Taking Survey and Public Opinion Research to New Heights!
73rd Annual Conference
May 16-19, 2018

DENVER
Sheraton Denver Downtown Hotel

www.aapor.org
IMPAQ International’s full-service, technology-rich, in-house survey center offers a complete range of survey research services to government, non-profit, academic, and private-sector clients.

**Customized solutions include:**

- Survey Design
- Sampling
- Instrument Development
- Multi-Mode Data Collection
- Analysis
- Reporting
- Evidence-Based Recommendations

Visit our exhibit booth & posters while at AAPOR 2018.
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73rd Annual Conference
Taking Survey and Public Opinion Research to New Heights

Welcome to Denver where we are ascending 5,280 feet into the air for the 73rd annual conference of the American Association for Public Opinion Research (AAPOR). We appreciate your participation and contributions at this premier event for public opinion and survey research professionals.

This year our conference aspires to Take Survey and Public Opinion and Research to New Heights! And what better setting to do this than in the Mile High City itself! This year we topped AAPOR records for number of abstract submissions and the number of sessions we are offering at the conference. One of the goals for this year’s conference is to help researchers and practitioners alike navigate the ever-changing and evolving landscape of our field. We have included several new offerings this year in hopes of helping you in this endeavor including:

• A newly revised Conference app with functionality for easily contacting authors, making paper requests, communicating with fellow conference attendees and more! If you haven’t already downloaded it we’d encourage you to visit the Google or iTunes stores now and search for “AAPOR”;

• A plenary session entitled “From the PEAK of Social, Survey and Public Opinion Research: Perception, Evaluation, Analysis and ‘Kollection’” featuring Julia Lane, Regina Nuzzo and Kristen Olson immediately followed by an expanded “New Member and All-Chapter Welcome Mixer and Chef Tasting Party” in which you can make new friends and reunite with old ones while sampling some delicious tastes of the West;

• A new offering called the PORTAL track (which stands for Public Opinion Research Training and Learning). Each of the 12 90-minute PORTAL track sessions offers two introductory and accessible talks on new and emerging methods in our field and are organized by substantive track;

• A new DEMO session that opens the conference featuring demonstrations from vendors who have various software solutions for the survey and public opinion research process – these sessions are much like enhanced video poster sessions where you can interact with all the vendors in a single area;

• A re-imagined Research Hack experience called AAPOR’s Got Talent where the audience and judges vote for the winning idea to be awarded a $5,000 cash prize (and the AAPOR twitter feed wants to know which judge you think is most like “Simon”);

• An improved series of Posters Sessions that are grouped by conference track with more floor space for participants and attendees;

• Many other social, educational and professional development opportunities such as: a workshop on Mentoring and Developing Mentoring Programs that work; events for first-time attendees, students and young professionals; short courses; “Meet the Authors” and other activities designed to infuse Denver into the conference (including Line Dancing Lessons and a Video and an Old Timey Picture Station!).

Located in the heart of the mile high city and situated in “LoDo” (Lower Downtown in Denver speak) the conference hotel sits at the footsteps of a walkable mile-long promenade filled with shopping, bistros and entertainment. There are plenty of opportunities to see the beautiful mountain landscapes and sample some of the best western cuisine Denver has to offer and maybe even Bag a 14er! We can’t wait to see you all in Denver – Let’s Go #AAPOR!

Trent D. Buskirk  Courtney Kennedy
2018 AAPOR Conference Chair  2018 AAPOR Associate Conference Chair
About AAPOR

Founded in 1947, the American Association for Public Opinion Research is the leading association of public opinion and survey research professionals.

The AAPOR community includes producers and users of survey data from a variety of disciplines. Our members span a range of interests including election polling, market research, statistics, research methodology, health related data collection and education.

Membership in AAPOR is all about opportunity – the opportunity to learn from a diverse group of leaders in the survey and public opinion research field, the opportunity to network and exchange knowledge and the opportunity to improve how survey research is conducted and disseminated.

2018 Webinar Series

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<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Speaker/Institution</th>
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<tr>
<td>June 13, 2018</td>
<td>1:00 p.m.</td>
<td>Current Developments in Cognitive Testing of Survey Questions</td>
<td>Gordon Willis, Insights Association</td>
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<tr>
<td>July 19, 2018</td>
<td>1:00 p.m.</td>
<td>PAPOR Chapter Spotlight Webinar: Public Opinion of the Affordable Care Act: A Deeply Loved/Hated Law</td>
<td>Mollyann Brodie, Kaiser Family Foundation</td>
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<tr>
<td>August 15, 2018</td>
<td>1:00 p.m.</td>
<td>Visualizing Survey Data using R</td>
<td>Brady West, University of Michigan</td>
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<tr>
<td>September 6, 2018</td>
<td>1:00 p.m.</td>
<td>2020 Census Data Collection Methodology and a New Tool for Identifying Hard-to-Enumerate Areas</td>
<td>Michael Bentley and Nancy Bates, U.S. Census Bureau</td>
</tr>
<tr>
<td>October 18, 2018</td>
<td>1:00 p.m.</td>
<td>Quality Risk Profiles for Unified Survey/Big Data and Their Applications</td>
<td>Paul Biemer, RTI</td>
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<tr>
<td>November 15, 2018</td>
<td>1:00 p.m.</td>
<td>Evaluating and Reducing Biases in Mixed Mode Survey Data</td>
<td>Thomas Klausch, VU University Medical Center Amsterdam and Barry Schouten, Centraal Bureau voor de Statistek</td>
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All 2018 webinars sponsored by

AAPOR

www.aapor.org/conference
General Conference Information

AAPOR General Registration Hours
The AAPOR Registration Desk is located at Plaza Registration, adjacent to the Plaza Ballroom.

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<tr>
<td>Tuesday, May 15</td>
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<td>Wednesday, May 16</td>
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<td>Saturday, May 19</td>
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AAPOR Badges
Participation in the annual conference is limited to registered attendees. The official conference badge is required for admission to all sessions, social activities and the exhibit hall.
Stop by the registration desk for changes to your badge.

AAPOR Speaker Materials
Presenters who plan to use PowerPoint® (or similar software) must bring their presentation on a flash drive to the AV technician at the registration desk at least 24 hours prior to their session. The presentations will be loaded onto the computer in the designated meeting room. Please plan on arriving at the session room at least 15-minutes prior to the start of the session.

AV Presentation drop off is located in Client Office One, Plaza Foyer area.

Conference Materials
The final program and abstracts are available on the conference website www.aapor.org/conference.

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

AAPOR Exhibit Hall Hours

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<td>Wednesday, May 16</td>
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<tr>
<td>Thursday, May 17</td>
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<td>9:30 a.m. – 10:00 a.m.</td>
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<td>Friday, May 18</td>
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The AAPOR Exhibit Hall, located in the Plaza Ballroom is your best source of information about products, services, survey planning and design from key vendors interested in the important issues facing the public opinion and survey research community.

AAPOR WiFi
We are pleased to be able to provide WiFi in all of the meeting conference rooms this year!

Amenities & Services for Families
AAPOR is pleased to provide private facilities for nursing mothers. The Mother’s Nursing Room will be available throughout the duration. The room will be available for use all day and is located in Client Office 2.
Highlights

Education – AAPOR Short Courses
Seven in-depth short courses are offered to enhance your learning experience.

Course 1: Multilevel Regression and Post-stratification
Course 2: From Ground Rules to Group Dynamics: Moderating Focus Groups for Social Science Research
Course 3: Data Visualization for Survey Research: From Data Collection, through Budgets and Production, to Reports and Presentations
Course 4: Smartphones: From Surveys to Sensors
Course 5: Nonprobability Sampling and Analysis for Population Inference
Course 6: Designing Mixed-Mode Surveys
Course 7: Geographic Information Systems (GIS) Applications in the Social Sciences: Maps, Mappable Data, and Geospatial Analysis

There is still time to register for a short course. Sign up at the registration desk.

For course descriptions see pages 42, 46, and 124

Panel on Public Opinion and the Legalization of Marijuana
Tuesday, May 15, 5:00 p.m. – 6:30 p.m.
Governor’s Square 17

AAPOR and the Crossley Center for Public Opinion Research at the Korbel School of International Studies at the University of Denver (DU) will sponsor a panel on marijuana, public opinion, and legalization. The panel will be open to both AAPOR members and the general community.

Doug Schwartz, director of the Quinnipiac University Poll, will moderate a conversation among pollsters and legalization experts and policymakers, including David Metz, Partner and President of FM3 Research, and Floyd Ciruli, Director of the Crossley Center. The panel will describe how public opinions shaped the passage and implementation of marijuana legalization in Colorado and other states. They will also focus attention on the changed political climate from Washington D.C. and how it could affect public attitudes and the future of marijuana legalization in Colorado and around the country.

The panel will be followed by a wine and cheese reception.

New Member and All-Chapter Welcome Mixer and Chef Tasting Party
Wednesday, May 16, 6:30 p.m. – 9:00 p.m.
TOWER BUILDING, Majestic Ballroom, Majestic level

Touching base with colleagues and old friends is what this party is all about! Sponsor, exhibitor, first-time attendee or old hand, this is your opportunity to start the conference on the right foot. Balance the intensity of AAPOR educational sessions with the satisfaction of meeting colleagues who share your interests. Take a moment to visit your chapter colleagues and share insights from what you’ve learned.

Presidential Address and Luncheon
Thursday, May 17, 11:45 a.m. – 1:45 p.m.
Plaza Ballroom BCEF

Join fellow attendees for lunch on Thursday and an insightful Presidential Address from AAPOR President Timothy P. Johnson.

Student & Early Career Professionals Meet-up
Thursday, May 17, 5:45 p.m.
Meet in Hotel Lobby

Join members of the AAPOR Membership & Chapter Relations Committee for a dinner meet-up Friday night at 6:00 p.m. Meet and mingle with other students and early career professionals and take an opportunity to explore the city a bit. After dinner, we’ll have a bar crawl to continue the fun! Stay tuned for more details, and we hope you can make it for at least some of the evening’s events!

Meet in the hotel lobby at 5:45 p.m. and we’ll head offsite for an informal dinner.

Luncheon and Activities Awards Ceremony
Friday, May 18, 11:30 a.m. – 12:45 p.m.
Plaza BCEF

Meet up with old and new friends. The Friday lunch is all about networking and celebrating the accomplishments of AAPOR’s Fun Run/Walk and Annual Golf Outing participants.

Join us!
Highlights

AAPOR’s Got Talent
Friday, May 18, 2018, 8:00 a.m. - 9:30 a.m.
Plaza Ballroom

Taking inspiration from reality TV talent shows, we believe AAPOR members have the talent to tackle some of the toughest issues in survey research. Come see the five finalists present their ideas for how to address an important survey research problem identified by the AAPOR community. The winner takes home a $5,000 cash prize. Audience members can help in naming the winner by casting votes alongside the panel of judges so come cheer on your favorite team and cast your vote in this new session!

Conference App

Please check out the new AAPOR Conference App. With this app you will get up-to-date session changes in your calendar, so you won’t have to worry about missing a session. Link up with your friends ahead of time to share information and schedules, message each other and even set up meetings. Download the native app for your Android or Apple device or bookmark the Web app on your computer or Windows or Blackberry device.

Please see the Conference Page on www.aapor.org for more information.
Highlights

Kick-off Plenary Session
“From the PEAK of Social, Survey and Political Opinion Research: Perception, Evaluation, Analysis and ‘Kollection’”
Wednesday, May 16, 4:30 p.m. – 6:00 p.m.
Plaza Ballroom BCEF

“Envisioning the Future of Social Science Research”
Julia Lane, Plenary Speaker
Professor, Wagner School; Center for Urban Science and Progress
Provostial Fellow
New York University

“Communicating 21st-Century Public Opinion Research to Skeptical Stone-Age Brains”
Regina Nuzzo, Speaker
Journalist and Professor, Gallaudet University

Kristen Olson, Moderator
Leland J. and Dorothy H. Olson Professor in Sociology
Associate Professor and Vice Chair, Sociology
University of Nebraska–Lincoln

Julia Lane received her PhD in Economics and Master’s in Statistics from the University of Missouri and is now a Professor at the NYU Wagner Graduate School of Public Service, at the NYU Center for Urban Science and Progress, and a NYU Provostial Fellow for Innovation Analytics. Previous to this, Julia was a Senior Managing Economist and Institute Fellow at American Institutes for Research. Julia also held positions at NSF, The Urban Institute, The World Bank, American University and NORC. In these positions, Julia has led many initiatives, including co-founding the UMETRICS and STAR METRICS programs at the National Science Foundation. She also initiated and led the creation and permanent establishment of the Longitudinal Employer-Household Dynamics Program at the U.S. Census Bureau. Julia has published over 70 articles in leading economics journals, and authored or edited ten books and has been the recipient of over $50 million in external grants. Julia was the recipient of the 2014 Julius Shiskin award and the 2014 Roger Herriot award and she has also been elected fellow of the American Association for the Advancement of Science and named fellow of the American Statistical Association.

Regina Nuzzo received her Ph.D. in Statistics from Stanford University, in addition to a bachelor’s in Industrial Engineering from the University of South Florida, postdoctoral work in the music cognition lab at McGill University, and graduate science writing training at University of California, Santa Cruz. She is a professor teaching statistics at Gallaudet University in Washington, DC. Dr. Nuzzo’s writing on science, data, and statistics has appeared in the Los Angeles Times, New York Times, Reader’s Digest, Science News, New Scientist, ESPN Magazine, and Scientific American, among others. Her feature article on p-values in Nature earned the American Statistical Association’s 2014 Excellence in Statistical Reporting Award, and she facilitated the working group that produced the 2016 ASA P-Values Statement. She speaks to a variety of audiences about abuses of statistics, human bias in data analysis, “quantitative communication,” and the importance of properly and creatively framing statistical ideas.

Kristen Olson is Leland J. and Dorothy H. Olson Associate Professor and Vice Chair of the Department of Sociology at the University of Nebraska-Lincoln. Dr. Olson is the co-chair of the AAPOR Task Force on Transitioning from Telephone to Mixed Mode Surveys, a member of AAPOR’s Education Committee and Standard Definitions Committee, and previously served AAPOR as Membership and Chapter Relations Chair. Her research examines interviewer effects, paradata, the intersection of nonresponse and measurement errors, within-household selection in self-administered surveys, and questionnaire design. Her research has appeared in journals including Public Opinion Quarterly, the Journal of Survey Statistics and Methodology, the Journal of the Royal Statistical Society, Series A, among others. Dr. Olson holds a B.A. degree in mathematical methods in the social sciences and sociology from Northwestern University, an M.S. degree in survey methodology from the Joint Program in Survey Methodology at the University of Maryland, College Park, and a Ph.D. in survey methodology from the University of Michigan.
Highlights

Professional Development Workshop:
Flash Mentoring
Saturday, May 19, 10:00 a.m. – 11:30 p.m.

Julie Kantor, Speaker
President and CEO of Twomentor, LLC.

THE MENTOR ROADTRIP™ (think ‘speed mentoring’) is a unique and well-respected program that accelerates leaders of all generations to “Buckle-in and Get into the Fast Lane of Your Career.” In this highly interactive session, participants will hear insights from Julie Kantor, President and CEO of Twomentor, LLC on the Business Case for mentoring and why it’s a triple WIN. The session will be a combination of insightful training, interactive engagement, and networking! Specifically, in this workshop, Julie will unpack the qualities of a good mentor and discuss approaches for creating meaningful mentoring experiences for employees who might span up to 5 generations. The workshop also includes a discussion of how mentoring can support the retention of millennial employees and participants will get to experience some of these insights firsthand through Flash Mentoring opportunities provided throughout the workshop.

Julie Kantor is an ‘all-in’ roll-up your sleeves social impact leader. As a sought-after keynote speaker, conference facilitator & connector, Julie is well networked to the national community of top business, academic, non-profit, & government leaders. Julie has worked & consulted with clients including: Cisco, American University, Samsung, Tata (TCS), Intel, Sony, BP, Anthem, Louis Berger, and more. She has also served as the Executive Director of Network for Teaching Entrepreneurship (NFTE) for two decades and Co-Chaired Leadership Greater Washington’s Signature Program ’17. Honored by The White House for her 20-year career in entrepreneurship education, Julie was recognized by SmartCEO as one of the “15 Leaders We Admire”. Julie is also a passionate writer and author of “I Said Yes: Youth Entrepreneurship in America’s Schools” (Gazelles Publishing), “Million Women Mentors & BP’s Mentor Action Guide”, “The Mentor Road Trip™” and “Youth Entrepreneurship in America” Aspen Institute.

AAPOR Membership and Business Meeting
Friday, May 18, 5:15 p.m. – 6:45 p.m.
Director’s Row H

AAPOR members are encouraged to attend the Annual Business Meeting to learn more about the past year’s accomplishments and future initiatives of the association.

AAPOR’s President’s Reception & AAPOR Awards Banquet
Friday, May 18, 7:00 p.m. – 10:00 p.m.
Plaza Ballroom BCEF

AAPOR’s traditional final conference night program is a chance to enjoy a cold drink at the President’s Reception before joining colleagues for a delicious meal at the Annual Awards’ Banquet. Join us to toast the award winning accomplishments of AAPOR members and to welcome the newly elected Executive Council.
AAPOR Diversity Statement

The American Association for Public Opinion Research embraces diversity and inclusion as institutional imperatives, as noted in the AAPOR2025 Strategic Vision. Only by promoting an environment where differences in background, experience and perspectives are valued will AAPOR fully serve its members and remain vital in the future.

It is therefore the policy of AAPOR to include members in all activities of the association regardless of their gender, age, race, religion, ethnic background, nationality, sexual orientation, disability status, or any other category protected by federal, state and local laws. AAPOR further seeks to reflect the diversity of its membership in thought and professional experiences, and pledges to equally value members regardless of their tenure within the profession, whether or not they are currently employed, and if employed regardless of the size of their workplace or whether that workplace is in academe, the government, business, the media or another setting.

AAPOR leaders have an obligation to identify any roadblocks to inclusion and work within the association to eliminate them. We also recognize that each AAPOR member has a personal responsibility to create, maintain and enhance a culture of inclusion within the association where every member is appreciated, differences in perspectives are respected and paths to leadership are open to all.

By working together, our individual differences make our association stronger. Only by actively nurturing a culture of diversity and inclusion will we fully serve our current membership and prepare future AAPOR members for the needs of an ever-changing world.

2018 Conference Diversity Highlights

This year’s conference program reflects the great diversity in research interests, thoughts, and experiences of our members and offers opportunities for members to gather and celebrate this. We have several paper sessions, poster presentations and panels discussing various aspects of diversity including work about racial, ethnic and sexual minorities and work about conducting surveys in multicultural, multilingual and multicultural environments. The conference program also includes work that illustrates AAPOR’s commitment to diversity of thought and place with presentations being made by members of the private, non-profit, for-profit, government and academic sectors from those who are students in our field to those who are well seasoned professionals. We encourage you to check out the conference program and discover the many aspects of AAPOR!

AAPOR Conduct Statement

As a professional association, AAPOR fully supports and values our members having collegial interactions that yield interpersonal connections, as well as intellectual outcomes: discussions, differing viewpoints, and scientific debates. Our events and activities are held in the spirit of free inquiry and free expression, which is important and necessary for advancing the science and practice of public opinion research. We pride ourselves on our professionalism and our respect for others.

AAPOR’s membership is global. Our conferences, meetings, and activities bring together people from around the world, and from many different cultures. As such, we need to be sensitive to cultural contexts that vary not only among regions of the USA, but also among regions of the world. We must also be sensitive to legacies that have produced discriminatory and prejudicial beliefs and practices, which threaten AAPOR’s coveted inclusive environment.

AAPOR is committed to providing a safe and welcoming environment for everyone attending or associated with our events and activities including AAPOR members, guests, staff, vendors, exhibitors, contractors, as well as venue staff. We are committed to providing an environment that is free from harassment and discrimination, whether sexual or otherwise, based on age, race, ethnicity, national origin, religion, language, sexual orientation, gender identity or expression, disability, health, socioeconomic status, marital status, domestic status, or parental status. Harassment and discrimination undermine the principle of equality and respect, and are serious forms of professional misconduct.

AAPOR members, guests, staff, vendors, exhibitors, contractors, as well as venue staff are expected to treat each other in a professional manner and behave professionally while conducting or engaging in AAPOR business or participating in AAPOR activities.
Things to Do, Places to Go: AAPOR Social Activities

Golf

Wednesday, May 16, 7:30 a.m.
Sponsored by RTI International
Meet at 6:30 a.m. in the hotel lobby.
The AAPOR Annual Golf Outing will be held on Wednesday, May 16, at CommonGround Golf Course with tee times starting at 7:30 a.m. The cost is $75 per golfer (club rental is extra). From the raw beginner to the most skilled player, CommonGround Golf Course has been designed to maximize the enjoyment of the game for all AAPOR attendees. Although located just a few miles from the Conference hotel, the urban sprawl surrounding the course is unnoticeable, and the breathtaking views of the majestic front range of Colorado are a sight to behold. With a commitment to tradition and excellence, Tom Doak and Renaissance Golf Design have created a masterpiece for the ages that is fun to play. If you love to play golf or just love to have a “good walk spoiled” in the mountain air, make plans this year to arrive early enough to play a round before the AAPOR Annual Conference begins.

Advanced registration is required.

Fun Run/Walk

Friday, May 18, 7:00 a.m. – 8:00 a.m.
The run/walk will depart from the main entrance of the Denver Sheraton at 7:00 a.m.
AAPOR’s Fun Run/Walk will be held bright and early on Friday morning, May 18. The 2-mile Run/Walk will take place on the picturesque paths in Civic Center Park. If you would like to enter into some competitive early morning exercise, or simply enjoy the morning air and the lovely grounds of the State Capital, this is just right for you! All participants will receive bottled water. Register for the Fun Run/Walk online or at the Onsite Registration Desk. Conference volunteers will be available on Saturday morning to guide participants to the starting line. A waiver must be signed on site to participate. Awards will be given to the top runners and those record-breaking walkers.
Registration begins at 6:30 a.m. near the main entrance of the Denver Sheraton.

Speed Networking

Session 1: Thursday, May 17, 3:15 p.m. – 4:15 p.m.
Session 2: Friday, May 18, 12:30 p.m. – 2:00 p.m.
Location: Plaza Ballroom A
Two Speed Networking sessions are offered each year at the Annual Conference. These interview opportunities are designed for 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. Conference attendees may sign up for 15 minute sessions at the registration desk or during the networking session. A list of companies participating in the speed networking sessions and a sign-up sheet will be available at the registration desk. Be sure to bring plenty of business cards!
Speed Networking sessions are available on Thursday May 17 from 3:15 p.m. to 4:15 p.m. and on Friday May 18 from 12:30 p.m. to 2:00 p.m. To join Speed Networking.

AAPOR Book Sale and Meet-the-Author Events

Join us in the exhibit hall for the annual AAPOR book sale and Meet-the-Author activities. Each year, AAPOR displays titles from top publishers in public opinion and social science research. Find inspiration for upcoming research, browse potential textbooks for your classes, or simply indulge the inner bookworm. All titles will be available for purchase at the Book Sale on Friday, May 18. Proceeds go to support AAPOR’s annual operations.
The AAPOR Meet-the-Author event gives you a chance to chat with your favorite writers and thinkers in a relaxed environment. During the Friday dessert break (12:45 – 1:45pm), the book exhibit hosts the 2018 Book Award winner, as well as the writers responsible for some of the year’s most thought-provoking books, edited volumes, and journal articles. Come ask questions, learn about the process behind the writing, and perhaps even get your book signed.

Discover The Mile High City!

When you wake up in Denver, adventure awaits. Explore the city’s greatest spots. Get local Denver tips on attractions, activities, scenic sightseeing, biking and tours, golf & other destinations. Whether you’re a local, here for the weekend or more than a week, discover the best things to do in Denver during your trip. Visit www.denver.org to learn more about what Denver has to offer.
Things to Do, Places to Go: AAPOR Social Activities

Bash After the Banquet
Friday, May 18, 10:00 p.m. – 1:00 a.m.
Location: TOWER BUILDING, Grand Ballroom, 2nd level

We encourage you to catch up with friends – old and new – at AAPOR's Post Banquet Party. Take advantage of one last chance to visit with your AAPOR friends before the conference ends on Saturday.

After the Banquet is over, we encourage you to "Dash to the Bash" where you can take a line-dancing lesson, show off your moves and take pictures in your very own old-timey photo session where you and your friends can don western garb and get a take home picture to commemorate the Bash! There will also be many opportunities for enjoying great music and libations and mingling with new and old AAPOR friends alike before the conference closes on Saturday.

HISP-AAPOR Affinity Group Happy Hour
Thursday, May 17, 7 pm - 8pm
Location: 16Mix Bar

HISP-AAPOR, AAPOR’s Hispanic/Latino affinity group informal meetup at the 16Mix bar at the hotel Thursday night from 6 to 8 pm. Dinner will be on your own.
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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 Friday evening banquet.

AAPOR Award Winners

<table>
<thead>
<tr>
<th>Year</th>
<th>Winner</th>
<th>Year</th>
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<tr>
<td>2017</td>
<td>Peter Miller</td>
<td>1988</td>
<td>Burns W. Roper</td>
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<td>2016</td>
<td>Scott Keeter</td>
<td>1987</td>
<td>Norman Bradburn</td>
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<td>2015</td>
<td>Nancy Mathiowetz</td>
<td>1986</td>
<td>Philip Converse</td>
</tr>
<tr>
<td>2014</td>
<td>Jon A. Krosnick</td>
<td>1985</td>
<td>Daniel Katz</td>
</tr>
<tr>
<td>2013</td>
<td>Floyd J. “Jack” Fowler, Jr.</td>
<td>1984</td>
<td>Ithiel de Sola Pool</td>
</tr>
<tr>
<td>2012</td>
<td>Daniel Yankelovich</td>
<td>1983</td>
<td>Paul K. Perry</td>
</tr>
<tr>
<td>2011</td>
<td>Stanley Presser</td>
<td>1982</td>
<td>Paul B. Sheatsley</td>
</tr>
<tr>
<td>2010</td>
<td>Michael W. Traugott</td>
<td>1981</td>
<td>Walter R. Frankel</td>
</tr>
<tr>
<td>2009</td>
<td>Elizabeth Martin</td>
<td>1980</td>
<td>Shirley A. Starr</td>
</tr>
<tr>
<td>2008</td>
<td>Kathleen Frankovic</td>
<td>1979</td>
<td>Mervin D. Field</td>
</tr>
<tr>
<td>2007</td>
<td>Harry O’Neill</td>
<td>1978</td>
<td>W. Phillips Davison</td>
</tr>
<tr>
<td>2006</td>
<td>Norman H. Nie</td>
<td>1977</td>
<td>Leo Bogart</td>
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<tr>
<td>2005</td>
<td>Andrew Kohut</td>
<td>1976</td>
<td>Joseph T. Klapper</td>
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<tr>
<td>2004</td>
<td>Benjamin I. Page</td>
<td>1975</td>
<td>Raymond A. Bauer</td>
</tr>
<tr>
<td>2003</td>
<td>Don A. Dillman, Frank Stanton</td>
<td>1974</td>
<td>Bernard Berelson</td>
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<tr>
<td>2002</td>
<td>Tom W. Smith</td>
<td>1973</td>
<td>Rensis Likert</td>
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<td>2001</td>
<td>Robert Groves</td>
<td>1972</td>
<td>Jean Stoetzel</td>
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<td>2000</td>
<td>Philip Meyer</td>
<td>1971</td>
<td>Walter Lippman</td>
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<td>1999</td>
<td>Charles Cannell</td>
<td>1970</td>
<td>Archibald M. Crossley</td>
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<td>1998</td>
<td>Albert E. Gollin</td>
<td>1968</td>
<td>Elmo C. Wilson</td>
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<td>1997</td>
<td>Irving Crespi</td>
<td>1967</td>
<td>Hans Zeisel</td>
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<tr>
<td>1996</td>
<td>Eleanor Singer</td>
<td>1966</td>
<td>Hadley Cantril</td>
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<td>1995</td>
<td>Herbert I. Abelson</td>
<td>1965</td>
<td>Harry H. Field</td>
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<tr>
<td>1994</td>
<td>Howard Schuman</td>
<td>1964</td>
<td>Harold D. Lasswell</td>
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<tr>
<td>1993</td>
<td>Jack Elinson</td>
<td>1963</td>
<td>George H. Gallup</td>
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<tr>
<td>1992</td>
<td>James Davis</td>
<td>1962</td>
<td>Angus Campbell</td>
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<tr>
<td>1991</td>
<td>Joe Belden</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1990</td>
<td>Herbert E. Krugman</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1989</td>
<td>Gladys Engel Lang, Kurt Lang</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2018 Award Winners

Book Award
The AAPOR Book Award seeks 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.

Winner(s):
Lawrence Bobo, Harvard University;
Mia Tuan, University of Washington

Prejudice in Politics: Group Position, Public Opinion, and the Wisconsin Treaty Rights Dispute

Policy Impact Award
The AAPOR Policy Impact Award was developed to acknowledge that a key purpose of opinion and other survey research is to facilitate better informed decisions. The award recognizes outstanding research that has had a clear impact on improving policy decisions, practice, and discourse, either in the public or private sectors.

Winner:
The National Survey of Child and Adolescent Well Being Project

Warren J. Mitofsky Innovators Award
The Warren J. Mitofsky Innovators Award is designed to recognize accomplishments in the fields of public opinion and survey research that occurred in the past ten years (2000 to present), or that had their primary impact on the field during the past decade. These innovations could consist of new theories, ideas, applications, methodologies or technologies. To be considered for the award, they must be publically documented. The award can be given to individuals, groups or institutions.

Winner:
Anthony Leiserowitz, Yale University; and the team members of the Yale Program on Climate Change Communication at Yale University, for a new statistical method to downscale national public opinion estimates using multiple regression and post stratification (MPR) survey data collection methodology. Survey data collected in the future can be put into the model to generate undated estimates that account for changes in opinion over time. The New York Times has printed congressional level maps using the Yale Program’s findings to explain the difference in opinions and beliefs on climate changes to its readers. When it comes to the use of computer generated illustrations in news reporting, the innovations of the Yale Program will provide the important, detailed data required to truly understand public belief and attitudes.

Burns “Bud” Roper Fellows
The Burns “Bud” Roper Fellow Award is named for the late Burns “Bud” Roper who provided a substantial bequest in his will to establish the Roper Award Fund. Roper Fellows are people whose primary work responsibilities are related to survey research or public opinion and who have recently started their careers.

Winners:
Fiyin Adesina, JUST Capital
Ana Lucia Cordova-Cazar, Universidad san Francisco de Quito
Victoria Hoverman, Westat
Jordan Klein, Abt Associates Inc
Jenny Nguyen, Decision Information Resources
Alexandra Saunders, Mathematica Policy Research

Seymour Sudman Student Paper Competition Award
The Seymour Sudman Student Paper Competition Award is in memory of Seymour Sudman; it recognizes his many important contributions to AAPOR as well as his teaching and mentoring students in the survey research profession.

Winner:
Mengyao Hu, University of Michigan
“Improving the Anchoring Vignette Methodology with Visual Vignettes”

Honorable Mention
Winner:
David Vannette, Stanford University
“Leveraging Commitment to Influence Behavior”
2018 Award Winners

Student Travel Award

The AAPOR Student Travel Award was established to support student attendance at the AAPOR Annual Conference. The Student Travel Awards are offered to students who are in need of financial support so that they may attend the annual conference and experience this important educational and collegial event for survey methodology and public opinion researchers.

Winners:

- Lindsey Beltz, Washington State University
- Jesse Burkhalter, East Tennessee State University
- Phebean Chukwukere, University of Lagos
- Clare Churchouse, The New School
- Anne Elevelt, Utrecht University
- Kevin Fiscella, University of Rochester
- Micha Fischer, University of Michigan
- Laura Gamble, Oregon State University
- Ying Han, University of Maryland – College Park
- Jingwei Hu, University of Michigan
- Mengyao Hu, University of Michigan
- Ann E. Jones, University of Nevada – Reno
- Wolfgang Karlstetter, Stony Brook University
- Valerija Kolbas, University of Essex – ISER
- Mariel Leonard, University of Mannheim
- Jaiwei Liu, University of Wisconsin – Madison
- Felicitas Mittereder, University of Michigan
- Ian Nesbit, University of Nevada – Reno
- Ai Rene Ong, University of Michigan
- James Pope, State of California Employment Development Department
- Ali Rafei, University of Michigan
- Christopher Re, Stony Brook University
- Melody Russell, East Tennessee State University
- Alfred Segbe, Grand Canyon University
- Chau Tong, UW-Madison School of Journalism and Mass Communication
- David Wang, Harvard University
- Rose Warren, Emerson College Polling Society
- Derek Weitelman, Indiana University Center for Survey Research - Bloomington, IN
- Joy Wilke, University of California – Los Angeles
- H. Yanna Yan, University of Michigan
- Rosalynn Xin Yang, Joint Program of Survey Methodology at Westat
- Hexuan Zhang, University of Virginia – Center for Survey Research

The Chapters Have Spoken and the Student Paper Winners Are:

**PAPOR Student Paper Winner:**
*What is the best size for matrix-style questions in online surveys?*
Rebecca Hofstein Grady, University of California, Irvine (co-authors: Rachel Greenspan and Mingnan Liu, Facebook)

**NYAAPOR Student Paper Winner:**
*“The Emotional Empathic Drive Short Scale (EED): The First Short Scale Measuring Emotional Empathy”*
Wolfgang Karlstetter, Stony Brook University

**MAPOR’s Doris A. Graber Award for Best Public Opinion Paper**
*“Social media use, exposure to disagreement, and offline expressive participation: The moderating role of self-censorship”*
Yangsun Hong, University of Wisconsin-Madison

**MAPOR’s 2017 Allan McCutcheon Award for Best Methodology Paper**
*Can previous response behavior predict future breakoff in Web surveys?*
Felicitas Mittereder, University of Michigan

**DC-AAPOR Student Paper Winner**
*It is all about the design: the influence of visual aids on respondents’ answers.*
Esteban Guzmán Saucedo, Joint Program in Survey Methodology, University of Maryland, College Park
# Committee Meetings

## Wednesday, May 16

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>75th Anniversary Subcommittee</td>
<td>Director’s Row J</td>
</tr>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Sponsorship Committee</td>
<td>Director’s Row G</td>
</tr>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Diversity Coordinating Committee</td>
<td>Plaza Court 3</td>
</tr>
</tbody>
</table>

## Thursday, May 17

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>HISP-AAPOR Affinity Group</td>
<td>Plaza Court 2</td>
</tr>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Association of Academic Survey Research Organizations</td>
<td>TOWER BUILDING, Tower Court A, 2nd level</td>
</tr>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Membership and Chapter Relations Committee</td>
<td>Director’s Row J</td>
</tr>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Standards Committee</td>
<td>Plaza Court 4</td>
</tr>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Transparency Initiative Coordinating Committee</td>
<td>Plaza Court 2</td>
</tr>
</tbody>
</table>

## Friday, May 18

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Data Falsification Task Force</td>
<td>Plaza Court 3</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>History Committee</td>
<td>Director’s Row G</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Transition from Telephone to Mixed Mode Task Force</td>
<td>Plaza Court 2</td>
</tr>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Communications Committee</td>
<td>Plaza Court 2</td>
</tr>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Cross-cultural and Multilingual Affinity Group</td>
<td>Plaza Court 3</td>
</tr>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Finance Committee</td>
<td>Director’s Row F</td>
</tr>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>POQ Advisory Committee</td>
<td>Plaza Court 4</td>
</tr>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Investment Subcommittee</td>
<td>Director’s Row G</td>
</tr>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Membership and Chapter Relations-Reps Committee</td>
<td>Director’s Row J</td>
</tr>
</tbody>
</table>

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Congratulations AAPOR Annual T-Shirt Contest Winner

Jenny Marlar, Gallup, for

“We have good surveys. The best surveys. No one is better at surveys than we are.”
### Social & Networking Activities

**Wednesday, May 16**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
</table>
| 7:00 a.m. - 1:00 p.m. | AAPOR Golf Outing CommonGround Golf Course  
Sponsored by RTI       | Meet in Hotel Lobby @ 6:30 a.m.                                       |
| 11:30 a.m. - 12:30 p.m.| Student & Early Career Professionals Early-Arrival Lunch Meet-up   | Hotel Lobby @ 11:15 a.m.                                                |
| 3:30 p.m. - 4:30 p.m. | Meet Your Docent                                                      | Director’s Row J                                                         |
| 6:30 p.m. - 9:00 p.m. | New Member and All-Chapter Welcome Mixer and Chef Tasting Party     | TOWER BUILDING, Majestic Ballroom                                       |

**Thursday, May 17**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:15 p.m. - 4:15 p.m.</td>
<td>Speed Networking Session #1</td>
<td>Plaza Ballroom A</td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td>Student &amp; Early Career Professionals Early-Arrival Dinner Meet-up</td>
<td>Hotel Lobby @ 5:45 p.m.</td>
</tr>
<tr>
<td>6:00 p.m. - 8:00 p.m.</td>
<td>HISP-AAPOR Affinity Group Informal Meetup</td>
<td>16Mix Bar</td>
</tr>
</tbody>
</table>

**Friday, May 18**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. - 8:00 a.m.</td>
<td>Fun Run/Walk</td>
<td>Check-in in the Hotel Lobby @ 6:30 a.m.</td>
</tr>
<tr>
<td>11:45 a.m. - 1:45 p.m.</td>
<td>AASRO Lunch Meeting</td>
<td>TOWER BUILDING, Tower Court A, 2nd level</td>
</tr>
<tr>
<td>12:30 p.m. - 2:00 p.m.</td>
<td>Speed Networking Session #2</td>
<td>Plaza Ballroom A</td>
</tr>
</tbody>
</table>
| 7:00 p.m. - 7:45 p.m. | President’s Reception  
Sponsored by Nielsen       | Plaza Ballroom BCEF                                                     |
| 10:00 p.m. - 1:00 a.m.| After the Banquet Bash                    | TOWER BUILDING, Grand Ballroom, 2nd level                               |
## Schedule of Events

### Tuesday May 15, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 p.m. – 6:00 p.m.</td>
<td>Registration Desk Open</td>
<td>Plaza Registration Desk</td>
</tr>
<tr>
<td>2:30 p.m. – 6:00 p.m.</td>
<td>Short Courses</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Course 1: Multilevel Regression and Post-stratification</td>
<td>Governor’s Square 10</td>
</tr>
<tr>
<td></td>
<td>Course 2: From Ground Rules to Group Dynamics:</td>
<td>Governor’s Square 11</td>
</tr>
<tr>
<td></td>
<td>Moderating Focus Groups for Social Science Research</td>
<td></td>
</tr>
<tr>
<td>5:00 p.m. – 6:30 p.m.</td>
<td>Panel on Public Opinion and the Legalization of Marijuana</td>
<td>Governor’s Square 17</td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td>Student &amp; Early Career Professionals Early-Arrival Dinner</td>
<td>Meet in the Hotel Lobby at 5:45 p.m.</td>
</tr>
<tr>
<td>6:30 p.m. – 8:00 p.m.</td>
<td>Marijuana Public Opinion and Legislation Panel Reception</td>
<td>Governor’s Square 15</td>
</tr>
</tbody>
</table>

### Wednesday May 16, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 1:00 p.m.</td>
<td>Golf Outing @ CommonGround Golf Course</td>
<td>Meet in the Hotel Lobby @ 6:30 a.m.</td>
</tr>
<tr>
<td></td>
<td>Sponsored by RTI</td>
<td></td>
</tr>
<tr>
<td>7:00 a.m. – 5:00 p.m.</td>
<td>Registration Desk Open</td>
<td>Plaza Registration Desk</td>
</tr>
<tr>
<td>8:30 a.m. – 11:30 a.m.</td>
<td>Short Courses</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Course 3: Data Visualization for Survey Research:</td>
<td>Governor’s Square 14</td>
</tr>
<tr>
<td></td>
<td>From Data Collection, through Budgets and Production, to Reports and Presentations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Course 4: Smart Phones: From Surveys to Sensors</td>
<td>Governor’s Square 10</td>
</tr>
<tr>
<td></td>
<td>Course 5: Non-probability Sampling and Analysis for Population Inference</td>
<td>Governor’s Square 11</td>
</tr>
<tr>
<td>11:30 a.m. – 12:30 p.m.</td>
<td>Student &amp; Early Career Early-Arrival Lunch Meet-up</td>
<td>Meet in the Hotel Lobby at 11:15 a.m.</td>
</tr>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Committee Meetings (see page 31)</td>
<td></td>
</tr>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td>Concurrent Sessions A</td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>3:30 p.m. – 4:30 p.m.</td>
<td>Beverage Break in the Exhibit Hall</td>
<td>Director’s Row J</td>
</tr>
<tr>
<td>3:30 p.m. – 4:30 p.m.</td>
<td>Meet Your Docent</td>
<td></td>
</tr>
<tr>
<td>3:30 p.m. – 4:30 p.m.</td>
<td>Exhibit Hall and Book Exhibit Open</td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>3:30 p.m. – 4:30 p.m.</td>
<td>Poster Session #1</td>
<td>Plaza Ballroom D</td>
</tr>
<tr>
<td>4:30 p.m. – 6:00 p.m.</td>
<td>Kick-off Plenary Session “From the PEAK of Social, Survey and Political Opinion Research: Perception, Evaluation, Analysis and “Kollection”</td>
<td>Plaza Ballroom BCEF</td>
</tr>
<tr>
<td>6:30 p.m. – 9:00 p.m.</td>
<td>New Member and All-Chapter Welcome Mixer and Chef Tasting Party</td>
<td>TOWER BUILDING: Majestic Ballroom, Majestic level</td>
</tr>
</tbody>
</table>
## Schedule of Events

### Thursday, May 17, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Exhibit Hall and Book Exhibit Open</td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast in the Exhibit Hall</td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>7:00 a.m. – 5:00 p.m.</td>
<td>Registration Desk Open</td>
<td>Plaza Registration Desk</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Concurrent Sessions B</td>
<td></td>
</tr>
<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>Exhibit Hall an Book Exhibit Open Sponsored by SSI</td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td>Concurrent Sessions C</td>
<td></td>
</tr>
<tr>
<td>11:45 a.m. – 1:45 p.m.</td>
<td>Presidential Address and Lunch</td>
<td>Plaza Ballroom BCEF</td>
</tr>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Committee Meetings (see page 31)</td>
<td></td>
</tr>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Exhibit Hall an Book Exhibit Open</td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>1:45 p.m. – 3:15 p.m.</td>
<td>Concurrent Sessions D</td>
<td></td>
</tr>
<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td>Dessert Break in the Exhibit Hall</td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td>Poster Session #2</td>
<td>Plaza Ballroom D</td>
</tr>
<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td>Speed Networking Session #1</td>
<td>Plaza Ballroom A</td>
</tr>
<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td>Exhibit Hall an Book Exhibit Open</td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>4:15 p.m. – 5:45 p.m.</td>
<td>Concurrent Sessions E</td>
<td></td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td>Student &amp; Early Career Professionals Early-Arrival Dinner Meet-Up</td>
<td>Meet in the Hotel Lobby at 5:45 p.m.</td>
</tr>
</tbody>
</table>

### Friday, May 18, 2018

<table>
<thead>
<tr>
<th>Time</th>
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</tr>
</thead>
<tbody>
<tr>
<td>6:30 a.m. – 8:00 a.m.</td>
<td>Fun Walk/Run Sponsored by nielsen</td>
<td>Check in the Hotel Lobby at 6:30</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Committee Meetings (See page 31)</td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast in the Exhibit Hall Sponsored by Understanding American Study Center for Economic and Social Research University of Southern California</td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Exhibit Hall and Book Exhibit Open</td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>7:30 a.m. – 3:00 p.m.</td>
<td>Registration Desk Open</td>
<td>Plaza Registration Desk</td>
</tr>
<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>AAPOR’s Got Talent</td>
<td>Plaza BCEF</td>
</tr>
<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>Exhibit Hall an Book Exhibit Open</td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>Beverage Break in the Exhibit Hall</td>
<td>Plaza Exhibit Hall</td>
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<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>Concurrent Sessions F</td>
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<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td>Concurrent Sessions G</td>
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## Schedule of Events

### Friday, May 18, 2018 (continued)

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>11:45 a.m. – 12:45 p.m.</td>
<td>Luncheon and Activities Awards Ceremony</td>
<td>Plaza BCEF</td>
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<tr>
<td>11:45 a.m. – 1 p.m.</td>
<td>Committee Meetings (See page 31)</td>
<td></td>
</tr>
<tr>
<td>11:45 a.m. – 1:45 p.m.</td>
<td>AASRO Lunch Meeting</td>
<td></td>
</tr>
<tr>
<td>11:45 a.m. – 1:45 p.m.</td>
<td>Exhibit Hall an Book Exhibit Open</td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>12:30 p.m. – 2:00 p.m.</td>
<td>Speed Networking Session #2</td>
<td>Plaza Ballroom A</td>
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<tr>
<td>12:45 p.m. – 1:45 p.m.</td>
<td>Desert Break in the Exhibit Hall</td>
<td>Plaza Exhibit Hall</td>
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<tr>
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<td>Meet the Authors Session</td>
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<tr>
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<td>Book Sale</td>
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<tr>
<td>12:45 p.m. – 1:45 p.m.</td>
<td>Poster Session #3</td>
<td>Plaza Ballroom D</td>
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<tr>
<td>1:45 p.m. – 3:15 p.m.</td>
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<tr>
<td>3:30 p.m. – 5:00 p.m.</td>
<td>Concurrent Sessions I</td>
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<tr>
<td>5:15 p.m. – 6:45 p.m.</td>
<td>Membership &amp; Business Meeting</td>
<td>Director’s Row H</td>
</tr>
<tr>
<td>7:00 p.m. – 7:45 p.m.</td>
<td>President’s Reception</td>
<td>Plaza Foyer</td>
</tr>
<tr>
<td>7:45 p.m. – 10:00 p.m.</td>
<td>Awards Banquet</td>
<td>Plaza Ballroom BCEF</td>
</tr>
<tr>
<td>10:00 p.m. – 1:00 a.m.</td>
<td>Bash After the Banquet</td>
<td>TOWER BUILDING, Grand Ballroom, 2nd level</td>
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### Saturday, May 19, 2018

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<tr>
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<td>Registration Desk Open</td>
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<tr>
<td>8:00 a.m. – 11:30 a.m.</td>
<td>Short Courses</td>
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<td></td>
<td>Course 6: Designing Mixed-Mode Surveys</td>
<td>Plaza Ballroom A</td>
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<td>Sponsored by headway</td>
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<tr>
<td></td>
<td>Course 7: Geographic Information System (GIS)</td>
<td>Plaza Ballroom D</td>
</tr>
<tr>
<td></td>
<td>Applications in the Social Sciences: Maps, Mappable Data, and Geospatial Analysis</td>
<td></td>
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<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Concurrent Sessions J</td>
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<tr>
<td>10:15 a.m. – 11:45 a.m.</td>
<td>Concurrent Sessions K</td>
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Your planned gift will ensure AAPOR’s future, as well as help support research, professional education and the development of resources to help prepare the next generation of public opinion and survey research professionals.

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• Mixed-mode survey design
• Address-based sampling
• Cell phone surveying
• Social networking
• Nonprobability samples
• and more.

Upcoming Events
# Day at a Glance

## Tuesday May 15, 2018

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>1:00 p.m. – 6:00 p.m.</td>
<td>Registration Desk Open</td>
<td>Plaza Registration Desk</td>
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<tr>
<td>2:30 p.m. – 6:00 p.m.</td>
<td>Short Courses</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Course 1: Multilevel Regression and Post-stratification</td>
<td>Governor’s Square 10</td>
</tr>
<tr>
<td></td>
<td>Course 2: From Ground Rules to Group Dynamics: Moderating Focus Groups for Social Science Research</td>
<td>Governor’s Square 11</td>
</tr>
<tr>
<td>5:00 p.m. – 6:30 p.m.</td>
<td>Panel on Public Opinion and the Legalization of Marijuana</td>
<td>Governor’s Square 17</td>
</tr>
<tr>
<td>6:30 p.m. – 8:00 p.m.</td>
<td>Marijuana Panel Discussion Reception</td>
<td>Governor’s Square 15</td>
</tr>
</tbody>
</table>

## Short Course 1 & 2 Descriptions

### Course 1: Multilevel Regression and Post-stratification

**Instructor:** Doug Rivers  
**Location:** Governor’s Square 10

**Course Overview:**
Multilevel Regression and Post-stratification (MRP) provides an alternative to traditional weighting and calibration methods for correcting surveys for non-response and selection bias. MRP allows researchers to correct for skews in many variables simultaneously using multilevel regression models. It can also be used to produce state-level estimates from national samples. The course covers both basic concepts and practical issues in implementing MRP, such as model validation and construction of targets. Examples from recent election surveys will be shown. Instructor: Doug Rivers is Professor of Political Science at Stanford University and the Chief Scientist at YouGov. He is the winner of the AAPOR Innovator’s Award, the APSA’s Charles Merriam Prize and Career Achievement Award from the Society for Political Methodology. Course Objectives: • Understanding of why MRP works • How to implement MRP using R and Stan • Successful examples of MRP Who Should Attend: Intended for survey practitioners. The focus is on concepts and applications. A basic understanding of regression analysis and prior experience with survey weighting is helpful.

### Course 2: From Ground Rules to Group Dynamics: Moderating Focus Groups for Social Science Research

**Instructor:** Darby Steiger  
**Location:** Governor’s Square 11

**Course Overview:**
The course is designed as an interactive introduction to implementing focus groups for social science research, with an emphasis on writing the discussion guide and moderating techniques. The course is divided into three modules. Module 1 will provide general information about how focus groups fit into the larger spectrum of qualitative and mixed-mode research, their usage and applications, and basic principles of designing a focus group study for social science research. Participants will have the opportunity to formulate the design of their own focus group project. Module 2 covers the fundamentals of crafting moderator guides for focus groups based on the survey literature and case studies. In this module, participants will have a chance to draft and receive feedback on their own focus group questions. Module 3 covers key principles of effective moderating techniques. In this module, participants will be given the opportunity to critique a moderator and to practice moderating themselves. The instructor will place emphasis on creative techniques for eliciting information, handling special situations in focus groups, and techniques for moderating in alternative modalities such as telephone and online. Instructor: Darby Steiger is a senior survey methodologists at Westat with 25 years of experience designing, conducting, analyzing, and presenting social science research for government agencies, non-profits, and associations. She has developed and tested hundreds of questionnaires and moderated hundreds of focus groups.
Short Course 2 Description (continued)

groups. She trains staff, clients, and others in the U.S. and around the world in focus group moderating techniques. Darby has Master’s degrees from the University of Michigan in Public Policy and Applied Social Research and was a senior methodologist at Gallup prior to joining Westat.

Course Objectives:
• Students will learn the theoretical principles behind crafting effective questions for social science focus groups that will meet research objectives and encourage lively discussion
• Participants will walk away with practical tips for effectively moderating a focus group, building rapport, and managing unexpected situations that may arise.
• Participants will have the opportunity to practice and receive feedback on draft questions and their own moderating techniques. Who Should Attend: This course is designed for early- to mid-career professionals who are interested in how, when and why to use focus groups and how to moderate focus groups. The course will be particularly beneficial for those who have never moderated before, those who are preparing for upcoming focus groups, as well as those who would benefit from refresher training. Students will be encouraged to bring their own draft moderator guides to the class.

Tuesday May 15, 2018, 5:00 p.m. – 7:00 p.m.
Special Pre-Conference Panel: Public Opinion and Marijuana Legalization: A View of the Past and Future

Moderator: Doug Schwartz, Quinnipiac University Poll, Director
Panelists: Rick Ridder, President and Co-Founder of RBI Strategies and Research
David Metz, Partner and President, FM3 Research
Skyler McKinley, Director of Public Relations and Government Affairs at AAA Colorado, former Deputy Director of Colorado Office of Marijuana Coordination
Floyd Ciruli, J.D., Director of the Crossley Center for Public Opinion Research, University of Denver

AAPOR and the Crossley Center for Public Opinion Research at the Korbel School of International Studies at the University of Denver are hosting this special pre-conference panel on marijuana, public opinion, and legalization. Panelists will describe how public opinion shaped the passage and implementation of marijuana legalization in Colorado and other states. The course will also focus attention on the changed political climate from Washington D.C. and how it could affect public attitudes and the future of marijuana legalization in Colorado and around the country. The event is open to the public and is free of charge and a reception with hors d’oeuvres and a cash bar will immediately follow the panel discussion. This Special Panel Event is sponsored by AAPOR’s Ad Hoc Committee on Public Opinion and Leadership.
# Day at a Glance

## Wednesday, May 16

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 a.m. – 1:00 p.m.</td>
<td><strong>Golf Outing at CommonGround Golf Course</strong>&lt;br&gt;Sponsored by RTI International</td>
<td>Meet in the Hotel Lobby @ 6:30 a.m.</td>
</tr>
<tr>
<td>7:00 a.m. – 5:00 p.m.</td>
<td><strong>Registration Desk Open</strong></td>
<td>Plaza Registration Desk</td>
</tr>
<tr>
<td>8:00 a.m. – 11:30 a.m.</td>
<td><strong>Short Courses</strong>&lt;br&gt;Course 3: Data Visualization for Survey Research: From Data Collection, through Budgets and Production, to Reports and Presentations&lt;br&gt;Course 4: Smart Phones: From Surveys to Sensors&lt;br&gt;Course 5: Non-probability Sampling and Analysis for Population Inference</td>
<td>Governor’s Square 14&lt;br&gt;Govner’s Square 10&lt;br&gt;Govner’s Square 11</td>
</tr>
<tr>
<td>10:00 a.m. – 1:00 p.m.</td>
<td><strong>Committee Meetings (see page 31)</strong></td>
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<tr>
<td>11:30 a.m. – 12:30 p.m.</td>
<td><strong>Student &amp; Early Career Early-Arrival Lunch Meet-up</strong></td>
<td>Meet in the Hotel Lobby at 11:15 a.m.</td>
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<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td><strong>Concurrent Sessions A</strong></td>
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<td>Session 1:</td>
<td>Identifying and Managing Breaks in Comparability of Data Across Time in the Presence of Survey Changes (Panel)&lt;br&gt;RNP</td>
<td>Director’s Row E</td>
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<td>Session 2:</td>
<td>#MeToo</td>
<td>Director’s Row H</td>
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<td>Session 3:</td>
<td>Is This Ever Going to End? Question Design to Measure and Reduce Survey Burden&lt;br&gt;Q&amp;I</td>
<td>Director’s Row I</td>
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<td>Session 4:</td>
<td>Mail Surveys: The Effect of the Envelope and Everything in It on Survey Response&lt;br&gt;DCSP</td>
<td>Governor’s Square 10</td>
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This year AAPOR is offering Concurrent Sessions that fall into several tracks to help you better plan the sessions you attend.

Sessions marked with the following icons are a part of the indicated track.

- **Attitudes & Issues**<br>A&I
- **Populations, Polls, and Politics**<br>PPP
- **Data Quality**<br>Qual
- **Data Collection and Survey Participation**<br>DCSP
- **Innovations & Emerging Methods**<br>Inv
- **Multinational, Multigenerational, and Multicultural**<br>3MC
- **Probability & Nonprobability Samples**<br>Prob/Non
- **Big Data/Data Science and Surveys**<br>BigData
- **Questionnaire Design & Interviewing**<br>Q&I
- **Research in Practice**<br>RNP
- **PORTAL**<br>PORTAL
- **DEMO**<br>DEMO
# Day at a Glance

## Wednesday, May 16

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 p.m. – 3:00 p.m.</td>
<td><strong>Concurrent Sessions A (continued)</strong></td>
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<tr>
<td></td>
<td><strong>Session 5:</strong> Innovations in Web Survey Design and Quality Checking</td>
<td>Governor’s Square 11</td>
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<td><strong>Session 6:</strong> An Overview of Issues Critical to 3MC Research Design and Implementation</td>
<td>Governor’s Square 12</td>
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<tr>
<td></td>
<td><strong>Session 7:</strong> Exploring Trump’s America: Understanding the U.S. Electorate in the Era of Trump</td>
<td>Governor’s Square 14</td>
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<td><strong>Session 8:</strong> Snakes in the Garden: An Introduction to Computing for Budding Survey Data Scientists</td>
<td>Governor’s Square 15</td>
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<td><strong>Session 9:</strong> Get More Bars! Strategies for Improving the Efficiency and Coverage of Cell Phone Samples</td>
<td>Governor’s Square 16</td>
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<td><strong>Session 10:</strong> Polarizing Social Issues: Guns, Abortion, and Weed (Welcome to the Mile High City)</td>
<td>Governor’s Square 17</td>
</tr>
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<td><strong>NEW! Session 11:</strong> Live Interactive Vendor Demonstrations <strong>DEMO</strong></td>
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<td><strong>Demo Session 1:</strong> Thematically 2</td>
<td>20 Research</td>
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<td><strong>Demo Session 2:</strong> PARC by Langer Res &amp; Assoc. Qualtrics Civiqs</td>
<td>Plaza Court 3</td>
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<td><strong>Demo Session 3:</strong> Jibanu Onetree</td>
<td>Plaza Court 4</td>
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<td><strong>Demo Session 4:</strong> Civis Analytics Rybbon Sawtooth Software</td>
<td>Plaza Court 5</td>
</tr>
<tr>
<td>3:30 p.m. – 4:30 p.m.</td>
<td><strong>Beverage Break in the Exhibit Hall</strong></td>
<td>Plaza Exhibit Hall</td>
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<tr>
<td>3:30 p.m. – 4:30 p.m.</td>
<td><strong>Meet Your Docent</strong></td>
<td>Director’s Row J</td>
</tr>
<tr>
<td>3:30 p.m. – 6:00 p.m.</td>
<td><strong>Exhibit Hall and Book Exhibit Open</strong></td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>3:30 p.m. – 4:30 p.m.</td>
<td><strong>Poster Session #1</strong></td>
<td>Plaza Ballroom D</td>
</tr>
<tr>
<td>4:30 p.m. – 6:00 p.m.</td>
<td><strong>Kickoff Plenary Session “From the PEAK of Social, Survey and Political Opinion Research: Perception, Evaluation, Analysis and “Kollection”</strong></td>
<td>Plaza Ballroom BCEF</td>
</tr>
<tr>
<td>6:30 p.m. – 9:00 p.m.</td>
<td><strong>New Member &amp; All Chapter Welcome Reception</strong></td>
<td>TOWER BUILDING, Majestic Ballroom, 2nd level</td>
</tr>
</tbody>
</table>
Short Course 3, 4, & 5 Descriptions

Wednesday, May 16, 2018, 8:00 a.m. - 11:30 a.m.

Course 3:
Data Visualization for Survey Research:
From Data Collection, through Budgets and Production, to Reports and Presentations

Instructors: Nola du Toit, National Opinion Research Center and Edward Mulrow, NORC at the University of Chicago
Location: Governor’s Square 14

Course Overview:
Data visualization is a rapidly growing area of application for analysis and dissemination of data. This short course will illustrate how data visualization can be used to enhance research projects. The course is ideal for survey researchers and project managers with minimal knowledge on data visualization who want to use graphics to examine trends in data, isolate discrepancies, and identify patterns that would otherwise be overlooked. We will cover the basics of presenting data in accurate graphical form across multiple fields, including topics such as field management, monitoring budgets, and examining completion rates and cost per case. In addition, our course will include an introduction to basic principles of data visualization, examples of how project and budget data can be visualized, best practices for avoiding common mistakes, and an interactive back-and-forth of good and bad examples. We will also discuss the pros and cons to popular visualization tools, such as Tableau, R, and Excel, and present a step-by-step guide to making and customizing graphics in Excel. Instructor: Nola du Toit uses her experience as Research Methodologist to inform and create infographic reports and data visualizations. Her activities covers the entire information visualization process, including data measurement and conceptualization, user understanding and interpretation, and design principles. Edward Mulrow is an Accredited Professional Statistician™ and Fellow of the American Statistical Association (ASA), and is the ASA Section on Statistical Graphics Program Chair for the 2019 Joint Statistical Meetings. He has over 30 years of experience and has organized data visualization workshops and seminars that provided training, in-person consultation, and strategies for communicating statistical analyses in a visual way. Course Objectives: • Understanding of the best practices for data visualization • Knowledge on producing data visualization from survey and budget data • Practice in creating complex graphics in Excel Who Should Attend: This course is geared towards survey researchers and project managers with minimal data visualization experience as well as those who want to learn more about customizing graphics in Excel.

Course 4:
Smart Phones: From Surveys to Sensors

Instructors: Peter Lugtig, Utrecht University Vera Toepoel, Utrecht University
Location: Governor’s Square 10

Course Overview:
The release of the first IPhone was now more than a decade ago, and smartphones have since become a mainstream device. In many countries, smartphones are replacing traditional PCs and laptops as the primary device to browse the Internet, and use social media. In the last couple of years, researchers have experimented with smartphones as a method of data collection. This short course focuses on recent studies that have aimed to study how smartphones can be used, 1. As a device to administer surveys and 2. To acquire additional behavioral data using sensors. In particular we will discuss: Why you should want to do research using smartphones How web questionnaires should be adapted to become smartphones-friendly Issues related to willingness and consent to participate in smartphone studies that collect behavioral data How such behavioral data can potentially be used to enrich survey data, using GPS locations as an example. It is helpful if participants to the short course bring a smartphone with them, as well as a laptop. We will not do any data-analysis during the short course, but will provide a small dataset with GPS location data collected using smartphones. We will use this dataset to illustrate and discuss how such data can be used alongside survey data to better understand people’s behavior and attitudes. Instructors: Peter Lugtig is an associate professor in survey methodology. His research interest lie in the interplay of three areas: 1. Doing survey-research on mobile devices 2. The methodology of panel studies and 3. the statistical estimation of data quality in surveys. He received a Future Leaders Grant in 2012 from the UK Economic and Research Council for a 3-year research project into the trade-off between nonresponse and measurement errors in panel surveys. Vera Toepoel is an assistant professor in survey methodology at the Department of Methods and Statistics at Utrecht University, the Netherlands. Her research interest lie in everything related to survey methodology and online surveys in particular: from recruiting respondents, designing the survey instrument, correcting for bias etc. Current topics include data chunking (a.k.a. modular survey design), sensor data (and consent) and mobile survey design. Course Objectives: • Understand why you should want to do research using smartphones • Learn how to make web surveys mobile-friendly • Understand issues around the collection and analysis of smartphones sensor data Who Should Attend: No previous knowledge is required, although an understanding of survey methods (the TSE framework, questionnaire design) will be helpful.
Course 5:  
Non-probability Sampling and Analysis for Population Inference  
Instructor: Richard Valliant, University of Michigan  
Jill Dever, RTI International  
Location: Governor’s Square 11  
Course Overview:  
Although selecting a probability sample has been the standard for decades for making inferences from a sample to a finite population, incentives are increasing to use data obtained without a defined sampling mechanism, i.e., nonprobability samples. In a world of “big data”, substantial amounts of data are readily available through methods that are faster and need fewer resources relative to most probability-based designs. There are many ways of collecting these data—volunteer web panels, tele-voting, expert selection, respondent-driven network sampling, and others—none of which require probability samples. Design-based inference, in which population values are estimated through the random sampling procedure specified by the sampler, cannot be used for nonprobability samples. One alternative is quasi-randomization where pseudo-inclusion probabilities (i.e., propensity scores) are estimated from covariates available for both sample and nonsample units. Another estimation approach is superpopulation modeling; analytic variables collected on the sample units are used in a model to predict values for the nonsample units. We include several simulation and case studies to illustrate the properties of these approaches and discuss the pros and cons of each.  
Instructors: Dr. Richard Valliant is a Research Professor Emeritus at the University of Michigan and the Joint Program for Survey Methodology at the University of Maryland. Dr. Jill A. Dever is a Senior Research Statistician at RTI International in Washington, DC. Since 2008, this team has developed material on nonprobability sampling and analysis, including two books and several peer-reviewed journal articles. Additionally, Dr. Dever was a member of the 2013 AAPOR task force charged with evaluating nonprobability sampling, and Dr. Valliant was an invited discussant for the corresponding Journal of Survey Statistics and Methodology summary article.
Poster Session #1
Wednesday, May 16, 2018, 3:30 p.m. – 4:30 p.m.
Plaza Ballroom D

1. The Effect of Device Type, Location, and Privacy On an Online Survey: Results of a Study Conducted in Spain
   Carmen María León, Criminology Research Center, University of Castilla- La Mancha
   Eva Aizpurúa, Center for Social and Behavioral Research, University of Northern Iowa

2. Superstorm Sandy: Five Years Later
   Carolyn Lau, Monmouth University
   Patrick Murray, Monmouth University

3. Does Changing How Fees Are Displayed Nudge Investors Away From Overpriced Index ETFs?: Evidence from Two Experiments
   Mark Lush, NORC at the University of Chicago
   Angela Fontes, NORC at the University of Chicago
   Ryan Murphy, Morningstar
   Ray Sin, Morningstar

4. Qatari Female Managers in A World of Patriarchy
   Noora Lari, Qatar University

5. Global Warming Beliefs and Attitudes Among U.S. Latinos
   Seth Rosenthal, Yale University
   Anthony Leiserowitz, Yale Program on Climate Change Communication
   Matthew Cutler, Yale Program on Climate Change Communication
   Eric Fine, Yale Program on Climate Change Communication

6. Which Activities Count? Using Experimental Data to Understand Conceptualizations of Physical Activity
   Rachel Cusatis, Medical College of Wisconsin
   Dana Garbarski, Loyola University - Chicago

7. Measuring the Impact of an Unanticipated Suspension of Ride-Sourcing in Austin, Texas
   Chris Simek, Texas A&M Transportation Institute
   Robert C. Hampshire, University of Michigan Transportation Research Institute
   Tayo Fabusuyi, University of Michigan Transportation Research Institute
   Xuan Di, Columbia University
   Xi Chen, University of Michigan-Dearborn

8. Climate Change Skepticism in the Age of Trump
   Wendy Scatteredgood, St. Norbert College

9. Priming the Shots: The Role of Online News in Priming Attitudes Towards Vaccines
   Michaela Myers, University of Minnesota-Twin Cities
   Jessica McKnight, The Ohio State University
   Weijia Shi, University of Minnesota-Twin Cities

10. Under the Radar: Considering Risks, Benefits, and Regulation of Civilian Drones
    Ann E. Jones, University of Nevada - Reno
    Colleen Murray, University of Nevada, Reno
    Jonathan Wilson, University of Nevada, Reno
    Markus Kemmelmeier, University of Nevada, Reno
    Anthony Papa, University of Nevada, Reno

11. Political Anxiety: Look Who’s Angry Now
    Harry Wilson, Roanoke College
    David G. Taylor, Institute for Policy and Opinion Research, Roanoke College

    Maria Jorina, Boston Children’s Hospital
    Maher Selem, Boston Children’s Hospital
    Basel Tarab, Boston Children’s Hospital
    Cynthia Haines, Boston Children’s Hospital

13. Disparities in Science Literacy
    Nick Allum, University of Essex
    John Besley, Michigan State University
    Louis Gomez, UCLA
    Ian Brunton-Smith, University of Surrey
**Poster Session #1**

**Wednesday, May 16, 2018, 3:30 p.m. – 4:30 p.m.
Plaza Ballroom D**

   Christopher Borick, *Muhlenberg College Institute of Public Opinion*
   Erick Lachapelle, *University of Montreal*

15. Identifying informational needs and disease/treatment knowledge in prostate cancer patients
   Veronica Hoyo, *University of California - San Diego*
   Daniel Bouland, *UC San Diego*

16. Economic Tradeoffs and Support for Democracy and Civil Liberties
   Kirby Goidel, *Texas A&M University*
   Nicholas T. Davis, *Texas A&M*

17. Testing of Recruitment Advertisements with Consumer Neuroscience
   Milena Kristic, *Nielsen*
   Lauren Walton, *Nielsen*
   Rachel Newmiller, *Nielsen*

18. Measuring Linkages among Household Complexity, Race/Ethnicity, and the Undercount of Young Children in U.S. Decennial Censuses
   Laurie Schwede, *Independent Consultant*
   Eric Jensen, *U.S. Census Bureau*
   Deborah Griffin, *Independent Consultant*

19. Online Testing of Advertising Duration and Viewability
   Milena Krstic, *Nielsen*
   Lauren Walton, *Nielsen*
   Alexis Keaveney, *Nielsen*
   Miranda Riggs, *Nielsen*

20. Are Landlines Obsolete for a CATI Survey of American workers?
   Patricia Vanderwolf, *ICF International*
   Deirdre Middleton, *ICF International*
   Randy ZuWallack, *ICF International*
   Naomi Freedner-Maguire, *ICF International*
   Polly Phipps, *Bureau of Labor Statistics*

21. Searching for Alternatives: Using a Probability Sample in an Online Survey
   Yasuyuki Saito, *Asahi Shim bun*
   Nicolaos E. Synodinos, *University of Hawaii*

22. Ageless or Age-bound? Busting Stereotypes Using FaceTrace® to Measure the Impact of Positive & Negative Framing on Perceptions of Aging
   Jennifer Sauer, *AARP*
   Brittne Nelson, *AARP*
   Terri Guengerich, *AARP*
   Joanne Binette, *AARP*
   Angela Houghton, *AARP*

23. Modernization of the Survey of Household Spending Diary
   Emilie Mayer, *Statistics Canada*

24. Correspondence between Verbal and Nonverbal Behavior Codes and Ethnic Differences between the Two
   Young Cho, *University of Wisconsin - Milwaukee*
   Timothy P. Johnson, *University of Illinois at Chicago*
   Allyson Holbrook, *University of Illinois at Chicago*

25. Extracting Useful Variables from Passive Coordinate Data
   Herschel Sanders, *RTI International*
   Stephanie Eckman, *RTI International*
   Rob Chew, *RTI International*
   Samuel Goree, *RTI International*
   Robert Furberg, *RTI International*

26. Sharing on Facebook: A Focus Group Study
   Gabrielle Schwartz, *Nielsen*
   Lauren Walton, *Nielsen*
   Diahanna Post, *Nielsen*

27. Usability Testing for Mobile: A Design of an Online Diary
   Yelena Moore, *Nielsen*
   Robin Gentry, *Nielsen*

   James Dayton, *ICF International*
   Robert Tortora, *ICF International*
   Matt Jans, *ICF International*
   Naomi Freedner, *ICF International*
   Scott Worthge, *mFour*
**Poster Session #1**

**Wednesday, May 16, 2018, 3:30 p.m. – 4:30 p.m.**  
Plaza Ballroom D

29. **International Trade and Political Approval: the Great Divide Between Skilled vs. Unskilled Individuals**  
Cevat Giray Aksoy,  
European Bank for Reconstruction and Development  
Sergei Guriev,  
European Bank for Reconstruction and Development  
Daniel Treisman, University of California, Los Angeles

30. **Consumer Behavior Towards Food Waste in Qatar**  
Elmogiera Elawad, Qatar University - Seri  
Mohamed Agied, Qatar University

31. **Third Person Effects and Fake News**  
Kirby Goidel, Texas A&M University  
Spencer Goidel, University of Louisiana Lafayette  
Nicholas T. Davis, Texas A&M

32. **Emotional aftermath of the earthquake in Mexico City 09/2017**  
Erick Lucero, Delphos-NU  
Marion Fürnsinn Mtra., Delphos-NU

33. **Do Professional Respondents Attenuate Experimental Findings?**  
Steven Snell, Qualtrics  
David Vannette, Qualtrics

34. **Telephones vs. Trolls: Trying to Understand Polarization Through a Comparison of Probability CATI and Non-Probability Online Survey Methods**  
Whitney Manzo, Meredith College  
David B. McLennan, Meredith College

35. **Wait, What? Lessons Learned from Conducting Concurrent Surveys Using an Online Opt-in Panel and a Mail Address-Based Sample**  
Glenn Israel, University of Florida

36. **Evaluating the Impact of Raking Weighting Methodology to Reduce Nonresponse Bias for the Behavioral Risk Factor Surveillance System Asthma Call-back Survey**  
Xiaoting Qin, Center for Disease Control Preventions  
Hatice S. Zahran,  
Center for Disease Control Preventions  
Cathy M. Bailey,  
Center for Disease Control Preventions

37. **Beyond Raking to Demographics: How Much Can More Elaborate Models and Adjustment Variables Improve Online Opt-in Surveys?**  
Arnold Lau, Pew Research Center  
Andrew Mercer, Pew Research Center

38. **When Probability Fails – Using a Non-probability Mobile Panel for Post-Disaster Research and Population Displacement Measurement**  
Thomas Brassell, ICF International  
Randy ZuWallack, ICF International  
Dritana Marko,  
University of Texas Health Science Center of Houston  
Stephen Linder,  
University of Texas Health Science Center of Houston  
Thomas Reynolds,  
University of Texas Health Science Center of Houston  
James Dayton, ICF International

39. **Comparing Facebook and Address-Based Sampling to Recruit Young Adults**  
Leora Lawton, University of California, Berkeley  
Willis Wilson, University of California, Berkeley

40. **Using Online Panel Surveys to Estimate Population-Level Multivariate Health Relationships**  
Rosalyynn Xin Yang,  
University of Maryland, JPSM and Westat  
Reanne Townsend, Westat  
Terisa Davis, Westat  
J. Michael Brick, Westat  
Richard Moser, National Cancer Institute  
David Berrigan, National Cancer Institute

41. **On the Road to Improved Self-Response for the 2020 Census: An Analysis of Responses to the 2017 Census Test by Demographics, Response Characteristics, and Key Sampling Variables**  
Frederic Lestina, U.S. Census Bureau  
Julia Coombs, U.S. Census Bureau

42. **Quality in Market Surveys: Do We Need to Worry About It?**  
Wojciech Jablonski,  
Utrecht University, Department of Methodology and Statistics
Poster Session #1

Wednesday, May 16, 2018, 3:30 p.m. – 4:30 p.m.
Plaza Ballroom D

43. Implementing a Recruitment Tracker for Pretesting Studies
   Jonathan Katz, U.S. Census Bureau
   Jasmine Luck, U.S. Census Bureau
   Mandi Martinez, U.S. Census Bureau
   Mary Davis, U.S. Census Bureau

44. “I See What You Did There”: Are Respondents Gaming the Net Promoter Score?
   David Vannette, Stanford University & The Qualtrics Methodology Lab
   Steven Snell, Qualtrics

45. What Month Did You Receive an Influenza Vaccination? How Certain Are You About That?
   Tammy Santibanez, Center for Disease Control
   Anup Srivastav, Center for Disease Control
   Peng-Jun Lu, Center for Disease Control
   Ashley Amaya, RTI International
   Walter Williams, Center for Disease Control

46. When is Geographic Representation of Respondents Required in Pretesting Studies?
   Mary Davis, U.S. Census Bureau

47. Measuring Attitudes and User Acceptance of Uber Elevate
   Tom Wells, Uber

48. On-Line Versus In-Person Training of Long-Term Care Health Care Providers. Is There a Difference In Knowledge Gained and Attitudes Changed About Young Adult Patients?
   Meg Trucano, Insight Policy Research Inc
   Elaine Wilcox-Cook, Insight Policy Research
   Debra Wright, Insight Policy Research

49. Exploring Reminder Messages Intended to Increase Interviewer Compliance with Data Collection Protocols
   Amanda Nagle, U.S. Census Bureau

50. Horizontal vs. Vertical Scales vs. Use of a Grid in Online Data Collection: Which is Better?
   William Mockovak, Bureau of Labor Statistics

51. It Takes a Team: Testing and Implementing Changes for the 2019 American Community Survey
   Jennifer Ortman, U.S. Census Bureau

52. Managing and conducting research in a multi-cultural, multi-mode data collection environment
   Dawn V. Nelson, U.S. Census Bureau

53. The immigration issue in US-Mexico relationship: how do they see us? How do we see them?
   Diana Penagos, Parametria
   Jose Alberto Vera, Parametria
   Francisco Abundis, Parametria

54. Perceptions about gender equality: contrast of American and Mexican public opinion
   Diana Penagos, Parametria
   Jose Vera, Parametria
   Francisco Abundis, Parametria

55. Do Weibo Opinion Leaders Influence Public Opinion? Case study of the Tianjin Explosion in China
   Yan Su, Washington State University
   Angela M. Lee, University of Texas at Dallas

56. Revisiting Partisan Political Trust and Policy Support
   Matthew Bergbower, Indiana State University

57. What Makes People to Share Political Memes? The Role of Political Ideology, Image-text Congruence and Perceived Humor
   Hyungjin Gill,
   UW-Madison School of Journalism and Mass Communication
   Moonhoon Choi,
   UW-Madison School of Journalism and Mass Communication

58. A Discrete Choice Take on the Political Landscape - Using Best-Worst Analysis to Uncover Citizens’ Priorities
   Megan Peitz, Sawtooth Software
Poster Session #1

Wednesday, May 16, 2018, 3:30 p.m. – 4:30 p.m.
Plaza Ballroom D

59. #MeToo in Bulgaria: Framing Attitudes and Beliefs About Sexism, Sexual Harassment and Gender Roles
Christopher Karadjov, California State University
Evelina Slavkova, TREND

60. Engaging Youth in a Longitudinal Text Message Survey: Implications for Research and Practice
Tammy Chang, University of Michigan
Melissa Dejonckheere, University of Michigan Medical School
Melissa Plegue, University of Michigan Medical School
Christina Czuhajewski, University of Michigan Medical School
Vinod Vydiswaran, University of Michigan Medical School
Tammy Chang, University of Michigan Medical School

61. Apple Muffins or Gift Cards? Engaging Potential Respondents Through Food-Based Incentives
Kelly Foster, East Tennessee State University
Melody Russell, East Tennessee State University
Kate E. Beatty, East Tennessee State University
Michael G. Smith, East Tennessee State University
Nathan Hale, East Tennessee State University
Amal J. Khoury, East Tennessee State University

62. Mobile Phone Use and Optimization in a Longitudinal Web Panel with a Long Questionnaire
Patricia Vanderwolf, ICF International
Matthew McDonough, ICF International
John Boyle, ICF International

63. Seventy Years On: Enduring Lessons of the 1948 ‘Dewey Defeats Truman’ Polling Fiasco
W. Joseph Campbell, American University

64. The RAND American Educator Panels: Comparing Teacher and Principal Sampling Frames
David Grant, RAND Corporation
Michael Robbins, RAND Corporation
Christopher Young, RAND Corporation

65. Filling in the Blanks: Appending Cell Phone Numbers to Residential Addresses
Missy Mosher, SSI

66. Suicide Risk Assessment and Safety Planning in a Longitudinal Mixed Mode Survey of Patients with Complex Psychiatric Disorders
Danna Moore, Washington State University
John Fortney, University of Washington
Dan Vakoch, Washington State University
Nick Ponomarev, Washington State University
Lori Ferro, University of Washington
Jared Bectel, University of Washington

67. A Non-response and Measurement Error Analysis for the National Survey of College Graduates
Kevin Tolliver, U.S. Census Bureau
Amanda Nagle, U.S. Census Bureau
Kayla Varela, U.S. Census Bureau

68. Estimating Reporting Burden for Statistical Surveys
Anna Hamelin, U.S. Energy Information Administration
Brian Hewitt, U.S. Energy Information Administration

69. A Latent Differential in Candidate Preference in the 2016 Election
Robert Benford, GfK
Concurrent Sessions A
Wednesday, May 16, 2018, 1:30 p.m. – 3:00 p.m.

Session 1: RNP
Identifying and Managing Breaks in Comparability of Data Across Time in the Presence of Survey Changes
Panel: Research in Practice
Moderator: Lauren Warren, RTI International
Location: Director’s Row E

The Consumer Expenditure Surveys Program’s Approach to Managing Data Consistency Over Time
Steve Henderson, Bureau of Labor Statistics

Identifying and Managing Breaks in Comparability in the Behavioral Risk Factor Surveillance System
Carol Pierannunzi, Centers for Disease Control

Mitigating the Impact of Data Breaks in the Survey of Graduate Students and Postdoctorates in Science and Engineering
Peter Einaudi

Transferring an Official Statistic from Interview-Based to (Predominantly) Online
Joel Williams

Detecting and Documenting Breaks in Comparability of Data Following a Partial Questionnaire Redesign on the National Survey on Drug Use and Health
Jeremy Aldworth, RTI International

Session 2: A&I
#MeToo
Paper: Attitudes and Issues
Moderator: Ilana Ventura, NORC at the University of Chicago
Location: Director’s Row H

Overcoming Gender Stereotypes with Strategic Campaign Communication
Joy Wilke, University of California - Los Angeles

Triple Context Effect: Polling About Sexual Harassment in The Weinstein Era
Mario Callegaro, Google Inc.
Douglas Rivers, YouGov
Norbert Schwarz, University of Southern California
Anne Schwichtenberg, Google Inc.

Unwanted Work-Related Sexual Advances: Measuring the Problem
Christine Filer, Langer Research Associates
Gary Langer, Langer Research Associates
Allison De Jong, Langer Research Associates
Sofi Sinozich, Langer Research Associates
Gregory Holyk, Langer Research Associates

“Grab ‘em by the Policy” - Protest Sign at the Women’s March in DC, January 2017
Tresa Undem, PerryUndem Research/Communication
Kathleen Perry, PerryUndem

The Emergence and Persistence of Gender Ambivalence: A Latent Class Analysis from 1977 to 2014
Ray Sin, Morningstar Inc.
Barbara Risman, University of Illinois at Chicago
Buddy Scarborough, University of Illinois at Chicago
Concurrent Sessions A

Wednesday, May 16, 2018, 1:30 p.m. – 3:00 p.m.

Session 3: Q&I

Is This Ever Going to End? Question Design to Measure and Reduce Survey Burden

*Paper: Questionnaire Design and Interviewing*

Moderator: Timothy Triplett, Urban Institute

Location: Director’s Row I

- Evaluating Perceived Burden of a Household Survey Respondents
  
  Daniel Yang, U.S. Bureau of Labor Statistics

- Question Characteristics and Interviewer Question-Reading Deviations
  
  Jennifer Kelley, University of Michigan

- Concise Measures of the Big 5 Personality Traits for Omnibus General Population Surveys
  
  Michael Smith, Czech Academy of Sciences
  
  Professor Dana Hamplova, Czech Academy of Sciences
  
  Jonathan Kelley, International Survey Center and University of Nevada
  
  M.D. R. Evans, University of Nevada

The Effects of Question Complexity and Necessary Question Features on Interviewer and Respondent Contributions to Response Time

Jerry Timbrook, University of Nebraska-Lincoln

Kristen Olson, University of Nebraska-Lincoln

Jolene D. Smyth, University of Nebraska-Lincoln

Comparing Ancestry and Detailed Race/Ethnicity Data on the American Community Survey

Gregory J. Mills, U.S. Census Bureau

Sarah Heimel, U.S. Census Bureau

Angela B. Buchanan, U.S. Census Bureau

Session 4: DCSP

Mail Surveys: The Effect of the Envelope and Everything in It on Survey Response

*Methodological Brief: Data Collection and Survey Participation*

Moderator: Kate Flint, ICF International

Location: Governor’s Square 10

- Does Size (or type) Really Matter? The Impact of Envelope Size on Response Rates In a Large Scale National Survey
  
  Ashley Kaiser, American Institutes for Research (AIR)
  
  Danielle Battle, American Institutes for Research (AIR)
  
  Rebecca Medway, American Institutes for Research (AIR)

- Strategies for Recruitment of Teachers into RAND’s American Teacher Panel
  
  Michael Robbins, RAND Corporation

- Testing the Inclusion of an Informational Brochure in the First Recruitment Mailing to an ABS Sample in a Mixed-Mode Survey
  
  Gerry Dirksz, Simmons Research
  
  Lisa Lusskin, Simmons Research
  
  Beth Ponce, Simmons Research
  
  Paul Felstead, Simmons Research
  
  Josephine Leonard, Simmons Research
  
  Paul J. Lavrakas, Consultant

- How Long Should We Wait? Optimal Timing of Follow-up Mailings in a Sample of Physicians
  
  Marshica Stanley Kurtz, RTI International
  
  Rebecca J. Powell, RTI International
  
  Emily M. Geisen, RTI International
  
  Murrey G. Olmsted, RTI International

- Using Behavioral Science to Improve Survey Participation: An Experiment with the National Beneficiary Survey
  
  Kim Mook, Mathematica Policy Research
  
  Ryan Callahan, Mathematica Policy Research
  
  Jesse Chandler, Mathematica Policy Research
  
  Jason Markesich, Mathematica Policy Research
  
  Bevin Mory, Mathematica Policy Research
  
  Amy Johnson, Mathematica Policy Research
Concurrent Sessions A
Wednesday, May 16, 2018, 1:30 p.m. – 3:00 p.m.

Session 4: (continued)

Can Specific Households be Targeted for FedEx Reminders? Evidence From a National Survey
Mahi Megra, American Institutes for Research
Rebecca Medway, American Institutes for Research

The Shorter, The Better?
Andrew Zukerberg,
National Center for Education Statistics
Danielle Battle, American Institutes for Research
Ashley Kaiser, American Institutes for Research

One Strike, Two Strikes, You’re Out. The Inconsistencies of Undeliverable Mail.
Vanessa Meldener-Harrell, Westat
Michelle Amsbary, Westat
Matthew DeBell, Stanford University
Natalya Maisel, Stanford University

Session 5:
Innovations in Web Survey Design and Quality Checking

Methodological Brief: Data Quality
Moderator: Margaret D. Carroll,
National Center for Health Statistics
Location: Governor’s Square 11

The Advantages and Disadvantages of Using an Auto Forward Design in a Web Survey
Marieke Haan, Utrecht University
Peter Lugtig, Utrecht University
Bella Struminskaya, Utrecht University
Vera Toepoel, Utrecht University
Jeldrik Bakker, Statistics Netherlands
Barry Schouten, Statistics Netherlands / Utrecht University

Rewriting CATI Questions for Mobile-Optimized Web Surveys: Lessons from the Field
Nick Bertoni, Pew Research Center

How Skip Logic Improves Data Quality and Respondent Experience
Laura Wronski, SurveyMonkey
Zewei Zong, SurveyMonkey

Automated general methods to identify bad survey takers in online surveys
David Shor, Civis Analytics
Micheal Sadowsky, Civis Analytics

How Respondent Demographics and Survey Design Interact as Determinants of Item Nonresponse and Data Quality
Natalie Jackson, JUST Capital

Differences in Data Quality as a Function of Early Versus Late Positioning of Questions in a Web Survey
Tanja Kunz,
GESIS - Leibniz-Institute for the Social Sciences
Tobias Gummer,
GESIS - Leibniz-Institute for the Social Sciences
Marek Fuchs, Darmstadt University of Technology
Concurrent Sessions A
Wednesday, May 16, 2018, 1:30 p.m. – 3:00 p.m.

Session 5: (continued)

Visual Design Variations and Response Quality Assessment in Open-ended Questions
Tanja Kunz,
GESIS - Leibniz-Institute for the Social Sciences
Katharina Meitinger,
GESIS - Leibniz-Institute for the Social Sciences

The Effect of Skip Instructions on the Data Quality of Web Surveys
Erin Pinkus, SurveyMonkey
Zewei Zong, SurveyMonkey

Session 6: PORTAL 3MC
An Overview of Issues Critical to 3MC Research Design and Implementation
PORTAL: 3MC
Moderator: Beth Ellen Pennell, University of Michigan
Location: Governor’s Square 12

Improving Cross-National/Cultural Comparability Using the Total Survey Error Paradigm
Tom W. Smith, NORC at the University of Chicago

Improving Data Quality in Cross-National Survey Research
Michael D. Robbins, Princeton University

Session 7: PPP
Exploring Trump’s America: Understanding the U.S. Electorate in the Era of Trump
Paper: Populations, Polls, and Politics
Moderator: James Duran
Location: Governor’s Square 14

Educational Divides in Political Views Among Whites: Economics, Culture, or Both?
Alec Tyson, Pew Research Center
J. Baxter Oliphant, Pew Research Center
Jocelyn Kiley, Pew Research Center

Trump’s Win in the Rust Belt: Not Just Random Chance
Kaitlyn McAuliffe, Cicero
Joseph Zappa, Cicero

Assessing Community Type Metrics
Ruth Igielnik, Pew Research Center
Anthony Cilluffo, Pew Research Center
Anna Brown, Pew Research Center

The Apathetic Trump Vote: Defining a Cohort of “Reluctant Trumpers”
Mark Blumenthal, SurveyMonkey

Trump and Party ID: Endogeneity and Sorting in the Age of Trump
Krista Jenkins, Fairleigh Dickinson University
Dan Cassino, Fairleigh Dickinson University
Peter Woolley, Fairleigh Dickinson University
Concurrent Sessions A
Wednesday, May 16, 2018, 1:30 p.m. – 3:00 p.m.

Session 8: PORTAL BigData
Snakes in the Garden: An Introduction to Computing for Budding Survey Data Scientists

PORTAL: Big Data/Data Science

Moderator: Trent D. Buskirk, University of Massachusetts Boston
Location: Governor’s Square 15

- Putting the R in SuRveys: A User Friendly Introduction to R for Survey and Social Science Researchers
  Trent D. Buskirk, University of Massachusetts Boston

- Snake Charming 101: A User-Friendly Introduction to Python for Survey Researchers
  Adam Eck, Oberlin College, Department of Computer Science

Session 9: DCSP
Get More Bars! Strategies for Improving the Efficiency and Coverage of Cell Phone Samples

Paper: Data Collection and Survey Participation

Moderator: Matt Jans, ICF International
Location: Governor’s Square 16

- Using Sampling Strategies to Increase Response from Hard-to-Reach Populations: The Prepaid Cell Phone Flag
  Alisha Baines Simon, Minnesota Department of Health
  Kathleen Thiede Call, University of Minnesota, SHADAC
  Sarah L. Hagge, Minnesota Department of Health
  Giovanni Alarcon, University of Minnesota, SHADAC
  David Dutwin, SSRS

- Coverage Gap: Out-of-State Telephone Numbers for State Surveys
  Marcus Berzofsky, RTI International
  Caroline Scruggs, RTI International
  Howard Speizer, RTI International
  Bo Lu, The Ohio State University
  Matt Stearmer, ODM
  Tim Sahr, GRC

- Consumer Cellular Database: More Efficient, but at What Cost?
  Caroline Scruggs, RTI International
  Marcus Berzofsky, RTI International
  Thomas Duffy, RTI International
  Timothy Sahr, Ohio Colleges of Medicine Government Resource Center
  Bo Lu, The Ohio State University
  Matt Stearmer, Ohio Department of Medicaid

- The Advantage of Using Auto-Dialers with a Cell-phone Sample
  Kate Flint, ICF International
  Patricia Vanderwolf, ICF International
  Deirdre Middleton, ICF International
  Randy ZuWallack, ICF International
  Naomi Freedner-Maguire, ICF International
  Polly Phipps, Bureau of Labor Statistics
Concurrent Sessions A

Wednesday, May 16, 2018, 1:30 p.m. – 3:00 p.m.

Session 9: (continued)

Sample and Respondent Provided County Comparisons Among Cellular Respondents
Carol Pierannunzi, Centers for Disease Control
Ashley Hyon, MSG
David Malarek, MSG
Jeff Bareham, MSG
Kelly Lin, MSG

Session 10: A&I

Polarizing Social Issues: Guns, Abortion, and Weed (Welcome to the Mile High City)

*Paper: Attitudes and Issues*

Moderator: Kathleen Frankovic
Location: Governor’s Square 17

Jeremiah Garretson, Cal State East Bay

Sticking to Your Guns: Religion, Gun Control and Policy
Elizabeth Sciupac, Pew Research Center
Becka A. Alper, Pew Research Center

Partisan Polarization over Gun Control and Social Class
Jaesok Son, NORC at the University of Chicago

Measuring the Social Climate for Cannabis Use in the U.S.
Matthew Farrelly, RTI International
Kian Kamyab, RTI International
Jane Allen, RTI International

Session 11: DEMO

Live Interactive Vendo Demonstrations

*Panel: DEMO*

Thematically (http://thematically.com/)
20|20 Research (www.2020research.com)

Location: Plaza Court 2

PARC by Langer Res & Assoc. (www.parc.us.com)
Qualtrics (www.qualtrics.com)
Civiqs (www.civiqs.com)

Location: Plaza Court 3

Jibanu (www.jibunu.com)
Onetree (www.onetree.com)

Location: Plaza Court 4

Civis Analytics (www.civisanalytics.com)
Rybben (www.rybben.com)
Sawtooth Software (www.sawtoothsoftware.com)

Location: Plaza Court 5
# Day at a Glance

## Thursday, May 17, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 a.m. - 8:00 a.m.</td>
<td>Committee Meetings (See page 31)</td>
<td></td>
</tr>
<tr>
<td>7:00 a.m. - 8:00 a.m.</td>
<td>Continental Breakfast with Exhibitors</td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>7:00 a.m. - 4:30 p.m.</td>
<td>Exhibit Hall and Book Exhibit Open</td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>7:30 a.m. - 4:30 p.m.</td>
<td>Registration Desk Open</td>
<td>Plaza Registration Desk</td>
</tr>
<tr>
<td>8:00 a.m. - 9:30 a.m.</td>
<td>Concurrent Sessions B</td>
<td></td>
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</tbody>
</table>

### Session 1: Expanding our Horizons: Attitudes and Opinions from Across the Globe
- Director's Row E

### Session 2: Error, Erreur, Errore. No Matter How You Say it We Want to Reduce It.
- Director's Row H

### Session 3: You've Got Mail, But we Didn't! Improving Response to Mail Surveys
- Director's Row I

### Session 4: Follow the $$: Personal Finance and the Economy
- Governor’s Square 10

### Session 5: AAPOR Committee Updates
- Governor’s Square 11

### Session 6: At the Intersection of Respondent Way and Interviewer Avenue
- Governor’s Square 12

### Session 7: Putting Census on the Map: An Overview of Census Data Products
- Governor’s Square 14

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**This year AAPOR is offering Concurrent Sessions that fall into several tracks to help you better plan the sessions you attend.**

**Sessions marked with the following icons are a part of the indicated track.**

- Attitudes & Issues: A&I
- Populations, Polls, and Politics: PPP
- Data Quality: Qual
- Data Collection and Survey Participation: DCSP
- Innovations & Emerging Methods: Inv
- Multinational, Multigenerational, and Multicultural: 3MC
- Probability & Nonprobability Samples: Prob/Non
- Big Data/Data Science and Surveys: BigData
- Questionnaire Design & Interviewing: Q&I
- Research in Practice: RNP
- PORTAL: PORTAL
- DEMO: DEMO
## Day at a Glance

**Thursday, May 17, 2018**

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<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td><strong>Concurrent Sessions B</strong> (continued)</td>
<td></td>
</tr>
<tr>
<td>Session 8:</td>
<td>The Burgeoning of Burdens: An Overview of the Different Types, Treatments, and Impacts of Respondent Burden</td>
<td>Governor’s Square 15</td>
</tr>
<tr>
<td>Session 9:</td>
<td>15 Years of the National Survey of Latinos</td>
<td>Governor’s Square 16</td>
</tr>
<tr>
<td>Session 10:</td>
<td>Surveying Rural America</td>
<td>Governor’s Square 17</td>
</tr>
<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td><strong>Beverage Break with Exhibitors</strong></td>
<td>Plaza Exhibit Hall</td>
</tr>
<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td><strong>Concurrent Sessions C</strong></td>
<td></td>
</tr>
<tr>
<td>Session 1:</td>
<td>Pitfalls in Data Science and Public Opinion in an Age of Bots</td>
<td>Director’s Row E</td>
</tr>
<tr>
<td>Session 2:</td>
<td>Error, Erreur, Errore. No Matter How You Say it We Want to Reduce it - Part Deux</td>
<td>Director’s Row H</td>
</tr>
<tr>
<td>Session 3:</td>
<td>Developing and Testing Measures of Gender Identity and Sexual Orientation Using Focus Groups, Cognitive Interviews, and Survey Experiments</td>
<td>Director’s Row I</td>
</tr>
<tr>
<td>Session 4:</td>
<td>Attitudes and Issues in Brief: Religion and Immigration</td>
<td>Governor’s Square 10</td>
</tr>
<tr>
<td>Session 5:</td>
<td>To Have an Interviewer or Not to Have an Interviewer, that is the Question: Advances in Telephone Survey Methodology</td>
<td>Governor’s Square 11</td>
</tr>
<tr>
<td>Session 6:</td>
<td>Operational Considerations and Innovations Implementing the New National Health Interview Survey Sample Design</td>
<td>Governor’s Square 12</td>
</tr>
<tr>
<td>Session 7:</td>
<td>Word Up! Exploring Qualitative Data Collection Methods and Use of Qualitative Data to Enhance Survey Insights</td>
<td>Governor’s Square 14</td>
</tr>
<tr>
<td>Session 8:</td>
<td>Trolls, Trust, and Partisan Tensions</td>
<td>Governor’s Square 15</td>
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### Day at a Glance

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<tr>
<td>10:00 a.m. - 11:30 a.m.</td>
<td><strong>Concurrent Sessions C (continued)</strong></td>
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<tr>
<td></td>
<td>Session 9: <strong>Field Interviewers of Dreams</strong></td>
<td>Governor’s Square 16</td>
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<tr>
<td></td>
<td>Session 10: <strong>The Truth is Out There:</strong> Using Voter Files to Improve Election Polls</td>
<td>Governor’s Square 17</td>
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<tr>
<td>11:45 a.m. - 12:45 p.m.</td>
<td><strong>Committee Meetings</strong> (see page 31)**</td>
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<tr>
<td>11:45 a.m. - 1:45 p.m.</td>
<td><strong>AAPOR Presidential Address and Lunch</strong></td>
<td>Plaza Ballroom BCEF</td>
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<tr>
<td>1:45 p.m. - 3:15 p.m.</td>
<td><strong>Concurrent Sessions D</strong></td>
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<tr>
<td></td>
<td>Session 1: <strong>Weight! My International Contact Needs a New Sample of Strategies</strong></td>
<td>Director’s Row E</td>
</tr>
<tr>
<td></td>
<td>Session 2: <strong>Media, Trust, and America?</strong></td>
<td>Director’s Row H</td>
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<tr>
<td></td>
<td>Session 3: <strong>Challenges of Sampling Racial and Ethnic Minorities and Non-English Speakers in the United States</strong></td>
<td>Director’s Row I</td>
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<tr>
<td></td>
<td>Session 4: <strong>Mixed Methods Approach to Reducing Response Errors Associated With the Usability of Web Surveys</strong></td>
<td>Governor’s Square 10</td>
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<tr>
<td></td>
<td>Session 5: <strong>The Flies the Spider Couldn’t Catch:</strong> Methods for Measuring, Adjusting and Improving Estimates from Web-based Surveys</td>
<td>Governor’s Square 11</td>
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<tr>
<td></td>
<td>Session 6: <strong>Assessing Sampling Designs, Recruitment, Strategies, and Data Collection Modes in Surveys of Sexual Minorities</strong></td>
<td>Governor’s Square 12</td>
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<tr>
<td></td>
<td>Session 7: <strong>The Conflict Between Research Transparency and Respondent Confidentiality</strong></td>
<td>Governor’s Square 14</td>
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<td></td>
<td>Session 8: <strong>Does your Smartphone Speak My Language? Exploring Natural Language Processing and Data Collection Using Smartphones and Tablets</strong></td>
<td>Governor’s Square 15</td>
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<tr>
<td></td>
<td>Session 9: <strong>Using Administrative Record Data to Improve Census Bureau Surveys and Reduce Respondent Burden</strong></td>
<td>Governor’s Square 16</td>
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<tr>
<td></td>
<td>Session 10: <strong>Who Says No? Non-response Issues in Election Polls</strong></td>
<td>Governor’s Square 17</td>
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## Day at a Glance

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<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td><strong>Poster Session #2</strong>&lt;br&gt;What the Death Panel Can’t Kill: Attitudes on Health Care Policy</td>
<td>Plaza Ballroom D</td>
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<tr>
<td>3:15 p.m. – 4:15 p.m.</td>
<td><strong>Speed Networking Session #1</strong>&lt;br&gt;Answers for How to Ask</td>
<td>Plaza Ballroom A</td>
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<tr>
<td>4:15 p.m. – 5:45 p.m.</td>
<td><strong>Concurrent Session E</strong>&lt;br&gt;Automation and Technology in Everyday Life</td>
<td>Director’s Row E</td>
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<tr>
<td>4:15 p.m. – 5:45 p.m.</td>
<td><strong>Session 1:</strong>&lt;br&gt;Automation and Technology in Everyday Life</td>
<td>Director’s Row E</td>
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<tr>
<td>4:15 p.m. – 5:45 p.m.</td>
<td><strong>Session 2:</strong>&lt;br&gt;Automation and Technology in Everyday Life</td>
<td>Director’s Row E</td>
</tr>
<tr>
<td>4:15 p.m. – 5:45 p.m.</td>
<td><strong>Session 3:</strong>&lt;br&gt;Automation and Technology in Everyday Life</td>
<td>Director’s Row E</td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td><strong>Student &amp; Early Career Dinner Meet-up</strong>&lt;br&gt;Where are You, Will you, and Can You Participate? Efforts to Recruit, Interview, and Model Estimates for Rare and Hard-to-Reach Populations</td>
<td>Meet in the Hotel Lobby @ 5:45 p.m.</td>
</tr>
<tr>
<td>6:00 p.m. – 8:00 p.m.</td>
<td><strong>HISP-AAPOR Affinity Group Happy Hour</strong>&lt;br&gt;HISP-AAPOR Affinity Group Happy Hour</td>
<td>16Mix Bar</td>
</tr>
<tr>
<td>8:00 p.m. – 11:30 p.m.</td>
<td><strong>PAPOR Chapter Event</strong>&lt;br&gt;Federal Statistics, Multiple Data Sources, and Privacy Protection: Next Steps</td>
<td>OFFSITE: Viewhouse Eatery Bar &amp; Rooftop @ 2015 Market St.</td>
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Concurrent Sessions B
Thursday May 17, 2018, 8:00 a.m. – 9:30 a.m.

Session 1: A&I
Expanding our Horizons: Attitudes and Opinions from Across the Globe

Paper: Attitudes and Issues
Moderator: Sarah Lessem
National Center for Health Statistics
Location: Director’s Row E

Trumping Foreign Policy: Public Diplomacy, Framing, and Public Opinion Abroad
Timothy Gravelle, University of Melbourne

Global Power or Global Pariah?
Julie Ray, Gallup
Neli Esipova, Gallup
Anita Pugliese, Gallup

Political Satire and Exposure to Political Information in Authoritarian Regimes (Evidence from Russia)
Nikita Savin, National Research University Higher School of Economics
Kirill Chmel, National Research University Higher School of Economics
Michael X. Delli Carpini, University of Pennsylvania

Measuring National Reputation: Long-Term Stability, Short-Term Change
Christopher Fleury, GfK
Vadim Volos, GfK
Amanda Carlson, GfK

Social Media Usage and Women’s Empowerment in Qatar: Evidence from a National Representative Survey
Bethany Shockley, The Social and Economic Survey Research Institute (SESRI), Qatar University
Noora Al-Lari, SESRI, Qatar University
Engi Elmaghraby, SESRI, Qatar University
Mohammad Al-Ansari, SESRI, Qatar University

Session 2: 3MC
Error, Erreur, Errore. No Matter How You Say It We Want to Reduce It.

Paper: 3MC
Moderator: Julie De Jong, University of Michigan
Location: Director’s Row H

Recently Resettled Refugees and their Experience with the Annual Survey of Refugees – Findings from Cognitive and In-Depth Interviews
Hamutal Bernstein, Urban Institute
Susan Sherr, SSRS
Nicole Deterding, Business Strategy Consultants
Arina Goyle, SSRS
Rob Manley, SSRS
Tyler Woods, Urban Institute

The Search for Comparability in Answer Scales for Multilingual Surveys
Ana Villar, City University of London

Clean Air, Clear Scales: Experiment To Assess Scale Understanding Across Cultures
John Lee Holmes, SESRI-Qatar University
Abdoulaye Diop, SESRI-Qatar University
Kien Le, SESRI-Qatar University
Semsia Al-Ali Mustafa, SESRI-Qatar University
Noof Abdulhadi J H Al-Rakeb, SESRI-Qatar University
Maryam Ali N. F. Al-Thani, SESRI-Qatar University

More Money, More (Nonresponse) Problems? A Comparison of Income Measures in Western Europe
Laura Silver, Pew Research Center
Steve Schwarzer, Pew Research Center
Patrick Moynihan, Pew Research Center

Analyzing The Fence-Sitters: Do Japanese Who Select Neutral Survey Response Options Provide Additional, Policy-Relevant Information?
Amanda Pinkston, U.S. Department of State
Sherry Martin, U.S. Department of State
Concurrent Sessions B
Thursday May 17, 2018, 8:00 a.m. – 9:30 a.m.

Session 3: YWSP
You Got Mail. But We Didn’t!
Improving Response to Mail Surveys

Paper: Data Collection and Survey Participation

Moderator: Casey Tesfaye, Research Support Services Inc
Location: Director’s Row I

- Bullets versus Paragraphs: How the Design of Mail Survey Cover Letters Impacts Response
  Quan Zhou, University of Nebraska - Lincoln
  Jolene D. Smyth, University of Nebraska-Lincoln
  Kristen Olson, University of Nebraska-Lincoln

- The Impact of Personalization Strategies on Survey Response Rates and Representation
  Richard Hull, University of Nebraska - Lincoln
  Patrick Habecker, University of Nebraska-Lincoln
  Bridget Goosby, University of Nebraska-Lincoln
  Jacob Cheadle, University of Nebraska-Lincoln
  Jolene D. Smyth, University of Nebraska-Lincoln
  Lindsey Witt-Swanson, University of Nebraska-Lincoln

- Where’s My Info?: Testing the use of Visual Design Principles in Cover Letters
  Rebecca Powell, RTI International
  Marshica Stanley Kurtz, RTI International
  Emily M. Geisen, RTI International
  Murrey G. Olmsted, RTI International

- Showing Off So They Show Up: Getting the Attention of Hard-to-Reach Respondents
  Caitlin Waickman, New York City Department of Housing Preservation & Development
  Daniel Goldstein, New York City Department of Housing Preservation & Development

- Effects of Mail Survey Length and Layout on Response Rates
  Marc Elliott, RAND Corporation
  Q Burkhart, RAND Corporation
  Nathan Orr, RAND Corporation
  Ron D. Hays, UCLA / RAND Corporation
  Paul D. Cleary, Yale University
  Julie A. Brown, RAND Corporation

Session 4: A&I
Follow the $$: Personal Finance and the Economy

Paper: Attitudes and Issues

Moderator: Jennifer Sauer, AARP
Location: Governor’s Square 10

- The Financial Determinants of Awareness of Elder Financial Exploitation
  Angela Fontes, NORC at the University of Chicago
  Melissa J.K. Howe, NORC at the University of Chicago
  Mark Lush, NORC at the University of Chicago
  Bernard Dugoni, NORC at the University of Chicago

- Why People Invest in And How To Nudge Them Away From Overpriced Index Funds : A Population-Based Survey Experiment
  Ray Sin, Morningstar Inc.
  Ryan O. Murphy, Morningstar Inc.
  Angela Fontes, NORC at University of Chicago
  Mark Lush, NORC at University of Chicago

- Tracking Americans’ Economic Anxiety
  Mary Meyn, Edison Research
  Joe Lenski, Edison Research
  Randy Brown, Edison Research

- Economic Disillusionment? Attitudinal and Circumstantial Drivers of Perception of the Economy
  Sarah Kelley, American Institutes for Research
  Claire Kelley, American Institutes for Research
  Jonathan Kelley, International Survey Center
  Mariah Evans, University of Nevada, Reno

- A New Index for Measuring Small Business Confidence: Strategies and Lessons Learned
  Dominick Hannah, Ipsos
  Marcus Maher, Ipsos Public Affairs
  Annaleise Lohr, Ipsos Public Affairs
  Robert Petrin, Ipsos Public Affairs
Concurrent Sessions B
Thursday May 17, 2018, 8:00 a.m. – 9:30 a.m.

Session 5: AAPOR Ad Hoc Committee Updates
Panel: Attitudes and Issues
Moderator: Timothy Johnson, University of Illinois Chicago
Location: Governor’s Square 11

AAPOR Committee Updates
Timothy Johnson, University of Illinois Chicago

Spam Flagging and Call Blocking Report
David Dutwin, SSRS, Chair
Micheline Blum, Baruch College
Kennon Copeland, NORC
Howard Fienberg, Insights Association
Chris Jackson, IPSOS
Eric Jodts, Westat
Olga Koly, U.S. Census Bureau
David Malarek, Marketing Systems Group
Gerry Holzbaur, Marketing Systems Group
Stephanie Marken, Gallup
Joe Matuzak, University of Michigan
Carol Pierannunzi, Centers for Disease Control
Jamie Ridenhour, RTI International
David Steppard, U.S. Census Bureau
Michele Ernst Staehli, Fors
Lynn Stalone, HR Research
John Thompson, COPAFS
Sanjay Vrudhula, Recon MR

False Accusations Against Surveys Report
Jill E. Darling, University of Southern California, Chair
Whit Ayres, North Star Opinion Research
Eran Ben-Porath, SSRS
Mickey Blum, Baruch College - the City University of New York
Jon Cohen, SurveyMonkey
Sharon Dunwoody, University of Wisconsin-Madison
Harry Enten, CNN
Anna Greenberg, Greenberg Quinlan Rosner Research
Timothy P. Johnson, University of Illinois at Chicago
Ozan Kuru, University of Michigan
Kyley McGeeney, PSB
Elizabeth Ormson, NORC, University of Chicago

Session 6: At the Intersection of Respondent Way and Interviewer Avenue
Paper
Moderator: Lisa Thalji, RTI International
Location: Governor’s Square 12

Investigating Respondent Multitasking and Distraction Using Self-Report and Interviewer Observations In a Dual-Frame Telephone Survey
Eva Aizpurua, Center for Social and Behavioral Research, University of Northern Iowa
Erin O. Heiden, Center for Social and Behavioral Research, University of Northern Iowa
Ki Hyung Park, Center for Social and Behavioral Research, University of Northern Iowa
Mary E. Losch, Center for Social and Behavioral Research, University of Northern Iowa
Jill Wittrock, Center for Social and Behavioral Research, University of Northern Iowa

An Examination of an Interviewer-Respondent Matching Protocol in a Longitudinal CATI Study
Brady West, University of Michigan
Michael R. Elliott, University of Michigan
Zeina Mneimneh, University of Michigan
James Wagner, University of Michigan
Andy Peytchev, RTI International
Mark Trappmann, Institute for Employment Research

Leveraging Commitment to Influence Respondent Behavior
David Vannette,
Stanford University & The Qualtrics Methodology Lab

Gaze Patterns During Video Mediated Survey Interviews
Shelley Feuer, New School for Social Research
Michael F. Schober, New School for Social Research

Is it Something I Said? An Examination of Apprehension and Adaptation Communication Traits on Field Interviewer Performance.
David Alward, RTI International
Stephen M. King, RTI International
Concurrent Sessions B
Thursday May 17, 2018, 8:00 a.m. – 9:30 a.m.

Session 7: PORTAL Inv
Putting Census on the Map: An Overview of Census Data Products
PORTAL: Innovations & Emerging Methods
Moderator: Ally Burleson-Gibson, U.S. Census Bureau
Location: Governor’s Square 14

The Future of Census Bureau Data Dissemination
Ally Burleson-Gibson, U.S. Census Bureau
Rob Chestut, U.S. Census Bureau

The Response Outreach Area Mapper (ROAM): A new tool to identify, understand, and manage hard-to-survey areas
Nancy Bates, U.S. Census Bureau

Session 8: RNP
The Burgeoning of Burdens: An Overview of the Different Types, Treatments, and Impacts of Respondent Burden
Panel: Research in Practice
Moderator and Discussant: Kristen Olson, University of Nebraska - Lincoln
Location: Governor’s Square 15

The Effect of the Web Mode on Response Burden in Establishment Surveys
Georg-Christoph Haas, Institute for Employment Research

Survey Features and Respondent Characteristics that Contribute to Objective and Subjective Measures of Burden

A Diagnostic Mechanism for Assessing Respondent Burden: Sensitive Item Nonresponse Bias in Student Surveys
Marc D. Weiner, Bloustein School, Rutgers, The State University of New Jersey

Exploring the Relationship Among Burden Factors, Survey Response Propensity, & Nonresponse Bias
Morgan Earp, U.S. Bureau of Labor Statistics

Does Smart Data Collection Reduce Respondent Burden?
Frauke Kreuter, University of Maryland - College Park
Concurrent Sessions B
Thursday May 17, 2018, 8:00 a.m. – 9:30 a.m.

Session 9: PPP
15 Years of the National Survey of Latinos

Panel: Populations, Polls, and Politics
Moderator: Ana Gonzalez-Barrera, Pew Research Center
Location: Governor’s Square 16

- The National Survey of Latinos, Its Inception and Its Importance in the Study of Public Opinion
  Mollyann Brodie
  Roberto Suro

- The National Survey of Latinos: A Methodological Perspective
  David Dutwin

- The National Survey of Latinos and the Study of Latino Identity: When Labels Don’t Fit and When They Become Outdated
  Mark Hugo Lopez, Pew Research Center
  Ana Gonzalez-Barrera, Pew Research Center

- Politics and Immigration, Two Key Topics of the National Survey of Latinos
  Ana Gonzalez-Barrera, Pew Research Center
  Gustavo López

Session 10: PPP
Surveying Rural America

Panel: Populations, Polls, and Politics
Moderator: Ashley Kirzinger, Kaiser Family Foundation
Discussant: Stephanie Eckman, RTI International
Location: Governor’s Square 17

- Degree of Ruralness and Public Opinion
  Eran Ben-Porath

- Surveying Rural Populations on the Web and Through RDD
  Sarah Cho
  Ashley Kirzinger

- Exploring the Rural/Urban Divide: Role of Partisanship and the Politics of Place
  Kirby Goidel, Texas A&M

- Telling the Full Story of Rural America with Survey Research, Focus Groups and Journalism
  Emily Guskin
  Scott Clement
  Liz Hamel
Concurrent Sessions C
Thursday May 17, 2018, 10:00 a.m. - 11:30 a.m.

Session 1: BigData
Pitfalls in Data Science and Public Opinion in an Age of Bots

Panel: Big Data/Data Science
Moderator: Solomon Messing, Pew Research Center
Location: Director’s Row E

Public Comments as Public Opinion? An Analysis of Online Comments about the FCC Net Neutrality Proposal
Paul Hitlin, Pew Research Center
Kenny Olmstead, Pew Research Center
Skye Toor, Pew Research Center

Hyper-Partisan Fake News or Business as Usual? How Bots Spread News Media on Twitter
Stefan Wojcik, Pew Research Center
Solomon Messing, Pew Research Center

From Tweets to Polls: Predicting the 2016 Polls with Re-Weighted Twitter Data
Stefan Wojcik, Pew Research Center
Will Hobbs, Northeastern University
Kenny Joseph
Lisa Friedland
David Lazer

Computational Confederates
Brian Keegan

Truth in an Age of Truthiness: When Bot-Fueled PsyOps Meet Internet Spam
Kris Shaffer

The Spread of Fake News on Twitter by Voters During the 2016 U.S. General Election
Nir Grinberg
David Lazer

Session 2: 3MC
Error, Erreur, Errore. No matter how you say it we want to reduce it - Part Deux

Paper: 3MC
Moderator: Alisu Schoua-Glusberg, Research Support Services Inc.
Location: Director’s Row H

Improving the Anchoring Vignette Methodology with Visual Vignettes
Mengyao Hu, University of Michigan
Sunghee Lee, University of Michigan

Examining Response Processes underneath Numerical Reports of Subjective Longevity Expectations: Evidence from Simple Probing Questions
Sunghee Lee, University of Michigan
Pamela Giustinelli, Bocconi University
Colleen McClain, University of Michigan
Dorothée Behr, GESIS
Katharina Meitinger, GESIS

Sources of Error in 3MC Surveys – An Assessment of the Relative Impact of Mode and Translation Error on Measurement Equivalence
Caroline Roberts, University of Lausanne
Oriane Sarrasin, University of Lausanne
Michèle Ernst Stählí, FORS

Measuring Occupations: A Quick, Straightforward, and Highly Effective Survey Question Categorizing Occupations and Giving Occupational Status
Jonathan Kelley, International Survey Center
M.D.R. Evans, University of Nevada

Race and Ethnic Data Collection in Census 2020 and Implications on the California Health Interview Survey
Priya Thaker, UCLA Center for Health Policy Research
Ninez Ponce, Principal Investigator, California Health Interview Survey
Todd Hughes, Director, California Health Interview Survey
Laureen Masai, Data Access Center Coordinator, California Health Interview Survey
Daniel Hanaya, Analyst, California Health Interview Survey
Royce Park, California Health Interview Survey
Concurrent Sessions C
Thursday May 17, 2018, 10:00 a.m. – 11:30 a.m.

Session 3: A&I
Developing and Testing Measures of Gender Identity and Sexual Orientation Using Focus Groups, Cognitive Interviews, and Survey Experiments

Panel: Attitudes and Issues

Moderator: Philip Brenner, University of Massachusetts Boston
Location: Director’s Row I

- Capturing LGB & T+: False Negatives, False Positives, and Measurement Errors
  Alian Kasabian, University of Nebraska Lincoln

- Feedback from Transgender Focus Group Respondents on the Federal Collection of Gender Identity
  Jessica Holzberg, University of Massachusetts
  Renee Ellis
  Matt Virgile, U.S. Census Bureau
  Jennifer Edgar, Bureau of Labor Statistics

- Sexual Orientation and Gender Identity Beyond the Urban Core: Expanding Cognitive Testing of Sexual Orientation Disclosure with a South-Central Appalachian Based Population
  Jessie Arnold, East Tennessee State University
  Jesse Burkhalter, East Tennessee State University
  Justine Bulgar-Medina, University of Massachusetts-Boston

- Understanding Identity Disclosure: Measurement Considerations for Sexual Orientation
  Gerard Byron, University of New Hampshire
  Justine Bulgar-Medina, University of Massachusetts-Boston

  Matt Virgile, U.S. Census Bureau
  Renee Ellis
  Jessica Holzberg, U.S. Census Bureau
  Jennifer Edgar, Bureau of Labor Statistics

Session 4: A&I
Attitudes and Issues in Brief: Religion and Immigration

Methodological Brief: Attitudes and Issues
Moderator: Larry Luskin, ICF International
Location: Governor’s Square 10

- Measuring Secularism and Spirituality in Western Europe
  Neha Sahgal, Pew Research Center
  Scott Gardner, Pew Research Center
  Jonathan Evans, Pew Research Center
  Ariana Monique Salazar, Pew Research Center
  Kelsey Jo Starr, Pew Research Center

- Measuring Religion in Cross-Cultural Contexts: A Closer Look at East Asia
  Steve Schwarzer, Pew Research Center
  Courtney Nelson, Pew Research Center

- Doubting Disbelievers?: A New Approach to Measuring Belief and Disbelief in God
  Rob Griffin, PRRI
  Molly Fisch-Friedman, PRRI
  Alex Vandermaas-Peeler, PRRI
  Daniel Cox, PRRI

- Coming out Mormon: An examination of religious orientation, spiritual trauma, and PTSD among Mormon and ex-Mormon LGBTQQA adults
  Brian Simmons, University of Georgia

- Media Consumption Habits and Attitudes Toward Immigration and Diversity in the Trump Era
  Lucy Turley, The Opportunity Agenda

- Party Identification, Local Context, and Australian Attitudes toward Immigration and Asylum Policy
  Timothy Gravelle, University of Melbourne

- Measuring Migrant Acceptance Worldwide
  Neli Esipova, Gallup
  Anita Pugliese, Gallup
  Julie Ray, Gallup

- Global Migration: From Desire to Preparation
  Anita Pugliese, Gallup
  Neli Esipova, Gallup
  Julie Ray, Gallup
Concurrent Sessions C
Thursday May 17, 2018, 10:00 a.m. - 11:30 a.m.

Session 5: Inv
To Have an Interviewer or Not to Have an Interviewer, that is the Question: Advances in Telephone Survey Methodology

Methodological Brief: Innovations & Emerging Methods

Moderator: Curtiss L. Cobb, Facebook
Location: Governor’s Square 11

Did it Work? Findings from a Flu Pilot Study Using Interactive Voice Response (IVR) and Live Interviewers
Vicki Pineau, NORC at the University of Chicago
Benjamin Skalland, NORC at the University of Chicago
Gillian Lawrence, NORC at the University of Chicago

Non-response Among Women or Reproductive Age in Burkina Faso Contacted for IVR or CATI Cell Phone Survey
Abigail Greenleaf,
Johns Hopkins Bloomberg School of Public Health, Department of Population, Family and Reproductive Health
Saifuddin Ahmed,
Johns Hopkins Bloomberg School of Public Health, Department of Population, Family and Reproductive Health
Caroline Moreau,
Johns Hopkins Bloomberg School of Public Health, Department of Population, Family and Reproductive Health & Institute National de la Santé et de la Recherche Médicale (INSERM)
Georges Guiella,
Institute Supérieur des Sciences de la Population, University of Ouagadougou
Aliou Gadiaga, Institute Supérieur des Sciences de la Population, University of Ouagadougou
Yoonjoung Choi,
Johns Hopkins Bloomberg School of Public Health, Department of Population, Family and Reproductive Health

IVR in Low and Middle-Income Countries: Which Voice and Question Order is Best? Highlights from a Study in Nigeria
Leenisha Marks, RTI International - RTP, NC
Charles Lau, RTI International
Alexandra Cronberg, Kantar Public
Ashley Amaya, RTI International

What Mobile Phone Survey Mode Produces the Most Representative Data? A Comparison of SMS, IVR, and CATI in Nigeria
Charles Lau, RTI International
Alex Cronberg, Kantar Public
Leenisha Marks, RTI International
Ashley Amaya, RTI International
Melissa Baker, Kantar Public

Taking a Pulse of the Nation: Do Text Message Surveys Capture the Beat like RDD Polls?
Vanessa Maturo, Gallup
Jenny Marlar, Gallup

Alternative Locating Tools – Part 2: An Updated Look at Administering a Text Message “Mini” Survey
Julie Pacer, Abt Associates
Debi McInnis, Abt Associates
Karim Martinson, Abt Associates
Stephen Bell, Abt Associates

Using SMS In Mobile Data Collection - Recruitment, Cost & Response
Brian McDonald, High Point University
Martin J. Kifer, High Point University

Comparing Single-Sitting Versus Modular text Message Surveys in Egypt
Georg-Christoph Haas,
Institute for Employment Research
Florian Keusch, University of Mannheim
Frauke Kreuter,
University of Maryland, University of Mannheim, Institute for Employment Research
Concurrent Sessions C

Thursday May 17, 2018, 10:00 a.m. – 11:30 a.m.

Session 6:  
Operational Considerations and Innovations Implementing the New National Health Interview Survey Sample Design  
Panel: Probability and Nonprobability  
Moderator: Stephen Blumberg, National Center for Health Statistics  
Location: Governor’s Square 12  
Operational Considerations and Innovations Implementing the New National Health Interview Survey Sample Design  
Stephen Blumberg, National Center for Health Statistics  
Anne T. Furnia, U.S. Census Bureau  
Bryan Schar, U.S. Census Bureau  
Chris Kuwik, U.S. Census Bureau  
Ashley Hyon, Marketing Systems Group  
Cliff Loudermilk, U.S. Census Bureau

Session 7:  
PORTAL Q&I  
Word Up! Exploring Qualitative Data Collection Methods and Use of Qualitative Data to Enhance Survey Insights  
PORTAL: Questionnaire Design and Interviewing  
Moderator: Margaret Roller, Roller Research  
Location: Governor’s Square 14  
Does the End Justify the Means? Exploring & Evaluating Technological Alternatives to Qualitative Data Collection  
Margaret Roller, Roller Research  
When Numbers Aren’t Enough: Supplementing Quantitative Data Collection with Qualitative Insights  
Jennifer Childs, U.S. Census Bureau
Concurrent Sessions C
Thursday May 17, 2018, 10:00 a.m. – 11:30 a.m.

Session 8: **PPP**
Trolls, Trust, and Partisan Tensions
*Paper: Populations, Polls, and Politics*

Moderator: Erin Pinkus, SurveyMonkey
Location: Governor’s Square 15

**Why So Serious?: Survey Trolls and Political Misinformation**
D. Sunshine Hillygus, Duke University
Jesse Lopez, Duke University

**Trust in Government and Consumer Confidence**
Robert Eisinger, NPD Group

**The Trump Effect: National Forces in Statewide Elections**
Krista Jenkins, Fairleigh Dickinson University
Quentin Kidd, Christopher Newport University
Rachel Bitecofer, Christopher Newport University
Peter Woolley, Fairleigh Dickinson University
Dan Cassino, Fairleigh Dickinson University

**Millennials and Baby Boomers are Different – A Comparison. Do They Change the System or Do They Change?**
Floyd Ciruli, Ciruli Associates

**Something for Nothing: Cut My Taxes, But Keep Your *!*#* Hands Off My Services**
Robert Oldendick, University of South Carolina

Session 9: **DCSP**
Field Interviewers of Dreams
*Paper: Data Collection and Survey Participation*

Moderator: Paul J. Lavrakas, Independent Consultant
Location: Governor’s Square 16

**Shifting Interviewer Focus from Hours to Attempts in Computer Assisted Personal Interviewing: Results of a Field Test**
Beth Newman, U.S. Census Bureau
Aliza Kwiat, U.S. Census Bureau
Rachel Horwitz, U.S. Census Bureau

**That Wasn’t Part of the Plan! Reducing Effort Through Stopping Rules to Place CAPI Cases on Hold and Work Plans to Set Them Free**
Ryan Hubbard, Westat

**When to Knock: Reducing In Person Visits Through Focused Visit Attempt Times**
Victoria Vignare, Westat
Andrew N. Williams, Westat
Tammy M. Cook, Westat

**Do Interviewers Moderate the Effect of Monetary Incentives on Response Rates in Household Interview Surveys?**
Patrick Sturgis, University of Southampton
Eliud Kibuchi, University of Southampton
Gabrielle Durrant, University of Southampton
Olga Maslovskaya, University of Southampton

**Using Paradata to Assess the Effect of Sharing Cases Among Field Interviewers for the American Community Survey**
Jennifer Hutnick, U.S. Census Bureau
James B. Lawrence, U.S. Census Bureau
Concurrent Sessions C
Thursday May 17, 2018, 10:00 a.m. – 11:30 a.m.

Session 10: **PPP**
The Truth is Out There: Using Voter Files to Improve Election Polls
*Paper: Populations, Polls, and Politics*

**Moderator:** Brianne Gilbert, Loyola Marymount University

**Location:** Governor’s Square 17

**Likely Voter Models in the 2017 Virginia and Alabama Elections – Evaluation and Validation**
Scott Clement, *The Washington Post*
Emily Guskin, *The Washington Post*
Mark Blumenthal, *SurveyMonkey*
Jared McDonald, *The Washington Post*
Seth Brohinsky, *Abt Associates*
Dean Williams, *Abt Associates*

**Relational Validity: A New Approach to Evaluating Political Surveys**
Jonathan Robinson, *Catalist, LLC*
Kevin Collins, *ChangePoint Analytics*

**Verifying Voter Registration Records**
Michael McDonald, *University of Florida*
Daniel Smith, *University of Florida*
Enrijeta Shino, *University of Florida*
Michael Martinez, *University of Florida*

**Examining Coverage and Response Bias Between Data Collection Modes in Voter Files**
Edward Johnson, *SSI*
Nathan LaCombe, *The Data Trust*

**Assessing Coverage Bias in Registration Based Samples**
Seth Brohinsky, *Abt Associates*
Raphael Nishimura, *Abt Associates*
Dean Williams, *Abt Associates*
Scott Clement, *The Washington Post*
Emily Guskin, *The Washington Post*
Concurrent Sessions D
Thursday May 17, 2018, 1:45 p.m. – 3:15 p.m.

Session 1: 3MC
Weight! My International Contact Needs a New Sample of Strategies
Methodological Brief: 3MC
Moderator: Jenny Marlar, Gallup
Location: Director’s Row E

The Use of Home Location Register Activity Flags to Improve Cellular Telephone Efficiency
Jamie Burnett, Kantar Public

Coverage Error in Dual-frame Telephone Surveys
Danielle Cuddington, Pew Research Center
Steve Schwarzer, Pew Research Center
Patrick Moynihan, Pew Research Center

Sampling Ethnic Minorities in Western European Countries: Muslims
Carsten Broich, Sample Solutions BV
Maja Koceva, Sample Solutions BV

Coverage Bias in Mobile Phone Samples. Mobile Phone Sampling, an Alternative to Dual Frame Approaches?
Elena Lupu, Darmstadt University of Technology
Marek Fuchs, Darmstadt University of Technology

Mode Effects in International Research: Switching From Face-to-Face to Telephone
Magali Rheault, Gallup
Anita Pugliese, Gallup

Worth the Effort? An Examination of Recontact Strategies in F2F and Telephone Surveys
Steve Schwarzer, Pew Research Center
Patrick Moynihan, Pew Research Center
Martha McRoy, Pew Research Center

Weighting Individual Level Data by Household Level Characteristics
Davit Tsabutashvili, Gallup

Weighting Adjustments by Educational Attainment – a Cross-Cultural Comparison
Danielle Cuddington, Pew Research Center
Martha McRoy, Pew Research Center

Session 2: A&I
Media, Trust, and America?
Paper: Attitudes and Issues
Moderator: Monika McDermott, Fordham University
Location: Director’s Row H

Fraud, Hacking, and Stupid Voters: How News Media Shape Electoral Explanations
Andrew Daniller, University of Pennsylvania

Measuring the Value of News & Understanding Why People Subscribe
Jennifer Benz, NORC at the University of Chicago
David Sterrett, NORC at the University of Chicago
Daniel Malato, NORC at the University of Chicago
Liz Kantor, NORC at the University of Chicago
Trevor Tompson, NORC at the University of Chicago

From the General to the Specific: How Does Generalized News Media Trust Relate to Trust in Individual News Organizations?
Michael Barthel, Pew Research Center
Jeffrey Gottfried, Pew Research Center
Katerina Matsa, Pew Research Center

Pathways to Online Commenting: Article Perceptions and the Willingness to Comment on News Websites
Jiawei Liu, University of Wisconsin - Madison
Douglas M. McLeod, University of Wisconsin-Madison
Min-Hsin Su, University of Wisconsin-Madison

Cable News & the Rise of Affective Polarization
Joy Wilke, University of California - Los Angeles
Concurrent Sessions D
Thursday May 17, 2018, 1:45 p.m. – 3:15 p.m.

Session 3:  
**Challenges of Sampling Racial and Ethnic Minorities and Non-English Speakers in the United States**

*Panel: 3MC*

*Moderator:* Brian Wells, UCLA Center for Health Policy Research

*Location:* Director’s Row I

- **Increased Racial and Ethnic Diversity (Plus Some Unintended Gains) from Using Surname List Samples in the California Health Interview Survey**
  - Brian Wells, UCLA Center for Health Policy Research

- **A Respondent by Any Other Name: The Impact of Interviewing Respondents Sampled from Ethnic Surname Phone Lists Who Don’t Meet Racial/Ethnic Criteria**
  - Tara Becker, UCLA Center for Health Policy Research

- **Extending Traditional Landline Ethnic Flagging to Cell Phones**
  - David Dutwin, SSRS

- **Phone Survey Short Cuts? The Use of Listed Sample to Identify Religious Minorities**
  - Besheer Mohamed, Pew Research Center

- **Panel-based Probability Alternatives for Sampling Racial and Ethnic Minorities**
  - J. Michael Dennis, NORC at the University of Chicago

Session 4:  
**Mixed Methods Approach to Reducing Response Errors Associated With the Usability of Web Surveys**

*Panel: Questionnaire Design and Interviewing*

*Moderator:* Kenneth M. Pick, National Agricultural Statistics Service

*Location:* Governor’s Square 10

- **Themes and Patterns in Web and Mobile Survey Usability Testing Findings**
  - Emily Geisen, RTI International
  - Amanda Smith, RTI International
  - Herschel Sanders, RTI International

- **Respondent Usage of Online Devices for Reporting Expenditures: Usability Testing of an Online Consumer Expenditure Diary**
  - Douglas Williams, Westat
  - Hanyu Sun, Westat
  - Ian Elkin, Bureau of Labor Statistics
  - Nhien To

- **Development of the 2017 Census of Agriculture Web Form: Iterative Design and Testing in Practice**
  - Heather Ridolfo, National Agricultural Statistics Service
  - Kenneth M. Pick, National Agricultural Statistics Service

- **Iterative Usability Testing in Preparation for the 2020 Census**
  - Erica Olmsted-Hawala, U.S. Census Bureau
  - Elizabeth Nichols, U.S. Census Bureau
  - Mikelyn Meyers, U.S. Census Bureau

- **Italicizing Optional Instructions on Mobile Online Surveys Improves Visual Filtering of Unneeded Survey Content: An Eye Tracking Study**
  - Brian Falcone
Concurrent Sessions D
Thursday May 17, 2018, 1:45 p.m. – 3:15 p.m.

Session 5: **Prob/Non**
The Flies the Spider Couldn’t Catch: Methods for Measuring, Adjusting and Improving Estimates from Web-based Surveys
*Paper: Probability and Nonprobability*

**Moderator:** Chris Simek, Texas A&M University  
**Location:** Governor’s Square 11

*Measures of Degree of Departure from Ignorable Sample Selection for Non-Probability Samples*
Roderick Little, *University of Michigan*  
Brady T. West, *University of Michigan*  
Philip Boonstra, *University of Michigan*  
Jingwei Hu, *University of Michigan*

**Overcoming Coverage Error in Web Surveys**
Kirti Kanitkar, *Gallup Inc.*  
Jennifer Marlar, *Gallup Inc.*

**Measuring Online Behavior Using a Nonprobability Sample**
Randall Brown, *Edison Research*  
Mary Meyn, *Edison Research*  
Amanda Marziliano, *Edison Research*  
Larry Rosin, *Edison Research*  
Joe Lenski, *Edison Research*  
Rob Farbman, *Edison Research*

**Boosting Sample Representation and Response Rate of Random Survey via Non-Random Approach- an Innovation to Reach the Hard-to-reach**
Yingmei Ding, *Hennepin County Public Health Department*  
Urban Landreman, *Hennepin County Public Health Department*  
Amy Leite-Bennett, *Hennepin County Public Health Department*  
David Johnson, *Hennepin County Public Health Department*  
Komal Mehrotra, *Hennepin County Public Health Department*  
Emily Thompson, *Hennepin County Public Health Department*

Session 5: (continued)

Matching an Opt-In Internet Panel Sample of Pregnant Women to a Probability Sample
Andrew Burkey, *Abt Associates*  
Raphael Nishimura, *Abt Associates*  
Stacie Greby, *National Center for Immunization and Respiratory Diseases, CDC*  
Carla Black, *National Center for Immunization and Respiratory Diseases, CDC*  
Helen Ding, *CFD Research Corporation*  
Sarah Ball, Rebecca Fink, *Abt Associates*, RebeccaV_Fink@abtassoc.com

Session 6: **A&I**
Assessing Sampling Designs, Recruitment, Strategies, and Data Collection Modes in Surveys of Sexual Minorities
*Panel: Attitudes and Issues*

**Moderator:** Philip Brenner, *University of Massachusetts Boston*
**Location:** Governor’s Square 12

An Innovative 2-step Method to the Design of a National Probability Study of Lesbian, Gay and Bisexual (LGB) People
Ian H. Meyer, *Williams Institute*  
Stephanie Marken, *Gallup*  
Stephen Russell  
Margueritta Lightfoot  
David M. Frost  
Phillip Hammack  
Bianca D.M. Wilson

Estimating the LGBT population: How Interview Mode Impacts Estimates of the LGBT Population in the U.S.
Stephanie Marken, *Gallup*  
Ilan H. Meyer, *Williams Institute*
Concurrent Sessions D
Thursday May 17, 2018, 1:45 p.m. – 3:15 p.m.

Session 6: (continued)

Social Media Recruitment for Adolescent Sexual Minority Males and Transgender Youths: A Pilot Study
Erin Fordyce, NORC at the University of Chicago
Vanessa Flowers
Michael J. Stern, NORC at the University of Chicago
Melissa Heim Viox, NORC at the University of Chicago
Ipek Bilgen, NORC at the University of Chicago
Sabrina Bauroth
Stuart Michaels, NORC at the University of Chicago
Christopher Harper
Michelle Johns
Richard Dunville

Carol Pierannunzi, Centers for Disease Control
Ronaldo Iachan, ICF International
Yangyang Deng, ICF International
Naomi Freedner, ICF International

Measuring Sexual Orientation with Four Dimensions (Self-Identity, Attraction, Behavior and Contextualized Disclosure): Results from a National Convenience Sample
Justine Bulgar-Medina, University of Massachusetts-Boston

Session 7: Qual

The Conflict Between Research Transparency and Respondent Confidentiality
Panel: Data Quality
Moderator: Peter Miller, U.S. Census Bureau
Location: Governor’s Square 14

Staring-Down the Database Reconstruction Theorem
John Abowd, U.S. Census Bureau

Developing Best Practices for Protecting and Sharing Data
Margaret Levenstein, University of Michigan ICPSR

The Replication and Verification Policy at the American Journal of Political Science
William Jacoby

Challenges to AAPOR’s Mission to Encourage Transparency and Protect Respondent Confidentiality
Peter Miller, U.S. Census Bureau

Session 8: PORTAL BigData Inv

Does your Smartphone Speak My Language?
Exploring Natural Language Processing and Data Collection Using Smartphones and Tablets
PORTAL: Big Data/Data Science; Innovations & Emerging Methods
Moderator: Michael Link, Abt Associates Inc.
Location: Governor’s Square 15

Smartphones and Tablets: The Ultimate Multi-Method Interface
Michael Link, Abt Associates Inc

Natural Language Processing for Social Scientists
Claire Kelley, American Institutes for Research
Sarah Kelley, American Institutes for Research
Concurrent Sessions D
Thursday May 17, 2018, 1:45 p.m. – 3:15 p.m.

Session 9: Using Administrative Record Data to Improve Census Bureau Surveys and Reduce Respondent Burden
Panel: Innovations & Emerging Methods
Moderator: David Raglin, U.S. Census Bureau
Location: Governor’s Square 16

Making Administrative Records Key to Operational Agility at the U.S. Census Bureau
Victoria A. Velkoff, U.S. Census Bureau
Jennifer M. Ortman, U.S. Census Bureau

Preliminary Research Investigating the Use of Administrative Records in the American Community Survey
Michaella Dillon, U.S. Census Bureau
Jessica Majercik
Bonnie Moore
Kevin Rinz
Quentin Brummet
David Sheppard, U.S. Census Bureau

Reducing Burden and Improving Data Quality: Can the American Community Survey Accomplish This With Administrative Records?
Sandra Luckett Clark, U.S. Census Bureau
R. Chase Sawyer, U.S. Census Bureau
Amanda Kilmek
Ellen Wilson
Christopher Mazur
William Chapin, U.S. Census Bureau

How Does Using Administrative Records for Characteristic Imputation Impact Survey Estimates?
Andrew Keller, U.S. Census Bureau

The Use of Administrative Records and the American Community Survey to Study the Characteristics of Undercounted Young Children in the 2010 Census
Leticia Fernandez, U.S. Census Bureau
Rachel Shattuck
James Noon, U.S. Census Bureau

Session 10: Who Says No? Non-response Issues in Election Polls
Paper: Populations, Polls, and Politics
Moderator: Clyde Tucker, American Institutes for Research
Location: Governor’s Square 17

Impact of Nonresponse in Non-probability Polling: Examination of a Case Study From the 2016 Election
Chris Jackson, Ipsos
Neale El-Dash, Ipsos

Addressing Non-response Bias in Longitudinal Measures of Partisan Stability
Bradley Jones, Pew Research Center
Nick Hatley, Pew Research Center

Who Says No? A Study of Non-Response Households in 2016 Election Polls
Kabir Khanna, CBS News
Anthony Salvanto, CBS News
Eran Ben-Porath, SSRS

Survey Sponsorship Effects in 2017 Gubernatorial Virginia Pre-election Polls
Scott Clement, The Washington Post
Emily Guskin, The Washington Post
Seth Brohinsky, Abt Associates
Raphael Nishimura, Abt Associates
Dean Williams, Abt Associates
Jared McDonald, The Washington Post

Validation of a National Survey of Voter Apathy: Toward New Typologies
John Barner, University of Georgia
Michelle Bailey, University of Georgia
Ryan Bakker, University of Georgia
Poster Session #2

Thursday May 17, 2018, 3:15 p.m. – 4:15 p.m.
Plaza Ballroom D

1. Social Consequences of Diversity: Diversity in Religiosity Undermines Conventional Morality and the Conservative Way of Life: Evidence from 90 Nations and 300,000 Individuals
   M.D.R. Evans, University of Nevada - Reno
   Jonathan Kelley, International Survey Center and University of Nevada

2. Composition and Determinants of National Pride: Multi-level Models of Influences of Individual and National Characteristics on Facets of Pride and Pride in General in 33 Countries (N>45,000)
   Ian Nesbitt, University of Nevada - Reno
   M.D.R Evans, University of Nevada, Reno

3. Sports & Social Capital: Citizens' Attitudes towards Migrant Workers in Qatar
   Abdoulaye Diop, Qatar University
   John Lee Pratt Holmes, SESRI - Qatar University
   Le Trung Kien, SESRI - Qatar University
   Buthaina AlKhelaifi, SESRI - Qatar University
   Haneen Alqassass, SESRI - Qatar University
   Mohammed Hassan Al Subaey, SESRI - Qatar University

4. Social Desirability Bias in Reporting Demographic Data
   Jay Loschky, Gallup

5. Afghan Futures: Updates from the Latest ACSOR/D3 Polls in Afghanistan
   Matthew Warshaw, D3 Systems Inc
   Amanda Bajkowski, D3 - Designs, Data, Decisions
   Nicholas Malouta, D3 - Designs, Data, Decisions
   Ian Habit, D3 - Designs, Data, Decisions

6. Speak Up, We're Listening: The Effectiveness of Panel Exit surveys in Providing Feedback for Panel Improvement
   Courtney Mooney, Nielsen
   Meredith Czaplewski, Nielsen
   Adam Gluck, Nielsen
   Erin Wittkowski, Nielsen

7. New Approaches to Recruiting Representative Samples: A Pilot Study Utilizing Neighborhood Canvassers in Detroit
   Elisabeth Gerber, Ford School of Public Policy
   Jeffrey Morenoff, University of Michigan
   Elizabeth Phillips, University of Michigan
   Conan Smith, University of Michigan
   Emma White, University of Michigan

8. Collecting Biomeasures in Social Surveys: Assessing the 'Device Effect' Using a Randomized Controlled Trial
   Carli Lessof, National Centre for Research Methods
   Andrew Wong, University College London
   Rachel Cooper, University College London
   Rebecca Hardy, University College London

9. Asking Households to Complete an Additional Survey Questionnaire: More Efficient or More Risky?
   Sarah Grady, National Center for Education Statistics
   Rebecca Medway, American Institutes for Research
   Carol Wan, American Institutes for Research
   Nicole Guarino, American Institutes for Research

10. Methods for Increasing Response Rates for Medicare Beneficiaries
    Amy Djangali, IMPAQ International, LLC
    Jacob Joseph-David, IMPAQ International, LLC
    Frost Hubbard, Westat

11. Fashionably Late to the Party: Creating Online Platforms for Ongoing State Maternal and Child Health Surveillance in Colorado
    Sarah Blackwell, Colorado Department of Public Health and Environment
    Riccy Tolliver, Colorado Department of Public Health and Environment
    Ashley Juhl, Colorado Department of Public Health and Environment

12. Reducing Item Nonresponse to Family Income Questions on a Telephone Survey
    Rachel Tumin, Ohio Colleges of Medicine Government Resource Center
    Amy Ferketich, The Ohio State University College of Public Health
    Kurt Johnson, RTI International
    David Dorsky, Ohio Department of Medicaid
Poster Session #2

Thursday May 17, 2018, 3:15 p.m. – 4:15 p.m.
Plaza Ballroom D

13. When Design Changes Don’t Pan Out: The Unexpected Decline in Child and Adolescent Interviews in The California Health Interview Survey
Brian Wells, UCLA Center for Health Research Policy

14. Obtaining Informed Assent from Children for Cognitive Interviews
Teresa Kline, Westat
Victoria Hoverman, Westat

15. Web Survey Device Choice and Device Switching in a Hospital Employee Survey
Theresa Famolaro, Westat
Naomi Yount, Westat
Joann Sorra, Westat
Andrew Caporaso, MS, Westat
Rakesh Kudupudi, Westat

16. Weathering the Storm: Developing Communication Strategies for Disaster Preparedness
Arianne Buckley, Nielsen
Cally Alessi, Nielsen

17. Does Understanding How the NPS Metric is Calculated Influence How Respondents Answer the Question?
Claude Elie, IBM
Randal Ries, IBM
Annette Tassone, PhD, IBM
Danny Hager, IBM
Michael Jugovich, IBM

Robert Torongo, GfK Custom Research
Kristin Pondel, GfK Custom Research
Kristine Janus, GfK Custom Research

19. Testing New Protocols to Convert Phase I Refusals to Phase II in a Dual-Phase Mixed Mode Survey
Gerry Dirksz, Simmons Research
Lisa Lusskin, Simmons Research
Beth Ponce, Simmons Research
Paul Felstead, Simmons Research
Josephine Leopnord, Simmons Research
Paul J. Lavrakas, Consultant

20. Testing Recruiting Panelist From Former Respondents To a Dual-Phase Mixed Mode Survey
Gerry Dirksz, Simmons Research
Lisa Lusskin, Simmons Research
Beth Ponce, Simmons Research
Carlos Couceiro, Simmons Research
Alexander Dilorio, Simmons Research
Paul J. Lavrakas, PhD., Consultant

21. Is ABS More Representative than RDD for Public Health Surveillance Surveys?
Stephen Immerwahr, New York City Department of Health and Mental Hygiene
Sahnah Lim, Department of Population Health, NYU School of Medicine
Thomas Brassell, ICF International
Randal ZuWallack, ICF International
Amber Levanon Seligson, New York City Department of Health and Mental Hygiene

22. When is the Best Time to Field Your Survey? Trends in American Community Survey Response Rates
Stephanie Baumgardner, U.S. Census Bureau

Cynthia Castaldo-Walsh, Decision Information Resources Inc.
Jenny Nguyen, Decision Information Resources Inc.
Sylvia R. Epps, Decision Information Resources Inc.

24. Examining the Use of Email and Text Message Survey Link Distribution Among Adolescents
Joanne Delk, University of Texas School of Public Health
MeLisa R. Creamer, University of Texas School of Public Health
Cheryl L. Perry, University of Texas School of Public Health
Melissa B. Harrell, University of Texas School of Public Health
Poster Session #2
Thursday May 17, 2018, 3:15 p.m. – 4:15 p.m.
Plaza Ballroom D

25. The Uses and Impacts of Incentives in Surveys
   Courtney Reiser, U.S. Census Bureau
   Renee Reeves, U.S. Census Bureau
   Jordan Misra, U.S. Census Bureau
   Aliza Kwiat, U.S. Census Bureau
   Sarah Vetting, U.S. Census Bureau

26. Maximizing Bang for the Two Bucks: Results of a Wording Experiment in a Follow-up Contact for a Mail-Push-to-Web Survey
   Karen Stein, Westat
   Jennifer Berktold, Westat
   Amanda Wilmot, Westat
   Helen Sullivan, U.S. Food and Drug Administration
   Kathryn J. Aikin, U.S. Food and Drug Administration
   Victoria Hoverman, Westat

27. Effects of Incentives and Communication Strategies in Multimode Survey Designs
   Lena Le, SESRC- Washington State University
   Kristen Petersen, SESRC - WSU
   Nathan Palmer, SESRC-WSU

28. Does Phone Matching Still Predict Survey Response?
   Adwoa Prempeh, Westat - Rockville, MD
   Jocelyn Newsome, Westat
   Jennifer McNulty, Westat
   Kerry Levin, Westat
   Hanyu Sun, Westat
   Brenda Schafe; Pat Langetieg; Rizwan Javaid, Internal Revenue Service

29. Does it Matter Which Email Validation Vendor I Choose?: Comparing Email Validation Vendors on Accuracy and Cost
   Jody Dougherty, IMPAQ International
   John Wendt, IMPAQ International
   Frost Hubbard, Westat
   Kelly Daley, IMPAQ International
   Margaret Collins, IMPAQ International

30. The Magnitude and Trend of Adjusted Response Rate Decline for the Oregon DMV Customer Satisfaction Survey
   Laura Gamble, Oregon State University
   Casey Schafer, Colorado State University
   Lydia Newton, Oregon State University Survey Research Center
   Charlotte Wickham, Oregon State University
   Virginia Lesser, Oregon State University Survey Research Center

31. Gift Card Incentive/ Reward Influence on Response Rate for South Carolina PRAMS
   Kristin Simpson, SC DHEC - PRAMS
   Chelsea Lynes, SC DHEC
   Harley T. Davis, SC DHEC

   Carolyn Runge, Baby & ME - Tobacco Free
   Laurie Adams, Baby & ME - Tobacco Free
   Michael Ball, Baby & ME - Tobacco Free

33. The impact of residential mobility on longitudinal survey participation among World Trade Center Health Registry enrollees
   Angela-Maitly Nguyen, New York City Department of Health and Mental Hygiene
   Shengchao Yu, New York City Department of Health and Mental Hygiene
   Sean Locke, New York City Department of Health and Mental Hygiene

34. The Effects of a Pre-Notification Mailer on the Response, Productivity, and Costs Associated with a Catı Survey Among People Eligible for Both Medicare and Medicaid
   Todd Bear, University of Pittsburgh
   Howard Degenholtz, University of Pittsburgh
   Jesse Evans, University of Pittsburgh
   Andrew Mrkva, University of Pittsburgh
Poster Session #2

Thursday May 17, 2018, 3:15 p.m. – 4:15 p.m.
Plaza Ballroom D

35. Using Pressure Seal Technology to Address Declining Response Rates and Increasing Survey Costs for the American Community Survey
   Dorothy Barth, U.S. Census Bureau
   Michael Risley, U.S. Census Bureau
   Megan Rabe Darnell, U.S. Census Bureau

36. Risks and Rewards of Using Pre-Paid vs. Post-Paid Incentive Checks in a Survey of Physicians
   Kristine Wiant, RTI International
   Emily Geisen, RTI International
   Darryl Creel, RTI International
   Gordon Willis, National Cancer Institute
   Andrew Freedman, National Cancer Institute
   Janet de Moor, National Cancer Institute

37. Keeping Tabs: To Track or Trace Low Income Populations in Longitudinal Studies
   Natalia Ibanez, Decision Information Resources, Inc.
   Leslyn M. Hall, Redstone Research, LLC
   Sylvia R. Epps, Decision Information Resources, Inc.
   Krishna Epps, Decision Information Resources
   Jo Anna Hunter, MDRC

38. Using Email to Solicit Response in an Establishment Survey

39. Using a Tip Sheet to Improve Nonresponse in an IRS Business Survey
   Sarah Bennett-Harper, Westat
   Karen Stein, Westat
   Martha Stapleton, Westat
   Kerry Levin, Westat
   Brenda Schafer, IRS
   Pat Langetieg, Lisa Rupert, Scott Leary, IRS

40. Questionnaire Complexity, Rest Period, and Response Likelihood in Establishment Surveys
   Joseph Rodhouse, National Institute of Statistical Sciences
   Tyler Wilson, National Agricultural Statistics Service
   Heather Ridolfo, National Agricultural Statistics Service

41. Conducting Survey Research with Healthcare Stakeholders: Best Practices and Recommendations for Successful Implementation
   Robyn Rapoport, SSRS
   Jordon Peugh, SSRS

42. Mode Effects in Physician Surveys about Technology Use
   Robyn Rapoport, SSRS
   Erin Czyzewicz, SSRS

43. You've Got Mail: What is the Effect of Adding Email Address Collection in a Mail-Based Survey?
   Yelena Moore, Nielsen
   Robin Gentry, Nielsen
   Kate Williams, Nielsen

44. Making Contact: The Impact of Additional Evening Visits on Panel Recruitment
   Arianne Buckley, Nielsen
   Erin Wittkowski, Nielsen

   Danielle Battle, American Institutes for Research
   Ashley Kaiser, American Institutes for Research
   Chris Pugliese, American Institutes for Research

46. Assessing the Impact of Web Option Plus for Mothers of New Children Using the Tailored Desing Methodology.
   Kurt Johnson, RTI International
   Rachel Tumin, Ohio Colleges of Medicine Government Resource Center

47. Science and health News Selection and the Gendered Divide
   Lin Shi, Tsinghua University

   Brady West, University of Michigan
   Joseph W. Sakshaug, University of Manchester

49. From the Mail to the Web: Maximizing Recruitment in a Generational Study
   Emily Tristani, Westat - Rockville, MD
   Amy Miller, Westat
   Laura Beane Freeman, National Cancer Institute
   Gabriella Andreotti, National Cancer Institute (NCI)
   Marsha Dunn, Westat
Poster Session #2

Thursday May 17, 2018, 3:15 p.m. – 4:15 p.m.
Plaza Ballroom D

Kristin Stettler, U.S. Census Bureau

Matthew Thomas, ICF International
Melissa Cidade, Insight Policy Research
Naomi Freedner-Maguire, ICF International

52. Approaches to Measuring Perceived Stress
Aimee Ripley, The Harris Poll
Sophie Bethune, American Psychological Association
Gabriel Rozenwasser, The Harris Poll
Heather Layton, Harris Insights & Analytics

53. Redirected Inbound Call Sampling: A Fit for Purpose Non-probability Sample Design
Burton Levine, RTI International
Karol Kroki, RTI International

54. Assessment of a Sequential Mixed-mode Self-Administration Data Collection Protocol for a New Establishment Survey: The Impact of Field Period, Multiple Modes, and Periodic Reminders
Douglas Currivan, RTI International
Carol Pierannunzi, Centers for Disease Control and Prevention
Selma Moore, Centers for Disease Control and Prevention
Patty LeBaron, RTI International
Kevin Wang, RTI International
Chris Stringer, U.S. Census Bureau

55. Are Mail Invitations Worth the Cost in a Sequential Web with Telephone Follow Up Study?
Jacob Joseph-David, IMPAQ International
Frost Hubbard, Westat
Rocco Russo, IMPAQ International
Camellia Doyle, IMPAQ International
Kelly Daley, IMPAQ International

56. Using the Theory of Constraints to Help Interviewers Succeed: Integrating an Interviewer-centric Strategy to Improve Performance
Kelly Lynn, RTI International
Howard Speizer, RTI

57. The Oklahoma Meso-Scale Integrated Socio-Geographic Network: Sampling for a Five-Year Quarterly Longitudinal Study
Amy Goodin, University of Oklahoma
Joseph Ripberger, University of Oklahoma
Hank Jenkins-Smith, University of Oklahoma
Carol Silva, University of Oklahoma
Kahika Gupta, University of Oklahoma
Janine Carlson, University of Oklahoma

58. Impacts of implementing an Auto-Advance Feature in Mobile and Web Surveys
Derek Wietelman, Indiana University Center for Survey Research - Bloomington, IN
Stacey Giroux, Indiana University Center for Survey Research
Kevin Tharp, Indiana University Center for Survey Research

59. But We Have Panelists in That Area! Staying on Top of Unforeseen Events
Marla Cralley, Nielsen
John Fleetwood, Nielsen

60. Understanding the impact of cultural dimensions and extreme response styles on Net Promoter Score (NPS) questions: Is the NPS scale less culturally biased?
Randal Ries, IBM
Annette Tassone, IBM
Michael Jugovich, IBM
Session 1: A&I

What the Death Panel Can’t Kill: Attitudes on Health Care Policy

*Paper: Attitudes and Issues*

**Moderator:** Andrew Smith, University of New Hampshire

**Location:** Director’s Row E

- The Impact of Insurance Gain and Discussions with Healthcare Providers on Quitting Smoking
  - Feifei Wei, UAMS
  - Clare Brown, UAMS

- American Health Values Typology: Deeper Exploration to Understand Drivers and Typologies
  - Alyssa Ghirardelli, NORC at the University of Chicago
  - Larry Bye, NORC at the University of Chicago
  - Angela Fontes, NORC at the University of Chicago
  - Carolyn Miller, Robert Wood Johnson Foundation
  - Jessica Bielenberg, NORC at the University of Chicago

- Long-Term Care in America: Policy Preferences and Experiences of Older Adults in 2017
  - Jennifer Titus, NORC at the University of Chicago
  - Dan Malato, NORC at the University of Chicago
  - Liz Kantor, NORC at the University of Chicago
  - Jenny Benz, NORC at the University of Chicago
  - Trevor Tompson, NORC at the University of Chicago

- Is the U.S. Public Ready for Single-Payer Health Care?
  - Liz Hamel, Kaiser Family Foundation
  - Cailey Muñana, Kaiser Family Foundation
  - Ashley Kirzinger, Kaiser Family Foundation
  - Mollyann Brodie, Kaiser Family Foundation

- The Affordable Care Act: Public Attitudes and Impact on the Uninsured
  - Zachary Auter, Gallup
  - Stephanie Marken, Gallup

Session 2: Q&I

Answers for How to Ask

*Methodological Brief: Questionnaire Design and Interviewing*

**Moderator:** Eric Jamoom, Centers for Disease Control

**Location:** Director’s Row H

- Analog or Digital: Methods for Pre-testing Surveys and Websites
  - Lauren Walton, Nielsen
  - Jennifer Hunsecker, Nielsen
  - Carlos Jarava, Nielsen
  - Tim Oltman, Nielsen
  - Milena Krstic, Nielsen

- Web Self-administered Cognitive Interviewing: A New Approach
  - Barbara Lorè, Istat - Italian Institute of Statistics
  - Stefania Macchia, Istat
  - Gabriella Fazzi, Istat
  - Manuela Murgia, Istat
  - Sabrina Barcherini, Istat

  - Bridget Reynolds, National Center for Health Statistics
  - Paul Scanlon, National Center for Health Statistics

- Introductory Text Use in E-cigarette Measures: Results from Two Cognitive Interview Studies and a Web Survey
  - Lauren Creamer, National Center for Health Statistics
  - Paul Scanlon, National Center for Health Statistics
  - Meredith Massey, National Center for Health Statistics
  - Bridget Reynolds, National Center for Health Statistics

- Using Web Probes to Explore the Distribution of Interpretative Measurement Error Across Population Sub-Groups
  - Paul Scanlon, National Center for Health Statistics
Concurrent Sessions E
Thursday May 17, 2018, 4:15 p.m. – 5:45 p.m.

Session 2: (continued)

Asking About Health Insurance to Correct Misreports of the Uninsured
Amanda Wilmot, Westat
Martha Stapleton, Westat
Karen Stein, Westat
Jessica Vistnes, Agency for Healthcare Research and Quality

Development of a Paired Cognitive Interviewing Methodology for Studying Patient and Proxy Responses to Healthcare Surveys
Rachael Allen, RTI International
Sara Zuckerbraun, RTI International

Testing Survey Questions in Francophone West Africa: A Focus on the Interviewers and the Problems of Simultaneous Translation
Amanda Pinkston, U.S. Department of State

Session 3: A&I
Automation and Technology in Everyday Life

Panel: Attitudes and Issues
Moderator: Marjorie Connelly, NORC at the University of Chicago
Location: Director’s Row I

Our Automated Lives: What Americans Like (and Don’t) About New Technology
Dan Malato, NORC at the University of Chicago

Americans and Their Cars: A Look at How the Public Views the Future of the Auto Industry
Megan Brenan

Public Attitudes towards Automation in Everyday Life
Aaron Smith, Pew Research Center

Attitudes Toward Human Enhancement
Laura Skufca, AARP

Session 4: DCSP

Please Leave a Voicemail Message on My Call Blocker Device. Don’t Leave Your Number, I’ve Got Caller ID.

Methodological Brief: Data Collection and Survey Participation
Moderator: Natalie Jackson, JUST Capital
Location: Governor’s Square 10

When is a Good Time to Call? Shifts in Call Productivity by Calling Period Since the Dawn of the Cell Phone Survey Era
Melanie Goodrich, Westat
Sarah Dipko, Westat
Eric Jodts, Westat

Quantity or Quality? The Impact of Reducing the Number of Contacts on Response
Rachel Horwitz, U.S. Census Bureau
Aliza Kwiat, U.S. Census Bureau
Jordan Misra, U.S. Census Bureau
Beth Newman, U.S. Census Bureau

Evaluating the Effectiveness of Online Interview Scheduling in a Panel Study
Rachel LeClere, University of Michigan
Katherine McGonagle, University of Michigan
Narayan Sastry, University of Michigan

Won’t You Please Pick Up? How Do Voicemails and Call Number Impact the Likelihood of Survey Response?
Kathleen Call, University of Minnesota, SHADAC
Sarah L. Hagge, Minnesota Department of Health
Alisha Baines Simon, Minnesota Department of Health
Giovann Alarcón, University of Minnesota, SHADAC
Karen Turner, University of Minnesota, SHADAC
David Dutwin, SSRS
Concurrent Sessions E
Thursday May 17, 2018, 4:15 p.m. – 5:45 p.m.

Session 4: (continued)

Evaluating the Impact of Using Pre-Recorded Voice Mail Messages in the National Immunization Surveys
Benjamin Skalland, NORC at the University of Chicago
Qiao Ma, NORC at the University of Chicago
Vincent E. Welch Jr., NORC at the University of Chicago
Sarah Kornylo, NORC at the University of Chicago
Holly Hill, National Center for Immunization and Respiratory Diseases
Benjamin Fredua, National Center for Immunization and Respiratory Diseases

Some Like It Voicemail, Some Like It Not: Demographic Differences in Respondents to a Telephone Survey with a Voicemail/Caller-ID Experiment.
Alisha Simon, Minnesota Department of Health
Kathleen Thiede Call, University of Minnesota, SHADAC
Sarah L. Hagge, Minnesota Department of Health
Giovanni Alarcón, University of Minnesota, SHADAC
Karen Turner, University of Minnesota, SHADAC
David Dutwin, SSRS

Evaluation of the Impact of Using an Alternate Caller ID Display
Megha Ravanam, NORC at the University of Chicago
Benjamin Skalland, NORC at the University of Chicago
Zhen Zhao, National Center for Immunization and Respiratory Diseases, CDC
David Yankey, National Center for Immunization and Respiratory Diseases, CDC
Chalanda Smith, National Center for Immunization and Respiratory Diseases, CDC

Call Flagging and Blocking by Cellular Service Provider: Understanding the Impact to Telephone Surveys
Jamie Ridenhour, RTI International
Marcus Berzofsky, RTI International
Tim Sahr, Ohio Colleges of Medicine Government Resource Center
Bo Lu, The Ohio State University
Matt Stearmer, Ohio Department of Medicaid

Session 5: BigData

Tinkering With Tradition: Using Machine Learning Methods to Refine Survey Designs and Improve Survey Participation

Methodological Brief: Big Data / Data Science
Moderator: Trent D. Buskirk, University of Massachusetts Boston
Location: Governor’s Square 11

It’s Not Child’s Play - Developing A National Probability-Based Sample Frame of Public Playgrounds
Mary Losch, University of Northern Iowa
Ki Park, UNI Center for Social & Behavioral Research
Ashley Hyon, Marketing Systems Group (MSG)
Dennis Dalbey, Marketing Systems Group (MSG)
David Malarek, Marketing Systems Group (MSG)

Into the Sandbox! Using Machine Learning with Neural Networks to Create Sampling Frames of Playgrounds and other Non-traditional Sampling Units
Adam Eck, Oberlin College
Trent D. Buskirk, University of Massachusetts Boston
Peter Stefek, Oberlin College
Ki Hyung Park, University of Northern Iowa
Mary Losch, University of Northern Iowa
Kenneth Fletcher, University of Massachusetts Boston

Evaluating Google Maps as a Sampling Frame for Religious Congregations
Dennis Quinn, Pew Research Center
Brad Fulton, University of Indiana
David King, Lake Institute on Faith and Giving, Indiana University

Using Machine Learning Methods to Improve Responsive Designs in Face-to-Face Surveys
Gonzalo Rivero, Westat
Roger Tourangeau, Westat
Brad Edwards, Westat
Tammy Cook, Westat
Concurrent Sessions E
Thursday May 17, 2018, 4:15 p.m. – 5:45 p.m.

Session 5:  (continued)
Cross-cultural Persuasion Strategies with Application to Survey Recruitment
Drew Dimmery, Facebook
Eytan Bakshy, Facebook

Using High Dimensional Learning for Responsive Matrix Sampling
Curtiss Cobb, Facebook
Sean Taylor, Facebook

Data-driven Prediction of Panel Attrition
Christoph Kern, University of Mannheim

Session 6: AAPOR/ASA Task Force Report on Data Falsification in Surveys
Panel: Research in Practice
Moderator: Jill DeMatteis, Westat
Location: Governor’s Square 12

Types of Falsification in Surveys
James Dahlhamer, National Center for Health Statistics

Impacts of Survey Data Falsification on Analyses
Sharan Sharma, Program in Survey Methodology, University of Michigan

Existing Organization Guidelines Pertaining to Survey Data Falsification
Ronald Langley, University of Kentucky

Preventing Survey Data Falsification
Kristen Olson, University of Nebraska-Lincoln

Detecting Falsification in Survey Data
Jill DeMatteis, Westat

Session 7: Inv
Federal Statistics, Multiple Data Sources, and Privacy Protection: Next Steps
Panel: Innovations & Emerging Methods
Moderator: Brian Harris-Kojetin, National Academy of Sciences
Location: Governor’s Square 14

Statistical Methods for Combining Multiple Data Sources
Sharon Lohr, Arizona State University

Quality Frameworks for Statistics Using Multiple Data Sources
Colm O'Muircheartaigh, NORC at the University of Chicago

Combining Data Sources While Protecting Privacy
Brian Harris-Kojetin, National Academy of Sciences

Discussant: Linda Young, Pacific Institute for Research & Evaluation
Discussant: Steven B. Cohen, RTI International

Session 8: PORTAL Inv
Collecting Survey Data Via Text Messaging
PORTAL: Innovations & Emerging Methods
Moderator: Michael Schober, New School for Social Research
Location: Governor’s Square 15

Text Message Interviewing: Data Quality, Efficiency, and Design Considerations
Michael F. Schober, New School for Social Research
Frederick G. Conrad, University of Michigan
Andrew L. Hupp, University of Michigan

Implementing Text Messaging in the Survey Process
Andrew L. Hupp, University of Michigan
Frederick G. Conrad, University of Michigan
Michael F. Schober, New School for Social Research
Concurrent Sessions E

Thursday May 17, 2018, 4:15 p.m. – 5:45 p.m.

Session 9: 3MC

Speak My Language or Feel the Effects

Paper: 3MC

Moderator: Mary C. Davis, U.S. Census Bureau

Location: Governor’s Square 16

An Experiment in Panel Recruitment for Spanish Speaking Populations: The AmeriSpeak Case Study
Ilana Ventura, NORC at the University of Chicago
Rene Bautista, PhD, NORC at the University of Chicago
David Gleicher, NORC at the University of Chicago
Carolina Milesi, PhD, NORC at the University of Chicago
Erlina Hendarwan, NORC at the University of Chicago

Mixed Mode Studies: The Need to Consider Race-Ethnicity and Language Factors
Edward Rincon, Rincon & Associates LLC

Language Use and Item Nonresponse
Laureen Masai, UCLA Center for Health Policy Research
Priya Thaker, UCLA Center for Health Policy Research
Pan Wang, UCLA Center for Health Policy Research

“You're not from around here, are you?”: Interviewer accent, regional speech variation, and their impacts on participation
Matt Jans, ICF International
James Dayton, ICF International
Matt McDonough, ICF International

Session 10: RNP

Where are You, Will you , and Can You Participate? Efforts to Recruit, Interview, and Model Estimates for Rare and Hard-to-Reach Populations

Paper: Research in Practice

Moderator: Peter Lugtig, Utrecht University

Location: Governor’s Square 17

Improve Response and Representation without Money: An Envelope Story
Kate Williams, Nielsen
Robin Gentry, Nielsen
Lauren Walton, Nielsen
Kay Ricci, Nielsen

Recruiting Hard-to-Reach Respondents with Complex Characteristics for Qualitative Interviews
Daniela Glusberg, Research Support Services, Inc.
Dânae Corado, Research Support Services, Inc.
Casey Langer Tesfaye, Research Support Services, Inc.

Identifying Gender Minorities in Population-Based Proxy Surveys
Mark Noyes, Market Decisions Research
Brian Robertson, Market Decisions Research
Paige Lewis, Market Decisions Research

Evaluating Strategies for Questionnaire Completion of Low Literacy Respondents
Anna Sandoval Giron, U.S. Census Bureau

Assessing the Data Quality of the Native Hawaiian and Pacific Islander National Health Interview Survey
Adena Galinsky, National Center for Health Statistics
Carla E. Zelaya, National Center for Health Statistics
Catherine Simile, National Center for Health Statistics
Patricia M. Barnes, National Center for Health Statistics

Validation Methods for Complex Mixed-Panel Web Studies
Eran Ben-Porath, SSRS
Gillian SteelFisher, Harvard School of Public Health
## Day at a Glance

### Friday May 18, 2018

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<td>Committee Meetings (See page 31)</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Fun Walk/Run</td>
<td>Check in the Hotel Lobby @ 6:30 a.m.</td>
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| 7:00 a.m. – 8:00 a.m. | Continental Breakfast in the Exhibit Hall  
**Sponsored by** Understanding American Study  
Center for Economic and Social Research  
University of Southern California | Plaza Exhibit Hall                   |
| 7:00 a.m. – 2:00 p.m. | Exhibit Hall and Book Exhibit Open                                  | Plaza Exhibit Hall                 |
| 7:30 a.m. – 3:00 p.m.  | Registration Desk Open                                              | Plaza Registration Desk            |
| 8:00 a.m. – 9:30 a.m. | Concurrent Sessions F                                               |                                    |

**Session 1:** Information, Knowledge, and Motivation: Reasons for Participation  
*A&I*  
Director’s Row E

**Session 2:** Questioning the Questioner: Exploring Interviewer Effects in Surveys  
*Qual*  
Director’s Row H

**Session 3:** Raise the Flag to Retreat or Rejoice? Exploring the Utility of Appended Information to ABS Samples  
*Qual*  
Director’s Row I

**Session 4:** You Got That Data From my Mobile Device?  
*Inv*  
Governor’s Square 10

**Session 5:** I Bet Your Barista Doesn’t Serve Up These Blends: Comparing Nonprobability and Probability Surveys and Their Combinations  
*Prob/Non*  
Governor’s Square 11

**Session 6:** S_RVEY Response: Finding Ways to Put U Back In  
*BigData*  
Governor’s Square 12

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This year AAPOR is offering Concurrent Sessions that fall into several tracks to help you better plan the sessions you attend.  

Sessions marked with the following icons are a part of the indicated track.

- **A&I** for Attitudes & Issues
- **PPP** for Populations, Polls, and Politics
- **Qual** for Data Quality
- **DCSP** for Data Collection and Survey Participation
- **Inv** for Innovations & Emerging Methods
- **3MC** for Multinational, Multigenerational, and Multicultural
- **Prob/Non** for Probability & Nonprobability Samples
- **BigData** for Big Data/Data Science and Surveys
- **Q&I** for Questionnaire Design & Interviewing
- **RNP** for Research in Practice
- **PORTAL** for PORTAL
- **DEMO** for DEMO
## Day at a Glance

**Friday May 18, 2018**

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<td>8:00 a.m. – 9:30 a.m.</td>
<td><strong>Concurrent Sessions</strong> <strong>F</strong> (continued)</td>
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<td><strong>Session 7:</strong> Building a Multi-Mode Survey Research Panel: Lessons Learned and Future Developments from Be Heard Philly and Be Heard Mile High</td>
<td>Governor’s Square 14</td>
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<td><strong>Session 8:</strong> Race to Understand America: the Minority Experience and Politics</td>
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<td><strong>Session 9:</strong> How Do We Know What They Know? Theory and Practice of Question Evaluation</td>
<td>Governor’s Square 16</td>
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<td><strong>Session 10:</strong> How to Get Your Survey Elected. Practical Tools for Improving Election Surveys.</td>
<td>Governor’s Square 17</td>
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<td><strong>Session 11:</strong> AAPOR’s Got Talent Sponsored by</td>
<td>Plaza Ballroom BCEF</td>
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<td><strong>Beverage Break in the Exhibit Hall Sponsored by</strong></td>
<td>Plaza Exhibit Hall</td>
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<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td><strong>Session 1:</strong> Your Secret is Safe With Me. Impact of Confidentiality and Privacy on Survey Response.</td>
<td>Director’s Row E</td>
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<td><strong>Session 2:</strong> Learning from the Madness: Digital-Trace Data, Crowd-Sourcing, and Natural Language Processing</td>
<td>Director’s Row H</td>
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<td><strong>Session 3:</strong> What do Scientists Know Anyway?</td>
<td>Director’s Row I</td>
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<td><strong>Session 4:</strong> Running our Questions Through the Ringer: Multiple Methods for Evaluating Survey Questions</td>
<td>Governor’s Square 10</td>
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<td><strong>Session 5:</strong> Incentive Traits for Better Response Rates</td>
<td>Governor’s Square 11</td>
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<td><strong>Session 6:</strong> If I Adapt Will You Respond?</td>
<td>Governor’s Square 12</td>
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<td><strong>Session 7:</strong> Will it Blend? Weighting and Modeling in Pre-Election Polls</td>
<td>Governor’s Square 14</td>
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<td><strong>Session 8:</strong> Raising the Bar on Graphics: An Introduction to Data Visualization of Survey Data using R and R Shiny Apps</td>
<td>Governor’s Square 15</td>
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## Day at a Glance

### Friday May 18, 2018

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<th>Time</th>
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</table>
| 10:00 a.m. – 11:30 a.m. | **Concurrent Sessions G (continued)**  
  Session 9: Promises, Proxies, Paradata and Other Prospects for Reducing Measurement Error  
  Governor’s Square 16  
  Qual  
  Session 10: Professional Development Workshop: Flash Mentoring  
  Governor’s Square 17  |  
| 12:45 p.m. – 1:45 p.m. |  
  Memoriam Session Remembering and Honoring AAPOR Members  
  Director’s Row E  |  
| 11:30 a.m. – 12:45 p.m. |  
  Luncheon and Activities Awards Ceremony  
  Plaza BCEF  |  
| 11:45 a.m. – 1:00 p.m. |  
  Committee Meetings (see page 31)  
  |  
| 12:30 p.m. – 2:00 p.m. |  
  Speed Networking Session #2  
  Plaza Ballroom A  |  
| 12:45 p.m. – 1:45 p.m. |  
  Dessert Reception in the Exhibit Hall  
  Sponsored by  
  Meet the Authors Session  
  Book Sale  
  Poster Session #3  
  Plaza Exhibit Hall  |  
| 1:45 p.m. – 3:15 p.m. |  
  **Concurrent Sessions H**  
  Session 1: Changes in Respondent Privacy, Confidentiality, and Data Sharing Concerns  
  Director’s Row E  
  A&I  
  Session 2: Missing you, Maybe?  
  Director’s Row H  
  DCSP  
  Session 3: Chapter Student Paper Award Winners  
  Director’s Row I  
  Session 4: IT is All About the Apps: Advances in Data Collection Using Mobile Devices  
  Governor’s Square 10  
  Inv  
  Session 5: Lean Mean Survey Machines - Improving Survey Estimation and Data Processing Using Machine Learning Methods  
  Governor’s Square 11  
  BigData  
  Session 6: Data Presentation Across the Research Spectrum  
  Governor’s Square 12  
  RNP  
  Session 7: The Hits and the Misses: Election Poll Accuracy in the U.S. and Around the World  
  Governor’s Square 14  
  PPP  
  Session 8: The Design and Implementation of Mixed Mode Surveys  
  Governor’s Square 15  
  PORTAL  
  Session 9: The Chatter About Your Scatter! Methods for Representing Error in Data Visualizations  
  Governor’s Square 16  
  Inv  |
## Day at a Glance

### Friday May 18, 2018

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<tr>
<td>1:45 p.m. - 3:15 p.m.</td>
<td><strong>Concurrent Sessions H (continued)</strong></td>
<td>Governor’s Square 17</td>
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<td>Session 10: <strong>Panel or Wallpaper? How to Cover Your Survey</strong> Needs and Other Advice on Starting and Running an Online Panel</td>
<td>DCSP</td>
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<td>3:30 p.m. - 5:00 p.m.</td>
<td><strong>Concurrent Sessions I</strong></td>
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<td>Session 1: <strong>Question Your Answers and Probe your Questions</strong></td>
<td>Director’s Row E</td>
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<td>Session 2: <strong>Further Down the Road with Mode: Advances in Understanding the Impact of Survey Mode on Data Quality</strong></td>
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<td>Session 3: <strong>We Want You...We Want You Back: Response and Retention in Longitudinal and Panel Surveys</strong></td>
<td>Director’s Row I</td>
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<td>Session 4: <strong>The Power, Promise and Peril of Auxiliary Data</strong></td>
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<td>Session 5: <strong>The M_SSING Link: New Methods for Imputation</strong></td>
<td>Governor’s Square 11</td>
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<td>Session 6: <strong>So Many Choices. Research on Response Scales</strong></td>
<td>Governor’s Square 12</td>
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<td>Session 7: <strong>You Are What You Eat (And Where You Live): Health, Activity, and Geography</strong></td>
<td>Governor’s Square 14</td>
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<td>Session 8: <strong>The Worldwide Challenge of Developing and Using Web-Push Methods for Conducting Surveys</strong></td>
<td>Governor’s Square 15</td>
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<td>Session 9: <strong>Upwardly Mobile: Improving Data Quality on Smartphone/Mobile Surveys</strong></td>
<td>Governor’s Square 16</td>
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<td>Session 10: <strong>How to Get Media Attention for Your Research</strong></td>
<td>Governor’s Square 17</td>
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<tr>
<td>5:15 p.m. - 6:45 p.m.</td>
<td><strong>AAPOR Membership &amp; Business Meeting</strong></td>
<td>Plaza Ballroom B</td>
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<tr>
<td>7:00 p.m. - 7:45 p.m.</td>
<td><strong>President’s Reception</strong></td>
<td>Plaza Ballroom BCEF</td>
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<tr>
<td>7:45 p.m. - 10:00 p.m.</td>
<td><strong>Awards Banquet</strong></td>
<td>Plaza Ballroom BCEF</td>
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<tr>
<td>10:00 p.m. - 1:00 a.m.</td>
<td><strong>Bash After the Banquet</strong></td>
<td>Grand Ballroom</td>
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Concurrent Sessions F
Friday, May 18, 2018, 8:00 a.m. – 9:30 a.m.

Session 1: Information, Knowledge, and Motivation: Reasons for Participation

Paper: Attitudes and Issues

Moderator: Jennifer Benz, NORC at the University of Chicago
Location: Director’s Row E

Does Hating the Press Create Opposition to Press Freedoms? Exploring the Implications of Declining Public Trust in the News Media
Andrew Daniller, University of Pennsylvania

Perceptions of Elections in Repeated Exposure to Singular vs Aggregate Evidence of Public Opinion
Ozan Kuru, University of Michigan
Josh Pasek, University of Michigan
Michael Traugott, University of Michigan

Rethinking Abortion Survey Questions: From a Legal to a Values-Behavioral Framework
Kate Stewart, ConwayStrategic
Janine B. Beekman, Ipsos Public Affairs
Julia Clark, Ipsos Public Affairs

Informed=Motivated? Explaining the Paradox of Knowledgeable Motivated Reasoners
Josh Pasek, University of Michigan
Brian E. Weeks, University of Michigan

Empathy and Political Attitude Formation. Experimental Revalidation of the First Empathy Short Scale
Wolfgang Karlstetter, Stony Brook University

Session 2: Questioning the Questioner: Exploring Interviewer Effects in Surveys

Paper: Data Quality

Moderator: Paul Schroeder, EurikaFacts
Location: Director’s Row H

Reducing Acquiescent Response Style with Conversational Interviewing.
Frederick Conrad, University of Michigan
Rachel Davis, University of South Carolina
Anna Mesa, University of South Carolina
Shaohua Dong, University of Michigan

Comparing Interviewer and Respondent Profile in Face-to-Face Surveys
Galina Zapryanova, Gallup
Johanna Godoy, Gallup
Audris Campbell, Gallup

Wellbeing and Data Quality in the American Time Use Survey (ATUS)
Ana Lucia Cordova-Cazar, Universidad San Francisco de Quito

Telephone Survey Respondents’ Abilities to Identify the Race of Their Interviewers
Paul Lavrakas, Self-Employed
Dan Thaler, Michigan State University Office of Survey Research
Delicia Solis, Michigan State University Office of Survey Research
Linda Stork, Michigan State University Office of Survey Research

Interviewer Effects and Social Desirability: A Cross-Cultural Analysis of Face-to-Face Surveys
Martha McRoy, Pew Research Center
Courtney Nelson, Pew Research Center
Concurrent Sessions F

Friday, May 18, 2018, 8:00 a.m. – 9:30 a.m.

Session 3: Qual
Raise the Flag to Retreat or Rejoice?
Exploring the Utility of Appended Information to ABS Samples

Paper: Data Quality

Moderator: Cameron McPhee, American Institutes for Research
Location: Director’s Row I

Variables Appended to ABS Frames:
Has Data Quality Improved?
Shelley Roth, Westat
Andrew Caporaso, Westat
Jill DeMatteis, Westat

Analysis of Temporal Dynamics in Commercial Data

Paul Burton, University of Michigan
Daniel Guzman, University of Michigan
Sunghee Lee, University of Michigan
Ashley Hyon, Marketing Systems Group
David Malarek, Marketing Systems Group

PO Boxes on Address-Based Sampling (ABS) Frames – Under- or Over-Coverage or Both?

Joseph McMichael, RTI International
Derick Brown, RTI International

Give a Second Thought to the Secondary City:
New Applications of the USPS City State File

Derick Brown, RTI International
Joe McMichael, RTI International

Assessing the Impact of the Local Partner File Updates on the Master Address File (MAF)

Alejandro Hernandez Segura, U.S. Census Bureau

Session 4: Inv
You got that data from my Mobile Device?

Methodological Brief: Innovations & Emerging Methods

Moderator: Karol Krotki, RTI International
Location: Governor’s Square 10

Willingness to collect smartphone sensor data in a Dutch probability-based online panel of the general population

Bella Struminskaya, Utrecht University
Vera Toepoel, Utrecht University
Peter Lughtig, Utrecht University
Barry Schouten, CBS
Marijke Haan, Utrecht University
Annemiek Luiten, CBS

SurveyMotion: What can we learn from Sensor Data About Respondents’ Actions in Mobile Web Surveys?

Jan Karem Höhne, University of Mannheim
Stephan Schlosser, University of Göttingen

Using an “All-in-one” Smartphone GPS Application for Household Travel Survey Data Collection

Joann Lynch, RSG
Elizabeth Greene, RSG
Michelle Lee, RSG


Elaine Perrin, Nielsen
Oana Dan, Nielsen

It’s a Mobile, Mobile World — Identifying Changing Trends in Internet Usage

William DeShong, Data Scientist

Coverage Error in Mobile Web Surveys Across European Countries

Tobias Baier, Darmstadt University of Technology
Anke Metzler, Darmstadt University of Technology
Marek Fuchs, Darmstadt University of Technology
Concurrent Sessions F
Friday, May 18, 2018, 8:00 a.m. – 9:30 a.m.

Session 4: (continued)

Using Digital Technology to Administer an Intensive Longitudinal Survey to Adolescents: Innovations, Challenges, and Lessons
Naila Rahman, Princeton University
Rachel Goldberg, University of California, Irvine
Dawn Koffman, Princeton University
Marta Tienda, Princeton University

Do Respondents in Business Surveys Device Switch?
Karen Stein, Westat
Sarah Bennett-Harper, Westat
Martha Stapleton, Westat
Kerry Levin, Westat
Brenda Schafer, Internal Revenue Service
Pat Langetieg, Lisa Rupert, Scott Leary, Internal Revenue Service

Session 5:

I Bet Your Barista Doesn’t Serve Up These Blends: Comparing Nonprobability and Probability Surveys and Their Combinations
Methodological Brief: Probability and Nonprobability
Moderator: John Kennedy, Indiana University
Location: Governor’s Square 11

Novel Methods for Blending of Probability and Convenience Samples
Michael Robbins, RAND Corporation

Bayesian Integration of Probability and Non-Probability Sample
Joseph Sakshaug, German Institute for Employment Research
Arkadiusz Wisniowski, University of Manchester
Diego Perez-Ruiz, University of Manchester
Annelies Blom, University of Mannheim

A Comparison of Two ABS Designs and a Census Balanced Non-Probability Quota Sample
Robert Tortora, ICF International
Ronaldo Iachan, ICF International

Efficient Weighting Adjustments for Nonprobability Sample Surveys
Mansour Fahimi, GfK
Leticia Maciel, GfK
Frances Barlas, GfK
Elisa Chan, GfK
Randall K. Thomas, GfK

Calibrating Big Data for Population Inference: Applying Quasi-randomization Approach to Naturalistic Driving Data using Bayesian Additive Regression Trees
Ali Rafie, University of Michigan
Michael R. Elliott, Survey Research Center, Institute for Social Research, University of Michigan
Carol A. C. Flannagan, University of Michigan
Transportation Research Institute
Concurrent Sessions F
Friday, May 18, 2018, 8:00 a.m. – 9:30 a.m.

Session 5: (continued)

Measuring the Substantive Consistency of Findings from Online Probability and Opt-in Surveys
Andrew Mercer, Pew Research Center
Arnold Lau, Pew Research Center

Examining Polling Accuracy and Representativeness Across Varying Survey Methodologies with Simultaneously-Collected Data
David Taylor, Roanoke College
Alice Kassens, Roanoke College
Harry Wilson, Roanoke College

Comparison Between Redirected Inbound Call Sampling Surveys and Outbound Telephone Surveys
Burton Levine, RTI International
Karol Krotki, RTI International

Session 6: BigData

S_RVEY Response: Finding Ways to Put U Back In

Paper: Big Data/Data Science

Moderator: Kelly Foster,
East Tennessee State University

Location: Governor’s Square 12

A Response Propensity Modeling Experiment of the Differential Allocation of Recruitment Strategies in the Simmons National Consumer Survey
Mickey Jackson, Self-Employed
Paul J Lavrakas, Independent Consultant
Gerry Dirksz, Simmons Research
Claudette Brazle, Simmons Research
Lisa Lusskin, Simmons Research
Beth Ponce, Simmons Research

Adaptive RDD Design: Competing Risks Survival Model with Time-dependent Covariates
Randal ZuWallack, ICF International

Robustness Check Against Survey Non-observation
Masahiko Aida, Civis Analytics

Using Machine Learning to Reduce Non-Response Bias Risk
Derrick Gray, Numeris
Sepideh Farsinezhad, Numeris

Using Machine Learning to Correct for Survey Nonresponse
Curtis Signorino, University of Rochester
Antje Kirchner, RTI International
Concurrent Sessions F
Friday, May 18, 2018, 8:00 a.m. – 9:30 a.m.

Session 7: PORTAL Inv DCol
Building a Multi-Mode Survey Research Panel: Lessons Learned and Future Developments from Be Heard Philly and Be Heard Mile High
PORTAL: Innovations & Emerging Methods/Data Collection
Moderator: Heidi Grunwald, Temple University Institute for Survey Research
Location: Governor’s Square 14

Building a Multi-Mode Survey Research Panel: Lessons Learned and Future Developments from BeHeardPhilly
Heidi Grunwald, Temple University Institute for Survey Research

BeHeardMileHigh: The First Community-Driven Panel that Focuses on Health, Wellness, and Social Justice in the African American Community
Lynn VanderWielen, Center for African American Health

Session 8: A&I
Race to Understand America: the Minority Experience and Politics
Paper: Attitudes and Issues
Moderator: Mark Schulman, ABT Associates
Location: Governor’s Square 15

The Lives and Voices of Black America Post 2016 Election
Tresa Undem, PerryUndem Research/Communication
Shakari Nichele Byerly

Making a Difference Through Community-Based Research: The Black Experience Project
Keith Neuman, Environics Institute for Survey Research

Examining Differences in Political Attitudes by Education Among Blacks and Hispanics
Hannah Fingerhut, Pew Research Center
Jocelyn Kiley, Pew Research Center

Overestimation of Minority Groups: Perceived Threat, Media Exposure, and Generalized Misestimation Bias
Brian Guay, Duke University
David Landy, Indiana University (Bloomington)
Tyler Marghetis, Indiana University (Bloomington)
Cara Wong, University of Illinois (Urbana Champaign)
Concurrent Sessions F
Friday, May 18, 2018, 8:00 a.m. – 9:30 a.m.

Session 9: Q&I
How Do We Know What They Know? Theory and Practice of Question Evaluation

Paper: Questionnaire Design and Interviewing

Moderator: Rachel Caspar, RTI International
Location: Governor’s Square 16

The Problem with Problems: Modified Perspectives on the Role of Cognitive Interviewing for Improving Questionnaires
Paul Beatty, U.S. Census Bureau

Exploring Impression Management vs Social Desirability Effects with Weight Loss and Weight Management Questions and its Influence on The Question Response Process
Sheba Dunston, Centers for Disease Control and Prevention

Methodological Considerations for Interviewing Teens
Meredith Massey, National Center for Health Statistics

If Pretesting is a Best Practice, Why are so Few Reporting It? A Comprehensive Audit of a Sample of Medical Education Journals
Colleen Colbert, Cleveland Clinic Lerner College of Medicine of Case Western Reserve University
Judith French, Cleveland Clinic
Alejandro Arroliga, Baylor Scott & White Health

Developing Self-Administered Questionnaires for Children and Teenagers
Victoria Hoverman, Westat
Teresa Kline, Westat
Joselin Bravo, Westat
Adwoa Prempeh, Westat
Amanda Wilmot, Martha Stapleton, Westat
Melissa Rothstein, Sujata Dixit-Joshi
Tracy Vericker, Westat

Session 10: PPP
How to Get Your Survey Elected. Practical Tools for Improving Election Surveys.

Methodological Brief: Populations, Polls, and Politics

Moderator: Nick Moon, Moonlight Research
Location: Governor’s Square 17

When To Ask About Third-Party Candidates? A Question Order Experiment with a ‘Really’ Big Sample
Mark Blumenthal, SurveyMonkey
Reuben McCleanor, SurveyMonkey

Named and Partially Named Candidate Matchups for Early-Cycle Polling
Charlotte Swasey, Civis Analytics
David Shor, Civis Analytics
Michael Sadowsky, Civis Analytics

May I Please Speak to…? Sampling and Asking for Respondents by Name in Registration Based Samples
Dean Williams, Abt Associates
Seth Brohinsky, Abt Associates
Raphael Nishimura, Abt Associates
Scott Clement, Washington Post
Emily Guskin, Washington Post

Minimizing Error in Mega-Polls: Lessons from the 2016 Election
Joseph Zappa, Cicero Insights
Emily Riederer, Capital One
Kaitlyn McAuliffe, LEWIS

Headers in Voting Advice Applications: the Effect of Issue Framing in Political Attitude Surveys
Bregje Holleman, Utrecht University
Naomi Kamoen, Tilburg University

Intracycle Reporting for Tracking Survey Studies
Alan Roshwalb, Ipsos
Marcus Maher, Ipsos
Concurrent Sessions F
Friday, May 18, 2018, 8:00 a.m. – 9:30 a.m.

Session 10: (continued)

The University of Montana Big Sky Poll: Perspectives from a Rural, Western State
Sara Rinfret, University of Montana
Justin Angle, University of Montana

How Does Questionnaire Design Affect Party ID?
Kyley McGeeney, PSB
Jennifer Miller-Gonzalez, PSB
Haley Tran, PSB

Session 11:

AAPOR’s Got Talent
NEW!

Sponsors: Sample Solutions, UConn Program in Survey Research, American Institutes for Research, and the Survey Research Center at the University of Michigan Institute for Social Research

Moderator: Brady T. West, University of Michigan

Judges: Nancy Bates, U.S. Census Bureau
Carsten Broiche, Sample Solutions
Diane Herz, Mathematica
Jessica L. Holzberg, U.S. Census Bureau
Ting Yan, Westat

Location: Plaza Ballroom BCEF

Finalists:

Statistical Data Integration
Ying Han, University of Maryland
Partha Lahiri, University of Maryland

Surveys, Public Opinion, and Democracy: A Youth Education Initiative
Allyson Holbrook, University of Illinois at Chicago

Public Opinion in Space and Time: A Geospatial View of Public Attitudes Towards Surveys
Sarah Kelley, American Institutes for Research
Celeste Stone, American Institutes for Research
Clyde Tucker, American Institutes for Research

Trust us: Leveraging a more nuanced understanding of trust in survey research
Colleen McClain, University of Michigan

Automated Retrieval of Information From Open-Ended Survey Responses Using Natural Language Processing
Antonia Warren, Westat
Reanne Townsend, Westat
Hanyu Sun, Westat
David Cantor, Westat
Andrew Caporaso, Westat
Gonzalo Rivero, Westat
Concurrent Sessions G
Friday, May 18, 2018, 10:00 a.m. – 11:30 a.m.

Session 1: DCSP
Your Secret is Safe With Me. Impact of Confidentiality and Privacy on Survey Response
Paper: Data Collection and Survey Participation
Moderator: Marek Fuchs, Darmstadt University of Technology
Location: Director’s Row E

Can Phishing Tank Survey Response Rates? Evidence from a Natural Experiment
Philip Brenner, University of Massachusetts Boston

Priming Confidentiality Concerns: How Reminders of Privacy Affect Response Rates and Data Quality in Online Data Collection

Session 2: Inv
Learning from the Madness: Digital-Trace Data, Crowd-Sourcing, and Natural Language Processing
Methodological Brief: Innovations & Emerging Methods
Moderator: Dawn V. Nelson, U.S. Census Bureau
Location: Director’s Row H

Web-scraping Data for Official Statistics: Examining the periodicity and quality of indicators of crime from law enforcement web sites
Michael Planty, RTI International
Duren Banks, RTI International
Samuel Goree, RTI International

Hybrid data collection approach to improve estimates of arrest-related deaths in the US
Peter Baumgartner, RTI International
Duren Banks, RTI International
Michael G. Planty, RTI International

Ground Truthing in Social Media Research: Assessing Methods Used for Demographic Inference from Twitter
Colleen McClain, University of Michigan
Zeina Mneimneh, University of Michigan
Trivellore Raghunathan, University of Michigan
Lisa Singh, Georgetown University

Big Data and Machine Learning Elucidate Perceptions of Gun Control and Violence: Patterns Across Time and Landscapes
Daniel Scantlebury, Resonate
Sam Hawala, Resonate
Toshi Yumoto, Resonate

Identifying Eligible Samples through Text Mining and Machine Learning Classification
Adam Lee, ICF International

Natural Language Processing: A Powerful Tool to Analyze Open-Ended Survey Responses
Shane Thompson, Summit
Tim Book, Summit
Avinash Tamby, Summit

Is the Media Liberal? Using Natural Language Processing to Identify Media Bias
Sarah Kelley, American Institutes for Research
Claire Kelley, American Institutes for Research

Using Linguistic Methodologies for Optimizing Data Quality in Focus Group Research
Cally Alessi, Nielsen Company
Emily Summers, Nielsen
Concurrent Sessions G
Friday, May 18, 2018, 10:00 a.m. – 11:30 a.m.

Session 3: A&I
What do Scientists Know Anyway?

*Paper: Attitudes and Issues*

**Moderator:** Mike Binder, University of North Florida
**Location:** Director’s Row I

“Scientists Fall Apart: Education, Ideology, and General Public Adult Perceived Agreement among Climatologists on Global Warming 2006 and 2010”
Susan Carol Losh, Florida State University

*Can We Just Skip Doing Surveys Altogether?* Comparing the Accuracy of MRP and LAD to Real Survey Data
Samantha Sekar, Stanford University
Jon A. Krosnick, Stanford University
Bo MacInnis, Stanford University

*Partisan Media and Science Knowledge*
Josh Pasek, University of Michigan
Sedona Chinn, University of Michigan

*Which Science News Topics Do Americans Most Commonly Perceive as Fabricated or Controversial?*
Brian Kennedy, Pew Research Center
Jeffrey Gottfried, Pew Research Center
Elisa Shearer, Pew Research Center
Meg Hefferon, Pew Research Center

*Demographic Variations in the Stability of Science Knowledge in a Panel Survey*
Nick Allum, University of Essex
Kiril Makarovs, University of Essex
Josh Pasek, University of Michigan

Session 4: Q&I
Running our Questions Through the Ringer: Multiple Methods for Evaluating Survey Questions

*Methodological Brief: Questionnaire Design and Interviewing*

**Moderator:** Darby Steiger, Westat
**Location:** Governor’s Square 10

*One Nail, Many Hammers: Comparing Results Obtained from Multiple Question Evaluation Methods*
Jessica Holtzbert, U.S. Census Bureau

*Getting Carded: Incorporating Card Sorts into Cognitive Interviews*
Jessica Holzberg, U.S. Census Bureau

*Using Focus Group Results to Inform In-Depth Interview Protocols*
Vincent Welch, NORC at the University of Chicago
Erin Fordyce, NORC at the University of Chicago
Laurence Ralph, Harvard University
Michiko Tsuneda, Harvard University

*Minimizing Order Effects when Integrating Early Stage Scoping and Cognitive Interviewing Techniques*
Kenneth Herrell, U.S. Census Bureau
Kristin Stettler, U.S. Census Bureau
Catherine Buffington, U.S. Census Bureau
Javier Miranda, U.S. Census Bureau

*No Cost, Lost Cost Cognitive Interviewing*
Raeal Moore, ACT Inc.

*Blending Methodologies in Cognitive Interviews and IDIs to Examine Perceptions of Jobs and Work: Advantages and Caveats*
Bernard L. Dugoni, NORC at the University of Chicago
Tom W. Smith, NORC at the University of Chicago
Concurrent Sessions G
Friday, May 18, 2018, 10:00 a.m. – 11:30 a.m.

Can We Help Seemingly Confused Respondents? Experimentally Testing Conventional and Novel Approaches
David Vannette, Stanford University & The Qualtrics Methodology Lab
Carol Haney, Qualtrics

Screening for Specific Experiences: Fine-Tuning Questions in Multi-phase Testing
Mandi Martinez, U.S. Census Bureau
Mary Davis, U.S. Census Bureau

Session 5:  **DCSP**
Incentive traits for better response rates.
Methodological Brief: Data Collection and Survey Participation
Moderator: Brad Houseknecht, NPC Inc.
Location: Governor’s Square 11

Incentive Effects on Nonresponse and Data Quality
Lindsey Witt-Swanson, University of Nebraska - Lincoln
Quan Zhou, University of Nebraska - Lincoln
Jolene D. Smyth, University of Nebraska - Lincoln
Kristen Olson, University of Nebraska - Lincoln

Finding the Right Ingredients: Mixing Incentives, Deadlines, and Different Mode Protocols to Improve Response Rates in ABS Designs
Thomas Brassell, ICF International
Sahnah Lim, New York University School of Medicine
Stephen Immerwahr, New York City Department of Health and Mental Hygiene
Amber Levanon Seligson, New York City Department of Health and Mental Hygiene
James Dayton, ICF International
Randal ZuWallack, ICF International

Does Geography Affect the Effectiveness of Incentives?
Hanyu Sun, Westat
Jocelyn Newsome, Westat
Jennifer McNulty, Westat
Kerry Levin, Westat
Michael Giangrande, Westat
Brenda Schafer, Internal Revenue Service
Pat Langetieg, Internal Revenue Service
Saurabh Datta, Internal Revenue Service

Incentives and Survey Length: Does Offering a Choice Result in Higher Response Rates?
Jared Coopersmith, Mathematica Policy Research
Nancy Duda, Mathematica Policy Research
Sarah Forrestal, Mathematica Policy Research
Brianna Sullivan, Mathematica Policy Research
Concurrent Sessions G
Friday, May 18, 2018, 10:00 a.m. – 11:30 a.m.

Exploring Monetary Incentives and Respondent Burden in The Consumer Expenditure Interview Survey
Ian Elkin, U.S. Bureau of Labor Statistics
Barry Steinberg, U.S. Bureau of Labor Statistics

May The Odds Be Ever In Your Favour: Gamifying Incentives For Panel Participants
Adam Gluck, Nielsen
Erin Wittkowski, Nielsen
Arianne Buckley, Nielsen

It is the Gift that Counts: The Effectiveness of Non-Monetary, Tangible Rewards for Child Respondents
Courtney Mooney, Nielsen
Erin Wittkowski, Nielsen
Arianne Buckley, Nielsen

Effect of Incentives on Reducing Response Bias in a Web Survey of Parents
Kate LeFauve, NORC at the University of Chicago
Kathy Rowan, NORC at the University of Chicago
Kriston Koepp, NORC at the University of Chicago
Gillian Lawrence, NORC at the University of Chicago

Session 6: **DCSP**
If I Adapt will you Respond?
**Paper: Data Collection and Survey Participation**

**Moderator:** Vicki Pineau, NORC at the University of Chicago

**Location:** Governor’s Square 12

Jenny Nguyen, Decision Information Resources Inc.
Cynthia Castaldo-Walsh, Decision Information Resources Inc.
Chelsea Whiting, Decision Information Resources Inc.
Sylvia R. Epps, Decision Information Resources Inc.

Adaptive Designs - Tailoring of Contact Materials to Increase Survey Participation
Emilia Peytcheva, RTI International
Antje Kirchner, RTI International
Rebecca Powell, RTI International

Meeting/Achieving Your Targeted Response Rate: Using Adaptive Design in a National Survey of County Health Officials
Anne Diffenderffer, American Institutes for Research
Alexander Mendoza, American Institutes for Research

Responsive Survey Design to Improve Participation among African American Mothers in PRAMS
Patrick Madden, Market Decisions Research
Jennifer Oliver, Market Decisions Research
Tracey Jewell, Kentucky Department for Public Health, Division of Maternal and Child Health
Tina Webb, Kentucky Department for Public Health, Division of Maternal and Child Health

Adaptive Methodology for Reaching Sexual Minority Women with Phone/Web Based Respondent Driven Sampling
Karen Trocki, Alcohol Research Group
Concurrent Sessions G

Friday, May 18, 2018, 10:00 a.m. – 11:30 a.m.

Session 7: **PPP**
Will it Blend? Weighting and Modeling in Pre-Election Polls
*Paper: Populations, Polls, and Politics*

**Moderator:** Brian McDonald, *High Point University*

**Location:** Governor’s Square 14

- **Weighting by Education in Registration-Based Samples**
  - Nate Cohn, *New York Times*

- **An Assessment of The Utility of Past-Vote Weighting for Vote Intention Estimates**
  - Patrick Sturgis, *University of Southampton*
  - Jouni Kuha, *London School of Economics*

- **How Do Weighting Targets Affect Pre-Election Poll Results?**
  - Kylene McGeeney, *PSB*
  - Haley Tran, *PSB*

- **Fully Bayesian MRP for Data Integration**
  - Robert Petrin, *Ipsos Public Affairs*
  - Mark Polyak, *Ipsos Public Affairs*
  - Neal El-Dash, *Sleek Data*

- **The Effectiveness of Multilevel Regression with Post Stratification in Using Survey Data to Predict Popular Vote by State on US Presidential Elections**
  - David Llanos, *Gallup*
  - Andrew Dugan, *Gallup*
  - Diana Liu, *Gallup*
  - Manas Chattopadhyay, *Gallup*

Session 8: **PORTAL**
Raising the Bar on Graphics: An Introduction to Data Visualization of Survey Data using R and R Shiny Apps.
*PORTAL: Big Data/Data Science*

**Moderator:** Brady West, *University of Michigan*

**Location:** Governor’s Square 15

- **Effective Data Visualization for Surveys**
  - Brady West, *University of Michigan*

- **The Basics of Creating R Shiny Apps based on Survey Data**
  - Heather Kitada, *Oregon State University*

Session 9: **Qual**
Promises, Proxies, Paradata and Other Prospects for Reducing Measurement Error
*Methodological Brief: Data Quality*

**Moderator:** Dragana Bolcic-Jankovic, *University of Massachusetts Boston*

**Location:** Governor’s Square 16

- **How Do Different Cues Affect Proxy Reporting of Transit Use?**

- **The Effect of Weather Conditions on Survey Responses and Data Quality in a Face-to-face Survey**
  - Allyson Holbrook, *University of Illinois Chicago*
  - Marina Stavrakantonaki, *University of Illinois Chicago*
  - Timothy Johnson, *University of Illinois Chicago*

- **Asking for Commitment in a Web Survey of Youth and Teens**
  - Valrie Horton, *Abt Associates*
  - Benjamin Phillips, *Abt Associates*
  - Jared Knott, *Abt Associates*
  - Daniel Herb, *Boys & Girls Clubs of America*
  - Robin Hinchee, *Boys & Girls Clubs of America*
Concurrent Sessions G
Friday, May 18, 2018, 10:00 a.m. – 11:30 a.m.

What Can Computer-generated Paradata Tell Us About the Quality of an Interview?
Sharan Sharma, University of Michigan
Michael Elliott, University of Michigan, Ann Arbor

The Multi-Trait Multi-Error Approach to Estimating Measurement Error
Alexandru Cernat, The University Of Manchester
Daniel Oberski, University of Utrecht

The Effect of Tailored Feedback on Response Quality in an Online Survey
Kristen Cibelli Hibben, University of Michigan
Frederick Conrad, Survey Research Center, University of Michigan

The Highs and Lows of Don’t Knows: Insights From A Survey of Oncologists About How They View Medicinal Use of Marijuana
Dragana Bolcic-Jankovic, Center for Survey Research - University of Massachusetts Boston
Jessica LeBlanc, Center for Survey Research - University of Massachusetts Boston
Eric G. Campbell, Harvard Medical School and Massachusetts General Hospital
Ilana M. Braun, Dana-Farber Cancer Institute and Harvard Medical School

Social Desirability in Panel Studies: An Experiment of Responses to a Refugee Resettlement Vignette
Mariel Leonard, University of Mannheim
Guido Ropers, University of Mannheim

Session 10:
Professional Development Workshop:
Flash Mentoring
Speaker: Julie Kantor, President and CEO of Twomentor, LLC

THE MENTOR ROADTRIP™ (think ‘speed mentoring’) is a unique and well-respected program that accelerates leaders of all generations to “Buckle-in and Get into the Fast Lane of Your Career”. In this highly interactive session, participants will hear insights from Julie Kantor, President and CEO of Twomentor, LLC on the Business Case for mentoring and why it’s a triple WIN. The session will be a combination of insightful training, interactive engagement, and networking! Specifically, in this workshop, Julie will unpack the qualities of a good mentor and discuss approaches for creating meaningful mentoring experiences for employees who might span up to 5 generations. The workshop also includes a discussion of how mentoring can support the retention of millennial employees and participants will get to experience some of these insights firsthand through Flash Mentoring opportunities provided throughout the workshop.

Memoriam Session
12:45 p.m. – 1:45 p.m.
Organizer: Courtney Kennedy, Pew Research Center
Location: Director’s Row E
Remembering and Honoring AAPOR Members who have Passed On During the Past Year.

Meet The Authors Session
12:45 p.m. – 1:45 p.m.
Authors: Lawrence D. Bobo and Mia Tuan
Prejudice in Politics: Group Position, Public Opinion, and the Wisconsin Treaty Rights Dispute (2018 AAPOR Book Award Winner)

Authors: Richard Valliant and Jill Dever
Survey Weights: A Step-by-Step Guide to Calculation
Poster Session #3
Friday, May 18, 2018, 12:45 p.m. - 1:45 p.m.
Plaza Exhibit Hall

1. Impact of Interviewer Training on the Quality of Health Care Expenditure Data Collected in a National Health Survey
   Sadeq Chowdhury, Agency for Healthcare Research & Quality
   Steve Machlin, Agency for Healthcare Research & Quality

2. Effect of Mobile-Optimization on Respondent Burden and Data Quality in an Existing Household Government Web Survey
   Jocelyn Newsome, Westat
   Jennifer McNulty, Westat
   Kerry Levin, Westat
   Hanyu Sun, Westat
   Brenda Schafer, IRS
   Patrick Langetieg, IRS

3. Using Surveys of Nonresponders to Examine Barriers to Participation and Potential Bias on Military Surveys
   Samantha Daniel, Office of People Analytics
   Jeff Schneider, M.S., Office of People Analytics
   Eric Falk, M.S., Office of People Analytics
   Dave McGrath, Office of People Analytics

4. Assessing the Quality of Proxy Responses
   Jordan Misra, U.S. Census Bureau - Washington, DC
   Rachel T. Horwitz, U.S. Census Bureau
   Renee Reeves, U.S. Census Bureau
   Beth Newman, U.S. Census Bureau
   Padriac Murphy, U.S. Census Bureau

5. Improving Archival Description of Polling Methods: A Historical Case Study
   Kathleen Weldon, Roper Center for Public Opinion Research

6. Using Personality Traits as Predictors of Unit Nonresponse in a Life History Mail Survey
   Xinyu Zhang, University of Michigan SMP
   Hani Zainulbhai, University of Michigan

7. Challenges associated with moving from Decentralized to Centralized Reinterview
   Alpha Savage, U.S. Census Bureau
   Alan Peterson, U.S. Census Bureau

8. Shirking and Response Times
   Carla VanBeselaere, Mount Allison University

9. Bias in Panel Estimates due to Panel Conditioning
   Ruben Bach, University of Mannheim

10. How Accurately do Respondents Identify the Race and Ethnicity of Their Interviewer Over the Telephone?
    Anna Brown, Pew Research Center

11. Evaluation of the Reliability of the Locus of Control Scale Among Youths
    Vanessa Meldener-Harrell, Westat
    Eileen Ahlin, Penn State

12. I don’t know. The effect of question polarity on no-opinion answers
    Naomi Kamoen, Tilburg University
    Bregje Holleman, Utrecht University

13. How Many Americans Have a Mixed Religious Identity?
    Gregory Smith, Pew Research Center

14. Exploring the Cause and Effects of a Reporting Error in a National Health Insurance Survey
    David Kashihara, Agency for Healthcare Research & Quality
    Frederick Rohde, Agency for Healthcare Research and Quality

15. Do I Have a Choice? Comparing Parental Perceptions of School Choice with Actual School Choice in Selected School Districts
    Angelina KewalRamani, American Institutes for Research
    Anlan Zhang, American Institutes for Research

16. Benchmarking Survey Estimate Trends from Online Panels Against Those from Gold Standard Surveys
    Pat Dean Brick, GfK
    Michael Lawrence, GfK
    Frances Barlas, GfK
    Maya Grosul, GfK
    Mansour Fahimi, GfK
Poster Session #3

Friday, May 18, 2018, 12:45 p.m. – 1:45 p.m.
Plaza Exhibit Hall

17. The Sociometric Framework: New Measures of Reliability and Validity
Randall K. Thomas, GfK Custom Research
Frances M. Barlas, GfK Custom Research

18. Just Say No: Is There Acquiescence Bias in Yes-No Response Formats?
An Liu, GfK Custom Research
Randall K. Thomas, GfK Custom Research
Frances M. Barlas, GfK Custom Research

Lillian Yahng, Indiana University
Jesse Talley, Indiana University

20. Examining Adolescents’ Survey Fatigue in a Series of Knowledge Items
Andrea Bucciarelli, Mathematica Policy Research
Jennifer Walzer, Mathematica Policy Research
Sarah Forrestal, Mathematica Policy Research

21. Alternative Question Designs for “Other, Specify” Write-In Spaces: An Experiment in an Establishment Survey
Diane K. Willimack, U.S. Census Bureau
Kevin A. Linares, Formerly U.S. Census Bureau
Brian Kriz, Formerly JPSM/UMd
Jennifer L. Beck, National Science Foundation

22. Behavior Coding of the BLS Pilot Household Survey of Workplace Injuries and Illnesses
Kristen Pancio, U.S. Bureau of Labor Statistics

23. Does One Plus One Equal Two? Comparing Data on Parents’ Marital and Partner Status Over Time
Anlan Zhang, American Institutes for Research
Angelina KewalRamani, American Institutes for Research

24. Tough Enough? An Exploration of Perpetuating Gender Bias in Political Polling
Aimee Vella Ripley, Unaffiliated

25. Evaluating Respondents’ Interaction with a Web-based Dashboard
Adriana Hernandez-Viver, U.S. Census Bureau
Rachel T Horwitz, U.S. Census Bureau
Jordan Misra, U.S. Census Bureau
Renee Reeves, U.S. Census Bureau
Sarah S Vetting, U.S. Census Bureau

26. “I’m seeing blank stares”: Exploring Digital Audio Behaviors through Focus Groups
Emily Summers, The Nielsen Company
Lauren Walton, The Nielsen Company
Jennifer Hunsecker, The Nielsen Company

27. Perceived Stigma or Perceived Content: Exploring the Effects of a Wording Change
Marina Stavrakantonaki, University of Illinois - Chicago
Timothy P. Johnson, University of Illinois at Chicago
Georgios A. Skouras, University of Chicago
Michael Siciliano, University of Illinois at Chicago
Jerreed Ivanich, University of Nebraska-Lincoln

28. Crowdsourcing Consensus to Build a Better Survey
Leslyn Hall, Redstone Research LLC
Seth Muzzy, MDRC

29. Brand New: Ratings of Brands Based on Context
Abigail Giles, GfK Custom Research
Randall K. Thomas, GfK Custom Research
Frances M. Barlas, GfK Custom Research

30. Best Practices For Using iNPS and eNPS in an Enterprise Setting: Does Question Order Impact Net Promoter Score Results When Assessing Employee Engagement and Enterprise Tools in Web-Based Surveys?
Randal Ries, IBM
Annette Tassone, IBM

31. A Comparison of Two Web-based Measures of Health Literacy and Numeracy
Victoria Hoverman, Westat
Jennifer Crafts, Westat
Douglas Williams, Westat
Andrew Caporaso, Westat
Kathryn Alkin, Food and Drug Administration
Helen Sullivan, Food and Drug Administration
Poster Session #3

Friday, May 18, 2018, 12:45 p.m. – 1:45 p.m.
Plaza Exhibit Hall

32. You Know, the Ad with the Three Frogs: Effects of Question Order and Visual Design on Quantity and Elaboration of Recalled Brands
   Andrew Sell, University of Minnesota
   Alicia Hofelich Mohr, University of Minnesota
   Thomas Lindsay, University of Minnesota

33. To List or Not to List, that is the Question: An Examination of Existing Research on the Challenges and Best Practices of Household Rostering
   Kathleen Kephart, U.S. Census Bureau
   Amber Henderson, U.S. Census Bureau
   Jon Krosnick, Stanford University

34. Compare Two Screener Listing Methods in an Online Household Survey
   Tzu-Jou Wan, American Institutes for Research
   Rachel Hanson, American Institutes for Research
   Danielle Battle, American Institutes for Research

35. Modifying an Intro Script to Reduce Bias and Maximize Response Rate in a RDD Survey of Adult American Workers
   Deirdre Middleton, ICF International
   Patricia Vanderwolf, ICF International
   Polly Phipps, Bureau of Labor Statistics
   Naomi Freedner, ICF International
   Randy ZuWallack, ICF International

36. Comparing Interviewer-Respondent Interactions for Low Versus High Response Scale Ranges in Telephone Surveys
   Mazen Sarwar, University of Nebraska - Lincoln
   Kristen Olson, University of Nebraska-Lincoln
   Jolene D. Smith, University of Nebraska-Lincoln

37. Design and Effectiveness of Multimodal Definitions in Online Surveys
   Maura Spiegelman, University of Maryland
   Frederick Conrad, University of Michigan

38. Considering Lessons Learned from a Bridge Study for a Business Survey
   Rachel Sloan, USDA-National Agricultural Statistics Service
   Kenneth M. Pick, USDA-National Agricultural Statistics Service
   Robyn Sirkis, USDA-National Agricultural Statistics Service
   Pamela D. McGovern, USDA-National Agricultural Statistics Service

39. Lessons Learned From the Hospital Survey on Patient Safety Culture Re-design and Bridge Study
   Andrew Caporaso, Westat
   Naomi Yount, Westat
   Theresa Famolaro, Westat
   Katarzyna Zebrak, Westat
   Lei Fan, Westat
   Joann Sorra, Westat

40. Promo Code: Alternatives to the Net Promoter Score for the Modern Age
   Lisa Jackson, GfK Custom Research
   Randall K. Thomas, GfK Custom Research
   Frances M. Barlas, GfK Custom Research

41. Can Survey Design Reduce the Undercount of Public Health Insurance Coverage?
   Brian Robertson, Market Decisions Research
   Mark Noyes, Market Decisions Research

42. Yes, No, and Maybe So: Assessing the Data Quality of Check-All and Forced-Choice Question Formats
   Harper Haynes, RTI International
   Melissa Cominole, RTI International
   Antje Kirchner, RTI International
   Emilia Peytcheva, RTI International
   Rebecca J. Powell, RTI International
   Ashley Wilson, RTI International

43. When Automated Labelling Isn't Enough
   Jen Durow, American Institutes for Research
   Christina Jones, American Institutes for Research
Poster Session #3
Friday, May 18, 2018, 12:45 p.m. – 1:45 p.m.
Plaza Exhibit Hall

44. Machine Learning to Extract Information from Digital Photographs: Applications in Tobacco Research
Peter Herman, NORC at the University of Chicago
Andrew Anesetti-Rothermel, Truth Initiative Schroeder Institute
Robert Montgomery, NORC at the University of Chicago
Ned English, NORC at the University of Chicago
Jennifer Cantrell, Truth Initiative Schroeder Institute
Elizabeth C. Hair, Truth Initiative Schroeder Institute

45. Small Area Estimation with Linked Data
Ying Han, University of Maryland, College Park
Partha Lahiri, University of Maryland, College Park

46. Combining Survey Data with Big Data to Measure Consumer Awareness of Quality Changes in Everyday Services
Jana Dodson, Nielsen
Alex Fragapane, Nielsen

47. Optimizing Digital Geolocation Models -- Combining Probability Panels with Big Data
Elisabeth Weber, Nielsen
William Deshong, Nielsen

48. Motivated misreporting in crowdsourcing tasks of content coding, image classification, and surveys
Herschel Sanders, RTI International
Yuli Hsieh, RTI International
Amada Smith, RTI International
Stephanie Eckman, RTI International

49. Predictors of Utilization of Quality Online Health Information Among Patients in a Federally Qualified Health Center (FQHC): A Big Data Approach
Subrina Farah, University of Rochester
Mechelle Sanders, University of Rochester
Kevin Fiscella Dr., University of Rochester
Marie Thomas, University of Rochester
Michele R Boyd, University of Rochester

50. Optimization of Fake Good Fake Bad Experiments to measure question sensitivity
Yfke Ongena, University of Groningen
Marieke Haan, Utrecht University

51. Commercial Voter Files and Survey Data
Ruth Igielnik, Pew Research Center
Scott Keeter, Pew Research Center
Bradley Spann, Stanford University
Courtney Kennedy, Pew Research Center

52. Examining the Data Quality of Proxy Respondents within the National Health Interview Survey: Which Parent to Target
Benjamin Zablotsky, National Center for Health Statistics
James M. Dahlhamer, National Center for Health Statistics

53. Sight vs. Sound: How Survey Recall Bias Varies with Media Content Consumption
Oana Dan, Nielsen
Elisabeth Weber, Nielsen
Elaine Perrin, Nielsen

54. Online interviewer effect: Understanding how splash pages featuring different genders and races impact online survey respondents
Melissa Bell, Global Strategy Group

55. The Role of Cognitive and Non-cognitive Characteristics in Device Preference in a Longitudinal Online Survey
Valerija Kolbas, University of Essex - ISER
Peter Lugtig, Utrecht University
Vera Toepoel, Utrecht University

56. Prediabetes, Diabetes Type, and Medication: What Can People with Diabetes Report about their Diabetes
Sarah Lessem, National Center for Health Statistics
Sheba K. Dunston, National Center for Health Statistics

57. Improving the Agent-User Experience for Telephone Survey Operations
Brianda Perez, U.S. Census Bureau - Washington, DC
Concurrent Sessions H
Friday, May 18, 2018, 1:45 p.m. – 3:15 p.m.

Session 1: A&I
Changes in Respondent Privacy, Confidentiality, and Data Sharing Concerns
Panel: Attitudes and Issues
Moderator: Mikelyn Meyers, U.S. Census Bureau
Discussant: Brian Harris-Kojetin, National Academy of Sciences
Location: Director’s Row E

Rodney Terry, U.S. Census Bureau
Mandi Martinez, U.S. Census Bureau
Jennifer Hunter Childs, U.S. Census Bureau
Gerson Morales, U.S. Census Bureau

Hackers, Phish, and Breaches: Census Bureau Research on Respondent Perceptions of Privacy and Data Security from 2012 to 2018
Aleia Fobia, U.S. Census Bureau
Jennifer Hunter Childs, U.S. Census Bureau

Increasing Respondent Confidentiality Concerns in Multilingual Pretesting Studies and Possible Effects on Response Rates and Data Quality for the 2020 Census
Mikelyn Meyers, U.S. Census Bureau
Patricia Goerman, U.S. Census Bureau

Insight from Field Interviewers on Low Response Rates among Limited English Proficiency (LEP) Households: Implications for 2020 and Recommendations for Training and Messaging
Lucia Lykke, U.S. Census Bureau
Patricia Goerman, U.S. Census Bureau
Mikelyn Meyers, U.S. Census Bureau

Session 2: DCSP
Missing you, Maybe?
Methodological Brief: Data Collection and Survey Participation
Moderator: Jolene D. Smyth, University of Nebraska - Lincoln
Location: Director’s Row H

The Impact of Novel Behavioral Design Outreach Strategies on Survey Non-Response – Results from the National Health and Nutrition Examination Surveys
Tala Fakhouri, Centers for Disease Control and Prevention
Brad Myers, Centers for Disease Control and Prevention
Denise Schaar, Centers for Disease Control and Prevention
Paul Scanlon, Centers for Disease Control and Prevention

Analysis of Response Propensities and Bias in a Nationwide Dual-Mode Survey
Matthew DeBell, Stanford University
Natalya Maisel, Stanford University
Ted Brader, University of Michigan
Vanessa Meldener, Westat Inc.

The Effects of Respondent Characteristics on Cooperation Rates When Asking Sensitive Questions
Kriston Koepp, NORC at the University of Chicago
Lauren Sedlak, NORC at the University of Chicago
Sara Walsh, NORC at the University of Chicago

Training or Refraining? Implications of Nonresponse in Estimates of Physical Activity
Philip Brenner, University of Massachusetts - Boston

Social connectedness and survey response in the National Social Life, Health, and Aging Project (NSHAP)
Katie O’Doherty, NORC at the University of Chicago
Anna Wiencrot, NORC at the University of Chicago
Jennifer Satorius, NORC at the University of Chicago
Lauren Bishop, NORC at the University of Chicago
Concurrent Sessions H
Friday, May 18, 2018, 1:45 p.m. – 3:15 p.m.

Session 2: (continued)

The Impact of Various Nonresponse Follow-up Strategies on the Response Rate for Online Surveys
Jacob Doering, Statistics Canada
Keven Bosa, Statistics Canada
François Gagnon, Statistics Canada

The Effect of Additional Contact Attempts on Nonresponse Bias in a Mail Survey of Physicians
Emily Geisen, RTI International
Kristine Wiant, RTI International
Darryl Creel, RTI International
Gordon Willis, National Cancer Institute
Andrew Freedman, National Cancer Institute
Janet de Moor, National Cancer Institute

Who Refuses Refusal Conversion? A Comparison of Eventual Respondents and Final Refusals
Ashley Griggs, RTI International
Rebecca J. Powell, RTI International
Zoe Moore, RTI International
Kathie Harris,
Carolina Population Center, University of North Carolina at Chapel Hill
Carolyn Halpern,
Carolina Population Center, University of North Carolina at Chapel Hill

Session 3:

CHAPTER STUDENT PAPER WINNERS

Paper

Moderator:    Emily Geisen, RTI International
Location:     Director’s Row I

What is the Best Size for Matrix-style Questions in Online Surveys?
PAPOR Student Paper Winner
Rebecca Hofstein Grady,
University of California Irvine
Rachel Greenspan, University of California Irvine
Mingnan Liu, Facebook

The Emotional Empathic Drive Short Scale (EED): The First Short Scale Measuring Emotional Empathy
NYAAPOR Student Paper Winner
Wolfgang Karlstetter, Stony Brook University

Social Media Use, Exposure to Disagreement, and Offline Expressive Participation: The Moderating Role of Self-Censorship
MAPOR’s Doris A. Graber Award for Best Public Opinion Paper
Yangsun Hong, University of Wisconsin-Madison

Can previous response behavior predict future breakoff in Web surveys?
MAPOR’s 2017 Allan McCutcheon Award for Best Methodology Paper
Felicitas Mittereder, University of Michigan

It is All About The Design: The Influence of Visual Aids on Respondents’ Answers
DC-AAPOR Student Paper Winner
Esteban Guzmán Saucedo,
University of Maryland, College Park
Concurrent Sessions H
Friday, May 18, 2018, 1:45 p.m. – 3:15 p.m.

Session 1: Inv
IT is All About the Apps: Advances in Data Collection Using Mobile Devices
Methodological Brief / Innovations & Emerging Methods

Moderator: Craig Hill, RTI International
Location: Governor’s Square 10

- Are Mobile Apps The Answer? Reducing Error in Measures of Household Expenditure
  Carli Lessof, National Centre for Research Methods
  Annette Jackle Professor, University of Essex
  Mick Couper Professor, University of Michigan
  Tom Crossley Professor, University of Essex

- Your Session Has Expired: Impact of Mobile App Design on Respondent Engagement and Compliance
  Cally Alessi, Nielsen Company
  Lauren Walton, Nielsen
  Jennifer Hunsecker, Nielsen
  Kay Ricci, Nielsen

- Developing and Launching In-App Survey Tools @Uber
  Tom Wells, Uber

- On-going Challenges of Using an App to Collect Survey Data from Residents
  Erin Caldwell, National Research Center Inc.
  Sonya Wtyinck, National Research Center Inc.

- Smart(phone) Approaches to Mobile App Data Collection
  Yasamin Miller, YMG
  Ingrid Oakley-Girvan, Stanford University

- Applying Innovative Methodologies to Evaluate the Choose Health LA Restaurant Recognition Program in Los Angeles County
  Lisa Arangua, Los Angeles County Department of Public Health
  Tania Gutsche, Center for Economic and Social Research, University of Southern California
  Arie Kapteyn, University of Southern California
  Tony Kuo, Los Angeles County Department of Public Health

Taking Advantage of QR Code in a QR-savvy Society: Push for mobile web responses via QR code in a mail survey of Shanghai residents

Chan Zhang, Fudan University
James M. Lepkowski, University of Michigan
Lirui He, Jinan University

Session 5: BigData
Lean Mean Survey Machines – Improving Survey Estimation and Data Processing Using Machine Learning Methods
Panel: Big Data/Data Science

Organizer: Stephanie Eckman, RTI International
Moderator and Discussant: Frauke Kreuter, JPSM at University of Maryland, University of Mannheim & IAB
Location: Governor’s Square 11

- Machine Learning Enhanced Applications to Imputation Tasks to Achieve Time and Cost Efficiencies
  Steven B. Cohen, RTI International

- Non-Representative Surveys: Modes, Dynamics, Party, and Likely Voter Space
  David Rothschild, Microsoft Research
  Tobi Konitzer, PredictWise
  Sam Corbett-Davies, Stanford University

- How Supervised Learning and Topic Models Improve Open-ended Survey Measurement
  Patrick van Kessel, Pew Research Center Data Labs
  Adam Hughes, Pew Research Center Data Labs

- Can Passive Data Replace Active Data in Smartphone Surveys?
  Stephanie Eckman, RTI International
  Tobias Konitzer, Stanford University
  David Rothschild, Microsoft Research
Concurrent Sessions H
Friday, May 18, 2018, 1:45 p.m. – 3:15 p.m.

Session 6: RNP
Data Presentation Across the Research Spectrum
Panel: Research in Practice
Moderator: Joe Lenski, Edison Research
Location: Governor’s Square 12

Presenting News Data on the Web
Emily Guskin, The Washington Post

Presenting Quantitative and Qualitative Research to a Non-Research Audience
Mary Meyn, Edison Research

Explaining Complex Ideas to Clients: Lessons Learned from Trial and Error
Orin Puniello, Ketchum Research

Visualizing Survey Research without Oversimplifying the Data or Overwhelming the Audience
Peter Bell, Pew Research Center

Political Data Visualization and Presentation
Harry Enten, Five-Thirty-Eight

Session 7: PPP
The Hits and the Misses: Election Poll Accuracy in the U.S. and Around the World
Paper: Populations, Polls, and Politics
Moderator: David Dutwin, SSRS
Location: Governor’s Square 14

Pre-Election Polling Errors across Time and Space
Christopher Wlezien, University of Texas at Austin
Will Jennings, University of Southampton

State Partisan Voting and Predictive Bias in Statewide Pre-Election Polls
Chase Harrison, Harvard University
David Wang, Harvard University

Making the Choice: Factors Affecting Accuracy of Predictions in State-level Elections
Chris Fleury, GfK Custom Research
Randall K. Thomas, GfK Custom Research
Frances M. Barlas, GfK Custom Research
Linda McPetrie, GfK Custom Research
Annie Weber, GfK Custom Research

Time to Throw in the Towel? Election Polling Volatility in 2017 and Beyond
Patrick Murray, Monmouth University Polling Institute

Machine Learning Approaches to Evaluate Survey Quality: Predicting Political Poll Quality
David Wang, Harvard University
Chase H. Harrison, Harvard University
Concurrent Sessions H
Friday, May 18, 2018, 1:45 p.m. – 3:15 p.m.

Session 8: PORTAL
The Design and Implementation of Mixed Mode Surveys
PORTAL
Moderator: James Wagner, University of Michigan
Location: Governor’s Square 15

- Design Decisions in Mixed-Mode Surveys
  James Wagner, University of Michigan

- Systems Design in a Mixed-Mode Survey Context
  James Rodgers, University of Michigan

Session 9: Inv
The Chatter About Your Scatter! Methods for Representing Error in Data Visualizations
Paper: Innovations & Emerging Methods
Moderator: Heidi Grunwald, Temple University
Location: Governor’s Square 16

- Explorations of Uncertainty in Data Visualization
  Michael Schober, New School for Social Research
  Aaron Hill, Parsons School of Design

- Seeking New Ways of Representing Uncertainty in Data Visualization: A Review of Fine Art
  Clare Churchouse, Parsons School of Design, The New School
  Aaron Hill, Parsons School of Design, The New School

- Engaging Internal and External Audiences with the American Community Survey through Data Visualization
  R. Chase Sawyer, U.S. Census Bureau
  Megan Rabe, U.S. Census Bureau
  Greg Mills, U.S. Census Bureau
  Jonathan Schreiner, U.S. Census Bureau

- Survey Dashboards: Visualizing Interviewer Performance Data
  Susan Genoversa, Westat
  Jerome Wernimont, Westat
  Victoria Vignare, Westat

Reproducible & Dynamic Analysis of Survey Data
Vishal Singh, NYU
Uma Huggins, OnTopic

Session 10: DCSP
Panel or Wallpaper? How to Cover your Survey Needs and other advice on Starting and Running an Online Panel
Paper: Data Collection and Survey Participation
Moderator: Ashley Amaya, RTI International
Location: Governor’s Square 17

- Creating a Probability Framework for Online Panels by Matching to Voter Files
  Edward Johnson, RN-SSI
  Kori Bishop, Aristotle

- Developing an Online Panel: Combining Computer and Mobile Panels
  Lauren Walton, Nielsen
  Timothy Oltman, Nielsen
  Cally Alessi, Nielsen
  Jennifer Hunsecker, Nielsen

- Effectiveness of Unconditional Incentives in Online Panel Surveys
  Elena Sommer, European Social Survey
  Ana Villar, European Social Survey
  Alun Humphrey, NatCen Social Research
  Matt Jonas, NatCen Social Research

- Examination of Nonresponse Follow-up Impact on AmeriSpeak Panel Data Quality
  Ipek Bilgen, NORC at the University of Chicago
  Nada Ganesh, NORC at the University of Chicago
  J. Michael Dennis, NORC at the University of Chicago

- Back to the Daily Grind: Evaluating Panelist Fatigue From Repetitive Daily Goals
  Erin Wittkowski, Nielsen
  Adam Gluck, Nielsen
  Arianne Buckley, Nielsen
Concurrent Sessions I

Friday, May 18, 2018, 3:30 p.m. – 5:00 p.m.

Session 1:  
**Inv**

**Question Your Answers and Probe your Questions**

**Paper: Innovations & Emerging Methods**

**Moderator:** Mansour Fahimi, GfK  
**Location:** Director’s Row E

**I’ll Take “Respondent Answers” for $1000, Alex:** Fielding Respondent Answers as Survey Questions using Pair-wise Wiki Surveys Administered to Probability and Non-Probability Samples

Trent D. Buskirk, *University of Massachusetts Boston*  
Jake Rubinstein, *MassInc Polling*  
Lauren Cripps, *University of Massachusetts Boston, Center for Survey Research*  
Carol Cosenza, *University of Massachusetts Boston, Center for Survey Research*

**Getting Persnickety about Pair-Wise Wikis:** Investigating the Relationship between Initial Settings for Pair-Wise Wiki Surveys and Respondent Engagement using a Randomized Experiment

Florian Keusch, *University of Mannheim*  
Trent D. Buskirk, *University of Massachusetts Boston*

**Lessons learned from using experience sampling to measure digital news habits**

Jeffrey Gottfried, *Pew Research Center*  
Michael Barthel, *Pew Research Center*  
Elisa Shearer, *Pew Research Center*  
Galen Stocking, *Pew Research Center*

**Online Probing for Questionnaire Evaluation:** Effects of Sample Source and Analysis Method

Reanne Townsend, *Westat*  
Rosalynn Xin Yang, *University of Maryland, JPSM*  
Kristin Chen, *Westat*  
Gonzalo Rivero, *Westat*  
Gordon Willis, *National Cancer Institute*  
Terisa Davis, *Westat*

Session 2:  
**Qual**

**Further Down the Road with Mode: Advances in Understanding the Impact of Survey Mode on Data Quality**

**Methodological Brief / Data Quality**

**Moderator:** Dale Rhoda, *Biostat Global Consulting*  
**Location:** Director’s Row H

**Exploring the Methodological Tradeoffs of Mixed-Mode Surveys with an Experimental Design**

David Sterrett, *NORC at the University of Chicago*  
Dan Malato, *NORC at the University of Chicago*  
Jennifer Benz, *NORC at the University of Chicago*  
Ipek Bilgen, *NORC at the University of Chicago*  
J. Michael Dennis, *NORC at the University of Chicago*  
Vicki Pineau, *NORC at the University of Chicago*

**Comparing the Probability-Based AmeriSpeak Panel and the In-Person 2016 General Social Survey: Mode, Device, Item Wording Experiments**

Ipek Bilgen, *NORC at the University of Chicago*  
J. Michael Dennis, *NORC at the University of Chicago*  
Tom W. Smith, *NORC at the University of Chicago*

**Measuring Political Knowledge in a Mixed-Mode Context: Challenges & Opportunities**

Colleen McClain, *University of Michigan*  
Ted Brader, *University of Michigan*  
Matthew DeBell, *Stanford University*  
Lauren Guggenheim, *University of Michigan*  
Yioryos Nardis, *University of Michigan*
Concurrent Sessions I
Friday, May 18, 2018, 3:30 p.m. – 5:00 p.m.

Session 2: (continued)

Response Differences by Mode: Surveying those with a Behavioral Health Disorder
Rose Krebill-Prather, Washington State University
Felix I. Rodriguez, Washington State University
Kent J. Miller, Washington State University
Kristen R. Petersen, Washington State University
Danna L. Moore, Washington State University

Device effects: Examining differences in data quality and estimates of sexual violence between Smartphone and PC users
Lynn Langton, U.S. Bureau of Justice Statistics
Michael Plantly, RTI International
Amanda Smith, RTI International
Ashley Griggs, RTI International
Marcus Berzofsky, RTI International
Chris Krebs, RTI International
Christine Lindquist, RTI International

A Mode Experiment to Augment Sample Size from Areas with Small Populations in a National Survey
Aaron Maitland, National Center for Health Statistics
Hee Choon Shin, National Center for Health Statistics
Catherine Simile, National Center for Health Statistics
Chris Moriarity, National Center for Health Statistics

Can IVR Be Used Within CATI to Improve Reports of Drinking and Sexual Orientation?
Stephen Immerwahr, New York City Department of Health and Mental Hygiene
Sahnah Lim, Department of Population Health, NYU School of Medicine
Thomas Brassell, ICF International
James Dayton, ICF International
Amber Levanon Seligson, New York City Department of Health and Mental Hygiene

When the Stakes are High, Survey Data Quality Must Be Too: Methodological Results from a Statewide Longitudinal RCT Survey Used to Inform State Energy Policies
Benjamin Messer, Research Into Action Inc.

Session 3: DCSP

We Want You...We Want You Back: Response and Retention in Longitudinal and Panel Surveys
Paper: Data Collection and Survey Participation
Moderator: Jessica Holzberg, U.S. Census Bureau
Location: Director’s Row I

Motivations to Participation in the MIDUS Biomarker Study: Comparisons Between a National Sample and a Minority Oversample
Kris Hansen,
University of Wisconsin - Madison - Madison, WI
Dr. Gayle Love,
University of Wisconsin, Institute on Aging

Setting Incentives Based Upon Response Propensities in Mixed-Mode Panel Survey
Kathleen Considine, RTI International
Paul Biemer, RTI International
Brian Burke, RTI International
Kathleen Mullin Harris, University of North Carolina Chapel Hill - Carolina Population Center
Carolyn Halpern, University of North Carolina Chapel Hill - Carolina Population Center

From an In-Person to a Web-Mail Panel Survey Design: The Add Health Wave V Experience
Paul Biemer, RTI International
Kathleen Mullin Harris, University of North Carolina
Brian J. Burke, RTI International
Kathleen A. Considine, RTI International
Carolyn Tucker Halpern, University of North Carolina
Chirayath M. Suchindran, University of North Carolina

Examining Respondent Interview Completion Behaviors Across Waves in a Longitudinal Study
Erin Burgess,
NORC at the University of Chicago - Chicago, IL
Katie O’Doherty, NORC at the University of Chicago
Rachel Carpenter, NORC at the University of Chicago

Longitudinal Panel Maintenance - Studying Veterans’ Post-Service Transition Experiences in an Era of Declining Survey Participation
Matthew McDonough, ICF International
Patricia Vanderwolf, ICF International
John Boyle, ICF International
Concurrent Sessions I
Friday, May 18, 2018, 3:30 p.m. – 5:00 p.m.

Session 4: BigData

The Power, Promise and Peril of Auxiliary Data

Methodological Brief: Big Data/Data Science

Moderator: Ned English, NORC at the University of Chicago
Location: Governor’s Square 10

Applying the Multi-Level, Multui-Source (ML-MS) Approach to the 2016 General Social Survey
Tom W. Smith, NORC at the University of Chicago

Leveraging Survey and Big Data to Improve Reputation Management: Healthcare Case Study
Orin Punieillo, Ketchum Global Research & Analytics
Marni Zapakin, Ketchum Global Research & Analytics
Katharina Muehlbauer, Ketchum Global Research & Analytics

Predicting Retention: Results from Military Spouse Survey Responses and Service Member Administrative Records
Malikah Dorvil, U.S. Department of Defense
Amy Campbell, Department of Defense
Paul Rosenfeld, PhD, Department of Defense
James Khun, Department of Defense
Joe Luchman, PhD, Department of Defense
Carol Newell, Department of Defense

Using GPS data as auxiliary data to review the data quality of a time use survey.
Anne Eleveelt, Utrecht University
Vera Toepoel, Utrecht University
Peter Lugtig, Utrecht University
Stijn Ruiter, Utrecht University, NSCR (Netherlands Institute for the Study of Crime and Law Enforcement).
Wim Bernasco, NSCR (Netherlands Institute for the Study of Crime and Law Enforcement)

Haven’t We Met Somewhere Before?
Thomas Welton, U.S. Census Bureau
Dan Perez-Lopez, U.S. Census Bureau

Mapping the (E)Quality of Services in Los Angeles
Brianne Gilbert, Loyola Marymount University - StudyLA
Alex Kempler, Loyola Marymount University - StudyLA
Alejandra Alarcon, Loyola Marymount University - StudyLA

Not as Easy as 1-2-3: Estimating Content Reach across Multiple Platforms Using a Combination of Panel and Big Data
Oana Dan, Nielsen
Julia Liu, Nielsen

Understanding the Science Behind Big Data: Nielsen’s Approach to Return Path Data
Kay Ricci, Nielsen
Leah Christian, Nielsen
Kelly Bristol, Nielsen
Michelle Gelman, Nielsen
Concurrent Sessions I
Friday, May 18, 2018, 3:30 p.m. – 5:00 p.m.

Session 5: Qual
The M_SSING Link: New Methods for Imputation
Paper: Data Quality
Moderator: Jill Darling, University of Southern California
Location: Governor’s Square 11

Estimating Item Nonresponse Bias in the 2015 New York City Youth Risk Behavior Survey Using Multiple Imputation
Lauren Murray, New York City Department of Health and Mental Hygiene
Stephen Immerwahr, New York City Department of Health and Mental Hygiene
Teena Cherian, Harvard Medical School

An Imputation Solution for Differentiating between Unreported Attitudes and Genuine Nonattitudes in Survey Data
Natalie Jackson, JUST Capital
Jeff Gill, American University

Artificial Intelligence (AI)-enhanced applications to survey-specific imputation tasks to achieve time and cost efficiencies
Steven Cohen, RTI International

Partially Observed Covariates in Longitudinal Surveys
Micha Fischer, University of Michigan
Yajuan Si, University of Michigan

Imputing Missing Data from Non-Consent to Record Linkage: A Comparison of Parametric and Non-Parametric Imputation Models
Jonathan Gessendorfer, Institute for Employment Research
Jonas Beste, Institute for Employment Research
Joerg Drechsler, Institute for Employment Research
Joseph Sakshaug, Institute for Employment Research

Session 6: Q&I
So Many Choices. Research on Response Scales
Paper: Questionnaire Design and Interviewing
Moderator: Gretchen McHenry, RTI International
Location: Governor’s Square 12

Generalization of Classic Response Order Effects Across Cultures
Jon Krosnick, Stanford University
Henning Silber, GESIS
Tobias Stark, Utrecht University
Annelies Blom, University of Mannheim

Balancing Act: Effects of Scale Polarity on Measurement
Randall K. Thomas, GfK Custom Research
Frances M. Barlas, GfK Custom Research
Larry Osborn, GfK Custom Research

Re-examining the “middle means typical” heuristic using eye-tracking methodology
Jan Kareem Höhne, University of Mannheim
Timo Lenzner, GESIS - Leibniz Institute for the Social Sciences
Cornelia Neuert, GESIS - Leibniz Institute for the Social Sciences
Ting Yan, Westat

New Scales for the Modern Survey Era: Numeric Scales
Randall K. Thomas, GfK Custom Research
Frances M. Barlas, GfK Custom Research

Direction of Agree-Disagree Rating Scales and Data Quality
Ting Yan, Westat
Florian Keusch, University of Mannheim
Concurrent Sessions I
Friday, May 18, 2018, 3:30 p.m. – 5:00 p.m.

Session 7: A&I
You Are What You Eat (And Where You Live): Health, Activity, and Geography
Paper / Attitudes and Issues
Moderator: Timothy Gravelle, University of Melbourne
Location: Governor’s Square 14

Examining Changes in Tobacco Retail Outlet Density Over Time and Youth Smoking Behavior
Jennifer Cantrell, Truth Initiative
Andrew Anesetti-Rothermel, Truth Initiative
Haijun Xiao, Truth Initiative
Morgane Bennett, Truth Initiative
Peter Herman, NORC at the University of Chicago
Ned English, NORC at the University of Chicago

Understanding the Opioid Crisis among Injection Drug Users in Southeast Michigan
Ai Rene Ong, University of Michigan
Sunghee Lee, University of Michigan
Juliette Roddy, University of Michigan

Polling on Planning for Late Life & Serious Illness: Key Methods Considerations and Findings
Bianca DiJulio, Kaiser Family Foundation
Liz Hamel, Kaiser Family Foundation
Bryan Wu, Kaiser Family Foundation
Eran Ben-Porath, SSRS

Survey Measurement of Physical Activity: The Role of Leisure, House/Care Work, and Paid Work in Socioeconomic Disparities in Reported Physical Activity
Rachel Cusatis, Medical College of Wisconsin
Dana Garbarski, Loyola University - Chicago

Using Spatial Autocorrelation to Understand the Relationships between Perceived Discrimination, Negative Health Outcomes, and Neighborhood Homogeneity
Naomi Freedner-Maguire, ICF International
Randy ZuWallack, ICF International

Who’s Hungry? Assessing Rural Food Insecurity with a Mixed Probability, Multi-frame, Multi-mode Household Survey
Thomas Guterbock, University of Virginia, Center for Survey Research
Yasamin Miller, Yasamin Miller Group, LLC
Matthew Starnowski, University of Virginia Center for Survey Research
Hexuan Zhang, University of Virginia Center for Survey Research

Session 8: PORTAL DCSP
The Worldwide Challenge of Developing and Using Web-Push Methods for Conducting Surveys
PORTAL: Data Collection and Survey Participation
Moderator: Don Dillman, Washington State University
Location: Governor’s Square 15

Why Web-Push Methods are Needed and the Research Efforts Making Worldwide use Feasible
Don A. Dillman, Washington State University

The application of Web-Push Methods in Different Survey Contexts
Leah M. Christian, Nielsen
Concurrent Sessions I

Friday, May 18, 2018, 3:30 p.m. – 5:00 p.m.

Session 9: **DCSP**

**Upwardly Mobile: Improving Data Quality on Smartphone/Mobile Surveys**

*Paper: Data Collection and Survey Participation*

**Moderator:** Missy Mosher, Research Now - SSI  
**Location:** Governor’s Square 16

**Does Smartphone-Friendly Survey Design Help to Attract More and Different Respondents?**  
Peter Lugtig, Utrecht University  
Vera Toepoel, Utrecht University  
Marieke Haan, Utrecht University  
Robbert Zandvliet, I&O Research  
Laurens Klein Kranenburg, I&O research

**Are You Busy? Please Do This Survey on Your Phone: The Effects of Cover Letter Language on Mobile Web Participation in A Mixed-Mode General Population Survey**  
Kristen Olson, University of Nebraska - Lincoln  
Jolene D. Smyth, University of Nebraska-Lincoln

**Revealing Embarrassing Information Takes Time in a Mobile Phone Survey**  
Stefanie Fail, New School for Social Research  
Michael F. Schober, New School for Social Research

**Doing a Time Use Survey on Smartphones Only: What Factors Predict Nonresponse at Different Stages of the Survey Process?**  
Anne Elevelt, Utrecht University  
Peter Lugtig, Utrecht University  
Vera Toepoel, Utrecht University

**To Use Emoji or Not? Examining the Impact of Emoji in a Web Survey of Youth and Teens**  
Valrie Horton, Abt Associates  
Benjamin Phillips, Abt Associates  
Jared Knott, Abt Associates  
Daniel Herb, Boys & Girls Clubs of America  
Robin Hinchee, Boys & Girls Clubs of America

Session 10: **RNP**

**How to Get Media Attention for Your Research**  
*Panel: Research in Practice*

**Moderator:** Trevor Tompson, NORC at the University of Chicago  
**Location:** Governor’s Square 17

**ABC News**  
Daniel Merkle, ABC News

**The Washington Post**  
Scott Clement, Washington Post

**CBS News**  
Anthony Salvanto, CBS News

**The Associated Press**  
Emily Swanson, Associated Press

5:15 p.m. – 6:45 p.m.  
**AAPOR Membership & Business Meeting**  
**Location:** Plaza Ballroom B

7:00 p.m. – 7:45 p.m.  
**President’s Reception**  
**Location:** Plaza Ballroom ?

7:45 p.m. – 10:00 p.m.  
**Awards Banquet**  
**Location:** Plaza Ballroom BCEF

10:00 p.m. – 1:00 a.m.  
**Bash After the Banquet**  
**Location:** Grand Ballroom
### Day-at-a Glance

**Saturday May 19, 2018**

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<td><strong>Registration Desk Open</strong></td>
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<td>8:00 a.m. - 11:30 a.m.</td>
<td><strong>Short Course 6: Designing Mixed-Mode Surveys</strong></td>
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<td>8:00 a.m. - 11:30 a.m.</td>
<td><strong>Short Course 7: Geographic Information System (GIS)</strong></td>
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<td><strong>Applications in the Social Sciences: Maps, Mappable Data, and Geospatial Analysis</strong></td>
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<td>8:30 a.m. - 10:00 a.m.</td>
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<td><strong>Session 1:</strong> <em>After the Flood, We Flood You with Questions</em></td>
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<td><strong>Session 2:</strong> <em>Time After Time: Advances in Panel Management</em></td>
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<td><strong>Session 3:</strong> <em>Does Push Come to Shove? Assessing Push-to-Web</em></td>
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<td><strong>Session 4:</strong> <em>Meet the AAPOR Arborists: An Overview of Regression Tree and Machine Learning Practices</em></td>
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<td><strong>Session 5:</strong> <em>Picture This! Improving Visual Design for Web, Mobile and Other Surveys</em></td>
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<td><strong>Session 6:</strong> <em>Populism in America; Bannon, Breitbart, and the Rust Belt</em></td>
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<td><strong>Session 7:</strong> <em>Enter the New Exit Polls... Testing new Modes and Samples</em></td>
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This year AAPOR is offering Concurrent Sessions that fall into several tracks to help you better plan the sessions you attend.

Sessions marked with the following icons are a part of the indicated track.

- **A&I**: Attitudes & Issues
- **PPP**: Populations, Polls, and Politics
- **Qual**: Data Quality
- **DCSP**: Data Collection and Survey Participation
- **Inv**: Innovations & Emerging Methods
- **3MC**: Multinational, Multigenerational, and Multicultural
- **Prob/Non**: Probability & Nonprobability Samples
- **BigData**: Big Data/Data Science and Surveys
- **Q&I**: Questionnaire Design & Interviewing
- **RNP**: Research in Practice
- **PORTAL**: PORTAL
- **DEMO**: DEMO
# Day-at-a Glance

## Saturday May 19, 2018

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<td>Session 8:</td>
<td><strong>What Do We Know About Survey Costs</strong></td>
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<td>These Days? Reporting Measures of Survey Costs</td>
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<td></td>
<td>and Practical Recommendations for Designing and Conducting Surveys under Cost Constraints</td>
<td>PORTAL  DCSP</td>
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<td>Session 9:</td>
<td><strong>Can You Build a Nonprobability Sample Successfully? Probably. Exploring and Testing New Approaches for Nonprobability Sample Recruitment</strong></td>
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<td><strong>Prof/Non</strong></td>
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<td>Session 10:</td>
<td><strong>Developing Holistic Approaches to Survey Messaging for Multi-Mode Surveys</strong></td>
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| **10:15 a.m. – 11:45 a.m.** | **Concurrent Sessions K**                                                |                        |
| Session 1:           | **Many Nations, Many Methods, One Session.**                           | Director’s Row E       |
|                     | **3MC**                                                                |                        |
| Session 2:           | **Do You Get Nothing After Addition? Exploring the Use of Appended and Ancillary Data for ABS Recruitment** | Director’s Row H       |
|                     | **DCSP**                                                              |                        |
| Session 3:           | **Our Story: The ‘Wizard of AAPOR’ and the Yellow Brick Road We Took to Get There** | Director’s Row I       |
|                     | **RNP**                                                               |                        |
| Session 4:           | **Some Tricks to Increase Clicks: Exploring Methods For Web-Survey Recruitment** | Governor’s Square 10   |
|                     | **DCSP**                                                              |                        |
| Session 5:           | **We Ask the Questions but Do They Answer Them? Exploring the Survey Response Process** | Governor’s Square 11   |
|                     | **Q&I**                                                               |                        |
| Session 6:           | **From Russia to Mexico: Election Polls Around the World**             | Governor’s Square 12   |
|                     | **PPP**                                                               |                        |
| Session 7:           | **A Country Music Ballad: Education, Incarceration, and Patriotism**    | Governor’s Square 14   |
|                     | **A&I**                                                               |                        |
## Day-at-a Glance

**Saturday May 19, 2018**

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<td><strong>Session 8:</strong> Respondent Driven Sampling: Design, Operation and Estimation</td>
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<td><strong>Session 9:</strong> My Goodness - Does this Fit? Applications of Advanced Network Analysis, Modeling and Small Area Estimation for Survey Research</td>
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<td><strong>Session 10:</strong> Don’t Close That Window! Understanding Why Web Survey Respondents Break Off</td>
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<td>[DCSP]</td>
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Short Course 6 & 7 Description
Saturday, May 19, 2018, 8:00 a.m. - 11:30 a.m.

Course 6:
Designing Mixed-Mode Surveys
Instructors: Vera Toepoel, Utrecht University
Location: Plaza Ballroom A

Course Overview:
Currently, a large variety of data modes such as telephone interview, personal interview, mail or web (PC, tablet, mobile) survey are available for social surveys, which leads to methodological questions, such as, which mode or online device is best? Each mode has its advantages and disadvantages; each mode also makes different logistical demands. Often one single mode will not suffice. Therefore multiple modes of data collection or mixed modes have become more and more popular in survey practice. In this workshop I give an overview on the current state of the art in designing, implementing, and evaluating mixed-mode surveys. I address the major variants of mixed-mode data collection designs, issues in questionnaire design, and management of mixed-mode projects. In addition, I focus on mixed-device surveys: online surveys where respondents use either desktop, tablet or mobile phone. The objective is to provide the participants with a thorough background on mixed-mode and mixed-device methodology and with an empirical knowledge base on the implications of mixed-mode for questionnaire design, total survey error and logistics. After this workshop participants should be able to design a mixed-mode or mixed-device survey. Note that this workshop does not focus on the analysis of mixed-mode data. Instructor: Vera Toepoel is an assistant professor in survey methodology at the Department of Methods and Statistics at Utrecht University, the Netherlands. Her research interest lie in everything related to survey methodology and online surveys in particular: from recruiting respondents, designing the survey instrument, correcting for bias etc. Current topics include data chunking (a.k.a. modular survey design), sensor data (and consent) and mobile survey design. Vera is a member of the coordinating team of the Dutch Platform for Survey Research and the secretary (and president delegate) for RC33 (Methods and Logistics) from the International Sociological Association. She is a member of the Scientific Quality Assurance Board of the GESIS Online Panel in Germany. Vera is the author of the book “Doing Surveys Online” published by Sage (2016), has authored several chapters in handbooks for methodology, and has published numerous journal papers amongst others in Public Opinion Quarterly, Sociological Methods and Research, Survey Research Methods, Social Science Computer Review, Survey Practice etc.

Course Objectives:
• Major variants of mixed-mode data collection designs
• Implications of mixed-mode designs
• Total Survey Error in mixed-mode designs
Who Should Attend: Anyone interested in doing mixed-mode surveys?

Course 7:
Geographic Information System (GIS) Applications in the Social Sciences: Maps, Mappable Data, and Geospatial Analysis
Instructors: Ned English, NORC at the University of Chicago
Ilana Ventura, NORC at the University of Chicago
Location: Plaza Ballroom D

Course Overview:
Geographic Information Systems (GIS) has become a popular tool to compile, present, and understand data in the social sciences. This short course is ideal for those with minimal GIS knowledge, who want a practical introduction to learn the basics of presenting social scientific data on a map and conducting simple geospatial analyses. An underlying message will be how maps and geospatial analyses can be used to facilitate and enhance current research programs. Our course will include an introduction to basic cartographic principles and GIS in general, examples of how survey response and demographic data can be visualized using GIS maps, a step-by-step guide to making and customizing single- and multi-variate maps (starting from public use shapefiles and data in an excel spreadsheet), and a tutorial for making and understanding maps that show “hot spots” and “cool spots” in your data. We will use examples in ArcGIS, a popular proprietary GIS package software, and GeoDa, an open source free GIS programs. Instructor: Ned English is a Senior Research Methodologist at NORC at the University of Chicago and is responsible for GIS research and applications at NORC, in addition to project management and sample design on numerous studies across disciplines. Formally trained as a geographer, Ned has diverse theoretical and applied experience in the areas of GIS and Census data analysis with regard to survey methodology, sample design, and data visualization. Ilana Ventura is a Research Methodologist at NORC at the University of Chicago and a PhD student in Sociology at the University of Chicago, with experience in...
Short Course 6 & 7 Description
Saturday, May 19, 2018, 8:00 a.m. – 11:30 a.m.

both qualitative and quantitative survey methods and an expertise in Geographic Information Systems (GIS). Ilana's research uses GIS in various capacities to understand access to social, economic and political resources, as well as how movement in and between urban spaces relates to inequality and social stratification.

Course Objectives:
- Create maps from social science data
- Customize maps on ArcGIS and GeoDa
- Understand the utility of geospatial analysis such as Cluster and Hot Spot Maps

Who Should Attend: This course is best for those with little to no knowledge of GIS, or those who are looking for a refresher in the basics of spatial data presentation and analysis.
Concurrent Sessions J
Saturday, May 19, 2018, 8:30 a.m. – 10:00 a.m.

Session 1: DCSP
After the Flood, We Flood You with Questions
Paper: Data Collection and Survey Participation

Moderator: Jennifer Edgar,
U.S. Bureau of Labor Statistics

Location: Director’s Row E

Rebuilding the frame post-disaster – an evaluation of Real Validation and dialer tests to assess infrastructure damage to landline in Houston
Randal ZuWallack, ICF International
Yangyang Deng, ICF International
Dritana Marko,
University of Texas School of Public Health
Stephen Linder,
University of Texas School of Public Health
Thomas Brassell, ICF International
Thomas Reynolds,
University of Texas School of Public Health

How Disasters Change Respondents – An Evaluation of Changes in Self-Reported Heath of Houston Residents After Hurricane Harvey
Naomi Freedner-Maguire, ICF International
Thomas Brassell, ICF International
James Dayton, ICF International
Dritana Marko,
University of Texas Health Science Center of Houston
Thomas Reynolds,
University of Texas Health Science Center of Houston
Stephen Linder,
University of Texas Health Science Center of Houston

Interviewing Vulnerable Populations After a Natural Disaster: A Case Study of Hurricane Harvey in Texas
Liz Hamel, Kaiser Family Foundation
Eran Ben-Porath, SSRS
Bryan Wu, Kaiser Family Foundation
Rebecca Sevem, SSRS
Shao-Chee Sim, Episcopal Health Foundation
Mollyann Brodie, Kaiser Family Foundation

Fit for Purpose Surveys in the Wake of a Natural Disaster: Examining the use of Redirected Inbound Call Sampling (RICS) after Hurricane Harvey
Dave Roe, Abt Associates
Stas Kolenikov, Abt Associates
Michael Link, Abt Associates
Faith Lewis, Abt Associates
Andrew Burkey, Abt Associates
Tracy Sernau, Reconnect Research
Daryl Morgan, Reconnect Research
Scott Richards, Reconnect Research

Long-Term Effects of Natural Disasters on Mail Surveys: A Closer Look at The Impact of Hurricane Sandy
Jennifer McNulty, Westat
Jocelyn Newsome, Westat
Kerry Levin, Westat
Hanyu Sun, Westat
Brenda Schafer, Internal Revenue Service
Patrick Langetieg, Internal Revenue Service
Scott Leary, Internal Revenue Service
Concurrent Sessions J
Saturday, May 19, 2018, 8:30 a.m. – 10:00 a.m.

Session 2: 
Time After Time: Advances in Panel Management
Paper: Innovations & Emerging Methods
Moderator: Claudia Deane, Pew Research Center
Location: Director’s Row H
Recruitment Quality and Attraction in a Nonprobability Online Panel
Tim Oltman, Nielsen
Lauren Walton, Nielsen
An Experiment to Reduce Noncompliance in an Online Probability-based Panel: The Challenges of Dozer, Sleeper, Comatose, and Backout Panelists
Paul Lavrakas, Self-Employed
Lars Kaczmarek, Social Research Centre, Australian National University
Paul Myers, Social Research Centre, Australian National University
Darren Pennay, Social Research Centre, Australian National University
Using Available Panel Respondent Data to Optimally Allocate Incentive Payments
Adam Gluck, Nielsen
Erin Wittkowski, Nielsen
Arianne Buckley, Nielsen
Cally Alessi, Nielsen
Charlotte McIntosh, Nielsen
Panel Conditioning in Longitudinal CATI Surveys: Results From 3 Emerging Markets
Lauren Bachan, Facebook
JD Astudillo, Facebook
Justin Grider, Facebook
Suteera Nagavajara, ICF International
Robert Tortora, ICF International
Wen Song, ICF International
Survey Attrition in Short Term CATI Panel Surveys in Nigeria, Bangladesh and Myanmar
Robert Tortora, ICF International
Nagavajara Suteera, ICF International
Edward Duckhorn, ICF International
Wen Song, ICF International
Lauren Bachan, Facebook
Curtiss Cobb, Facebook

Session 3: 
Does Push Come to Shove? Assessing Push-to-Web
Paper: Data Collection and Survey Participation
Moderator: Dragana Bolcic-Jankovic, University of Massachusetts Boston
Location: Director’s Row I
Conducting a Mail-Push-to-Web Survey with a U.S. General Population Audience: Lessons Learned from the Field
Jennifer Berktold, Westat
Amanda Wilmot, Westat
Karen Stein, Westat
Helen Sullivan, U.S. Food and Drug Administration
Kathryn J. Aikin, U.S. Food and Drug Administration
J. Michael Brick, Westat
Efficient Screening of Listed Samples: Assessing Paper and Push-to-Web Screening Approaches among Licensed Anglers
Heather Driscoll, ICF International
Robert Tortora, ICF International
Is It Worth the Cost? The Use of a Survey Invitation Letter to Increase Response to an Email Survey.
Brian Robertson, Market Decisions Research
John Charles, Market Decisions Research
Mark Noyes, Market Decisions Research
Do You “Vote” for Web or Paper? Leveraging Voting Data to Predict Response By Web In a Mixed-Mode (Web-Push) Survey
Cameron McPhee, American Institutes for Research
Rebecca Medway, American Institutes for Research
Mail or Web First—That is Our Question: A Comparison of Multi-and Sequential Mode Offerings
Stephanie Marken, Gallup
Jenny Marlar, Gallup
Grant Buckles, Gallup
Concurrent Sessions J
Saturday, May 19, 2018, 8:30 a.m. – 10:00 a.m.

Session 4: RNP
Meet the AAPOR Arborists: An Overview of Regression Tree and Machine Learning Practices
Panel: Research in Practice
Moderator and Discussant: Trent D. Buskirk, University of Massachusetts Boston
Location: Governor’s Square 10

Looking at the Forest not the Trees: Multiple Uses for Regression Trees in Surveys
Jaki S. McCarthy, USDA National Agricultural Statistics Service

It’s the Process Stupid! Using Machine Learning to Understand the Relation Between Paradata and Panel Dropout
Peer Lugtig, Utrecht University

Using Regression Trees to Assess Characteristics of Nonresponse and the Potential for Nonresponse Bias in Household and Establishment Surveys
Morgan S. Earp, U.S. Bureau of Labor Statistics

Session 5: Q&I
Picture This! Improving Visual Design for Web, Mobile and Other Surveys
Methodological Brief: Questionnaire Design and Interviewing
Moderator: Wojciech Jablonski, Utrecht University
Location: Governor’s Square 11

Mixed-Mode, Mixed-Device Self-Administered Surveys: Mail-Centric Versus Web-Centric Questionnaire Design and Layout
Jolene D. Smyth, University of Nebraska - Lincoln
Kristen Olson, University of Nebraska-Lincoln

Web Survey Design for Spanish Monolinguals: Effects of Visual Cues on Task Mastery
Alisu Schoua-Glusberg, Research Support Services Inc.
Casey Langer Tesfaye, Research Support Services
Danae Corado, Research Support Services

Horizontal or Vertical? The Effect of Visual Orientation of Categorical Response Options on Survey Responses in Web Surveys
Jingwei Hu, University of Michigan

It is all about the design: the influence of visual aids on respondents’ answers
Esteban Guzman Saucedo, Buendia y Laredo

Question Design Strategies for Reducing Measurement Error on Mobile and Desktop Web Surveys
Jenny Marlar, Gallup

Do Emojis Make the Grade?: Designing Thumb-friendly Scales for Online Surveys
Frances Barlas, GfK Custom Research
Randall K. Thomas, GfK Custom Research
Christopher Bacon, The Advertising Research Foundation

How to Create a Mobile-Friendly Web Survey - Evidence from Thousands of User-Created Surveys
Zewei Zong, SurveyMonkey
Concurrent Sessions J
Saturday, May 19, 2018, 8:30 a.m. – 10:00 a.m.

Session 6:  
**Populism in America; Bannon, Breitbart, and the Rust Belt**

*Paper: Attitudes and Issues*

**Moderator:** Nancy Belden, Belden Russonello Strategists

**Location:** Governor’s Square 12

- **Job Insecurity and Vote Choice in the 2016 U.S. Presidential Election**
  Chau Tong, UW-Madison School of Journalism and Mass Communication

- **Why It Happened Here: Understanding The Evolving Political Climate Through a Social Values Analysis**
  Keith Neuman, The Environics Institute for Survey Research
  David Jamieson, Environics Research

- **Using Social Media Data to Track Populist Concerns**
  Claire Kelley, American Institutes for Research
  Sarah Kelley, American Institutes for Research

- **The Effect of Numeric Information on Policy Attitudes: Addressing the Question of Causality**
  Brian Guay, Duke University

Session 7:  
**PPP**

**Enter the New Exit Polls...Testing new Modes and Samples**

*Paper: Populations, Polls, and Politics*

**Moderator:** Jonathan Evans, Pew Research Center

**Location:** Governor’s Square 14

- **Exploring an Innovative Election Survey Approach to Traditional Exit Polls**
  David Sterrett, NORC at the University of Chicago
  Trevor Tompson, NORC at the University of Chicago
  Jennifer Benz, NORC at the University of Chicago
  Nadarajasundaram Ganesh, NORC at the University of Chicago
  Becky Reimer, NORC at the University of Chicago

- **Improving on the Exit Poll? Fox News’s Experimental Voter Analysis of the 2017 Virginia and New Jersey Gubernatorial Elections**
  Brian Arbour, City University of New York
  Chris Anderson, Anderson Robbins Research
  Dana Blanton, Fox News Channel
  Michael Miller, Barnard College, Columbia University
  Arnon Mishkin, Mishkin Associates
  Andrew Schwartz, Anderson Robbins Research

- **Determined by Mode: Sample Composition, Issue Voting, and the Likely Voter in Florida General Elections**
  Enrijeta Shino, University of Florida
  Michael D. Martinez, University of Florida
  Michael Binder, University of North Florida

- **Maximum Modality: An Evaluation of Five Modes of Pre-Election Polling Conducted Simultaneously**
  Michael Smith, Global Strategy Group

- **Open-Ended Questions vs Pre-Coded Answers: Pros and Cons in an International Context**
  Aneta Guenova, Department of State
Concurrent Sessions J
Saturday, May 19, 2018, 8:30 a.m. – 10:00 a.m.

Session 8: PORTAL
What Do We Know About Survey Costs These Days? Reporting Measures of Survey Costs and Practical Recommendations for Designing and Conducting Surveys under Cost Constraints
PORTAL: Data Collection and Survey Participation
Moderator: Andy Peytchev, RTI International
Location: Governor’s Square 15

Survey costs and cost models:
A Typology and Evaluation Criteria
Kristen Olson, University of Nebraska-Lincoln

Designing and Conducting Survey Data Collection with Shrinking Budgets
Andy Peytchev, RTI International

Session 9: Prob/Non
Paper: Probability and Nonprobability
Moderator: Kelly Lin, Marketing Systems Group
Location: Governor’s Square 16

New Modes of Online Sampling - Growing and Maintaining an Online Access Panel via a Network of Media Publishers
Jacob Kastl, Civey
Denise Sengül, Civey

(If At First You Don’t Succeed) Test, Test Again: Convenience Sampling Recruitment Methods
Emily Summers, The Nielsen Company
Lauren Walton, The Nielsen Company
Jennifer Hunsecker, The Nielsen Company

Building an On-Line Sample of United States Military Veterans
Leyla Stambaugh, RTI International
Patrick Hsieh, RTI International
Herschel Sanders, RTI International
Jessica Morgan, RTI International

Using Random Digit Dial and Social Media Recruitment of Households Impacted by Incarceration
Bryan Rhodes, RTI International
Ellen Marks, RTI International
Concurrent Sessions J

Saturday, May 19, 2018, 8:30 a.m. – 10:00 a.m.

Session 10: DCSP

Developing Holistic Approaches to Survey Messaging for Multi-Mode Surveys

Panel: Data Collection and Survey Participation

Moderator: Elizabeth Poehler, U.S. Census Bureau
Location: Governor’s Square 17

Strategic Framework for Messaging in the American Community Survey Mail Materials
Broderick Oliver, U.S. Census Bureau

Applying a Strategic Framework to Reinvent American Community Survey Mail Contact Materials
Jon Schreiner, U.S. Census Bureau
Concurrent Sessions K
Saturday, May 19, 2018, 10:15 a.m. – 11:45 a.m.

Session 1:  

Many Nations, Many Methods, One Session.

Methodological Brief: 3MC

Moderator: Martin Wulfe, MWulfe Consulting
Location: Director's Row E

Administering Cognitive Interviews in Foreign Nations
Jonathan Vickers,
National Center for Health Statistics

Development Of a Multicountry Field Management and Monitoring Tool - Leanings From a Multicountry Study
Jamie Burnett, Kantar Public

Undesirable Interviewer Behaviour in Cross-National Studies
Ineke Stoop,
The Netherlands Institute for Social Research/SCP
Joost Kappelhof, SCP

Challenges in Measuring Household Size in International Surveys
Galina Zapryanova, Gallup
Anita Pugliese, Gallup

Applying the Lessons of U.S. Electricity Saturation Surveys to Research in Tanzania
Robynne Locke,
ICF International, Survey Research Center
Robert Tortora, ICF International
Carla Jackson, ICF International
Heather Driscoll, ICF International

A Rare Look Inside Cuban Society: a New Survey of Cuban Public Opinion
Emily Alvarez, NORC at the University of Chicago
Brian Kirkhoff, NORC at the University of Chicago
Liz Kantor, NORC at the University of Chicago
Jennifer Benz, NORC at the University of Chicago
Trevor Tompson, NORC at the University of Chicago

Data Quality Assessments in an International Context: A Multidimensional Approach
Patrick Moynihan, Pew Research Center
Steve Schwarzer, Pew Research Center
Martha McRoy, Pew Research Center
Danielle Cuddington, Pew Research Center
Courtney Nelson, Pew Research Center

Session 2:  

Do You Get Nothing After Addition? Exploring the Use of Appended and Ancillary Data for ABS Recruitment

Paper: Data Collection and Survey Participation

Moderator: Edward Paul Johnson, SSI
Location: Director’s Row H

To Re-Contact or Not to Re-Contact: Using Auxiliary Data to Model Address Eligibility in a Household Survey
Cameron McPhee, American Institutes for Research
Andrew Zukerberg, National Center for Education Statistics

Strategies for Oversampling Hard-to-Reach Respondents in Mail Surveys
Jeffrey Jones, Gallup
Kirti Kanitkar, Gallup

Improving ABS Response Rate through Cell Phone Matching
Claudette Brazle, Simmons Research LLC
Gerry Dirksz, Simmons Research
Paola Pino, Simmons Research
Alec Eddinger, Simmons Research
Joey Harmon, Harmon Research
Paul J. Lavrakas, Consultant

Using Ancillary Data to Identify Racial and Ethnic Subgroups in an Address Based Sample
Bryan Rhodes, RTI International
Ellen Marks, RTI International
Concurrent Sessions K
Saturday, May 19, 2018, 10:15 a.m. – 11:45 a.m.

Session 2: (continued)

Can Phone Reminders Help with a Mail-Primary Survey?
Kimberly Hawkins, Nielsen
Robin Gentry, Nielsen

Session 3: RNP
Our Story: The ‘Wizard of AAPOR’ and the Yellow Brick Road We Took to Get There
Panel: Research in Practice

Moderator: Trent D. Buskirk,
University of Massachusetts Boston

Location: Director’s Row I
NORC, the University of Denver, and the Birth of AAPOR, 1946
Tom W. Smith, NORC at the University of Chicago

Our Story: the ‘Wizard of AAPOR’ and the Yellow-Brick Road We Took to Get There — a Panel Discussion

Panel: Cynthia Lynn Miller, Braun Research, Inc.
Moderators: Rodney L. Terry, U.S. Census Bureau

Panelists: Trent D. Buskirk,
University of Massachusetts Boston
Ashley Kirzinger,
Kaiser Family Foundation
Benjamin Messer, Research Info Action
Dianne Rucinski,
Dianne Rucinski Research and Consulting
Tamara Terry, RTI International
Roger Tourangeau, Westat
David Wilson, University of Delaware
Ting Yan, Westat
Concurrent Sessions K
Saturday, May 19, 2018, 10:15 a.m. – 11:45 a.m.

Session 4: DCSP

Some Tricks to Increase Clicks: Exploring Methods for Web-survey Recruitment

Methodological Brief: Data Collection and Survey Participation

Moderator: Nick Bertoni, Pew Research Center
Location: Governor’s Square 10

Using a Postcard Follow-up to Encourage Web Response
Kerry Levin, Westat
Jocelyn Newsome, Westat
Jennifer McNulty, Westat
Hanyu Sun, Westat
Brenda Schafer, Internal Revenue Service
Pat Langetieg, Internal Revenue Service
Rizwan Javaid, Internal Revenue Service

Non-response in Web Surveys: Removing Cognitive Barriers to Participation with Embedded Question in Invitation Emails
Kirti Kanitkar, Gallup Inc.
Diana Liu, Gallup Inc.

Which Click Does the Trick? Testing Web Survey Invitation Messages Using Focus Groups and a Pilot Survey
Carol Cosenza, Center for Survey Research/University of Massachusetts Boston
Lauren Cripps,
Center for Survey Research/University of Massachusetts Boston
Floyd J. Fowler Jr.,
Center for Survey Research/University of Massachusetts Boston

Does Being Humorous Help? An Examination of the Effect of Humorous Reminders and Embedded Survey Items on Response Rate.
Lebena Varghese, ACT. Inc.
Raeal, ACT. Inc.

Contact Methods that Require Prior Consent: Who Consents and What Effect Do Such Methods Have on Survey Quality?
Caitlin Deal, American Institutes for Research (AIR)
Rebecca Medway,
American Institutes for Research (AIR)
Trey Miller, American Institutes for Research (AIR)

Using Social Media for Survey Recruitment: What Works and Doesn’t Work
Valerie Lykes, J.D. Power
Jay Meyers, J.D. Power

The Effect of Prepaid and Promised Incentives on Web Survey Response Rates and Samples Compositions: Results from Two Gallup Web Surveys
Audris Campbell, Gallup
Jonathan Rodkin, Gallup
Jenny Marlar, Gallup
Vanessa Maturo, Gallup
Stephanie Marken, Gallup

Piloting into Uncharted Territory: Use of Mobile- and Web-Based Data Collection in State Public Health Surveillance
Sarah Blackwell,
Colorado Department of Public Health and Environment
Alison Grace Bui,
Colorado Department of Public Health and Environment
Rickey Tolliver,
Colorado Department of Public Health and Environment
Concurrent Sessions K
Saturday, May 19, 2018, 10:15 a.m. – 11:45 a.m.

**Session 5: Q&I**

We ask the questions but do they answer them? Exploring the Survey Response Process

*Methodological Brief: Questionnaire Design and Interviewing*

**Moderator:** Kristin Stettler, U.S. Census Bureau  
**Location:** Governor’s Square 11

- **I Don’t Get It. Response Difficulties in Answering Political Attitude Statements in Voting Advice Applications.**  
  Naomi Kamoen, Tilburg University  
  Bregje Holleman, Utrecht University

- **Memory Bookmarking Approach: Use Multimodal Real-time Data to Facilitate Recall**  
  H. Yanna Yan, University of Michigan  
  Frederick G. Conrad, University of Michigan

- **Improving Efficiency of Inference Through a Hybrid Diary and Recall Survey Design**  
  Hitczenko Marcin, Federal Reserve Bank of Boston

- **Sensitive or Misunderstood? Challenges in Measuring Opioid- versus Alcohol-Related Impaired Driving**  
  Stephanie Willson, National Center for Health Statistics

- **Mobile Survey Scale Showdown: Thumbs, Stars, Smileys, vs Text Scales**  
  Aaron Sedley, Google Inc  
  Yongwei Yang, Google Inc  
  Hilary Hutchinson, Google Inc

- **The Influence of Rating Scale Direction on Reliability**  
  Florian Keusch, University of Mannheim  
  Ting Yan, Westat

- **Web Survey Experiments on Ranking vs. Rating Questions**  
  Mingnan Liu, Facebook  
  Laura Wronski, SurveyMonkey

**Session 6: PPP**

From Russia to Mexico: Election Polls Around the World

*Paper: Populations, Polls, and Politics*

**Moderator:** Eran Ben-Porath, SSRS  
**Location:** Governor’s Square 12

- **Election Polling in the Republican of Georgia**  
  Joseph Lenski, Edison Research

- **Forecasting Elections in Non-Competitive Systems: Learnings for the Likely Voter Model From Russian Case**  
  Yulia Baskakova, Russian Public Opinion Research Center (VCIOM)

- **Independent Public Opinion Polling vs. Authoritarian State (A case of Belarus)**  
  Oleg Manaev, University of Tennesse  
  Natalie Rice, Maryville College

- **The Impact of Social Desirability When Measuring Vote Preference**  
  Yamil Nares, Defoe  
  Alfredo Chaparro, Defoe  
  Rene Bautista, NORC at the University of Chicago

- **Political Disaffection and Punishment Vote in State of México**  
  Paul Valdes Cervantes, Parámetro Investigación
Concurrent Sessions K
Saturday, May 19, 2018, 10:15 a.m. – 11:45 a.m.

Session 7:  
A Country Music Ballad: Education, Incarceration, and Patriotism

*Paper: Attitudes and Issues*

**Moderator:** Edward P. Freeland, Princeton University  
**Location:** Governor’s Square 14

- **Polling in the Judicial Process: Can the Defendant Get a Fair Trial**  
  Donald Levy, Siena College

- **The Impact of Incarceration on Older Americans’ Work and Retirement Planning**  
  Liz Kantor, NORC at the University of Chicago  
  Becky Reimer, NORC at the University of Chicago  
  Emily Alvarez, NORC at the University of Chicago  
  Maria Ines Zamudio, American Public Media  
  Jennifer Benz, NORC at the University of Chicago  
  Becky Reimer, NORC at the University of Chicago  
  Emily Alvarez, NORC at the University of Chicago  
  Becky Reimer, NORC at the University of Chicago  
  Emily Alvarez, NORC at the University of Chicago  
  Becky Reimer, NORC at the University of Chicago  
  Emily Alvarez, NORC at the University of Chicago

- **Sports and Politics: What Americans Think About the National Anthem at Sporting Events**  
  Dan Malato, NORC at the University of Chicago  
  Emily Alvarez, NORC at the University of Chicago  
  Marjorie Connelly, NORC at the University of Chicago  
  Jennifer Benz, NORC at the University of Chicago  
  Trevor Tompson, NORC at the University of Chicago

- **Vouchers, Diversity and the American Student: The 2017 Phi Delta Kappa Poll**  
  Sofi Sinozich, Langer Research Associates  
  Gary Langer, Langer Research Associates  
  Gregory Holyk, Langer Research Associates  
  Christine Filer, Langer Research Associates  
  Allison De Jong, Langer Research Associates

- **Confidence in Public Education: Exploring Dimensionality and Rasch Scale Construction**  
  Spencer Dudley, University of Colorado Boulder

Session 8:  
Respondent Driven Sampling: Design, Operation and Estimation

*PORTAL: Innovations and Emerging Methods*

**Moderator:** Sunghee Lee, University of Michigan  
**Location:** Governor’s Square 15

- **Implementation of Respondent Driven Sampling for a Web Survey of Immigrants and an In-Person Survey of Illicit Substance Users**  
  Sunghee Lee, University of Michigan

- **Analysis Respondent Driven Sample Data: Current State and Future Directions**  
  Ai Rene Ong, University of Michigan  
  Sunghee Lee, University of Michigan  
  Tuba Suzer-Gurtekin, University of Michigan
Concurrent Sessions K
Saturday, May 19, 2018, 10:15 a.m. – 11:45 a.m.

Session 9:  
My goodness does this fit? Applications of Advanced Network Analysis, Modeling, Forecasting and Classification for Survey Research

Paper: Data Collection and Survey Participation

Moderator: Carol Cosenza, University of Massachusetts, Boston
Location: Governor’s Square 16

- Improving Response Rate of a Web Social Network Analysis Survey
  Anil Kumar Chaudhary, The Pennsylvania State University
  Glenn Israel, University of Florida

- Estimating Social Network Size using the Network Scale-Up Method: Exploring Estimate Differences by Treatment of Missing Data and Estimator Choice
  Patrick Habecker, University of Nebraska - Lincoln

- Developing A Goodness-of-Fit Hypothesis Test for Functional Form Model Misspecification in Longitudinal Mode Effect Studies with Complex Samples
  Heather H. Kitada, Oregon State University
  Sarah C. Emerson, Oregon State University
  Katherine R. McLaughlin, Oregon State University

- Using Response Propensity Models to Equally Disperse 2nd Stage Sampled Cases across Incentive Treatment Groups
  Kayla Varela, U.S. Census Bureau
  Allison Zotti, U.S. Census Bureau
  Stephanie Coffey, U.S. Census Bureau

- The Good, the Bad, and the Inaccessible: Characterizing Chronically Inaccessible Records using both Quantitative and Qualitative Inquiry
  Tyler Wilson, U.S. Department of Agriculture
  Jamila Sani, U.S. Department of Agriculture

Session 10:  
Don’t Close That Window! Understanding Why Web Survey Respondents Break Off

Paper: Data Collection and Survey Participation

Moderator: Dave Roe, Abt Associates
Location: Governor’s Square 17

- Predicting Survey Breakoff in Web Surveys
  Anke Metzler, Darmstadt University of Technology
  Marek Fuchs, Darmstadt University of Technology

- Slow Down, You’re Moving Too Fast: Improving Survey Participation with Interventions
  Morgane Bennett, Truth Initiative
  Jennifer Cantrell, Truth Initiative
  Randall K. Thomas, GfK
  Elizabeth Hair, Truth Initiative
  Donna Vallone, Truth Initiative

- One of These Measurements Is Not Like the Others
  Elizabeth Steele, Gallup
  Jenny Marlar, Gallup
  Audris Campbell, Gallup

- Optimizing a Web Survey Instrument Using Paradata Measures
  Renee Reeves, U.S. Census Bureau
  Adriana Hernandez Viver, U.S. Census Bureau
  Rachel Horwitz, U.S. Census Bureau

- Using Paradata to Evaluate an Online Survey’s Mobile Friendliness
  Frances Barlas, GfK Custom Research
  Ge Tang, GfK Custom Research
  Jason Knight, GfK Custom Research
  Randall K. Thomas, GfK Custom Research
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