President’s Letter

Hello PAPORites, welcome to the first edition of the PAPOR Trail in 2014! We’re looking forward to an exciting year for PAPOR which starts off right in our backyard on May 15-18 at the 69th Annual AAPOR conference at the home of Mickey Mouse: Anaheim. AAPOR Conference attendees, make sure to drop by the PAPOR table at the New Member and All Chapter Reception on the evening of May 15th and say hi.

Hot on the heels of the AAPOR conference will be the annual PAPOR mini-conference, where we will recap the latest research presented at the national conference for folks who couldn’t attend. The mini-conference will take place on Friday, June 13th at the Bechtel Conference Center at the Public Policy Institute of California (PPIC) in San Francisco. Thanks again to PPIC for opening up their beautiful facility to PAPOR. If you’d like to volunteer to recap some AAPOR presentations, please email Melinda Jackson at atlarge5@papor.org.

Following our mini-conference, PAPOR will be back in SoCal for our annual short course at Loyola Marymount University in Los Angeles. Keep an eye on your email for updates on the date and topic of the short course. And finally, after a successful 2013 PAPOR conference and positive reviews about the new conference venue I’m happy to report that we’ll once again host our annual conference at the historic Marines Memorial Club & Hotel in San Francisco, so make sure to mark your calendars as busy on December 11th and 12th.

Continue on Page 2
President’s Message

As President, my goal for 2014 is to increase student engagement within PAPOR. So students, listen up: become a member for deeply discounted registration fees and enter into the annual Student Paper Competition. Plus, for those of you who are new members, your first year is free! Stay tuned for more updates on this front.

Lastly, I’d like to thank the 2013 PAPOR Executive Council for a great year with special kudos to Mechelle Pierce for her dedicated leadership and Sonja Petek for organizing an amazing conference. I’d also like to introduce some new faces to the Council. Jill Bruins, Bianca DiJulio, Brian Fowler, Melinda Jackson, and David Vannette have all hit the ground running so some of you may have already either heard from them or seen their work in action. Please feel free to reach out to them or anyone else on council to say thanks or ask questions at AAPOR and PAPOR events.

Cheers to another great year!

Sarah Cho, President
2014 PAPOR Executive Council

2013 PAPOR Conference Highlights Now Online

PAPOR held a very successful annual conference at the historic Marines Memorial Club & Hotel, December 12-13, 2013, in San Francisco, featuring a dinner and plenary session, stimulating panel and poster presentations, and great food and conversations. Thanks again to the 2013 conference sponsors for their generous support!

The insightful plenary on Privacy, Confidentiality and the Use of Data featured Lee Rainie of the Pew Research Center’s Internet & American Life Project and Virginia Stodden of Columbia University, Department of Statistics. The Plenary was facilitated by Mollyann Brodie of Public Opinion and Survey Research, Henry K. Kaiser Family Foundation.

For those of you who were unable to tend the 2013 PAPOR conference, check our website www.papor.org to download the following presentations:

Big Data and Data Science 101 - Todd Lipcon, Cloudera

Big Data Will Kill Survey Research—Truth or Myth - Shankar Sahai, StrongView

The Multi-level, Multi-source (ML-MS) Approach to Improving Data Quality in Surveys - Tom W. Smith, NORC at the University of Chicago

California Voter Views of the Affordable Care Act and its Implementation - Mark DiCamillo, Field Research Corporation

California’s Uninsured and Affordable Care Act - Liz Hamel, Henry J. Kaiser Family Foundation

Modelling Turnout - Projecting Turnout - Paul Mitchell, Political Data, Inc.

Predicting the Unpredictable in Unprecedented/Special Elections - Ben Tulchin, Tulchin Research

Evaluating the Accuracy of Surveywall Survey Responses - Tom Wells, Nielsen

How does the Online Survey Mode Affect a Customer Feedback Loyalty Survey - Aarti Gupta, Bain & Company Inc.

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

2013 PAPOR Student Paper Competition 1st Place Winner

Author: Lindsay A. Owens, Stanford University, Department of Sociology
Co-author: David S. Pedulla, Princeton University

Short Course: Achieving Synergy Across Survey Modes: Mail Contact with Web Response from Address-Based Samples - Don Dillman, Washington State University, Social and Economic Research Center

Watch for forthcoming announcements from Benjamin Messer, Conference Chair about the 2014 PAPOR Conference, December 11 & 12, in San Francisco. We hope to see you this year!
Registration is open for PAPOR’s Mini-Conference in San Francisco! Visit our homepage to register.

June 13, 2014
9:30 am-3:30 pm
Public Policy Institute of California
500 Washington Street, Suite 600
San Francisco, CA

Each year, PAPOR hosts a mini-conference to recap key findings from the annual AAPOR conference. It serves to inform those who were unable to attend the national conference about some of the more interesting methodological and public opinion research findings presented at AAPOR. Those who attended the national conference are encouraged to volunteer to present summaries of findings at the mini-conference, or to simply attend the mini-conference to hear about sessions they missed at the national conference.

It will be held at the Public Policy Institute of California in San Francisco and will also be offered as a webinar. The day will feature presentations on the following topics: Evaluating and Improving Quality of Measurement, Sample Disposition and the AAPOR Transparency Initiative, Innovations in Survey Methodology, Online-Mobile Sampling, IRB issues.

For more info, please contact Melinda Jackson, Councilor-at-Large (Mini-Conference) at atlarge5@papor.org or phone 408-924-5293.

2014 PAPOR Student Paper Competition

Students (and their faculty) are encouraged to submit papers for the annual Student Paper Competition. The deadline for submissions is October 15, 2014. The window for submissions will open in late August.

Papers related to survey, public opinion, or market research are welcomed. Eligible papers will be authored by graduate or undergraduate students, currently attending colleges and universities in PAPOR's geographic region. The entries will be judged by a panel of survey and public opinion researchers selected from PAPOR's membership.

The winner will receive:
- A cash award of $250
- Up to $250 in travel expenses to the PAPOR Annual Conference in San Francisco, CA
- Honorary one-year membership to PAPOR
- A spot on the conference program

The second place winner will receive:
- Honorary one-year membership to PAPOR
- A spot on the conference program

To learn more about the student paper competition and its benefits, visit the PAPOR website, or email Jessica Gollaher, Student Competition Chair, at StudentPaper@papor.org.

Sponsorships

Under the leadership of Bob Davis and Barbara Simons of last year’s Executive Council, PAPOR began to focus on expressing thanks and delivering greater value to our sponsors.

Effective in the spring of 2013, the PAPOR sponsorship policy is to solicit funding for an entire year, not a particular event. This gives year-long visibility to our sponsors in the newsletter, The PAPOR Trail, and at every event.

If you would like to become a sponsor, please contact Barbara Simons, Councilor-at-Large (Sponsorship) at atlarge3@papor.org.

Announcements

PAPOR extends congratulations and best wishes to:


Mollyann Brodie
Vice President/President-Elect
Dan Merkle
Associate Secretary-Treasurer
Ron Langley
Associate Standards Committee Chair
David Dutwin
Associate Conference Chair
Jordon Peugh
Associate Communications Committee Chair
Kristen Olson, Associate Membership and Chapter Relations Chair
Joe Lenski, Councilor-at-Large

- Paul Lavrakas, Past President, AAPOR, and PAPOR member, on his new appointment as Senior Fellow with NORC of University of Chicago.

- Jill Bruins, Secretary, PAPOR Executive Council, on her marriage to Clay Johnsen, on March 21, 2014, in Redlands, CA.
Benefits of PAPOR Membership

By becoming a member of PAPOR, you will receive many benefits:

- Enhance skills by interaction with top research professionals
- Exchange ideas and knowledge in areas of public opinion research specific to your interest and your clients
- Keep up-to-date on the legislation affecting our industry
- Increase exposure for both company and individuals through association involvement
  - Seminars
  - Conferences
  - Paper presentations
  - Networking
- An opportunity for up-and-coming scholars to showcase their work in our annual student paper competition
- Receive *The PAPOR Trail* - our Chapter newsletter, which includes the latest information on Chapter and industry news, local educational seminars/conferences, events, tips of the trade and tools to help you do your job more successfully.

As of April 2014, PAPOR has 146 members paid through December 31, 2014. The majority of our members represent Pacific Coast and Rocky Mountain states. In addition, we have members from states outside of the PAPOR region, non-continental U.S., and Canada.

PAPOR Mission

- Educate members about the standards of professional conduct and ethics for surveys and public opinion research.
- Facilitate networking through annual chapter conferences contributing to an environment conducive to the open exchange of information among all members.
- Provide members with the opportunity to enhance their business and research skills.
- Build and maintain membership within the chapter.

Deadline for Summer Issue: July 15, 2014
Email Donna Fong, Editor, atlarge2@papor.org