



2013 PAPOR ANNUAL CONFERENCE



December 12–13, 2013

Marines' Memorial Club & Hotel, San Francisco, CA

PAPOR

*Pacific Chapter of American Association
for Public Opinion Research*



WELCOME TO THE 2013 ANNUAL PAPOR CONFERENCE!

Welcome to the annual conference of the Pacific Chapter of the American Association for Public Opinion Research. At the heart of our business is the willingness of ordinary people to share information—opinions, ballot preferences, behaviors, health records, consumer preferences, and more. The collection and use of personal data and information have been front and center this year as the surveillance practices of government and Internet companies were exposed and came under scrutiny. What does this mean in our business where respondents trust that the information they share is safeguarded? Does the public even worry about how their information is used? Our plenary panelists will address some of these important issues: how the public views online privacy in surveys conducted by the Pew Internet & American Life Project, whether traditional conceptions of privacy and confidentiality need an update in the age of the Internet, and how to balance the need for privacy with the need for transparency in conducting research. The conference features complementary short courses led by two of our industry’s foremost experts—Dr. Don Dillman and Dr. Jon Krosnick—and panels on a diverse range of topics including political polarization, health and social issues, new methodologies, determining voter turnout in special elections, and big data and paradata. I hope you enjoy our new conference location, the Marines’ Memorial Club & Hotel, which was created as a living memorial to service members, and I encourage you to visit the General E. O. Ames Library and Museum, located on the 11th floor near our event.

Welcome to San Francisco and enjoy the conference!
Sonja Petek, 2013 PAPOR Conference Chair

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The PAPOR Executive Council encourages you to seek us out and say hello!
Feel free to ask us for more information about the conference or PAPOR.

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DAY AT A GLANCE: THURSDAY, DECEMBER 12

7:30 am – 2:00 pm	Conference Registration / Check In Sponsored by 	11 th Floor Foyer
8:00 am – 10:30 am	SHORT COURSE 1 <i>Achieving Synergy Across Survey Modes: Mail Contact with Web Response from Address-Based Samples</i>	Crystal Ballroom
10:30 am – 10:45 am	Mid-morning break Sponsored by  	11 th Floor Foyer
10:45 am – 1:15 pm	SHORT COURSE 2 <i>Maximizing the Accuracy of Online Surveys: Comparisons of Methods and Recommendations of Optimal Procedures</i>	Crystal Ballroom
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1:15 pm – 2:00 pm	Lunch (on your own)	
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2:00 pm – 2:05 pm	2013 PAPOR CONFERENCE OPENS – WELCOME <i>Bob Davis, 2013 PAPOR Past President</i>	Crystal Ballroom
2:05 pm – 3:35 pm	PANEL 1 <i>Polarization in the Public and Techniques for Measurement</i>	Crystal Ballroom
3:35 pm – 4:00 pm	Mid-afternoon break Sponsored by  	11 th Floor Foyer
4:00 pm – 5:30 pm	PANEL 2 <i>Polling on Health and Social Issues</i>	Crystal Ballroom
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5:30 pm – 6:15 pm	WELCOME RECEPTION	Crystal Lounge and 11 th Floor Foyer
6:15 pm – 8:45 pm	DINNER AND PLENARY <i>Privacy, Confidentiality, and the Use of Data</i> Wine sponsored by  Dinner sponsored by   	Crystal Lounge
8:45 pm – 9:45 pm	AFTER-DINNER COCKTAILS	Flying Leatherneck Lounge, 12th Floor

DAY AT A GLANCE: FRIDAY, DECEMBER 13

8:00 am – noon	Conference Registration / Check In <i>Sponsored by</i> 	11 th Floor Foyer
8:30 am – 10:00 am	PANEL 3 <i>Validating New Methodologies – Incorporating and Embracing the Future</i>	Crystal Ballroom
10:00 am – 10:15 am	AAPOR PRESENTATION <i>Jennifer Hunter Childs, AAPOR Associate Membership and Chapter Relations Chair</i>	Crystal Ballroom
10:15 am – 10:45 am	POSTER SESSION AND BREAK <i>Sponsored by</i>   	Crystal Lounge
10:45 am – 12:15 pm	PANEL 4 <i>Predicting the Unpredictable – Modeling Turnout in Unprecedented/Special Elections</i>	Crystal Ballroom
12:30 pm – 2:00 pm	LUNCH AND CHAPTER MEETING <i>Sponsored by</i>  	Crystal Lounge
2:00 pm – 3:30 pm	PANEL 5 <i>Big Data, Paradata, and Their Uses for Public Opinion Researchers</i>	Crystal Ballroom
3:30 pm – 3:45 pm	NEW PRESIDENT’S ADDRESS AND CONFERENCE CLOSING <i>Sarah Cho, 2014 PAPOR President</i>	Crystal Ballroom

SHORT COURSE 1 Achieving Synergy Across Survey Modes: Mail Contact with Web Response from Address-Based Samples

Time/Location	Thursday, 8:00 am – 10:30 am, Crystal Ballroom
Instructor	Don Dillman, <i>Regents Professor, Department of Sociology and Social and Economic Research Center, Washington State University</i>
Description	Telephone surveys are declining in their effectiveness for household data collection. At the same time, web surveys using only email contact are not yet an effective substitute. Each of these modes when used alone has significant coverage, sampling and response rate problems. Although mail-only household surveys using address-based sampling provide better household coverage and can achieve higher response rates to general public surveys, many surveyors are reluctant to use postal questionnaires. Data quality problems from intensive branching and item-nonresponse are among their concerns. In this workshop effective methods will be described for using mail contact to push responses to the web, while using a mail response option to obtain answers from households that are unlikely and/or unable to respond over the web. Multiple examples of questionnaires and implementation procedures found effective in achieving this goal will be presented. The workshop covers such topics as the visual layout and design of questionnaires and contacts, minimizing measurement differences across survey modes, use of incentives, necessary articulation of sequential contacts, unit and item response rate effects, and non-response error. The content of this short course relies heavily on recent experimental research carried out by the author and his research team at Washington State University.



This short course has been approved and is eligible for 2.5 PRC (Professional Researcher Certification Program) contact hours in the Research category. (For more information on the PRC program, go to www.mra-net.org.)

SHORT COURSE 2 Maximizing the Accuracy of Online Surveys: Comparisons of Methods and Recommendations of Optimal Procedures

Time/Location Thursday, 10:45 am – 1:15 pm, Crystal Ballroom

Instructor Jon A. Krosnick, *Frederic O. Glover Professor in Humanities and Social Sciences and Professor of Communication, Political Science, and Psychology, Stanford University*

Description As survey research marches into the 21st Century, the Internet offers exciting opportunities for data collection, alone and in coordination with data collection via other methods. This course is designed to provide guidance to researchers on how to obtain the most useful results using the Internet mode of data collection, whether one’s goals are to document the prevalence of characteristics in a population, to explore covariation between attributes of individuals, to explore the impact of manipulations, or to explore trends over time. For researchers who design Internet data collection efforts, implement such efforts, analyze data from such efforts, or simply read the results of such studies, this course will offer useful tools, perspectives, and advice and will identify directions for fruitful future research. The course will build on a substantial literature with origins preceding the launching of the Internet, in which interviewer-administered surveys were compared with self-administration via paper and pencil questionnaires and via ACASI. The body of work in that arena pointed to various potential advantages of self-administration, as well as potential drawbacks of self-administration.

During the last 15 years, a new body of studies has accumulated, (1) comparing interviewer administration with computer self-administration in laboratory experiments, and (2) comparing the results of Internet surveys of general population samples with results obtained from parallel administrations by interviewers with the same populations. These studies have been done in the U.S. and in other nations as well. In addition, a large number of regional and national elections have now been preceded by polls of potential voters conducted via the Internet and similar polls conducted by interviewers, allowing comparison of their performance in anticipating election outcomes. Supplementing all this work, a field test was conducted recently in which a new Internet panel was built by face-to-face recruiting of members of a probability sample of American households, who were all offered free laptop computers and high speed Internet connections and cash in return for completing a monthly online survey (called the FFRISP). Some of the administered questionnaires paralleled those of the General Social Survey, the American National Election Study, the Current Population Survey, and other high-quality face-to-face national surveys, allowing for comparisons of results. These various studies permit exploration of specific implementation issues, such as how best to construct weights to correct for known sample departures from population distributions, whether lower response rates yield less accuracy, and whether heroic efforts to increase response rates toward the ends of field periods improve survey accuracy.

The course will review all of this evidence and offer assessments of the opportunities currently afforded by Internet survey data collection, identifying methods that appear to produce the most accurate measurements and the most useful application of various methodologies for various purposes.



This short course has been approved and is eligible for 2.5 PRC (Professional Researcher Certification Program) contact hours in the Research category. (For more information on the PRC program, go to www.mra-net.org.)

PLENARY PRIVACY, CONFIDENTIALITY, AND THE USE OF DATA

Time/Location Thursday, 6:15 pm – 8:45 pm, Crystal Lounge
Moderator Mollyann Brodie, *Senior Vice President for Executive Operations and Director of Public Opinion and Survey Research, Henry J. Kaiser Family Foundation*

Mollyann Brodie is responsible for all aspects of the Foundation’s public opinion survey efforts, including the monthly Kaiser Health Tracking poll, the Foundation’s work on Americans’ attitudes toward global health policy, and the ongoing survey partnerships with media organizations including the *Washington Post* and NPR. Dr. Brodie’s efforts focus on understanding public opinion and knowledge on health care policy issues, and the role of opinion in health policy debates. Her research has been published in the *Journal of the American Medical Association*, *New England Journal of Medicine*, *Journal of Health Politics, Policy, and Law* and *Health Affairs*. Brodie is co-editor of the book *American Public Opinion and Health Care* (CQ Press, 2011).

She is also responsible for all executive operations of the Foundation, including directing the President’s Office and supporting the activities of the Foundation’s Board of Trustees and Board Committees.

Dr. Brodie also currently serves on the Board of Directors for the Roper Center for Public Opinion Research and on the Education Committee for the American Association of Public Opinion Research (AAPOR). She previously served on AAPOR’s Executive Council and as president of its Pacific Chapter, PAPOR. She received a M.S. in Health Policy and Management and a Ph.D. in Health Policy from Harvard University.

Panelists Lee Rainie, *Director, Pew Research Center’s Internet & American Life Project*

Lee Rainie is the Director of the Pew Research Center's Internet Project, a non-profit, non-partisan "fact tank" that studies the social impact of the internet. The Project has issued more than 450 reports based on its surveys that examine people's online activities and the internet's role in their lives.

Lee is a co-author of *Networked: The New Social Operating System*, a book about the social impact of technology that was written with Barry Wellman. He also is a co-author of five books about the future of the internet that are based on Project surveys.

Prior to launching the Pew Internet Project, Lee was managing editor of *U.S. News & World Report*.

Victoria Stodden, *Assistant Professor of Statistics, Columbia University*

Victoria is an assistant professor of Statistics at Columbia University, and affiliated with the Columbia University Institute for Data Sciences and Engineering. She completed her PhD in statistics and her law degree at Stanford University. Her research centers on the multifaceted problem of enabling reproducibility in computational science. This includes studying adequacy and robustness in replicated results, designing and implementing validation systems, developing standards of openness for data and code sharing, and resolving legal and policy barriers to disseminating reproducible research.

She is the developer of the award winning "Reproducible Research Standard," a suite of open licensing recommendations for the dissemination of computational results. She is a co-founder of <http://www.RunMyCode.org>, an open platform for disseminating the code and data associated with published results, and enabling independent and public cloud-based verification of methods and findings. She is the creator and curator of SparseLab, a collaborative platform for reproducible computational research in underdetermined systems. She was awarded the NSF EAGER grant "Policy Design for Reproducibility and Data Sharing in Computational Science." She serves as a member of the National Science Foundation's Advisory Committee on Cyberinfrastructure (ACCI), the Mathematics and Physical Sciences Directorate Subcommittee on "Support for the Statistical Sciences at NSF," and the National Academies of Science committee on "Responsible Science: Ensuring the Integrity of the Research Process." She also serves on several committees in the American Statistical Association: The Committee on Privacy and Confidentiality, the Committee on Data Sharing and Reproducibility, and the Presidential Strategic Initiative, Developing a Prototype Statistics Portal. She also serves on the Columbia University's Senate Information Technologies Committee.

PANEL 1 POLARIZATION IN THE PUBLIC AND TECHNIQUES FOR MEASUREMENT

Time/Location Thursday, 2:05 pm – 3:35 pm, Crystal Ballroom
 Panel Chair Kyle Dropp, *Assistant Professor, Department of Government, Dartmouth College*

Presentation Title Do Open Primaries Help Moderate Candidates? An Experimental Test on the 2012 California Primary

Presenter Doug Ahler, *Ph.D. Candidate, Department of Political Science, University of California – Berkeley*

Coauthors Jack Citrin, *University of California – Berkeley*
 Gabriel Lenz, *University of California – Berkeley*

Abstract Do open primaries help moderate candidates? While many theorize that allowing voters to choose candidates from any party in primaries will alleviate polarization, evidence has been mixed. To further address this question, we conducted a statewide experiment just prior to California’s June 2012 primaries, the first conducted under the Top-Two Primaries Act. We randomly assigned 2,839 registered voters in districts where moderate candidates faced extreme candidates to be asked about their vote choice on either the new ballot or on the ballot they would have seen absent the reform. We find that moderate candidates for the House of Representatives and California’s State Senate fared no better under the open primary. The top-two primary failed to improve moderates’ electoral fortunes because of voters’ scant knowledge of the candidates. While voters are generally quite moderate, they largely failed to discern ideological differences between extreme and moderate candidates of the same party, particularly among non-incumbents. Tellingly, the reform actually worsened proximity voting, contrary to reformers’ expectations. Although these results cannot speak to how elected officials will behave in office post-reform, they suggest that voters lack the knowledge necessary to incentivize moderateness in a top-two primary.

Presentation Title Appropriators Not Position Takers: The Distorting Effects of Electoral Incentives on Congressional Representation

Presenter Justin Grimmer, *Assistant Professor, Department of Political Science, Stanford University*

Abstract Congressional districts create two levels of representation. Studies of representation focus on a disaggregated level: the electoral connection between representatives and constituents. But there is a collective level of representation—the result of aggregating across representatives. This paper uses new measures of home styles to demonstrate that responsiveness to constituents can have negative consequences for collective representation. The electoral connection causes marginal representatives—legislators with districts composed of the other party’s partisans—to emphasize appropriations in their home styles. But it causes aligned representatives—those with districts filled with co-partisans—to build their home styles around position taking. Aggregated across representatives, this results in an artificial polarization in stated party positions: aligned representatives, who tend to be ideologically extreme, dominate policy debates. The logic and evidence in this paper provide an explanation for the apparent rise in vitriolic debate and the new measures facilitate a literature on home styles.
 Paper link - <http://onlinelibrary.wiley.com/doi/10.1111/ajps.12000/full>

PANEL 1 POLARIZATION IN THE PUBLIC AND TECHNIQUES FOR MEASUREMENT, continued

Time/Location Thursday, 2:05 pm – 3:35 pm, Crystal Ballroom

Panel Chair Kyle Dropp, *Assistant Professor, Department of Government, Dartmouth College*

Presentation Title How Does Multilevel Regression and Poststratification Perform with Conventional National Surveys?

Presenter Ben Highton, *Professor, Department of Political Science, University of California – Davis*

Coauthor Matt Buttice, *California Research Bureau*

Abstract Multilevel regression and poststratification (MRP) is a method to estimate public opinion across geographic units from individual-level survey data. If it works with samples the size of typical national surveys, then MRP offers the possibility of analyzing many political phenomena previously believed to be outside the bounds of systematic empirical inquiry. Initial investigations of its performance with conventional national samples produce generally optimistic assessments. This article examines a larger number of cases and a greater range of opinions than in previous studies and finds substantial variation in MRP performance. Through empirical and Monte Carlo analyses, we develop an explanation for this variation. The findings suggest that the conditions necessary for MRP to perform well will not always be met. Thus, we draw a less optimistic conclusion than previous studies do regarding the use of MRP with samples of the size found in typical national surveys.

Paper link - http://polisci.ucdavis.edu/people/bhighton/home/pubs-and-papers/2013_polanal_mrp.pdf

Presentation Title In the Eye of the Beholder: Ideological Polarization, Partisan Affect, and Electoral Accountability

Presenter Gaurav Sood, *W. Glenn Campbell and Rita-Ricardo Campbell National Fellow, Hoover Institution, Stanford University*

Abstract Political elites have increasingly migrated to the ideological extremes, but the public at large still prefers the center. It follows that rank and file partisans are not only ideologically distant from the opposing party, but also from their own party. Yet partisans continue to feel warmly toward their party. We demonstrate that this conundrum is attributable to biases in partisan beliefs and information processing. We begin by demonstrating partisan asymmetry in the relationship between ideology and affect; the penalty for extremity is far greater for leaders of the out than the in party. We next show that the asymmetry stems from biased perceptions; partisans exaggerate the extremity of opposing party leaders, and think that their own party's leaders have a more moderate voting record than their actual record. Finally, to isolate the role of motivated processing, we experimentally manipulate ideological positions and party labels of hypothetical candidates. The data again show that partisans more readily discount ideological differences with candidates from their own party candidate than the out party. In all, the evidence suggests that partisans are disinclined to hold officials from their party accountable for advocating positions different from their own.

PANEL 2 POLLING ON HEALTH AND SOCIAL ISSUES

Time/Location Thursday, 4:00 pm – 5:30 pm, Crystal Ballroom
 Chair Sonja Petek, *Research Associate, Public Policy Institute of California*

Presentation Title California Voter Views of the Affordable Care Act and its Implementation

Presenter Mark DiCamillo, *Senior Vice President, Field Research Corporation and Director, The Field Poll*

Abstract In July 2013 *The Field Poll* completed its fourth annual TCWF-Field Health Policy Surveys, sponsored by The California Wellness Foundation, measuring California voter attitudes toward the Affordable Care Act (ACA). The poll was conducted in seven languages, with sample augmentations among Chinese-American, Vietnamese-American, Korean-American, Filipino-American and African-American voters.

While the survey found no diminishment in California voters’ overall support for the ACA, this stability masked deep divisions in opinions across a wide range of voter subgroups, with the state’s Latino, Asian-American and African-American voters displaying much greater support than white-non-Hispanics. While self-reported knowledge of the law remains relatively low, majorities believe the state will be successful in achieving its main objectives. When voters eligible for coverage benefits under either Covered California or the expanded Medi-Cal program were identified, large proportions were unaware of their eligibility. Nevertheless, interest in learning about the law was high among many of the law’s key target audiences, including the uninsured, Latinos, African-Americans and non-English speakers.

Presentation Title California’s Uninsured and the Affordable Care Act: The Kaiser Family Foundation Baseline Survey

Presenter Liz Hamel, *Associate Director, Public Opinion and Survey Research, Henry J. Kaiser Family Foundation*

Abstract Since it was signed into law in 2010, the national dialogue about the Affordable Care Act (ACA) has been largely political in nature, and American opinion on the law has been entrenched and deeply divided along partisan lines. With open enrollment in the law’s health insurance exchanges and Medicaid expansion in some states beginning on October 1, 2013, many Americans are beginning to have first-hand experience with the law for the first time. California, the nation’s largest state in terms of overall population and number of uninsured, is one state that has fully embraced the ACA, choosing to run its own health insurance marketplace rather than defaulting to the federal exchange, and adopting the Medicaid expansion that the Supreme Court ruled was optional for states. In summer 2013, as the state prepared for open enrollment, the Kaiser Family Foundation fielded a representative, probability based sample survey of 2,000 uninsured Californians, the first of what is expected to be a four-wave panel survey designed to capture the experiences of this population during an unprecedented opportunity to gain coverage. Having an uninsured sample of this size allows us to analyze views and experiences for three key groups based on their income and immigration status: those who are likely to be eligible for Medicaid, those who are likely to be eligible to purchase coverage on the state health insurance exchange, and those uninsured who are undocumented immigrants and ineligible for coverage under the ACA. Key findings from the baseline survey will be presented here, including the financial struggles facing the state’s uninsured population and their challenges accessing medical care, their level of interest in becoming insured, awareness of the upcoming policy changes, presumptions of eligibility, and expectations for how the law will impact their own situation.

PANEL 2 POLLING ON HEALTH AND SOCIAL ISSUES, continued

Time/Location Thursday, 4:00 pm – 5:30 pm, Crystal Ballroom
 Chair Sonja Petek, *Public Policy Institute of California*

Presentation Title Gender Disparities in VA Healthcare; Obtaining Approval to Conduct a VA Survey of Women Veterans

Presenter Barbara Simon, *Survey Director, VHA Greater Los Angeles Department of Health Services Research & Development*

Coauthor Jill Darling, *VHA Greater Los Angeles Department of Health Services Research & Development*

Abstract While the proportion of female VA patients is rapidly increasing, women represent an extreme numerical minority in VA healthcare, making up roughly 7% of the VA patient population. Providing comprehensive care for the minority of women Veterans has proved challenging. Providers who rarely care for women lack experience and comfort with providing female-specific care, and may have difficulty locating required equipment and chaperones. Facilities built for men may pose privacy and access barriers for women. Women carry a comparable disease burden compared to men, and a greater mental health burden. In addition, women Veterans tend to have a greater number of comorbidities and complications such as PTSD stemming from not only combat exposure but also high rates of sexual harassment and assault. The VA has mandated that comparable care be provided for women and men. A four-year VA cluster-randomized control trial study is focused on fostering facilitation of a “medical home” model to provide comprehensive care for women Veterans in VA primary care. Obtaining input from women Veteran patients is crucial for ensuring that changes that are made address their stated needs. However, obtaining approval to conduct a methodologically rigorous survey of Veterans requires navigating a series of regulatory hurdles including the Paperwork Reduction Act, patient privacy law, and IRB human subjects concerns that can limit contact attempts and the ability to conduct non-response analysis. The authors will discuss the strategies they used to overcome these barriers to obtain approval to conduct an evaluation survey of women Veterans.

Presentation Title Attitudes towards Homosexuality and Gay Rights across Time and Countries

Presenter Tom W. Smith, *Senior Fellow and Director, NORC at the University of Chicago*

Coauthors Jibum Kim, *Sungkyunkwan University*
 Jaesok Son, *NORC at University of Chicago*

Abstract Three main research questions are explored: 1) how have attitudes towards homosexuality and gay rights changed across time globally, 2) what countries and regions have greater acceptance of homosexuality and gay rights and have the cross-national differences been stable over time, and 3) what country-level variables (per capita GDP, religious tradition, political system, etc.) and individual-level variables (gender, cohort, education, religiousness, etc.) explain greater acceptance of homosexuality and gay rights. A large number of cross-national surveys are analyzed including the Eurobarometers, European Social Surveys, Gallup World Polls, International Social Survey Program, Ipsos, Pew Global Surveys, and the World Values Surveys.

PANEL 3 VALIDATING NEW METHODOLOGIES – INCORPORATING AND EMBRACING THE FUTURE

Time/Location Friday, 8:30 am – 10:00 am, Crystal Ballroom
 Chair Paul Johnson, *Director of Analytics, SSI*

Presentation Title How Does the Online Survey Mode Affect Answers to a Customer Feedback Loyalty Survey?

Presenter Aarti Gupta, *Senior Specialist, Customer Insights & Advanced Analytics Group, Bain & Company, Inc.*
 Coauthor Jason Lee, *Bain & Company, Inc.*

Abstract Consumers access and communicate information today through diverse platforms enabled by a wide selection of devices—be it tablets, smart-phones, laptops or even e-readers. Soon more consumers will be responding to consumer feedback surveys on tablets and smart phones. In this study we will conduct a simple “Net Promoter System” (NPS) survey. NPS surveys ask customers to evaluate their experience via a simple “Likelihood to Recommend” question and one or two follow-up questions. These surveys’ brevity and focus on direct contact with customers make them particularly good candidates for Smartphone and tablet mode surveys. The “Likelihood to Recommend” question is asked on a 0 to 10 scale. Past experience with NPS surveys proves that customers from different cultures use 0 to 10 scales differently, leading to different NPS results. Our goal is to understand whether and how answering these questions on different gadgets will affect NPS scores. The findings will be particularly useful to build better understanding of how the online survey mode can affect scale use and help companies take advantage of mobile platforms for customer feedback.

Presentation Title Material Welfare and Changing Political Preferences: The Case of Support for Redistributive Social Policies

2013 PAPOR Student Paper Competition Winner

Presenter Lindsay A. Owens, *Ph.D. Candidate, Department of Sociology, Stanford University*
 Coauthor David S. Pedulla, *Princeton University*

Abstract The relationship between political preferences and material circumstances has stimulated one of the most vibrant discussions in the social sciences. However, the verdict is still out on the extent to which political preferences are a function of material circumstances, stable ideological commitments, or some combination thereof. Drawing on new panel data from the General Social Survey, we further this debate by examining whether becoming unemployed or losing income affects individuals’ preferences for redistribution. Using individual-level fixed-effects models, we show that preferences for redistribution are malleable, rather than fixed, corresponding to predictions offered by a materialist perspective. Individuals want more redistribution when they experience unemployment or lose household income. Ultimately, we contribute new empirical insights that further the sociological understanding of the forces shaping political preferences.

PANEL 3 VALIDATING NEW METHODOLOGIES – INCORPORATING AND EMBRACING THE FUTURE, continued

Time/Location Friday, 8:30 am – 10:00 am, Crystal Ballroom
 Chair Paul Johnson, *Director of Analytics, SSI*

Presentation Title **Replication of Experimental Results across Telephone and Internet Survey Panels**
2013 PAPOR Student Paper Competition Runner-up

Presenter Henning Silber, *Visiting Student Researcher, Department of Communication, Stanford University*

Coauthors Jon A. Krosnick, *Stanford University*
 David S. Yeager, *University of Texas at Austin*

Abstract At the beginning of survey research, most studies were done with probability samples of the populations of interest. In recent years, an increasing number of surveys are being done with non-probability samples via the Internet. Recently, Yeager et al. (2011) showed that different non-probability online samples yielded different distributions of substantive variables, often very different, and that non-probability samples yield less accurate results than do probability samples. In this new paper, we investigate whether the results of experiments are the same when conducted with probability vs. non-probability samples by telephone and via the Internet. The experiments compared different ways of wording the same question administered in seven non-probability online surveys, a probability sample Internet survey, and a probability sample telephone survey. All nine surveys were conducted at the same time with identical questionnaires and the same sample unit—the general American population (n=1,000 each). In detail, the paper examines classical question evaluation experiments. Since weighting is a fundamental issue in online survey research and weighting adjustment is often done to increase accuracy of non-probability samples, weighted and un-weighted results are compared. Furthermore, different educational groups are compared. Although the experiment results were sometimes similar across the various survey platforms, they were sometimes strikingly different without any systematic pattern. Weighting adjustment did not eliminate these differences.

Presentation Title **Evaluating the Accuracy of Surveywall Survey Responses**

Presenter Tom Wells, *Senior Research Scientist, The Nielsen Company*

Coauthors Kumar Rao, *The Nielsen Company*
 Joe Murphy, *RTI International*
 David Roe, *RTI International*

Abstract Several companies have entered the survey research field with a new type of platform, offering researchers a do-it-yourself (DIY), cost-effective approach to surveying thousands of people online.

Recently, a new recruitment approach for conducting DIY surveys has emerged. This new approach uses a “surveywall” to intercept Internet users attempting to access paid content from participating websites and then solicits them to participate in a very brief survey. Users are sampled in real-time and in exchange for their survey participation, are given access to the paid content behind the surveywall. Proponents argue that this new DIY approach imposes less survey burden and offers a more meaningful and immediate incentive. In addition, proponents argue that survey results are as accurate as those derived from probability-based online panels.

This paper provides an independent, comparative evaluation of this new surveywall approach. We test the feasibility and performance of this new DIY survey platform against survey platforms that utilize a probability-based online panel and a traditional opt-in online panel. We administered similar questions across each of these online survey platforms. We compare responses from each survey platform to demographic and behavioral benchmarks. We calculate and compare the average absolute error across all the questions in the survey, as done by McDonald, Mohebbi, and Slatkin (2012) and by Yeager, Krosnick, et al. (2011) in their comparative research on survey accuracy.

Based on our analysis, we find the surveywall approach generates accurate survey responses and performs better than probability-based and opt-in online panels. Across the various survey items considered, the average absolute error for the surveywall approach was the lowest, at 5.6 percentage points. While more research is needed to test the generalizability of these findings across various survey settings, the surveywall approach appears to be a viable option for conducting short intercept surveys on the Internet.

PANEL 4 PREDICTING THE UNPREDICTABLE – MODELING TURNOUT IN UNPRECEDENTED/SPECIAL ELECTIONS

Time/Location Friday, 10:45 am – 12:15 pm, Crystal Ballroom

Chair Ben Tulchin, *President, Tulchin Research*

Panel Abstract Pollster Ben Tulchin (Tulchin Research) and panelists Chris St. Hilaire (MFour Mobile Research), Paul Mitchell (Political Data, Inc.), and Ken Strasma (Haystaq DNA), will discuss both the hits and misses in modeling turnout in 2013 special elections around the country. California in particular has had no shortage of special elections this year, and turnout projections have been all over the map. While modeling turnout in general and primary elections has become increasingly accurate, modeling special election turnout has unique challenges that these panelists have devised strategies to address. A brief Q&A will follow the panel.

Presenters Paul Mitchell, *Vice President, Political Data, Inc.*
Chris St. Hilaire, *President and CEO, MFour Mobile Research*
Ken Strasma, *Founder & CEO, HaystaqDNA*
Ben Tulchin, *President, Tulchin Research*

PANEL 5 BIG DATA, PARADATA, AND THEIR USES FOR PUBLIC OPINION RESEARCHERS

Time/Location Friday, 2:00 pm – 3:30 pm, Crystal Ballroom

Chair Sarah Cho, *Methodologist, SurveyMonkey*

Presentation Title What is Big Data?

Presenter Todd Lipcon, *Software Engineer, Cloudera*

Abstract Big data and data science have become the hottest buzzwords of the last few years. Organizations in both the public and private sector have started to take advantage of big data technology, often integrating very large data sets full of messy and hard-to-analyze information including web pages, social network comments, and blog posts. This presentation will provide a foundation of what big data is and how the field of data science deals with these massive datasets.

Presentation Title Big Data Will Kill Survey Research – Truth or Myth?

Presenter Shankar Sahai, *Director, Professional Services, StrongView*

Abstract Since the emergence of big data as a new technology over the last couple of years, much has been written and said about how big data will impact other areas such as marketing, crime prevention and survey research. Many believe that big data will lead to the demise of public surveys and research work. It is hard to deny the impact of big data on the field but it causing the end of survey research may be a little farfetched. Big data can provide good estimates on “How many?” or “How much?” type of questions but only traditional public opinion research can answer “Why?” and “What if?” This paper will explore how big data techniques can be used in addition to (not instead of) traditional survey research.

PANEL 5 BIG DATA, PARADATA, AND THEIR USES FOR PUBLIC OPINION RESEARCHERS, continued

Time/Location Friday, 2:00 pm – 3:30 pm, Crystal Ballroom
 Chair Sarah Cho, *Methodologist, SurveyMonkey*

Presentation Title The Multi-level, Multi-source (ML-MS) Approach to Improving Data Quality in Surveys

Presenter Tom W. Smith, *Senior Fellow and Director, NORC at the University of Chicago*

Abstract To more fully understand human society, surveys need to collect and analyze multi-level and multi-source data (ML-MS data). Methodologically, the use of ML-MS data in general and the augmenting of respondent-supplied information with auxiliary data (AD) from sample frames, other sources, and paradata in particular can notably help to both measure and reduce total survey error. For example, it can be employed to detect and reduce nonresponse bias, to verify interviews, to validate information supplied by respondents, and in other ways. Substantively, ML-MS data can greatly expand theory-driven research such as by allowing multi-level, contextual analysis of neighborhood, community, and other aggregate-level effects and by adding in case-level data that either cannot be supplied by respondents or is not as accurate and reliable as information from AD (e.g. health information from medical records vs. recalled reports of medical care). Thus, the ML-MS approach will boost both the methodological vigor and substantive power of survey research.

Presentation Title Experimental Research, Machine Learning, and the Next Generation of Microtargeting Models

Presenter Andrew Therriault, *Data Scientist, Greenberg Quinlan Rosner Research*

Abstract The past decade of political campaigning has been shaped by the rise of microtargeting, which combines surveys with voter and consumer data to create individualized "scores" for each voter. These scores have allowed campaigns to increase their effectiveness by targeting their outreach based on estimates of what voters think about issues, how they are likely to vote, and whether they will actually show up on election day. But for a data-minded campaign, knowing where voters stand now is only part of a bigger picture. The real prize? Knowing which voters can be moved, and how. During the 2012 elections, a handful of campaigns began to apply sophisticated predictive modeling techniques to data from experimental tests, using the results to successfully predict voters' responses to campaign appeals. As these tools are expanded and improved over the coming years, campaigns will be able to target individuals based on their receptiveness to persuasion and mobilization—and moreover, they will do so with messages tailored to the individuals' own characteristics and delivered through the most effective medium for each target. These advances will reshape how we experience and interact with political campaigns, and as a practitioner deeply involved in the creation of these tools, I will illustrate how they are developed, what they tell us, and what they can offer to the field of opinion research more broadly.

POSTER SESSION

Time/Location Friday, 10:15 am – 10:45 am, Crystal Lounge

Poster Title Real Worlds Implications of Response Rate Analysis

Presenter Bob Davis, *President, Davis Research*

Abstract Understanding response rate in survey design is important. Most studies analyze response rate from a coverage perspective. This poster focuses on the practical and financial implications of understanding (or mis-understanding) response rate during survey design and fielding. We analyze four different studies fielded by Davis Research during 2013 using four different methodologies and highlight the importance of predicting and monitoring response rate.

Poster Title Adequate Physical Activity Is Positively Associated with Sleep

Presenter Danielle Ewing, *Research Associate, Survey Research Group, Public Health Institute*

Coauthors Suzanne Ryan-Ibarra, *Public Health Institute*
Cindy W. Leung, *University of California, San Francisco*
Marta Induni, *Public Health Institute*

Abstract Objective: Examine whether adequate physical activity is associated with sufficient sleep.
Methods: We examined the association of physical activity and sleep among California adults 18 years and older using CA Behavioral Risk Factor Surveillance System (BRFSS) 2009 data (N=10,166). Self-reported sleep was categorized as: insufficient (1-6 hours/night), sufficient (7-9 hours/night), or excessive (10+ hours/night). Self-reported physical activity was categorized as: adequate (150 minutes per week of moderate or vigorous activity) versus inadequate (less than 150 minutes per week or none). In multinomial regression analysis, we examined the association of physical activity and sleep, adjusted for demographics (age, race/ethnicity, sex), socioeconomic indicators (employment status, poverty status, and education level), and health indicators (self-rated health status, and body mass index (BMI)). Data were weighted and represent the California adult population according to 2010 California Department of Finance figures.
Results: Adequate physical activity was inversely associated with excessive sleep (OR 0.67, 95% CI 0.48, 0.94) and insufficient sleep (OR 0.89, 95% CI 0.77-1.00).
Conclusions: Engaging in adequate physical activity is inversely associated with adults being less likely to report excessive sleep and marginally associated with insufficient sleep. Physical activity may impact sleep quality, which can impact overall quality of life. It is important to continue studying the relationship between physical activity and sleep to improve our understanding of how these two factors relate to one another and their influence on population health for future intervention.

Poster Title Techniques for Fusing Survey Modules: Respondent Matching and Data Imputation

Presenter Edward Paul Johnson, *Director of Analytics, SSI*

Coauthors Lynn Siluk, *Gongos Research*
Sarah Tarraf, *Gongos Research*

Abstract Survey respondents want short, applicable surveys they enjoy. In order to continue to receive good data, we need to capture respondent's input through the means and within the capacity they are willing to provide. One way to meet the respondent's needs is to break the traditional 20-30 minute survey into 5-10 minute modules. These shorter modules appeal to a wider audience and work well in a mobile environment, but have large amounts of missing data which can be problematic for advanced research techniques. We examine two possible techniques to fusing the modular surveys back into a data set analysts can use to perform advanced analytics: hot-deck data imputation and respondent matching. We demonstrate how each technique works in a control experiment with a 25 minute A&U (attitude and usage) study on frozen carbonated beverages. Lastly, we discuss the implications and opportunities for future research into these fusion techniques.

POSTER SESSION, continued

Time/Location Friday, 10:15 am – 10:45 am, Crystal Lounge

Poster Title Exploring Civic Agency: College Students' Experiences with Town Hall Meetings

Presenter Lori M. Weber, *Faculty, Department of Political Science, California State University, Chico*

Coauthor Ellie Ertle, *Faculty, Department of Political Science, California State University, Chico*

Abstract What are the forces that shape citizens' sense of identity in relationship to public life? This is an enduring question for both participatory democratic theorists and the scholars who undertake related empirical research. Recently, the use of the Town Hall Meeting has been undergoing a revival in the United States. Does this "old" idea for involving citizens in public life matter?

Our research explores the effects of town hall meetings as part of the curriculum in introductory American government courses since fall 2009. Since fall 2009, we have been surveying students about their civic attitudes/dispositions immediately after their town hall meeting experiences and have built a pooled cross-sectional dataset that includes more than 5,000 student respondents from eight semesters of the town hall curriculum. This survey also includes a comparison group of students in introductory American government courses without the curriculum. In our research, we explore numerous hypotheses related to the broad argument that the town hall meeting enables students to develop both their academic and civic engagement. In particular, we argue that students engaged in the town hall curriculum develop an enhanced sense of civic agency.

Poster Title Optimizing for Outcomes: Real-time Sample Management Delivers Early Insights...Daily

Presenter Danny Wong, *Chief Technology Officer, CfMC*

Abstract Big idea: Demographics matter. So does time....
When survey data collection operations are carefully managed, the data collected early in a study can provide the early insights that policy makers need to enable fast-paced, forward progress. Real-time sample management techniques can deliver consistent distribution of respondents every day, up until the study end.

Examples:

Politics—Demographic-based polling for campaign strategy decisions.
Public policy—Address-based research for regional policy making.

Key concepts:

1. Actively Manage Sample
 - a. Pre-process before the sample hits the dialer.
 - b. Use markets and quotas for complex schemes.
2. Monitor Quota Attainment
 - a. Direct the Data Collection Operations
 - b. Implement rules for dialing.
 - c. Use Integrated Voice Response (IVR) for initial screening.
 - d. Provide predictive and targeted dialing.
3. Take Corrective Action
 - a. Make dynamic adjustments on-the fly.
 - b. Add new sample to live study.
4. Deliver Daily Insight
 - a. Collect data each day from respondents who are uniformly distributed in the same way the completed study respondents are distributed.
 - b. Ensure early insights align with final analysis to give decision makers more information and time to take action.

POSTER SESSION, continued

Time/Location Friday, 10:15 am – 10:45 am, Crystal Lounge

Poster Title **Complementary Use of Doctors and the Internet: An Application of Channel Complementarity Theory to HINTS**

Presenter Hui Zhang, *Ph.D. Candidate, Journalism & Technical Communication, Colorado State University*

Abstract This project used the theory of channel of complementary and health information national trends survey (HINTS) data (2012, cycle 1) to examine whether Internet and health care providers complement each other as a source of information about health topics. HINTS is a nationally representative biennial survey with American adults by the National Cancer Institute to assess the impact of the health-information environment, with a particular focus on how people access and use health information. All measures were based on and constructed using items from the HINTS survey. The findings of the project include that the more times that individuals visited a health professional in the past 12 months, the more likely they have used the Internet and the higher the extent they have used the Internet to look for health information for themselves. Findings also include that individuals who have used the Internet for health reasons have visited doctors more times than those who have not, are less likely than expected to report low trust in doctors, and are more likely than expected to have high trust in doctors.

PRESENTER BIOGRAPHIES

Doug Ahler (dahler@berkeley.edu) is a Ph.D. candidate in American politics and political behavior in the Department of Political Science at the University of California, Berkeley. His research focuses on the intersection of political institutions, elite behavior, and citizens' ability to navigate the political world. In particular, his dissertation investigates citizens' perceptions of their elected representatives' positions and the ramifications of perceptual accuracy for democratic accountability.

Mollyann Brodie (MollyB@kff.org) see page 8 for bio.

Sarah Cho (sarahc@surveymonkey.com) is currently the Methodologist at SurveyMonkey. Previously she was with the Henry J. Kaiser Family Foundation examining the public's attitudes towards and experience with the health care system, with a focus on Americans' views and knowledge of the Affordable Care Act. Prior to that, she was a Data Analyst at Safe Horizon where she researched help-seeking among crime victims in New York City. Sarah received her BA in Community Health from Brown University and MPH in Epidemiology from Columbia University.

Jill Darling (jill.darling@va.gov), MSHS, is a Survey Director at the VHA Greater Los Angeles Department of Health Services Research & Development, Center for Healthcare Innovation, Implementation and Policy (CSHIIP). Darling is an experienced survey research, data collection, and research ethics specialist. She co-leads the VHA health services research center's survey and data collection methods group and as Survey Director on various VA research projects. Recent projects include a five year Demonstration Laboratory focusing on the VHA's implementation of patient-centered medical home in primary care, and a four-year study of the impact of medical home implementation on women Veterans. Prior to joining the VA three years ago, Ms. Darling founded an independent survey research firm, working mainly on supporting governmental agencies seeking to advance public health behavior change in the area of storm water pollution. The first two decades of her survey research career were spent conducting public opinion, political, and election research as Associate Director of the Los Angeles Times and LATimes/Bloomberg polls.

Bob Davis (bob@davisresearch.com) is President of Davis Research, a second generation family business focusing on web and telephone data collection for public and private industry. Bob's first job in research came when he was 3 years old working for his mom taping quarters to outgoing mail surveys. Needless to say, he has seen a lot of change in the industry over the last three decades. Bob has a particular research interest in methodology strategy for the execution of research projects. When Bob used to have free time he enjoyed traveling, hiking, cooking, and eating. Now he spends most of his time juggling demands from his 7 year old son Zach and his 5 year old twins Riley and Jared. Bob holds a B.S. in Computer Science from the University of California, San Diego and Masters in Business Administration from the Anderson School at the University of California, Los Angeles. Bob is the Immediate Past President of PAPOR and has served on the PAPOR Executive Council for five years.

Mark DiCamillo (markd@field.com) is Senior Vice President of Field Research Corporation and Director of the non-partisan *Field Poll*. Founded in 1945 by Mervin Field, Field Research Corporation is a highly respected survey research agency that executes all phases of survey research from initial conceptualization and design through data collection, analysis and reporting. Mr. DiCamillo has served as Director of the *Field Poll* since 1995, and prior to that was its Associate Director. In this capacity he has directed or co-directed over 150 statewide *Field Poll* surveys and has authored or coauthored over 1,000 separate poll reports. The reports track voter opinion formation and preferences in all major statewide candidate and ballot proposition election contests, the job performance of state and federal elected officials, and Californians' views about major social, political and economic issues. He is a recognized authority on opinion trends in California and is a frequent speaker and media commentator. In his more than thirty-five year career at Field Research, Mr. DiCamillo has also directed scores of market and opinion research studies for corporate, foundation, media, government and institutional clients. Mr. DiCamillo is a *cum laude* graduate of Harvard University and received a Masters in Business Administration from Cornell University's Johnson School of Business. All of *Field Poll's* press releases published over the past 17 years can be found at Field's web site at www.field.com/fieldpollonline. Starting in 1956, *The Field Poll* began regularly archiving its survey data for public access and scholarly research. The archive is housed at UC Data on the UC Berkeley campus and available online at www.ucdata.berkeley.edu.

Don A. Dillman (dillman@wsu.edu) is Regents Professor in the Department of Sociology and Social and Economic Research Center at Washington State University in Pullman, Washington, where he maintains an active research program on improving how surveyors ask questions and obtain quality answers across survey modes. A former president of the American Association for Public Opinion Research (2001-2002), he served previously at the U.S. Census Bureau as its Senior Survey Methodologist (1991-1995) where he provided leadership for redesigning data collection procedures used in the 2000 Census. He is author (with Leah Christian and Jolene Smyth) of *Internet, Mail and Mixed-Mode Surveys: The Tailored Design Method*, now in its third edition (2009), and regularly publishes journal articles reporting the results of his research.

Kyle Dropp (kyle.dropp@dartmouth.edu) is an Assistant Professor in the Department of Government at Dartmouth College. He is a Visiting Associate Research Scholar at Princeton University during the 2013–14 academic year. Kyle received his Ph.D. in Political Science from Stanford University and previously worked in the polling division at the *Washington Post*. Kyle studies how Americans develop and maintain their opinions on political matters using a combination of surveys and experiments. He has studied the impact of political advertisements, media endorsements and Voter ID laws on Americans' attitudes and behavior.

Danielle Ewing (dewing@surveyresearchgroup.org), MPH, is a Research Associate for the Survey Research Group at the Public Health Institute. She has nearly four years of experience in public health and data analysis. Ms. Ewing received her Bachelor of Science degree in Public Health from Fresno State University and became a communicable disease investigator, analyzing the incidence and prevalence of such diseases for a local health department. Now holding a Masters of Public Health degree in Epidemiology from Texas A&M University, Danielle gained training in statistics and epidemiological methods. She has a passion for surveillance and research focused on chronic and communicable disease such as cancer, obesity, and foodborne illnesses. She is also passionate about using the results from surveillance and research to inform public health education efforts.

Justin Grimmer (jgrimmer@stanford.edu) is an Assistant Professor in the Department of Political Science at Stanford University. His primary research interests include Congress, representation, bureaucracy, and political methodology.

Aarti Gupta (Aarti.Gupta@Bain.com) is a Senior Specialist at Bain & Company, Inc. She joined Bain's Customer Insights and Advanced Analytics Group in summer 2010. Aarti works with consultants at all levels and in Bain offices all over the world, providing expertise, advice, and training on surveys, sampling, statistics, and analytical tools. Her projects have included driver analyses, reviewing surveys, segmentations, customer satisfaction, loyalty, retention and advanced regression applications. The industries that she has worked in include: financial services, telecommunications, technology, health care, retail, consumer goods, industrial, and insurance. Prior to joining Bain, Aarti worked as a senior statistical and predictive modeling consultant for an insurance firm working in property and causality business and building their premium pricing model. She brings substantial expertise in advanced statistical techniques and generalized linear modeling. Aarti is a graduate of the Indian Institute of Technology with a Masters of Science with a major in Statistics where she received a gold medal for outstanding student of her class. She attended graduate school at the University of Maryland and also received a Masters of Science in Bio-statistics.

Liz Hamel (LizH@kff.org) is Associate Director, Public Opinion and Survey Research at the Henry J. Kaiser Family Foundation. She has been part of the Foundation's public opinion team since 2001, managing a variety of survey projects on a wide range of health-related topics, including people's experiences in the health care system, opinions of health reform, attitudes and knowledge about HIV/AIDS, and views of U.S. global health policy. She also works on a wide variety of survey projects conducted with the Foundation's media partners, including *The Washington Post* and NPR. Liz has been an active member of both AAPOR and PAPOR since 2002, and has served on PAPOR's Executive Council as both Conference Chair and President, and as AAPOR's Chair of Membership and Chapter Relations.

Ben Highton (bhighton@ucdavis.edu) is a professor in the Department of Political Science at the University of California, Davis. He joined the political science department in 1999. Previously he worked in Washington, DC as an APSA Congressional Fellow. His research and teaching interests include American national politics, political behavior, elections, public opinion, and research methods.

Jennifer Hunter Childs (jennifer.hunter.childs@census.gov) is a Research Psychologist at the Center for Survey Measurement, Research and Methodology Directorate, U.S. Census Bureau. She is the AAPOR Associate Membership and Chapter Relations Chair. Jenny has 10 years of experience as a Research Psychologist at the U. S. Census Bureau managing and directing research, development and evaluation projects across different areas of the agency, as well as with other organizations. She has spent most of her time leading questionnaire development work and contributing to operational design considerations for the decennial census. She has led research to help ensure that tenuously attached people, such as those experiencing homelessness or living a transient lifestyle, have an opportunity to be counted in the census. In addition, she has also contributed to work on understanding and resolving issues of duplication. Most recently, Jenny has been engaged by statistical agency heads in a line of research on trust, privacy, confidentiality, and public opinion towards the statistical use of administrative records. As a part of this research, she has been exploring communications strategies and research using social media. Currently, she is working on the AAPOR Task Force on Mobile and Social Data Collection. Jenny has authored more than 50 articles, book chapters and reports and has presented her work at over 20 national and international conferences. She has a MS in psychology from the University of Maryland and is a graduate from the Department of Commerce's Executive Leadership Development Program.

Paul Johnson (Edward.Johnson@SurveySampling.com) is Director of Analytics for the Knowledge Team at SSI. Paul specializes in online sampling design and advanced analytic methods. Paul's research based approach to identifying and recommending solutions positions him well to investigating panelist behavior; oversee data processing efforts; improve online data integrity and provide advanced analytic support to clients. Paul is also actively pursuing a research agenda on survey research methods and applications of conjoint methodology and mobile data collection. His research on research efforts have been featured regularly at ESOMAR, AAPOR, CASRO, MRA and Sawtooth events. Paul holds an MS in Statistics and BS in Actuarial Science from Brigham Young University.

Jon A. Krosnick (krosnick@stanford.edu) is the Frederic O. Glover Professor in Humanities and Social Sciences and Professor of Communication, Political Science, and Psychology at Stanford University. One major focus of his research has been on questionnaire design and survey research methods. Professor Krosnick has taught courses for professionals on survey methods for 25 years around the world and has served as a methodology consultant to government agencies, commercial firms, and academic scholars. He has written many papers on optimizing questionnaire design, and his recent research in this arena has expanded his focus to address how other aspects of survey methodology (e.g., collecting data by interviewing face-to-face vs. by telephone or on paper questionnaires) can be optimized to maximize accuracy. Dr. Krosnick also studies the psychology of attitudes, especially in the area of politics. He has been co-principal investigator of the American National Election Study, the nation's preeminent academic research project exploring voter decision-making and political campaign effects. For 30 years, Dr. Krosnick has studied how the American public's political attitudes are formed, change, and shape thinking and action. His publications explore the causes of people's decisions about whether to vote, for whom to vote, whether to approve of the President's performance, whether to take action to influence government policy-making on a specific issue, and much more. Dr. Krosnick's scholarship has been recognized with the Phillip Brickman Memorial Prize, the Pi Sigma Alpha Award, the Erik Erikson Early Career Award for Excellence and Creativity, a fellowship at the Center for Advanced Study in the Behavioral Sciences, and election as a fellow of the American Academy of Arts and Sciences and the American Association for the Advancement of Science. He is currently at fellow at the Center for Advanced Study in the Behavioral Sciences for the second time. At Stanford, Dr. Krosnick directs the Political Psychology Research Group (PPRG), a cross-disciplinary team of scholars who conduct empirical studies of the psychology of political behavior and studies seeking to optimize research methodology for studying political psychology. The group's studies employ a wide range of research methods, including surveys, experiments, and content analysis, and the group often conducts collaborative research studies with leading news media organizations, including ABC News, The Associated Press, the Washington Post, and Time Magazine. Support for the group's work has come from U.S. Government agencies (e.g., the National Science Foundation, the Bureau of Labor Statistics), private foundations (e.g., the Bill and Melinda Gates Foundation, the Robert Wood Johnson Foundation), and Institutes at Stanford (e.g., the Woods Institute for the Environment). Dr. Krosnick also directs the Summer Institute in Political Psychology, an annual event that brings 60 students and professionals from around the world to Stanford for intensive training in political psychology theory and methods.

Todd Lipcon (todd@cloudera.com) is an engineer at Cloudera, where he works on open source big data software including Apache Hadoop. Prior to Cloudera, Todd worked on web infrastructure at several startups, and researched novel machine learning methods for generating targeted product recommendations based on past user behavior. Todd received his bachelor's degree with honors from Brown University.

Sonja Petek (petek@ppic.org) is a research associate at the Public Policy Institute of California where she works on the *PPIC Statewide Survey* examining the policy preferences, ballot choices, and political, economic, and social attitudes of California adults. She participates in the planning, design, and management of surveys and has led projects focused on attitudes toward K-12 and higher education, the environment, fiscal and governance reform, population issues, and health. Before joining PPIC, she worked at The Henne Group in San Francisco, managing qualitative and quantitative research projects that focused primarily on health/sexual health issues and HIV prevention. She holds a B.A. in political science from Stanford University. Sonja is currently the 2013 PAPOR Conference Chair, was Associate Conference Chair in 2012, and a Councilor-at-Large in 2011.

Paul Mitchell (Paul@PoliticalData.com) is Vice President of Political Data Inc. and owner of Redistricting Partners—nationally recognized bipartisan industry leaders in their respective fields. Paul has a Masters in Public Policy from the University of Southern California with a focus on urban planning and econometrics. For the past 20 years he has been involved in numerous legislative, congressional, statewide and local campaigns. Paul is also a national expert on redistricting and the voting rights act, appearing in state and national publications including a CNN Presents documentary on the State's new decennial process. Paul has twice been listed in "Capitol Weekly's Top 100 List" of people with influence in Sacramento.

PRESENTER BIOGRAPHIES

Lindsay A. Owens (lowens@stanford.edu) is a Ph.D. candidate in sociology at Stanford University, a National Poverty Fellow at Stanford's *Center on Poverty and Inequality*, and a Graduate Research Fellow at the National Science Foundation. She is a frequent author of opinion pieces and editorials, coeditor of a chartbook of 100 facts and figures on inequality (*Inequality in the US: Understanding Inequality with Data*), and a contributing author to the 2011 book, *The Great Recession*. Her research has appeared in some of the leading social science journals including *Social Forces*, *Public Opinion Quarterly*, and *The Annals of the American Academy of Political and Social Science*. Her research interests are in inequality, housing, debt, and political attitudes.

Lee Rainie (LRainie@PewInternet.org) see page 8 for bio.

Shankar Sahai (shankar@infoivy.com) is Director of Professional Services at StrongView. For over 20 years, technology professional Shankar Sahai has worked with multiple large and small companies in senior architect and management positions. He holds MS (Computer Engineering) and MBA degrees. He is interested in big data, data integration, data governance, multi-media channels, and mobile applications. He frequently shares his technology vision at www.infoivy.com and is @shankar_sahai on twitter.

Henning Silber (hsilber@stanford.edu) is a Ph.D. Candidate at the Center of Methods in Social Sciences at the University of Göttingen in Germany. Since October 2012 he has been working at the Department of Communication at Stanford University as a Student Visiting Researcher with the Political Psychology Research Group. His main areas of research include survey methodology and public opinion research. Henning's PhD Project "Context Effects in Survey Research" is funded by the German National Academic Foundation.

Barbara Simon (barbara.simon@va.gov), MA, is a Survey Director and IRB/Ethics Lead at the VHA Greater Los Angeles Department of Health Services Research & Development, Center for Healthcare Innovation, Implementation and Policy (CSHIIP). She is an experienced survey research, data collection, and research ethics specialist. Simon co-leads a VHA health services research center's survey and data collection methods group and serves as Survey Director on various VA research projects. Recent projects include a five year Demonstration Laboratory focusing on the VHA's implementation of patient-centered medical home in primary care, and a four-year study of the impact of medical home implementation on women Veterans. Ms. Simon has been leading the Survey Methodology and Ethics core at the VA research center for nearly two decades. Previously, she applied her survey research expertise to projects at RAND and NORC.

Tom W. Smith (SMITH-TOM@norc.org) is a Senior Fellow and Director for NORC at the University of Chicago. He is an internationally recognized expert in survey research specializing in the study of societal change and survey methodology. Since 1980 he has been a principal investigator of the National Data Program for the Social Sciences and director of its General Social Survey (GSS) at NORC at the University of Chicago. Smith was co-founder and Secretary General of the International Social Survey Program (1997-2003). In 2013-2014 he is Past President of the World Association for Public Opinion Research.

Gaurav Sood (gsood@stanford.edu) is a W. Glenn Campbell and Rita-Ricardo Campbell National Fellow at the Hoover Institution at Stanford University. He is a social scientist currently focused on exploring group-based affect as it relates to partisanship. In previous work on the topic, he found that many partisans today hold negative stereotypes about supporters of the main opposing party, that partisan affect—especially toward one's own party—is only modestly founded in policy preferences, and that negative campaigns contribute to a growth in partisan affect. In recent work, he has explored the possibility of ideological accountability under such conditions and whether certain changes in media environment are behind elite polarization. His other research interests include describing certain patterns in news media coverage, exploring their antecedents, and building tools that lower barriers for collecting, and analyzing data.

Chris St. Hilaire (csthilaire@mfour.com) is President and CEO of MFour Mobile Research and has been involved in the innovation of research methodologies for more than 20 years. In 2007, his firm was recognized at the American Business Awards as one of the nation's "most innovative" companies. Chris is the author of *27 Powers of Persuasion: Simple Strategies to Seduce Audiences and Win Allies*. The book is now available in seven languages internationally, and CNBC praised it for providing "powerful new ideas on how to get others to follow you." Chris' column, "The Word Consultant," is published in *Smart Business* magazine. He has also been a featured speaker at Google and Microsoft Corporations, provided research and political commentary in the *New York Times* and *USA Today*, and appeared on national news broadcasts, such as NBC, C-SPAN and Fox News, most notably as a frequent guest on the morning show "Fox & Friends." In addition, Chris' businesses have been featured in the *Los Angeles Times* as well as other national newspapers and publications. Chris has served as political director to the former California State Assembly Minority Leader, worked as chief strategist and message specialist for the U.S. Chamber of Commerce and provided consulting for other national political organizations including Presidential and U.S. Senate campaigns. St. Hilaire is a member of Young Presidents Organization (YPO) and serves as President of the St. Hilaire Foundation. He also serves on the board of Mobile Marketing Research Association (MMRA).

Victoria Stodden (victoria@stodden.net) see page 8 for bio.

Ken Strasma (kstrasma@strategictelemetry.com) is co-founder and CEO of HaystaqDNA, a firm that provides predictive analytics and strategic consulting services for corporations, non-profits and membership organizations. Strasma served as targeting director for John Kerry's 2004 presidential campaign, and for President Obama's 2008 campaign. Through his firm Strategic Telemetry, Strasma produced the predictive analytics models used by the campaigns, and helped popularize the use of that technology. Since 2008, Strasma has consulted on hundreds of political and corporate projects in the United States and internationally. HaystaqDNA clients include multiple Fortune 500 companies with a combined market capitalization of more than \$600 billion. Haystaq commercial clients span the worlds of entertainment, sports, consumer goods and healthcare. Haystaq has provided predictive analytics in international political campaigns in four continents. Ken is the author of numerous articles and studies regarding targeting, marketing, demographics and social media analysis.

Dr. **Andrew Therriault** (andrew.therriault@gmail.com) is a Data Scientist at Greenberg Quinlan Rosner Research. He is an expert in campaign analytics, predictive modeling, microtargeting, experimental testing, and survey research methods, and currently serves as GQR's resident Data Scientist. He earned his doctorate from New York University's Department of Politics in 2011, and was a 2011–12 postdoctoral research fellow in the Center for the Study of Democratic Institutions at Vanderbilt University. Therriault received AAPOR's Seymour Sudman Award in 2011 for his research into the effects of political advertising on voters' views of candidates and issues. His most recent article, "Cross Pressure Scores: An Individual-Level Measure of Cumulative Partisan Pressures Arising from Social Group Memberships" (with Joshua A. Tucker and Ted Brader), was published in *Political Behavior* in 2013.

Ben Tulchin (ben@tulchinresearch.com) is the Founder and President of Tulchin Research and has provided quantitative and qualitative opinion research and consulting services to a wide range of clients across the country, including government agencies, non-profits, corporations, and foundations for two decades. He has helped pass dozens of state and local revenue measures for a wide range of services, including education, public safety, health care, roads and transportation, protecting open space, parks, water, and other infrastructure projects. He has polled and helped secure funding for some of the leading transportation agencies in California, including Bay Area Rapid Transit (BART), Caltrain and Samtrans, and the San Francisco Municipal Transit Authority (Muni). He has helped elect to office California Lieutenant Governor and former San Francisco Mayor Gavin Newsom, former California Governor Gray Davis, Speaker of the California Assembly John Perez, and Congresswoman Julia Brownley among many others. He has also guided numerous successful public education campaigns for non-profit organizations and foundations. He has provided corporate strategy and government relations advice to major companies such as General Electric, Abbott Laboratories, AT&T, National Semiconductor, Nevada Power, and Pacific Gas and Electric. Tulchin resides in the West Portal neighborhood in San Francisco with his family.

Dr. **Lori M. Weber** (LWeber@csuchico.edu) is a professor of political science at California State University, Chico, where she has taught undergraduate and graduate political methods and public opinion courses since 1999. She received her Ph.D. from the University of Colorado at Boulder. She has authored and coauthored publications on political participation, democratic deliberation, electronic democracy, and civic education. She is an independent film, music, food, cycling, and travel aficionado. She currently serves on the board of Slow Food Shasta Cascade, a Northern California chapter of Slow Food USA.

Tom Wells (Thomas.Wells@nielsen.com) is a Senior Research Scientist at Nielsen, where he designs and manages innovative methodological studies. His current research interests include social network user research, online survey methodology, and mobile survey experiments. Prior to joining Nielsen, Tom was the Director of the Panel Profile Group at Knowledge Networks and was responsible for designing and administering KN's series of profile surveys. Earlier in his career, he conducted demographic research and taught courses on statistics and survey research methods at Brown University. Tom received his Ph.D. in Sociology from the University of Wisconsin-Madison.

Danny Wong (dwong@cfmc.com), CTO for CfMC, works with partners and customers to define the next generation of tools for market research and opinion polling. He joined CfMC over 30 years ago and was responsible for developing Survent™ and other innovations. Survent, a data collection and sample management system, enables leading research organizations to identify, target, and define research subjects with granularity and precision. Ten of the Top 25 Honomichl companies are benefiting from this technology. In recent years, he served as the company's CFO and President & CEO. He holds a bachelor's degree in computer science from the University of California, Berkeley.

Hui Zhang (huizhang@rams.colostate.edu) is a Ph.D. candidate in the Department of Journalism and Technical Communication at Colorado State University. Prior to her doctoral study, she was a Fulbright FLTA at Colorado State University. She received her B.S. from West China University of Medical Sciences (now the West China Center of Medical Sciences at Sichuan University) and a minor in Law from Sichuan University. She received her M.A. in English Language and Literature from Sichuan University. Her research interests include media effects, research methods, and health information seeking behavior on the Internet. Her current research focuses on using cognitive response theories to understand the effectiveness of persuasive and strategic health messages, specifically, how health message content and executional features can influence information processing and behavior change. She has presented at AEJMC, CSCA, and other conferences. One of her articles about online health information seeking behavior was awarded the top student-authored paper by the division of Communicating Science, Health, Environment and Risk (ComSHER) at AEJMC 2012. Her article reviewing emotional theories and their application in serious games was awarded the competitive paper at CSCA 2013. Her co-authored article on video game engagement measurement together with primary investigators of a federally funded study appears in *Simulation & Gaming*. She also has two journal articles published in Chinese prior to her doctoral study in the United States. She has more than four years of college teaching experience as a primary instructor. The undergrad courses she has taught include media effects, professional writing, public speaking skills, and ESL. She is an enthusiastic amateur swimmer, biker, and runner. She is also a quasi-professional ping-pong player.

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LOCAL EATS AND DRINKS

QUICK EATS NEARBY

Boxed Foods Company (0.4 mi away)	Organic sandwiches and salads	245 Kearny St	415-981-9376 boxedfoodscompany.com
King of Thai Noodle House (0.3 mi)	A PAPOR Favorite! Fast and inexpensive, but delicious Thai noodles, salads, and soups!	184 O'Farrell St	415-677-9991
Loving Hut (0.5 mi)	A selection of vegan noodles, salads, and sandwiches	845 Market St (inside Westfield Mall)	415-945-3888 lovinghut.us
Macy's Cellar Food Court (0.3 mi)	Can't decide? Check out the Macy's food court for a wide variety of options, like Frontera Fresco, Mixed Greens, and Boudin Bakery.	170 O'Farrell Street	
Muracci's Japanese Curry & Grill (0.4 mi)	Open only for lunch and early dinner, Muracci's has the city's best Japanese curry and lunch items	307 Kearny St	415-773-1101 muraccis.com
Naan 'N' Curry (0.2 mi)	Quick, cheap Indian and Pakistani eats	336 O'Farrell St	415-346-1443 naancurry.com
Super Duper (0.5 mi)	Fast food style burgers, fries, and shakes made with high-quality ingredients	783 Mission St	415-882-1750 superdupersf.com

IF YOU HAVE MORE TIME (AND MORE \$\$\$)

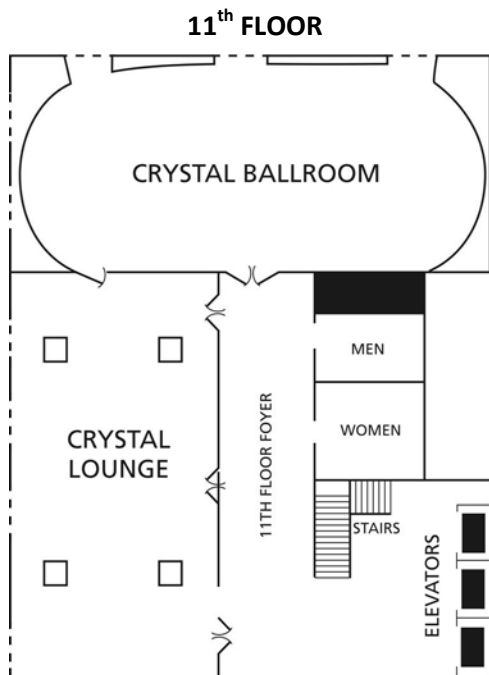
Colibri Mexican Bistro (0.2 mi)	Reasonably priced Mexican cuisine – try the tableside guac!	438 Geary St	415-440-2737 colibrimexicanbistro.com
Fleur De Lys (0.1 mi)	A classic SF restaurant that specializes in French cuisine. Reservations are required.	777 Sutter St	415-679-7779
Jasper's Corner Tap (0.3 mi)	Great gastropub with good food and cocktails (including some that are offered on tap!)	401 Taylor St	415-775-7979 jasperscornertap.com
Katana-Ya (0.2 mi)	Locals love this Japanese restaurant for reasonably priced sushi and food. Note, there can be a wait and they don't take reservations	430 Geary St	415-771-1280
Millennium (0.3 mi)	Very upscale vegetarian and vegan restaurant	580 Geary St	415-345-3900 millenniumrestaurant.com
Sons & Daughters (0.2 mi)	Want to splurge, check out this Michelin starred restaurant!	708 Bush St	415-391-8311 sonsanddaughterssf.com

DRINKS AND EVENING ACTIVITIES

Dueling Pianos at Johnny Foleys (0.3 mi)	Dueling pianos. Enough said. Check website for show times.	240 O'Farrell St	415-954-0777 duelingpianosatfoleys.com
Starlight Room (0.1 mi)	Located on the top floor of the Sir Francis Drake Hotel, this bar offers excellent views of the SF skyline and equally good cocktails	Sir Francis Drake Hotel	415-395-8595 harrydenton.com
Tonga Room (0.2 mi)	Come here for fun tiki drinks and decor! The interior even features a swimming pool (unfortunately you can't swim in it...)	950 Mason St (inside The Fairmont Hotel)	415-772-5278 tongaroom.com
Top of the Mark (0.2 mi)	Want an alternative to the Starlight Room? Check out Top of the Mark for awesome views and martinis.	1 Nob Hill (inside the Mark Hopkins)	415-616-6916 topofthemark.com
Tunnel Top (0.2 mi)	Good dive bar, with a relaxed atmosphere	601 Bush St	415-722-6620

The WiFi password for the hotel is: **MMA1946!**

The PAPOR Conference will be held on the 11th Floor of the Marines' Memorial Club & Hotel. Sessions will take place in the Crystal Ballroom. The Thursday evening dinner and plenary, the Friday poster session, and Friday lunch will take place in the Crystal Lounge.



AIRPORT TRANSPORTATION :

Airport Express

(415) 775-5121; Available from 5 am – 10 pm
\$17.00 per person from SFO
\$15.00 per person from MMC
\$65.00 per person from OAK
\$55.00 from MMC to OAK

Advance reservations required for Oakland:

www.airportexpresssf.com

Super Shuttle

(800) 258-3826

www.supershuttle.com

Advance Online reservations required for

Oakland Airport); Available 24 hours

\$17.00 per person from San Francisco Airport

\$17.00 per person from Marines' Memorial Club

\$27.00 per person from Oakland International

BayPorter Express

(415) 467-1800; Available 24 hours (charter only)

\$90.00 (per person) from/to Oakland Airport

\$70.00 (per person) from/to SFO

PREFERRED PARKING:

Olympic Club Garage

665 Sutter Street

(415) 359-1626

Overnight parking is available for Marines' Memorial Club guests at the Olympic Club Garage at the current charge of \$30.00 for 24 hours (subject to 14% hotel tax) WITH in and out privileges. Parking is guaranteed for MMC overnight hotel guests only.

*Any *oversized vehicle will be charged double (all full size trucks and vans, including: Chevrolet Suburban, GMC Yukon XL (regular version OK), Ford Expedition or Excursion, Cadillac Escalade (long version), Lincoln Navigator XL, Chevy Avalanche).*

Event parking is available for Marines' Memorial Club guests at the Olympic Club Garage with validation (validation machine is located in the Hotel Lobby) at the current rate of \$6.00 per hour for up to 4 hours or \$24.00 maximum for up to 12 hours.

OTHER PARKING NEAR MMC:

Downtown Garage

Corner of Mason & O'Farrell

(415) 673-6757

\$4.00 every 30 minutes; \$32.00 for up to 24 hours – no in and out; \$33.00 with in and out privileges

Early bird – in between 4-10 am; out by 7 pm - \$15.00

Evening special – in after 5:30 pm; out by 9:30 am - \$22.00

Sutter/Stockton Garage

330 Sutter Street

(415) 982-7275

\$2.00 per hour; \$34.00 for up to 24 hours; NO in and out privileges

Propark Garage

520 Mason Street

(415) 829-3921

\$2.50 every 10 minutes; \$34.00 for up to 24 hours

Pre-pay to get in and out privileges

PUBLIC TRANSPORTATION:

Bay Area Rapid Transit (BART)

www.bart.gov

Closest station is the Powell Street Station

San Francisco Municipal Transportation Agency

www.sfmta.com