2014 PAPOR ANNUAL CONFERENCE
Measuring Public Opinion in an Expanding Opinion Landscape

December 11–12, 2014   Marines' Memorial Club & Hotel, San Francisco, CA

PAPOR

**Pacific Chapter of American Association
for Public Opinion Research**

Welcome to the annual conference of the Pacific Chapter of the American Association for Public Opinion Research. At the heart of our business is the willingness of ordinary people to share information—opinions, behaviors, and attitudes, voting intentions, health records, consumer preferences, and much more. The "landscape" on which this information is shared by people, and collected and measured by researchers, has been continually expanding with emerging technologies and platforms such as the Internet, smartphones, social media, and many other digital outlets. The public that comprises this landscape has also been growing more culturally diverse and connected, yet potentially more unequal and polarized. How can researchers best measure public opinion in this expanding landscape today and in the future, while avoiding some of the pitfalls of using new technologies and data collection methods in our changing populations? What are some of the best practices for conducting surveys and experiments, particularly in a landscape increasingly populated with new methods and technologies, and multiple languages and cultures?

Our plenary on using social media in public opinion research, featuring three experts from AAPOR's Emerging Technologies Task Force, and our two short courses on conducting survey experiments and administering surveys in multicultural contexts, led by Dr. Samara Klar and Dr. Matt Jans, will offer valuable insights into these issues. In addition, the papers and posters presented at the conference will provide cutting-edge research on several important topics, including: how to survey some hard to reach populations; the use of polling methods and their impacts on the electorate; methods for improving survey response and measurement; early findings from the 2014 U.S. midterm elections; and, the efficacy of a few innovative and emerging research methods.

I hope you enjoy our conference and the location, the Marines' Memorial Club & Hotel, which was created as a living memorial to service members. While here, I encourage you to visit the General E. O. Ames Library and Museum, located on the 11th floor near our event, and to enjoy all that San Francisco has to offer.

Thank you for your attendance and support,
Benjamin L. Messer
2014 PAPOR Conference Chair

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The PAPOR Executive Council encourages you to seek us out and say hello!
Feel free to ask us for more information about the conference or PAPOR.

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7:30 am – 2:00 pm	Conference Registration / Check In *Sponsored by* **cvent**	11th Floor Foyer
8:00 am – 10:15 am	**SHORT COURSE 1** *Using Survey Data to Identify Causal Relationships: Designing & Administering Survey Experiments*	Crystal Ballroom
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10:30 am – 12:45 pm	**SHORT COURSE 2** *Expanding the Survey Landscape: Cultural Aspects of Sampling, Nonresponse, and Measurement*	Crystal Ballroom
12:45 pm – 2:00 pm	**Lunch** (on your own)	
2:00 pm – 2:05 pm	**2014 PAPOR CONFERENCE OPENS – WELCOME** *Sarah Cho, 2014 PAPOR President*	Crystal Ballroom
2:05 pm – 3:35 pm	**PANEL 1** *Methods for Hard to Reach Populations*	Crystal Ballroom
3:35 pm – 4:00 pm	Mid-afternoon break *Sponsored by* GOODWIN SIMON STRATEGIC RESEARCH	11th Floor Foyer
4:00 pm – 5:30 pm	**PANEL 2** *Polling Methods and Impacts*	Crystal Ballroom
5:30 pm – 6:15 pm	**WELCOME RECEPTION**	Crystal Lounge and 11th Floor Foyer
6:15 pm – 8:45 pm	**DINNER AND PLENARY** *The Use of Social Media in Public Opinion Research* *Wine sponsored by* Apperson *Dinner sponsored by* DAVIS RESEARCH LLC	Crystal Lounge
8:45 pm – 9:45 pm	**AFTER-DINNER COCKTAILS**	Flying Leatherneck Lounge, 12th Floor

8:00 am – noon	Conference Registration / Check In *Sponsored by* cvent	11th Floor Foyer
8:30 am – 10:00 am	**PANEL 3** *Methods for Improving Survey Response and Measurement*	Crystal Ballroom
10:00 am – 10:15 am	**AAPOR PRESENTATION** *Mollyann Brodie, AAPOR Vice President/President-Elect*	Crystal Ballroom
10:15 am – 10:45 am	**POSTER SESSION AND BREAK** *Sponsored by* Abt/SRBI	Crystal Lounge
10:45 am – 12:15 pm	**PANEL 4** *Midterm Elections and the Forecast: Accuracy and Impact*	Crystal Ballroom
12:30 pm – 2:00 pm	**LUNCH AND CHAPTER MEETING** *Sponsored by* SurveyMonkey	Crystal Lounge
2:00 pm – 3:15 pm	**PANEL 5** *Innovative Methods and Research*	Crystal Ballroom
3:30 pm – 3:45 pm	**NEW PRESIDENT'S ADDRESS AND CONFERENCE CLOSING** *Sonja Petek, 2015 PAPOR President*	Crystal Ballroom

SHORT COURSE 1	**USING SURVEY DATA TO IDENTIFY CAUSAL RELATIONSHIPS: DESIGNING & ADMINISTERING SURVEY EXPERIMENTS**
Time/Location	Thursday, 8:00 am – 10:15 am, Crystal Ballroom
Instructor	Samara Klar, *Assistant Professor, Department of Political Science, University of Arizona*
Description	Surveys provide us with an accessible and effective means to administer experimental studies. Experiments can allow us to make causal inferences about an infinite array of topics: for example, how does one question affect responses to another? How do primes change the way respondents express their opinions? Can particular survey language increase response rates? In this short course, we will introduce the conceptual framework of survey experiments (that is, experiments embedded within surveys). The majority of the course will employ a hands-on approach to effectively designing and administering your own survey experiments.

This short course has been approved and is eligible for 2.25 PRC (Professional Researcher Certification Program) contact hours in the Research category.
(For more information on the PRC program, go to www.mra-net.org.)

SHORT COURSE 2	**EXPANDING THE SURVEY LANDSCAPE: CULTURAL ASPECTS OF SAMPLING, NONRESPONSE, AND MEASUREMENT**
Time/Location	Thursday, 10:30 am – 12:45 pm, Crystal Ballroom
Instructor	Matt Jans, *Methodologist, UC Los Angeles*
Description	This course covers the various ways culture can impact survey data collection and survey error. Taking insights from sociology, social psychology, and cross-cultural survey methodology, it addresses topics such as: the psychology and sociology of culture; working definitions of culture and acculturation for survey research; components of culture that affect nonresponse and measurement, such as respondent language, country of birth, generation status, citizenship; and cultural considerations in coverage error and sampling. Three basic questions guide the course:

1) Does culture influence personal opinions and perspectives (i.e. worldview)? Does it influence health behaviors and outcomes?
2) How do we reach people from different cultures? What barriers and opportunities exist for "sampling culturally?"
3) Does culture impact respondents' understanding of and answers to survey questions? How can we take cultural orientation/mindset/worldview into account when trying to measure the "same attitude or behavior" across distinct cultural groups?

This course will highlight methods and results from the California Health Interview Survey, as well as other cross-cultural surveys.

This short course has been approved and is eligible for 2.25 PRC (Professional Researcher Certification Program) contact hours in the Research category.
(For more information on the PRC program, go to www.mra-net.org.)

PLENARY	THE USE OF SOCIAL MEDIA IN PUBLIC OPINION RESEARCH
Time/Location	Thursday, 6:15 pm – 8:45 pm, Crystal Lounge
Panelists	Michael J. Stern, *Methodology Fellow, NORC at the University of Chicago*

Dr. Michael J. Stern is an expert in web survey design, measurement error, and use of innovative technologies in survey data collection. Dr. Stern has more than a dozen years of experience in examining pioneering ways to reduce measurement error through testing the effects of visual design on respondents' answers in web and mail surveys. He has been involved in the design and implementation of a large number of web, mail, and telephone surveys, which have included dozens experimental treatments. Stern's recent experimental research in emerging technologies and social media has included in-depth analysis of client-side paradata, diverse approaches to probability and nonprobability sampling for Web-only surveys, and assessments of response patterns to examine spatial clustering and geographically based coverage error. In addition to this work, Stern has published widely and has significant interest in how different segments of society effectively use information and communication technologies and what this means to future of web and other technologically based surveys. He is a Methodology Fellow in NORC's Center for Excellence in Survey Research. In this role, Dr. Stern's focus is on building and improving NORC's web survey practices and experimentally testing new and innovative procedures and technologies. Dr. Stern, holds a Ph.D. in Sociology from Washington State University and has published over two-dozen peer-reviewed papers in journals such as *Public Opinion Quarterly, Field Methods, Survey Research Methods, Survey Practice, Information, Communication, & Society, Social Science Quarterly, New Media & Society, International Journal of Internet Science*, *Work & Occupations, Sociological Inquiry,* and *American Behavioral Scientist.*

Jon Cohen, *Vice President of Survey Research, SurveyMonkey*

Jon Cohen is currently Vice President of Survey Research at SurveyMonkey. Jon joined SurveyMonkey in January 2014. Previously, Jon was Vice President of Research at the Pew Research Center. As Director of Polling and Polling Editor, he also led The Washington Post's polling operation through two presidential campaigns and four congressional cycles, as well as numerous gubernatorial and mayoral elections. Prior to the Post, he was a polling expert at ABC News and the Public Policy Institute of California. He is an active member of the American Association for Public Opinion Research (AAPOR). He previously served on AAPOR's Executive Council, and as president of its Pacific Chapter, PAPOR. Jon earned an MA in Political Science from the University of California, Berkeley, and a BA in History from Johns Hopkins University.

Paul Harwood, *Staff Quantitative Market Researcher, Twitter, Inc.*

Paul Harwood is currently Staff Quantitative Market Researcher at *Twitter, Inc.*, joining the company from *Facebook, Inc.*. As well as his position at *Twitter,* Harwood serves as member of the U.S. Food and Drug Administration (FDA) Risk Communication Advisory Committee, advising on best practices for social media usage in the dissemination of government risk communication messaging. In addition, he served on the American Association for Public Opinion Research's (AAPOR) Task Force on New Media Technologies; a committee responsible for determining best practices for ethical usages of social and mobile media materials in private industry, government and academic research. Prior to *Facebook*, Harwood was an Associate Professor and Director of Public Opinion Research at the University of North Florida and a Research Associate with the Pew Internet and American Life Project in Washington, D.C. He is the co-author of *Educating the First Digital Generation* (Praeger, 2007).

PANEL 1	METHODS FOR HARD TO REACH POPULATIONS
Time/Location	Thursday, 2:05 pm – 3:35 pm, Crystal Ballroom
Panel Chair	Jessica Gollaher, *Sacramento State University*

Presentation Title	**Lessons in Survey Methodology for Research Focused on Lesbian, Gay, Bisexual, and Transgender (LGBT) Populations**
Presenter	Amy Simon, *Goodwin Simon Strategic Research*
Coauthor	Rebekah Orr, *Goodwin Simon Strategic Research*

Abstract	In addition to surveys on LGBT-related social issues and policies, academic and public opinion researchers are increasingly seeking to learn more about the attitudes and experiences of LGBT Americans themselves. This emerging focus has raised a range of important methodological questions about how to most accurately ask people about their identity and experiences as an LGBT person and how to accurately analyze their responses. In this session, we will discuss best practices as well as important differences relevant to question wording among subgroups in the LGBT population by race, gender, and age, among others. This presentation will draw from research focused on LGBT populations by Pew, the Williams Institute and from discussions among AAPOR listserve members, as well as from Goodwin Simon Strategic Research's own extensive qualitative and quantitative research on LGBT issues and populations across the country, including two national online surveys each of more than 8,000 LGBT people conducted in 2012 and 2013.

Presentation Title	**A Neighborhood-Based Approach to Understanding Health and Healthy Living in Urban Communities**
Presenters	Katelyn Duffy & Vasudha Narayanan, *Westat*
Coauthor	Denise St. Clair, *Westat*

Abstract	Based on research done for an exploratory study in San Francisco, we are proposing a different approach to assessing health and healthy living in diverse areas. To truly address the needs of the city's residents, it is necessary to evaluate the city starting at the neighborhood, not district, level. The approach includes both quantitative and qualitative data collection. At its core is a short city-wide mail survey. Informant interviews and focus groups are also used to add context, identify the neighborhoods most in need, and help fully understand the unique situation of the more complex districts. Similar neighborhoods are clustered together, allowing for analysis to be done at the smallest, most unique level, while taking into account the structures that drive funding and policy and keeping the study affordable and generalizable. In this way, the quantitative portion of the study provides breadth, allowing an exploration of the topics of interest across all the districts of the city. And, the qualitative portion of the study provides depth, allowing a better understanding of the primary issues at hand for the districts most in need. This portion of the study also provides context to the quantitative findings. This paper describes this new approach and explains how looking at community-wide issues at a neighborhood level allows for the best understanding of how the city's diverse neighborhoods differ, how they are similar, and how resources and attention can best be focused at a more micro level.

PANEL 1	METHODS FOR HARD TO REACH POPULATIONS, continued
Time/Location	Thursday, 2:05 pm – 3:35 pm, Crystal Ballroom
Panel Chair	Jessica Gollaher, *Sacramento State University*

Presentation Title — **Developing a Research Program at Seattle-Tacoma International Airport**

Presenter — Mark E. Vande Kamp, *Seattle-Tacoma International Airport*

Abstract — Public opinion research at airports has been hindered in the past by a range of bureaucratic obstacles and a management culture that has not appropriately valued public opinion data. Sea-Tac is unusual in developing an in-house research program that has fundamentally changed the way research is conducted at the airport and used by airport managers. This presentation will describe the Sea-Tac research program, including: a) its organizational context, b) the breadth of research methodologies it applies, c) unique aspects of conducting research in airports, and d) the types of questions that have been most and least addressed at Sea-Tac. A multi-step research process that was conducted to guide improvement of gate/waiting areas will be described to illustrate how systematic assessment of public opinion is changing the way Sea-Tac managers make decisions.

Presentation Title — **Seeking the Beijing Consensus in Asia: An Empirical Test of Soft Power**
2014 Student Paper Competition Winner

Presenter — Jiakun Jack Zhang, *PhD student in the Department of Political Science, University of California, San Diego*

Abstract — The empirical study of soft power presents a challenge for social scientists. Conventional wisdom asserts that China's soft power is growing alongside its hard power, but few scholars have been able to demonstrate this phenomenon empirically. This paper represents a first-cut effort at operationalizing and measuring the so-called Beijing Consensus (or China Model), a form of state capitalism which some see as an ideological alternative to the Washington Consensus and a challenge to American soft power. Using public opinion data from the Asian Barometer Survey, I attempt to empirically demonstrate the appeal of the Beijing Consensus in Asia. I operationalize the Beijing Consensus both directly, by establishing the relationship between a respondent's attitude towards Chinese influence and his/her preference for China as a model of development, and indirectly, by measuring attitudes towards China's influence and attitudes towards democracy. I find that in the Asian countries represented by the ABS, affinity for Chinese influence had negligible impact on the respondent's desire to adopt the China Model. Furthermore, no relationship could be found between favorable attitudes towards China and preference for democracy. My research shows that those who portray China as an ideological threat to the United States have dramatically overstated their case and must substantiate their position with further evidence.

PANEL 2	POLLING METHODS AND IMPACTS
Time/Location	Thursday, 4:00 pm – 5:30 pm, Crystal Ballroom
Chair	Sarah Cho, *SurveyMonkey*

Presentation Title	**A New Method for Pre-Election Polling: A Critical Test**
Presenter	Quin Monson, *Center for the Study of Elections and Democracy, Brigham Young University*
Coauthors	Michael Barber, *Center for the Study of Elections and Democracy, Brigham Young University* Kelly Patterson, *Center for the Study of Elections and Democracy, Brigham Young University* Peyton Craighill, *The Washington Post* Scott Clement, *The Washington Post* Christopher B. Mann, *Department of Political Science, Louisiana State University*
Abstract	This paper evaluates a new method for surveys to study elections and voter attitudes. Pre-election surveys offer suffer from an inability to identify and survey the likely electorate for the upcoming election. In earlier work we proposed a new and inexpensive method to conduct representative surveys of the electorate. The methodology combined Probability Proportional to Size (PPS) sampling, mailed invitation letters, and online administration of the questionnaire. The PPS sample is drawn based on a model employing variables from the publicly available voter file to produce a probability of voting score for each individual voter. The methodology produces representative samples, including in low-turnout elections such as primaries where traditional methods have difficulty consistently sampling the electorate. However, few electoral jurisdictions present to challenges to pollsters like Washington D.C. With an ethnically diverse and highly mobile population, modeling and surveying a likely electorate makes pre-election polling difficult. To test the robustness of the method in a difficult electoral jurisdiction, the Washington Post in conjunction with the Center for the Study of Elections and Democracy (CSED) conducted a poll of D.C. voters during the week of September 18th, 2014 in anticipation of the mayoral election, which was held in November 2014. The paper outlines the method and results. It also draws on comparisons between our findings and another poll conducted in D.C. by NBC4/Washington Post/Marist during the same week of September, but using a different survey method. By examining the demographics and results of both polls in such a challenging polling environment, we can ascertain the robustness and effectiveness of polling innovations.

Presentation Title	**Measuring Attitudes Toward Educational Reform: Question Wording and the Common Core**
Presenter	Krista Jenkins, *Professor of Political Science, Fairleigh Dickinson University; Director, PublicMind*
Coauthors	Dan Cassino, *Associate Professor of Political Science, Fairleigh Dickinson University* Peter Woolley, *Professor of Political Science, Fairleigh Dickinson University*
Abstract	Although the educational reform known as the Common Core State Standards Initiative began as a non-partisan effort, it has become anything but. Many Republicans denounce it as another example of federal overreach into areas traditionally left to the states, and even those who previously championed its adoption in their home states are now distancing themselves. The Core's ascendancy as a political issue, coupled with its potential to reform educational standards nationwide, has attracted the attention of pollsters in recent months. Despite their similarities of inquiry, findings regarding public attitudes are inconsistent from survey to survey, calling to mind the importance of question wording, question order, and modality for unpacking public opinion on this issue. Our paper examines these differences using data from three sources: Our own university's survey research organization (Fairleigh Dickinson University's PublicMind), the annual Gallup/Phi Delta Kappa education poll, and the Education Next Poll. PublicMind examines attitudes from the Common Core among New Jersey residents, a state which recently adopted the Core, and the Gallup/PDK and Education Next use samples drawn nationally (including states which may or may not have adopted the Core standards). The three polling organizations ask about the Core as a means of measuring performance in K-12 schools, but all use slightly different wording and yield, at times, sizably different estimates of support.

PANEL 2	POLLING METHODS AND IMPACTS, continued
Time/Location	Thursday, 4:00 pm – 5:30 pm, Crystal Ballroom
Chair	Sarah Cho, *SurveyMonkey*

Presentation Title	**Can Local Pre-election Polls Influence Voting? Evidence From Two Randomized Experiments**
Presenter	David L. Vanette, *PhD Student, Stanford University*
Coauthor	Sean J. Westwood, *Princeton University*

Abstract	News coverage of elections focuses on the horserace to a greater degree than any other subject, and polls provide a critically important component of this coverage. Many scholars and journalism critics have lamented the trend toward increased horserace coverage, on normative grounds, due to the resulting decline in policy and issue coverage during elections and the resulting potential harm to voter knowledge. However, the effects of pre-election poll coverage may not be completely negative. In particular, coverage of pre-election polls may influence political attitudes and behaviors in meaningful and positive ways that are important to understand both theoretically and practically. Prior research indicates that perceptions of election closeness may be independent of actual closeness (McDonald & Tolbert, 2012) suggesting that experimentally manipulated election information might shift perceptions even in the context of elections that are not actually close. Additional evidence suggests that people overestimate electoral competitiveness on the basis of wishful thinking (Uhlaner & Grofman, 1986) and change expectations about election outcomes on the basis of candidate preferences (Granberg & Brent, 1983). This article reports the results of experiments conducted during the 2012 election and a separate survey experiment prior to the 2014 mid-term election that examine the effects of localized poll information on political attitudes and behaviors. The results suggest that candidate preferences are very stable but expectations about election outcomes and even the decision to participate in politics by voting may be influenced by exposure to horserace information in the form of local pre-election polls. Importantly, polling information may not have uniform effects. Experimentally manipulated local polling information indicating a result that was consistent with the prevailing national trend shifted expectations about the outcome of the 2014 election but did not significantly increase turnout in the 2012 election. However, as the experimental local poll results in the 2012 study diverged from the national trend, significantly higher levels of voting were observed in response. These findings have important implications for understanding voting behavior and the potential for positive effects of poll reporting during political campaigns.

Presentation Title	**An Investigation Into Voters' Implicit Associations with U.S. Presidential Hopefuls**
Presenter	Naomi Sparks Grewal, *Director of R&D, Ipsos Neuroscience & Emotion Centre of Excellence*
Coauthors	Laura Beavin Haider, *Ipsos Neuroscience & Emotion Centre of Excellence* Elissa Moses, *Ipsos Neuroscience & Emotion Centre of Excellence*

Abstract	In March of 2014, the Ipsos Neuroscience & Emotion Center of Excellence sought to evaluate the implicit associations voters hold with U.S. political candidate hopefuls in an effort to understand which candidates held the upper hand going into the 2014 midterm elections. While traditional survey research can evaluate the explicit associations voters hold, those which they can consciously report on, we sought to evaluate voters' nonconscious implicit associations using a novel methodology called Implicit Reaction Time Testing (IRT ™) developed jointly with Ipsos and consumer neuroscience company Neurohm. The theoretical background of IRT derives from the classic Implicit Association Test, but improves upon the test by creating a more consumer-friendly, efficient, and scalable tool. The IRT™ methodology is based on the premise that speed of response (reaction time) can be a proxy for strength of association of concepts. Thus the faster voters respond to a prime (candidate photo) paired with an attribute, the stronger the association between candidate and attribute is held. Five presidential hopefuls were evaluated against thirteen attributes, and the results suggest Hillary Clinton is the early frontrunner. However, a general lack of implicit commitment to voting also suggests it may be too early to tell who will win in 2016.

PANEL 3	METHODS FOR IMPROVING SURVEY RESPONSE & MEASUREMENT
Time/Location	Friday, 8:30 am – 10:00 am, Crystal Ballroom
Chair	Benjamin L. Messer, *Research Into Action*

Presentation Title	**The Effects of Satisficing on Survey Response**
Presenter	Alex Adams, *University of New Mexico*
Coauthor	Lonna Atkeson, *University of New Mexico*

Abstract — Over the last two decades public opinion scholars are increasingly concerned about data quality. These concerns have grown with new kinds of data collection means. In particular, the move from interviewer-driven to respondent driven surveys and the move from probability to nonprobability samples has increased interest in data quality questions because it is unknown how those changes have affected the quality of response. One aspect of data quality that contributes to the overall quality of a survey and the total survey error is the attentiveness, engagement and focus of the respondent. Some respondents appear to pay little attention to the questions or the responses. By providing answers that do not accurately answer the question, respondents decrease the signal to noise ratio within a data set and can lower the power of our ability to answer hypotheses with precision and accuracy. The likelihood of a type II error in particular increases. Therefore, it is important for us to begin considering ways to identify respondents who are not actually engaged in the survey and the implications of their responses for addressing theories of political behavior. We identify these less engaged respondents (i.e., strong satisficers) in the 2012 American National Election Study (ANES) and examine if their bad behavior affects survey response to other substantive survey questions. We argue that strong satisficers are more likely to affect the average response in hard questions as opposed to easy questions. We find evidence that strong satisficers do bias estimates of political attitudes, but we find no clear patterns to how they are responding, other than that they are responding more or less randomly.

Presentation Title	**Do More Intense Recruitment Efforts Lead to Lower Completion Rates of Subsequent Waves in a Longitudinal Panel Study?**
Presenter	Eran N. Ben-Porath, *SSRS*
Coauthors	Mollyann Brodie, *The Kaiser Family Foundation* Bianca DiJulio, *The Kaiser Family Foundation* Kasey Meehan, *SSRS*

Abstract — Survey research often utilizes recruitment efforts such as repeated contact attempts and refusal conversions to increase response rates and reduce possible nonresponse bias. While these are standard practices, recent research indicates that reluctant respondents, reached by applying these efforts, are more likely to introduce error into the data, such as measurement error. Our paper sheds light on an additional challenge surrounding efforts to secure higher cooperation rates. Namely, efforts to reach reluctant respondents in the first wave of an RDD longitudinal panel-study may yield a lower completion rate in follow-up waves. Our studies test this proposition and assess the implications for data quality in subsequent waves of the study. To do so, we look at the first two waves of a longitudinal panel-study of uninsured Californians. Our findings are twofold. First, our analysis finds that the number of call attempts during Wave 1 is negatively associated with completion of the survey at Wave 2. In other words, less effort at Wave 1, would have yielded more interviews in the follow-up, Wave 2, phase. Second, in assessing the data quality, we find that nonresponse in Wave 2 did not lead to notable bias. That is, the composition of the sample responding to the second wave, when weighted, closely resembled the full group of Wave 1 respondents across a variety of demographic, behavioral and attitudinal factors. At the same time, there would be no meaningful change in Wave 1 data, were we to exclude the reluctant respondents, which, in turn may have allowed for a larger Wave 2 sample. These findings indicate a need to consider the utility and risks of recruitment efforts in the context of longitudinal panel studies.

PANEL 3	METHODS FOR IMPROVING SURVEY RESPONSE AND MEASUREMENT, continued
Time/Location	Friday, 8:30 am – 10:00 am, Crystal Ballroom
Chair	Benjamin L. Messer, *Research Into Action*

Presentation Title	**Which Ad? Oh Yeah, That One: Improving Ad Effectiveness Questions Through Priming**
Presenter	Tom Wells, *Nielsen*
Coauthors	Antonia Toupet, *Nielsen* Samantha Mowrer, *Nielsen*

Abstract	Online ads may be difficult to explicitly recall. Consequently, online ad recall may be difficult to measure. Current approaches only attempt to tap into one's conscious or explicit memory. We conducted an experiment to test a survey question that may better activate implicit memory and thereby improve measures of online ad effectiveness. Implicit memory refers to the unconscious and unintentional retention of information. It can affect thoughts and behaviors outside of one's awareness. As with many other things, exposure to an online ad can be stored in one's implicit memory. Previous research has shown that implicit memories can be activated by priming. That is, providing a cue related to a memory can help facilitate its retrieval. In this study, we examined the extent to which priming – in this case, presenting a visual cue related to an online ad – can activate implicit memory of the ad. We conducted a two-day ad recall survey experiment with 2000 online panelists from Harris Interactive. On Day 1, panelists were presented with an online survey, which contained a short online article, alongside an online ad. On Day 2, Day 1 respondents were followed-up with a second survey, asking about their recall of the ad and the article. Panelists were randomly assigned to either the conventional, text-only ad recall question or the experimental ad recall question that also contained the prime. Experimental results show that the prime increases online ad recall from 23% to 30% among those exposed to the ad. Although not anticipated, the prime also reduces false positives from 9% to 4%. Taking these two findings together, the prime increases the lift (true positives - false positives) in ad recall by 12 percentage points. Utilizing a subtle cue to activate implicit memory can substantially improve measures of online ad effectiveness.

Presentation Title	**Separating the Wheat from the Tare: Identifying Which Combinations of Satisficing Tests are Most Effective**
Presenter	Paul Johnson, *SSI*

Abstract	As data collection transitioned from an interviewer administered mode (such as phone) to a self-administered mode (such as online) researchers started to doubt the quality of the data. In particular, researchers created quality control questions to identify satisficing and remove them from the survey as fraud. However, some of those removed might be real respondents trying to take a survey the best they can. Distinguishing between those two groups can be extraordinarily difficult; however it is important to remove the bad respondents or you will end up with inaccurate estimates and incorrect conclusions. We take a look at 15 different quality control questions to see which ones are best at identifying those that are truly disengaged from those that have a momentary lapse in attention. We balance between removing a high amount of those that considered providing bad data with keeping those that provided good data. The resulting solution suggests using multiple error traps that are clear and are not meant to mislead respondents. The results and practical implications of implementing these quality controls are discussed as well as recommendations in how to automatically clean people out of an online survey.

PANEL 3	METHODS FOR IMPROVING SURVEY RESPONSE AND MEASUREMENT, continued
Time/Location	Friday, 8:30 am – 10:00 am, Crystal Ballroom
Chair	Benjamin L. Messer, *Research Into Action*

Presentation Title	**A Comparison of Smart Phone, Tablet, and Desktop/Laptop Responses in a Web Survey**
Presenter	Leora Lawton, *TechSociety Research and University of California, Berkeley*
Coauthor	Donald Wolf Jr., *Tuition Financing Inc., TIAA-CREF*
Abstract	In this paper we seek to add to the understanding about the impact of mobile devices on web survey responses compared to those responses submitted on a desktop or laptop. In a survey delivered to 1,100 customers (response rate 26%) with a link via email, we compared all mobile devices to all non-mobile devices. One-third of responses were submitted using a mobile device. Distinct differences were noted between mobile and desktop responses in some, but not all, kinds of questions, and in general, mobile responses were higher. We also formatted some questions differently for mobile versus online methods with a nod to the smaller screen size. In this subsequent analysis we distinguish between different kinds of mobile devices (Android and Iphone/Ipad) and smart phone versus tablets aided by paradata. We also compare these to 'desktop' devices (which includes laptops) using Mac or Windows. Our statistical analysis compares rating scales, discrete answers, and multiple choice options. Because older persons are more likely than younger to use tablets, and younger are more likely than older to use smart phones compared to either tablets or desktops, it is important to distinguish between cohort and device.

PANEL 4	MIDTERM ELECTIONS AND THE FORECAST: ACCURACY AND IMPACT
Time/Location	Friday, 10:45 am – 12:15 pm, Crystal Ballroom
Chair	Floyd Ciruli, *CEO, Ciruli Associates; Director, Crossley Center for Public Opinion Research, University of Denver*
Panel Abstract	A panel of polling experts will examine the forecasts for accuracy and impact in the 2014 elections. Among their topics will be: • Analyses of the final accuracy of polling and forecasts with the US Senate and House race results and different techniques. Impact of proliferation of reported forecasts. • Analyses of forecasts contribution to narrative of the 2014 election both nationally and locally. Analyses of particular states (such as Colorado). • A discussion of the main drivers of the election that the forecasts and polling illuminated. • A prediction of the likely use of forecasts in 2016 and their impact.
Presenters	"Nationalized Colorado Election: Forecasts and Polling," Floyd Ciruli, *Ciruli Associates* "California: A Great Exception in a Nation Increasingly Voting Republican," Mark DiCamillo, *Field Research* "Uncommon Sample, Unique Insights: Assessing a 200,000 Respondent Pre-Election Survey," Jon Cohen*, Vice President of Survey Methods, SurveyMonkey* "A Total Survey Error Perspective on Contemporary Election Polling Methods.," Paul Lavrakas, *Independent Consultant*

PANEL 5	INNOVATIVE METHODS AND RESEARCH
Time/Location	Friday, 2:00 pm – 3:15 pm, Crystal Ballroom
Chair	Paul Johnson, *SSI*

Presentation Title **A Sentiment-al Journey: Text and Sentiment Analysis of Online Discussion Responses**

Presenter   Susan Corbelli, *Principal Market Research Specialist, SMUD*

Coauthor   Anya Suneson, *Market Research Specialist, SMUD*

Abstract   SMUD is a community-owned electric service provider, frequently conducts research studies to better understand the needs and opinions of its customers to improve the services it provides. Commonly, SMUD uses traditional survey data collection methods such as telephone, mail, and online surveys. The need for the expedited – and often real-time – customer feedback at affordable cost has caused SMUD to look into non-traditional, innovative methods that leverage online capabilities. SMUD had partnered with Vision Critical (VC) to recruit an online research community of 3,500 SMUD customers and utilize VC's platform to conduct online research, including qualitative research, such as online discussion or bulletin boards. To obtain customers' input about the direction SMUD is taking in the next years, SMUD conducted an online discussion board study with members of SMUD's online community. The discussion included questions about challenges the Sacramento area is facing in the future and where customers felt SMUD should focus its efforts. Members posted their comments anonymously, as well as commented on other members' posts. Invitations were sent to 383 members of the online community. To analyze the results, we utilized and compared a variety of text analytics tools, including traditional coding of responses, word cloud technique, as well as more sophisticated sentiment analysis methods. The use of a non-traditional data collection approach had its challenges: internal buy-in inside the organization, and representativeness and trustworthiness of results. We addressed the representativeness by ensuring that customers recruited into SMUD's online community match the makeup of Sacramento County by demographics, housing, and energy use characteristics. Finally, this qualitative research will serve as a base for a follow-up quantitative online survey to validate the results and obtain statistical power behind the findings.

Presentation Title **A Neuroscience Experiment to Measure Subconscious Reactions to Data Collection Materials**

Presenter   Tom Wells, *Nielsen*

Coauthors   Ingrid Nieuwenhuis, *Nielsen*

Abstract   Nielsen collects data on media audiences through electronic meters as well as through TV viewing diaries and radio listening diaries. In small and medium-sized media markets, viewing and listening data are collected through 7-day paper diaries. However, completion and return rates for the radio diary are approximately twice as high as for the TV diary, despite similarities in recording tasks, sampling approaches, pre-notifications, and incentives offered. One notable difference lies in the way the diary materials are packaged. The TV diary is mailed in a flat, white envelope, whereas the radio diary is mailed in a multi-colored box, about the size of a box of checks. Differences in completion and return rates have important implications for representativeness, data quality, and costs. Accordingly, we are conducting a neuroscience experiment to investigate whether the packaging itself can help account for the observed differences in completion and return rates. For this sutdy, 48 participants have been recruited and brought into Nielsen's neuroscience lab. While wearing a headset that captures brain activity, participants will be exposed to both the TV diary and radio diary packaging (with the order of presentation being randomized). Electroencephalograhy (EEG) will be used to measure activity occuring in regions of the brain that correspond to attention, emotional engagement, and memory retention functions. Standardized scores will be produced for each of these three domains as well as for overall effectiveness. We will compare scores between the radio box and TV envelope to test whether subconcious reactions to the packaging itself can help explain the differences in completion and return rates.

PANEL 5	INNOVATIVE METHODS AND RESEARCH, continued
Time/Location	Friday, 2:00 pm – 3:15 pm, Crystal Ballroom
Chair	Paul Johnson, *SSI*

Presentation Title	**Is Democracy Being Served? Innovations in Reaching Cell Phone Users in a TCPA-Driven Environment**
Presenter	Mary McDougall, *CEO, CfMC*
Abstract	As the 2016 election year approaches, the need to accurately capture a representative sample of respondents becomes even more critical, particularly in an environment where young adults and minority segments are more likely to be reached on cell phones than landlines. In fact, more than 40% of American households only have cell phones, and compliance regulations make it more difficult to contact them. The challenge is to effectively capture the voice of America while complying with TCPA guidelines. To compound this challenge, when cell phone calls are returned – and industry experts report that people contacted on cell phones are 10 times more likely to call back than from landlines – survey call centers must be able to handle this growth. This session will discuss the impact and cost of compliance with TCPA regulations for reaching cell phone demographics. It will discuss how operational processes must change, technology must enable new approaches, and how researchers must look for cost-effective alternatives. They must also be able to clearly identify landlines versus cell phones so that they can be treated differently. Learn how researchers are coping with these challenges and how phone survey innovations can help. An example is technology that enables inbound/outbound call blending in a single queue. This capability increases interviewer productivity by providing automated callback answering to quickly identify and seamlessly transfer a caller to the next available and appropriate interviewer. Our research with customers indicates that up to 20% of a project's call volume can come from people returning calls. Being able to capture those inbound calls quickly, especially from cell phones, is critical to obtaining early, accurate insights from desired demographics.

POSTER SESSION

Time/Location	Friday, 10:15 am – 10:45 am, Crystal Lounge

Poster Title	**LGB Screening: Who's In, Who's Out?**
Presenter	Kathleen Connolley, *GfK*
Coauthor	Stephanie Jwo, *GfK*

Abstract: Understanding response rate in survey design is important. Most studies analyze response rate from a coverage perspective. This poster focuses on the practical and financial implications of understanding (or mis-understanding) response rate during survey design and fielding. We analyze four different studies fielded by Davis Research during 2013 using four different methodologies and highlight the importance of predicting and monitoring response rate.

Poster Title	**Understanding your text with cheap and easy tools**
Presenter	Cici O'Donnell, *Kaiser Permanente*

Abstract: Researchers face an ever growing amount of information to use. Much of this information is in the form of free text, such as responses to open-ended questions on survey instruments, posts to online discussion boards, tweets, and so forth. The challenge is to find topics or themes in a relatively quick and pain-free process. For researchers working in large organizations, there exist commercial products that can handle much of this work in an automated fashion. But for small research organizations, non-profits, or the independent researcher, these programs are prohibitively expensive. I provide an overview of free or cheap, easy-to-use text analysis programs, along with pros and cons and some examples.

Poster Title	**Factors Predicting Public Opinion in Following Online Health Information: A Secondary Analysis Based on National Survey Data**
Presenter	Hui Zhang, *PhD Candidate, Department of Journalism and Technical Communication, Colorado State University*

Abstract: The current paper examines what online health information seeking behaviors predict oneself or another being helped by following online health information. Prior studies have primarily focused on evaluation of information quality, credibility of information sources, seekers' trust in online information, and implication of people's health status on the types of information they seek. Even though there is an increasing concern over people's e-health literacy, few studies have examined what characteristics of health information seeking behaviors (HISB) will predict positive offline outcome. The study is based on secondary analysis of data from Pew Internet and American Life Project 2008 (PIALP 2008). The overall model with all the six proposed factors included was statistically significant, x^2(6, N= 2253) = 624.06, $p < .001$. And the model accounted for 26.20% (Nagelkerke R^2) of the variance in reporting oneself or another being helped by online health information. Results that five factors, which are number of health- related task types, number of health information topics, frequency of health-related use of the Internet, frequency of Internet use in general, and education, were found statistically significant are reported. Implications of the study are also discussed.

POSTER SESSION, continued

Time/Location   Friday, 10:15 am – 10:45 am, Crystal Lounge

Poster Title   **Legalization of Recreational Marijuana in Colorado, A Political Milestone: Outpost or Tipping Point**

Presenter   Aaron Schonhoff, *Graduate Student, Josef Korbel School of International Studies, University of Denver*

Coauthor   Kevin Stay, *Graduate Student, Josef Korbel School of International Studies, University of Denver*

Abstract   Our poster illustrates recent research on the topic of legalization of recreational marijuana in Colorado. The data sources we used are the Colorado county election returns from the 2000 voter approval of medical marijuana, the 2006 defeat of the recreational marijuana, and its 2012 approval. We also used private polling archives of the campaign manager of the 2012 proposal and several Colorado public polls during the 2012 election (Quinnipiac, PPP, and others). Our analysis focuses on:

- Did the passage of medical marijuana in 2000 affect attitudes in 2012?
- Recreational marijuana was defeated on the Colorado ballot in 2006 but passed in 2012, what counties shifted from the 2006 defeat?

We also assessed some of the conventional wisdom on the issue:

- The Millennial generation passed it 2012
- It was polarized along partisan lines (Democrat vs. Republican)
- Minorities passed it
- Obama presidential turnout made the difference

Lastly, we provide a current snapshot (2014) from public polls of the public's acceptance of recreational marijuana sale, use, and regulation.

WINNER

Title	**Seeking the Beijing Consensus in Asia: An Empirical Test of Soft Power**
Author	Jiakun Jack Zhang, *PhD student in the Department of Political Science, University of California, San Diego*

Abstract   The empirical study of soft power presents a challenge for social scientists. Conventional wisdom asserts that China's soft power is growing alongside its hard power, but few scholars have been able to demonstrate this phenomenon empirically. This paper represents a first-cut effort at operationalizing and measuring the so-called Beijing Consensus (or China Model), a form of state capitalism which some see as an ideological alternative to the Washington Consensus and a challenge to American soft power. Using public opinion data from the Asian Barometer Survey, I attempt to empirically demonstrate the appeal of the Beijing Consensus in Asia. I operationalize the Beijing Consensus both directly, by establishing the relationship between a respondent's attitude towards Chinese influence and his/her preference for China as a model of development, and indirectly, by measuring attitudes towards China's influence and attitudes towards democracy. I find that in the Asian countries represented by the ABS, affinity for Chinese influence had negligible impact on the respondent's desire to adopt the China Model. Furthermore, no relationship could be found between favorable attitudes towards China and preference for democracy. My research shows that those who portray China as an ideological threat to the United States have dramatically overstated their case and must substantiate their position with further evidence.

RUNNER-UP

Presentation Title	**"It's Only a Theory": Science, Religion, and Attitudes Toward Evolution**
Author	Linda Lockett, *PhD student in the Department of Political Science, University of Nevada, Las Vegas*

Abstract   The controversy over evolution is a long standing one in American politics. The issue is often depicted as a conflict between science and religion. In this paper the effects of confidence in science and confidence in religion on attitudes toward human evolution are estimated. Bivariate analysis shows that confidence in science is positively related to belief in human evolution, while confidence in religion has a negative relationship. However, these effects become very weak when controls for religious beliefs and affiliation are imposed. Religious variables, rather than attitudes toward science, seem to be the main sources of attitudes toward evolution.

CONGRATULATIONS TO THE WINNERS,
AND MANY THANKS TO THOSE WHO SUBMITTED PAPERS!

Alex Adams (anadams@unm.edu) is a third year PhD student whose studies focus on American politics and quantitative methodology. His research interests focus primarily on political psychology questions (e.g., the determinants and consequences of political knowledge, information processing, and attitude formation). Additionally, the methodological aspects of the discipline, especially survey methodology, are of great interest to him.

Lonna Atkeson (atkeson@unm.edu) is a Professor and Regents' Lecturer in the Political Science Department at the University of New Mexico. Her general research program involves a wide number of subfields within political science including elections, campaigns, public opinion, political behavior, the media, political psychology, state politics, gender politics and political methodology.

Michael Barber (barber@byu.edu) is an Assistant Professor in the Department of Political Science at Brigham Young University.

Eran N. Ben-Porath (ebenporath@ssrs.com) is Vice President for public opinion research at SSRS. He has a PhD in communication from the University of Pennsylvania. At SSRS his work centers on design and implementation of survey research regarding politics and policy.

Mollyann Brodie (MollyB@kff.org) is currently Vice President/President-Elect of AAPOR and is responsible for all aspects of the The Henry J. Kaiser Family 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*, *The New York Times*, and NPR.

Jill Bruins (jillbruins@gmail.com) is currently the PAPOR Secretary and she opened her own consulting company, Bruins Analysis and Consulting this past year after working for market research firms in the Seattle area for the past six years. Jill's experience in recent years has included time as a quantitative analyst, project manager, qualitative moderator, and user research moderator. Jill has been able to travel to several conferences for both AAPOR and CASRO in the past four years and enjoys being a part of these organizations. Jill holds a master's degree in Survey Research from the University of Connecticut and bachelor degrees in both marketing and economics from Utah State University.

Dan Cassino (dcassino@fdu.edu) is professor of political science at Fairleigh Dickinson University in Madison, New Jersey. Professor Cassino conducts research in American politics, institutions (Congress and Presidency), youth politics, and political psychology. He completed postdoctoral research at Princeton University, and is now Director of Experimental Research for Fairleigh Dickinson's survey research group, PublicMind.

Sarah Cho (sarahc@surveymonkey.com) is currently PAPOR President and the Survey Research Scientist at SurveyMonkey and is responsible for integrating the best survey practices into all products at SurveyMonkey. Previously, Sarah was the Senior Survey Analyst at the Henry J. Kaiser Family Foundation and a Data Analyst at Safe Horizon. She graduated with an AB in Community Health from Brown University and an MPH in Epidemiology from Columbia University. In addition to her work at SurveyMonkey, she is currently the President of the Pacific chapter of the American Association for Public Opinion Research (AAPOR).

Floyd Ciruli (fciruli@aol.com) is a Colorado based pollster and political analyst for the media. He is a past president of PAPOR and is the Director of the Crossley Center for Public Opinion Research at the University of Denver.

Scott Clement is a survey research analyst for Capital Insight, the independent polling group of Washington Post Media. Scott specializes in public opinion about politics, election campaigns and public policy. He helps design and analyze all Washington Post polls, including the Washington Post-ABC News poll. Prior to joining the Post, Scott conducted and analyzed surveys on religion and politics with the Pew Research Center's Forum on Religion & Public Life, and worked at ABC News during the 2008 presidential campaign. He is an active member of the American Association for Public Opinion Research (AAPOR), and currently serves as chair for the organization's Journalist Education team. Scott is a graduate of Vanderbilt University.

Jon Cohen (jonc@surveymonkey.com) see biography on page 8.

Kathleen Connelley (kathleen.connolley@gfk.com) joined GfK (formerly Knowledge Networks) in 2011 and conducts publicly funded online surveys for government agencies and academic institutions. She has an MA in Social Science for the University of Chicago.

Susan Corbelli (susan.corbelli@smud.org) is a Principal Market Research Specialist with Sacramento Municipal Utility District. She has over 20 years of experience in quantitative and qualitative market research in a wide variety of industries including energy, transportation, education, and health. While at SMUD, she implemented and managed their first online research community called SMUD Plugged In. She recently completed several market research projects evaluating new energy-related technologies, such as smart thermostats, home energy displays, and Electric Vehicles charging stations.

Peyton Craighill (peyton.craighill@washpost.com) is polling manager for the Washington Post. Peyton reports and conducts national and regional news polls for the Washington Post, with a focus on politics, elections and other social and economic issues.

Mark DiCamillo (markd@field.com) is Senior Vice President of Field Research Corporation and Director of The Field Poll. He has more than thirty-five years' experience in the design and implementation of large-scale quantitative surveys, with particular emphasis on studies conducted within the state of California.

Bianca DiJulio (biancad@kff.org) is a Senior Survey Analyst 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.

Katelyn Duffy (katelynduffy@westat.com) is a Westat research analyst in Rockville, Maryland where she supports behavioral health research. Ms. Duffy has her Master's in Couple and Family Therapy from the University of Maryland.

Donna Fong (dfong@ualberta.ca) is currently PAPOR Councilor-at-Large and the Research Administrator of the Population Research Laboratory (PRL) at the University of Alberta in Edmonton, Alberta. The PRL is the largest academic-based survey research center in Western Canada that has served university researchers and external clients since 1966. Donna is pleased to serve PAPOR as a councilor-at-large in Canada's most northerly provincial capital city. She has 28 years of experience in budgeting, questionnaire design, and project management of telephone surveys, field studies, self-administered questionnaires, and focus groups at the PRL, Statistics Canada, non-profit organizations, and management consulting firms. Donna is the treasurer of the Society of Edmonton Demographers, an association devoted to the advancement of demographic research in Alberta. She enjoys downhill skiing, hiking, photography (watch out for her camera at PAPOR and AAPOR Conferences!), politics, and visiting public libraries and museums.

Brian Fowler (brian@cfmc.com) is currently the PAPOR Webmaster and Chief Operating Officer for CfMC. Brian manages the CfMC day-to-day business and hosting operations. Brian joined CfMC in early 2004, leaving behind his successful consultancy, Data Driven Marketing (DDM), a provider of marketing research and business insights services for data-minded (and particularly Green-focused) clientèle. His background includes 20 years of direct marketing, business analysis, and market research experience. Brian has served on the boards of not-for-profit for over 20 consecutive years. Serving in a variety of posts including President of the NorthWest Chapter of the MRA, President in the AMA chapters in San Francisco and Nashville AMA chapters, and director-at-large for the Pacific Chamber Symphony. He served in a variety of positions, including web master duties and internet communications, with the SFAMA and NorthWest MRA chapters. Brian implemented complete web communication overhauls for both organizations during his tenure. Currently he serves on the Past-Presidents Advisory Council for the NorthWest MRA. Brian holds a BBA and an MBA, both in Marketing, from Middle Tennessee State University.

Brianne Gilbert (brianne.gilbert@lmu.edu) is currently a PAPOR Councilor-at-Large and associate director of the Center for the Study of Los Angeles, specializes in quantitative methodology and geographic information systems (GIS). She has an extensive background in the area of voter surveys, public opinion research and leadership analysis, and is the author of "Statistics in the Social Sciences: Inferential Statistics as Rhetoric in Sociology." Brianne joined the PAPOR Executive Council in 2012.

Jessica Gollaher (jessgollaher74@gmail.com) is Admin Analyst/ Specialist (Operations Coordinator) with Sacramento State's new Public Health Survey Research Program (PHSRP). Mrs. Gollaher received her Master's in Sociology from California State University, Sacramento while working as a Research Analyst for their Institute for Social Research. Her current projects include the California Behavior Risk Factor Surveillance System (BRFSS), an annual study conducted for the California Department of Public Health with the assistance of the Center for Disease Control and Prevention (CDC).

Naomi Sparks Grewal (Naomi.sparks@ipsos.com) Naomi Sparks Grewal is the Director of R&D at the Ipsos Neuroscience and Emotion Centre of Excellence. She previously served as a Research Director at digital marketing startup and a Research Manager at a neuromarketing agency. Naomi holds a Ph.D. in Cognitive Psychology from Claremont Graduate University, where her dissertation focused on the neuroeconomics of decision making. She was recognized with the Neuro Talent of the Year Award from the Neuromarketing Science and Business Association in 2012, and is a published and lauded researcher. Her work has been presented at the annual conference of the Society for Neuroscience, featured in ScienceDaily and Newsweek, and published in peer reviewed journals PLoS ONE and Experimental and Clinical Psychopharmacology. She also holds a B.A. in Psychology from Columbia University and an M.A. in Cognitive Psychology from Claremont. She resides in the SF Bay Area and is based out of Ipsos' San Francisco office.

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Melinda Jackson (melinda.jackson@sjsu.edu) is currently a PAPOR Councilor-at-Large and holds a Ph.D. in Political Science with concentrations in American Politics, Research Methods, and Political Psychology, from the University of Minnesota. She is an Associate Professor in the San José State University Department of Political Science and Research Director of the Survey & Policy Research Institute at SJSU. Dr. Jackson is an expert in public opinion and voting behavior, and has published research on these topics in academic journals including Political Psychology, Political Behavior, Journal of Social Issues, and American Behavioral Scientist, and has contributed to books on civic education, and political polling. She has over 15 years' experience in survey research, including experimental, quantitative and qualitative methods, and has served as a frequent political commentator to Bay Area media outlets since joining the San Jose State University faculty in 2005

Matt Jans (mjans@ucla.edu) is the methodologist for the California Health Interview Survey (CHIS). He is the lead developer of CHIS's data quality plan, coordinates CHIS's Survey Methodology and Sample Design Technical Advisory Committee, and oversees the survey design and methodology section of the CHIS Web site. Dr. Jans is charged with monitoring and exploring trends in survey methodology and research in order to maintain CHIS's status as a high-quality state health survey. In addition to methodological oversight of the survey, Dr. Jans is responsible for testing and implementing new survey methodologies, weighting techniques, and other tools and measures to improve the overall data quality of CHIS. Before joining CHPR and CHIS, Dr. Jans was a social science analyst in the Statistical Research Division and Center for Survey Measurement at the U.S. Census Bureau headquarters in Suitland, MD. Before pursuing his doctorate, he worked full time designing and managing surveys at the Center for Survey Research at University of Massachusetts, Boston. Dr. Jans received his PhD from the Program in Survey Methodology at the University of Michigan.

Krista Jenkins (kjenkins@fdu.edu) is professor of political science at Fairleigh Dickinson University in Madison, New Jersey. She also directs her university's survey research organization, PublicMind.

Paul Johnson (Edward.Johnson@SurveySampling.com) is currently the PAPOR Treasurer and the Director of Analytics for the Knowledge Team at SSI. Paul specializes in online sampling design and advanced analytic methods. Paul's 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 and mobile data collection. His research on research efforts have been featured regularly at ESOMAR, AAPOR, CASRO, MRA and Sawtooth events. Paul holds an MS in Statistics and BS in Actuarial Science from Brigham Young University.

Stephanie Jwo (stephanie.jwo@gkf.com) joined GfK (formerly Knowledge Networks) in 2010 and conducts publicly funded online surveys for government agencies and academic institutions. She has a MA in Experimental Psychology from San Jose State University.

Samara Klar (klar@email.arizona.edu) is an Assistant Professor of Political Science at the University of Arizona. She uses experimental methods (in and outside the lab), survey analyses, and other statistical tools to learn about the political consequences of our multiple and, at times, conflicting identities. Her ongoing work pays particularly close attention to the significance of political identity and partisanship, the consequences of diverse deliberation, and the processes by which voters with competing identities reconcile their conflicting interests in order to make a political choice. Her research has been supported by numerous grants, including funding from the National Science Foundation, and she has published her work in journals including the *American Journal of Political Science*, *Journal of Politics*, *Public Opinion Quarterly*, *Political Psychology*, *Politics, Groups, & Identities*, and *Social Science Quarterly*.

Leora Lawton (lawton@techsociety.com) 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.

Christopher B. Mann (cmann13@lsu.edu) is an Assistant Professor in the Department of Political Science at Louisiana State University. Professor Mann specializes in political communication, voting behavior, campaigns, and election administration. His research focuses on field experiments measuring the real world influence of communication from political campaigns and civic organizations on the voting behavior. He has examined the influence of political communication on voters' decision to turn out to vote and their choices on the ballot. He is especially interested in pre-Election Day voting (voting by mail and early in-person voting). His research also looks at how elections are administered by state and local election officials. Chris has almost two decades of experience working as staff or consultant on campaigns across the United States. He is the Director of the Academy of Applied Politics in the Reilly Center for Media & Public Affairs in the Manship School of Mass Communication.

Mary McDougall (mmcdougall@cfmc.com) is CEO of CFMC, a technology provider serving market research and public opinion polling with the industry-leading Survox™ call center automation solutions and Survent® survey management platform. Mary's career as a corporate innovator and software entrepreneur has focused on using technology to drive process optimization in some of business's most challenging environments. Phone-based research automation, with a focus on multi-mode data collection, is her latest endeavor.

Kasey Meehan (kmeehan@ssrs.com) joined SSRS in 2012 to help coordinate social science and opinion research projects for a variety of clients in non-profit, media and academic sectors. Working with a team, Kasey helps execute projects from questionnaire design to data analysis across a range of modes, from computer assisted telephone interviewing (CATI) to online surveys and mail questionnaires, along with multi-mode surveys that combine these methods.

Benjamin L. Messer (aluvial@gmail.com) is currently the PAPOR Conference Chair and a Project Analyst at Research Into Action, an energy efficiency research organization in Portland, OR. Benn is involved in all aspects of the research process, from designing and conducting surveys of different populations to analyzing data and drafting reports. He has also been involved in researching relationships between environmental and natural resource issues and different groups' behaviors, attitudes, and knowledge toward them; environmental inequalities and forms of environmentalism in the U.S. and globally; energy attitudes and behaviors; urban-rural interactions and community sustainability; and advances in statistical and survey methods, particularly with using mail and web modes, address-based sampling, and GIS. Before joining Research Into Action, Benn earned his PhD from Washington State University under the mentorship of Dr. Don Dillman.

Quin Monson (quin.monson@byu.edu) received his PhD from The Ohio State University. He is an associate professor of political science at Brigham Young University where he teaches and does research in public opinion, campaigns and elections, survey research methods, and religion and politics. He is a co-founder of Y2 Analytics, a new polling firm based in Salt Lake City, Utah.

Samantha Mowrer (samantha.mowrer@nielsen.com) is a Research Scientist at Nielsen in the greater Chicago area.

Vasudha Narayanan (narayav1@westat.com**)** is a Westat Associate Director with more than 25 years of experience in survey research, project management, consumer marketing, and communications. She has worked on and led a number of projects for Federal agencies, including complex surveys of patients and health care providers, assessment of health care quality measures for public reporting, technical assistance and support contracts.

Ingrid Nieuwenhuis (ingrid.nieuwenhuis@nielsen.com) is a researcher at Nielsen in the San Francicso Bay area, and also works at the Sleep and Neuroimaging Laboratory at UC Berkeley.

Cici O'Donnell (ciciodonnell@gmail.com) is a social science researcher specializing in Quantitative Communication Research. She has published in *Social Marketing Quarterly* and *International Journal of Environmental Studies*. She writes a blog on everyday environmental choices. CiCi currently works on advanced analytics at Kaiser Permanente.

Rebekah Orr (rebekah@goodwinsimon.com) is a Senior Research Director at Goodwin Simon Strategic research with special expertise developing strategic messaging and conducting research on emotionally-complex social issues and more than 15 years putting that research to work in real-world campaign, legislative, and non-profit contexts.

Kelly Patterson (kelly_patterson@byu.edu) is a Professor in the Department of Political Science at Brigham Young University.

Sonja Petek (sonjapetek@yahoo.com) is currently the PAPOR Vice President and a Master of Public Policy candidate (2016) at UC Berkeley's Goldman School of Public Policy. Before entering graduate school, she was a research associate at the Public Policy Institute of California where she worked on the PPIC Statewide Survey examining the policy preferences, ballot choices, and political, economic, and social attitudes of California adults. She participated in the planning, design, and management of surveys and led projects focused on attitudes toward K-12 and higher education, the environment, fiscal and governance reform, population issues, and health. Before joining PPIC, she worked at The Henne Group in San Francisco, managing qualitative and quantitative research projects focused primarily on health/sexual health issues and HIV prevention. She earned a B.A. in political science from Stanford University.

Mechelle Pierce (mechelle.pierce@apperson.com) is currently the PAPOR Past President and, ten years ago, after extensive studies in Finance/Accounting at the University of Denver, Colorado, Mechelle began her career as a Sales Representative at Apperson Print Resources. It was quickly noted that Mechelle had a unique skill set that allowed her to review and analyze data files, reports, etc and anticipate problems or troubleshoot issues that others may overlook. It was these exact characteristics that Apperson was looking for to spearhead the new Digital Technology Services division that was acquired through an acquisition. In 2002 she transitioned to the Director of Digital Technology Services, Mechelle developed a division that now offers a full line of services including; survey design, printing, mailing/distribution, collection of raw data, and more. Under Mechelle's direction, the division has grown more than 500% in just 7 short years. Mechelle is also known for her great networking abilities, and has developed strategic partnerships with many market research companies to assist with the deployment of paper-based surveys. In her spare time, Mechelle enjoys traveling (but not on business), reading and volunteering.

Denise St. Clair (denisestclair@westat.com) is a Senior Study Director at Westat in Sun Prairie, Wisconsin.

Aaron Schonhoff is a graduate student at the Josef Korbel School of International Studies and scholar at Crossley Center for Public Opinion Research at the University of Denver. Native of Iowa.

Jui Shrestha (shrestha@ppic.org) is currently the PAPOR Assistant Conference Chair and a policy associate at the Public Policy Institute of California (PPIC), working on the PPIC Statewide Survey which examines the social, economic, and political trends that influence public policy preferences and ballot choices. She also administers audience evaluation surveys for PPIC events. Previously, she worked on survey projects at Georgetown University's Cancer Control Program and InterMedia, a global communications research firm. She holds an MPA in survey research and nonprofit management from the University of Connecticut.

Amy Simon (amys@goodwinsimon.com) is a founding partner of Goodwin Simon Strategic Research, a national public opinion research firm. One of the nation's foremost experts in public opinion research on LGBT issues, she employs cutting edge research methodologies on this and other socially-controversial issues to develop effective message strategies when complex emotions are driving decision-making.

Barbara Simon (barbara.simon@va.gov) is currently a PAPOR Councilor-at-Large and a Survey Director and IRB/Ethics Lead at the VHA Greater Los Angeles Department of Health Services Research & Development, Center for Healthcare Innovation, Implementation and Policy (CSHIIP). She is an experienced survey research, data collection, and research ethics specialist. Simon co-leads a VHA health services research center's survey and data collection methods group and serves as Survey Director on various VA research projects. Recent projects include a five year Demonstration Laboratory focusing on the VHA's implementation of patient-centered medical home in primary care, and a four-year study of the impact of medical home implementation on women Veterans. Ms. Simon has been leading the Survey Methodology and Ethics core at the VA research center for nearly two decades. Previously, she applied her survey research expertise to projects at RAND and NORC.

Kevin Stay is a graduate student at the Josef Korbel School of International Studies and scholar at Crossley Center for Public Opinion Research at the University of Denver. Kevin is a native of Pennsylvania.

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Mark E. Vande Kamp (vandekamp.m@portseattle.org) is the Research Program Manager at Sea-Tac Airport in Seattle. He has a Ph.D. in Social Psychology from the University of Washington and has spent his career doing applied research and analysis in diverse settings ranging from Alaskan national parks to online customer assistance at a large Redmond-based software company. When not at work, he is often out bicycle riding on the back-roads of Western Washington.

David L. Vannette (vannette@stanford.edu) is currently a PAPOR Councilor-at-Large and a Ph.D. Candidate in the Stanford University Department of Communication. Prior to arriving at Stanford he completed a Master's of Science in Survey Methodology at the University of Michigan. David's general research interests are in the areas of public opinion, political communication, political psychology, and survey methodology. A key question that he examines in his research is how people interpret and use data about public opinion, presented by the news media, to inform their own attitudes, expectations, and behaviors.

Tom Wells (Thomas.Wells@nielsen.com) is a Senior Research Scientist at Nielsen, where he designs and manages innovative methodological studies. His current research interests include mobile and online surveys. Prior to joining Nielsen, Tom was the Director of the Panel Profile Group at Knowledge Networks and was responsible for designing and administering KN's series of profile surveys. Earlier in his career, he conducted demographic research and taught courses on statistics and survey research methods at Brown University. Tom received his PhD in Sociology from the University of Wisconsin-Madison.

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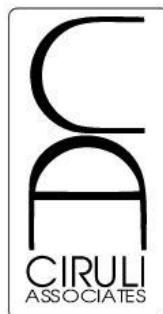
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QUICK EATS NEARBY

After Osha (0.2 mi)	Quick and easy Thai food, with some lunch grab-and-go specials	432 Sutter Street	415-397-6742 www.afterosha.com
Boxed Foods Company (0.4 mi away)	Organic sandwiches and salads	245 Kearny St	415-981-9376 boxedfoodscompany.com
King of Thai Noodle House (0.3 mi)	A PAPOR Favorite! Fast and inexpensive, but delicious Thai noodles, salads, and soups!	184 O'Farrell St	415-677-9991
Loving Hut (0.5 mi)	A selection of vegan noodles, salads, and sandwiches	845 Market St (inside Westfield Mall)	415-945-3888 lovinghut.us
Macy's Cellar Food Court (0.3 mi)	Can't decide? Check out the Macy's food court for a wide variety of options, like Frontera Fresco, Mixed Greens, and Boudin Bakery.	170 O'Farrell Street	
Muracci's Japanese Curry & Grill (0.4 mi)	Open only for lunch and early dinner, Muracci's has the city's best Japanese curry and lunch items	307 Kearny St	415-773-1101 muraccis.com
Naan 'N' Curry (0.2 mi)	Quick, cheap Indian and Pakistani eats	336 O'Farrell St	415-346-1443 naancurry.com
Super Duper (0.5 mi)	Fast food style burgers, fries, and shakes made with high-quality ingredients	783 Mission St	415-882-1750 superdupersf.com

IF YOU HAVE MORE TIME (AND MORE $$$)

Colibri Mexican Bistro (0.2 mi)	Reasonably priced Mexican cuisine – try the tableside guac!	438 Geary St	415-440-2737 colibrimexicanbistro.com
Fleur De Lys (0.1 mi)	A classic SF restaurant that specializes in French cuisine. Reservations are required.	777 Sutter St	415-679-7779
Jasper's Corner Tap (0.3 mi)	Great gastropub with good food and cocktails (including some that are offered on tap!)	401 Taylor St	415-775-7979 jasperscornertap.com
Katana-Ya (0.2 mi)	Locals love this Japanese restaurant for reasonably priced sushi and food. Note, there can be a wait and they don't take reservations	430 Geary St	415-771-1280
Millennium (0.3 mi)	Very upscale vegetarian and vegan restaurant	580 Geary St	415-345-3900 millenniumrestaurant.com
Sons & Daughters (0.2 mi)	Want to splurge, check out this Michelin starred restaurant!	708 Bush St	415-391-8311 sonsanddaughterssf.com

DRINKS AND EVENING ACTIVITIES

Dueling Pianos at Johnny Foleys (0.3 mi)	Dueling pianos. Enough said. Check website for show times.	240 O'Farrell St	415-954-0777 duelingpianosatfoleys.com
Starlight Room (0.1 mi)	Located on the top floor of the Sir Francis Drake Hotel, this bar offers excellent views of the SF skyline and equally good cocktails	Sir Francis Drake Hotel	415-395-8595 harrydenton.com
Tonga Room (0.2 mi)	Come here for fun tiki drinks and decor! The interior even features a swimming pool (unfortunately you can't swim in it…)	950 Mason St (inside The Fairmont Hotel)	415-772-5278 tongaroom.com
Top of the Mark (0.2 mi)	Want an alternative to the Starlight Room? Check out Top of the Mark for awesome views and martinis.	1 Nob Hill (inside the Mark Hopkins)	415-616-6916 topofthemark.com
Tunnel Top (0.2 mi)	Good dive bar, with a relaxed atmosphere	601 Bush St	415-722-6620

The WiFi password for the hotel is: **MMA1946!**

The PAPOR Conference will be held on the 11th Floor of the Marines' Memorial Club & Hotel. Sessions will take place in the Crystal Ballroom. The Thursday evening dinner and plenary, the Friday poster session, and Friday lunch will take place in the Crystal Lounge.

11th FLOOR
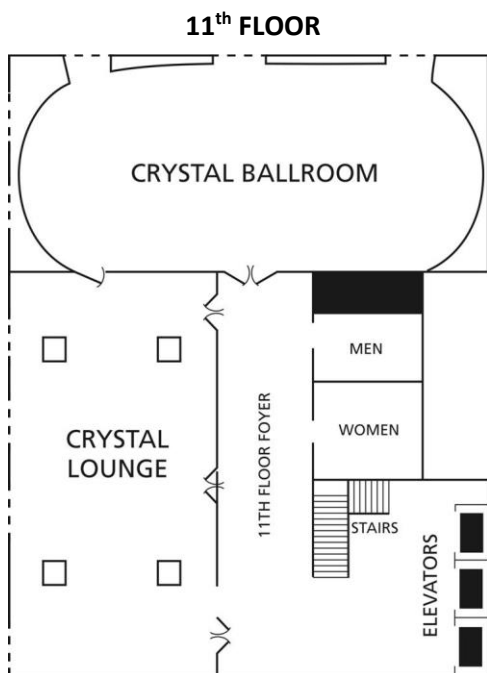
AIRPORT TRANSPORTATION:
Airport Express
(415) 775-5121; Available from 5 am – 10 pm
www.airportexpresssf.com
$17.00 per person from SFO
$15.00 per person from MMC
$65.00 per person from OAK
$55.00 from MMC to OAK
Advance reservations required for Oakland:

Super Shuttle
(800) 258-3826; Available 24 hours
www.supershuttle.com
Advance Online reservations required for Oakland and Airport)
$17.00 per person from San Francisco Airport
$17.00 per person from Marines' Memorial Club
$27.00 per person from Oakland International

BayPorter Express
(415) 467-1800; Available 24 hours (charter only)
$90.00 (per person) from/to Oakland Airport
$70.00 (per person) from/to SFO

PREFERRED PARKING:

Olympic Club Garage
665 Sutter Street
(415) 359-1626
Overnight parking is available for Marines' Memorial Club guests at the Olympic Club Garage at the current charge of $32.50 for 24 hours (subject to 14% hotel tax) WITH in and out privileges. Parking is guaranteed for MMC overnight hotel guests only. Any *oversized vehicle* will be charged double (all full size trucks and vans, including: Chevrolet Suburban, GMC Yukon XL (regular version OK), Ford Expedition or Excursion, Cadillac Escalade (long version), Lincoln Navigator XL, Chevy Avalanche).

Event parking is available for Marines' Memorial Club guests at the Olympic Club Garage with validation (validation machine is located in the Hotel Lobby) at the current rate of $6.00 per hour for up to 4 hours or $24.00 maximum for up to 12 hours.

OTHER PARKING NEAR MMC:

Downtown Garage
325 Mason Street
(415) 673-6757
$4.00 every 30 minutes; $32.00 for up to 24 hours – no in and out; $33.00 with in and out privileges
Early bird – in between 4-10 am; out by 7 pm - $15.00
Evening special – in after 5:30 pm; out by 9:30 am - $22.00

Sutter/Stockton Garage
330 Sutter Street
(415) 982-7275
$2.00 per hour; $34.00 for up to 24 hours; NO in and out privileges

Propark Garage
520 Mason Street
(415) 829-3921
$5.00 every 20 minutes; $27.00/12 hours, $42.00 beyond 12 hours for up to 24 hours
Pre-pay to get in and out privileges

PUBLIC TRANSPORTATION:

Bay Area Rapid Transit (BART)
www.bart.gov
From the Powell Street Station, head north for five blocks on Powell St. Turn left on Sutter St. and walk up one block to Mason St. The hotel will be on your left after you cross Mason (at 609 Sutter St.).

San Francisco Municipal Transportation Agency
www.sfmta.com