2014 ResearchHack
Recap for PAPOR Mini-Conference

Jennie Lai, Chuck Shuttles, Anna Wiencrot & Jordon Peugh
June 13th, 2014

AAPOR’s first EVER!!!

AAPOR | RESEARCHHACK
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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 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.
• **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”? 

<table>
<thead>
<tr>
<th>Impactful?</th>
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<tbody>
<tr>
<td>• Does it meet or exceed the goals of the ResearchHack?</td>
</tr>
<tr>
<td>• Will the results make a difference?</td>
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<table>
<thead>
<tr>
<th>Innovative?</th>
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<tbody>
<tr>
<td>• Does it solve the research problem in a new, creative, or never-seen-before way?</td>
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</table>

<table>
<thead>
<tr>
<th>Functional?</th>
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<tbody>
<tr>
<td>• Can it be implemented in a reasonable timeline and budget?</td>
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<tr>
<td>• Can it be performed by the skillset of team or will it require specialized resources?</td>
</tr>
</tbody>
</table>
ResearchHack
JUDGING TEAM

Trent Buskirk
MSG

Mick Couper
University of Michigan

Emily Engelhard
Feeding America

Eleni Delimpaltadaki Janis
Opportunity Agenda
ResearchHack

ADVISORY TEAM

Jenny Hunter Childs
U.S. Census Bureau

Joe Murphy
RTI International

Susan Pinkus
S.H. Pinkus Research Associates

Michael Stern
NORC
ResearchHack SCHEDULE

Thu 12:00PM: Kick-off
Thu PM: Hacker Team Meetings

Thu 9:30PM: Preliminary Pitch
Fri AM/PM: Hacker Team Meetings

Fri 4:15PM: Final Pitch
Sat 7:30PM: Award Ceremony
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

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

Venue
Food Bank

Event
Mealtime periods (lunch and dinner) randomly selected to represent days of the week and weekends

Respondent
Random client selection
## Sampling Plan: Food Banks

<table>
<thead>
<tr>
<th>Census Region</th>
<th>Urban vs. Rural</th>
<th>FPL &lt;185% vs. 185%+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>Urban, N=10</td>
<td>&lt;185% N=5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>185%+ N=5</td>
</tr>
<tr>
<td></td>
<td>Rural, N=10</td>
<td>&lt;185% N=5</td>
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<tr>
<td></td>
<td></td>
<td>185%+ N=5</td>
</tr>
<tr>
<td>North Central</td>
<td>Urban, N=10</td>
<td>&lt;185% N=5</td>
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<tr>
<td></td>
<td></td>
<td>185%+ N=5</td>
</tr>
<tr>
<td></td>
<td>Rural, N=10</td>
<td>&lt;185% N=5</td>
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<tr>
<td></td>
<td></td>
<td>185%+ N=5</td>
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<tr>
<td>South</td>
<td>Urban, N=10</td>
<td>&lt;185% N=5</td>
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<tr>
<td></td>
<td></td>
<td>185%+ N=5</td>
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<tr>
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<td>&lt;185% N=5</td>
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<tr>
<td></td>
<td></td>
<td>185%+ N=5</td>
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<tr>
<td>West</td>
<td>Urban, N=10</td>
<td>&lt;185% N=5</td>
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<tr>
<td></td>
<td></td>
<td>185%+ N=5</td>
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<tr>
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<td></td>
<td></td>
<td>185%+ N=5</td>
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</tbody>
</table>
Sampling Plan: Clients

<table>
<thead>
<tr>
<th>Event</th>
<th>Meal Time</th>
<th>Client</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday</td>
<td>Lunch</td>
<td>1 client</td>
</tr>
<tr>
<td></td>
<td>Dinner</td>
<td>1 client</td>
</tr>
<tr>
<td>Weekend</td>
<td>Lunch</td>
<td>1 client</td>
</tr>
<tr>
<td></td>
<td>Dinner</td>
<td>1 client</td>
</tr>
</tbody>
</table>

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 @anaheimfoodbank @feedingamerica #solvehunger heardfromaemployee #94610 #Fed3Mouths #FirstTime

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

Source: Behavioral Risk Factor Surveillance System
Note: data are aggregated to county level and age-standardized to the 2000 U.S. population
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
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Measurement and the Role of Public Opinion in a Democracy

69th Annual Conference

May 15 – 18, 2014  Anaheim Marriott • Anaheim, CA

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