

Why YOU should join AAPOR!



Liz Hamel
AAPOR Membership and Chapter Relations Chair

The American Association for Public Opinion Research:

*The leading association of public opinion and
survey research professionals*

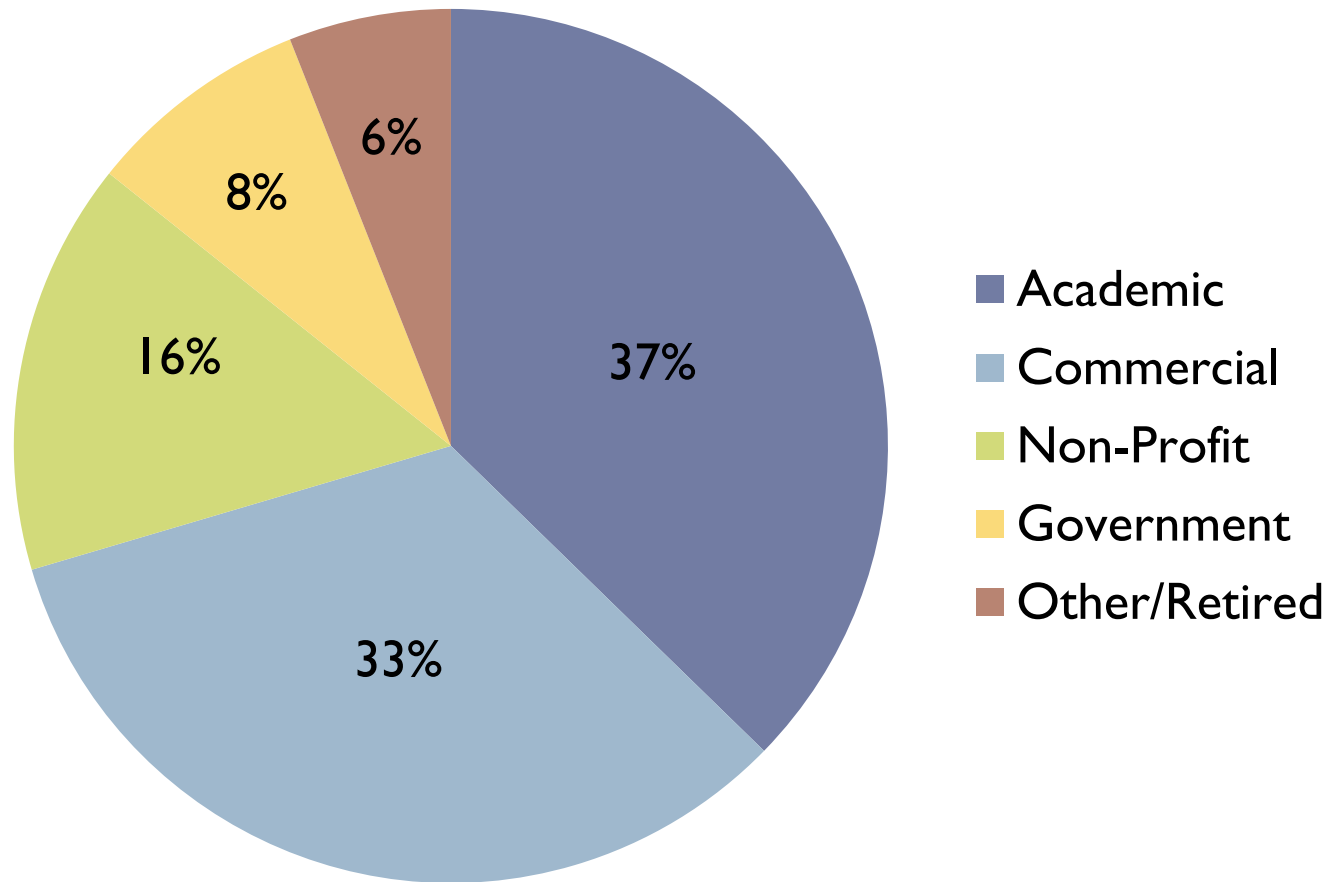
- ▶ Since 1947
- ▶ Dedicated to improving society by advancing the science and practice of survey and opinion research
- ▶ Give people a voice and to inform the decisions that affect their daily lives

AAPOR: Who are we?

- ▶ Both producers and users of survey data
- ▶ Members are researchers interested in
 - ▶ research methodology
 - ▶ election polling
 - ▶ market research
 - ▶ statistics
 - ▶ health related data collection
 - ▶ teaching research methods and informing the public

AAPOR: Who are we?

- ▶ Over 2,300 survey professionals worldwide



AAPOR: Who are we?

▶ 7 regional chapters

- ▶ Midwest (MAPOR)
- ▶ New England (NEAPOR)
- ▶ **New Jersey (NJAPOR)**
- ▶ New York (NYAAPOR)
- ▶ Pacific (PAPOR)
- ▶ Southern (SAPOR)
- ▶ Washington, DC (DC-AAPOR)



Soon to be PANJAAPOR!



AAPOR: Annual Conference

- AAPOR members get discounted registration fee for Annual Conference
 - Researchers from across the nation and beyond
 - Cutting-edge research presentations
 - Short courses
 - Company and literature exhibits
 - Networking and job opportunities
 - Social activities



Seaport Boston Hotel & Seaport World Trade Center





- **2013 Conference theme: Asking Critical Questions: Toward a Sustainable Future for Public Opinion and Social Research**
 - Paper presentations, poster sessions, and panels related to this theme, and other topics of interest to survey and social science researchers, policy researchers, and to public opinion practitioners
 - **Deadline for abstracts: Just passed!**
- **Networking and career opportunities**
 - Exhibit Hall, Speed networking sessions, plus opportunities to network during session breaks, meals, social events
- **Learning opportunities**
 - Short courses, Demonstration sessions, Book exhibit, Meet-the-author sessions
- **Social events**
 - Golf, Fun run/walk, “Applied probability,” Receptions, and more...



JUST FOR STUDENTS

- Seymour Sudman Student Paper Competition
 - Seeks papers in any field related to the study of public opinion
 - Prize of \$750 to the winning paper, plus airfare, hotel, and conference registration fee covered by AAPOR
 - Authors must be current students (graduate or undergraduate) at the time of the submission, or must have received their degree during calendar year prior to the conference
 - Submissions due in January prior to the conference each year
- Student activities at annual conference
 - Chances to network with other students and meet leaders in the fields of public opinion and survey research
 - Student guide to the annual conference provides useful tips for students attending the conference for the first time

AAPOR: Membership Benefits

- ▶ **Public Opinion Quarterly**
 - ▶ Free subscription for members (including hard copy and online access)
 - ▶ Among the most frequently cited journals of its kind
 - ▶ Important theoretical contributions to opinion and communication research
 - ▶ Analyses of current public opinion
 - ▶ Investigations of methodological issues involved in survey validity--including questionnaire construction, interviewing and interviewers, sampling strategy, and mode of administration



AAPOR: Membership Benefits

- ▶ ***Journal of Survey Statistics and Methodology (JSSAM)***
 - ▶ Will complement AAPOR's flagship journal *Public Opinion Quarterly (POQ)*
 - ▶ Focus on technical issues
 - ▶ Weighting methods to adjust for nonresponse biases or assessments of total survey error rather than individual error sources
 - ▶ Addressing key issues of sample design (e.g., optimal allocation, sampling of rare populations) and estimation for complex survey designs (e.g., imputation techniques and estimation for multiply imputed data);
 - ▶ Examining post-data collection processes, such as disclosure avoidance, and advanced methods, such as small area estimation and synthetic data estimation
 - ▶ Employing advanced statistical procedures, such as complex Monte Carlo simulations
 - ▶ Drawing upon a vast range of data sets, such as ongoing governmental surveys as well as data collected from both within and outside the U.S.

AAPOR: Membership Benefits

▶ Survey Practice

- ▶ Online AAPOR publication
- ▶ Provides current information on issues in survey research and public opinion that is useful to survey and public opinion practitioners, new survey researchers, and those interested in survey and polling methods.

The screenshot shows the Survey Practice website. At the top left is the logo with the text "Survey Practice". Below it is the tagline: "The premier e-journal resource for the public opinion and survey research community". A green navigation bar contains links for Home, About, Current, Search, Archives, Log In, and Register. The main content area shows the breadcrumb "Home > Current > Vol 5, No 3 (2012)" and the title "VOL 5, NO 3 (2012)". A "Table of Contents" section lists "Articles" and "Editors' Introduction" by Kirby Goidel and Kumar Rao. Below that is the article "Methods for Improving Response Rates in Two-Phase Mail Surveys" by J. Michael Brick, W.R. Andrews, Pat Dean Brick, Howard King, Nancy A. Mathiowetz, and Lynne Stokes. The article title is followed by links for "HTML PDF" and "EXPERIMENT SCREENER POSTCARD INSTRUMENT". At the bottom of the article list is "Surveying Rare Populations Using a Probability-based Online Panel" with "HTML PDF" links. On the right side, there is an "E-JOURNAL CONTENT" sidebar with a search box, a dropdown menu set to "All", and a "Search" button. Below the search box are "Browse" options: "By Issue", "By Author", and "By Title". Further down is an "INFORMATION" section with links for "For Readers", "For Authors", and "For Librarians". At the very bottom right is a "USER" section. In the bottom right corner of the page is the AAPOR logo, which consists of the letters "SR" in a stylized font with "INION RESEARCH" written below it.

AAPOR: Membership Benefits

▶ AAPORnet

- ▶ Members-only listserv
- ▶ Immediate access to insights from the leading professionals in the field
- ▶ Post a question, solicit feedback, join the conversation

▶ Blue Book

- ▶ One-stop resource listing companies specializing in survey and public opinion research
- ▶ Directory available on the AAPOR website

AAPOR: Membership Benefits

▶ Webinars

- ▶ AAPOR Webinar series launched in 2011
- ▶ Members get discounted rates
- ▶ Upcoming:
 - ▶ Leveraging New Technologies: What We Know So Far (Dec. 5, 2012)
 - Michael W. Link, The Nielsen Company
- ▶ Previously in 2012:
 - ▶ Weighting Approaches for Dual Frame RDD Surveys (Courtney Kennedy, PhD)
 - ▶ Population-Based Survey Experiments: How to do Them and What They're Good For (Diana C. Mutz)
 - ▶ Single and Multi-Mode Surveys Using Address-Based Sampling (Colm O'Muircheartaigh, PhD)
 - ▶ Improving Surveys with Paradata: Making Use of Process Information (Frauke Kreuter, PhD)
 - ▶ Visualizing the News (Matt Ericson, *New York Times*)
- ▶ More to come in 2013!
 - ▶ Topics include analyzing twitter, questionnaire design, and IRT

AAPOR: Membership Benefits

▶ Events Calendar

- ▶ Listings of conferences and educational events
- ▶ Reminders for upcoming deadlines
- ▶ Schedule social gatherings and make announcements
- ▶ Only members can post, but anyone can view

▶ Career Center

- ▶ Post or view job listings
- ▶ Free to job seekers
- ▶ Special discount rate for members advertising a job opening

AAPOR: Get Involved

- ▶ AAPOR offers many opportunities for members to get involved:
 - ▶ Volunteer to serve on a standing committee or ad hoc task force
 - ▶ Serve as a session chair or discussant at annual conference
 - ▶ Participate in the conference docent program
 - ▶ Become more involved in your local chapter



AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

The leading association of public opinion and survey research professionals

Search **GO**

Member Login Password **LOGIN**

About AAPOR

Advocacy & Initiatives

Resources & Education

Events Calendar

Career Center

Member Connect



AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH



68th Annual Conference

Asking Critical Questions:
Toward a Sustainable Future for
Public Opinion and Social Research



AAPOR 68th Annual Conference

May 16 – 19, 2013

Seaport Boston Hotel & Seaport World Trade Center
Boston, Massachusetts

WAPOR 66th Annual Conference

May 14 – 16, 2013

Boston University
Boston, Massachusetts

ANNUAL CONFERENCE

FIND A RESEARCHER

SURVEY TRANSPARENCY

JOIN OR VOLUNTEER

HIGHLIGHTS

The AAPOR community would like to express our deepest sympathy and condolences to the family of survey research pioneer Dr. Seymour Lieberman who passed away on October 1, 2012. [Read more](#)

AAPOR releases a statement on understanding a "credibility interval" and how it differs from the "margin of sampling error" in a public opinion poll. [Read the statement here](#)

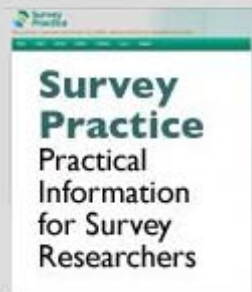
Learn more about the relationship between the *Journal of Survey Statistics and Methodology* (JSSAM) and *Public Opinion Quarterly* (POQ). [Learn more](#)

The September issue of AAPOR News is

PUBLICATIONS

Public Opinion Quarterly

The current issue of AAPOR's professional journal is available now



Survey Practice

AAPOR's e-journal with public opinion and survey research articles and commentary

ANNOUNCEMENTS & EVENTS

Register now for a webinar on December 5 presented by Michael Link on Leveraging New Technologies: What We Know So Far. [Learn more](#)

Abstract submissions for the 2013 Annual Conference are now being accepted. The deadline is **November 12**. View the [Call for Participation](#) for full details. [Submit an abstract online today.](#)

Due to the challenges presented to our instructors by Hurricane Sandy, the AAPOR Professional Development webinar will be rescheduled. Watch your email and the AAPOR website for a new date. We appreciate your kind understanding.

AAPOR: How to join

- ▶ Join online at www.aapor.org
 - ▶ Chapter members get a \$50 discount on their first year of AAPOR membership (first-time AAPOR members only)
 - ▶ Students get first year FREE (\$25/year after that)
- ▶ For more information, contact:
 - ▶ Liz Hamel, Membership/Chapter Relations Chair
lizh@kff.org
 - ▶ Jen Dykema, Associate Membership/Chapter Relations Chair
dykema@ssc.wisc.edu

Seeking Your Input on Council-Member Communication

- ▶ During the 2012 AAPOR Business Meeting in Orlando, some AAPOR members highly encouraged AAPOR Council to strengthen communication ties with AAPOR membership.
- ▶ In response, AAPOR Council has established an ad hoc committee to address these concerns.
- ▶ The committee is charged with:
 - ▶ reviewing existing communication links between Council and membership
 - ▶ assessing their coverage and effectiveness
 - ▶ exploring new media, venues, methodologies to enhance communication, and
 - ▶ developing a plan which includes short and longer term recommendations for Council to consider for action, and identifying associated costs.
- ▶ As part of its efforts the committee invites commentary, suggestions, referrals or any other feedback you may have regarding your experiences and perceptions of the communication links between Council and AAPOR members