fun Run/Walk Shuttle Departs	Rush Street Entrance
7:00 a.m.	Fun Run/Walk	Offsite
7:00 a.m. – 8:00 a.m.	Continental Breakfast	Chicago Ballroom, 5th Floor
7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings	
	Heritage Committee	Cook, 3rd Floor
	Academic Programs in Survey Methods	Kane, 3rd Floor
7:00 a.m. – 2:30 p.m.	AAPOR Exhibit Hall and Book Exhibit Open	Chicago Ballroom, 5th Floor
7:30 a.m. – 3:00 p.m.	AAPOR Registration Desk Open	7th Floor Registration
8:00 a.m. – 9:30 a.m.	AAPOR Concurrent Session A	
	Session 1: Address Based Sampling Issues & Challenges	Grand Ballroom Salon 1, 7th Floor
	Session 2: Data Quality in Cell Phone Surveys	Indiana, 6th Floor
	Session 3: Survey Interviewing & Data Quality	Northwestern, 6th Floor
	Session 4: Questionnaire Design: Context, Placement & Length	Belmont, 4th Floor
	Session 5: AAPOR Task Force on Online Panels	Armitage, 4th Floor
	Session 6: Minimizing Survey Non-Response	Addison, 4th Floor
	Session 7: Methodological Briefs: Longitudinal Surveys, Internet Access & Data Quality	Clark, 4th Floor
9:30 a.m. – 10:00 a.m.	AAPOR Refreshment Break	Chicago Ballroom, 5th Floor
10:00 a.m. – 11:30 a.m.	AAPOR Concurrent Session B	
	Session 1: Cell Phone Surveys: Population Estimates, Dual Frames & Weighting Issues	Grand Ballroom Salon I, 7th Floor
	Session 2: Combining Survey & Administrative Data: Issues of Quality & Access	Indiana, 6th Floor

Day-at-a-Glance**Saturday, May 15**

Time	Event	Location
10:00 a.m. – 11:30 a.m.	AAPOR Concurrent Session B (continued)	
	Session 3: Multimode Surveys: Reliability & Data Quality	Northwestern, 6th Floor
	Session 4: Opportunity Through Diversity	Belmont, 4th Floor
	Session 5: Questionnaire Design: Structure, Response Style & Self-Reports	Armitage, 4th Floor
	Session 6: Improving Response Rates	Addison, 4th Floor
	Session 7: Multimode Data Collection: Question Wording & Mode Effects	Clark, 4th Floor
11:45 a.m. – 1:15 p.m.	AAPOR Lunch	Grand Ballroom 7th Floor
11:45 a.m. – 1:15 p.m.	AAPOR Committee Meetings	
	Endowment Committee	Cook, 3rd Floor
	Chapter Representatives	Great America, 6th Floor
	Standards Committee	DuPage, 3rd Floor
	Education Committee	Kane, 3rd Floor
12:45 p.m. – 2:15 p.m.	AAPOR Speed Networking Session 2	Halsted, 4th Floor
1:15 p.m. – 2:15 p.m.	AAPOR Dessert Reception in Exhibit Hall	Chicago Ballroom, 5th Floor
	AAPOR Book Sale	
	AAPOR Meet the Author Session	
	Session 1: Seymour Sudman Norman M. Bradburn Norbert Schwarz <i>Thinking About Answers: The Application of Cognitive Processes to Survey Methodology</i> (Wiley/Jossey-Bass, San Francisco, CA, 1996)	

Day-at-a-Glance

Saturday, May 15

Time	Event	Location
	AAPOR Meet the Author Session	
	Session 2: Janet A. Harkness Brad Edwards Michael Braun Timothy P. Johnson Lars E. Lyberg Peter Ph. Mohler Beth-Ellen Pennell Tom W. Smith Survey Methods in Multicultural, Multinational, and Multiregional Contexts <i>(Wiley, 2010)</i>	
	AAPOR Poster Session 3	
2:15 p.m. – 3:45 p.m.	AAPOR Concurrent Session C	
	Session 1: Rethinking Response Rates	Grand Ballroom Salon 1, 7th Floor
	Session 2: Surveys on Medical & Health Issues	Indiana, 6th Floor
	Session 3: Attitudinal Data Collected via Cell Phone	Northwestern, 6th Floor
	Session 4: Election Attitudes & Polls	Armitage, 4th Floor
	Session 5: Questionnaire Design: IVR, Visual Scales & Cognitive Interviewing	Addison, 4th Floor
	Session 6: Sampling Hard-to-Reach Populations	Clark, 4th Floor
4:00 p.m. – 5:30 p.m.	AAPOR Membership & Business Meeting	Grand Ballroom Salon 1, 7th Floor
6:00 p.m. – 7:00 p.m.	AAPOR President's Reception	Grand Ballroom Foyer, 7th Floor
7:00 p.m. – 9:30 p.m.	AAPOR Awards Banquet	Grand Ballroom 7th Floor
9:30 p.m. – 2:00 a.m.	AAPOR Applied Probability	Lincolnshire, 6th Floor

AAPOR Concurrent Session A

Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.

AAPOR Task Force Report on Online Panels

Location: Armitage, 4th Floor

Chair: Reginald Baker, *Market Strategies International*

The AAPOR Online Panel Task Force

Members of the AAPOR Online Panel Task Force

Address-Based Sampling Issues & Challenges

Location: Grand Ballroom Salon I, 7th Floor

Chair: Mansour Fahimi, *Marketing Systems Group*

Findings From a Two-Phase Mail Survey for a Study of Veterans

Daifeng Han, *Westat*

David Cantor, *Westat*

Pat D. Brick, *Westat*

Maribel Aponte, *Department of Veterans Affairs*

Capturing Change in the USPS Delivery Sequence File: A Spatial-Temporal Analysis

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

Ned English, *NORC at the University of Chicago*

Michael Latterner, *NORC at the University of Chicago*

A Comparative Study of ABS and RDD Sampling in Two

**Locations: The Commonwealth of Massachusetts and the District
of Columbia**

Susan Sherr, *SSRS*

Timothy Triplett, *Urban Institute*

Robyn Rapoport, *SSRS*

Sharon Long, *Urban Institute*

David Dutwin, *SSRS*

AAPOR Concurrent Session A

Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.

Applying Address-Based Sampling as an Alternative to RDD in a Community Survey

Gene M. Lutz, *University of Northern Iowa*

Mary E. Losch, *University of Northern Iowa*

Disa L. Cornish, *University of Northern Iowa*

Anne Bonsall Hoekstra, *University of Northern Iowa*

Measuring the Undercoverage of DSF vs. Traditional Frame Construction Approaches: Comparing Potential Address Sources for the National Children's Study

Colm O'Muircheartaigh, *NORC*

Edward M. English, *NORC*

Katie Dekker, *NORC*

Stephanie Eckman, *NORC*

Data Quality in Cell Phone Survey

Location: Indiana, 6th Floor

Chair: Douglas Curriwan, *RTI International*

Investigating Data Quality in Cell Phone Surveying

Paul J. Lavrakas, *Independent Consultant*

Trevor N. Tompson, *The Associated Press*

Robert G. Benford, *GfK Custom Research NA*

Threats to Data Quality in Telephone Surveys: Hands-Free Headsets, Poor Audio Quality and Respondent Distractions

Courtney Kennedy, *The Everett Group*

Stephen E. Everett, *The Everett Group*

An Experiment Testing the Impact of Leaving Voice Messages in Cell Phone Surveying

Robert Benford, *GfK Custom Research North America*

Paul J. Lavrakas, *Independent Consultant*

Trevor Tompson, *Associated Press*

Christopher Fleury, *GfK Roper Public Affairs & Media*

AAPOR Concurrent Session A

Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.

Incentives for Cell Phone Users:

What Difference Do They Make?

Robert W. Oldendick, *University of South Carolina*

Dennis N. Lambries, *University of South Carolina*

Adjusting for Cell Phone Nonresponse in Dual Frame Samples

Randal ZuWallack, *ICF MACRO*

Frederica Conrey, *ICF MACRO*

Methodological Briefs: Longitudinal Surveys, Internet Access & Data Quality

Location: Clark, 4th Floor

Chair: Steven Putansu, GAO

Marge! It's Been 30 Years!

Finding Participants for a 50-Year High School

Follow-Up Study

Pia Peltola, *American Institutes for Research*

Lynette Zickl, *American Institutes for Research*

Susan Lapham, *American Institutes for Research*

Cameron McPhee, *American Institutes for Research*

What Survey Design Issues are Impacted by Incentive Conditioning?

John M. Finamore, *U.S. Census Bureau*

The Priming Directive: Panel Effects in Media Awareness Measures on a National Probability Panel

Kara A. Marsh, *Fors Marsh Group*

Robert P. Daves, *The Everett Group*

Amanda Anderson, *Fors Marsh Group*

Scott Turner, *Fors Marsh Group*

Stephen E. Everett, *The Everett Group*

H.A. White, *The Everett Group*

AAPOR Concurrent Session A

Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.

Does Providing Internet Access to Non-Internet Households Affect Reported Media Behavior for Latinos and Non-Latinos? Results From a Six-Month Longitudinal Survey

J. Michael Dennis, *Knowledge Networks*
Charles DiSogra, *Knowledge Networks*

Discrepancies Between Student Reports of Parental Occupation and Level of Education – Do They Really Matter? Evaluating Self-Reported Socioeconomic Status Using NLSF Data, 1999-2003

Melissa Bert, *Harvard Graduate School of Education*

The Effects of Computer Assisted Recorded Interviewing (CARI) on Questionnaire Timings on the NLSY97

Jodie A. Daquilanea,
National Opinion Research Center at the University of Chicago (NORC)
Arleigh Dom,
National Opinion Research Center at the University of Chicago (NORC)
Kanru Xia,
National Opinion Research Center at the University of Chicago (NORC)

Minimizing Survey Non-Response

Location: Addison, 4th Floor

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

The Road to Understanding Nonresponse in the 2008 June Area Survey

Michael Gerling, *USDA-NASS*
Terry O'Connor, *USDA-NASS*
HoaiNam Tran, *USDA-NASS*

AAPOR Concurrent Session A

Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.

We Want You and Your Colleague: An Experiment to Assess Survey Design Features That Maximize Response Rates Among Nursing Home Providers

Melissa Clark, *Brown University, Program in Public Health*
Michelle Rogers, *Brown University, Program in Public Health*
Andrew Foster, *Brown University, Department of Economics*
Faye Dvorchak, *Brown University, Program in Public Health*
Frances Saadeh, *Brown University, Program in Public Health*
Jessica Weaver, *Brown University, Program in Public Health*
Vincent Mor, *Brown University, Program in Public Health*

Analysis of Non-Response Bias in a Survey of Newly Naturalized Citizens

Kelly Daley, *Abt SRBI*
Allison Ackermann, *Abt SRBI*

A Comparison of Non-Recruited, Non-Responding and Responding 18-24-Year-Old Web-Based Panel Members' Exposure to and Uses of New and Emerging Smokeless Tobacco Products

Trent D. Buskirk, *Saint Louis University*

How Random is an Online Respondent Pool? Analysis of Respondent Self Selection in Multiple Surveys to a Large Online Volunteer Panel

Steven Millman, *Booz Allen Hamilton*
John Zogby, *Zogby International*
Zeljka Buturovic-Bradaric, *Zogby International*
Katherine Schwalbe, *Zogby International*

AAPOR Concurrent Session A

Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.

Questionnaire Design: Context, Placement & Length

Location: Belmont, 4th Floor

Chair: Neha Sahgal, *Pew Forum for Religion & Public Life*

Health Care Reform Perceptions: Context and Reciprocity Effects

Peter Graven, *SHADAC*

Todd Rockwood, *University of Minnesota*

Using Item Response Theory and Computer Adaptive Testing to Reduce Survey Length in Opinion and Attitude Surveys

Scott Hershberger, *Harris Interactive*

A Comparison of Results From a Spanish and English Mail Survey: Effects of Instruction Placement on Item Missingness

Kevin Wang, *RTI International*

M. Mandy Sha, *RTI International*

Emilia Peytcheva, *RTI International*

Question Order Effect on Self-Rated General Health in a Multilingual Survey

Sunghee Lee, *UCLA Center for Health Policy Research*

David Grant, *UCLA Center for Health Policy Research*

Putting Context Effects in Context: The Variable Effects of Question Order

Michael Dimock, *Pew Research Center for the People & the Press*

Shawn Neidorf, *Pew Research Center for the People & the Press*

Leah Christian, *PEW Research Center for the People & the Press*

Jacob Poushter, *PEW Research Center for the People & the Press*

AAPOR Concurrent Session A

Saturday, May 15, 2010 • 8:00 a.m. – 9:30 a.m.

Survey Interviewing & Data Quality

Location: Northwestern, 6th Floor

Chair: Keith Neuman, *Envirionics Research Group*

A Common, Mode-Independent, Approach for Evaluating Interview Quality and Interviewer Performance: Lessons Learned

Howard Speizer, *RTI International*

Susan Kinsey, *RTI International*

Richard Heman-Ackah, *RTI International*

A Two-Stage Interviewing Experiment in an RDD Survey

Sherman Edwards, *Westat*

Michael Brick, *Westat*

Royce Park, *UCLA Center for Health Policy Research*

David Grant, *UCLA Center for Health Policy Research*

Data Quality in the Retrospective Reporting of Addresses

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

Virginia Tangel, *NORC at the University of Chicago*

Ned English, *NORC at the University of Chicago*

Michael Latterner, *NORC at the University of Chicago*

Catherine Haggerty, *NORC at the University of Chicago*

An Examination of Within-Interviewer Continuity and Change in the use of Standardized Interviewing Following Repeated Corrective Feedback

Kristine Fahrney, *RTI International*

Danielle Cohen, *RTI International*

Ann Burke, *RTI International*

Utilizing Distance Learning to Deliver Standardized, Multi-Media Field Interviewer Training and Reduce Costs on Large-Scale National Field Surveys

Allison McKamey, *RTI International*

Scott Payne, *RTI International*

Elizabeth Shuey, *RTI International*

AAPOR Concurrent Session B

Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.

Cell Phone Surveys: Population Estimates, Dual Frames & Weighting Issues

Location: Grand Ballroom Salon I, 7th Floor

Chair: Dawn Nelson, *Mathematica Policy Research*

The Cell Phone Universe: Methodological Considerations for Creating Cellular and Landline Telephone Estimates From Nielsen Television Surveys

Christine Pierce, *The Nielsen Company, Media*

Jonathan D. Stringfield, *The Nielsen Company, Media*

Misty Saline, *The Nielsen Company, Media*

Jennifer Hsia, *The Nielsen Company, Media*

Can Post-Stratification Adjustments Do Enough to Reduce Bias in Telephone Surveys that Do Not Sample Cell Phones?

It Depends

Kathleen T. Call, *University of Minnesota*

Michael Davern, *NORC*

Michel Boudreaux, *University of Minnesota*

Pamela J. Johnson, *University of Minnesota*

Justine Nelson, *University of Minnesota*

First-Stage Weights for Overlapping Dual-Frame Telephone Surveys

Jonathan Best, *Princeton Survey Research Associates International*

Larry Hugick, *Princeton Survey Research Associates International*

Dual-Frame Weighting of RDD & Cell Phone Interviews at the Local Level

Michael P. Battaglia, *Abt Associates Inc.*

Donna Eisenhower, *NYC DOHMH Epidemiology Services*

Stephen Immerwahr, *NYC DOHMH Epidemiology Services*

Kevin Konty, *NYC DOHMH Epidemiology Services*

AAPOR Concurrent Session B

Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.

Assessment of Alternative Methods to Compensate for Noncoverage of Nonlandline Telephone Households in the NIS

Meena Khare, *NCHS/CDC*

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

Nadarajasundaram Ganesh, *NORC at the University of Chicago*

Abera Wouhib, *NCHS/CDC*

James A. Singleton, *Centers for Disease Control and Prevention (CDC), NCIRD*

Combining Survey & Administrative Data:

Issues of Quality & Access

Location: Indiana, 6th Floor

Chair: Frauke Kreuter, *University of Maryland*

Administrative Data Quality Assessments in the U.S. Federal Statistical System: Current Practice and Problems

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

Frauke Kreuter, *Joint Program in Survey Methodology, UMD*

William Iwig, *NASS- USDA*

You Can Match My Data! Biasing Effect in the Use of Linked Administrative and Survey Data

Stefan Bender, *Institute for Employment Research (IAB)*

Martina Huber, *Institute for Employment Research (IAB)*

Alexandra Schmucker, *Institute for Employment Research (IAB)*

Administrative and Survey Data: An Analysis of Reasons for Differences in Reported Employment Figures

Polly Phipps, *Bureau of Labor Statistics*

Daniell Toth, *Bureau of Labor Statistics*

Quality and Quantity - Using Administrative Data for Scientific Purposes in Labor Market Research

Patrycja Scioch, *Institute for Employment Research - IAB*

Stefan Bender, *Institute for Employment Research - IAB*

AAPOR Concurrent Session B

Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.

Using Linked Survey and Administrative Data Files to Improve Surveys and to Evaluate Decentralized Public Programs: The Case of Medicaid and SCHIP Enrollment

Michael Davern, *University of Minnesota*

Improving Response Rate

Location: Addison, 4th Floor

Chair: Young Chun, *NORC at University of Chicago*

The Effects of Tailored Design Method on Response Rates in a Chronically Ill Population: Results of a Controlled Experiment

Ellen Denzen, *National Marrow Donor Program*

Todd Rockwood, *University of Minnesota*

Nancy Omondi, *National Marrow Donor Program*

David Radosevich, *University of Minnesota*

Elizabeth Murphy, *National Marrow Donor Program*

Mail Surveys: The Power of the Return Address

Larry Luskin, *ICF MACRO*

Sherri Settle, *ICF MACRO*

Methods for Elicitation of Prior Information on Survey Data Quality and Survey Cost Structures

John L. Eltinge, *Bureau of Labor Statistics*

The SNAAP Experiments: An Attempt to Improve Response and Measure Error

John Kennedy, *Indiana University Center for Survey Research*

Steven Tepper, *Vanderbilt University*

Sally Gaskill, *Indiana University*

George Kuh, *Indiana University*

Group and Cultural Influences on Household Survey Response Rate

Peter K. Kwok, *NORC*

William Hart, *NORC*

Hee-Choon Shin, *NORC*

AAPOR Concurrent Session B

Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.

Multimode Data Collection: Question Wording & Mode Effects

Location: Clark, 4th Floor

Chair: Dianne Rucinski, *Institute for Health Policy & Research*

Measuring Mode Preference: Question Wording and Question Order Experiments

Jolene Smyth, *University of Nebraska-Lincoln*

Kristen Olson, *University of Nebraska-Lincoln*

Mode Effects on Symptoms Characteristics:

The First Follow-Up Survey of Chronic Fatigue Syndrome and Chronic Unwellness in Georgia

Julie A. Pacer, *Abt SRBI*

Rebecca Devlin, *Abt SRBI*

Mode Effect or Question Wording?

Developing Robust Questions for Mixed Mode Surveys

Edith D. de Leeuw, *Utrecht University*

Annette Scherpenzeel, *Centerdata, University of Tilburg*

Estimating Nonresponse and Mode Effects in a Mixed-Mode Survey

Peter Lugtig, *Department of Methods and Statistics - Utrecht University*

Gerty Lensvelt-Mulders, *University of Humanistics*

Using a Mixed Method Approach to Explain the Cross-Cultural Differences in Extreme Responding

Meike Morren, *Tilburg University*

John Gelissen, *Tilburg University*

AAPOR Concurrent Session B

Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.

Multimode Surveys: Reliability & Data Quality

Location: Northwestern, 6th Floor

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

Using Computer Assisted Telephone Interviewing for Reinterview Programs and Its Effect on Data Quality

Chrishelle Lawrence, *U.S. Census Bureau*

Survey Satisficing in a Mixed Mode Military Survey

Yonghe M. Yang, *ICF International*

Amy E. Falcone, *ICF International*

Lynn M. Milan, *United States Army Research Institute*

Differences in Reliability and Validity Across Mail- and Phone-Administered Surveys

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

Nina Rauscher, *Children's Hospital Boston*

Jennifer Koch, *Children's Hospital Boston*

David Thompson, *Children's Hospital Boston*

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

Marla D. Cralley, *Arbitron Inc.*

Z.T. Suzer-Gurtekin,

University of Michigan, Program in Survey Methodology

Assessing Data Quality Across Probability Samples: An Examination of a Post General Election Mixed-Mode (Internet and Mail) and Telephone Survey

Lonna R. Atkeson, *University of New Mexico*

R. M. Alvarez, *California Institute of Technology*

Alex N. Adams, *University of New Mexico*

AAPOR Concurrent Session B

Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.

Opportunity Through Diversity

Location: Belmont, 4th Floor

Chair: Richard Sobel, *Northwestern & Harvard Universities*

Discussant: Eric Plutzer, *Pennsylvania State University*

The 2008 National Asian American Survey: Context and the Civic and Political Engagement of Asian Americans

Taeku Lee, *University of California at Berkeley*

Jane Junn, *University of Southern California*

Karthick Ramakrishnan, *University of California, Riverside*

Janelle Wong, *University of Southern California*

The Global Survey of Physicists: Challenges and Lessons Learned From an Evolving Multilingual Multinational Survey Effort

Casey Langer Tesfaye, *American Institute of Physics*

Rachel Ivie, *American Institute of Physics*

Opportunities for Contact With Culturally Diverse Populations: Interpersonal Contact and Immigration Attitudes

Chase Harrison, *Harvard Business School*

Representing Hispanics in General Public Opinion Surveys

Jocelyn Kiley, *Pew Research Center*

Leah Christian, *Pew Research Center*

Michael Dimock, *Pew Research Center*

Scott Keeter, *Pew Research Center*

AAPOR Concurrent Session B

Saturday, May 15, 2010 • 10:00 a.m. – 11:30 a.m.

Questionnaire Design:

Structure, Response Style, and Self-Reports

Location: Armitage, 4th Floor

Chair: Kenneth A. Rasinski, *University of Chicago*

Discussant: Nancy Mathiowetz, *University of Wisconsin-Milwaukee*

Effect of Questionnaire Structure on

Nonresponse and Measurement Error:

Sequential vs. Grouped Placement of Filter Questions

Lisa R. Carley-Baxter, *RTI International*

Andy Peytchev, *RTI International*

Michele L. Black, *CDC*

Response Scales' Vulnerability to Acquiescence and Extreme

Response Style Behavior

Natalia Kieruj, *Department of Methodology and Statistics, Tilburg University*

Guy Moors, *Departement of Methodology and Statistics, Tilburg University*

Making It All Add Up:

A Comparison of Constant Sum Tasks on Self-Reported Behavior

Ronald Z. Szoc, *ICF International*

Randall K. Thomas, *ICF International*

Frances M. Barlas, *ICF International*

Function Follows Form: Response Format Effects on Self-

Reported Individual and Household Disability

Amy E. Falcone, *ICF International*

Randall K. Thomas, *ICF International*

College Road Trip: Transforming the NHTS Into a Web-Based

Travel Diary Survey of University Students in Virginia

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

Tancy Vandecar-Burdin, *Old Dominion University*

Susan G. White, *Virginia Commonwealth University*

Susan Willis-Walton, *Virginia Tech*

Paul Agnello, *Virginia Department of Transportation*

AAPOR Poster Session 3

Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.

Poster Session – 3

Location: Exhibit Hall, Chicago Ballroom, 5th Floor

- 1. Assessing Online Media Use and Digital Interpersonal Communication Variables as Predictors of Political Knowledge**
Jason A. Martin, *Indiana University School of Journalism*
- 2. On the Usefulness of Pretesting Vignettes for Exploratory Research**
Jennifer Beck, *U.S. Census Bureau*
- 3. Use of Surveys and Cluster Analysis to Increase Ridership on Mass Transit: A Case Study**
Frank Lynch, *Abt SRBI*
Jason Minser, *Abt SRBI (formerly with the Chicago Transit Authority)*
Mindy Rhindress, *Abt SRBI*
- 4. Sample Disposition of RDD Unlisted, RDD Listed and Cell Phone Only Telephone Households**
John Tarnai, *Social & Economic Sciences Research Center*
Danna L. Moore, *Social & Economic Sciences Research Center*
Marion Schultz, *Social & Economic Sciences Research Center*
- 5. Experimental Trial of Benefit Appeals on Completion Rates for the Agricultural Screening Survey**
Danna L. Moore, *Social and Economic Sciences Research Center*
Dale Atkinson, *USDA/NASS/RDD*
Jaki S. McCarthy, *USDA/NASS*
- 6. Survey Weight Adjustment Using PROC WTADJUST From SUDAAN V10**
G.G. Brown, *RTI International*

AAPOR Poster Session 3

Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.

7. Online Table Generator Tool for Health Insurance Coverage Estimates

Karen Soderberg, *SHADAC - University of Minnesota*

Michael Davern, *NORC*

Jeanette Ziegenfuss, *Mayo Clinic*

Peter Graven, *SHADAC - University of Minnesota*

Michele Burlew, *SHADAC - University of Minnesota*

8. Multiple Identities: Effects of Question Framing on Self-Rated Importance of Factors Influencing Self-Concept

Frances M. Barlas, *ICF International*

Randall K. Thomas, *ICF International*

Ronald Z. Szoc, *ICF International*

9. When to E-Mail or Not?: Determining the Best Day of the Week to Send Evites for Participation in a Web Survey

Sylvia R. Epps, *Decision Information Resources, Inc.*

Leslyn Hall, *Redstone Research, LLC*

Jo Anna Hunter, *MDRC*

10. Exploring the Use of Self-Reported Cell Phones in Voter Files for Likely Voter Sampling

Patrick Faust, *Greenberg Quinlan Rosner Research*

Adam Slater, *Greenberg Quinlan Rosner Research*

11. Offering a Web Option in a Mail Survey of Young Adults: Impact on Survey Quality

Scott Turner, *Fors Marsh Group, LLC*

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

Sean Marsh, *Fors Marsh Group, LLC*

12. Are Estimates of the Medicaid Undercount Stable Over Time?

Robert K. Goidel, *Louisiana State University*

Stephen Barnes, *Louisiana State University*

Dek Terrell, *Louisiana State University*

AAPOR Poster Session 3

Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.

13. The Subject Lines of Web Survey Invitations and Participation Rates

Handan Titiz, *Children's Hospital Boston*

Sonja Ziniel, *Children's Hospital Boston*

**14. Nonresponse in a Dual Frame Telephone Study:
Illinois Children's Insurance Research**

Julie A. Pacer, *Abt SRBI*

Kelly Daley, *Abt SRBI*

Michael P. Battaglia, *Abt Associates*

Dianne Rucinski, *University of Illinois-Chicago*

15. Revision to Teacher Nonresponse Bias Analysis

Danielle K. Battle, *American Institutes for Research*

Jared Coopersmith, *Quality Information Partners, Inc.*

**16. Does Launching a More Expensive Mode of Data Collection
Earlier Save You Money?**

Sylvia R. Epps, *Decision Information Resources, Inc.*

Pam V. Wells, *Decision Information Resources, Inc.*

Jo Anna Hunter, *MDRC*

**17. Imputation Using SUDAAN PROC HOTDECK for Education
Surveys**

Darryl Creel, *RTI International*

**18. Ideology, Polarization and American Media Consumption:
An Examination of Public Opinion Formulation**

Anthony DiMaggio, *Illinois State University*

AAPOR Poster Session 3

Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.

- 19. Favorable Results From a Low Effort Follow-Up:
An Investigation of Nonresponse Bias in a Customer
Satisfaction Survey**
Jennifer E. O'Brien, *Westat*
Tom Krenzke, *Westat*
David Ferraro, *Westat*
Howard King, *Westat*
Michele Harmon, *Westat*
Jocelyn Newsome, *Westat*
Kerry Levin, *Westat*
Martin Rater, *United States Patent and Trademark Office*
- 20. Different Topics, Different Results**
Gregory A. Smith, *Pew Research Center*
- 21. Comparison of Influences on Seat Belt Use in States**
Cynthia Augustine, *RTI International*
- 22. A Reasonable Use of Non-Probability Sampling:
Surveying Political Leaders**
Gregory G. Holyk, *Washington and Lee University*
- 23. Collection Research for Household Surveys at
Statistics Canada**
Helene Berard, *Statistics Canada*
Milana Karaganis, *Statistics Canada*
Francois Laflamme, *Statistics Canada*
- 24. Dichotomous Voting Intention Questions and Response Order
Effects: Individual Participant Data Meta-Analysis**
Alexandre Morin Chassé, *Université Laval*
- 25. Significant Factors Governing the Use of Auditory Stimuli in
Web Questionnaires**
Sentagi S. Utami, *University of Michigan*
Rahmad Dawood, *University of Michigan*
Mojtaba Navvab, *University of Michigan*

AAPOR Poster Session 3

Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.

26. The Financial Crisis and the Bailout:

Frame Analysis of the Chicago Press

Fabrizio Ceglia, *University of Illinois at Chicago*

Bruno Carriço Reis, *Universidad Rey Juan Carlos*

27. Framing Effects and Racial Prejudice:

The Moderating Role of Need for Cognition

Porismita Borah, *University of Wisconsin - Madison*

D. Jasun Carr, *University of Wisconsin - Madison*

28. Fill in the Blank: SED Verbatim Response Specificity as a Function of Perceived Audience

Lino M. Jimenez, *NORC*

Lindsay Virost, *NORC*

Vincent Welch, *NORC*

29. Searching for Alternatives:

Findings From Recent Mail Surveys by the Asahi Shimbun

Nicolaos E. Synodinos, *University of Hawaii*

Eiji Matsuda, *The Asahi Shimbun*

30. The Use of Technology in Seat Belt Survey Data Collection

Larry N. Campbell, *RTI International*

31. Item Nonresponse Analysis for a Mixed-Mode Survey

Boris Lorenc, *Statistics Sweden*

Kristoffer Olsson, *Stockholm University*

32. The Effect of Removing Cell-Phone-Only (CPO) Weighting

Yelena Pens, *Arbitron*

Kelly Dixon, *Arbitron*

AAPOR Poster Session 3

Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.

33. The Discriminating Voter: An Analysis of the Demography and Geography of Discrimination

Paul G. Harwood, *Public Opinion Research Laboratory,
University of North Florida*

Nicholas J. Seaton, *Public Opinion Research Laboratory,
University of North Florida*

34. A Multi-Mode Approach for Leave-Behind Data Collection of Actigraphy in a Population Survey

Jane L. McPhillips, *NORC at the University of Chicago*

Katie Lundein, *NORC*

Angela Jaszcak, *NORC*

Stephen Smith, *NORC*

35. Data Collection From Third Parties:

The Rental Agents Survey Case Study

Marilyn Worthy, *Energy Information Administration*

36. The Influence of Cultural Dimensions on Survey Response Styles: An Analysis of IBM Global Employee Surveys for India

Randal R. Ries, *IBM*

37. Imputation of Income, Poverty and Medicaid Status in a Survey of Health Insurance and Access to Care

Tom Duffy, *ICF MACRO*

Ronaldo Iachan, *ICF MACRO*

Sara Bausch, *ICF MACRO*

Bo Lu, *Ohio State University*

Tim Sahr, *Health Policy Institute of Ohio*

38. Coding Complex Responses

Linda G. Kimmel, *Michigan State University*

Jon D. Miller, *Michigan State University*

AAPOR Poster Session 3

Saturday, May 15, 2010 • 1:15 p.m. – 2:15 p.m.

39. **Variance of the 2010 Census Coverage Measurement Logistic Regression-Based Dual System Estimator of Population Size**
Richard Griffin, *U.S. Census Bureau*
40. **Measuring the Effects of a Nationwide Community-Based Participatory Design on Outcomes Related to Electronic Health Information Exchange**
Stephanie Rizk, *RTI International*
Robert Bailey, *RTI International*
41. **Optimizing Call Time in an RDD Survey: BRFSS Experience**
Sean Hu, *Centers for Disease Control and Prevention*
Brian F. Heas, *RTI*
Lina Balluz, *Centers for Disease Control and Prevention*

AAPOR Concurrent Session C

Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.

Attitudinal Data Collected via Cell Phone

Location: Northwestern, 6th Floor

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

“Cell Mostly” or “Cell Mainly”: What is More Representative?

Brian Shepherd, *NORC*

Megha Shah, *NORC*

Wei Zeng, *NORC*

Karen Wooten, *Centers for Disease Control and Prevention*

Measuring State Health Trends—

Impact of the Cell-Only Population

Frederica Conrey, *ICF MACRO*

Randal ZuWallack, *ICF MACRO*

Kristie Hannah, *ICF MACRO*

Cell Phone Usage and Differences in Behaviors Surrounding the H1N1 Outbreak

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

Gillian K. Steel Fisher, *Harvard School of Public Health*

Melissa J. Herrmann, *SSRS-Social Science Research Solutions*

Comparison of Response Measures Between Landline and Cell Phone Modes in Behavioral Risk Factor Surveillance System

Mohamed G. Qayad, *Centers for Disease Control and prevention*

Pranesh Chowdhury, *CDC*

Machell Town, *CDC*

Lina Balluz, *CDC*

Risky Business: A Comparison of Traffic Safety Behaviors by Telephone Status in a National Dual Frame Design

John M. Boyle, *Abt SRBI Inc.*

Faith Lewis, *Abt SRBI Inc.*

Brian Tefft, *The AAA Foundation for Traffic Safety*

AAPOR Concurrent Session C

Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.

Election Attitudes & Polls

Location: Armitage, 4th Floor

Chair: Teresa Jin, *The Nielsen Company*

Do Voters Live Vicariously Through Election Results?

Adam Sage, *RTI International*

Bonnie E. Shook-Sa, *RTI International*

The Development of Conservatives and Liberals: An Analysis of Political Socialization and Change

Jon D. Miller, *Michigan State University*

Jason Kalmbach, *Michigan State University*

Linda G. Kimmel, *Michigan State University*

2008 Election Exit Poll Design Effect

Clint W. Stevenson, *Edison Research*

Electing the President 2008. A Longitudinal Web Panel Survey From November 2007 to November 2008

Nat Ehrlich, *Michigan State University*

Larry Hembroff, *Michigan State University*

Karen Clark, *Michigan State University*

Elections and Institutions: Ranked-Choice Voting and Its Attitudinal and Behavioral Effects

Joanne M. Miller, *University of Minnesota*

Lawrence R. Jacobs, *University of Minnesota*

AAPOR Concurrent Session C

Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.

Questionnaire Design:

IVR, Visual Scales, & Cognitive Interviewing

Location: Addison, 4th Floor

Chair: Yvonne Shands, *Survey Technology & Research*

Does Voice Matter for Youth Reports of Tobacco Use?

An Interactive Voice Response Experiment

Niki Mayo, *RTI International*

Doug Currihan, *RTI International*

Brenna Muldavin, *RTI International*

Visual Effects: A Comparison of Visual Analog Scales in Models Predicting Behavior

Randall K. Thomas, *ICF International*

Using Administrative Records to Evaluate Survey Responses in the National Immunization Survey

Ting Yan, *NORC at University of Chicago*

Kennon Copeland, *NORC at the University of Chicago*

Kirk Wolter, *NORC at the University of Chicago*

Phil Smith, *CDC*

Questionnaire Design Considerations When Expanding a Survey Target Population to Include Children

Patricia LeBaron, *RTI International*

Rebecca Granger, *RTI International*

Mixed Modes and Measurement Error:

Using Cognitive Interviewing to Explore the Results of a Mixed-Modes Experiment

Pamela C. Campanelli, *The Survey Coach*

Margaret Blake, *National Centre for Social Research*

Michelle Gray, *National Centre for Social Research*

Steven Hope, *National Centre for Social Research*

Annette Jackle, *University of Essex*

Peter Lynn, *University of Essex*

Alita Nandi, *University of Essex*

Gerry Nicolaas, *National Centre for Social Research*

AAPOR Concurrent Session C

Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.

Rethinking Response Rates

Location: Grand Ballroom Salon I, 7th Floor

Chair: Fritz Scheuren, NORC

Discussant: Barbara O'Hare, U.S. Census Bureau

Rethinking Response Rate Targets:

New Evidence of Little Relationship Between Response Rate and Observable Response Bias

Richard Hendra, MDRC

Aaron Hill, MDRC

Using Imputation Methods to Estimate “e”

James Wagner, University of Michigan/Survey Research Center

Participation in Surveys in the U.S.: A Three-Year Study

David Dutwin, Social Science Research Solutions

Robyn Rapoport, Social Science Research Solutions

An Alternative to the Response Rate for Measuring a Survey's Realization of the Target Population

Benjamin Skalland, NORC at the University of Chicago

Martin Barron, NORC at the University of Chicago

Ashley Amaya, NORC at the University of Chicago

Sampling Hard-to-Reach Populations

Location: Clark, 4th Floor

Chair: Robert Simmons, Defense Manpower Data Center

Using Lists With RDD Samples:

An Examination of Bias, Cost and Variance Estimates

Anthony M. Roman, Center for Survey Research UMass-Boston

Charles F. Turner, City University of New York,

Queens College and Graduate Center

Susan M. Rogers, RTI International

Elizabeth Eggleston, RTI International

James R. Chromy, RTI International

Sylvia Tan, RTI International

AAPOR Concurrent Session C

Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.

Screening for Specific Population Groups in Mail Surveys

Douglas Williams, *Westat*

Jill M. Montaquila, *Westat*

J. Michael Brick, *Westat*

Mary C. Hagedorn, *Westat*

An Oversampling Method for Youth in a Smoking Survey

Peter Wright, *Statistics Canada*

Benjamin Hartling, *Statistics Canada*

A Comparison of Black Oversamples:

Census Density vs. Call-Backs

Peyton M. Craighill, *ABC News*

Gary Langer, *ABC News*

Patrick Moynihan, *Harvard University*

Melissa Herrmann, *SSRS*

David Dutwin, *SSRS*

Confirmation Bias in Housing Unit Listing

Stephanie Eckman, *University of Maryland*

Surveys on Medical & Health Issues

Location: Indiana, 6th Floor

Chair: Christopher P. Borick, *Muhlenberg College*

Health Care Status Over Time: Lessons From a Follow-Back Survey of Individuals With Special Health Care Needs

Shannon R. TenBroeck, *NORC at the University of Chicago*

Kathleen S. O'Connor, *National Center for Health Statistics (NCHS), CDC*

Respondents' Methods for Managing and Recalling Data in the Medical Expenditure Panel Survey

Sid J. Schneider, *Westat*

Barbara Gustavson, *Westat*

Tiandong Li, *Westat*

Huseyin Goksel, *Westat*

Ralph DiGaetano, *Westat*

W. Sherman Edwards, *Westat*

AAPOR Concurrent Session C

Saturday, May 15, 2010 • 2:15 p.m. – 3:45 p.m.

Use of Household Immunization Records (Shot Cards) on the National Immunization Survey

Ashley Amaya, NORC at University of Chicago

Xian Tao, NORC at the University of Chicago

Karen Wooten, Centers for Disease Control and Prevention

Internet Panels and Health Research:

Findings From National RDD Surveys

John M. Boyle, Abt SRBI Inc.

Assessing the Accuracy of the Face-to-Face Recruited Internet Survey Platform: A Comparison of Behavioral and Health-Related Findings From the FFRISP With Those of Major National Surveys

Ana Villar, Stanford University

Ariel Malka, Yeshiva University

Jon Krosnick, Stanford University

Notes

Notes

Day-at-a-Glance

Sunday, May 16

Time	Event	Location
8:00 a.m. – 10:15 a.m.	AAPOR Registration Desk Open	7th Floor Registration
8:00 a.m. – 11:30 a.m.	AAPOR Short Course Course 6: Conducting Cell Phone Surveying in the U.S. Circa 2010	Chicago A/B Ballroom, 5th Floor
8:30 a.m. – 10:00 a.m.	AAPOR Concurrent Session A	
	Session 1: International Standards & the Future of Survey Research	Grand Ballroom Salon 1, 7th Floor
	Session 2: Interviewer Effects & Self Report Bias	Indiana, 6th Floor
	Session 3: Survey Sampling: Landline & Cell Phone Under Coverage	Northwestern, 6th Floor
	Session 4: Improving Response Rates: Consent, Incentives, & Caller-ID	Chicago D Ballroom, 5th Floor
	Session 5: Panel Surveys & Non-Response Issues	Chicago E Ballroom, 5th Floor
	Session 6: Assessing Data Quality: Paradata, Monitoring & Editing	Addison, 4th Floor
	Session 7: Reducing Measurement Error Through Cognitive Interviewing	Clark, 4th Floor
	Session 8: Design Considerations for Establishment Surveys	Avenue Ballroom, 4th Floor
10:15 a.m. – 11:45 a.m.	AAPOR Concurrent Session B	
	Session 1: Utilizing Respondent Records	Grand Ballroom Salon 1, 7th Floor
	Session 2: Non-Response Issues: Interviewer Effect & Other Participant Factors	Indiana, 6th Floor
	Session 3: Patterns of Landline & Cell Phone Usage & Implications	Northwestern, 6th Floor
	Session 4: Behavior Coding & Cognitive Interviewing	Chicago D Ballroom, 5th Floor

Day-at-a-Glance

Sunday, May 16

Time	Event	Location
10:15 a.m. – 11:45 a.m.	AAPOR Concurrent Session B (continued)	
	Session 5: Early Responders, Late Responders & Non-Responders	Chicago E Ballroom, 5th Floor
	Session 6: Interviewer Characteristics & Maintaining Data Quality	Addison, 4th Floor
	Session 7: Exploring the Diversity of Public Opinion	Clark, 4th Floor
	Session 8: TBD	Avenue Ballroom, 4th Floor

Short Courses

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

Course 6:

Conducting Cell Phone Surveying in the U.S. Circa 2010

Instructors: Courtney Kennedy, *University of Michigan, Michigan, USA*

Paul J. Lavrakas, *Independent Consultant*

Linda Piekarski, *Survey Sampling International*

Chuck Shuttles, *The Nielsen Company*

AAPOR Concurrent Session A

Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

Assessing Data Quality: Paradata, Monitoring & Editing

Location: Addison, 4th Floor

Chair: Missy Koppelman, *NORC*

The Accuracy of Interview Paradata:

Results From a Field Investigation

Paul Biemer, *RTI International and UNC-CH*

Kevin Wang, *RTI International*

Who's Monitoring the Monitors?: Examining Monitors' Accuracy, Objectivity and Consistency to Improve the Quality Assurance Process

Claudia Gentile, *Mathematica Policy Research*

Jason Markesich, *Mathematica Policy Research*

Joe Baker, *Mathematica Policy Research*

Shawn Marsh, *Mathematica Policy Research*

Standardizing Paradata

David Clearo, *University of Chicago Survey Lab*

Martha Van Haitsma, *University of Chicago Survey Lab*

Assessing the Quality of Survey Data

Joerg Blasius, *University of Bonn*

AAPOR Concurrent Session A

Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

How Much Does Past Experience Matter? An Investigation of the Factors Affecting Editing Quality and Efficiency

Geraldine Mooney, *Mathematica Policy Research*

Tedde Tsang, *Mathematica Policy Research*

Melissa Krakowiecki, *Mathematica Policy Research*

Cathie E. Alderks,

Substance Abuse and Mental Health Services Administration

Deborah Trunzo,

Substance Abuse and Mental Health Services Administration

Design Considerations for Establishment Survey

Location: Avenue Ballroom, 4th Floor

Chair: Mark Morgan, *ICF International, Inc.*

Nonresponse Reduction Strategies in Establishment Surveys: Design Considerations in the National Survey of Residential Care Facilities

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

Tim Flanigan, *RTI International*

Angela Greene, *RTI International*

John Loft, *RTI International*

Abigail Moss, *National Center for Health Statistics*

Eunice Park-Lee, *National Center for Health Statistics*

Emily Rosenoff, *U.S. DHHS*,

Office of Assistant Secretary for Planning and Evaluation

Manisha Sengupta, *National Center for Health Statistics*

Sara Zuckerbraun, *RTI International*

AAPOR Concurrent Session A

Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

Measurement Issues in Establishment Surveys: Design Considerations in the National Survey of Residential Care Facilities

John D. Loft, *RTI International*

Tim Flanigan, *RTI International*

Angela Greene, *RTI International*

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

Abigail Moss, *National Center for Health Statistics*

Eunice Park-Lee, *National Center for Health Statistics*

Emily Rosenoff, *U.S. DHHS, Office of Assistant Secretary*

Manisha Sengupta, *National Center for Health Statistics*

Sara Zuckerbraun, *RTI International*

Toward a Standard Typology of Disposition Codes for Establishment Surveys

Sara Zuckerbraun, *RTI International*

Laura Flicker, *RTI International*

Jamie Friedman, *RTI International*

Meeting the Challenges of Converting a Large Establishment Survey From Paper to Electronic Administration

David J. Roe, *RTI International*

Lisa Thalji, *RTI International*

John Loft, *RTI International*

Laura Flicker, *RTI International*

Jason Stockdale, *RTI International*

Marie Stagnitti, *Agency for Healthcare Research and Quality (AHRQ)*

AAPOR Concurrent Session A

Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

Improving Response Rates: Consent, Incentives & Caller-ID

Location: Chicago D Ballroom, 5th Floor

Chair: Justin Bailey, *The Nielsen Company*

Communicating Disclosure Risk in Informed Consent Statements

Eleanor Singer, *ISR, University of Michigan*

Mick P. Couper, *ISR, University of Michigan*

Who's Cashing In? Demographic Profiles of Incentivized

Sample Members

Evan Nielsen, *NORC*

Bryan Duff, *NORC*

Caller ID Experiments in Telephone Surveys

Eran Ben-Porath, *Social Science Research Solutions*

Susan Sherr, *Social Science Research Solutions*

David Dutwin, *Social Science Research Solutions*

Melissa Herrmann, *ICR/International Communications Research*

Does One-Time Inducements Help Long-Term Survey

Participation? — A Case for Survival Analysis

Kumar Rao, *Gallup Inc.*

Allan McCutcheon, *University of Nebraska-Lincoln*

Timing is Everything (Part 3): Examining The Effect of Offering Late-Stage Cash Incentives in a Panel Survey

Karen Grigorian, *NORC*

Deborah Harper, *NORC*

Thomas B. Hoffer, *NORC*

AAPOR Concurrent Session A

Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

International Standards and the Future of Survey Research

Location: Grand Ballroom Salon I, 7th Floor

Chair: Reginald Baker, *Market Strategies International*

Panel: International Standards and the Future of Survey Research

Reg Baker, *Market Strategies International*

Tom W. Smith, *NORC*

Lars Lyberg, *Statistics Sweden*

Jim Wolf, *SRC at Indiana University-Purdue University Indianapolis*

Cathy Kneidl, *CASRO Institute for Research Quality*

Interviewer Effects & Self-Report Bias

Location: Indiana, 6th Floor

Chair: Gina Walejko, *Northwestern University*

Interviewer Effects on Consenting to Data Linkage on a Longitudinal Survey of a General Population

Emanuela Sala, *ISER*

Jon Burton, *ISER, University of Essex*

Gundi Knies, *ISER, University of Essex*

Representing Seniors in an Online National Probability Panel Survey: Measuring Technology Attitudes and Behaviors

Jordon Peugh, *Knowledge Networks*

Wendy Mansfield, *Knowledge Networks*

Tom Wells, *Knowledge Networks*

Karen Semans, *Knowledge Networks*

Comparing Proxy to Self-Report Responses of a Civilian Institutionalized Population on a Quality of Life Survey

Alisa M. Ainbinder, *Mathematica Policy Research*

Samuel Simon, *Mathematica Policy Research*

AAPOR Concurrent Session A

Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

Gender of Interviewer: How Does It Influence Responses in a Gender-Focused Survey?

Wendy Wang, *Pew Research Center*

Jocelyn Kiley, *Pew Research Center*

Rich Morin, *Pew Research Center*

How Much of Interviewer Variance is Really Nonresponse Error Variance?

Brady T. West, *Institute for Social Research*

Kristen Olson, *University of Nebraska-Lincoln*

Panel Surveys & Non-Response Issues

Location: Chicago E Ballroom. 5th Floor

Chair: Kristy Michaud, *CSU Northridge*

Mandatory Reporting: Potential Effects on Retention Rates in a Longitudinal Survey

Kristin J. Fuller, *RTI International*

Melissa Dolan, *RTI International*

Keith Smith, *RTI International*

Lauren Cohen, *RTI International*

The Unusual Suspects for Survey Non-Response: A Follow-Up Study With Respondents and Non-Respondents on Their Attitudes and Behaviors for Survey Participation

Jennie Lai, *The Nielsen Company*

Scott Bell, *The Nielsen Company*

Michael Link, *The Nielsen Company*

Matt Walker, *The Nielsen Company*

Leilani Narciso, *The Nielsen Company*

Teresa Jin, *The Nielsen Company*

AAPOR Concurrent Session A

Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

Locating Efforts and Outcomes in a Longitudinal Study of Older Adults

Jennifer Satorius, NORC
Erin Burgess, NORC
Lucie Kalousova, NORC
Angela Jaszcak, NORC
Laurie Imhof, NORC

An Examination of Panel Conditioning in an Advertising Tracking Study With Cross-Sectional Design

Amanda J. Anderson, *Fors Marsh Group*
Kara A. Marsh, *Fors Marsh Group*
Scott Turner, *Fors Marsh Group*
Sean M. Marsh, *Fors Marsh Group*

Reducing Measurement Error Through Cognitive Interviewing

Location: Clark, 4th Floor
Chair: Katherine Gean, *University of Chicago Survey Laboratory*
Discussant: Karen Donelan, *Massachusetts General Hospital*

Response Error in Federal Surveys: An Analysis of Q-Bank Summary Data

Aaron Maitland, *National Center for Health Statistics*
Heather Ridolfo, *National Center for Health Statistics*
Brian W. Ward, *University of Maryland*

Should You Take Our Word for It? An Evaluation of Cognitive Pre-Test Findings Against Other Survey Evaluation Techniques

Alfred D. Tuttle, *U.S. Census Bureau*
La Toya Thomas, *U.S. Census Bureau*
Kristin J. Stettler, *U.S. Census Bureau*

Do Respondents Read Those Key Messages in Our Questionnaire Package Cover Letters?: What Comes Out of the Envelope First Matters

Laurie Schwede, *U.S. Census Bureau*
Anissa Sorokin, *U.S. Census Bureau*

AAPOR Concurrent Session A

Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

Understanding Measurement Error in the Reporting of Relationship and Marital Status Among Same-Sex Couples

Nancy Bates, *U.S. Census Bureau*

Theresa J. DeMaio, *U.S. Census Bureau*

He Said, She Said: Evaluating Contradictory Cognitive Interview Findings in Two Different Studies of Similar Survey Questions

Heather Ridolfo, *University of Maryland*

Stephanie Willson, *National Center for Health Statistics*

Survey Sampling: Landline & Cell Phone Undercoverage

Location: Northwestern, 6th Floor

Chair: Charles Palit, *University of Wisconsin*

Using a Simulation Study to Examine Strategies for Combining Cell and Landline Survey Samples

Tom Duffy, *ICF MACRO*

Sara Bausch, *ICF MACRO*

Ronaldo Iachan, *ICF MACRO*

Bo Lu, *Ohio State University*

Developing Linkage Rules to Reduce Noncoverage

Graham Kalton, *Westat*

Measuring Undercoverage of the Landline Telephone Population in 1+100-Bank Surveys

Martin Barron, *NORC at the University of Chicago*

Zhen Zhao, *Centers for Disease Control and Prevention*

Assessing Cell Phone Noncoverage Bias Across Different Topics and Subgroups

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

Scott Keeter, *Pew Research Center*

Kristen Purcell, *Pew Internet & American Life Project*

Aaron Smith, *Pew Internet & American Life Project*

AAPOR Concurrent Session A

Sunday, May 16, 2010 • 8:30 a.m. – 10:00 a.m.

How Much Coverage Does an RDD Frame Really Provide?

Robin Gentry, *Arbitron, Inc.*

Alan Tupek, *Arbitron, Inc.*

AAPOR Concurrent Session B

Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.

Behavior Coding & Cognitive Interviewing

Location: Chicago D Ballroom, 5th Floor

Chair: John Finamore, *U.S. Census Bureau*

Cognitive Interviews in Establishment Surveys: Getting Quality Feedback in a Diverse Setting of U.S. Ferry Operators

Kenneth Steve, *Bureau of Transportation Statistics*

Joy Sharp, *Bureau of Transportation Statistics*

Utilization of Cognitive Interviewing for Development of Family Bonds Survey Questionnaire

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

Using Verbal and Paralinguistic Behaviors to Identify Mapping Difficulties in Responses to Self-Reported Health Questions

Dana Garbarski, *University of Wisconsin-Madison*

Nora Cate Schaeffer, *University of Wisconsin-Madison*

Jennifer Dykema, *University of Wisconsin Survey Center*

AAPOR Concurrent Session B

Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.

Early Responders, Late Responders & Non-Responders

Location: Chicago E Ballroom, 5th Floor

Chair: Jo Jones, *National Center for Health Statistics*

Survey Non-Response Among American Community Survey's Chinese Respondents

Anna Y. Chan, *U.S. Census Bureau*

Yuling Pan, *U.S. Census Bureau*

Aref Dajani, *U.S. Census Bureau*

More Than Fashionably Late: An Analysis of the Late Responders in the 2008 Survey of Doctorate Recipients

Shana M. Brown, *National Opinion Research Center*

Lance Selfa, *National Opinion Research Center*

Differences in Early and Late Responders:

Findings From a Military Web-Based Community Survey

Jyothsna Prabhakaran, *ICF International*

Christopher Spera, *ICF International*

Laura M. Leach, *ICF International*

Rachel Foster, *U.S. Air Force*

The National 2009 H1N1 Flu Survey:

Rapid Data Collection and Early Responder Analysis

James A. Singleton, Gary L. Euler

National Center for Immunization and Respiratory Diseases

Centers for Disease Control and Prevention

Kennon Copeland, Nada Ganesh

NORC at the University of Chicago

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

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

AAPOR Concurrent Session B

Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.

Exploring the Diversity of Public Opinion

Location: Clark, 4th Floor

Chair: Matt Jans, U.S. Census Bureau

Attitudes Toward NAFTA in Continental Perspective

Timothy B. Gravelle, *Gallup*

Drafting a Response: Demographic and Item Context Effects on Support for Mandatory National Service Options

William B. Higgins, *ICF International*

Randall K. Thomas, *ICF International*

John F. Kunz, *ICF International*

Understanding How Consumers Cope With Food Safety Concerns: Using Qualitative Panel Data to Obtain a Complete Picture

Julia R. Pennington, *University of Wisconsin-Eau Claire*

Kumar Rao, *Gallup Inc.*

Michael Krush, *North Dakota State University*

Dwayne Ball, *University of Nebraska-Lincoln*

Health Insurance and Place: A Multilevel Analysis of Health Insurance Coverage in Texas

Kathy Krey, *Baylor University*

Jodien Matos, *Baylor University*

Factors Related to Trust in the Security of Electronic Medical Records (EMRs)

Sarah Cho, *Kaiser Family Foundation*

Sasha Buscho, *Kaiser Family Foundation*

AAPOR Concurrent Session B

Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.

Interviewer Characteristics & Maintaining Data Quality

Location: Addison, 4th Floor

Chair: Norman Trussell, *The Nielsen Company*

Using Computer Audio Recorded Interviewing (CARI) to Detect and Reduce Total Survey Error

Tom W. Smith, *NORC*

Is Success on the Doorstep Correlated With the Magnitude of the Interviewer Design Effect?

Patrick Sturgis, *University of Southampton*

Ian Brunton-Smith, *University of Surrey*

Joel Williams, *BMRB Limited*

Non-Verbal Correlates of Rapport in Face-to-Face Survey

Interviews: An Analysis of Interviewer Behavior

Brooke Foucault Welles, *Northwestern University*

Interviewer Characteristics Associated With Productivity, Cost Efficiency and Retention

Susan Mitchell, *RTI International*

Wandy Stephenson, *RTI International*

Kristine Fahrney, *RTI International*

Matthew Strobl, *RTI International*

Barbara Bibb, *RTI International*

Economic Recession:

Effects on Telephone Survey Staffing and Productivity

McKinlay Jeannis, *RTI International*

Tamara L. Terry, *RTI International*

Laura Flicker, *RTI International*

AAPOR Concurrent Session B

Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.

Non-Response Issues: Interviewer Effect & Other Participation Factors

Location: Indiana, 6th Floor

Chair: TBD

Preferences for Interviewer Dialect Use and Race Among African American Health Survey Respondents

Rachel E. Davis, *University of Michigan*

Jennifer G. Nguyen, *University of Michigan, Dept. of Linguistics*

Jennifer J. Hawkins, *University of Michigan, Internal Medicine-Nephrology*

Karen E. Peterson, *University of Michigan*

Sara W. Schlotterbeck, *University of Michigan*

Ken Resnicow, *University of Michigan*

To Agree or Not to Agree:

Effects of Spoken Language on Survey Participation Decisions

Frederick G. Conrad, *University of Michigan*

Jessica Broome, *University of Michigan*

Jose Benki, *Michigan State University*

Robert Groves, *U.S. Census Bureau*

Frauke Kreuter, *University of Maryland*

David Vannette, *University of Michigan*

Interviewer Personality and Survey Error: Interviewers' Conscientiousness as Predictor for Item- and Unit Nonresponse in a Panel Household Study

Michael Weinhardt, *German Institute for Economic Research, Socio-Economic Panel Study*

Frauke Kreuter,

University of Maryland, Joint Program in Survey Methodology

Jürgen Schupp,

Freie Universität Berlin, German Institute for Economic Research

High Dimension Multiple Imputation: Missing Blood Glucose Values in the Epidemiology of Diabetes Interventions and Complications Study

Michael D. Larsen, *George Washington University*

John M. Lachin, *George Washington University*

AAPOR Concurrent Session B

Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.

Patterns of Landline & Cell Phone Usage & Implications

Location: Northwestern, 6th Floor

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

The Role of Landline and Cell Phone Usage Patterns in Nonsresponse Error Potential Among Young Adults in Telephone Surveys

Douglas B. Currivan, *RTI International*

Burton Levine, *RTI International*

Niki Mayo, *RTI International*

Assessment of Bias in the National Immunization Survey–Teen: An Updated Benchmark to the National Health Interview Survey

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

Christina Dorell, *Centers for Disease Control and Prevention*

Meena Khare, *Centers for Disease Control and Prevention*

Abera Wouhib, *Centers for Disease Control and Prevention*

Elizabeth A. Ormson, *NORC at the University of Chicago*

Landline and Cell Phone Usage Patterns in a Large Urban Setting: Results From the 2008 New York City Community Health Survey

Stephen Immerwahr, *Survey Unit, Bureau of Epidemiology Services*

Michael P. Battaglia, *Abt Associates Inc.*

Donna Eisenhower, *NYC DOHMH Epidemiology Services*

Michael Sanderson, *NYC DOHMH Epidemiology Services*

Andy Weiss, *Abt SRBI*

Bonnie Kerker, *NYC DOHMH Epidemiology Services*

List Assisted RDD Telephone Surveys in Rural Areas: Central Texas

Debbie L. McMahon, *Baylor University*

Wesley M. Hinze, *Baylor University*

AAPOR Concurrent Session B

Sunday, May 16, 2010 • 10:15 a.m. – 11:45 a.m.

Utilizing Respondent Records

Location: Grand Ballroom Salon I, 7th Floor

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

Respondent Record Use in the U.S. Consumer

Expenditure Survey

Jennifer Edgar, *Bureau of Labor Statistics*

The Use of Utility Bills as an Information Retrieval Aid in the American Housing Survey

George R. Carter, *U.S. Census Bureau*

For Clueless Consumers, Can Records Improve Data Quality?

Eileen M. O'Brien, *Energy Information Administration*

The Burden of Proof:

Panel Attrition and Record Usage on the MCBS

Brad Edwards, *Westat*

Ryan A. Hubbard, *Westat*

Is It Worth the Effort? Respondent Record Use on the British Household Panel Study

(For the Respondent Record Use panel)

Nick Moon, *GfK NOP Social Research*

Heather Laurie, *ISER, University of Essex*

Notes

Notes

Mixing modes?



Sensitive subjects?



Puzzling results?



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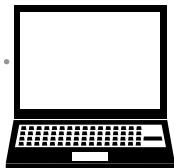
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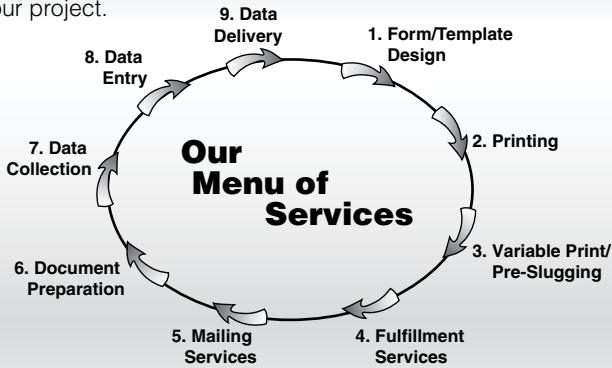


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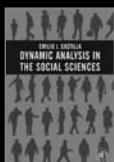
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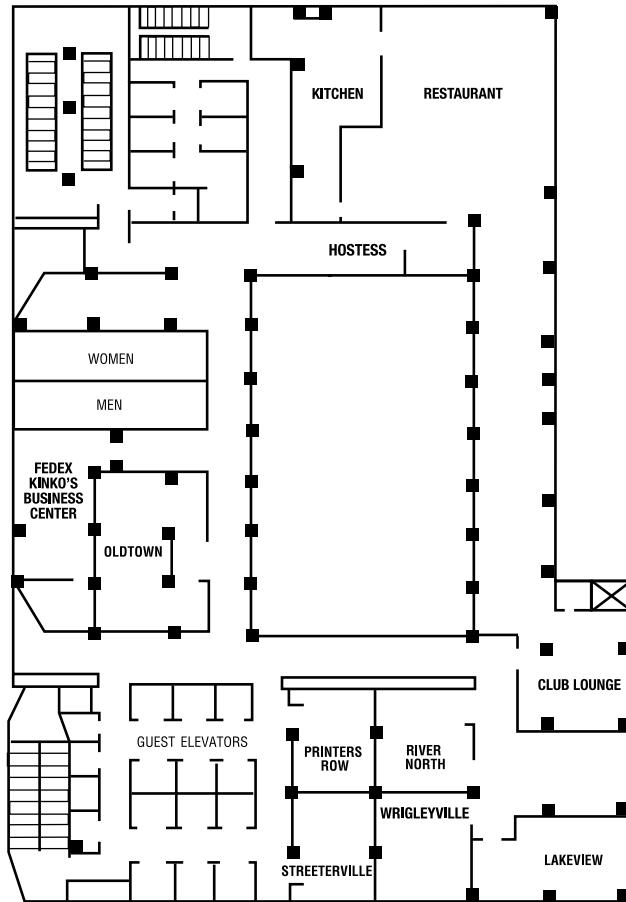
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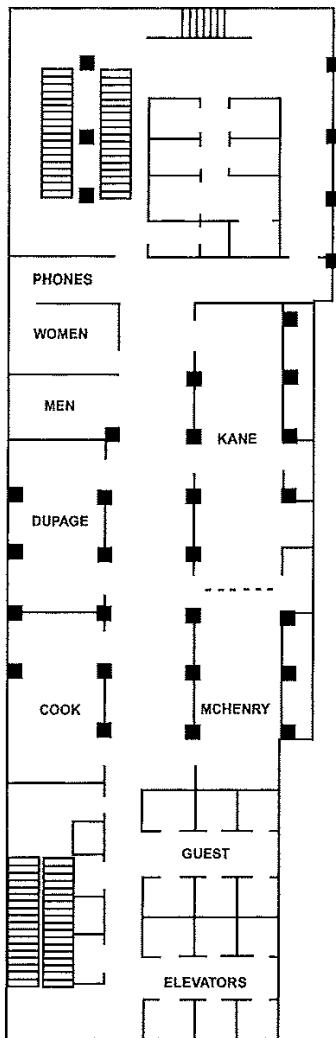
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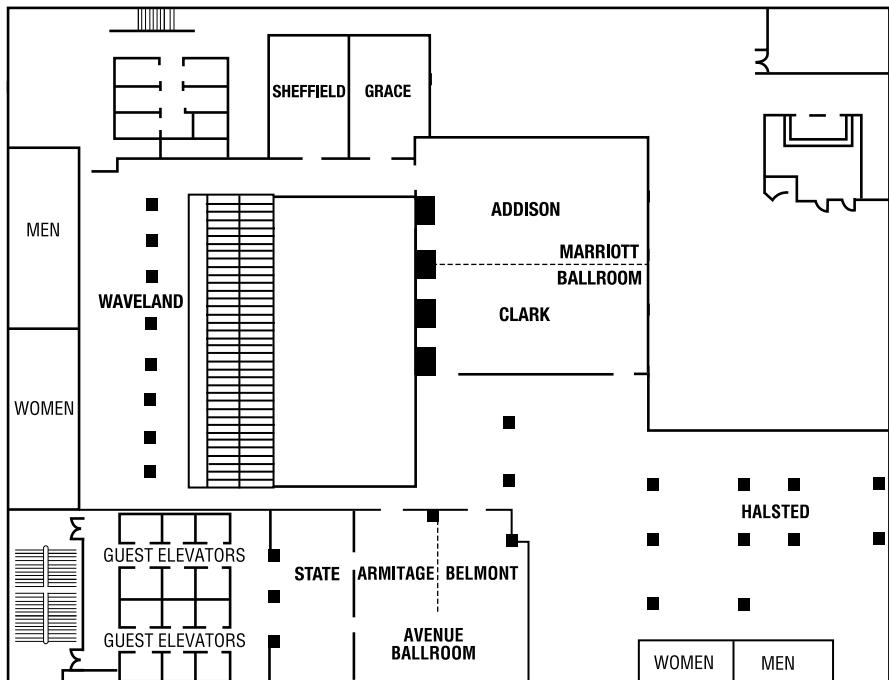
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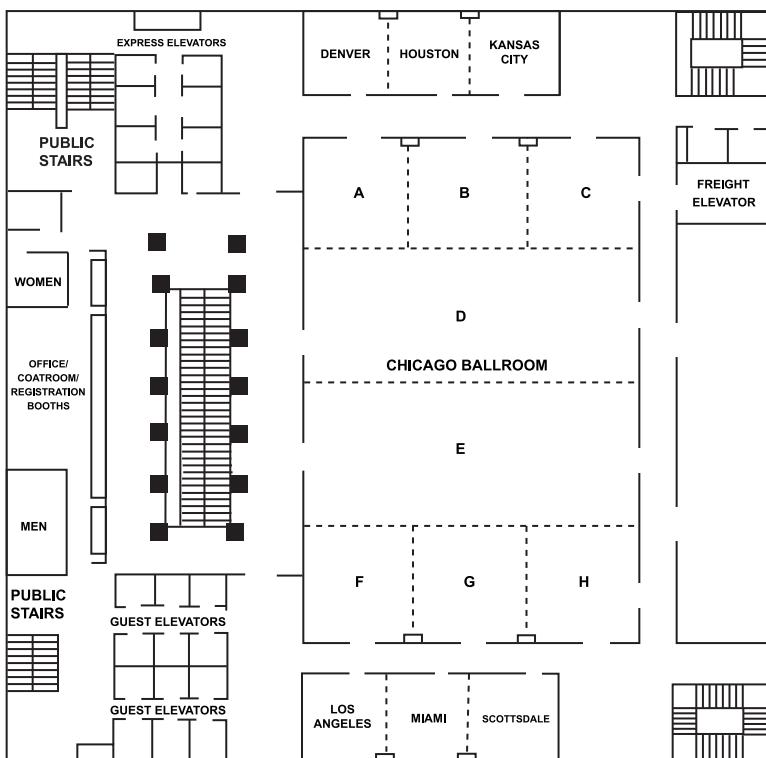
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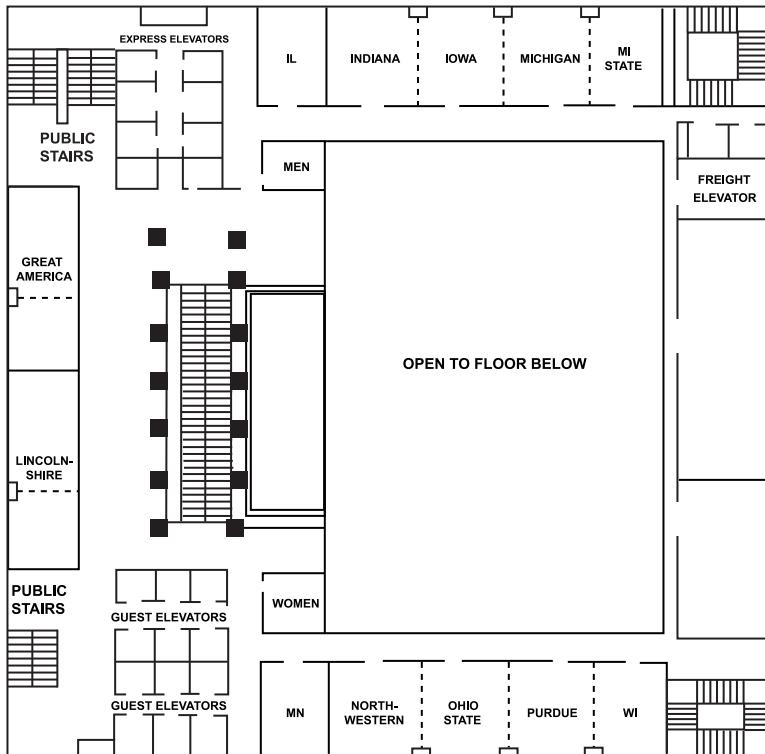
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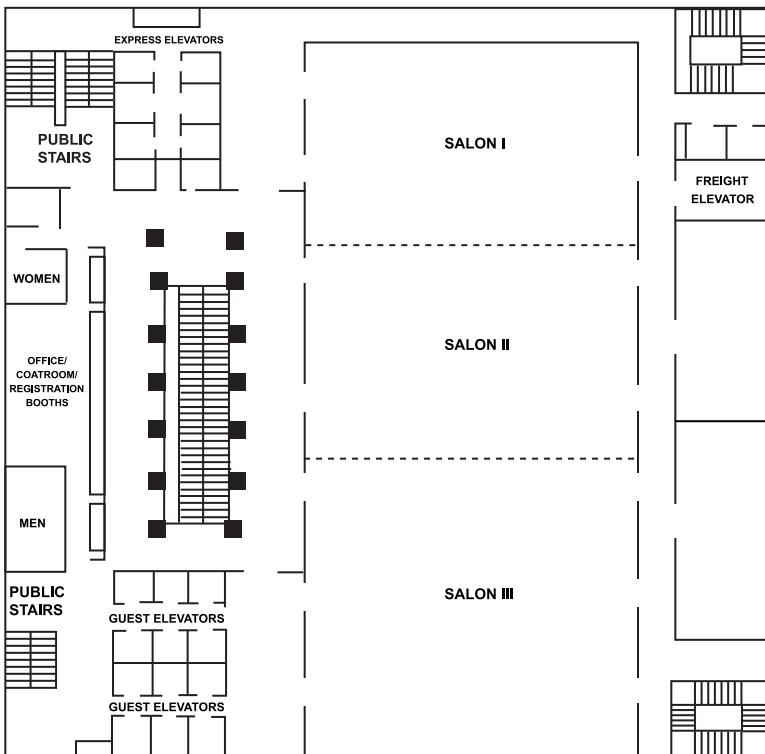
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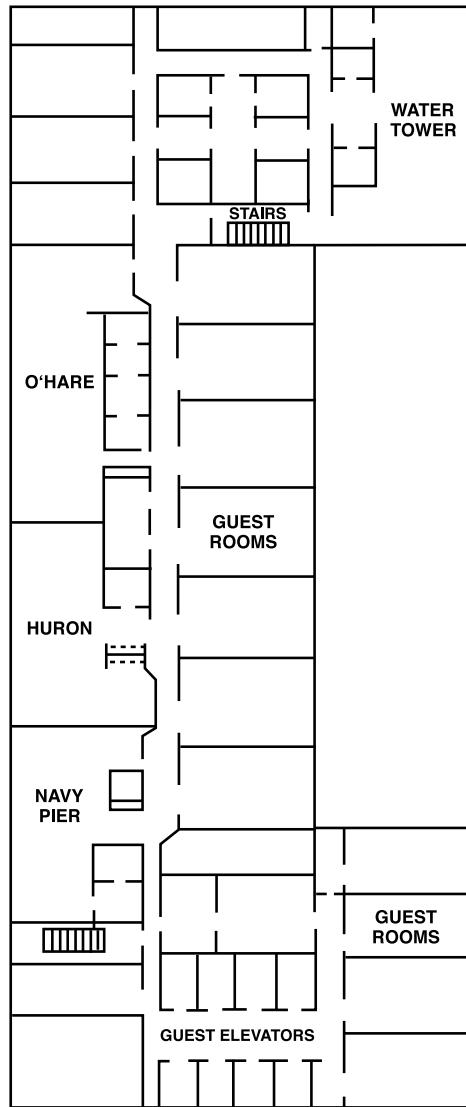
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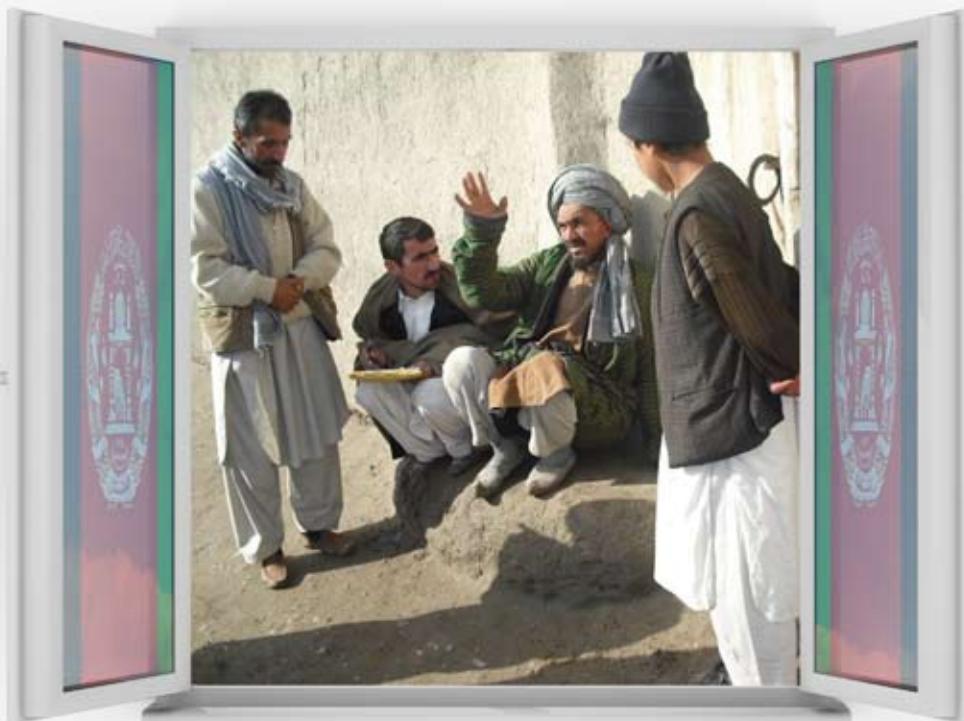


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