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THE

# PAPOR Trail

Pacific Chapter of American Association for Public Opinion Research

Bringing together professionals  
in public opinion and  
survey research in the western  
United States

Winter Issue | December 2013

## President's Letter



Time flies when you are having fun, or so the saying goes. I can't believe that the year is almost gone, the older I get the faster it

goes. I really wish I would have listened to my Mom when she said to enjoy the days that seemed to never end and the summers that went by too quickly.

Looking in the rearview mirror on 2013, I wanted to take a minute and tell you about the amazing people that drive PAPOR each year. I can't say that I have been a part of a group that has more passion and drive than this group. Every month we get together

and plan events and makes decisions while always considering the best interest of our membership. The passion and dedication that I see with this group humbles me.

I started 2013 with the goal of documenting the different positions on the board and having a way to store this information. This would allow future council to reference information and make it easier to recruit new board members.

I wanted to close the year by reporting on our progress of documenting the duties of the PAPOR board. We have documented 95% of the positions, the only exception is the position of President. I have kept a document throughout the year and added to it here and there. I hope that Sarah Cho will find

it useful as I hand off the baton and that the new slate will acclimate quickly to their new positions.

I wholeheartedly recommend getting involved with PAPOR. I was very busy when I took the leap to serve on the board 4 years ago and was unsure if I could make the time to make a difference. Looking backward I really don't have any regrets. I have made lasting friendships, expanded my network and learned a lot! If you are interested in volunteering or being on the board, please let us know by emailing [president@papor.org](mailto:president@papor.org)

I hope that you all have a wonderful holiday and a very happy New Year!

Mechelle Pierce  
2013 President, PAPOR

## 2013 PAPOR Annual Conference

The 2013 Annual PAPOR Conference, will be held December 12-13 at the Marines' Memorial Club and Hotel located in the heart of San Francisco near Union Square.

Highlights include:

- Two short courses 1) Achieving Synergy Across Survey Modes: Mail Contact with Web Response from Address-Based Samples, Instructor - Don A. Dillman 2) Maximizing the Accuracy of Online Surveys: Comparisons of Methods and Recommendations of Optimal Procedures, Instructor - Jon A. Krosnick.

- A timely plenary: *Privacy, Confidentiality, and the Use of Data* featuring Mollyann Brodie, Lee Rainie, and Victoria Stodden.
- Five diverse panels covering topics like big data, new methodologies, political polarization, partisan polling, and attitudes toward the ACA.



[www.papor.org](http://www.papor.org)

Scan QR for conference program or download



<http://www.papor.org/2013program.pdf>

If you have any questions, please email Sonja Petek, 2013 PAPOR Conference Chair, at [confchair@papor.org](mailto:confchair@papor.org)

### WELCOME RECEPTION

Thursday, Dec. 12, 2013

5:30 pm – 6:15 pm

Crystal Lounge and

11th Floor Foyer

## 2013 PAPOR Student Paper Competition

PAPOR is pleased to sponsor the annual Student Paper Competition to encourage undergraduate and graduate student participation.

Congratulations to the winners of the 2013 PAPOR Student Paper Competition!

### First Place Winner



Lindsay A. Owens, Ph.D. Candidate, Stanford University, "Material Welfare and Changing Political Preferences: The Case of Support for Redistributive Social Policies" (with

coauthor David S. Pedulla of Princeton University).

### Runner-up



Henning Silber, Visiting Student Researcher, Department of Communication, Stanford University, "Replication of Experimental Results Across Telephone and Internet Survey Panels" (with coauthors Jon A. Krosnick of Stanford University and David S. Yeager of University of Texas at Austin).

Lindsay Owens receives a cash award and some travel expenses. The first-place winner and the runner-up, Henning Silber, receives a one-year complimentary PAPOR membership and a panel spot on the 2013 PAPOR Conference program.

Benn Messer, PAPOR Student Paper Competition Chair, and two volunteers, Sarah Cho and Paul Johnson, judged the 2013 paper submissions.

For information about next year's competition, email [studentpaper@papor.org](mailto:studentpaper@papor.org)

## ANNOUNCEMENTS

PAPOR extend congratulations and best wishes to our members:



**Sarah Cho** on her new position as Survey Methodologist at SurveyMonkey. She is the incoming

President of PAPOR Executive Council. Sarah has held positions as PAPOR Vice-President and Conference Chair.

**Paul Thomas Melevin**, former 2012 President of PAPOR, on his marriage to James Ashley Tucker on July 2, 2013 in Fair Oaks, California. The couple is very happy to share an online wedding album and video made by their friend **Susan Ayres**.

<http://www.p-n-t.com/pjwed/>

Paul retired from the California Employment Development Department earlier this year following 12 years of service as the Research Program Specialist II.

**Karene Gamino** on the birth of a baby boy, David Antonio, 7 lb. 2 oz., on November 21, 2013.

### 69th Annual AAPOR Conference: Measurement and the Role of Public Opinion in a Democracy

Save the date for the 69th Annual Conference of the American Association for Public Opinion Conference (AAPOR), May 15 - 18, 2014, at Anaheim Marriot, Anaheim, CA. Registration Opens: February 12, 2014. It's time to join or renew

your AAPOR membership. Go green and renew online at

<http://tinyurl.com/m4me6lb>

### WAPOR 67th Annual Conference: Call for Participation

The World Association for Public Opinion Research (WAPOR) will hold its 67th Annual Conference, September 4-6, 2014, in Nice, France, at the Radisson Blu, located on the French Riviera. WAPOR is seeking abstract submissions for its Conference Theme: Extensible Public Opinion.

Submission deadline: February 2, 2014

For details, visit

<http://wapor.org/67th-annual-conference/>

## Short Courses

PAPOR is pleased to offer two short courses at the 2013 PAPOR Conference that qualifies for educational credits toward Professional Researcher Certification (PRC). For more information on the PRC program, go to [www.mra-net.org](http://www.mra-net.org)



### SHORT COURSE 1

**Achieving Synergy Across Survey Modes: Mail Contact with Web Response from Address-Based Samples**  
 Thursday, December 12  
 8:00am-10:30am  
 Crystal Ballroom  
 PC Credit: 2.5 Hours

**Instructor:** Don A. Dillman, Regents Professor, Department of Sociology and Social and Economic Research Center, Washington State University

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 non-response 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 nonresponse 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.

### SHORT COURSE 2

**Maximizing the Accuracy of Online Surveys: Comparisons of Methods and Recommendations of Optimal Procedures**  
 Thursday, December 12  
 10:45am-1:15pm  
 Crystal Ballroom  
 PC Credit: 2.5 Hours

**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.

## 2013 PAPOR CONFERENCE SCHEDULE

### THURSDAY, DECEMBER 12, 2013

7:30 am – 2:00 pm  
11th Floor Foyer

**Conference Registration / Check In**

Sponsored by



8:00 am – 10:30 am  
Crystal Ballroom

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

Instructor: Don A. Dillman, Regents Professor, Department of Sociology and Social and Economic Research Center, Washington State University

10:30 am – 10:45 am  
11<sup>th</sup> Floor Foyer

**Mid-morning break**

Sponsored by



10:45-1:15 pm  
Crystal Ballroom

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

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

1:15 pm – 2:00 pm

**Lunch** (on your own)

2:00 pm – 2:05 pm  
Crystal Ballroom

**2013 PAPOR CONFERENCE OPENS – WELCOME**

Bob Davis, 2013 PAPOR Past President

2:05 pm – 3:35 pm  
Crystal Ballroom

**PANEL 1: *Polarization in the Public and Techniques for Measurement***

Chair: Kyle Dropp, Assistant Professor, Department of Government, Dartmouth College

*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

Co-authors: Gabriel Lenz, University of California – Berkeley  
Jack Citrin, University of California – Berkeley

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

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

*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 Buttcie, California Research Bureau

*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

3:35 pm – 4:00 pm  
11<sup>th</sup> Floor Foyer

**Mid-afternoon break**

Sponsored by



4:00 pm – 5:30 pm  
Crystal Ballroom

**PANEL 2: Polling on Health and Social Issues**

Chair: Sonja Petek, Research Associate, Public Policy Institute of California

*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

*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

*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

*Attitudes towards Homosexuality and Gay Rights across Time and Countries*

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

Co-authors: Jibum Kim, Sungkyunkwan University

Jaesok Son, NORC at University of Chicago

5:30 pm – 6:15 pm  
Crystal Lounge and  
11<sup>th</sup> Floor Foyer

**WELCOME RECEPTION**

6:15 pm – 8:45 pm  
Crystal Lounge

**DINNER AND PLENARY**

*Privacy, Confidentiality, and the Use of Data*

Moderator: Mollyann Brodie, Senior Vice President for Executive Operations and Director of Public Opinion Research, Henry J. Kaiser Family Foundation

Featuring:

Lee Rainie, Director, Pew Research Center's Internet and American Life Project

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

Wine sponsored by



Dinner sponsored by



8:45 pm – 9:45 pm  
12th Floor

**AFTER DINNER COCKTAILS**

*Flying Leatherneck Lounge*

FRIDAY, DECEMBER 13, 2013

8:00 am – Noon  
11th Floor Foyer

**Conference Registration / Check In**

*Sponsored by*

**cvent**

8:30 am – 10:00 am  
Crystal Ballroom

**PANEL 3: *Validating New Methodologies -- Incorporating and Embracing the Future***

Chair: Paul Johnson, Director of Analytics, SSI

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

Presenter: Aarti Gupta, Senior Specialist, Customer Insights & Advanced Analytics Groups, Bain & Company, Inc.

Co-author: Jason Lee, Bain & Company, Inc.

*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

Co-author: David S. Pedulla, Princeton University

*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

*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

10:00 am – 10:15 am  
Crystal Lounge

**AAPOR PRESENTATION**

Jennifer Hunter Childs, AAPOR Associate Membership and Chapter Relations Chair

10:15 am-10:45 am  
Crystal Lounge

**POSTER SESSION AND BREAK**

*Sponsored by*



**LMU|LA**  
Thomas and Dorothy Leavey  
Center for the Study of Los Angeles

10:45 am – 12:15 pm  
Crystal Ballroom

**PANEL 4: *Predicting the Unpredictable—Modeling Turnout in Unprecedented/Special Elections***

Chair: Ben Tulchin, President, Tulchin Research

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

12:30 pm – 2:00 pm  
Crystal Lounge

**LUNCH AND CHAPTER MEETING**

*Sponsored by*



2:00 pm – 3:30 pm  
Crystal Ballroom

**PANEL 5: *Big Data, Paradata, and Their Uses for Public Opinion Researchers***

Chair: Sarah Cho, Methodologist, SurveyMonkey

*What is Big Data?*

Presenter: Todd Lipcon, Software Engineer, Cloudera

*Big Data Will Kill Survey Research—Truth or Myth?*

Presenter: Shankar Sahai, Director, Professional Services, StrongView

*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

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

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

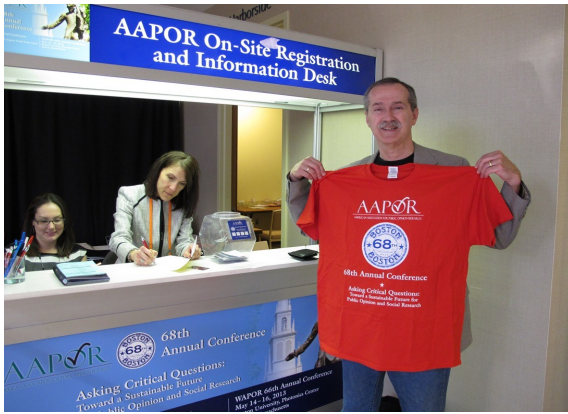
Presenter: Andrew Therriault, Data Scientist, Greenberg Quinlan Rosner Research

3:30 pm – 3:45 pm  
Crystal Ballroom

**NEW PRESIDENT'S ADDRESS AND CONFERENCE CLOSING**

Sarah Cho, 2014 PAPOR President

# 68th Annual AAPOR Conference — Boston, MA



### Research Questions

- Considering:
  - Californians' anti-tax attitudes
  - Low levels of political trust
  - A governor whose approval was in the low-40s
  - Only 1 in 3 citizens' initiatives pass
  - Prior attempts by CA governors have failed
- What led to the passage of Proposition 30?
- Does political trust matter more to those who disapprove of the governor or who don't have children in California's public schools

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### Too Many Immigrants? Examining Alternative Forms of Immigrant Population Innumeracy

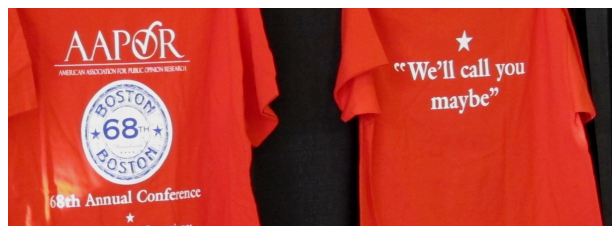
Daniel Herda  
Department of Sociology  
University of California - Davis

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# 68th Annual AAPOR Conference — Boston, MA



## PAPOR Mini Conference - 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.

The 2013 Mini Conference was held at the Public Policy Institute of California in San Francisco on June 28. Twenty-nine people attended the conference including 21 in person and eight by webinar. Thanks to Jessica Hayes and Sonja Petek of PAPOR Executive Council for organizing this event.

PAPOR is pleased to archive the following presentations and contacts at our website: [http://www.papor.org/miniconference\\_archive.html](http://www.papor.org/miniconference_archive.html)

*Inequality and Public Opinion*  
Prepared by Catherine Wilson

*Decision making in the 2012 Elections*  
Prepared by Dean Bonner

*Cell Phone Methodology*  
Prepared by Paul Johnson

*Non-Probability Based Samples in Internet Surveys & AAPOR update*  
Prepared by Sarah Cho

*Telephone Surveys and Survey Research*  
By David Vannette

Please contact David directly for more information about his research.  
e-mail: [vannette@stanford.edu](mailto:vannette@stanford.edu) Web: <http://davidvannette.com>

*Internet and Mail Survey Research at the 2013 AAPOR Conference*  
Prepared by Benjamin Messer



### LA Short Course: Weighting Sample Survey Data, 201

PAPOR held the LA Short Course at Loyola Marymount University (LMU) on August 19, 2013. Weighting data collected from a probability sample survey is a standard part of data processing. Attendees gained an understanding of the steps needed to take base weights to final survey weights and how to apply various weighting procedures used in survey weight construction.

PAPOR extend thanks to Trent Buskirk, Vice President of Statistics and Methodology of the Marketing Systems Group, for travelling to Los Angeles to teach the course, and to Brianne Gilbert of LMU for organizing the event.

Although there were fewer in-person participants compared to last year's short course, we were able to reach out to others across the country by offering the webinar option.

## 2013 PAPOR Executive Council



**President - Mechelle Pierce**

Apperson, Inc.  
pres@papor.org



**Vice-President - Sarah Cho**

SurveyMonkey  
vpres@papor.org



**Secretary/Newsletter Editor - Donna Fong**

Population Research Laboratory, University of Alberta  
secretary@papor.org



**Treasurer - E. Paul Johnston**

SSI  
treasurer@papor.org



**Conference Chair - Sonja Petek**

Public Policy Institute of California  
confchair@papor.org



**Associate Conference Chair - Jui Shrestha**

Public Policy Institute of California  
confassoc@papor.org



**Membership Chair - Brianne Gilbert**

Loyola Marymount University  
membership@papor.org



**Student Paper Competition Chair - Benn Messer**

Research into Action, Inc.  
StudentPaper@papor.org



**Councilor-at-Large/Webmaster - John Fogli**

Sentenium, Inc  
webmaster@papor.org



**Councilor-at-Large - Anthony Salvanto**

CBS News, Survey and Election Unit  
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**Councilor-at-Large - Samantha Luks**

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**Councilor-at-Large - Barbara Simons**

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**Councilor-at-Large - Kyle Dropp**

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**Councilor-at-Large - Jessica Hayes**

Public Health Institute  
atlarge5@papor.org



**Past President - Bob Davis**

Davis Research  
pastpres@papor.org

## Join PAPOR

### 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 *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 November 21, 2013, PAPOR has 160 members. The majority of members reside in California (102), Mountain states (18), and the Pacific Northwest states (15). In addition, we have members in other states, Canada, and England. Eight-four percent of PAPOR members are also current AAPOR members.

For more information, contact [membership@papor.org](mailto:membership@papor.org)

## 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.

Many thanks to our sponsors for their generosity and support of PAPOR through annual sponsorship. For more information, email [sponsorship@papor.org](mailto:sponsorship@papor.org)

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	Ciruli Associates	Floyd Ciruli	fciruli@aol.com	<a href="http://www.ciruli.com">www.ciruli.com</a>
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