

Paul Joseph Scanlon Jr.

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Summary

User experience (UX) and behavioral research leader with expertise in survey design, qualitative and quantitative research methods, and data-driven decision-making. Proven ability to integrate behavioral science, machine learning, and user research to improve data collection instruments, survey methodologies, and respondent experiences. Extensive experience conducting and leading mixed-methods research to identify and mitigate barriers to participation, enhance user engagement, and optimize digital and survey-based experiences. Adept at collaborating with cross-functional teams, including designers, engineers, and product managers, to implement research-backed improvements.

Skills & Tools

Research Methods

- **Qualitative:** Cognitive interviews, usability testing, in-depth interviews, focus groups, ethnography
- **Quantitative:** A/B testing, experimental design, probability & non-probability sampling, weighting, factor analysis, cluster analysis, modeling, machine learning

Technical Skills & Tools

- **Programming & Data Analysis:** R (including tidyverse), Python (including SciKitLearn), SPSS, SAS
 - **Survey & UX Research:** Qualtrics, Shiny
 - **Productivity & Collaboration:** Microsoft Office, Google Workspace
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Experience

National Center for Health Statistics, Centers for Disease Control and Prevention
Chief, Collaborating Center for Questionnaire Design and Evaluation Research (2024 – Present)
Senior Survey Methodologist/Behavioral Scientist (2020 – 2024)
Survey Methodologist/Behavioral Scientist (2012 – 2020)

- Leads a user research and survey design program with a \$2M+ annual budget and a team of 15 researchers.
- Manages cross-functional projects to improve user experience in data collection instruments by applying behavioral science and UX research methodologies.

- Designs, executes, and analyzes qualitative and quantitative research studies to evaluate and optimize survey questionnaires.
- Conducts cognitive interviews, focus groups, A/B testing, and experimental designs to improve usability and respondent engagement.
- Develops and implements machine learning models to detect response patterns and improve survey methodologies.
- Spearheads research initiatives to reduce cognitive burden and increase response rates in national and international data collection efforts.
- Advises teams across CDC and international organizations (e.g., UNICEF, WHO) on survey design, UX research, and mixed-methods evaluation.

United States Census Bureau

Presidential Management Fellow & Survey Statistician (2010 – 2012)

- Designed and conducted cognitive interviews and usability studies for national household and establishment surveys.
- Led survey evaluation projects for the American Community Survey (ACS) and Current Population Survey (CPS).
- Advised cross-agency teams on UX research methodologies and behavioral insights for survey optimization.
- Conducted stakeholder interviews and focus groups to assess and refine national survey methodologies.

Executive Office of the President, Office of Management and Budget (OMB)

Detail Survey Statistician (2011 – 2012)

- Provided expert guidance on user-centered design for federal data collection methodologies.
- Trained federal agencies, including the FBI and Consumer Financial Protection Bureau, in cognitive interviewing, UX, and qualitative research best practices.

SmartRevenue (Market Research & UX Consultancy)

Qualitative/Quantitative Analyst (2009 – 2010)

- Conducted ethnographic research, usability studies, and consumer behavior analysis to inform UX strategy.
- Coded and analyzed market research data to identify trends in user engagement and decision-making.

Education

The University of Georgia

Ph.D., Anthropology (2011)

- **Dissertation:** *Cuisine as an Agent of Acculturation: Mexican American Cultural and Culinary Incorporation and Acceptance*

The Pennsylvania State University

B.S., Horticulture | B.Phil., Ethnobotany | Minor: Sociology (2005)

- **Honors Thesis:** *Plants in Caribbean Rituals: Anadenanthera peregrina and Oenothera biennis*
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Refereed Publications

- Cibelli Hibben, Kristen, Smith, Zachary, Rogers, Benjamin, Ryan, Valerie, **Scanlon, Paul**, and Travis Hoppe. 2024. "Semi-Automated Nonresponse Detection for Open-Text Survey Data." *Social Science Computer Review*. doi: [10.1177/08944393241249720](https://doi.org/10.1177/08944393241249720).
- Hu, Li-Yen R., **Scanlon, Paul**, Miller, Kristen, He, Yulei, Irinata, Katherine, Zhang, Guangyu, and Kristen Cibelli-Hibben. 2023. "National Center for Health Statistics 2019 Research and Development Survey, RANDS 3." *Vital and Health Statistics Series 1* (65):1-48. doi: [10.15620/cdc:130273](https://doi.org/10.15620/cdc:130273).
- Kimberly H. Nguyen, Kelsey C. Coy, Carla L. Black, **Paul Scanlon**, James A. Singleton. 2024. "Comparison of adult hesitancy towards COVID-19 vaccines and vaccines in general in the USA." *Vaccine* 42(3): 645-652. doi: [10.1016/j.vaccine.2023.12.042](https://doi.org/10.1016/j.vaccine.2023.12.042).
- Anup Srivastav, Peng-jun Lu, Ashley Amaya, Jill A. Dever, Marshica Stanley, Jessica L. Franks, **Paul J. Scanlon**, Allison M. Fisher, Stacie M. Greby, Kimberly H. Nguyen, Carla L. Black. 2023. "Prevalence of influenza-specific vaccination hesitancy among adults in the United States, 2018." *Vaccine* 41(15): 2572-2581. doi: [10.1016/j.vaccine.2023.03.008](https://doi.org/10.1016/j.vaccine.2023.03.008).
- Willson, Stephanie, **Scanlon, Paul**, and Kristen Miller. 2022. Question evaluation for real-time surveys: Lessons from COVID-19 data collection. *SSM - Qualitative Research in Health* 2(1): 100164. doi: [10.1016/j.ssmqr.2022.100164](https://doi.org/10.1016/j.ssmqr.2022.100164)
- Nichols, Erin, Pettrone, Kristen, Vickers, Brent, Gebrehiwet, Hermon, Surek-Clark, Clarissa, Leitao, Jordana, Amouzou, Agbessi, Blau, Dianna M., Bradshaw, Debbie, Abdelilah, El Marnissi, Groenewald, Pamela, Munkombwe, Brian, Mwango, Chomba, Notzon, F. Sam, Odhiambo, Steve Biko, and **Paul Scanlon**. 2022. Mixed-Methods Analysis of Select Issues Reported in the 2016 World Health Organization Verbal Autopsy Questionnaire. *Plos One* 17(10): e0274304. doi: [10.1371/journal.pone.0274304](https://doi.org/10.1371/journal.pone.0274304).
- Irinata, Katherine and **Paul Scanlon**. 2022. The Research and Development Survey (RANDS) during COVID-19. *Statistical Journal of the IAOS*. 38(1): 13-21. doi: [10.3233/SJI-210880](https://doi.org/10.3233/SJI-210880).
- Cappa, Claudia, Petrowski, Nicole, De Castro, Elga Filipa, Geisen, Emily, LeBaron, Patricia, Allen-Leigh, Betania, Place, Jean Marie, and **Paul Scanlon**. 2021. Identifying and Minimizing Errors in the Measurement of Early Childhood Development: Lessons Learned from the Cognitive Testing of the ECDI2030. *International Journal of Environmental Research and Public Health*. 18(22): 12181. doi: [10.3390/ijerph182212181](https://doi.org/10.3390/ijerph182212181).
- Wolter, Kirk, Cappa, Claudia, Erosheva, Elena A., Maddans, Jennifer H., Miller, Kristen, **Scanlon, Paul**, and Julie D. Weeks. 2021. "JSSAM Special Issue on Disability Measurement and Analysis: Preface." *Journal of Survey Statistics and Methodology*: 9(2): 205-208. doi: [10.1093/jssam/smab016](https://doi.org/10.1093/jssam/smab016).
- Parker, Jennifer, Miller, Kristen, He, Yule, **Scanlon, Paul**, Cai, Bill, Shin, Hee-Choon, Parsons, Van, and Katherine Irinata. 2020. "Overview and initial results of the National Center for Health Statistics' Research and Development Survey." *Statistical Journal of the IAOS*. 36(4): 1199-1211. doi: [10.3233/SJI-200678](https://doi.org/10.3233/SJI-200678).

- Santibanez, Tammy A., Nguyen, Kimberly H., Greby, Stacie M., Fisher, Allison, **Scanlon, Paul**, Bhatt, Achal, Srivastav, Anup, and James A. Singleton. 2020. Parental Vaccine Hesitancy and Childhood Influenza Vaccination. *Pediatrics* 146(6): e2020007609. doi: [10.1542/peds.2020-007609](https://doi.org/10.1542/peds.2020-007609).
 - He, Yulei, Cai, Bill, Shin, Hee-Choon, Beresovsky, Vladislav, Parsons, Van, Irinata, Katherine, **Scanlon, Paul**, and Jennifer Parker. 2020. "The National Center for Health Statistics' 2015 and 2016 Research and Development Surveys." *Vital and Health Statistics Series 1* (64):1-60. https://www.cdc.gov/nchs/data/series/sr_01/sr01-64-508.pdf
 - **Scanlon, Paul**. 2020. Using Targeted Embedded Probes to Quantify Cognitive Interviewing Findings. In Beatty, Paul C., Collins, Debbie, Kaye, Lyn, Padilla, Jose Luis, Willis, Gordon and Amanda Wilmot (eds) *Advances in Questionnaire Design, Development, Evaluation, and Testing*. Hoboken, NJ: Wiley and Sons. Pp. 427-450. <https://doi.org/10.1002/9781119263685.ch17>.
 - **Scanlon, Paul** 2019. The Effects of Embedding Closed-ended Cognitive Probes in a Web Survey on Survey Response. *Field Methods*, 31(4), 328–343. <https://doi.org/10.1177/1525822X19871546>
 - Jamoom, Eric, Heisey-Grove, Dawn, Yang, Ninee, and **Paul Scanlon** 2016. "Physician Opinions about EHR Use by EHR Experience and by Whether the Practice had optimized its EHR Use." *Journal of Health and Medical Informatics* 7(4). doi: [10.4172/2157-7420.1000247](https://doi.org/10.4172/2157-7420.1000247).
 - Smirnova, Michelle and **Paul Scanlon** 2016. "Experience and Cultural–Repertoire Based Avenues of Trust: An Analysis of Public Trust in Statistical Agencies and their Data." *Social Policy and Society*. doi: [10.1017/S147474641500069X](https://doi.org/10.1017/S147474641500069X).
 - Chepp, Valerie and **Paul Scanlon** 2014. "Reporting Cognitive Interviewing Results" in Miller, K, Willson S, and Chepp V (eds). *Cognitive Interviewing: A Sociological Methodology*. doi: [10.1002/9781118838860.ch6](https://doi.org/10.1002/9781118838860.ch6)
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Government Reports

- **Scanlon, Paul J.** 2024. *A Comparative Study of Approaches to Collecting Intimate Partner Violence Data: Results from the National Center for Health Statistics' Research and Development Survey*. Division of Research and Methodology Memo, 2024-01E. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://www.cdc.gov/nchs/rands/files/NISVS-Memo.pdf>.
- **Scanlon, Paul J.** 2024. *Findings from a series of National Survey of Family Growth (NSFG)-related experiments on the National Center for Health Statistics's Research and Development Survey, Round 6*. Division of Research and Methodology Memo, 2023-05E. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://www.cdc.gov/nchs/rands/files/NSFG-Evaluation-Report.pdf>.
- Irinata, Katherine E., **Scanlon, Paul J.**, Moriarity, Chris, Ph.D., Cai, Bill, Beresovsky, Vladislav, and Rong Wei. 2023. *Findings from RANDS 7*. Division of Research and Methodology Memo, 2023-04E. Centers for Disease Control and Prevention, National Center for Health Statistics. https://www.cdc.gov/nchs/rands/files/DRM-Research-Memo-RANDS7-Public-10112023_1.pdf.
- Miller, Kristen., Willson, Stephanie., **Scanlon, Paul.**, Vickers, Brent., Massey, Meredith., Creamer, Lauren. 2022. *2019 Evaluation Of Opioid-Related Questions For Federal Household Surveys*. Collaborating Center for Questionnaire Design and Evaluation Research Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/QBank/Report.aspx?1223>.

- **Scanlon, Paul.** 2022. *Mixed Method Evaluation Of The Rands During Covid-19 Telemedicine Availability Question: Results From The First Two Rounds Of Rands During Covid-19.* Collaborating Center for Questionnaire Design and Evaluation Research Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1222>.
- Cibelli Hibben, Kristen, Ryan, Valerie, Hoppe, Travis, and **Scanlon, Paul.** 2022. *Analysis and Results of Time Reference Web Probes on the RANDS COVID-19 Survey.* Collaborating Center for Questionnaire Design and Evaluation Research Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1220>.
- Wilmot, Amanda, **Scanlon, Paul.** 2021. *Cognitive Interview Evaluation of Questions on Child Injury, Sleep Pattern and Screen Time on behalf of the National Health Interview Survey.* Collaborating Center for Questionnaire Design and Evaluation Research Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1217>.
- Wilmot, Amanda, , Vickers, J .Brent, **Scanlon, Paul.** 2021. *Cognitive Interview Evaluation of Questions on Walking and Lung Cancer Screening on behalf of the National Health Interview Survey .* Collaborating Center for Questionnaire Design and Evaluation Research Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1215>.
- Miller, Kristen, Vickers, J. Brent, **Scanlon, Paul.** 2021. *Comparison of American Community Survey and Washington Group Disability Questions.* Collaborating Center for Questionnaire Design and Evaluation Research Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1216>.
- **Scanlon, Paul.** 2020. *Cognitive Evaluation Of The Who Verbal Autopsy Questionnaire In Lusaka, Zambia And Rabat, Morocco.* Collaborating Center for Questionnaire Design and Evaluation Research Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1205>.
- **Scanlon, Paul** 2020. *Cognitive Evaluation of the National Center for Health Statistics' 2018 Research and Development Survey.* Collaborating Center for Questionnaire Design and Evaluation Research Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1203>.
- Yu, Erica, Fobia, Aleia Clark, Graber, Jessica, Holzberg, Jessica, Kaplan, Robin, Kopp, Brandon Kopp, Kubzdela, Kashka, Mockovak, Bill, Morrison, Rebecca, and **Paul Scanlon.** 2019. "White Paper: Experiences Using Online Testing to Support Survey-Methods Research and Pre-Testing in the Federal Government." Research Report Series, # 2019-06. Center for Behavioral Science Methods, Research and Methodology Directorate, U.S. Census Bureau Washington, D.C. <https://www.census.gov/content/dam/Census/library/working-papers/2019/adrm/rsm2019-06.pdf>.
- **Scanlon, Paul,** and Eric Jamoom 2019. *The Cognitive Evaluation of Survey Items Related to Vaccine Hesitancy and Confidence for Inclusion on a Series of Short Question Sets.* Collaborating Center for Questionnaire Design and Evaluation Research Report. Centers for Disease Control and Prevention, National Center for Health Statistics. DOI: [10.15620/cdc:110543](https://doi.org/10.15620/cdc:110543).
- **Scanlon, Paul.** 2017. *Cognitive Evaluation of the 2015-2016 National Center for Health Statistics' Research and Development Survey.* Collaborating Center for Questionnaire Design and Evaluation Research Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1184>.
- **Scanlon, Paul** and Kristen Miller. 2017. *Cognitive Evaluation of the UNICEF Early Child Development Index (ECDI) and Inclusive Education Modules in the United States, India, and Jamaica.* Collaborating

Center for Questionnaire Design and Evaluation Research Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1179>.

- Massey, Meredith, **Scanlon, Paul**, Lessem, Sarah, Cortes, Luis, Villarroel, Maria, and Marco Salvaggio. (2016). *Analysis of Cognitive Testing of Child Disability Questions: Parent-Proxy vs. Teen Self-Report*. Collaborating Center for Questionnaire Design and Evaluation Research Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1159>.
- **Scanlon, Paul**. 2016. *Evaluation of the 2015 National Electronic Health Records Survey*. Collaborating Center for Questionnaire Design and Evaluation Research Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1152>.
- Miller, Kristen, **Scanlon, Paul**, Dunston, Sheba, Sibley, Candace, Kim, Stephan, Keiley, Jill, and Kristen Cibeli. 2015. *Results of the Cognitive Interviewing Study to Examine Proposed Questions of the WHO Model Disability Survey*. Collaborating Center for Questionnaire Design and Evaluation Research Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1148>.
- **Scanlon, Paul** and Kristen Miller. 2015. *Results of the WHO Model Disability Questionnaire Cognitive Interviewing Study: 2013 Assistive Device and Functioning Sections*. Collaborating Center for Questionnaire Design and Evaluation Research Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1147>.
- **Scanlon, Paul**, and Stephan Kim. 2015. *Results of the Evaluation of the Environmental and Assistive Device Questions on the WHO Model Disability Survey*. Questionnaire Design Research Laboratory Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1143>.
- Willson, Stephanie and **Paul Scanlon**. 2015. *Cognitive Interview Evaluation of the Federal Statistical System Public Opinion Monitoring Survey Round 2, Focus on Administrative Record Linkage Questions*. Questionnaire Design Research Laboratory Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1141>.
- **Scanlon, Paul**. 2014. *The National Health Interview Survey's Family Health Insurance Section and Proposed Affordable Care Act-Related Questions: 2014 Cognitive Interviewing Results*. Questionnaire Design Research Laboratory Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1140>.
- **Scanlon, Paul** and Erin Nichols. 2014. *Results of the Cognitive Interviewing Study of the 2013 WHO Verbal Autopsy Instrument in Nyanza Province, Kenya..* Questionnaire Design Research Laboratory Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1139>.
- Kristen Miller and **Paul Scanlon**. 2014. *Results of the Cognitive Interviews Study to Examine Proposed Capacity and Functioning Questions of the Model Disability Survey National Center for Health Statistics (NCHS)*. Questionnaire Design Research Laboratory Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1134>.
- **Scanlon, Paul**. 2014. *2014 National Study of Long Term Care Providers: Results of cognitive interviews July--September 2013*. Questionnaire Design Research Laboratory Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1128>.
- **Scanlon, Paul**. 2014. *National Institutes for Occupational Safety and Health (NIOSH) Respiratory Health of Healthcare Workers Survey: Results of cognitive interviews conducted March--May 2013*. Questionnaire

Design Research Laboratory Report. Centers for Disease Control and Prevention, National Center for Health Statistics. <https://wwwn.cdc.gov/qbank/report.aspx?1123>.

- MacCormack, Frank, Carol DeFrances, Alan Simon, Karishma Chari, and **Paul Scanlon**. 2013. *Question Analysis and Finding from the National Survey of Prison Health Care*. Centers for Disease Control and Prevention, National Center for Health Statistics.
- **Scanlon, Paul**, Hilery Simpson, Steve Henderson, Howard Iams, and Susan Queen. 2012. "The Use of Relationship and Marital Status Information by Federal Agencies." Chapter 3 of the *Report of the OMB Interagency Committee on Measuring Household Relationships*. For the Office of Management and Budget, Statistical and Scientific Policy Office.
- Smirnova, Michelle and **Paul Scanlon**. 2012. *Alternative Contact Test Cognitive Testing Report..* Center for Survey Measurement, United States Census Bureau. <https://www.census.gov/library/working-papers/2013/adrm/ssm2013-19.html>.
- **Scanlon, Paul** and Michelle Smirnova. 2012. *The Development of the Federal Statistical System Public Opinion Monitoring Survey: Summary of Cognitive Interview and Focus Group Results*. 2012. Center for Survey Measurement, United States Census Bureau. <https://www.census.gov/library/working-papers/2013/adrm/ssm2013-18.html>.
- Willson, Stephanie, and **Paul Scanlon**. 2012. *Cognitive Interview Evaluation of the Federal Statistical System Trust Monitoring Survey (FSS POMS) Round 2, Focus on Administrative Record Linkage Questions*. Joint Report: Center for Survey Measurement, United States Census Bureau, and Questionnaire Design Research Laboratory Report. Centers for Disease Control and Prevention, National Center for Health Statistics.
- **Scanlon, Paul**. 2012. *Uniform Crime Report (UCR) Hate Crimes Instrument Cognitive Interviewing Results*. Criminal Justice Information Services Division, the Federal Bureau of Investigation.
- **Scanlon, Paul**. 2011. *Survey and Focus Group Findings from the American Community Survey's 2011 Federal Data User Workshop*. American Community Survey Office, United States Census Bureau.
- **Scanlon, Paul**. 2011. *The Future of the Children's Forum: Focus Group Findings*. Federal Interagency Forum on Child and Family Statistics.
- **Scanlon, Paul**. 2011. *The Uses of the American Community Survey by Federal Agencies: Case Study Reports*. American Community Survey Office, United States Census Bureau.

Presentations

- Dutwin, David, Dennis, Mike, Dahlhamer, Jim, Irimata, Katherine, and **Paul Scanlon**. "A Test of a "Federal" Approach to Increase Survey Response and Fit-for-Purpose of Probability Panels for Federal Data Collection." American Association for Public Opinion Research Annual Meeting. Atlanta, GA. May 17, 2024.
- **Scanlon, Paul** and Kristen Miller. "Measuring Discrimination: A Multi-Phase, Mixed-Method Evaluation of the Everyday Discrimination Scale and the Heightened Vigilance Scale." American Association for Public Opinion Research Annual Meeting. Atlanta, GA. May 17, 2024.
- Thomas, Randall K, Hendrich, Megan A, Noorzai, Mary, Dahlhamer, Jim, Irimata, Katherine, and **Paul Scanlon**. "Reaching a Limit: Do Non-Response Efforts in Online Probability Panels Reduce Bias in National Estimates?" American Association for Public Opinion Research Annual Meeting. Atlanta, GA.

May 17, 2024.

- Cibelli Hibben, Kristen, Smith, Zachary, Rogers, Benjamin, Ryan, Valerie, **Scanlon, Paul**, and Travis Hoppe. “A Semi-Automated Nonresponse Detector (SANDS) Model for Open-Response Data.” American Association for Public Opinion Research Annual Meeting. Atlanta, GA. May 16, 2024.
- Ryan, Valerie, Miller, Kristen, Earp, Morgan and **Paul Scanlon**. “Asking about Gender As a Single, Non-Binary Construct Versus a Two-Step Question Approach.” American Association for Public Opinion Research Annual Meeting. Atlanta, GA. May 15, 2024.
- **Scanlon, Paul**. “Cross-Panel Measurement Invariance and Differential Item Functioning: An Evaluation Using NCHS’ Research and Development Survey and Rapid Surveys Systems.” Current Innovations in Probability-based Household Internet Panel Research (CIPHER) 2024. Washington, DC. March 8, 2024.
- **Scanlon, Paul**. “Evaluating Questions when Time is Tight: Using Multi-Method, Multi-Phase Approaches in a Rapid Survey Environment.” 2023 European Survey Research Association Meeting. Milan, Italy. July 20, 2023.
- **Scanlon, Paul**. “Flexible Evaluation: Using a Multi-Phase and Multi-Method Question Evolution Approach in a Rapid Survey Environment.” American Association for Public Opinion Research Annual Meeting. Philadelphia, PA. May 12, 2023.
- **Scanlon, Paul**. “Data Collection and Research Using the Research and Development Survey (RANDS).” Current Innovations in Probability-based Household Internet Panel Research (CIPHER) 2023. Washington, DC. March 9, 2023.
- Blumberg, Stephen, **Scanlon, Paul**, Parker, Jennifer, Bose, Jonaki, and Amy Brown. “Leveraging Commercial Online Survey Panels for Timely and Actionable Health Statistics.” Federal Committee on Statistical Methodology Research and Policy Conference. Washington, DC. October 26, 2022.
- Smith, Zachary, Cibelli Hibben, Kristen, Hoppe, Travis, Ryan, Valerie, Rodgers, Ben, **Scanlon, Paul**, and Kristen Miller. “Correlates of Item Nonresponse to Open-Ended Web Probes.” Washington, DC. Federal Committee on Statistical Methodology Research and Policy Conference. October 26, 2022.
- **Scanlon, Paul**. “Case Study in the Use of a Probability Panel for Federally Sponsored Research.” Washington, DC. Federal Committee on Statistical Methodology Research and Policy Conference. October 25, 2022.
- Ryan, Valerie, **Scanlon, Paul**, and Kristen Miller. “Results of a Mixed-Method Study to Evaluate 2-Step Gender Identity Measures.” Federal Committee on Statistical Methodology Research and Policy Conference. Washington, DC. October 25, 2022.
- **Scanlon, Paul**. “Data Collection and Research Using the National Center for Health Statistics’ Research and Development Survey (RANDS).” Washington, DC. Joint Statistical Meetings. August 8, 2022.
- Cibelli Hibben, Kristen, Smith, Zachary, Hoppe, Travis, Ryan, Valerie, **Scanlon, Paul**, and Kristen Miller. “Toward a Semi-Automated Item Nonresponse Detector Model for Open-Response Data.” American Association for Public Opinion Research Annual Meeting. Chicago, IL. May 11, 2022.
- Rong Wei, Yulei He, Van Parsons, **Paul Scanlon**. “Assessing Differences of Mean Estimates from Longitudinal Surveys with an Application to the Research and Development Survey (RANDS).” 2021 FCSM Research and Policy Conference. Washington, DC. November 3, 2021.
- Anup Srivastav, Peng-Jun Lu, Tammy Santibanez, Ashley Amaya, Jill Dever, Marshica Stanley, Jessica Roycroft, **Paul Scanlon**, Walter Williams (2021). “Influenza Vaccination Hesitancy among Adults, United

States, 2018 National Internet Flu Survey.” APHA's 2019 Annual Meeting and Expo. Philadelphia, PA. November 2, 2021.

- **Scanlon, Paul** (2020). “Changes to Qualitative Research.” AAPOR COVID-19 Workshop Series. Online Presentation. December 10, 2020. Available online at: https://register.aapor.org/detail.aspx?id=WS1220_REC
- Parker, Jennifer, Miller, Kristen, He, Yule, **Scanlon, Paul**, Irimata, Katherine, Shin, Hee-Choon, Cai, Bill, Parsons, Van, and Chris Moriarity. “The National Center for Health Statistics’ Research and Development Survey.” BigSurv20. Online Presentation. November 20, 2020.
- **Scanlon, Paul** and Katherine Irimata (2020). “The NCHS Research and Development Survey: RANDS during COVID-19.” SAG 2020 CDC/ATSDR Special Statistics Day. Online Presentation. November 9, 2020.
- **Scanlon, Paul** (2020). “Mixed Method Questionnaire Evaluation using Web Probing at the National Center for Health Statistics.” JPSM/MPSM Seminar Series. Online Presentation. October 28, 2020. Archived online at: <https://psm.isr.umich.edu/node/310>
- **Scanlon, Paul** and Jennifer Parker (2020). “Division of Research and Methodology’s Research and Development Survey.” CDC Online Panel Interest Group Meeting. Online Presentation. September 26, 2020.
- **Scanlon, Paul** and Katherine Irimata (2020). “Expanding the Use of NCHS’ Research and Development Survey to Quantify Health Characteristics During the Coronavirus Pandemic.” Federal Committee on Statistical Methodology Research and Policy Conference. Online Presentation. September 21, 2020.
- **Scanlon, Paul** and Katherine Irimata (2020). “NCHS Research and Development Survey during COVID-19 Webinar: Using an existing survey in a new way.” NCHS Webinar. August 26, 2020. Archived online at: <https://www.cdc.gov/nchs/covid19/rands/rands-covid19-webinar.htm>
- **Scanlon, Paul** and Katherine Irimata (2020). “The Division of Research and Methodology’s Research and Development Survey (RANDS).” Division of Health and Nutrition Examination Statistics Monthly Meeting. Online Presentation. May 7, 2020.
- **Scanlon, Paul** (2020). “The Division of Research and Methodology’s Research and Development Survey (RANDS).” Division of Analysis and Epidemiology Monthly Meeting. Online Presentation. April 22, 2020.
- **Scanlon, Paul** and Lauren Creamer (2019). “Combining the Traditional with the Innovative: The Evaluation of E-Cigarette Questions with Cognitive Interviewing and Web Probing.” 8th Conference of the European Survey Research Association. Zagreb, Croatia. July 19, 2019.
- **Scanlon, Paul** (2019). “Better Together: How Web Probing and Cognitive Interviewing Complement Each Other in Question Evaluation Studies.” 8th Conference of the European Survey Research Association. Zagreb, Croatia. July 18, 2019.
- **Scanlon, Paul** (2019). “Moving Web Probing Forward: An Examination of Probe Type and Formatting.” 8th Conference of the European Survey Research Association. Zagreb, Croatia. July 17, 2019.
- Yu, Erica, Fobia, Aleia, **Scanlon, Paul**, Kaplan, Robin, Holzberg, Jessica. “Introduction to Using Online Testing to Support Pre-Testing and Survey Methods Research in the Federal Government.” DC-AAPOR Short Course. Washington, DC. June 25, 2019.
- **Scanlon, Paul**. (2019). “NCHS’ Mixed-Method Approach for the Examination of Measurement Error.”

2019 Statistics Canada/National Center for Health Statistics Interchange. Hyattsville, MD. June 20, 2019.

- **Scanlon, Paul** (2019). "A Multi-Country Cognitive Evaluation of the 2016 WHO Verbal Autopsy Questionnaires." World Association of Public Opinion Research Annual Meeting. Toronto, ON. May 19, 2019.
- Creamer, Lauren, **Scanlon, Paul**, Reynolds, Bridget and Meredith Massey (2019). "Introductory Text Use in E-cigarette Measures: Results a Web Survey Experiment." American Association of Public Opinion Research Annual Conference. Toronto, ON. May 18, 2019.
- **Scanlon, Paul** (2019). "Integrating Card Sorting in the Cognitive Evaluation of Opioid Pain Killer Use and Misuse Questions." American Association of Public Opinion Research Annual Conference. Toronto, ON. May 18, 2019.
- **Scanlon, Paul** (2019). "Forced-Choice versus Select-All-That-Apply: The Results of a Web Probe Formatting Experiment." American Association of Public Opinion Research Annual Conference. Toronto, ON. May 16, 2019.
- Reynolds, Bridget, Bilgen, Ipek, and **Paul Scanlon** (2019). "Measuring Psychological Distress in the Redesigned NHIS: A Multi-Method Question Evaluation Study." American Association of Public Opinion Research Annual Conference. Toronto, ON. May 16, 2019.
- **Scanlon, Paul** (2019). "Using Online Probability Panels for Questionnaire Design and Evaluation Research." Presented as a part of the "Considerations for Online Testing for Research at Federal Agencies" panel. 2019 Federal CASIC Workshops. Washington, DC. April 16, 2019.
- **Scanlon, Paul** and Meredith Massey (2019). "Qualitative Research, Survey Evaluation, and Cognitive Interviewing ." Short course presented for the Moroccan Ministry of Health and Moroccan Ministry of Interior. Rabat, Morocco. February 18, 19, and 20, 2019.
- **Scanlon, Paul** and Jonathan Vickers (2019). "Qualitative Research, Survey Evaluation, and Cognitive Interviewing ." Short course presented for the University of Zambia and the Zambian Ministry of Civil Registration. Lusaka, Zambia.. January 21, 22, and 23, 2019.
- **Scanlon, Paul** (2018). "Designing and Evaluating Vaccine Confidence Metrics and Questions." Merck Scientific Information Exchange on HPV Vaccine Hesitancy. Philadelphia, PA. August 13, 2018.
- Fakhouri, Tala, Myers, Brad, Schaar, Denise, and **Paul Scanlon** (2018). "The Impact of Novel Behavioral Design Outreach Strategies on Survey Non-Response – Results from the National Health and Nutrition Examination Surveys." American Association for Public Opinion Research Annual Conference. Denver, CO. May 17, 2018.
- **Scanlon, Paul** (2018). "Using Web Probes to Explore the Distribution of Interpretative Measurement Error Across Population Sub-Groups." American Association for Public Opinion Research Annual Conference. Denver, CO. May 17, 2018.
- Creamer, Lauren, **Scanlon, Paul**, Massey, Meredith, and Bridget Reynolds. (2018). "Introductory Text Use in E-cigarette Measures: Results from Two Cognitive Interview Studies and a Web Survey." American Association for Public Opinion Research Annual Conference. Denver, CO. May 17, 2018.
- Reynolds, Bridget and **Paul Scanlon** (2018). "Measuring Health Insurance Coverage in the United States: A Question Evaluation Study Using Embedded Web Probes." American Association for Public Opinion Research Annual Conference. Denver, CO. May 17, 2018.
- **Scanlon, Paul** (2018). "Cognitive Interviewing Methodology." Short course presented at the 2018

American Evaluation Association Summer Institute. Atlanta, GA. June 19 and 20, 2018.

- Reynolds, Bridget and **Paul Scanlon** (2018). "Using Online Survey Panels to Evaluate Response Error in Health Insurance Questions." 2018 FedCASIC Workshop. Suitland, MD. April 18, 2018.
- **Scanlon, Paul** (2018). "Using Close-Ended Web Probes to Inform the Redesign of the National Health Interview Survey Chronic Lung Condition Questions." Federal Committee on Statistical Methodology 2018 Research and Policy Conference. Washington, DC. March 7, 2018.
- Greby, Stacie, **Scanlon, Paul**, and Allison Fisher (2018). "The Design and Evaluation of a Series of Three Short Sets of Questions on Childhood Vaccine Hesitancy and Acceptance." Immunization Services Division Seminar. Centers for Disease Control and Prevention. Atlanta, GA. March 1, 2018
- **Scanlon, Paul** (2017). "Anthropology Matters for Professionals! Forging Non-Academic Career Pathways at the Graduate and Undergraduate Level." 116th Annual Meetings of the American Anthropology Association. Washington, DC. November 30, 2017.
- **Scanlon, Paul** (2017). "Methodological Considerations for the Use of Close-Ended Online Probes." 7th Conference of the European Survey Research Association. Lisbon, Portugal. July 20, 2017.
- **Scanlon, Paul** and Kristen Miller (2017). "U.S. Statistical System Standards and Guidelines for Cognitive Interviewing Studies." 7th Conference of the European Survey Research Association. Lisbon, Portugal. July 18, 2017.
- **Scanlon, Paul** and Jennifer Edgar (2017). "It's Not Either/Or: Web Probing and Cognitive Interviewing in Question Evaluation Studies." 2017 Meeting of the World Association for Public Opinion Research. Lisbon, Portugal. July 16, 2017.
- Edgar, Jennifer and **Paul Scanlon** (2017). "Apples and Oranges: What is the right question when comparing Web Probing and Cognitive Interviewing?" 2017 Meeting of the American Association for Public Opinion Research. New Orleans, LA. May 18, 2017.
- **Scanlon, Paul** (2017). "The Design, Development, and Evaluation of a Parent Vaccination Acceptance, Hesitancy, and Confidence Question Set for Multiple Federal Surveys." 2017 Meeting of the American Association for Public Opinion Research. New Orleans, LA. May 19, 2017.
- Fowler, Stephanie, Willis, Gordon, Moser, Richard, Wolff-Hughes, Dana, **Scanlon, Paul**, Townsend, Reanne, and Terisa Davis (2017). "Methodological Considerations in the Use of Web Probing for Questionnaire Evaluation." 2017 Meeting of the American Association for Public Opinion Research. New Orleans, LA. May 20, 2017.
- Jamoon, Eric and **Paul Scanlon** (2017). "Informing the Measurement of Sexual Orientation and Gender Identity in the Workplace." 2017 Meeting of the American Association for Public Opinion Research. New Orleans, LA. May 20, 2017.
- **Scanlon, Paul**. (2016). "Web Panel Research at the National Center for Health Statistics." 2016 Statistics Canada/National Center for Health Statistics Interchange. Ottawa, ON. November 30, 2016.
- **Scanlon, Paul**. (2016). "Using Targeted Embedded Probes to Quantify Cognitive Interviewing Findings." (*Invited Presentation and Panelist*). 2016 Questionnaire Design, Evaluation, and Testing Conference (QDET2). Miami, FL. November 10, 2016.
- **Scanlon, Paul** and Alan Dorfman (2016). "Preliminary Findings from the Division of Research and Methodology Research and Development Survey (RANDS)." NCHS Board of Scientific Counselors Spring Meeting. Hyattsville, MD. May 19, 2016..

- **Scanlon, Paul** (2016). “An E-Fax or an EHR? Evaluating the National Electronic Health Records Survey.” 2016 Meeting of the American Association for Public Opinion Researcher. Austin, TX. May 14, 2016.
- **Scanlon, Paul** (2016). “Using Web Panels to Quantify the Qualitative.” 2016 Meeting of the American Association for Public Opinion Researcher. Austin, TX. May 14, 2016.
- **Scanlon, Paul** and Kristen Miller (2016). “Moving towards Mixed Method Questionnaire Evaluation: Combining Cognitive Interviewing and the Use of Targeted Embedded Probes.” 2016 Meeting of the World Association for Public Opinion Researcher. Austin, TX. May 12, 2016.
- **Scanlon, Paul** (2015). “Social Distance and Construct Validity in Proxy Responses” 2015 Meeting of the American Association for Public Opinion Researcher. Hollywood, FL. May 14, 2015.
- **Scanlon, Paul** and Dorfman, Alan (2015). “Preliminary Plans for the Office of Research and Methodology Research and Development Survey (RANDS).” NCHS Board of Scientific Counselors Winter Meeting. Hyattsville, MD. January 23, 2015.
- **Scanlon, Paul** and Lauren Creamer (2015). “Cognitive Interview Recruiting at NCHS: Challenges and Opportunities.” Interagency Response Error Group Winter Meeting. Washington, DC. January 14, 2015.
- **Scanlon, Paul**, Erin Nichols, and Kidist Bartolomeos (2014). “2012 WHO Verbal Autopsy Instrument: Injury Section Cognitive Testing and Piloting in Kenya.” (*Invited Presentation and Panelist*). 2014 International Collaborative Effort (ICE) for Injury Statistics and Evaluation. Washington, DC. October 22, 2014.
- Childs, Jennifer, Aleia Clark Fobia, and, **Paul Scanlon** (2014). “*Theoretical comparison of U.S. measure of trust in official statistics to other international measures.*” 2014 Meeting of the World Association for Public Opinion Research. Nice, France. September 4, 2014.
- Nichols, Erin K, and **Paul Scanlon** (2014). Cognitive Testing of the 2012 WHO Verbal Autopsy Instrument in Nyanza Province, Kenya 2014: *Preliminary Findings*. WHO Working Group on Verbal Autopsy. Geneva, Switzerland. June 25, 2014.
- Nichols, Erin K, **Paul Scanlon**, Amek Nyaguara, Gordon Orwa, Stephanie Willson, Sam Notzon, and Frank Odhiambo (2014). “The Role of Cognitive Interviewing in Questionnaire Development: The 2012 WHO Verbal Autopsy Instrument.” 2014 USPHS Scientific and Training Symposium. Raleigh, NC. June 11, 2014.
- **Scanlon, Paul** (2014). “Comparability of Common Items Across Survey and Administrative Datasets.” 2014 Meeting of the American Association for Public Opinion Researcher. Anaheim, CA. May 16, 2014.
- **Scanlon, Paul** (2014). “Development and Cognitive Testing of Affordable Care Act-Related Questions for the National Health Interview Survey.” Interagency Response Error Group, Spring Meeting. Hyattsville, MD. April 9, 2014.
- **Scanlon, Paul** (2014). “Cognitive Interviewing and the Use of Q-Notes.” Centers for Disease Control and Prevention/Kenyan Medical Research Institute, Kisumu, Kenya. February 3, 2014.
- **Scanlon, Paul** (2014). “Verbal Autopsy Cognitive Interviewing Training.” Centers for Disease Control and Prevention/Kenyan Medical Research Institute, Kisumu, Kenya. January 28—February 1, 2014.

- Willson, Stephanie and **Paul Scanlon** (2014). "Cognitive Interviewing and the Function of the Questionnaire Design Research Laboratory at CDC's National Center for Health Statistics." Centers for Disease Control and Prevention Office, Nairobi, Kenya. January 27, 2014.
- **Scanlon, Paul** (2013). "For Validity's Sake: Integrating Qualitative Data and International Health Statistics." (*Invited Seminar*). Presented as a part of the University of Miami of Ohio's *Science and a Slice of Pizza* seminar series, sponsored by the Department of Statistics, the Department of Anthropology, the Center for American and World Cultures and the Scripps Gerontology Center." Oxford, Ohio. September 26, 2013.
- **Scanlon, Paul** (2013). "Measuring Relationships in US Federal Household Surveys: Uses and Policy Implications." (*Invited Paper*). 2013 Joint Statistical Meetings, Montreal, Quebec, Canada. August 6, 2013.
- **Scanlon, Paul** (2013). "Uses and Policy Implications of Household Relationships." DC-AAPOR/Washington Statistical Society Summer Conference, Washington, DC. July 31, 2013.
- Smirnova, Michelle and **Paul Scanlon** (2013). "To Share or Not to Share? Understanding Respondents' Privacy and Confidentiality Concerns Regarding Administrative Records Usage." 2013 Meeting of the American Association for Public Opinion Research, Boston MA. May 18, 2013.
- **Scanlon, Paul** (2013). "Disentangling Close Concepts in Attitudinal Surveys: Privacy, Confidentiality, and Pretesting the Federal Statistical System Public Opinion Monitoring Survey" International Questionnaire Evaluation Standards (QUEST) Workshop, Washington, DC. April 9, 2013.
- **Scanlon, Paul** (2012). "Comfortable Otherness: Establishing Spaces of Inter-ethnic Contact in Mexican Restaurants." Association of American Geographers Annual Meeting, New York, NY. February 27, 2012.
- **Scanlon, Paul** (2010). "Atlanta's First *Taquería*: Ethnographic and Narrative Approaches to Decoding the Past." Southern Anthropology Society Annual Meeting, Savannah, GA. February 19, 2010.
- **Scanlon, Paul** (2009). "Mexican Restaurant Cuisine Variation in the Atlanta, Georgia Metropolitan Area and Culinary Acculturation." Association for the Study of Food and Society Annual Meeting, State College, PA. May 28, 2009.