PAPOR

Pacific Chapter of American Association for Public Opinion Research

PAPOR Mini Conference 2014
Friday, June 13, 9:30 am – 3:30 pm
Bechtel Conference Center, Public Policy
Institute of California
San Francisco

Time	Session	Presenter
9:30–10:00 am	Registration & Coffee	
10:00–10:10 am	Opening Remarks	Sonja Petek
10:10–10:45 am	AAPOR Session Summary: Evaluating and Improving Quality of Measurement, and Friend of AAPOR Transparency Initiative Report	Mary McDougall
10:50-11:25 am	Paradata and Big Data Appends to Enrich Survey Data	Paul Johnson
11:30–11:55 am	AAPOR Research Hack recap	Jennie Lai and Mira Rao
12:00-12:15 pm	AAPOR update	Mollyann Brodie
12:15–1:15 pm	Lunch	
1:20–1:55 pm	LGBT Issues in Changing Times	Murray Edelman
2:00–2:35 pm	A short 'Short Course' on mobile surveys: A summary of Trent Buskirk's AAPOR presentation	Leora Lawton
2:40–3:15 pm	The Affordable Care Act: Measuring Public Opinion and Early Impact	Bianca DiJulio
3:15–3:30 pm	Closing Remarks	Melinda Jackson
4:00-6:00 pm	Please join us for an informal Happy Hour! Taverna Aventine, 582 Washington Street	

Mollyann Brodie is SVP for Executive Operations, Executive Director, Public Opinion and Survey Research. 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. 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. 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). Dr. Brodie was recently elected Vice President/President-Elect of the American Association of Public Opinion Research (AAPOR). She received a M.S. in Health Policy and Management and a Ph.D. in Health Policy from Harvard University.

Bianca DiJulio, MHS is Associate Director for the Public Opinion and Survey Research Program at the Henry J. Kaiser Family Foundation. The Program undertakes original research on the public's attitudes towards health and social policy issues. She graduated with a Master of Health Science in Health Policy from the Johns Hopkins Bloomberg School of Public Health in 2007. Bianca also currently serves as PAPOR Membership Chair.

Murray Edelman is currently a consultant with CBS News, Seton Hall University, and a Board member of the Roper Center.
He has been:
President of AAPOR 2000-01
Head of the Exit poll and Projections for Voter News Service, a pool of the major networks and the Associated Press
Recipient of the NYAAPOR Outstanding Achievement Award
Inductee of the City of Chicago LGBT Hall of Fame --for his work at the founding of the modern day Gay Liberations Movement.

Edward Paul Johnson is Director of Analytics at SSI. He specializes in online sampling design and advanced analytic methods. His 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. His research on research efforts have been featured regularly at ESOMAR, AAPOR, CASRO and Sawtooth events. Paul holds an MS in Statistics and a BS in Actuarial Science from Brigham Young University. He joined SSI in 2006. He is the current Treasurer for PAPOR and was a Councilor-at-Large for PAPOR in 2011.

Jennie Lai is a User Experience Researcher at Google. Prior to joining Google, Jennie led the R&D effort of Nielsen's mobile & Web application as a data collection tool for television audience measurement. Since 2001, she has led research experiments on recruitment and data collection methodologies across modes. Her current focus is on user research in product design for mobile and Web. Jennie has also published in CASRO, *POQ and Survey Practice*.

Leora Lawton wears many hats. She is the founder and principal of TechSociety Research, a firm specializing in custom social science and business research. At UC Berkeley, she is Executive Director of the Berkeley Population Center, and Project Scientist on an NIH-funded study to investigate personal networks over time. Leora received her Ph.D. in Sociology from Brown University, and began her non-academic career working for Bellcore, a think tank of the Baby Bell phone companies in New Jersey, conducting work on how people use the internet. She then returned to California, working for several research firms, where she served as director of research. She teaches in the Sociology and Demography departments in addition to her work in the Popcenter. Her academic interests are broad, based on both her for-profit research experience and her academic interests: ranging from family demography to survey methods. She is highly committed to infusing academic quality into practical applied research. Leora has served as Treasurer and Executive Director of the Society for Applied Sociology; the council of the Pacific Association of Public Opinion Research; and also served as Chair, Secretary, Treasurer, council member, webmaster and newsletter editor for the American Sociology Association's Section on Sociological Practice and Public Sociology. In 2011 the Section awarded her the William Foote Whyte Award for a distinguished career in applied sociology.

Mary McDougall, CEO of CfMC, is a corporate innovator and software entrepreneur. In 2013, she joined CfMC, a survey management platform provider. Earlier, at BMC Software, she guided product management through the transformation from a traditional software developer to SaaS provider and brought products to market. Earlier she founded IronSpire, a SaaS project collaboration service for general contractors and winner of Microsoft Best Collaborative Solution and four Constructech Gold Vision Enabler awards. Prior ventures include manufacturing automation and supply chain optimization systems. McDougall has an engineering degree from Dartmouth College and MBA from Harvard Business School.

Mira Rao is a Survey Analyst for the Public Opinion and Survey Research team, where she conducts research and analysis on the public's experience with, and attitude towards, health and social policy issues. Prior to joining the Foundation, Mira worked as a consultant with Kaiser Permanente Northern California and a research assistant with the Public Health Institute. She graduated with a Masters of Public Health in Health Policy from Columbia University's Mailman School of Public Health, and was a member of the winning team of Kaiser Family Foundation researchers in AAPOR's first annual Research Hack in 2014.