

2014 ResearchHack

RECAP FOR PAPOR MINI-CONFERENCE

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June 13th, 2014

AAPOR's first
EVER!!!

AAPOR | RESEARCH HACK

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BACKGROUND:

WHY A "HACKATHON"?

It started with a conversation with Rob Santos...

- Accelerating “acculturation” of new members to AAPOR and the annual conference
- Helping new members find and utilize all of the qualities and benefits long-time members cherish
- Converting new members into long-time members
- Appealing and enhancing new members’ experience at the conference





Feeding America Overview

Emily Engelhard

OUR MISSION

Our mission is to feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.





THE FEEDING AMERICA NETWORK

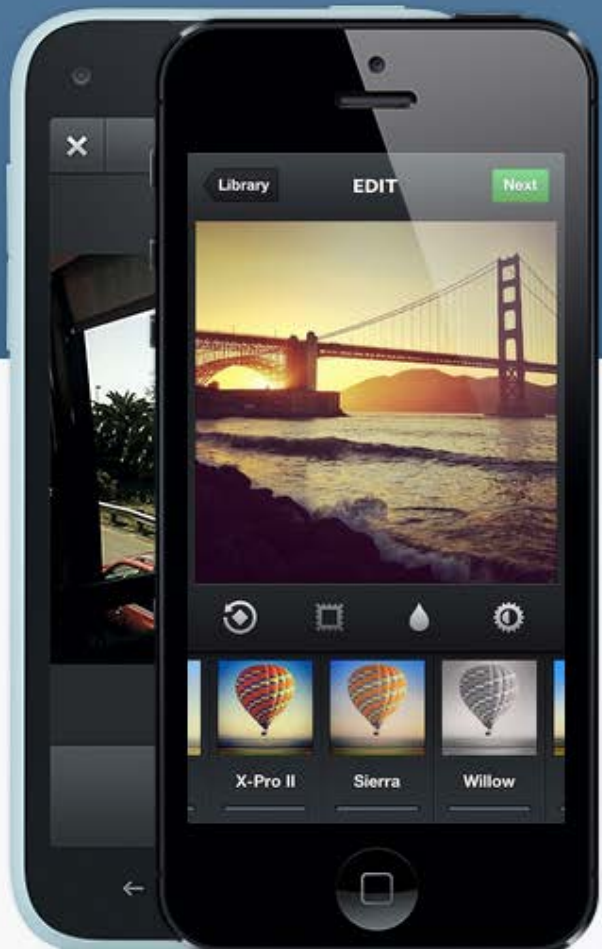
202 COMMUNITY FOOD BANKS

61,000 AGENCIES

37,000,000 AMERICANS
SERVED

WHAT'S YOUR RESEARCHHACK MISSION?

- Help us understand how do our clients find us?



Instagram

🏠 Log in

Capture and Share the World's Moments

Instagram is a **fast**, **beautiful** and **fun** way to share your life with friends and family.

Take a picture or video, choose a filter to transform its look and feel, then post to Instagram — it's that easy. You can even share to Facebook, Twitter, Tumblr and more. It's a new way to see the world.

Oh yeah, did we mention it's free?



INSTAGRAM APP

Leveraging Instagram platform for data collection

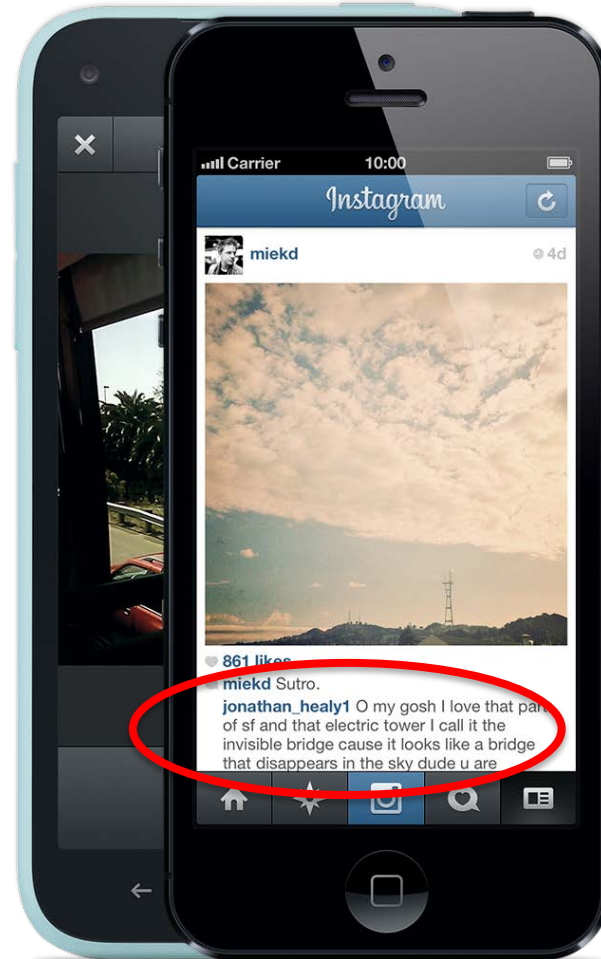
WHAT IS Instagram

- Instagram is a free photo & video sharing and social networking service available on Android & iOS mobile devices (and “Feed” only mode on the Web). Apple named it “iPhone App of the Year” in 2011.
- It allows users to take pictures & videos then apply digital filters and share it with other users to like/comment and social networking services like Facebook, Twitter, Tumblr, etc.
- It has 150M active users worldwide with an average of 55M photos shared per day
- This service is especially appealing to adults 18-29, African-Americans, Latinos, women, urban residents in the U.S. according to Pew Research Center (other sources also cite teens as frequent users)

Unlike Facebook & Twitter, no research to date on exploring it a data collection platform... yet.

INSTAGRAM: WHAT DOES IT DO?

- **Live Feed:** Compilation of all the postings from other IG users chosen to follow
- **Discovery:** Highlights of popular IG posts by other IG users not followed (based on IG algorithm)
- **Photo/Video Sharing:** Upload digitally filtered photos or videos 3-15 sec
- **Notifications:** 'News' about own posting (likes, comments) and 'Following' of other IG users
- **Profile:** IG user info and compilation of all the postings





ResearchHack: INNOVATION PROCESS

“ResearchHack” GOAL

CREATE A RESEARCH PROPOSAL TO:

- 1. Recruit targeted IG users for data collection**
- 2. Design methodology to collect data using IG features currently available**
- 3. Develop analysis plan for qualitative data, quantitative data or both captured via the app**

WHAT'S A "WINNING PROPOSAL"?

Impactful?

- *Does it meet or exceed the goals of the ResearchHack?*
- *Will the results make a difference?*

Innovative?

- *Does it solve the research problem in a new, creative, or never-seen-before way?*

Functional?

- *Can it be implemented in a reasonable timeline and budget?*
- *Can it be performed by the skillset of team or will it require specialized resources?*

ResearchHack

JUDGING TEAM

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MSG



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ResearchHack Sub, Matter Experts

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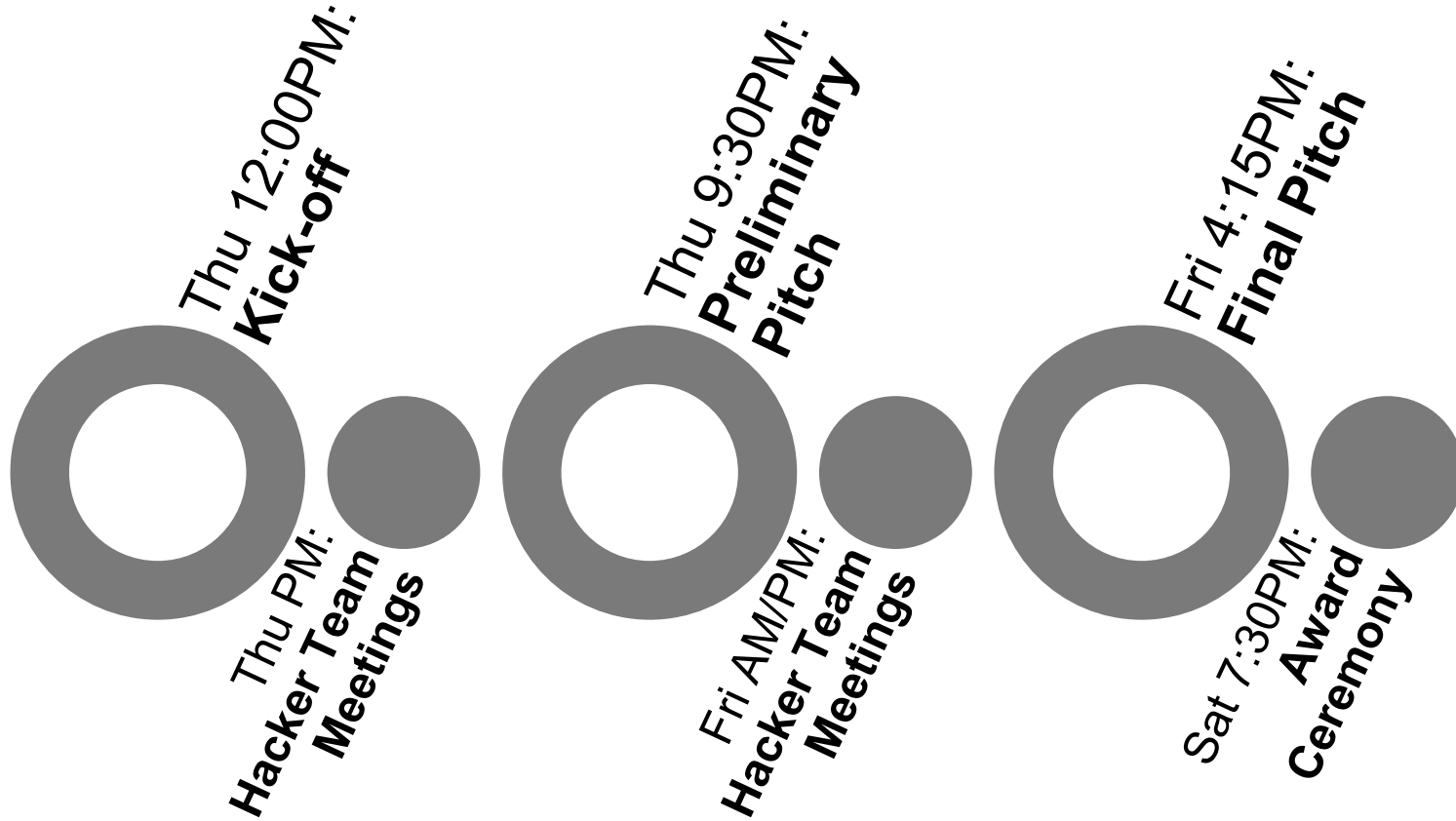


Curtiss Cobb
Facebook



Theresa DeVecchio-Dys
Feeding America

ResearchHack SCHEDULE





2014 ResearchHack: Results

10 RESEARCH PROPOSALS...

Final 5 Teams

- **#gurlz**
(Kaiser Family Foundation & SSRS)
- **#hackawayhunger**
(Nielsen)
- **Healthies**
(NORC)
- **The Michigan InstaHackers**
(U-Mich)
- **#thedinnerdiaries**
(Census Bureau & MDC Research)





#gurlz (Winners of 2014 ResearchHack!)

Mira Rao, Jaime Firth (Kaiser Family Foundation) and Linda Lomelino (SSRS)

Feeding America

Jamie Firth, Mira Rao &
Linda Lomelino

#gurlz

**“PHOTOGRAPHY CAN PUT A HUMAN FACE
ON A SITUATION THAT OTHERWISE WOULD
REMAIN ABSTRACT OR MERELY STATISTICAL”**

– JAMES NACHTWEY

Humans of New York @humansofny



humansofny

2h



21605 likes

humansofny He had a couple of coworkers hovering around during his interview, throwing out one-liners. At one point I asked him: "If you could give one piece of advice, what would it be?"

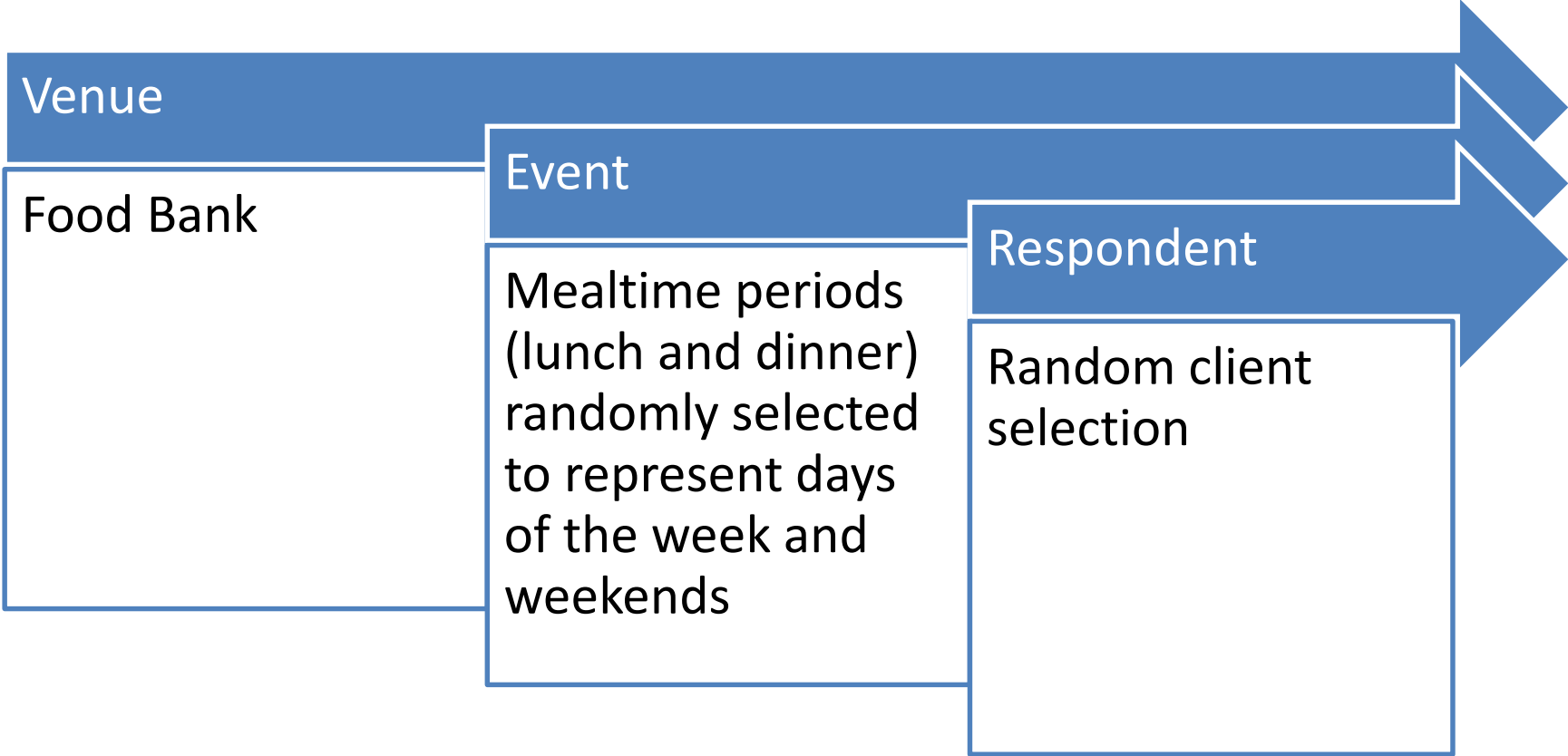
"Don't sweat the small stuff," he answered.

"What small stuff do you sweat the most?" I asked. "His balls!" screamed his coworker.

Engaged Observers

- Venue Based Sampling Design – best method for elusive populations
- Train local Feeding America volunteers from 80 selected food banks to photograph, tag and upload images of clients to Instagram
- Conduct micro-survey and use tags as format for data submission allowing for pre-coded organized data easily pulled from the API

Venue Based Sampling Design



Sampling Plan: Food Banks

Census Region	Urban vs. Rural	FPL <185% vs. 185%+
Northeast N=20	Urban N=10	<185% N=5
		185%+ N=5
	Rural N=10	<185% N=5
		185%+ N=5
North Central N=20	Urban N=10	<185% N=5
		185%+ N=5
	Rural N=10	<185% N=5
		185%+ N=5
South N=20	Urban N=10	<185% N=5
		185%+ N=5
	Rural N=10	<185% N=5
		185%+ N=5
West N=20	Urban N=10	<185% N=5
		185%+ N=5
	Rural N=10	<185% N=5
		185%+ N=5

Sampling Plan: Clients

Event	Meal Time	Client
Weekday	Lunch	1 client
	Dinner	1 client
Weekend	Lunch	1 client
	Dinner	1 client
Total per week		4 clients

- 4 Clients per Food Bank per Week – 10th client to walk in
- 80 Food Banks
- 24 weeks (address seasonal differences)
- **Total – 7,680 photos/data points**

Structured Template for posting

- Hire python developer to write script that will automate a pre-filled caption in order to ease volunteer burden and response error
- @local food bank @feedingamerica #SolveHunger
- How did you hear about this food bank?
 - #HeardFromA_____
- What is your zip code?
 - #zipcode
- How many mouths are you responsible for feeding?
 - #Fed x Mouths
- How often do you come to this food bank?
 - #firsttime vs. # X times a month/week

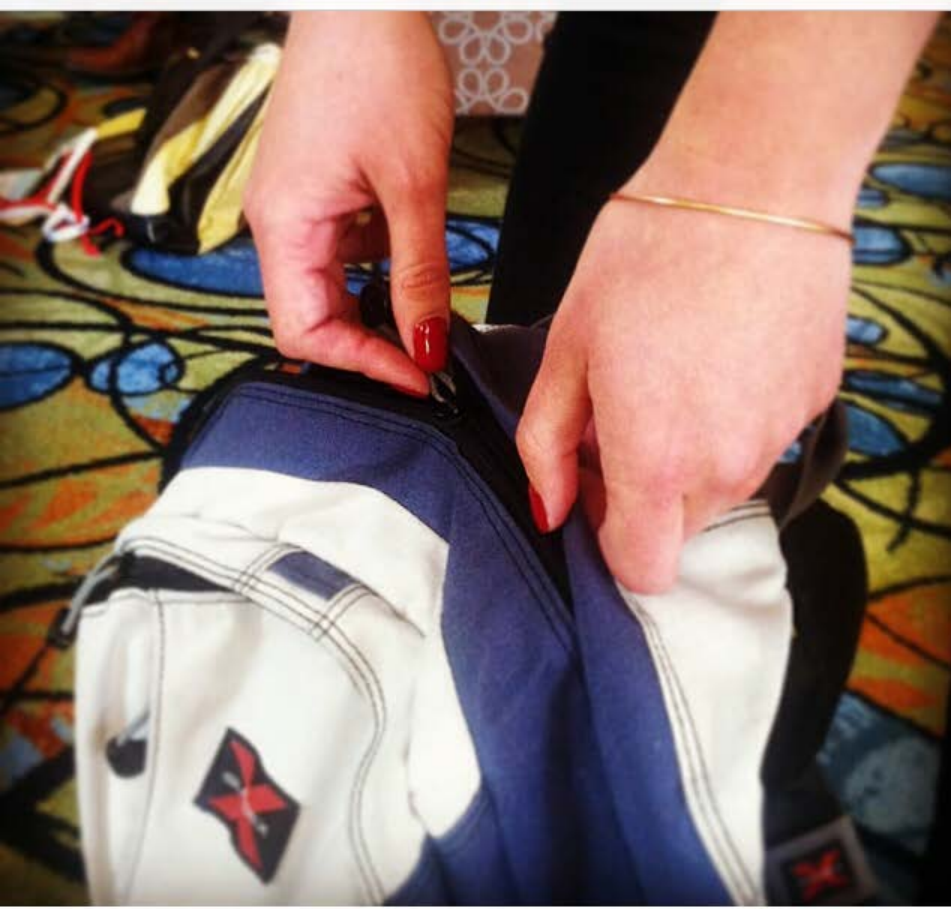


miramircat
Anaheim Marriott

2s



PHOTO



miramircat @anaheimfoodbank @feedingamerica #solvehunger #heardfromateacher #94110 #fed2mouths #2xpermonth

miramircat @anaheimfoodbank @feedingamerica #solvehunger #heardfromachurch #19063 #fed4mouths #1xperweek



miramircat
Anaheim Marriott

3s



jamierfirth
Anaheim Marriott

1s



miramircat @anaheimfoodbank
@feedingamerica #solvehunger
#heardfromnaemployer #94110
#Fed3Mouths #FirstTime

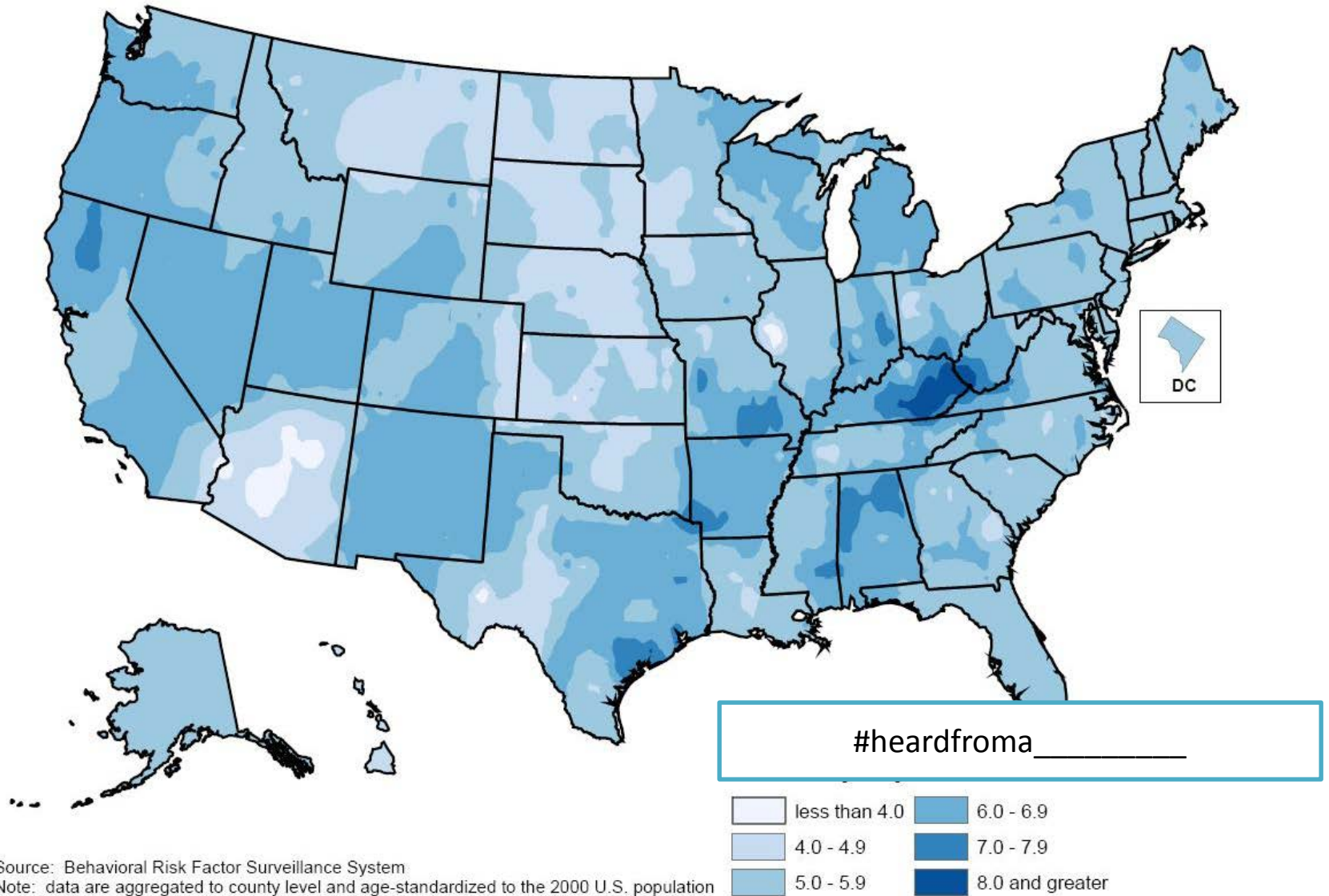
jamierfirth @anaheimfoodbank
@feedingamerica #solvehunger
#heardfromahacker #94607 #2mouths
#1xpermonth

Like Comment

Data analysis

- Use API to pull our pre-coded, organized and geographically tagged data
 - Unlike passive data, we don't have to worry about unstructured data and the complications of tone, cleaning, categorizing, coding, etc.
- Merge our data with census data using zipcode to better understand demographics of clients
- Analyze:
 - Sources #HeardFromA_____
 - Frequency
 - Demographics (Census)
 - Reach – number of mouths and distance zipcode to Food Bank

#HeardFromA _____ GIS Map



Answering the research question

- How do our clients find us?
 - National data with the ability to break down by region, urbanicity and FPL

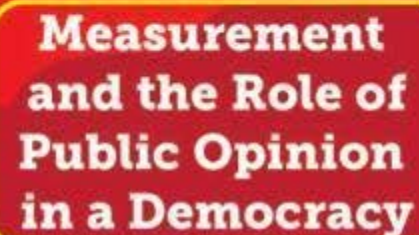
Added benefits that address original mission of engaging the country in the fight to end hunger:

- Increase social media presence and engagement
- Link national Feeding America campaign to local food banks
- Powerful visual storytelling



AAPOR

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH



Measurement
and the Role of
Public Opinion
in a Democracy



69th Annual
Conference

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