



Pacific Chapter of American Association for Public Opinion Research

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

The PAPOR Trail

Fall Issue | October 2015

President's Letter



Our industry, region, and PAPOR community lost a giant when **Merv Field** passed away in June. One of the early leaders in modern public opinion polling, Merv founded Field Research Corporation in 1945 and began the non-partisan *Field Poll*, a regular survey of Californians, in 1947. We have him to thank for establishing many of the survey research practices we take for granted today. As someone who has studied the attitudes of Californians myself, I also want to honor his contribution to our understanding of public opinion in

California. Merv continued to contribute regularly to the *Field Poll* until his death. In this issue, please find a tribute to Merv by **Mark DiCamillo**, longtime colleague of Merv and director of the *Field Poll* since 1993.

We are excited to announce two PAPOR events. First, we have teamed up with the Southern California Chapter of the Marketing Research Association to offer a special short course **October 7** on Legal Considerations of Public Opinion Polling and Survey Research, featuring **Stuart Pardau**, General Counsel of the national Marketing Research Association. Stuart will discuss

TCPA, HIPAA, push polls, trademark considerations, and nondisclosures. The course is offered in-person at Loyola Marymount University in Los Angeles **and will be offered as a webinar**. Second, our culminating event of the year will be our annual conference December 10 and 11 in San Francisco at the Marines' Memorial Club and Hotel. Conference Chair **Benn Messer** and Associate Conference Chair **Paul Harwood** are lining up an informative and interesting set of short courses and panels, and plenary session on big data. We hope you can join us.

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Call for Participation

*By Benjamin L. Messer
PAPOR Conference Chair*



The Pacific Chapter of the American Association for Public Opinion Research is pleased to announce a Call for Participation for its 2015 Annual

Conference at the Marine's Memorial Club & Hotel in San Francisco, December 10-11 (Thursday & Friday).

We are planning an exciting conference full of cutting-edge research and important topics and issues in the public opinion research field. For example, the conference will feature two short courses on Thursday morning, December 10. One of the short courses will be instructed by **Dr. Stas Kolenikov** of Abt SRBI and will focus on dual-frame RDD sampling methods and surveys. The second short course will be taught by **Paul Johnson** of Survey Sampling International and

will focus on web and mobile device survey methods.

We are also welcoming participation from all sectors engaged in public opinion and public policy research including academia, government, private sector, and non-profit. As the 2015 PAPOR Conference Chair I am currently accepting paper, poster, and panel proposals on any topic related to public opinion research, theory, or methodology. The Student Paper Competition Chair, Jessica Gollaher, is also accepting papers from graduate and undergraduate students.

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President's Message

Finally, PAPOR was well-represented this year at the annual AAPOR conference in May in Hollywood, Florida. For the second time in its two-year history, a PAPOR-region attendee was part of the winning Research Hack team! See more inside about **Symone Jackson** (Kaiser Family Foundation) and her New York teammates Shelli Kashriel and Vera Kurmlavage (both

from Nielsen). For those PAPOR members who could not attend the AAPOR conference, our annual Mini Conference in June provided highlights and synopses of some of the compelling findings. The Mini Conference was held at the Facebook campus in Menlo Park and via webinar for remote attendees. Thank you to Mini Conference organizer **Dave Vanette** for a great program.

Presentation slides are available online.

Hope you can join us at PAPOR events in 2015!

Sonja Petek, President
2015 PAPOR Executive Council

PAPOR Short Course

PAPOR and the Southern California Chapter of the Marketing Research Association (SoCal MRA) are pleased to sponsor a short course (webinar or in-person) on **Legal Considerations in Public Opinion Polling and Survey Research**, presented by **Stuart Pardau**, General Counsel for the national MRA. The course will cover legal issues to consider when conducting research, including TCPA, HIPAA, push polls, trademark considerations, and non-disclosures.

Wednesday, October 7, 2015
12:30-1:15pm (Pacific Time) Lunch and networking
1:15-3:00 pm Program

Where: Via Live Webinar OR In-Person at Loyola Marymount University, Los Angeles

[Register Now](#)

In-person or individual webinar Fees

PAPOR, AAPOR, MRA	
Members	\$45
Non-members	\$50
Students	\$30

Group webinar rate

3 or more viewers	\$100
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For onsite attendees, registration includes parking (a \$10 value) and lunch.

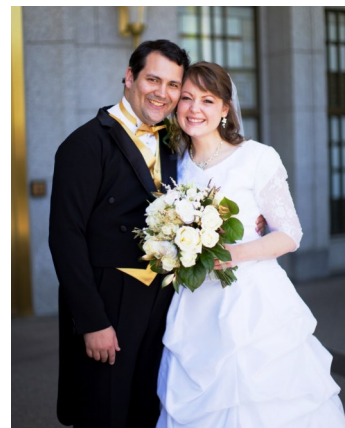
The live webinar will include the presenter's slides and audio (it is not a webcast). You may use either your phone or computer speakers to play the audio (we recommend using your speakers since webinar attendees will be muted). You will have the chance to ask questions via the webinar's chat functionality. This recording will not be recorded or resold. Group registration rates available.

ANNOUNCEMENTS

Congratulations and best wishes to:

Sarah Cho on her appointment to AAPOR as Chair of the Education Committee. Sarah is the immediate Past President of the 2015 PAPOR Executive Council.

Edward "Paul" Johnson on his marriage to Taryn Marie Nilsen on June 17, 2015 in Utah. The wedding celebration incorporated traditions from the countries the couple would later visit on their honeymoon: England, France, Wales, Ireland, Scotland, and the Netherlands. Paul is the Vice-President/President-elect of PAPOR Executive Council.



Call for Participation

Proposal Submission Process:

Submitted abstracts for papers and posters must be no longer than 300 words. Proposals should include complete contact information for each author and presenter including name, mailing address, telephone number, and e-mail address. All abstracts must be received no later than **5pm PDT on October 12, 2015**. Please submit abstracts as electronic attachments via email to 2015 Conference Chair, Benjamin L. Messer at confchair@papor.org.

Panel Discussants: If you are willing to serve as a discussant for one of the panels, please email a proposal detailing the suggested panel topic to confchair@papor.org. In addition, submissions should list the potential speakers, their areas of expertise, and tentative titles of presentations.

Student Paper Competition:

Undergraduate and graduate student participation is highly encouraged. Email your paper by **midnight (PDT) on October 15, 2015** to PAPOR Student Paper Chair, Jessica Gollaher at studentpaper@papor.org. Please include your name, mailing address, telephone number, and e-mail address. Entries should not exceed 30 pages total. The first-place winner receives a cash award and some travel expenses and the first- and second-place winners receive a one-year complimentary PAPOR membership and a spot on the annual conference program.

Registration: Conference registration will be announced in the near future.

To register for the conference you must be a PAPOR member. The annual membership fee is \$20 for regular members and \$12 for undergraduate or graduate students. There are several ways you can become a PAPOR member or renew your PAPOR membership, such as when you register for the conference. Please see www.papor.org/membership.html for more information.

Sponsorship: If you or your organization is interested in becoming a PAPOR sponsor, we have several different “levels” of sponsorship for you to consider. Sponsorship is a great way to publicize your organization and to support public opinion research. Please contact our Sponsorship Chair, Melinda Jackson, at atlarge3@papor.org for more information on how to become a PAPOR sponsor.

Location: The conference will take place at the Marines’ Memorial Club &

Hotel, located at 609 Sutter St. near Union Square in San Francisco. To make a room reservation, contact the hotel by phone at (800) 562-7463 or via e-mail at reservations@marineclub.com. Book your room before Thursday, November 19, 2015 to receive the discounted rate of \$153.00, plus tax, for single or double occupancy rooms (mention “PAPOR 2015” to receive this rate).

Please get your papers, posters, and/or panel proposals to me before October 12, 2015 and, even if you do not plan to submit an entry to the conference, please book your hotel room (currently available) and register for the conference (available soon) before late November to take advantage of the hotel and conference discounts.

We look forward to seeing you in San Francisco,

When they said infographic,
do you think they wanted
something shorter than our
usual 200 page report?



D#|data design

Thanks to designer, cartoonist & data visualization guy, Chris Lysyl

PAPOR Mini Conference

Each summer, PAPOR hosts a mini-conference to summarize and report important findings from the annual AAPOR conference held in May. The mini-conference serves to inform those who were unable to attend the national conference, or those that missed particular sessions, about some of the more interesting methodological and public opinion research findings presented at AAPOR. We encouraged PAPOR members that attended the national AAPOR conference to volunteer to present summaries of findings at the mini-conference, and to attend the mini-conference to hear about sessions and topics that they may have missed at AAPOR.

The 2015 PAPOR mini-conference was held at the Facebook Headquarters in Menlo Park on June 26. Forty-three people attended the conference including 31 in person and twelve by webinar. After the conference, 8 attendees participated in a happy hour in downtown Menlo Park. Thanks to David Vannette of the PAPOR Executive Council for organizing this event and to [Facebook](#) for generously providing the space for the conference.

PAPOR is pleased to archive the following presentations and contacts at our website:

<http://www.papor.org/events/mini-papor-conference/past-mini-conferences/>

- [Speed Learning from AAPOR 2015 Evaluating Polling Accuracy Panel](#), Mary McDougall, CFMC Survox

- [Research Hack 2.0: Polling On Polio Immunization in Pakistan](#), Symone Jackson, Kaiser Family Foundation
- [Challenges and Progress in Asking Questions About Sexual Orientation, Race and Ethnicity](#), Jamie Firth, Kaiser Family Foundation
- [Smartphone and Mobile Survey Research at 2015 AAPOR](#), Benjamin L. Messer, Research Into Action

- [SurveyMonkey at AAPOR: Lessons from Surveying at Scale](#), Noble Kuriakose – SurveyMonkey
- [Book Presentation: Web Survey Methodology](#), Mario Callegaro, Google Research



Research Hack 2.0

This year, AAPOR partnered with Gillian SteelFisher from the Harvard School of Public Health to present a Research Hack 2.0 challenge which focused on polio eradication efforts in Karachi, Pakistan.

Members of the winning team include: **Shelli Kashriel**, a Senior Research Scientist from Nielson Company in New York City; **Vera Kurmlavage**, a Senior Data Scientist also from Nielson Company in New York City; and myself, **Symone Jackson**, a Research Assistant from Kaiser Family Foundation in Menlo Park, CA.

Participants were asked to consider issues such as physical access to potential respondents, geopolitics of data, response bias, and gender norms as they created a research design to address important questions surrounding polio immunization—questions such as “Who does not accept the vaccine?”, “Why don’t they

accept the vaccine?”, and “Is there any point of entry for acceptance?” Relying on multiple data sources, our research design will gather information using door-to-door surveys, field debriefs from vaccinators, testimonies from polio patients at local health clinics, and analyses of messaging from local anti-vaccination campaigns.

The methods we chose to use in this study will allow researchers to gather data about perspectives on polio immunization from multiple factions of the community, allowing those affected by polio to share information about their personal experiences while also examining media and campaign messages that contribute to the distribution of misinformation. We plan to partner with the World Health Organization and other NGOs currently involved in polio eradication efforts for the implementation of this study.

PAPOR mourns the passing of Mervin Field



Mervin Field, the founder and namesake of Field Research Corporation and *The Field Poll*, died on June 8 at the age of 94.

Merv was best known for *The Field Poll*, an independent and non-partisan survey of California public opinion. For most of the later half of the 20th century the poll came to define California politics, and he the one who explained California to the nation. Generations of journalists, political scientists and students of public opinion came to rely on the authority of his data and on the insight of his analyses.

Yet, Merv was also the consummate businessman. As Chairman of Field Research Corporation, he successfully nurtured and guided the company through its infancy in the late 1940's and 1950's, at a time when public opinion polling and marketing research was not yet a fixture in business or politics. By the time he had sold his interest in the company in the early 1990's, Field Research had grown to become one of the West Coast's largest and most respected research companies, conducting research studies for major corporations, government agencies, foundations, universities and the news media.

A testimony to Merv's business prowess is seen in the quality and loyalty of the staff whom he attracted to his company. It was not unusual for research professionals hired out of college and graduate school to remain at Field Research for their entire professional careers. I am one of them. Much of this was due to his adherence to the highest

standards both personally and professionally.

Merv rose to this lofty status despite the fact that he had no formal training as a political scientist or statistician. An autodidact, his lack of a college degree bothered him throughout his life, but motivated him to become one of the nation's most dedicated students in the art and science of survey research.

His start in the polling world grew out of the good fortune of growing up in Princeton, New Jersey in the 1930's, where polling pioneer George Gallup was literally inventing the business model for what was to become the nation's public opinion research industry. He worked for Gallup during in his formative years, and after his service in the Merchant Marines took him to the West Coast, Merv relocated to California to be among its first professional practitioners.



In his later years, Merv received many of the academic honors that had long eluded him. The California State University awarded him an honorary Doctor of Laws. The University of California, Berkeley, named him a Regents Professor, and its Institute of Governmental Studies awarded him its Distinguished Service Award.

He also won more than his share of professional awards. At the turn of the century Merv was named by the *California Journal* as one of 30 men and women who had the greatest influence on California government and politics in the 20th Century, joining such luminaries as Earl Warren, Pat Brown, and Ronald Reagan. Merv was also inducted into the Market Research Council's Hall of Fame, and won the AAPOR award for Exceptionally Distinguished Achievement in public opinion research, its highest honor.

Merv was an active advisor to *The Field Poll* until his final days, as the poll continued to flourish long after his formal departure as Director in 1995. Due in part to Merv's continuing advice and counsel, *The Field Poll* in 2010, and again in 2014, was named by Nate Silver's fivethirtyeight.com web site as among the nation's top three polls in pre-election polling accuracy, from over three hundred state and national polling organizations evaluated.

Mervin Field was a living icon, and a man to whom I owe for my entire professional career. When crafting the next *Field Poll* questionnaire or our next press release, I'll sorely miss him. Our next poll report, release #2510, will be the first that does not include his name in the byline. But Merv's legacy will remain for as long as there is a *Field Poll*.

Mark DiCamillo
Director, The Field Poll

SPONSORSHIPS

PAPOR offers several levels of corporate sponsorship, providing intimate exposure to both AAPOR and PAPOR members throughout the calendar year.

Corporate Friend of PAPOR – \$50
Company name listed in “Friend of PAPOR” section of website and included in our annual listing.

Contributing Sponsor – \$250
All the benefits above plus:

- Logo displayed in printed PAPOR event promotion materials and event signage.
- Company name in all printed PAPOR event promotion materials.
- Contact name in all printed PAPOR event promotion materials.
- Listing on PAPOR website with link to your Company’s website
- National recognition of Company’s PAPOR sponsorship in printed promotional materials for Chapter Reception at AAPOR Annual Conference.

Donor – \$500

All the benefits of Contributing Sponsor plus:

- Advertisement in annual conference brochure.
- Named sponsorship of break at annual conference or co-sponsorship of meal.

Fellow – \$1,000

All the benefits of Contributing Sponsor plus:

- Advertisement in annual conference brochure

- Named sponsorship of meal at annual conference.
- One complimentary event registration.

Benefactor – \$2,000

All the benefits of Contributing Sponsor plus:

- Advertisement in annual conference brochure.
- Named sponsorship of meal & break at annual conference.
- Two complimentary event registrations.

Champion – \$3,000 (available for only one major event per year)

All the benefits of Contributing Sponsor plus:

- Headline sponsorship of major event.
- Advertisement in annual conference brochure.
- Named sponsorship of meal & break at annual conference.
- Two complimentary event registrations.

Sponsorships are available on a first-come, first-served basis for the given calendar year in which a sponsorship is received.

In addition to the annual contribution levels outlined above, applications are currently being accepted for naming rights on our Student Fund Endowment.

For recognition at our events and in our sponsor directory, your logo art

should be submitted as either JPG or GIF format. Email logo art to Melinda Jackson, Sponsorship Chair, at sponsorship@papor.org.

In addition to logo art, please provide the following optional information:

- Company name
- Company website address
- Company contact name
- Company contact email

For more information on how your company can support PAPOR, visit www.papor.org/sponsorship/ to download the sponsorship information packet.

Thanks to PAPOR Sponsors

Thanks to our 2015 annual sponsors for their generosity and support of PAPOR. We love them. Please support their businesses.

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Student Paper Competition Chair - Jessica Gollaher

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Councilor-at-Large (Short Course) - Vasudha Narayanan

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Councilor-at-Large (Sponsorship) - Melinda Jackson

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Councilor-at-Large (Mini Conference) - David Vannette

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Councilor-at-Large (Student Representative) - Jenny Yeon

Hypothesis Group
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Immediate Past President - Sarah Cho

SurveyMonkey
pastpres@papor.org

Join PAPOR

Benefits of PAPOR Membership

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

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

As of September, 2015, PAPOR has over 150 members paid through December 31, 2015. The majority of members reside in California, Mountain states, and the Pacific Northwest states. In addition, we have members from Alaska, Hawaii, eight states outside the PAPOR region, and Canada. Eighty-eight percent of PAPOR members are also current AAPOR members.

PAPOR Mission

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