

American Association for Public Opinion Research

*Public Choices  
in Changing  
Times*

*Final Program*

*64<sup>th</sup> Annual Conference*

May 14-17, 2009

The Westin Diplomat Convention Center

Hollywood, Florida

AAPOR

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

Some places are hard to reach

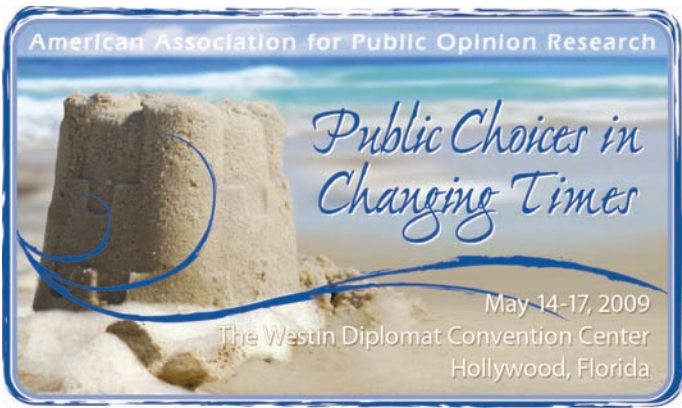


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*Greetings!*

Welcome to Hollywood, Florida! We are delighted to welcome you to the 64<sup>th</sup> Annual Conference of the American Association for Public Opinion Research (AAPOR).

**Please accept our sincere thanks for your participation and contribution to this event!**

The wonderful conference facilities, blue skies, clear water, and hot sand make this the perfect venue for all. Our theme this year focuses on “Public Choices in Changing Times.” We see change in many aspects of our professional (and personal) lives from the economic downturn and global challenges to major transformations in society and communication, the ways in which we obtain information, and our understanding of the world around us. Capturing this theme, the conference program features an array of discussions and research debates that will appeal to diverse intellectual tastes. The record number of abstract submissions this year is a testament to the depth and breadth of our research endeavors and the vibrancy of our association.

New this year are several networking activities for new members, those interested in exploring potential new career opportunities, and folks just interested in forging stronger ties with other AAPOR members. These include “Speed Networking” and “Network Sampling” forums in addition to our annual Docent mentoring program.

We have also transformed our exhibit space into an “AAPOR village,” with a host of activities including new technology/software demonstration sessions,

research posters, a book exhibit, "Meet the Author" sessions, and a wide range of vendors and exhibitors (and don't forget the dessert breaks!).

The conference is also a well-recognized social forum for AAPOR members and we are pleased to offer an array of activities, including: the annual golf outing, New Member/All-Chapter Reception and Post-Plenary Dessert Reception on Thursday; a baseball game outing and the annual Pub Crawl on Friday; and on Saturday we start the day with the Fun Run/Walk and end with the President's Reception, Awards Banquet, Post-Banquet Party, and Applied Probability Session.

We hope you find the next few days rewarding, informative, and thought-provoking. And remember to enjoy a bit of fun in the sun – just don't forget the sunscreen!

Michael W. Link  
Conference Chair

Patricia Moy  
Associate Conference Chair

The Executive Council and staff wish to recognize the Program Committee and Conference Chairs for their time and commitment to planning this conference!



# General Information

## **Registration/Information Desk**

The AAPOR registration and information desk is located in the Grand Ballroom foyer on the second floor of the Westin Diplomat Convention Center. All meeting attendees must check in at the registration desk to pick up their Final Program, name badge, conference tote bag, and other meeting materials prior to attending sessions or social events. Tickets will be included in your registration packet for admittance to all the meals.

*Registration hours are as follows:*

*Wednesday, May 13, 2009*

4:00 PM - 8:00 PM

*Thursday, May 14, 2009*

7:00 AM - 5:00 PM

*Friday, May 15, 2009*

7:30 AM - 4:30 PM

*Saturday, May 16, 2009*

7:30 AM - 3:00 PM

*Sunday, May 17, 2009*

8:00 AM - 10:15 AM

### ***Badges/Tickets***

Name badges are provided for all registered conference attendees, exhibitors, speakers and staff. Badges are required to gain admittance to all sessions, the exhibit hall, and all social events.

**Tickets will be collected at each core meal function. Be sure to bring your ticket with you.**

Executive Council, committee chairs, exhibitors, sponsors, new members, first-time attendees, docents and staff will be identified by ribbons.

### ***Meeting Rooms***

Meeting rooms are noted next to the session title throughout this program. See the conference schedule of events section for each session's room location.

### ***Messages***

Telephone calls will be directed by the hotel operator either to your guest room, or if requested, to the AAPOR Registration Desk. For those calls coming to the registration desk, messages will be taken and posted on the message board located in the registration area.

### ***Final Program & Flash Drive***

NEW! This year we have condensed the final program to make it easier to carry and handier to use. All of the conference materials, including the full abstracts, will be included on a flash drive.



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1948-49	Elmo C. Wilson	1979-80	Jack Elinson
1949-50	Paul F. Lazarsfeld	1980-81	Helen J. Kaufmann
1950-51	Julian L. Woodward	1981-82	Seymour Sudman
1951-52	Bernard Berelson	1982-83	Burns W. Roper
1952-53	Archibald M. Crossley	1983-84	Laure M. Sharp
1953-54	Samuel A. Stouffer	1984-85	Albert E. Gollin
1954-55	George H. Gallup	1985-86	Howard Schuman
1955-56	Harry Alpert	1986-87	J. Ronald Milavsky
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1957-58	Frederick F. Stephan	1988-89	Warren J. Mitofsky
1958-59	David Wallace	1989-90	Philip Meyer
1959-60	Herbert H. Hyman	1990-91	Joan S. Black
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1963-64	Charles Y. Glock	1994-95	Andrew Kohut
1964-65	Herbert E. Krugman	1995-96	Robert M. Groves
1965-66	Raymond A. Bauer	1996-97	Diane Colasanto
1966-67	Leo Bogart	1997-98	James R. Beniger
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1973-74	Harold Mendelsohn	2004-05	Nancy Belden
1974-75	Herbert I. Abelson	2005-06	Cliff Zukin
1975-76	Richard Maisel	2006-07	Robert P. Daves
1976-77	Irving Crespi	2007-08	Nancy A. Mathiowetz
1977-78	Hope Lunin Klapper	2008-09	Richard A. Kulka



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**Association Manager**  
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### **Seymour Sudman Student Paper Award**

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Paul Beatty, National Center for Health Statistics  
Leah Melani Christian, Pew Research Center  
David Dutwin, Social Science Research Solutions  
Kate Kenski, University of Arizona  
Andy Peytchev, RTI International  
Michael A. Xenos, Louisiana State University

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## *Committee Meetings*

*Thursday, May 14, 2009*

**3:00 PM – 4:00 PM**

*Public Opinion Quarterly* Advisory Board – Room 305

*Friday, May 15, 2009*

**7:00 AM – 8:00 AM**

National Network of State Polls (NNSP) – Room 305

**11:45 PM – 12:45 PM**

*Journal of Official Statistics* Editorial Board – Room 305

**6:00 PM – 7:30 PM**

Academic Survey Research Organizations (ASRO) – Room 314

*Saturday, May 16, 2009*

**7:00 AM – 8:00 AM**

Academic Programs in Survey Methods – Room 303

Heritage Committee – Room 309

**11:45 PM – 1:15 PM**

Chapter Representatives – Room 301

Education Committee – Room 302

Endowment Committee – Room 310

Multilingual Issues In Surveys Special Interest Group – Room 305

Standards Committee – Room 306

*Survey Practice* Editorial Board – Room 303

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## *Social Activities*

*Thursday, May 14, 2009*

**8:00 AM** – AAPOR Golf Outing at Emerald Hills

**6:00 PM – 7:00 PM** – New Member / All-Chapter Reception

**9:30 PM – 10:30 PM** – Dessert Reception

*Friday, May 15, 2009*

**5:45 PM** – Baseball Outing

**9:00 PM** – Pub Crawl

*Saturday, May 16, 2009*

**7:00 AM** – Fun Run/Walk

**6:00 PM – 7:00 PM** – President's Reception

**9:30 PM – 12:00 AM** – Post-Banquet Party

**9:30 PM – 2:00 AM** – Applied Probability

# Networking Opportunities

## **NEW THIS YEAR! PUT YOUR AAPOR NETWORK TO WORK!**

These are tough and scary times for a lot of people and organizations in public opinion polling and survey research. Sharing our stories and expanding our circle of contacts can help. The Executive Council has scheduled some late-breaking activities at the 2009 conference for AAPORites who want to enhance their professional and social networks:

- **“Speed Networking”** Thursday morning and afternoon, and
- **“Network Sampling”** sessions Friday and Saturday

Please join us for some fun and facts. Who knows, it could lead to your next big break or your next new employee of the year!

### **WHAT: “Speed Networking”**

**WHEN:** Two sessions on Thursday, May 14, 2009  
11:30 a.m. to 12:30 p.m., and 3:00 p.m. to 4:00 p.m.

**WHERE:** At 11:30 a.m. in the Foyer right outside the Exhibit Hall;  
at 3:00 p.m. in the Exhibition Hall, near the Posters.

**WHO SHOULD COME:** **First Timers** at the conference, **Old Timers**, and **anyone in-between** who wants to meet more people in the profession fast, connect with a few people who share their interests, and have some fun along the way. Participants in the Docent Program are especially encouraged to attend.

**HOW IT WORKS:** There will be 2 parts to this event.

**Starting out at 11:30 and 3:00:** “Scatterplot” – Brad Edwards from Westat will lead a group exercise to get everyone moving around and to highlight what we have in common and what makes us different.

**At 11:50 and 3:20:** a variation on speed dating – random pairs will talk for 3 minutes, a bell will ring, and everyone rotates to other tables/other partners. Prizes for all! The session is a warm-up for the Newcomer/All-Chapter Reception on Thursday at 6 p.m.

**WHAT: “Network Sampling”** (*in the storied tradition of AAPOR’s Saturday night applied probability sessions*)

**WHEN:** Friday, May 15, 2009 from 3:30 p.m. to 4:30 p.m. and Saturday, May 16, 2009 from 11:45 a.m. to 2:15 p.m.

**WHERE:** In the Foyer right outside the Exhibit Hall

**WHO SHOULD COME:** Anyone currently in the job market, anyone who wants to brush up on interviewing skills, anyone who wants to learn more about organizations in our field than you can get at an Exhibit booth, and any organization interested in meeting new talent.

**HOW IT WORKS:** The session will allow people to get a rapid “sample” of organizations in our profession and expand their network of people who might know about jobs.

Sign up at the registration booth, or during the sessions at a podium in the Foyer outside the Exhibit Hall. The sheet will list companies and organizations that are participating in the “network sampling” session. Individuals may sign up for 15-minute blocks. A maitre’d will escort participants to tables to meet company representatives and keep the whole event moving.

These short “network sampling” interviews are designed for *informational* purposes, so people can get a quick, direct, one-on-one sense of what the company or organization is about -- beyond what’s available on a web site or at an exhibit booth -- and so businesses can get quick exposure to a number of job hunters or people who might be thinking about changing jobs.

It’s not a substitute for more formal job interviews about specific openings – those will occur as they usually do at the conference, through the resume book and book of job postings and through other means. But the “network sampling” sessions can funnel job seekers and job offerers into more formal interviews, if the initial match seems good in the informational interview.

# Award Winners

## **Burns “Bud” Roper Fellows**

*Individuals awarded monies from the Burns “Bud” Roper AAPOR Fund, established to help early-career people working in survey research or public opinion research. Awards are used to attend the annual AAPOR conference and/or participate in short courses.*

Patrick Faust, Greenberg Quinlan Rosner Research  
Lija Greenseid, Professional Data Analysts, Inc.  
Kasey Hoy, Oppenheim Research, Inc.  
Natalie Jackson, University of Oklahoma  
Kien T. Lee, University of Virginia  
Alexandre Morin Chasse, Laval University  
Adam Slater, Greenberg Quinlan Rosner Research  
Raquel af Ursin, Mathematica Policy Research

## **Seymour Sudman Student Paper Award**

*Recognizes excellence in the study of public opinion, broadly defined, or to the theory and methods of survey research, including statistical techniques used in such research.*

Winner: Philip Brenner, University of Wisconsin-Madison,  
*Overreporting of Socially Desirable Behavior on Surveys: A Cross-National Examination of Religious Service Attendance*

Winner: Brady West, University of Michigan, *A Simulation Study of Alternative Weighting Class Adjustments for Nonresponse when Estimating a Population Mean from Complex Sample Survey Data*

## **AAPOR Book Award**

*Recognizes influential books that have stimulated theoretical and scientific research in public opinion; and /or influenced our understanding or application of survey research methodology.*

Winners: Shanto Iyengar and Donald R. Kinder, *News That Matters: Television and American Opinion* (University of Chicago Press, 1987)



## **Warren J. Mitofsky Innovators Award**

*Recognizes accomplishments in public opinion and survey research that occurred in the past 10 years or that had their primary impact on the field during the past decade. Celebrates new theories, ideas, applications, methodologies and/or technologies.*

Winners: Stephen J. Blumberg, Julian V. Luke, and Marcie L. Cynamon for their work in providing the field of survey research with timely data on changing telephony patterns in the United States.

Winners: Vasja Vehovar and Katja Lozar Manfreda for their work in creating and fostering the WebSM Portal.

## **AAPOR Award for Exceptionally Distinguished Achievement**

*The Association's highest honor, in recognition of lifetime achievement and outstanding contribution to the field of public opinion research.*

Winner: To be announced at the Saturday evening banquet

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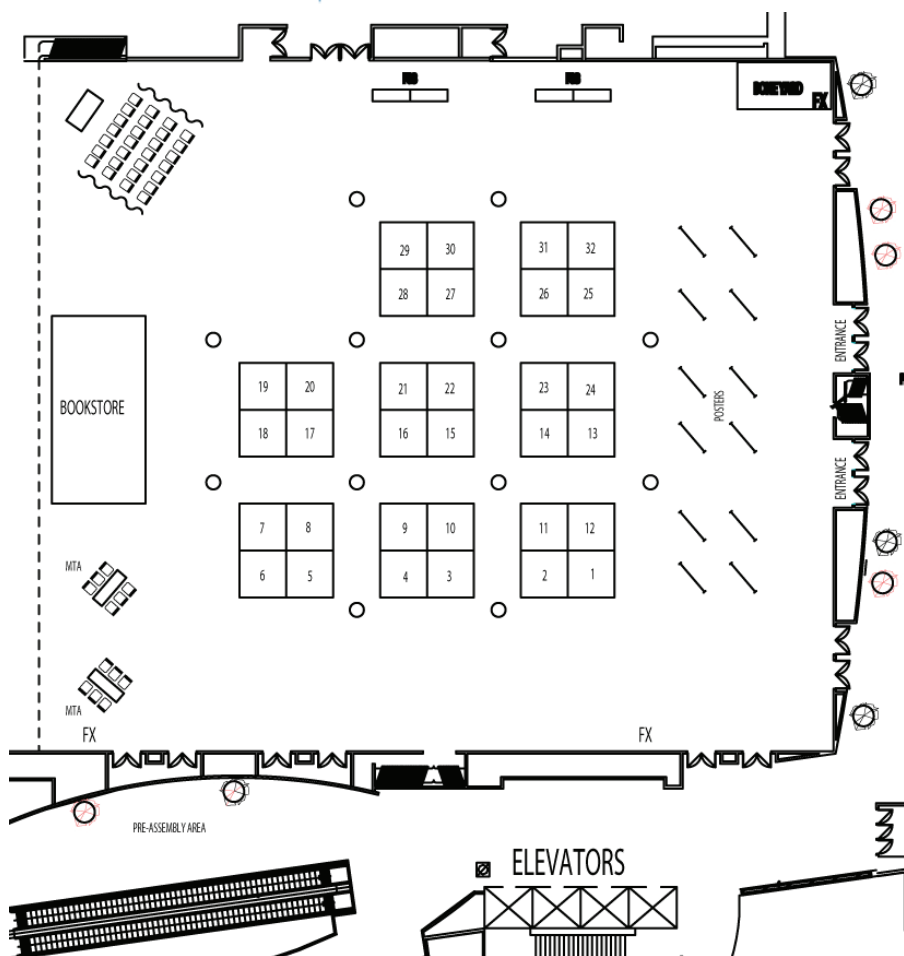
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# Exhibit Hall



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# DAY-AT-A-GLANCE

Wednesday, May 13, 2009

Time	Event	Room
4:00 PM – 8:00 PM	<b>REGISTRATION DESK OPEN</b>	Grand Registration
1:00 PM – 5:00 PM	<b>AAPOR EXECUTIVE COUNCIL MEETING</b>	212/213
2:30 PM – 6:00 PM	<b>AAPOR SHORT COURSES -</b> <i>Additional registration required</i> <ul style="list-style-type: none"> <li>• Weighting Survey Data – Krotki</li> <li>• Practical Tools for Nonresponse Bias Studies – Brick &amp; Olson</li> </ul>	Regency 1 Regency 2

# DAY-AT-A-GLANCE

Thursday, May 14, 2009

Time	Event	Room
7:00 AM – 5:00 PM	<b>REGISTRATION DESK OPEN</b>	Grand Registration
8:00 AM	<b>AAPOR GOLF OUTING</b>	Emerald Hills
8:00 AM – 11:30 AM	<b>AAPOR SHORT COURSES -</b> <i>Additional registration required</i> <ul style="list-style-type: none"> <li>• To Mix or Not to Mix Survey Modes – Dillman</li> <li>• Address-Based Sampling: Merits, Design &amp; Implementation – Fahimi</li> <li>• Introduction to Questionnaire Design – Schaeffer</li> </ul>	Regency 1 Regency 2 Regency 3
11:30 AM – 12:30 PM	<b>NEW! “SPEED NETWORKING” SESSION #1</b>	Great Hall 1 & 2 Foyer

1:30 PM – 3:00 PM	<b>CONCURRENT SESSIONS A</b>	
	• Adjusting for Nonresponse	Atlantic 1
	• Multilingual/Cross-Cultural Approaches	Atlantic 2
	• Methodological Briefs: Reducing Nonresponse	Atlantic 3
	• Mode & Health Surveys	Regency 1
	• Questionnaire Design	Regency 2
	• Sampling Hard-to-Reach Populations	Regency 3
	• Religion & Social Attitudes	312/313
3:00 PM – 4:00 PM	<b>IN THE EXHIBIT AREA</b>	Great Hall 1, 2 & 3
	<b>MEET THE AUTHOR SESSION #1</b>	
	• Paul J. Lavrakas <i>Encyclopedia of Survey Research Methods</i> SAGE Publications (2008)	
	• Meet the AAPOR Standards Chair and Associate Chair Mary Losch, Stephen J. Blumberg Mysteries of the AAPOR Code	
	<b>DEMONSTRATION SESSION #1</b>	
	<b>POSTER SESSION #1</b>	
	<b>NEW! “SPEED NETWORKING” SESSION #2</b>	
3:00 PM – 4:00 PM	<b>COMMITTEE MEETING</b>	
	<i>Public Opinion Quarterly</i> Advisory Board	305

4:00 PM – 5:30 PM	<b>CONCURRENT SESSIONS B</b>	
	• Response Rates, Calculations & Alternative Measures	Atlantic 1
	• Use of Incentives	Atlantic 2
	• Reflecting on Public Opinion Research: Lou Harris	Atlantic 3
	• Pre-election Polls: Accuracy	Regency 1
	• Cell Phone Sampling & Weighting	Regency 2
	• Methodological Briefs: Web, Wireless, & Address Sampling	Regency 3
	• Public Health Issues	312/313
6:00 PM – 7:00 PM	<b>NEW MEMBER / ALL-CHAPTER RECEPTION</b>	Grand Foyer
7:00 PM – 8:00 PM	<b>DINNER (core meal)</b>	Grand Ballroom
8:00 PM – 9:30 PM	<p><b>PLENARY SESSION –</b> <i>The Role of Traditional Survey Research in a World of Electronic Measurement and Changing Information Needs</i></p> <p><b>Moderator:</b> Michael W. Link, The Nielsen Company</p> <p><b>Speakers:</b> Paul Donato - Executive Vice President and Chief Research Officer, The Nielsen Company</p> <p>Kenneth Prewitt - Carnegie Professor of Public Affairs, Columbia University</p>	Grand Ballroom
9:30 PM – 10:30 PM	<b>DESSERT RECEPTION</b>	Grand Foyer



**Thursday 1:30 PM - 3:00 PM**

**Concurrent Sessions A**

**Adjusting for Nonresponse - Atlantic Ballroom 1**

Chair: Timothy Elig, Defense Manpower Data

Discussant: Audience members

**An Interpretable Nonresponse Model Using Regression Trees**

Polly Phipps, U.S. Bureau of Labor Statistics

Daniell Toth, U.S. Bureau of Labor Statistics

**Are We Adjusting Response Rates or Survey Variables? The Effects of Multiple Auxiliary Variables on Nonresponse Adjustment**

Frauke Kreuter, University of Maryland

Kristen Olson, University of Nebraska-Lincoln

**Who Are You?: A Data Mining Approach to Predicting Survey Non-Respondents**

Jaki S. McCarthy, National Agricultural Statistics Service

Thomas Jacob, National Agricultural Statistics Service

**Can Post-Stratification Adjustments Correct Telephone Survey Estimates for Coverage Bias Associated with not Sampling Cell Phone-Only Households?**

Kathleen T. Call, University of Minnesota

Michael Davern, University of Minnesota

Michel Boudreaux, University of Minnesota

Pamela J. Johnson, University of Minnesota

Justine Nelson, University of Minnesota

Donna Spencer, University of Minnesota



## **Item Nonresponse and Weighting Adjustments in a Telephone Survey of Tobacco Use**

Cong Ye, University of Maryland

Richard Valliant, University of Maryland

Guangyu Zhang, University of Maryland

Frauke Kreuter, University of Maryland

Olivia Carter-Pokras, University of Maryland

Robert Fiedler, Maryland Department of Health and Mental Hygiene

## **Multilingual/Cross-Cultural Approaches - Atlantic Ballroom 2**

Chair: Sue Ellen Hansen, University of Michigan

Discussant: Eugenio Giglio, Posicione Pesquisa de Mercado

## **The Use of Vignettes in Evaluating Multilingual Questionnaires**

M. Mandy Sha, RTI International

Yuling Pan, U.S. Bureau of the Census

## **Using Interpreters in Telephone Surveys**

Janet Harkness, University of Nebraska-Lincoln

Ana Villar, University of Nebraska-Lincoln

Yelena Kruse, Knowledge Networks

Laura Branden, Westat

Brad Edwards, Westat

Clarissa Steele, University of Nebraska-Lincoln

Ying Wang, University of Nebraska-Lincoln

## **The Influence of Cultural Dimensions on Survey Response Styles: An Analysis of IBM Global Employee Surveys for India**

Randal R. Ries, IBM

## **The Effects of Assertiveness and Nationality on Extreme Response Behaviors for Japanese and Americans**

Jennifer M. Benoit-Bryan, University of Illinois-Chicago

Eric W. Welch, University of Illinois-Chicago

Timothy P. Johnson, University of Illinois-Chicago

## **Methodological Briefs: Reducing Nonresponse - Atlantic Ballroom 3**

Chair: Andrea Werner-Leonard, University of Alberta

Discussant: Audience members

### **Increasing Youth Tobacco Survey Response Rates: Could Seasonality Be a Factor?**

Ashley Arthur, Centers for Disease Control and Prevention

Monique Young, Centers for Disease Control and Prevention

Charlotte Steeh, Independent Consultant

### **The In-Person Coaching Test: Comparisons of Daily Response Rate in Panels**

Adam Gluck, Arbitron

Courtney Mooney, Arbitron

### **The Effect of Up-Front Incentives on Long-Term Panel Performance**

Courtney N. Mooney, Arbitron

Adam Gluck, Arbitron

### **Differential Incentives Within Households**

Ryan McKinney, Arbitron

### **Incentive Conditioning in the National Survey of College Graduates**

Timothy Gilbert, U.S. Bureau of the Census

### **The Impact of Interviewer Performance Measures on Response Bias in a Small Telephone Record Validation Study**

Joseph W. Sakshaug, University of Michigan

Frauke Kreuter, University of Maryland

### **Behavioral Correlates of Rapport in Survey Interviews**

Brooke Foucault, Northwestern University

Joaquin Aguilar, Northwestern University

Peter V. Miller, Northwestern University

Justine Cassell, Northwestern University

## **Mode & Health Surveys - Regency Ballroom 1**

Chair: Dawn V. Nelson, AARP

Discussant: Audience members

### **Mode Effects in Questions About Stigmatized Behaviors and Personal Distress**

Rebecca Rosen, The New School for Social Research

Michael Schober, The New School for Social Research

Frederick Conrad, University of Michigan

### **Examining Mail and Web Survey Response Differences in a Survey on Assessment of Hospital Inpatient Care**

Judith T. Lynch, RTI International

Patrick Chen, RTI International

Harper Gordek, RTI International

Lorraine Babeu, U.S. Department of Defense

### **Predictors of Unit and Item Nonresponse to the 2008 Medicare CAHPS Survey**

Anna K. Burkhart, RAND Corporation

Marc N. Elliott, RAND Corporation

Amelia Haviland, RAND Corporation

Carol Edwards, RAND Corporation

### **The Effects of Survey Mode, Patient Mix and Nonresponse on CAHPS® Hospital Survey (HCAHPS) Scores**

Julie Brown, RAND Corporation

Marc N. Elliott, RAND Corporation

Elizabeth Goldstein, Centers for Medicare & Medicaid Services

William G. Lehrman, Centers for Medicare & Medicaid Services

Katrin Hambarsoomian, RAND Corporation

Laura Giordano, Health Services Advisory Group

### **Does Pre-Filling Responses on a Longitudinal Establishment Survey Stem Sample Attrition?**

Geraldine Mooney, Mathematica Policy Research

Melissa Krakowiecki, Mathematica Policy Research

Deborah Trunzo, Substance Abuse & Mental Health Services Administration

## **Questionnaire Design - Regency Ballroom 2**

Chair: Young Chun, University of Maryland

Discussant: Audience members

### **Development and Use of Questionnaire Design Guidelines for Establishment Surveys at the U.S. Bureau of the Census**

Rebecca Morrison, U.S. Bureau of the Census

### **Neither Fish nor Fowl: The Problem of ‘Neither/Nor’ Responses as Indicators of Opinion Neutrality**

Patrick Sturgis, University of Southampton

Patten Smith, Ipsos MORI

Caroline Roberts, FORS (Swiss Foundation for Research in the Social Sciences)

### **Anchoring and Adjusting in Questionnaire Responses**

Hunter Gehlbach, Harvard University

Scott Barge, Harvard University

### **A Comparison of Survey Reports Obtained Via Standard Questionnaire and Event History Calendar**

Jeffrey Moore, U.S. Bureau of the Census

Jason Fields, U.S. Bureau of the Census

Joanne Pascale, U.S. Bureau of the Census

Gary Benedetto, U.S. Bureau of the Census

Martha Stinson, U.S. Bureau of the Census

Anna Chan, U.S. Bureau of the Census

### **The Crystallization Hypothesis Revisited: Response-Order Effect in “Most Important Issue” Questions**

Alexandre Morin-Chassé, Laval University

François Petry, Laval University

## **Sampling Hard-to-Reach Populations - Regency Ballroom 3**

Chair: Matthew Courser, Pacific Institute for Research and Evaluation

Discussant: Edward P. Johnson, Western Wats

### **Use of Respondent-Driven Sampling to Study HIV Transmission Potential of Men Who Have Sex with Men and Drug Users in the U.S. and Russia**

Sandra H. Berry, RAND Corporation

Martin Iguchi, RAND Corporation

Allison Ober, RAND Corporation

Terry Fain, RAND Corporation

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Robert Heimer, Yale University

Andre Kozlov, St. Petersburg State University

Larry Ouellet, University of Illinois-Chicago

Steve Shoptaw, University of California-Los Angeles

William Zule, RTI International

### **Looking for a Needle in a Haystack: Sampling of Muslim Voters in the U.S.**

Mansour Fahimi, Marketing Systems Group

Brian R. Calfano, Missouri State University

Ashley Hyon, Marketing Systems Group

### **Accounting for Cultural Differences in Survey Ratings: Identifying and Controlling for Response Bias**

Joe Cardador, Service Management Group

### **Using Respondent Driven Sampling to Study Hard to Reach Populations: Experiences in the Minnesota Hmong and Latino Populations**

Melissa Constantine, University of Minnesota

Todd Rockwood, University of Minnesota

Michael Davern, University of Minnesota

Sharrilyn Evered, Blue Cross and Blue Shield of Minnesota

Steven Foldes, Long Term Care Group

## **Religion & Social Attitudes - Room 312/313**

Chair: Carl Ramirez, U.S. Government Accountability Office

Discussant: Richard Clark, University of Georgia

### **Two Approaches to Measuring Religious Affiliation Among Protestants**

Allison Pond, The Pew Forum on Religion & Public Life

Gregory Smith, The Pew Forum on Religion & Public Life

Dan Cox, Public Religion Research

Neha Sahgal, The Pew Forum on Religion & Public Life

Scott Clement, The Pew Forum on Religion and Public Life

### **Overreporting of Socially Desirable Behavior on Surveys: A Cross-National Examination of Religious Service Attendance**

Philip S. Brenner, University of Wisconsin-Madison

### **Atheists, Agnostics, Seculars, and the Non-Religious? Who Are the Religious Unaffiliated?**

Daniel Cox, Public Religion Research

Scott Clement, Pew Forum on Religion & Public Life

### **'That's Me in the Spotlight': Young People's Consistency and Change Over Time in Self-Assigned Religion**

Iain A. Noble, Department for Children, Schools and Families

Nick Moon, GfK NOP

**Thursday 3:00 PM - 4:00 PM**

**In the Exhibits Area**

**Demonstration Session 1 - Exhibit Hall**

Facilitator: Jana Mazak, The Nielsen Company

**Hatteras: A Collaborative Web-Based Instrument Design and Deployment System Developed by RTI International**

Chris Rasmussen, RTI International

Stuart Allen, RTI International

R. Suresh, RTI International

Sridevi Sattaluri, RTI International

Emily Warmoth, RTI International

**InfoTrend System for the Computer Content Analysis of Text**

David Fan, University of Minnesota

**From Use Cases to Tech Visits: A Demonstration of the Development and Deployment of Multi-Channel Passive Monitoring Systems for Longitudinal Exposure Surveys**

Gina Kilpatrick, RTI International

Robert Furberg, RTI International

Stacey Weger, RTI International

**A Demonstration of SSGeo Mapping: A Web-Based Self-Administered Geographical Survey Tool**

Sara A. Showen-O'Brien, Survey Sciences Group

Aaron M. Pearson, Survey Sciences Group

## **Poster Session 1 - Exhibit Hall**

### **Combating Telephone Fatigue After Multiple Waves: Testing Prepaid Incentives and a Hard-Copy Questionnaire in a Telephone Survey of Youth with Disabilities and their Parents**

Anne E. Kenyon, RTI International  
Lynn Newman, SRI International  
Suzanne Triplett, RTI International  
Anne-Marie Knokey, SRI International  
Kathryn Valdes, SRI International  
Helen Smith, RTI International

### **Women in Southern Asia vs. Women in Saudi Arabia**

William C. Hayes, D3 Systems

### **Comparative Analysis of Gender and Age in the Cell-Only and Landline Samples of the 2008 Iowa Behavioral Risk Factor Surveillance System (BRFSS) Data**

Anne Bonsall Hoekstra, University of Northern Iowa  
Mary E. Losch, University of Northern Iowa  
Gene M. Lutz, University of Northern Iowa

### **Personal Contact and Performance Based Incentives: Two Approaches to Raise Long-Term Panel Compliance and Reduce Missing Data**

Ana P. Melgar, The Nielsen Company  
Matt Walker, The Nielsen Company  
Jeff M. Scagnelli, The Nielsen Company  
Michael W. Link, The Nielsen Company

### **New Media Use, Political Sophistication and Cell-Phone Surveys**

Robert K. Goidel, Louisiana State University  
Christopher Kenny, Louisiana State University  
Michael A. Xenos, Louisiana State University

### **Testing the Use of Reminder Postcards in the Occupational Employment Statistics Survey**

Carrie K. Jones, U.S. Bureau of Labor Statistics



## **A Comparative Analysis of Final Pre-Presidential Election Surveys Employing Consistent Likely Voter Models, 1980-2008**

Lois Timms-Ferrara, University of Connecticut

Marc Maynard, University of Connecticut

## **Impact of News Media Choices on Presidential Candidate and Public Policy Preferences**

Mark Hungerford, University of Washington

## **Producing Straightlining and Item Non-Differentiation in a Web Survey: How Visual Design Plays a Role in Eliciting Satisficing Behaviors**

Mario Callegaro, Knowledge Networks

Jeffrey Shand-Lubbers, Knowledge Networks

Mike Dennis, Knowledge Networks

## **Results of Mailing Experiments Aimed at Maximizing Self-Administered Web Participation**

Jeffrey Franklin, RTI International

## **Telephone Survey Length: How Long Is Too Long?**

Frederica R. Conrey, Macro International

Randal S. ZuWallack, Macro International

## **When Easy Doesn't Do It: An Attempt to Simplify a Mailed Diary Survey**

Justin T. Bailey, The Nielsen Company

Gretchen Grabowski, The Nielsen Company

Ray Xiao, The Nielsen Company

Michael W. Link, The Nielsen Company

## **New Approaches to Causal Relationships Between Late Night Comedy Viewing and Political Knowledge**

Michael A. Xenos, Louisiana State University

Chris Weber, Louisiana State University

## **Clarifying the "Progress" of Progress Indicators**

Kumar Rao, Gallup

Mick P. Couper, University of Michigan

## **Youth Tobacco Survey Split Ballot Analysis: Methodological Modifications**

Michelle Carlberg, Centers for Disease Control and Prevention  
Kiersten Adams, Centers for Disease Control and Prevention  
Charlotte Steeh, Independent Consultant  
Heather Ryan, Centers for Disease Control and Prevention

## **Sampling Variance Estimation for the Dissimilarity Index: An Application Using the Census 2000 Long Form**

Richard Griffin, U.S. Bureau of the Census

## **The When and Where of Cell Phone-Only Incidence**

Eran N. Ben-Porath, Social Science Research Solutions  
Melissa J. Herrmann, Social Science Research Solutions  
David Dutwin, Social Science Research Solutions  
Richard W. Possett, Arbitron  
Anna Fleeman-Elhini, Arbitron

## **A Discriminating Measure: Response Format and Context Effects in the Measurement of Discrimination**

Randall Thomas, ICF International  
David Krane, Harris Interactive

## **Who Needs RDD? (Part II): An Assessment of Coverage Bias in Dual-Frame Designs That Combine Directory-Listed and Cell Phone Samples**

James M. Ellis, University of Virginia  
Thomas M. Guterbock, University of Virginia  
Abdoulaye Diop, University of Virginia  
John Lee P. Holmes, University of Virginia  
Trung K. Le, University of Virginia

## **Using a Longitudinal Panel Study to Examine the Dynamics of Voter Decision-Making**

Michael Henderson, Harvard University  
Sunshine Hillygus, Harvard University  
Trevor Tompson, The Associated Press

## **The Impact of Landline and Cell Phone Usage Patterns Among Young Adults on BRFSS Outcomes**

S. S. Hu, Centers for Disease Control and Prevention  
Lina Balluz, Centers for Disease Control and Prevention

## **Can Interviewer Characteristics Influence Results of an Establishment Survey?**

Karol Krotki, RTI International

## **Mail Surveys as an Alternative to Random Digit Dial When Attempting to Reach the Young Adult Population**

Rebecca Medway, Fors Marsh Group

Luke Viera, Fors Marsh Group

Scott Turner, Fors Marsh Group

Sean Marsh, Fors Marsh Group

## **A Listed Oversample Design for the National Immunization Survey**

Elizabeth Welch, NORC

Hee-Choon Shin, NORC

Noelle Angelique Molinari, Centers for Disease Control and Prevention

## **Statistics Canada's Computer-Assisted Interview Monitoring Program**

Caroline Pelletier, Statistics Canada

## **Comparing Response Rates of Multi-Mode Recruit Single Mode Address-Based Sampling and Random-Digit Dialing Sampling**

Edward P. Johnson, Western Wats

## **Latent Class Analysis of Bioeconomy Consumer Survey Data**

Michael D. Larsen, Iowa State University

Sarah M. Nusser, Iowa State University

Cynthia N. Fletcher, Iowa State University

Craig Gundersen, University of Illinois, Urbana-Champaign

## **The Age Question: The Impact of Question Wording on Voter Attitudes About a Candidate's Age**

Patrick Murray, Monmouth University

Timothy MacKinnon, Monmouth University Polling Institute

## **Experimental Test of the Accuracy of Proxy Reports Compared to Target Reports with Third-Party Validity**

Curtiss Cobb, Stanford University

Jon Krosnick, Stanford University

**Screening Households for the REACH US Risk Factor Survey: An Experiment in Using Self-Administered Questionnaires**

Keeshawna Brooks, NORC  
Kari L. Nysse-Carris, NORC  
Martin Barron, NORC  
Lauren Kemp, NORC  
Julie Gasparac, NORC  
Angela Debello, NORC

**Thursday 4:00 PM - 5:30 PM**  
**Concurrent Sessions B**

**Response Rates, Calculations & Alternative Measures - Atlantic Ballroom 1**

Chair: Harmoni Joie Noel, University of Nebraska-Lincoln  
Discussant: Audience members

**Measuring Total Participation: An Alternative Metric to Response Rate**

Bruce Hoynoski, The Nielsen Company  
Michael W. Link, The Nielsen Company  
Martin Frankel, Baruch College, City University of New York

**Calculating Response Rates for Today's Landline RDD Samples**

Marla D. Cralley, Arbitron  
Diana Buck, Arbitron

**To Link or Not to Link?: Exploring Approaches to Maintaining American Community Survey Response Rates During Census 2010**

Laurie Schwede, U.S. Bureau of the Census  
Anissa Sorokin, U.S. Bureau of the Census

**Using Contact Attempt History Data to Determine the Optimal Number of Contact Attempts**

Adam Safir, U.S. Bureau of Labor Statistics  
Lucilla Tan, U.S. Bureau of Labor Statistics

## **Impact of Increased Incentives on Response Rates on a Longitudinal Study**

Rebecca K. Granger, RTI International

Marjorie Hinsdale, RTI International

Elvessa Aragon-Logan, RTI International

Jean Richardson, RTI International

## **Use of Incentives - Atlantic Ballroom 2**

Chair: Jane Traub, Scarborough Research

Discussant: Kristen Olson, University of Nebraska-Lincoln

## **Monetary Incentive vs. Donation to Charity: Does the Survey Intro Affect Survey Response Rates?**

Naomi Freedner, Macro International

Beth Tarallo, Macro International

Emily Burns, University of Colorado-Denver

Arnold Levinson, University of Colorado-Denver

## **Timing is Everything (Part 2): Efficacy Evaluation of Using Incentives at Two Different Time Periods**

Karen Grigorian, NORC

Shana M. Brown, NORC

## **Timing and Amount of Incentives: Implications for Enhancing Survey Participation and Encouraging Web Completion in a Multimode Survey**

Anne Ciemnecki, Mathematica Policy Research

Sheila Heaviside, Mathematica Policy Research

Kirsten Barrett, Mathematica Policy Research

Geri Mooney, Mathematica Policy Research

Donsig Jang, Mathematica Policy Research

Kelly H. Kang, National Science Foundation

## **Is \$10 the New \$5 for Hard-to-Reach Demographics?**

Robin Gentry, Arbitron

Marla Cralley, Arbitron

## **AAPOR Special Panel - Atlantic Ballroom 3**

### **An Interview with Louis Harris: Reflections on his Life in Polling**

Chair: Mark Schulman, Abt SRBI

Lou Harris, Founder, Harris Poll

G. Evans Witt, Princeton Survey Research Associates International

## **Pre-Election Polls: Accuracy - Regency Ballroom 1**

Chair: Jon Cohen, The Washington Post

Discussant: Audience members

### **Are All Polls Becoming Equal? The Predictive Validity of Academic, Corporate, Partisan and Robo-Polls in 2006**

Dan Cassino, Fairleigh Dickinson University

Krista Jenkins, Fairleigh Dickinson University

Peter Woolley, Fairleigh Dickinson University

### **Markets vs. Polls as Predictors: An Historical Assessment of U.S. Presidential Elections**

Christopher Wlezien, Temple University

Robert Erikson, Columbia University

### **Evaluating the Polls in the 2008 Presidential Election: Beyond the Final Pre-Election Polls**

David Moore, University of New Hampshire

### **Methods, Forecasts, and Elections: Statewide Presidential Polls in 2008**

Chase H. Harrison, Harvard University

### **Polling Accuracy in the 2008 Election: Untangling the “Miracle of Aggregation”**

Jason A. Wood, University of Cincinnati

## **Cell Phone Sampling & Weighting - Regency Ballroom 2**

Chair: Clyde Tucker, U.S. Bureau of Labor Statistics

Discussant: Audience members

### **Cell Phones: The Key to Including the Full Population?**

Martin Frankel, Baruch College, City University of New York

Michael P. Battaglia, Abt Associates

Lena S. Balluz, Centers for Disease Control and Prevention

### **Wireless and Wireline: Dual Frame Implications for Sample Design Decisions on Estimates, Weighting and Costs**

Robert Benford, GfK Custom Research North America

Trevor Tompson, The Associated Press

Barry Feinberg, GfK Custom Research North America

Geoff Feinberg, GfK Custom Research North America

Annie Weber, GfK Custom Research North America

Nicole Speulda, GfK Custom Research North America

Christopher Fleury, GfK Custom Research North America

### **Exploring the Overlap Domain in a National Dual-Frame (Cell/Landline) Telephone Survey: Results from the National Park Service Comprehensive Survey of the American Public**

Sharon Lohr, Arizona State University

Burke Grandjean, University of Wyoming

Patricia A. Taylor, University of Wyoming

### **Mitofsky-Waksberg Sampling of Cell Phone Numbers**

Joshua Brown, Macro International

Randal ZuWallack, Macro International

### **Estimating Local Phone Service Percentages: How to Weight the Data from a Local, Dual-Frame Sample Survey of Cellphone and Landline Telephone Users in the United States**

Thomas M. Guterbock, University of Virginia

## **Methodological Briefs: Web, Wireless, and Address Sampling - Regency Ballroom 3**

Chair: Yonghe Michael Yang, ICF International

Discussant: Audience members

### **Address-Based Sampling and Address Matching: Experience from REACH US**

Katie Dekker, NORC

Whitney Murphy, NORC

### **Priming Web Survey Respondents with Location-Specific Graphics: Effects on Customer Survey Scores and Break-Off Rates**

Joe Cardador, Service Management Group

### **Who Chooses the Web Option?**

Barbara C. O'Hare, Arbitron

Robin Gentry, Arbitron

### **Respondent-Oriented Interaction Design Reduces Item Nonresponse in Internet Surveys**

Lars Kaczmirek, GESIS

### **Results of an Experiment of Alternate Versions of Skip Instructions**

Patricia M. Gallagher, University of Massachusetts-Boston

### **Cell Phone Reverse Directories: Promise or Peril?**

Sarah Dipko, Westat

Krista Freedman, Westat

### **Wireless Telephone Sharing: Household Estimates from the National Health Interview Survey**

Stephen J. Blumberg, National Center for Health Statistics

Julian V. Luke, National Center for Health Statistics



## **Public Health Issues - Room 312/313**

Chair: Judie Mopsik, The Lewin Group

Discussant: John Loft, RTI International

### **Public and Professional Attitudes Regarding Pandemic Influenza Preparedness**

James Wolf, Indiana University-Indianapolis

### **Ready or Not? Public Perceptions of Barriers to Preparing for Emergency Situations**

Robert W. Oldendick, University of South Carolina

Sonya Duhe, University of South Carolina

Joseph L. Pearson, University of South Carolina

Charlotte T. Galloway, University of South Carolina

### **Native Americans' Health Care Attitudes and Experiences**

John Benson, Harvard University

Melissa Herrmann, International Communications Research

Robert Blendon, Harvard University

### **Produce Food Safety in the Marketing Channel and the American Consumer**

Julie Pennington, University of Wisconsin-Eau Claire

Kumar Rao, Gallup

Dwayne Ball, University of Nebraska-Lincoln









# DAY-AT-A-GLANCE

Friday, May 15, 2009

Time	Event	Room
7:00 AM – 8:00 AM	<b>COMMITTEE MEETING</b>	
	National Network of State Polls (NNSP)	307
7:00 AM – 8:00 AM	<b>CONTINENTAL BREAKFAST (in exhibit hall)</b>	Great Hall 1, 2 & 3
7:00 AM – 5:00 PM	<b>EXHIBIT HALL OPEN</b>	Great Hall 1, 2 & 3
7:30 AM – 4:30 PM	<b>REGISTRATION DESK OPEN</b>	Grand Registration
8:00 AM – 9:30 AM	<b>CONCURRENT SESSIONS A</b>	
	• Immigration, Ideology, & Polarization	Atlantic 1
	• Interviewer Effects	Atlantic 2
	• Multimode: Measurement Effects	Atlantic 3
	• Web Representation	Regency 1
	• Collecting Recall & Event Information	Regency 2
	• Pre-Election Polls: Methodological Issues I	Regency 3
• American Image Abroad	312/313	
9:30 AM – 10:00 AM	<b>REFRESHMENT BREAK</b>	Great Hall 1, 2 & 3

10:00 AM – 11:30 AM	<b>CONCURRENT SESSIONS B</b>	
	• Nonresponse Error in Survey Estimates of US Television Viewing	Atlantic 1
	• Address Based Alternatives to RDD in Surveying the General Population	Atlantic 2
	• Resolved: That Major Media Polls Today Impair Democracy in the United States	Atlantic 3
	• Cognitive Interviewing	Regency 1
	• Pre-Election Polls: Methodological Issues II	Regency 2
	• Sampling: Revisiting the Use of Zero Listed Banks	Regency 3
	• What is R? A Brief Statistical Software Seminar	312/313
11:45 PM – 1:45 PM	<b>LUNCHEON &amp; PRESIDENTIAL ADDRESS (core meal)</b>	Grand Ballroom
11:45 PM – 12:45 PM	<b>COMMITTEE MEETING</b>	
	<i>Journal of Official Statistics</i> Editorial Board	305
2:00 PM – 3:30 PM	<b>CONCURRENT SESSIONS C</b>	
	• Total Survey Error	Atlantic 1
	• Race & Public Opinion	Atlantic 2
	• Methodological Briefs: Response Rates	Atlantic 3
	• Methodological Advances in Health Research	Regency 1
	• Cell Phone Coverage	Regency 2
	• Methodological Issues for Online Election Panel Studies	Regency 3
	• Science & Public Attitudes	312/313

3:30 PM – 4:30 PM	<b>IN THE EXHIBITS AREA</b>	Great Hall 1, 2 & 3
	<b>DESSERT BREAK</b>	
	<b>MEET THE AUTHOR SESSION #2</b> <ul style="list-style-type: none"> <li>• Duane F. Alwin <i>Margins of Error: A Study of Reliability in Survey Measurement</i> Wiley-Interscience (2007)</li> <li>• Janet A. Harkness, Beth Ellen Pennell, Peter Ph. Mohler, Tim Johnson, Lars Lyberg, Brad Edwards, Tom. W. Smith, Michael Braun <i>Survey Methods in Multinational, Multiregional, and Multicultural Contexts</i> John Wiley &amp; Sons (Forthcoming 2009)</li> </ul>	
	<b>DEMONSTRATION SESSION #2</b>	
	<b>POSTER SESSION #2</b>	
	<b>NEW! “NETWORK SAMPLING”</b>	Great Hall 1 & 2 Foyer
4:30 PM – 5:45 PM	<b>CONCURRENT SESSIONS D</b>	
	• Special Issues Dealing with Nonresponse	Atlantic 1
	• Public Opinion & Policy	Atlantic 2
	• Methodological Briefs: Questionnaire Design	Atlantic 3
	• Multimode: Mode Choice	Regency 1
	• Analytic Methodology	Regency 2
	• Participation and Turnout	Regency 3
• Effective Use of Incentives	312/313	
5:45 PM – 11:00 PM	<b>FLORIDA MARLINS GAME</b>	Off-site
6:00 PM – 7:30 PM	<b>COMMITTEE MEETING</b>	
	Academic Survey Research Organizations (ASRO)	314
9:00 PM	<b>PUB CRAWL</b>	Off-site





**Friday 8:00 AM - 9:30 AM**  
**Concurrent Sessions A**

**Immigration, Ideology, & Polarization - Atlantic Ballroom 1**

Chair: David Redlawsk, University of Iowa

Discussant: David Fan, University of Minnesota

**2008 National Household Travel Survey: Trends on Immigrant Travel Behavior**

Adella Santos, Cambridge Systematics

Heather Contrino, Federal Highway Administration

Nancy McGuckin, Travel Behavior Analyst

Robert Santos, Urban Institute

**Americans' Changing Foreign Language Policy Attitudes**

John P. Robinson, University of Maryland

**Effects of Gain-Loss News Framing and Political Ideology on Audience Sympathy**

Melissa R. Gottlieb, University of Wisconsin-Madison

Itay Gabay, University of Wisconsin-Madison

Stephanie Edgerly, University of Wisconsin-Madison

**It's All Relative: Party Polarization, Alienation, and Trust in Government**

Scott O'Brien, University of North Carolina-Chapel Hill

## **Interviewer Effects - Atlantic Ballroom 2**

Chair: Claire Durand, University of Montreal

Discussant: Audience members

### **The Effect of Interview Experience on Follow-Up Response Propensity in a Longitudinal Survey**

Matt Sloan, Mathematica Policy Research

Debra Wright, Mathematica Policy Research

### **Race/Ethnicity and RDD Nonresponse Processes: Understanding the Role of Interviewer, Respondent and Community-Level Race/Ethnic Composition on Survey Participation**

Timothy Johnson, University of Illinois-Chicago

Allyson L. Holbrook, University of Illinois-Chicago

Maria Krysan, University of Illinois-Chicago

Pei-Pei Lei, University of Illinois-Chicago

Young I. Cho, University of Illinois-Chicago

### **Relating Interviewer Attitudes, Personality Traits and Skills to Survey Response**

Jennifer Sinibaldi, National Centre for Social Research

Annette Jackle, University of Essex

Sarah Tipping, National Centre for Social Research

Peter Lynn, University of Essex

### **Polling Pink: An Examination of Interviewer Bias and Pragmatic Inference in Item Wording and Question Order on the Issue of Gay Rights in the 2008 Presidential Election**

Paul G. Harwood, University of North Florida

Mark Swanhart, University of North Florida

Nicholas J. Seaton, University of North Florida

### **The Impact of Survey "House" Effects on the Study of Political Polarization: An Examination of Partisan Identities, Ideology and Issue Constraint Using Public Opinion Surveys from 1978-2008**

Curtiss Cobb, Stanford University

Norman Nie, Stanford University

## **Multimode: Measurement Effects - Atlantic Ballroom 3**

Chair: Lars Lyberg, Statistics Sweden

Discussant: Audience members

### **Measuring Mode Effects in a Panel Survey of New Businesses**

Betsy Santos, Mathematica Policy Research

David DesRoches, Mathematica Policy Research

### **Who's Missing Data in a Multi-Mode Survey**

Deborah Harper, NORC

Lance Selfa, NORC

### **Evaluation of Measurement Equivalence for a Web-Based Survey with Paper Survey Option**

Jennifer Gibson, Fors Marsh Group

Scott Turner, Fors Marsh Group

Sean Marsh, Fors Marsh Group

Rebecca Medway, Fors Marsh Group

### **Mode Effects in Measurement of Adults' Functional Writing Literacy**

Young Chun, University of Maryland

Sheida White, National Center for Education Statistics

Jaleh Soroui, American Institutes for Research

Jing Chen, American Institutes for Research

### **Are You Feeling Worthless? An Investigation of Mode Effects for Measures of Emotional Well-Being**

David Cantor, Westat

Brett McBride, Westat

## **Web Representation - Regency Ballroom 1**

Chair: Justin Bailey, The Nielsen Company

Discussant: Audience members

### **Does Weighting Improve the Accuracy of Data from Non-Probability Internet Survey Panels of People Who Volunteer to Do Surveys for Money?**

David Yeager, Stanford University

Jon A. Krosnick, Stanford University

### **Differences Between Internet and Non-Internet Households on Survey Items: Do These Differences Disappear After Controlling for Correlates of Internet Status?**

Chan Zhang, University of Michigan

Mario Callegaro, Knowledge Networks

Melanie Thomas, Knowledge Networks

Charles DiSogra, Knowledge Networks

### **The Challenge and Importance of Including Spanish-Dominant Latinos in Online Panel Studies Addressing the U.S. Hispanic Population: Lessons from KnowledgePanel Latino(SM)**

Charles A. DiSogra, Knowledge Networks

Tom Wells, Knowledge Networks

Jannet Torres, Knowledge Networks

### **How to Cover the General Population by Internet Interviewing**

Annette Scherpenzeel, CentERdata

### **Interactive Interventions in Web Surveys Can Increase Respondent Conscientiousness**

Frederick G. Conrad, University of Michigan

Roger Tourangeau, University of Michigan

Mick P. Couper, University of Michigan

Courtney K. Kennedy, University of Michigan

## **Collecting Recall & Event Information - Regency Ballroom 2**

Chair: John Nienstedt, Competitive Edge Research

Discussant: Audience members

### **Effects of Recall Cues and Respondent Age on Data Quality**

Lisa Lee, NORC

Parvati Krishnamurty, NORC

### **Life360: Usability of Mobile Devices for Time Use Surveys**

Jennie Lai, The Nielsen Company

Lorelle Vanno, The Nielsen Company

Michael W. Link, The Nielsen Company

Jennie Pearson, University of Nebraska-Lincoln

Hala Makowska, The Nielsen Company

Karen Benezra, The Nielsen Company

Mark Green, The Nielsen Company

### **Evaluating Event History Calendars Through Behavior Coding**

Joanne Pascale, U.S. Bureau of the Census

Alice McGee, National Centre for Social Research

### **Implications for Survey Design When Collecting Autobiographical Data**

Lindsay Virost, NORC

Vincent E. Welch, NORC

Brianna Groenhout, NORC

### **A Comparison of Direct Recall to Milestone-Related Recall of Autobiographical Intervals**

Vincent E. Welch, NORC

Brianna Groenhout, NORC

Kristy Webber, NORC

## **Pre-Election Polls: Methodological Issues-1 - Regency Ballroom 3**

Chair: Kate Stewart, Belden, Russonello & Stewart

Discussant: Audience members

### **More Race of Interviewer Effects in 2008 Pre-Election Presidential Polls**

Jennifer De Pinto, CBS News

Sarah Dutton, CBS News

Fred Backus, CBS News

### **"Would You Still Hang Up on This Poll If You Knew . . . ?" An Experiment to Improve the Design of Political Message Testing Polls**

Thomas M. Guterbock, University of Virginia

Deborah L. Rexrode, University of Virginia

Samantha Luks, Polimetrix

### **Internet Polling in the 2008 Election**

Doug Rivers, Stanford University

Samantha Luks, YouGov/Polimetrix

### **Likely Voter Screens Exclude Many Actual Voters: Evidence from Multiple Elections and Multiple Screens**

Masahiko Aida, Greenberg Quinlan Rosner Research

Todd Rogers, The Analyst Institute

### **The Incumbency Rule 2008: Rest in Peace or Born Again**

Christopher P. Borick, Muhlenberg College

## **American Image Abroad - Room 312/313**

Chair: Brandon Bosch, University of Washington

Discussant: Robert Kirby Goidel, Louisiana State University

### **"Goodwill" Effect of a New Presidential Administration on U.S. Favorability Ratings**

Erin Carriere-Kretschmer, Pew Research Center

Kathleen M. Holzward, Pew Research Center

### **Media Use and Middle Eastern Public Opinion**

Karl G. Feld, D3 Systems

Brittany Shanks, D3 Systems

**The Mental Image of the U.S.-Led War on Terror Among Muslim Populations Living Outside the U.S.: Extracting Image Components from Public Opinion Data Using Structural Equation Modeling Techniques**

Michael Elasmr, Boston University

**Friday 10:00 AM - 11:30 AM**

**Concurrent Sessions B**

**Nonresponse Error in Survey Estimates of US Television Viewing - Atlantic Ballroom 1**

Chair: Norman Trussell, The Nielsen Company

Discussant: Ceril Shagrin, Univision

**Assessing Bias Through a Large Multi-Mode Nonresponse Bias Study: Design and Outcomes**

Teresa Jin, The Nielsen Company

Jennie Lai, The Nielsen Company

Natalie Coser, The Nielsen Company

Michael W. Link, The Nielsen Company

**Implications for the Study of Television Audiences**

Peter V. Miller, Northwestern University

Paul J. Lavrakas, Independent Consultant

**Television Viewing Among Respondents and Nonrespondents to the Nielsen People-Meter Survey**

Ashley Bowers, University of Michigan

Robert M. Groves, University of Michigan

**Television Viewing Among Respondents and Nonrespondents to the Nielsen Diary Survey**

Carolina Casas-Cordero, University of Maryland

Frauke Kreuter, University of Maryland

## **Address-Based Alternatives to RDD in Surveying the General Population - Atlantic Ballroom 2**

Chair: Colleen K. Porter, University of Florida

Discussant: Michael Lawrence, Knowledge Networks

### **Obtaining Responses by Mail or Web: Response Rates and Data Consequences**

Glenn D. Israel, University of Florida

### **Evaluating Response Quality in a Study Using Random Digit Dialing, Mail and Web Using the Postal Delivery Sequence File**

Virginia M. Lesser, Oregon State University

### **Using the U.S. Postal Deliver Sequence File for Mixed-Mode Studies: Report on Measurement Differences Between Mail and Telephone Responses in the SHAPE Study**

Todd Rockwood, University of Minnesota

Melissa Constantine, University of Minnesota

Michael Davern, University of Minnesota

Timothy Beebe, Mayo Clinic

Sheldon Swaney, Hennepin County Human Services and Public Health Department

### **Improving the Effectiveness of Mail Contact Procedures to Obtain Survey Response Over the Internet for General Public Household Surveys**

Benjamin Messer, Washington State University

Don A. Dillman, Washington State University

## **Resolved: That Major Media Polls Today Impair Democracy in the United States (a Debate) – Atlantic Ballroom 3**

Chair: Patricia Moy

David Moore, University of New Hampshire

George F. Bishop, University of Cincinnati

Eric Plutzer, Pennsylvania State University

Mark Schulman, Abt-SRBI



## **Cognitive Interviewing - Regency Ballroom 1**

Chair: Eileen O'Brien, Energy Information Administration

Discussant: Fran A. Featherston, National Science Foundation

### **Current Practices in Cognitive Interviewing**

Pat D. Brick, Westat

Johnny Blair, Abt Associates

### **Concurrent Cognitive and Usability Testing: Taking Full Advantage of Pretesting Methodologies**

Jennifer H. Childs, U.S. Bureau of the Census

Jennifer C. Romano, U.S. Bureau of the Census

Elizabeth D. Murphy, U.S. Bureau of the Census

### **What Does 'Usual' Usually Mean?**

Jennifer Edgar, U.S. Bureau of Labor Statistics

### **Cognitive Testing as a Method of Pre-Testing Questionnaires in High and Low Context Cultures**

Hyunjoo Park, RTI International

Mandy M. Sha, RTI International

Yuling Pan, U.S. Bureau of the Census

## **Pre-Election Polls: Methodological Issues - 2 - Regency Ballroom 2**

Chair: Terry Richardson, U.S. Government Accountability Office

Discussant: Audience members

### **Methodological Issues in 2008 Pre-Election Polling**

Gary Langer, ABC News

Jon Cohen, The Washington Post

Jennifer Agiesta, The Washington Post

Peyton Craighill, ABC News

Patrick Moynihan, ABC News

### **Don't Throw the Baby Out with the Bath Water: Pre-Election Polls in 2008 and Cell Phones**

Clifford A. Young, Ipsos Public Affairs

## **Perils of the 2008 Election Polls**

Scott Keeter, Pew Research Center  
Michael Dimock, Pew Research Center  
Leah Christian, Pew Research Center  
Jocelyn Kiley, Pew Research Center

## **Enhancing Pre-Election Polling Using Cluster Analysis**

Don Levy, Siena College

## **Pre-Election Polling: The Pros and Cons of a 5-Day Field Period**

Trevor Tompson, The Associated Press  
Robert Benford, GfK Custom Research North America  
Christopher Fleury, GfK Custom Research North America  
Barry Feinberg, GfK Custom Research North America  
Geoff Feinberg, GfK Custom Research North America  
Paul J. Lavrakas, Independent Consultant  
Nicole Speulda, GfK Custom Research North America  
Annie Weber, GfK Custom Research North America

## **Sampling: Revisiting the Use of Zero Listed Banks - Regency Ballroom 3**

Chair: Pia Peltola, American Institutes for Research  
Discussant: Audience members

## **Topology of the Landline Telephone Sampling Frame**

Mansour Fahimi, Marketing Systems Group  
Dale Kulp, Marketing Systems Group

## **Impact of Unlisted Banks on Telephone Surveys: Coverage Error and Bias in Samples Based on Hundreds Banks with Listed Numbers**

John M. Boyle, Abt SRBI  
Michael Bucuvalas, Abt SRBI  
Linda Piekarski, Survey Sampling International  
Andy Weiss, Abt SRBI

## **A Practical Look at 1000-Series RDD Sampling**

Karen CyBulski, Mathematica Policy Research  
John Hall, Mathematica Policy Research  
Nancy Duda, Mathematica Policy Research

**Unlisted Banks in New York City: Coverage Error and Bias in Urban Areas from RDD Samples Based on Hundreds of Banks with Listed Numbers**

Andy Weiss, Abt SRBI

Mike Battaglia, Abt Associates

John M. Boyle, Abt SRBI

Ashley Hyon, Marketing Systems Group

Dale Kulp, Marketing Systems Group

**A Comparison of Landline Telephone Households in Zero-Banks to Those in a Traditional RDD Sample: Is Lack of Coverage a Source of Bias?**

David Dutwin, Social Science Research Solutions

Dale Kulp, Marketing Systems Group

Melissa Herrmann, Social Science Research Solutions

Robyn Rapoport, Social Science Research Solutions

Mansour Fahimi, Marketing Systems Group

**What is R? A Brief Statistical Software Seminar-Room 312/313**

Thomas Lumley, University of Washington

**Friday 2:00 PM - 3:30 PM**  
**Concurrent Sessions C**

**Total Survey Error - Atlantic Ballroom 1**

Chair: Kathleen Ashenfelter, U.S. Bureau of the Census

Discussant: Audience members

**Changing from Total Survey Error to Total Survey Variation**

Tom W. Smith, NORC

**What to Do with Questionable Survey Responses: A Practical and Ethical Analysis of Approaches to Handling Dubious Data**

Agnieszka Flizik, BioVid Corporation

## **Respondent Substitution in Self-Administered Surveys of Named Individuals**

Carl M. Ramirez, U.S. Government Accountability Office

Stuart M. Kaufman, U.S. Government Accountability Office

## **Research on a Hybrid Within-Unit Respondent Selection Method**

Paul J. Lavrakas, Independent Consultant

Trevor Tompson, The Associated Press

Robert Benford, GfK Custom Research North America

## **Strategies for Increasing Response Rates in Web and Mail Surveys: Effects on Sample Composition**

Iris Haas, GESIS

## **Race & Public Opinion - Atlantic Ballroom 2**

Chair: Steven Barkan, University of Maine

Discussant: Audience members

## **The Effect of Implicit Prejudice on Vote Choice During the 2008 Presidential Election: Insights from the Associated Press-Yahoo News-Stanford University Study**

Keith Payne, University of North Carolina-Chapel Hill

Yptach Lelkes, Stanford University

Jon A. Krosnick, Stanford University

Omair Akhtar, Stanford University

Josh Pasek, Stanford University

Trevor Tompson, The Associated Press

## **Implicit Racial Attitudes, Race Related Policy Opinions and Support for Barack Obama: Combining Online Reaction Time Studies and Representative Surveys**

Thomas Craemer, University of Connecticut

Todd Shaw, University of South Carolina

Courtney Edwards, University of South Carolina

Hakeem Jefferson, University of South Carolina

## **Race of Interviewer Effects on Reports of Political Attitudes and Participation: Results of a New Experiment**

Maria Krysan, University of Illinois-Chicago

Allyson Holbrook, University of Illinois-Chicago

Timothy Johnson, University of Illinois-Chicago

Loren Henderson, University of Illinois-Chicago

## **Candidate Race, Age and Gender: Did They Make a Difference in Candidate Evaluations and Choices in 2008?**

Eric W. Rademacher, University of Cincinnati

Kimberly Downing, University of Cincinnati

## **Race of Interviewer Effects on 2008 Presidential Horse Race Results**

John E. Nienstedt, Competitive Edge Research & Communication

## **Methodological Briefs: Response Rates - Atlantic Ballroom 3**

Chair: Julie Paasche, Nustats

Discussant: Audience members

## **Zero – Two – Five: Which Pre-Pay Amount Gets You More for Your Money?**

Patricia S. Nemeth, Mathematica Policy Research

## **Does Anonymous Survey Administration Improve Response to a Questionnaire with Sensitive Questions?**

Alisha B. Simon, Center for Chronic Disease Outcomes Research

Maureen Murdoch, Center for Chronic Disease Outcomes Research

AnnMarie K. Bangerter, Center for Chronic Disease Outcomes Research

## **Effects of Alternative Forms of Addressing Households on Response Rates and Costs in a Mail Survey**

Kelly M. Elver, University of Wisconsin-Madison

Jennifer Dykema, University of Wisconsin-Madison

John R. Stevenson, University of Wisconsin-Madison

## **A Propensity-Adjusted Interviewer Response Rate Indicator**

Patricia Maher, University of Michigan

Robert M. Groves, University of Michigan

## **Making the Most of a Traditional Landline RDD Survey in the 21st Century: A Case Study**

Jonathan Wivagg, Westat

Martha S. Kudela, Westat

Conrad Choinière, U.S. Food and Drug Administration

Amy Lando, U.S. Food and Drug Administration

## **Effect on Participation Rate of Including Data From a Prior Mail Survey in Cover Letters**

Jeanette O. Janota, American Speech-Language-Hearing Association

## **Long-Term Effects of Incentives: Results from the NLSY97**

Parvati Krishnamurty, NORC

Kyle Fennell, NORC

Jodie Daquilinea, NORC

## **Methodological Advances in Health Research - Regency Ballroom 1**

Chair: Timothy Beebe, Mayo Clinic

Discussant: Audience members

## **Using Survey to Administrative Record Linkage Studies to Partially Correct Survey Program Participation for Timely Policy Research Purposes**

Michael Davern, University of Minnesota

Jacob Klerman, Abt Associates

Jeanette Ziegenfuss, University of Minnesota

Michael Plotzke, Abt Associates

## **Using Verbal and Paralinguistic Behaviors to Explain Variation in Self-Reported Health Items**

Dana Garbarski, University of Wisconsin-Madison

Nora Cate Schaeffer, University of Wisconsin-Madison

Jennifer Dykema, University of Wisconsin-Madison

## **Flexibility and Structure in Health Status Measurement Via Event History Calendars: “Long Time, No Status Change”**

Debra R. Miller, University of Nebraska-Lincoln

Clarissa Steele, University of Nebraska-Lincoln

Ipek Bilgen, University of Nebraska-Lincoln

Robert Belli, University of Nebraska-Lincoln

## **Truth or Consequences: The Inter-Temporal Consistency of Adolescent Risk Behavior Reporting**

Janet Rosenbaum, Johns Hopkins University

## **The Utility of Prediction Models to Oversample the Long-Term Uninsured**

Steven Cohen, Agency for Healthcare Research and Quality

## **Cell Phone Coverage - Regency Ballroom 2**

Chair: Jeannette Ziegenfuss, Mayo Clinic

Discussant: Audience members

## **Identifying Cell-Phone-Primary Households: Why, How and Who?**

Anna Fleeman, Arbitron

Nicole Wasikowski, Arbitron

Meilyng Wigney-Burmaka, Arbitron

Richard Possett, Arbitron

## **Do Landline RDD Samples Adequately Cover the "Wireless Mostly"?**

Michael Dimock, Pew Research Center for the People & the Press

Leah Christian, Pew Research Center for the People & the Press

Scott Keeter, Pew Research Center

## **Characteristics of Cell Phone Only, Listed and Unlisted Telephone Households**

John Tarnai, Washington State University

Danna L. Moore, Washington State University

Marion Schultz, Washington State University

## **Out and About: An Evaluation of Data Quality in Cell Phone Surveys**

Lindsey J. Witt, University of Nebraska-Lincoln

Randal S. ZuWallack, Macro International

Frederica Conrey, Macro International

## **Where Do We Find You? How to Locate Cell Respondents**

Leah M. Christian, Pew Research Center for the People & the Press

Michael Dimock, Pew Research Center for the People & the Press

## **Methodological Issues for Online Election Panel Studies - Regency Ballroom 3**

Chair: Eric Plutzer, Pennsylvania State University

Discussant: David J. Roe, Survey Sciences Group

### **Attrition and Panel Conditioning in the AP-Yahoo News Election Panel Study**

Mike Dennis, Knowledge Networks

Yelena Kruse, Knowledge Networks

Stefan Subias, Knowledge Networks

Michael Lawrence, Knowledge Networks

Trevor Tompson, The Associated Press

### **Web Panel Studies of the 2008 Election: New Opportunities for Causal Analysis of Dynamic Change in the Electorate**

Mike Dennis, Knowledge Networks

Trevor Tompson, The Associated Press

### **The Impact of News Reports of Survey Findings on Respondents in a Longitudinal Panel Study**

Trevor Tompson, The Associated Press

Dennis Junius, The Associated Press

Yelena Kruse, Knowledge Networks

### **Patterns of Response and Nonresponse on an Election Day Survey**

Trevor Tompson, The Associated Press

Stefan Subias, Knowledge Networks

Dennis Junius, The Associated Press



## **Science & Public Attitudes - Room 312/313**

Chair: Ian Yohai, Harvard University

Discussant: Jon Miller, Michigan State University

### **To Know Science Is to Love It, but Why? Using Instrumental Variables to Estimate Causal Effects in Social Surveys.**

Nick Allum, University of Essex

### **The Year of Darwin: Americans' Scientific Knowledge & Beliefs About Human Evolution in 2009**

George F. Bishop, University of Cincinnati

Randall K. Thomas, Harris Interactive

### **Framing the Debate About Genetics, Race and Health: Effects of Racial Priming on Public Opinion About Personalized Medicine**

Jocelyn Landau, University of Pennsylvania

### **Factors Predicting Participation in the Collection of Biological Measures in a Survey of Older Adults**

Kerryann DiLoreto, University of Wisconsin-Madison

Ken Croes, University of Wisconsin-Madison

Jennifer Dykema, University of Wisconsin-Madison

**Friday 3:30 PM - 4:30 PM**  
**In the Exhibits Area**

## **Demonstration Session 2 - Exhibit Hall**

Facilitator: Jana Mazak, The Nielsen Company

### **“Log On”: Communicating Effectively with Respondents Using Websites**

Ekua Kendall, Arbitron

### **A Web Survey Interface for Building Surveys, Collecting Paradata and Testing Web-Respondent Interactions**

Gina K. Walejko, Northwestern University

## **Changing Times in Household Travel Surveys: Use of TripTracer Software for Location Data**

Julie L. Paasche, NuStats

## **Demonstration of the Q-Bank Database for Accessing Question Evaluation Reports**

Aaron Maitland, National Center for Health Statistics

Kristen Miller, National Center for Health Statistics

Heather Ridolfo, National Center for Health Statistics

## **Poster Session 2 - Exhibit Hall**

### **QDDS III: A Tool for Documenting Survey Questionnaires for Researchers and Data Archives**

Anja Zwingenberger, University of Duisburg-Essen

Rainer Schnell, University of Duisburg-Essen

Max Stempfhuber, GESIS

### **Applying Incentives to Establishment Surveys: A Review of Current Practices and Recommendations for Future Study**

Sarah Cook, RTI International

Laura Flicker, RTI International

Patty LeBaron, RTI International

Tim Flanigan, RTI International

### **Development of a New Scale to Measure Literacy Without a Reading Assessment**

Jennie E. Pearson, University of Nebraska-Lincoln

Ying Wang, University of Nebraska-Lincoln

Kristen Olson, University of Nebraska-Lincoln

Jolene Smyth, University of Nebraska-Lincoln

### **An Exploratory Study of Participant Perceptions of In-Avatar Interviewing and Virtual Settings**

Tracy Tuten, Longwood University

Elizabeth Dean, RTI International

### **Challenges and Benefits of Interactive Online Surveys: A Case Survey of Youth Political Ideology**

Katy Schwalbe, Zogby International

Zeljka Buturovic-Bradaric, Zogby International

Grace Ren, Zogby International

**Teaching Public Opinion: What's Now Taught in Undergraduate Public Opinion Classes and What's Not?**

Thomas R. Marshall, University of Texas-Arlington

**Measuring Fear of Gang Crime in a Developing Nation**

Devon Johnson, George Mason University

**Implications of Offering a "Don't Know" Option on Presidential Preference**

Brad Nankerville, Franklin & Marshall College

Berwood Yost, Franklin & Marshall College

**The 2008 Election: A Success or Disappointment for Women?**

Kellyanne Conway, the polling company

Karen Bentley, the polling company

**The Catholic Vote in 2008**

Llorin M. Edwards, Belden Russonello & Stewart

Christina Lien, Belden Russonello & Stewart

**Examining the Effect of Increased Prepaid Incentives in a National Study of College Students**

David J. Roe, Survey Sciences Group

Sara O'Brien, Survey Sciences Group

Alanna Knoppow, Survey Sciences Group

M.J. Paschall, Pacific Institute for Research and Evaluation

**Cost-Error Optimization Model for Mixed-Mode Surveys**

Vasja Vehovar, University of Ljubljana

Nejc Berzelak, University of Ljubljana

Katja Lozar Manfreda, University of Ljubljana

**Did the Economic Crisis Minimize the Role of Racism in the 2008 US Presidential Election? Insights from the Associated Press-Yahoo News-Stanford University Study**

Josh Pasek, Stanford University

Jon A. Krosnick, Stanford University

Omair Akhtar, Stanford University

Yptach Lelkes, Stanford University

Keith Payne, University of North Carolina-Chapel Hill

Trevor Tompson, The Associated Press

## **IT Use and Declining Social Capital? More Cold Water from the General Social Survey (GSS) and the American Time-Use Survey (ATUS)**

John P. Robinson, University of Maryland

## **Non-Attitudes in Opinion Research: How Priming Lack of Knowledge Affects Responses**

Neil Malhotra, Stanford University

Philip Garland, Survey Sampling International

## **Public Opinion on Public Education in Georgia and the Role of Local School Boards**

Richard L. Clark, University of Georgia

## **Relationship Between Portrayals of VA Hospitals in the Media and Employee and Patient Satisfaction: An Exploratory Analysis**

Katerine Osatuke, Veterans Health Administration

Jonathan Fishman, Veterans Health Administration

Sue R. Dyrenforth, Veterans Health Administration

## **Experiences with Designing a Software Application at the U.S. Bureau of the Census for the 2007 Economic Census**

Amy E. Anderson, U.S. Bureau of the Census

## **Re-Contacting Respondents for a Survey of Religious Conversion**

Gregory Smith, The Pew Forum on Religion & Public Life

Neha Sahgal, The Pew Forum on Religion & Public Life

Scott Clement, The Pew Forum on Religion and Public Life

Allison Pond, The Pew Forum on Religion & Public Life

## **How Dynamic Placement Improves the Predictive Power of Candidate and Party Preference Among Independents**

Ashley Grosse, YouGov/Polimetrix

Samantha Luks, YouGov/Polimetrix

Doug Rivers, Stanford University

## **Public Understanding of and Support for Wind Power**

Holly Klick, University of California-Santa Barbara

Eric R. A. N. Smith, University of California-Santa Barbara

## **What Difference Does It Make? Adding Cell Phone Numbers to Traditional Land-Line Samples**

Dennis Lambries, University of South Carolina

Robert W. Oldendick, University of South Carolina

Lisa G. Williams, University of South Carolina

## **Developing a Survey Instrument About Oral Cancer Communication for a Rural Setting**

Joseph L. Riley, University of Florida

Virginia J. Dodd, University of Florida

Henrietta L. Logan, University of Florida

Colleen K. Porter, University of Florida

## **Qualitative Interviews Among Exiting Panelists from the Out of Home Exploratory Research**

Rosemary Holden, The Nielsen Company

Susan Baylis, The Nielsen Company

Jeff Scagnelli, The Nielsen Company

Yvonne Olivares, The Nielsen Company

## **The Effect of Interviewer Demographics on Response Rates in NLSY97**

Kanru Xia, NORC

Jodie Daquilanea, NORC

Arleigh Dom, NORC

Kyle Fennell, NORC

## **Mail Invitation Letters for a Web Survey of a Targeted Population: Does the Cost Result in Response Rate Benefits?**

Natalie M. Jackson, University of Oklahoma

## **The Language and Behavior Profile as a Nonresponse Tool**

Pamela C. Campanelli, The Survey Coach

David C. Klaasen, Inspired Working

## **Misreporting Medicaid Enrollment: The Results of Evaluating the Effects of Reference Periods and Dependent Interviewing in the Medical Expenditure Panel Survey (MEPS)**

Victoria Lynch, U.S. Bureau of the Census

Dean Resnick, U.S. Bureau of the Census

**Are Montana's Wireless-Only Adults Different from Their Neighbors? Evidence from Montana Department of Transportation's 2008 Seat Belt Survey**

John Baldrige, University of Montana

James Sylvester, University of Montana

Patrick Barkey, University of Montana

**Tracking Public Interest in Emerging Technologies: Mapping the Landscape**

Dominique Brossard, University of Wisconsin-Madison

Ashley A. Anderson, University of Wisconsin-Madison

Dietram A. Scheufele, University of Wisconsin-Madison

**Dialing for Dollars: The Effect of Mode on Income and Asset Item Nonresponse**

Ryan A. Hubbard, Westat

**Decline to Answer: SED Web Respondent Results of Explicit and Passive Item Refusal**

Lino M. Jimenez, NORC

Vince Welch, NORC

Syed Ahsan, NORC

Brianna Groenhout, NORC

**Friday 4:30 PM - 5:45 PM**

**Concurrent Sessions D**

**Special Issues Dealing with Nonresponse - Atlantic Ballroom 1**

Chair: Janet Rosenbaum, Johns Hopkins University

Discussant: Audience members

**Disclosure Risk, Disclosure Harm, Topic and Participation in a Mail Survey**

Mick P. Couper, University of Michigan

Eleanor Singer, University of Michigan

Frederick G. Conrad, University of Michigan

Robert M. Groves, University of Michigan

## **Where Did All the Children Go? Undercoverage Analysis Using Telephone Exchange Information**

Ting Yan, NORC

Kathleen Santos, NORC

Wei Zeng, NORC

Zhen Zhao, Centers for Disease Control and Prevention

## **Social Program Evaluation Surveys: Nonresponse Bias and Other Challenges**

Karol Krotki, RTI International

Ellen Marks, RTI International

## **Effects of Nonresponse by Smokers in Lowering Adult Tobacco Survey vs. Behavioral Risk Factor Surveillance System Smoking Estimates**

Naomi Freedner, Macro International

Randal ZuWallack, Macro International

James Dayton, Macro International

James Ross, Macro International

## **Nonresponse and Measurement Error in Employment Research**

Frauke Kreuter, University of Maryland

Gerrit Mueller, Institute for Employment Research

Mark Trappmann, Institute for Employment Research

## **Public Opinion & Policy - Atlantic Ballroom 2**

Chair: Michael Hagen, Temple University

Discussant: Audience members

## **Using Public Opinion Polling to Move a Public Policy Agenda: Local, State, and National Polls on Economic Insecurity, Health Care and Poverty**

Celinda Lake, Lake Research Partners

Jeremy Reiss, Community Service Society

Anita Sharma, Lake Research Associates

Elisabeth Benjamin, Community Service Society

## **Paid Sick Days: A Basic Labor Standard for the 21st Century**

Tom W. Smith, NORC

## **Incorporating Public Choices in Policy Planning Using Online Town Hall Meetings Integrated with a Statewide Survey**

William C. McCreedy, Knowledge Networks

Rita Brogan, PRR

Poom Nukulij, Knowledge Networks

## **Should We Let Citizens Decide? Lessons from Citizen Assemblies**

Patrick Fournier, University of Montreal

Henk van der Kolk, University of Twente

André Blais, Université de Montréal

R. Kenneth Carty, University of British Columbia

Jonathan Rose, Queen's University

## **Overreporting of Voting Participation as a Function of Identity Salience**

Philip S. Brenner, University of Wisconsin-Madison

## **Methodological Briefs: Questionnaire Design - Atlantic Ballroom 3**

Chair: Ashley Landreth, U.S. Bureau of the Census

Discussant: Audience members

## **Multimode Strategies for Designing Establishment Surveys**

Shelton M. Jones, RTI International

## **Mode Preference, Mode Choice and Data Quality in the Army Defense, Resilience and Retention Study**

Rachel M. Levenstein, University of Michigan

## **Interviewer Intercept vs. Inbound Web Satisfaction Surveys**

Carey Stapleton, Service Management Group

## **Mode Preferences in the National Survey of College Graduates**

Timothy Gilbert, U.S. Bureau of the Census



## **Challenges of Pretesting and Methods Development Within a Longitudinal Multi-Mode Survey**

Wendy Hicks, Westat

Martha S. Kudela, Westat

Douglas Williams, Westat

Jessica Graber, National Institute of Child Health and Human Development

## **Multimode: Mode Choice - Regency Ballroom 1**

Chair: Ekua Kendall, Arbitron

Discussant: Audience members

### **Mode Choice in a Longitudinal Mail/Web/Telephone Survey**

Martha Kovac, Mathematica Policy Research

Barbara Rogers, Mathematica Policy Research

Geraldine Mooney, Mathematica Policy Research

Deborah Trunzo, Substance Abuse and Mental Health Services Administration

### **The Effects of Web and Mail Mixed-Mode Approaches on Response Rates in a Survey of Physicians**

Emily McFarlane, RTI International

Joe Murphy, RTI International

Murrey Olmsted, RTI International

Jessica Severance, RTI International

### **Giving the People What They Want: A Study of Respondents' Survey Mode Preference Over Multiple Rounds of a Longitudinal Survey**

Lance Selfa, NORC

Thomas B. Hoffer, NORC

### **Unraveling Mode Preference**

Jolene D. Smyth, University of Nebraska-Lincoln

Kristen Olson, University of Nebraska-Lincoln

Ashley Richards, University of Nebraska-Lincoln

### **Analysis of the Effects of a Data Collection Mode Change in the 2003 National Survey of Recent College Graduates**

Donsig Jang, Mathematica Policy Research

Zhanyun Zhao, Mathematica Policy Research

Kelly H. Kang, National Science Foundation

## **Analytic Methodology - Regency Ballroom 2**

Chair: Timothy Gravelle, Gallup

Discussant: Audience members

### **A New Approach to Optimal Weight Trimming and Compression**

Benjamin T. Phillips, Brandeis University

### **Small-Sample Properties of a Composite Estimator for Efficient Combination of Incomplete and Complete Frame Data When Targeting a Rare Population**

Amelia Haviland, RAND Corporation

Marc N. Elliott, RAND Corporation

Bonnie Ghosh-Dastidar, RAND Corporation

### **Blue and Red Neighborhoods in the 2008 Election: An Analysis of Intracluster Correlation in the American National Election Survey**

Bonnie E. Shook-Sa, RTI International

Vincent G. Iannacchione, RTI International

Joseph P. McMichael, RTI International

Joe D. Eyerman, RTI International

### **Improving the Utility of Imputed Values in Survey Datasets**

David R. Johnson, Pennsylvania State University

Rebekah Young, Pennsylvania State University

### **A New Approach to Separating Interviewer from Area Variability in Face-to-Face Interview Surveys**

Ian Brunton-Smith, University of Surrey

Patrick Sturgis, University of Southampton

## **Participation and Turnout - Regency Ballroom 3**

Chair: Barbara Bardes, University of Cincinnati

Discussant: Audience members

### **Where Have All the Republicans Gone? An Examination of the Causes of The Demise of Republican Party Registration**

Christopher P. Borick, Muhlenberg College

### **Voter Participation in a Dual-Primary Election Year**

Jon D. Miller, Michigan State University

Jason Kalmbach, Michigan State University

Linda G. Kimmel, Michigan State University

### **The Effects of Judicial Campaign Messages on Voter Mobilization: An Experimental Study**

Jeffrey A. Gottfried, University of Pennsylvania

Eran N. Ben-Porath, International Communications Research

### **Tracing the Growing Popularity of Mail Ballot Voting in California**

Mark DiCamillo, Field Research Corporation

### **A New Approach to Simultaneous Modeling of the Causes of Turnout and Candidate Choice with Data Collected Before Elections: Insights from the Associated Press-Yahoo News-Stanford University Study**

Josh Pasek, Stanford University

Jon A. Krosnick, Stanford University

Omair Akhtar, Stanford University

Yptach Leikes, Stanford University

Keith Payne, University of North Carolina-Chapel Hill

Trevor Tompson, The Associated Press

## **Effective Use of Incentives - Room 312/313**

Chair: John Goyder, University of Waterloo

Discussant: Audience members

### **Logos and Dollars: How Procedural and Incentive Payment Changes Can Increase Response Rate**

Erin Gemmill, Mathematica Policy Research

Patricia S. Nemeth, Mathematica Policy Research

Peter Schochet, Mathematica Policy Research

Jillian Berk, Mathematica Policy Research

### **When a Face Doesn't Launch a Thousand Ships: Including a Personalized Image on a Mail Questionnaire**

Raquel af Ursin, Mathematica Policy Research

Kathy Sonnenfeld, Mathematica Policy Research

Barbara L. Carlson, Mathematica Policy Research

Susan Sprachman, Mathematica Policy Research

### **Effects of Differential Branding on Survey Materials**

E. Nicole Bensky, The Nielsen Company

Gretchen Grabowski, The Nielsen Company

Justin Bailey, The Nielsen Company

Chuck Shuttles, The Nielsen Company

Michael W. Link, The Nielsen Company

### **An Innovative Incentive Effort: Passive Refusals in a Large Population-Based Survey**

Alicia M. Frasier, NORC

Erin B. Foster, NORC

Heather M. Morrison, NORC

Kathleen S. O'Connor, National Center for Health Statistics

### **Efficient Allocation of Survey Incentives Using Survey Response Prediction Models**

Morgan S. Earp, National Agricultural Statistics Service







# DAY-AT-A-GLANCE

Saturday, May 16, 2009

Time	Event	Room
7:00 AM – 8:00 AM	<b>COMMITTEE MEETING</b>	
	Academic Programs in Survey Methods	303
	Heritage Committee	309
7:00 AM – 8:00 AM	<b>FUN RUN/WALK</b>	Off-site
7:00 AM – 8:00 AM	<b>PROFESSIONAL DEVELOPMENT BREAKFAST</b> (pre-registration required)	307
7:00 AM – 8:00 AM	<b>CONTINENTAL BREAKFAST</b> (in exhibit hall)	Great Hall 1, 2 & 3
7:00 AM – 2:30 PM	<b>EXHIBIT HALL OPEN</b>	Great Hall 1, 2 & 3
7:30 AM – 3:00 PM	<b>REGISTRATION DESK OPEN</b>	Grand Registration
8:00 AM – 9:30 AM	<b>CONCURRENT SESSIONS A</b>	
	• Issues in Survey Translation	Atlantic 1
	• Bias & Nonresponse I	Atlantic 2
	• Focus Groups & Qualitative Methods	Atlantic 3
	• Methodological Briefs: Effects of Survey Design	Regency 1
	• Cell Phone-Only Profiles	Regency 2
	• 2008 Elections: New Research Directions	Regency 3
• Census Barriers Attitudes & Motivators Survey	312/313	



9:30 AM – 10:00 AM	<b>REFRESHMENT BREAK</b>	Great Hall 1, 2 & 3
10:00 AM – 11:30 AM	<b>CONCURRENT SESSIONS B</b>	
	• New Technologies	Atlantic 1
	• Web: Mode Comparisons	Atlantic 2
	• Cognitive Interviewing & Cross-Cultural Contexts	Atlantic 3
	• Address-Based Sampling: Identifying Effective Survey Designs	Regency 1
	• Question Design: Structure	Regency 2
	• Exit Poll Methods	Regency 3
11:45 PM – 1:15 PM	<b>LUNCH (core meal)</b>	Grand Ballroom
11:45 PM – 1:15 PM	<b>COMMITTEE MEETINGS</b>	
	Chapter Representatives	301
	Education Committee	302
	Endowment Committee	310
	Multilingual Issues In Surveys Special Interest Group	305
	Standards Committee	306
	<i>Survey Practice</i> Editorial Board	303
11:45 PM – 2:15 PM	<b>NEW! “NETWORK SAMPLING”</b>	Great Hall 1 & 2 Foyer

1:00 PM – 2:15 PM	<b>IN THE EXHIBITS AREA</b>	Great Hall 1, 2 & 3
	<b>DESSERT BREAK</b>	
	<b>ANNUAL BOOK SALE</b>	
	<b>MEET THE AUTHOR SESSION #3</b> <ul style="list-style-type: none"> <li>• Frederick G. Conrad, Michael F. Schober <i>Envisioning the Survey Interview of the Future</i> Wiley-Interscience (2008)</li> <li>• Don A. Dillman, Jolene D. Smyth, Leah Melani Christian <i>Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method, 3<sup>rd</sup> Edition</i> John Wiley &amp; Sons (2008)</li> </ul>	
	<b>DEMONSTRATION SESSION #3</b>	
	<b>POSTER SESSION #3</b>	
2:15 PM – 3:45 PM	<b>CONCURRENT SESSIONS C</b>	
	• Bias & Nonresponse II	Atlantic 1
	• New Media	Atlantic 2
	• Issues Involving Federal Surveys	Atlantic 3
	• The Development of Cross-Cultural Survey Guidelines	Regency 1
	• Cell Phones: Bias Assessment	Regency 2
	• Explaining the 2008 Elections	Regency 3
• First Look at the Work of the AAPOR Online Panel Task Force	312/313	

4:00 PM – 5:30 PM	<b>MEMBERSHIP &amp; BUSINESS MEETING</b>	312/313
6:00 PM – 7:00 PM	<b>PRESIDENT’S RECEPTION</b>	Grand Foyer
7:00 PM – 9:00 PM	<b>AWARDS BANQUET (core meal)</b>	Grand Ballroom
9:00 PM – 12:00 AM	<b>POST-BANQUET PARTY</b>	Great Hall 1 & 2 Foyer
9:00 PM – 2:00 AM	<b>APPLIED PROBABILITY</b>	303



**Saturday 8:00 AM - 9:30 AM**  
**Concurrent Sessions A**

**Issues in Survey Translation - Atlantic Ballroom 1**

Chair: Elizabeth Dean, RTI International

Discussant: Mary Hagedorn, Westat

**Understanding the Impact of Translation: How Can You Tell if Your Message Is Being Lost in Translation?**

Marjorie Hinsdale, RTI International

Alisú Schoua-Glusberg, Research Support Services

**Survey Translation Evaluation: Back Translation Versus Expert Review**

Janet Harkness, University of Nebraska-Lincoln

Ana Villar, University of Nebraska-Lincoln

Kathleen Kephart, University of Nebraska-Lincoln

Alisú Schoua-Glusberg, Research Support Services

Dorothee Behr, GESIS

**How Does the French Culture Impact the Translation of Survey Materials? An Examination of French Translations for a U.S. Survey**

Erica Saleska, RTI International

Musindu Kanya-Ngambi, RTI International

Herman Alvarado, U.S. Bureau of the Census

## **Bias & Nonresponse - 1 - Atlantic Ballroom 2**

Chair: Mansour Fahimi, Marketing Systems Group

Discussant: Audience members

### **Unit Nonresponse, Measurement Error, and Self-Reports of Abortion Experiences**

Andy Peytchev, RTI International

Emilia Peytcheva, RTI International

Robert M. Groves, University of Michigan

### **A Correction for the Full-Supplement Imputation Bias in the Current Population Survey's Annual and Social Economic Supplement**

Jeanette Ziegenfuss, Mayo Clinic

Michael Davern, University of Minnesota

Amy Godecker, Minnesota State Health Access Data Assistance Center

Michele Burlew, Minnesota State Health Access Data Assistance Center

### **Quantifying Bias in a Health Survey: An Application of Total Survey Error Modeling to the National Immunization Survey**

Noelle Angelique Molinari, Centers for Disease Control and Prevention

### **A Randomized Experiment Investigating a Common Cause Model of Survey Nonresponse Error and Measurement Error**

Robert M. Groves, University of Michigan

Roger Tourangeau, University of Michigan

Stanley Presser, University of Maryland

Mick P. Couper, University of Michigan

Eleanor Singer, University of Michigan

Christopher Toppe, RAFFA

Brady West, University of Michigan

John LaFrance, Market Strategies International

### **Estimating Nonresponse Bias in the National Immunization Survey (NIS) Using State Immunization Information Systems (IIS)**

Robert Montgomery, NORC

Kyle Enger, Michigan Department of Community Health

Lisa Rasmussen, Arizona Immunization Program Office

Diana Bartlett, Centers for Disease Control and Prevention

Noelle Angelique Molinari, Centers for Disease Control and Prevention

Phillip J. Smith, Centers for Disease Control and Prevention

## **Focus Groups & Qualitative Methods - Atlantic Ballroom 3**

Chair: Charles Shuttles, The Nielsen Company

Discussant: Matt Jans, University of Michigan

### **Evaluating the Many in the “Mini” Approach Panel: From Many to One Through Creating an Integrated Continuous Measurement Survey Program**

Rob Daves, Daves and Associates Research

### **Exploring Opinions and Beliefs About Cord Blood Donation Among Latinas and African-American Women**

Dianne Rucinski , University of Illinois-Chicago

Rise' Jones, University of Illinois-Chicago

Brenda Reyes, HealthConnect One

Lawon Tidwell, HealthConnect One

### **In and Out of the Rabbit Hole: From Conceptualization to Latent Variables Within the Community Participatory Based Research Framework**

Todd Rockwood, University of Minnesota

Melissa Constantine, University of Minnesota

Karen Virnig, University of Minnesota

Michael Davern, University of Minnesota

Barbara Schillo, Clearway Minnesota

Jessie Saul, North American Quitline Consortium

### **Exploring the Use of Polls and Focus Groups in Health Care Policy Making**

François Petry, Laval University

Lisa M. Birch, Laval University

## **Methodological Briefs: Effects of Survey Design - Regency Ballroom 1**

Chair: Jolene Smyth, University of Nebraska-Lincoln

Discussant: Audience members

### **Overlap and Gaps Between Experts and Respondents: What We Learn from Both and from Each About Race/Ethnicity Questions**

Leticia Fernandez, U.S. Bureau of the Census

Patricia Goerman, U.S. Bureau of the Census

Matthew Clifton, U.S. Bureau of the Census

### **Respondent Effects Associated with Questionnaires Designed to Accommodate Survey Processing**

Deborah H. Griffin, U.S. Bureau of the Census

Sandra L. Clark, U.S. Bureau of the Census

### **Assessing Questions About Self-Reported Racial/Ethnic Discrimination in a Health Survey**

Kerry Levin, Westat

Martha S. Kudela, Westat

Debra Stark, Westat

Salma Shariff-Marco, National Cancer Institute

Nancy Breen, National Cancer Institute

Gordon Willis, National Cancer Institute

### **Testing Measures of Economic Evaluations in Public Opinion Surveys: Results from an Experiment in a National Survey**

Marco Morales, New York University

Rene Bautista, University of Nebraska-Lincoln

Yamil Nares, Sistemas de Inteligencia en Mercado y Opinión

### **Do Emotional Reactions During Cognitive Testing Carry Over to the Field?**

Martha S. Kudela, Westat

Kerry Levin, Westat

Salma Shariff-Marco, National Cancer Institute

Nancy Breen, National Cancer Institute

Gordon Willis, National Cancer Institute

**Helping Respondents to Format their Answers: A Question Wording Experiment in a Telephone Survey.**

Yfke Ongena, University of Twente

**Can Your Spouse Accurately Report Your Activities? An Examination of Proxy Reporting from the 2008 Survey of Public Participation in the Arts**

Timothy Triplett, The Urban Institute

**Cell Phone-Only Profiles - Regency Ballroom 2**

Chair: David Dutwin, Social Science Research Solutions

Discussant: Audience members

**A Social Profile of the “Wireless-Only” and “Wireless-Mostly” Population**

Martin Barron, NORC

Kirk Wolter, NORC

**U.S. Consumers & Their Cell Phones**

Marla D. Cralley, Arbitron

Diana Buck, Arbitron

**Wireless Substitution: State-Level Estimates from the National Health Interview Survey**

Stephen J. Blumberg, National Center for Health Statistics

Julian V. Luke, National Center for Health Statistics

Gestur Davidson, University of Minnesota

Michael E. Davern, University of Minnesota

Tzy-Chyi Yu, University of Minnesota

Karen Soderberg, University of Minnesota

**Examining Cell-Only, Cell-Mainly and Landline-Mainly Populations in California**

Sunghee Lee, UCLA Center for Health Policy Research

**Inclusion of Mobile-Only Households in Canadian Television Ratings Panels**

Natasha Arzumanian, BBM Canada

Derrick Gray, BBM Canada



## **2008 Elections: New Research Directions - Regency Ballroom 3**

Chair: Amy Simon, Goodwin Simon Victoria Research

Discussant: Audience members

### **Understanding the Political Distinctiveness of the Cell Phone Only Public**

Stephen Ansolabehere, Harvard University

Brian F. Schaffner, University of Massachusetts-Amherst

### **Latino Voting Patterns in the 2008 Presidential Election: Some Results from NEP Exit Polls**

Rene Bautista, University of Nebraska-Lincoln

Allan McCutcheon, University of Nebraska-Lincoln

Joe Lenski, Edison Media Research

Clint Stevenson, Edison Media Research

### **A New Electorate? Examining the 2008 Battleground States and the Impact of New Voters**

Anthony M. Salvanto, CBS News

### **First-Time Voters in the 2008 Presidential Election**

Allan L. McCutcheon, University of Nebraska-Lincoln

Rene Bautista, University of Nebraska-Lincoln

Joe Lenski, Edison Media Research

Clint Stevenson, Edison Media Research

### **Public Theology, Civic Engagement, and the 2008 Presidential Election**

Bryan T. Froehle, St. Thomas University

## **Census Barriers Attitudes and Motivators Survey - Room 312/313**

Chair: Parvati Krishnamurty, NORC

Discussant: Diane K. Willimack, U.S. Bureau of the Census

### **CBAMS: Evaluation of CBAMS in Rural Areas and Neighborhoods with High Ethnic Concentrations**

William Robb, Macro International

Randal ZuWallack, Macro International

Lee Robeson, Human Resources Research Organization

**Lessons for Partnerships from the Census Barriers, Attitudes, and Motivator Survey (CBAMS)**

Mary H. Mulry, U.S. Bureau of the Census

Timothy P. Olson, U.S. Bureau of the Census

**Messaging to America: Results from the Census Barriers, Attitudes, and Motivators Survey (CBAMS)**

Nancy Bates, U.S. Bureau of the Census

Frederica R. Conrey, MACRO International

Randal ZuWallack, MACRO International

Darlene Billia, Drafftcb

Vita Harris, Drafftcb

Linda Jacobsen, Population Reference Bureau

Tanya White, Drafftcb

**CBAMS: Multi-Frame, Dual-Mode Sampling to Survey Hard to Count Populations**

Randal ZuWallack, Macro International

William Robb, Macro International

Todd Hamlin, Macro International

**Saturday 10:00 AM - 11:30 AM**

**Concurrent Sessions B**

**New Technologies - Atlantic Ballroom 1**

Chair: Ronald Langley, University of Kentucky

Discussant: Audience members

**The Effectiveness of Survey Recruitment Methods in Second Life**

Elizabeth Dean, RTI International

Sarah Cook, RTI International

Joe Murphy, RTI International

Michael Keating, RTI International

**Political Media Use in Changing Times: Problems and Opportunities for Survey Research in the New Communication Landscape**

Gerald M. Kosicki, The Ohio State University

### **Text-Message Surveys: Results in a Flash**

Zannette Uriell, Navy Personnel Research, Studies, and Technology

Evangeline Clewis, Navy Personnel Research, Studies, and Technology

### **Modeling the Digital Citizen**

Wayne Buente, Indiana University

### **Using Paradata in an Establishment Survey to Guide Interviewer Training and Interviewer Behavior**

Karen Tourangeau, Westat

Brett McBride, Westat

Wendy Hicks, Westat

Brad Edwards, Westat

Laura Branden, Westat

Lauren Harris-Kojetin, National Center for Health Statistics

Abigail Moss, National Center for Health Statistics

### **Web: Mode Comparisons - Atlantic Ballroom 2**

Chair: Ryan Hubbard, Westat

Discussant: Audience members

### **Online Opinions: A Pilot Study to Extend the UK's Social Data Collection Capabilities**

Ed Dunn, Office for National Statistics

### **Cost and Quality in Low-Cost Survey Alternatives: A Comparison of Mail Versus Web**

David Dutwin, Social Science Research Solutions

Karen Donelan, Massachusetts General Hospital

### **Do They Mean What They Say? Efficacy Evaluation of Assigning Sample Members Without a Mode Preference to the Web Mode**

Shana M. Brown, NORC

Karen Grigorian, NORC

### **Comparison Study of Probability and Non-Probability Sample Surveys Conducted by Internet and Face to Face**

David Yeager, Stanford University

Jon Krosnick, Stanford University

**Comparing an Internet Panel Survey to Mail and Phone Surveys on “Willingness to Pay” for Environmental Quality: A National Mode Test**

Burke Grandjean, University of Wyoming  
Patricia A. Taylor, University of Wyoming  
Nanette Nelson, University of Wyoming

**Cognitive Interviewing & Cross-Cultural Contexts**  
**- Atlantic Ballroom 3**

Chair: Lindsay Hoffman, University of Delaware  
Discussant: Audience members

**Using Cross-Cultural Comparative Analysis to Better Understand Survey Data Findings**

Heather Ridolfo, University of Maryland  
Alisú Schoua-Glusberg, Research Support Services

**Language, Culture and Respondent Knowledge: Findings from the Cognitive Test of the Spanish Translation of the American Housing Survey**

George Carter, U.S. Bureau of the Census  
Alisu Schoua-Glusberg, Research Support Services  
M. Mandy Sha, RTI International

**Asians: Are They the Same? Findings from Cognitive Interviews with Chinese, Korean and Vietnamese Americans**

Hyunjoo Park, RTI International  
Virginia Wake, U.S. Bureau of the Census

**The Use of Cognitive Interviewing to Explore the Effectiveness of Advance Materials Among Five Language Groups**

Anna Y. Chan, U.S. Bureau of the Census  
Yuling Pan, U.S. Bureau of the Census

**Vignettes in Cross-Cultural Cognitive Testing: Adaptation for Spanish-Speaking Respondents of Lower Educational Levels**

Patricia L. Goerman, U.S. Bureau of the Census  
Matthew Clifton, U.S. Bureau of the Census

## **Address-Based Sampling: Identifying Effective Survey Designs - Regency Ballroom 1**

Chair: Charles DiSogra, Knowledge Networks

Discussant: Linda Piekarski, Survey Sampling International

### **Building a New Foundation: Transitioning to Address Based Sampling After Nearly 30 Years of RDD**

Michael W. Link, The Nielsen Company

Gail Daily, The Nielsen Company

Charles Shuttles, The Nielsen Company

L. Tracie Yancey, The Nielsen Company

Anh Thu Burks, The Nielsen Company

H. Christine Bourquin, The Nielsen Company

### **Subsequent Survey Performance Rates of CPO Households Identified Via Address Frames**

Anna Fleeman, Arbitron

Nicole Wasikowski, Arbitron Inc

### **Multimode Surveys Using Address-Based Sampling: The Design and Preliminary Experience of REACH US**

Martin Barron, NORC

### **Evaluation of Address Based Sampling (ABS) Frame Supplementation Methods for In-Person Household Surveys**

Joseph P. McMichael, RTI International

Jamie L. Ridenhour, RTI International

Bonnie E. Shook-Sa, RTI International

Vincent G. Iannacchione, RTI International

## **Question Design: Structure - Regency Ballroom 2**

Chair: Karen Bogen, Mathematica Policy Research

Discussant: Audience members

### **The Effects of Providing Examples: Questions About Frequencies and Ethnicity Background**

Roger Tourangeau, University of Maryland

Frederick Conrad, University of Michigan

Mick Couper, University of Michigan

Cleo Redline, University of Maryland

Cong Ye, University of Maryland

## **The Influence of Question Salience on Response Order Effects in a Self-Administered Survey**

Michael Stern, Oklahoma State University

Jeanette Mendez, Oklahoma State University

## **The Effects on Respondents and Interviewers of Asking Filter Items in Interleaved Versus Grouped Form**

Frauke Kreuter, University of Maryland

Susan K. McCulloch, University of Maryland

Stanley Presser, University of Maryland

## **Smoking, Numbers, and Words: Quantitative Versus Qualitative Measures of Perceived Risk**

Mohammad Albaghal, University of Nebraska-Lincoln

## **The Effects of Different Question Structures on Interactional Indicators of Respondent and Interviewer Processing of Physical and Mental Health Questions**

Jennifer Dykema, University of Wisconsin-Madison

Nora C. Schaeffer, University of Wisconsin-Madison

Dana Garbarski, University of Wisconsin-Madison

## **Exit Poll Methods - Regency Ballroom 3**

Chair: Micheline Blum, Baruch College

Discussant: Audience members

## **Disconnected Modes: Mode Effects Among Early Voter Phone and Election Day In-Person Exit Poll Surveys**

Michael P. McDonald, George Mason University

Matthew P. Thornburg, George Mason University

## **A Spatial Analysis of Exit Poll Interviewers During the 2008 Presidential Election**

Clint W. Stevenson, Edison Research

Joseph W. Lenski, Edison Research

Allan L. McCutcheon, University of Nebraska-Lincoln

René Bautista, University of Nebraska-Lincoln

## **A Comparison Study of Exit Poll Methodologies Between Taiwan and the U.S.**

Ge Tang, University of Nebraska-Lincoln

Yeh-Diing Wang, TVBS TV Network

Rene Bautista, University of Nebraska-Lincoln

## **Questionnaire Experiments in 2008 Georgia Senate Run-Off Exit Poll**

Joseph W. Lenski, Edison Media Research  
Clint Stevenson, Edison Media Research  
Allan McCutcheon, University of Nebraska-Lincoln  
Rene Bautista, University of Nebraska-Lincoln

## **Cell-Phone-Only Voters in the 2008 Exit Poll**

Michael Mokrzycki, The Associated Press  
Scott Keeter, Pew Research Center  
Courtney Kennedy, University of Michigan

## **Creation of a New Internet Survey Panel Via Face-to-Face Recruitment and Providing Free**

### **Computers to All Respondents - Room 312/313**

Chair: Jon Krosnick, Stanford University  
Discussant: Audience members

## **Assessing the FFISP's Representativeness of the American Adult Population**

Matthew DeBell, Stanford University  
Jon A. Krosnick, Stanford University  
Ari Malka, Stanford University  
Allison Ackermann, Abt SRBI  
Chintan Turakhia, Abt SRBI

## **A Comparison of Behavioral and Attitudinal Findings from the FFISP with Those of Major National Surveys**

Jon A. Krosnick, Stanford University  
Allison Ackermann, Abt SRBI  
Matthew DeBell, Stanford University  
Ari Malka, Stanford University  
Chintan Turakhia, Abt SRBI

## **Lessons Learned About How to Accomplish Effective In-Person Recruitment of a Web-Equipped Survey Panel**

Allison Ackermann, Abt SRBI  
Jon A. Krosnick, Stanford University  
Chintan Turakhia, Abt SRBI  
Matthew DeBell, Stanford University  
Ari Malka, Stanford University  
Ricki Jarmon, Abt SRBI, Inc.

## **Attrition in a Face-to-Face Recruited Internet Panel with Substantial Incentives**

Ari Malka, Stanford University  
Jon A. Krosnick, Stanford University  
Allison Ackermann, Abt SRBI  
Matthew DeBell, Stanford University  
Chintan Turakhia, Abt SRBI

## **Dispositions and Outcome Rates in the "Face-to-Face/Internet Survey Platform" (the FFISP)**

Joe Sakshaug, University of Michigan  
Roger Tourangeau, University of Maryland  
Jon A. Krosnick, Stanford University  
Allison Ackermann, Abt SRBI  
Ari Malka, Stanford University  
Matthew DeBell, Stanford University  
Chintan Turakhia, Abt SRBI

**Saturday 1:15 PM - 2:15 PM**

**In the Exhibits Area**

## **Demonstration Session 3 - Exhibit Hall**

Facilitator: Jana Mazak, The Nielsen Company

### **Conducting Virtual Survey Research: RTI's Facility in the Online Community Second Life®**

Elizabeth Dean, RTI International  
Craig Hill, RTI International

### **The SNAAP Lifemap: A Visual Interactive Survey Data Collection Program**

John Kennedy, Indiana University

### **Automate and Managing All Aspects of a Research Program: Support Multi-Mode Designs, Customized Data Reports and Enterprise-Like Dashboards**

David Proestos, DatStat



## **Enhanced CARI Review and Feedback Tool and Processes Utilized on the NSCAW II Project**

Kristin F. Miller, RTI International

Orin Day, RTI International

Teresa Johnson, RTI International

## **The Nielsen Company Out-Of-Home Cell Phone Go Meter Demonstration**

Jeff Scagnelli, The Nielsen Company

Jerlando Graceffo, The Nielsen Company

## **Poster Session 3 - Exhibit Hall**

### **What Response Rates Do We Report? The Politics and Science of Reporting Response Rates**

David R. Johnson, Pennsylvania State University

Kurt D. Johnson, Pennsylvania State University

Rob Schofield, Pennsylvania State University

### **An Experiment in Using Prepaid Cell Phones to Interview Households Without an Available Phone Number**

Keeshawna Brooks, NORC

Angie Jaszczak, NORC

Karen Wooten, Centers for Disease Control and Prevention

### **Satire, Punch Lines and the Nightly News: Untangling Media Effects on Political Participation**

Lindsay H. Hoffman, University of Delaware

Dannagal Goldthwaite Young, University of Delaware

### **A Methodology for Creating Criterion-Referenced Self-Weighting Benchmarks from Survey Questions: Examples from a Survey of Foster Parents**

John Tarnai, Washington State University

### **Impact of Within-Study Interviewer Experience in Different Interviewing Techniques**

Ipek Bilgen, University of Nebraska-Lincoln

Robert F. Belli, University of Nebraska-Lincoln

Kristen Olson, University of Nebraska-Lincoln

## **Email and Networks of Social Communication**

Christopher Kenny, Louisiana State University

Kirby Goidel, Louisiana State University

## **Age and Subjective Health: Is There a Cross-National Variation?**

Kana Fuse, University of Washington

## **What About the Visuals? A Cross-National Study of Politicians' Photographs and Their Effects on Public Opinion**

Robert Eisinger, Lewis & Clark College

Thomas Petersen, Institut für Demoskopie Allensbach

## **Measuring Educational Careers: Alternative Indices of Time-to-Degree in Educational Surveys**

Thomas B. Hoffer, NORC

Mary Ann Latter, NORC

## **The Multi-Level Integrated Database Approach: An Initial Assessment**

Tom W. Smith, NORC

## **Cost of One Lost: An Exploration of the Predictors of Interviewer Attrition**

Rachel A. Orłowski, University of Michigan

Ashley Bowers, University of Michigan

## **Quality and Transparency: Standards for Reporting and Documenting Survey Methods in Scientific Journals**

Chase H. Harrison, Harvard University

D. Sunshine Hillygus, Harvard University

## **Effect of Pay Structure on Interviewer Productivity**

Michelle A. Cantave, REDA International

Frauke Kreuter, University of Maryland

Elham E. Alldredge, REDA International

## **A Meta-Analysis of Within-Household Respondent Selection Methods**

Ting Yan, NORC

## **Expanding the Use and Applicability of Cognitive Interviews in Research**

Gretchen Grabowski, The Nielsen Company

Justin Bailey, The Nielsen Company

Nicole Bensky, The Nielsen Company

Michael W. Link, The Nielsen Company

## **Including Institutionalized Populations in Measures of High School Completion**

Angelina N. KewalRamani, American Institutes for Research

## **Reliability Assessment of ACS Multi-Year Estimates for Small Areas**

Alfredo Navarro, U.S. Bureau of the Census

Michael D. Starsinic, U.S. Bureau of the Census

## **Expanding the BRFSS to a Dual Frame Telephone Survey: Comparison of Selected Risk Factors and Health Conditions**

Lina S. Balluz, Centers for Disease Control and Prevention

S. S. Hu, Centers for Disease Control and Prevention

Michael P. Battaglia, Abt Associates

Martin R. Frankel, Baruch College, City University of New York

## **Types of News Coverage Most Influential in Affecting the Index of Consumer Sentiment**

David Fan, University of Minnesota

## **A Pilot Study to Assess the Feasibility of a Four-Day Work Week Policy in Dayton, Ohio: Lessons Learned**

Laura Seaman, Wright State University

## **Voting Patterns, Policy Preferences, and Precinct Quality in the City of Los Angeles: A Profile of Los Angeles City Voters Using Data from the 2008 Leavey Center for the Study of Los Angeles (LCSLA) Exit Poll**

Brianne Barclay, Leavey Center for the Study of Los Angeles

## **Impact of Adding an Additional Follow-Up Letter to an Extended Recontact Protocol**

Larry Cohen, SRI Consulting Business Intelligence

## **Framing in Competitive Environments: The Influence of News Frames on Cognitive Complexity**

Porismita Borah, University of Wisconsin-Madison

## **Spanish Respondents' Choice of Language of Survey Materials: Bilingual or English Only?**

Norman Trussell, The Nielsen Company

Michael W. Link, The Nielsen Company

Justin Bailey, The Nielsen Company

Lorelle Vanno, The Nielsen Company

Elizabeth Matthess, The Nielsen Company

## **Public Opinion Formation on Ethnic-Targeted Versus Income-Targeted Employment Policy in the Netherlands**

Marieke van Londen, Radboud University Nijmegen

Marcel Coenders, Utrecht University

Peer Scheepers, Radboud University Nijmegen

## **Respondent Characteristics That Are Predictive of Financial Item Nonresponse**

Jill Ruppenkamp, RTI International

Laura Flicker, RTI International

Barbara Bibb, RTI International

Sarah Riley, University of North Carolina-Chapel Hill

Mark Lindblad, University of North Carolina-Chapel Hill

## **Examining the Relationship Between Survey Response Elicitation Efforts, Response Motivation, and Satisficing: A Case Study of Web-Based Panel Survey**

Geon Lee, University of Illinois-Chicago

Kumar Rao, Gallup

## **Survey Nonresponse Rates Among Underrepresented Minority Students**

Brianna Groenhout, NORC

Thomas B. Hoffer, NORC

## **The Introduction of a Cell Phone Oversample to the Ohio Family Health Survey: Covering the Undercovered**

Tom Duffy, Macro International  
Ronaldo Iachan, Macro International  
Sara Bausch, Macro International  
Seth Muzzy, Macro International  
Randall ZuWallack, Macro International

## **Internet Usage Research: Comparing Household Expectations and Concerns**

Yvonne Olivares, The Nielsen Company  
Susan Baylis, The Nielsen Company  
Rosemary Holden, The Nielsen Company

**Saturday 2:15 PM - 3:45 PM**  
**Concurrent Sessions C**

## **Bias & Nonresponse - 2 - Atlantic Ballroom 1**

Chair: Pamela Campanelli, The Survey Coach  
Discussant: David R. Johnson, Pennsylvania State University

## **An Examination of the Relationship Between Panel Attrition and Measurement Error**

Chun Feng, University of Nebraska-Lincoln  
Kristen Olson, University of Nebraska-Lincoln

## **Mechanisms of Nonresponse in Cell Phone Surveys**

Courtney Kennedy, The Everett Group  
Stephen E. Everett, The Everett Group  
Michael W. Traugott, University of Michigan

## **Refined or Biased Opinions? Examining Self-Selected Participation in Deliberation and Post-Survey in Online Deliberative Polls**

Rui Wang, Stanford University  
Alice Siu, Stanford University

## **Reduction of Nonresponse Bias Through Intervention on Response Propensities**

Andy Peytchev, RTI International

Sarah Riley, University of North Carolina-Chapel Hill

Jeff Rosen, RTI International

Joe Murphy, RTI International

Mark Lindblad, University of North Carolina-Chapel Hill

## **New Media - Atlantic Ballroom 2**

Chair: Susan Pinkus, Independent Consultant

Discussant: Audience members

## **From Decatur to YouTube: A Re-Examination of the Personal Influence Hypotheses in the Internet Era**

Jon D. Miller, Michigan State University

Charles T. Salmon, Michigan State University

Eliene Augenbraun, ScienCentral

## **Don't Shoot the Messenger: Rethinking the Relationship Between the Media, Politics and Public Opinion**

James W. Stoutenborough, University of Kansas

Kellee J. Kirkpatrick, University of Kansas

## **Global Warming, Selective Exposure and Audience Fragmentation: Examining Climate Change Skeptics in the New Media Era**

Ann E. Williams, Georgia State University

Matt J. Duffy, Georgia State University

## **Public Opinion About the News Media: The Industry, the Medium, the Outlet and the Personality**

Natalie J. Stroud, University of Texas-Austin

Jae K. Lee, University of Texas at Austin

## **Heavy Media Users: Are These Respondents Who We Think They Are?**

Ekua Kendall, Arbitron

Yelena Pens, Arbitron

## **Issues Involving Federal Surveys - Atlantic**

### **Ballroom 3**

Chair: Anna Fleeman, Arbitron

Discussant: Audience members

#### **Evaluating Net Coverage on the Bureau of the Census's 2007 Master Address File Using Independent Housing Unit Estimates**

Robert W. Colosi, U.S. Bureau of the Census

Nancy R. Johnson, U.S. Bureau of the Census

Sonja Clark, U.S. Bureau of the Census

#### **Correcting Nonsampling Error in the 2010 Census Coverage Measurement**

Tamara Adams, U.S. Bureau of the Census

#### **Improving the Usability of American Community Survey Data Tables: Results from Testing a Prototypical Data Reliability Indicator**

Kathleen T. Ashenfelter, U.S. Bureau of the Census

Jennifer Tancreto, U.S. Bureau of the Census

Michael Springer, U.S. Bureau of the Census

#### **The Current Population Survey's Experience with the Respondent Identification Policy**

Anne E. Polivka, U.S. Bureau of Labor Statistics

Polly Phipps, U.S. Bureau of Labor Statistics

Christine Rho, U.S. Bureau of Labor Statistics

Hugette Sun, U.S. Bureau of Labor Statistics

#### **Incentives in the Consumer Expenditure Interview Survey: One Payment, Lasting Effects**

Karen L. Goldenberg, U.S. Bureau of Labor Statistics

David McGrath, Defense Manpower Data Center

Lucilla Tan, U.S. Bureau of Labor Statistics

## **The Development of Cross Cultural Survey**

### **Guidelines - Regency Ballroom 1**

Chair: Beth Ellen Pennell, University of Michigan

Discussant: Audience members

### **The Development of Cross-Cultural Survey Guidelines**

Beth-Ellen Pennell, University of Michigan

Kirsten Alcser, University of Michigan

Janet Harkness, University of Michigan

### **A Critique of Cross-Cultural Survey Guidelines**

Tom W. Smith, NORC

### **Guidelines in Perspective – the European Social Survey in view of the Cross-Cultural Survey Guidelines**

Peter Ph Mohler, ZUMA

### **Using the Cross-Cultural Survey Guidelines as a Teaching Tool**

Timothy Johnson, University of Illinois-Chicago

## **Cell Phones: Bias Assessment - Regency Ballroom 2**

Chair: Patricia Taylor, University of Wyoming

Discussant: Mario Callegaro, Knowledge Networks

### **The Coverage Bias of Mobile Web Surveys**

Marek Fuchs, University of Kassel

### **Shifting Samples: The Impact of Wireless Substitution on National Estimates in RDD Surveys**

Kristie Hannah, Macro International

### **Assessment of Potential Bias in the National Immunization Survey (NIS) Estimates Using Data on Telephone Status from the 2007 NHIS**

Meena Khare, National Center for Health Statistics

Abera Wouhib, National Center for Health Statistics

James A. Singleton, Centers for Disease Control and Prevention



## **Cell-Only Adults Versus Cell-Mostly Adults: Does It Make a Difference in the Results?**

Michael P. Battaglia, Abt Associates

Martin R. Frankel, Baruch College, City University of New York and Abt Associates

Lina S. Balluz, Centers for Disease Control and Prevention

## **Explaining the 2008 Elections - Regency**

### **Ballroom 3**

Chair: Janice Ballou, Mathematica Policy Research

Discussant: Audience members

## **The 2008 Presidential Election: Reaction or Transformation?**

Gary Langer, ABC News

## **Campaign Advertising and the Structure of the Vote**

Charles H. Franklin, University of Wisconsin-Madison

## **The Impact of the Economic Crisis on the Vote in the 2008 Election**

Trevor Tompson, The Associated Press

Matthew W. Courser, Pacific Institute for Research and Evaluation

Dennis Junius, The Associated Press

## **An Exploration of Forces Driving Vote Choices in the 2008 American Presidential Election: Insights from the Associated Press-Yahoo News-Stanford University Study**

Omair Akhtar, Stanford University

Jon A. Krosnick, Stanford University

Yptach Lelkes, Stanford University

Josh Pasek, Stanford University

Trevor Tompson, The Associated Press

Keith Payne, University of North Carolina-Chapel Hill

## **Did Clinton Supporters Really Pose a Serious Obstacle for Obama?**

Trevor Tompson, The Associated Press

Sunshine Hillygus, Harvard University

## **First Look at the Work of the AAPOR Online Panel**

### **Task Force - Room 312/313**

Chair: Reginald Baker, Market Strategies

Discussant: Audience members

Panelists:

Robert M. Groves, University of Michigan

Philip Garland, Survey Sampling International

Randall K. Thomas, ICF International

Reg Baker, Market Strategies International







# DAY-AT-A-GLANCE

Sunday, May 17, 2009

Time	Event	Room
8:00 AM – 10:15 AM	<b>REGISTRATION DESK OPEN</b>	Grand Registration
8:00 AM – 11:30 AM	<b>AAPOR SHORT COURSE -</b> <i>Additional registration required</i> <ul style="list-style-type: none"> <li>• Calendar and Time Diary Data Collection Methods – Belli, Callegaro &amp; Phipps</li> </ul>	307
8:30 AM – 10:00 AM	<b>CONCURRENT SESSIONS A</b>	
	• Web Surveys: Best Practices	Atlantic 1
	• Issues of Well-Being	Atlantic 2
	• Technology & Data Collection	Atlantic 3
	• Focus on Youth	Regency 1
	• Cell Phone Surveys: Practical Concerns	Regency 2
	• Issues in Surveying Consumer Behaviors	Regency 3
10:15 AM – 11:45 AM	<b>CONCURRENT SESSIONS B</b>	
	• Crime & Confidence	Atlantic 1
	• Surveys & Their Impact	Atlantic 2
	• Informed Consent	Atlantic 3
	• Cross-National Surveys	Regency 1
	• Interviewing & Interviewers	Regency 2
	• Address-Based Sampling: Results from the Field	Regency 3
• AAPOR Ad Hoc Committee on the 2008 Presidential Primary Polling	312/313	



**Sunday 8:30 AM - 10:00 AM**  
**Concurrent Sessions A**

**Web Surveys: Best Practices - Atlantic Ballroom 1**

Chair: Andy Zuckerberg, National Center for Education Statistics  
Discussant: John Kennedy, Indiana University

**Web of Caring: Development of Web-Survey Best Practices**

Janice Ballou, Mathematica Policy Research  
Brian Roff, Mathematica Policy Research

**Words, Numbers and Visual Heuristics in Web Surveys: Is There a Hierarchy of Importance?**

Vera Toepoel, CentERdata  
Don A. Dillman, Washington State University

**The Effect of Email Invitation Subject Title and Text on Online Survey Completion Rates in Internet Panel Surveys**

Yelena Kruse, Knowledge Networks  
Melanie Thomas, Knowledge Networks  
Poom Nukulij, Knowledge Networks  
Mario Callegaro, Knowledge Networks

**The Use of Advance Contact, Monetary Incentives, and Lotteries to Increase Response Rates in a Web Survey of Physicians**

John Stevenson, University of Wisconsin-Madison  
Jennifer Dykema, University of Wisconsin-Madison  
Brendan Day, University of Wisconsin-Madison  
Vence Bonham, National Human Genome Research Institute  
Sherill Sellers, University of Wisconsin-Madison

## **Issues of Well Being - Atlantic Ballroom 2**

Chair: Allison Pond, Pew Research Center

Discussant: Audience members

### **Gender and Natural Disasters: The Psychological Impact of Hurricane Katrina**

Alicia N. Jencik, University of New Orleans

### **Women and Health Care in the 2008 Election**

Carolina Gutierrez, The Henry J. Kaiser Family Foundation

Sasha Buscho, The Henry J. Kaiser Family Foundation

Claudia Deane, The Henry J. Kaiser Family Foundation

Liz Hamel, The Henry J. Kaiser Family Foundation

Mollyann Brodie, The Henry J. Kaiser Family Foundation

### **The U.S. Opinion Divide Over Working Women and Working Moms**

Carolyn L. Funk, Virginia Commonwealth University

Erna Ruijter, Virginia Commonwealth University

### **New Research on Debt Stress and Related Health Problems**

Paul J. Lavrakas, Independent Consultant

Trevor N. Tompson, The Associated Press

## **Technology & Data Collection - Atlantic Ballroom 3**

Chair: Larry Luskin, Macro International

Discussant: Audience members

### **Exploring Inherent Differences Between CARI and Non-CARI Interviews**

Adam Sage, RTI International

Michael Keating, RTI International

### **Correlation Between Interviewer Experience and Blood Spot Collection Quality on the Add Health Wave IV Study**

Christy Hottinger, RTI International

Marjorie Hinsdale, RTI International

Casey Tischner, RTI International



## **Using Audio Computer-Assisted Self-Interviewing and Interactive Voice Response to Measure Elder Mistreatment in Older Adults: Feasibility and Effects on Prevalence Estimates**

Scott Beach, University of Pittsburgh

Richard Schulz, University of Pittsburgh

Howard Degenholtz, University of Pittsburgh

Nicholas Castle, University of Pittsburgh

Jules Rosen, University of Pittsburgh

Andrea Fox, University of Pittsburgh

Alan Meisel, University of Pittsburgh

Richard Morycz, University of Pittsburgh

## **PDA vs. Computer Web Survey Respondents**

Carey Stapleton, Service Management Group

## **Changing the Way We Work: Conducting Survey Research in the Age of Heightened Data Security**

John M. Doherty, RTI International

Debbie Herget, RTI International

Saju Joshua, RTI International

## **Focus on Youth - Regency Ballroom 1**

Chair: Ipek Bilgen, University of Nebraska-Lincoln

Discussant: Daniel Cicenía, University of Florida

## **'He Calls Himself My Father, but He's Not My Real Dad:' The Accuracy of Young People's Descriptions of Non-Biological Family Relationships**

Iain A. Noble, Department for Children, Schools and Families

Nick Moon, GfK NOP

## **Interviewing Youth with Disabilities Over the Telephone: Data Quality and Implications for Best Practice**

Kirsten A. Barrett, Mathematica Policy Research

Karen CyBulski, Mathematica Policy Research

Anne Ciemnecki, Mathematica Policy Research

**The Challenges of Locating Young Adults for a Longitudinal Study: Improved Tracing Strategies Implemented for the National Longitudinal Study of Adolescent Health, Wave IV**

Amanda Meehan, RTI International

Erica Saleska, RTI International

Marjorie Hinsdale, RTI International

Nick Kinsey, RTI International

**Is Two Out of Three Not Bad? Do the Inaccuracies of Young People's Reports of Parental Occupations Affect the Analysis of Their Educational Attainment?**

Iain A. Noble, Department for Children, Schools and Families

Nick Moon, GfK NOP

**Cell Phone Surveys: Practical Concerns - Regency Ballroom 2**

Chair: Ana Villar, University of Nebraska-Lincoln

Discussant: Audience members

**Cell Phone Mainly and Cell Phone Mostly: A Comparison of Two Approaches to Dual Frame Cell Phone and Landline Samples**

John M. Boyle, Abt SRBI

Joel Cantor, Rutgers University

**Improving Response Rates on Both Landline and Cell Surveys Through the Strategic Use of Caller ID**

James Dayton, Macro International

Emily Burns, University of Colorado-Denver

Arnold H. Levinson, University of Colorado-Denver

Naomi Freedner, Macro International

Kristie Hannah, Macro International

Beth Tarallo, Macro International

**Measurement Error in Cell Phone Surveys**

Courtney Kennedy, The Everett Group

Stephen E. Everett, The Everett Group

Michael W. Traugott, University of Michigan

## **Some Practical Issues in Cell Phone Interviewing from a Phone Room Perspective**

Jonathan Best, Princeton Survey Research Associates International  
Larry Hugick, Princeton Survey Research Associates International

## **Have I Caught You at a Bad Time? Call Protocol and Bias in the 2008 BRFSS Cell Phone Sample**

Paul Schroeder, Abt SRBI  
Brian Meekins, U.S. Bureau of Labor Statistics

## **Issues in Surveying Consumer Behaviors - Regency Ballroom 3**

Chair: Christopher Spera, ICF International  
Discussant: Christopher Spera, ICF International

## **The Impact of Sourcing Models on Respondent Profiles in a Wide Spectrum of Commercial Panels**

Steven Gittelman, MKTG

## **Rating Across or Within Dimensions? Effects of Rating Context for Attitudes**

Randall Thomas, ICF International  
Jon A. Krosnick, Stanford University

## **4P Customer Satisfaction and Loyalty Model: Calculating Loyalty Profiles Based on the Evaluation of People, Product Process, and Place**

Jon Harrington, Chamberlain Research Consultants

**Contemporary Issues in Measurement & Quality -  
Room 312/313**

Chair: Debra Miller, University of Nebraska-Lincoln

Discussant: Nancy A. Mathiowetz, University of Wisconsin-Milwaukee

**Using Indirectly Estimated Race/Ethnicity to Improve the Efficiency of Sampling Newly Married Couples from Marriage License Data**

Marc Elliott, RAND Corporation

Philip Pantoja, RAND Corporation

Benjamin R. Karney, University of California-Los Angeles

Peter A. Morrison, RAND Corporation

Kirsten Becker, RAND Corporation

Allen Fremont, RAND Corporation

Nicole Lurie, RAND Corporation

**A Simulation Study of Alternative Weighting Class Adjustments for Nonresponse When Estimating a Population Mean from Complex Sample Survey Data**

Brady West, University of Michigan

**What are They Asking Me? A Web Survey Experiment on Question Clarity and Measurement Error**

Timo Faass, GESIS

Lars Kaczmirek, GESIS

Alwine Lenzner, University of Mannheim

**Sunday 10:15 AM - 11:45 AM**

**Concurrent Sessions B**

**Crime & Confidence - Atlantic Ballroom 1**

Chair: Patricia Gallagher, University of Massachusetts-Boston

Discussant: Audience members

**Mayoral Approval and Natural Disasters: New Orleans as a Case Study**

Alicia N. Jencik, University of New Orleans

## **Trends in Confidence in Institutions: 1973-2008**

Tom W. Smith, NORC

## **Developing Social Indicators of Trust in Justice and Insecurities About Crime: Methodological Reflections on a European Project**

Jonathan Jakson, London School of Economics

Mike Hough, King's College London

Stephen Farrall, University of Sheffield

## **Thinking About Crime: Attributions, Race and Lay Accounts of Law-Breaking Behavior**

Lawrence Bobo, Harvard University

Victor Thompson, Stanford University

## **Surveys & Their Impact - Atlantic Ballroom 2**

Chair: Nick Moon, GfK NOP Social Research

Discussant: Nick Moon, GfK NOP Social Research

## **Trends in Surveys on Surveys**

Jibum Kim, NORC

Carl Gershenson, Harvard University

Tom W. Smith, NORC

## **Changing Minds: Two Tests of the Influence of Polls on Movement in Opinion During Electoral Campaigns**

Claire Durand, University of Montreal

John Goyder, University of Waterloo

## **Making Sense of the "Quasi-Statistical Sense": A Study in the Operationalization and Analysis of Perceptions of Public Opinion**

Jason B. Reineke, Middle Tennessee State University

Lindsay H. Hoffman, University of Delaware

Kenneth R. Blake, Middle Tennessee State University

Carroll J. Glynn, The Ohio State University

## **Global Warming Attitudes in a Changing Political Climate**

Whitt Kilburn, Grand Valley State University

## **Informed Consent - Atlantic Ballroom 3**

Chair: Scott Crawford, Survey Sciences Group

Discussant: Marjorie Hinsdale, RTI International

### **The Routinization of Informed Consent**

Melissa Constantine, University of Minnesota

Todd Rockwood, University of Minnesota

### **Parent Engagement in the Informed Consent Process: Evidence from Four Parental Surveys**

Matthew Courser, Pacific Institute for Research and Evaluation

Paul J. Lavrakas, Independent Consultant

David Collins, Pacific Institute for Research and Evaluation

Paul Ditterline, Pacific Institute for Research and Evaluation

### **Conveying Translated Informed Consent Concepts: Effects of Language and Culture on Interpretation of Legally Required Messages**

Yuling Pan, U.S. Bureau of the Census

Ashley D. Landreth, U.S. Bureau of the Census

## **Cross-National Surveys - Regency Ballroom 1**

Chair: Ayman M. Nada, Cairo University

Discussant: Audience members

### **The Impact of Answer Scale Adaptation on Response Style Differences Across Countries**

Ana Villar, University of Nebraska-Lincoln

Yongwei Yang, Gallup

Tzu-Yun Chin, University of Nebraska-Lincoln

### **International Legislator Survey Project on the Role of Government, Pilot 2009**

Tibor Toth, University of Delaware

### **Public Opinion Toward NAFTA in the United States, Canada and Mexico: Insights from the Gallup World Poll**

Timothy B. Gravelle, Gallup

Kumar Rao, Gallup

## **Economic Growth and the Human Condition**

Allan L. McCutcheon, University of Nebraska-Lincoln

Lee B. Becker, University of Georgia

Jenny Marlar, Gallup

Glenn Phelps, Gallup

Tudor Vlad, University of Georgia

## **Ensuring Data Quality In Conflict Zones**

Stephen Hornbeck, D3 Systems

Catherine Studner, D3 Systems

## **Interviewing & Interviewers - Regency Ballroom 2**

Chair: Kelly Elver, University of Wisconsin-Madison

Discussant: Paul Beatty, National Center for Health Statistics

## **Learning from Call Rule Compliance for Face to Face Surveys**

Jennifer Sinibaldi, National Centre for Social Research

Simon Holroyd, National Centre for Social Research

## **Monitoring Field Interviewer and Respondent Interactions Using Computer-Assisted Recorded Interviewing: A Case Study**

Susan Mitchell, RTI International

Kristine Fahrney, RTI International

Matthew Strobl, RTI International

## **Predicting Interviewer Performance Over Time: A Practical Analysis of Performance Indicators on the National Survey of Family Growth**

Nicole Kirgis, University of Michigan

Shonda Kruger Ndiaye, University of Michigan

Robert M. Groves, University of Michigan

## **Hanging by a Thread: The Telephone Interviewers Tell Their Story**

Maria Concetta Pitrone, Sapienza University of Rome

Gabriella Fazzi, Sapienza University of Rome

Fabrizio Martire, Sapienza University of Rome

## **Address-Based Sampling: Results from the Field - Regency Ballroom 3**

Chair: Richard Griffin, U.S. Bureau of the Census

Discussant: Audience members

### **Continuing Telephone Surveys in the Age of Address Based Sampling: Lessons from a Large-Scale Mixed-Mode National Study**

Charles D. Shuttles, The Nielsen Company

Michael W. Link, The Nielsen Company

Gail Daily, The Nielsen Company

L. Tracie Yancey, The Nielsen Company

Christine Bourquin, The Nielsen Company

Anh Thu Burks, The Nielsen Company

### **Modeling the Need for Traditional vs. Commercially-Available Address Listings for In-Person Surveys: Results from a National Validation of Addresses**

Ned English, NORC

Colm O'Muircheartaigh, NORC

Stephanie Eckman, NORC

### **Recruitment of Minorities Using Address-Based Sampling (ABS): A Pilot Study**

Kumar Rao, Gallup

Michael W. Link, The Nielsen Company

### **Comparing Random Digit Dial (RDD) and United States Postal Service (USPS) Address-Based Sample Designs for a General Population Survey: The 2008 Massachusetts Health Insurance Survey**

Susan Sherr, Social Science Research Solutions

David Dutwin, Social Science Research Solutions

Timothy Triplett, The Urban Institute

Doug Wissoker, The Urban Institute

Sharon Long, The Urban Institute



**AAPOR Ad Hoc Committee on the 2008  
Presidential Primary Polling – Room 312/313**

Chair: Michael W. Traugott, University of Michigan

Panelists:

Nancy Mathiwetz, University of Wisconsin-Milwaukee

Kristen Olsen, University of Nebraska-Lincoln

Michael W. Traugott, University of Michigan





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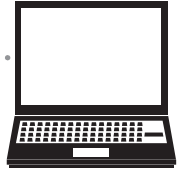
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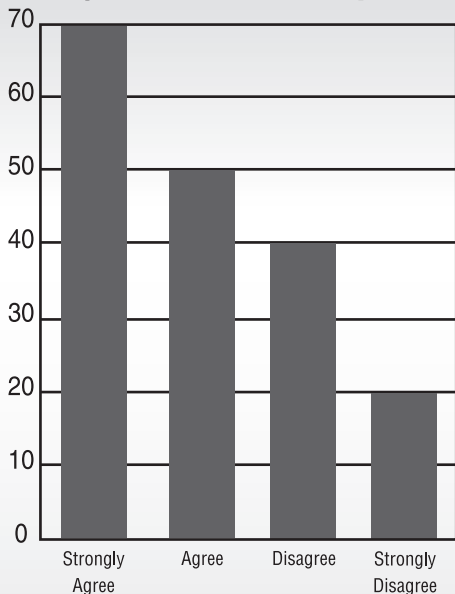
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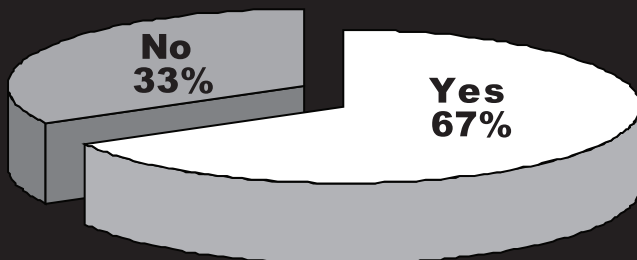
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# Save the Date



**65th Annual Conference**  
May 13 – 16, 2010  
Marriott Downtown Chicago  
Chicago, Illinois

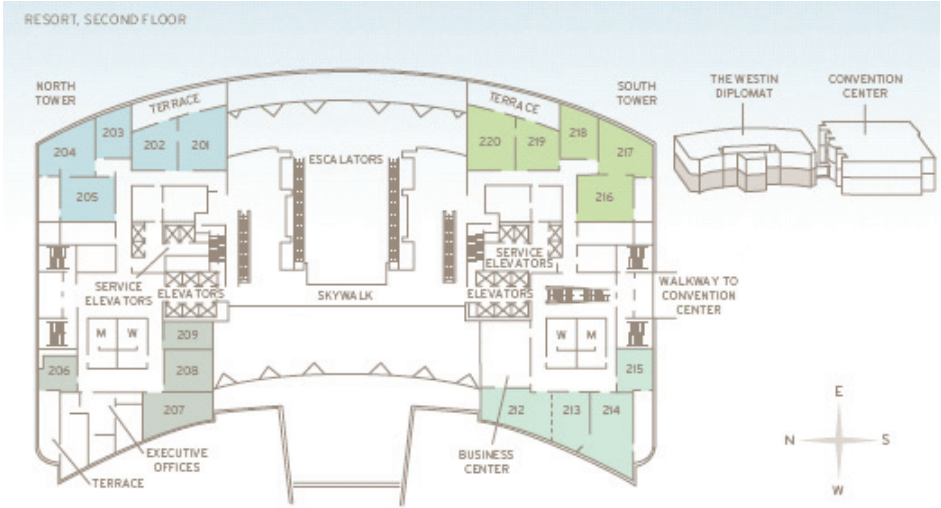


**66th Annual Conference**  
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Phoenix, Arizona

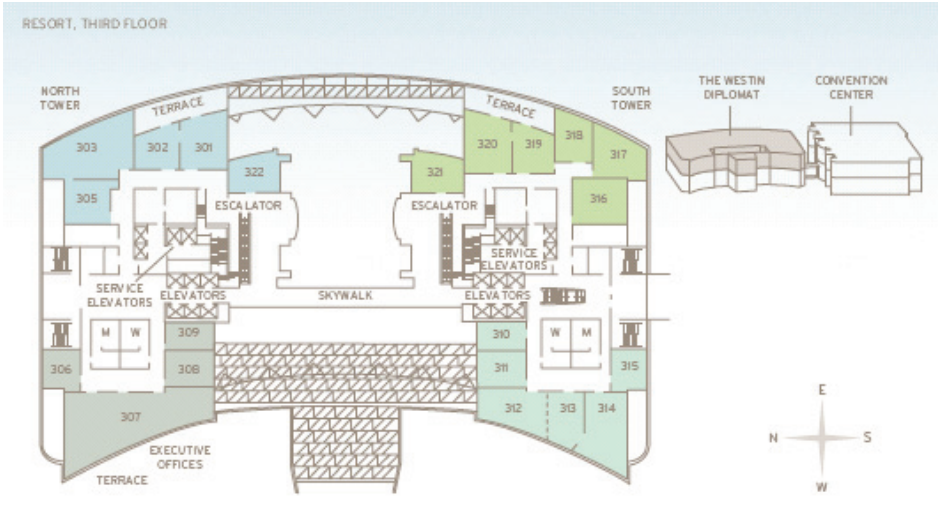


# Meeting Room Floor Plans

The following rooms are located the Westin Diplomat Hotel.



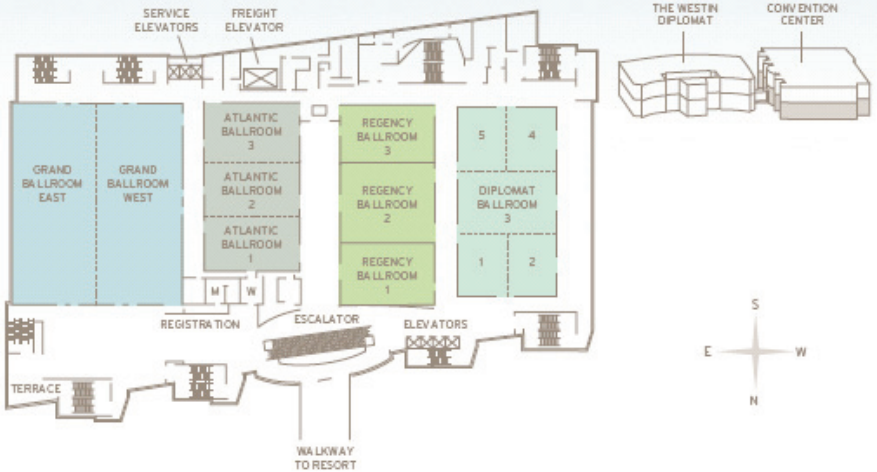
Will be used for: Committee Rooms



Will be used for: Committee Rooms and Concurrent Session 312/313

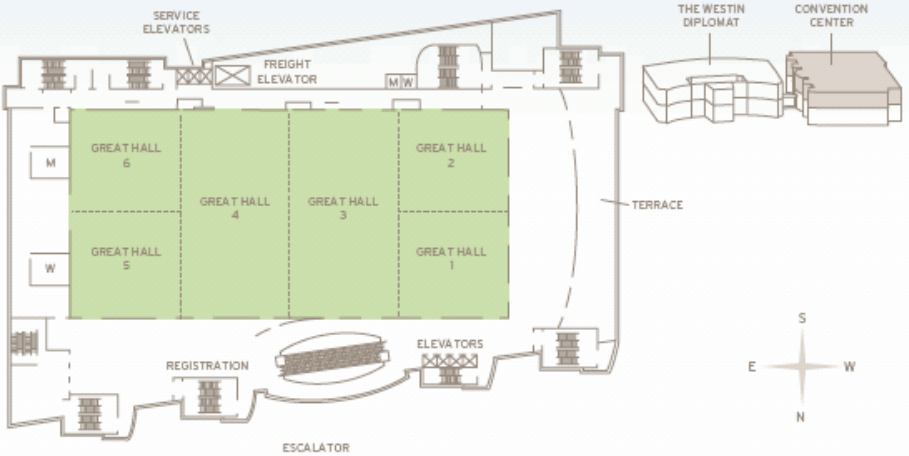
## The following rooms are located in the Westin Diplomat Convention Center.

CONVENTION CENTER, SECOND FLOOR



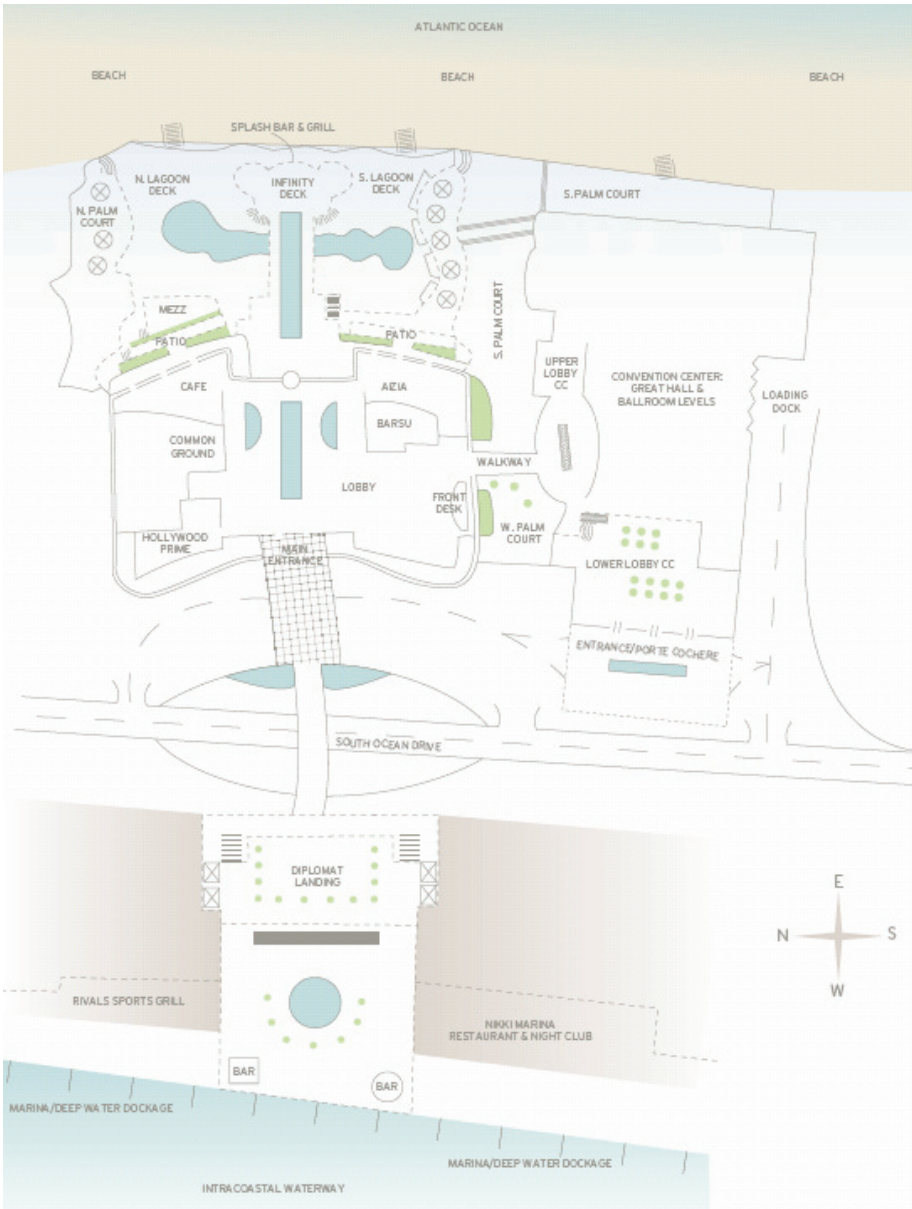
**Will be used for: Conference Registration, Meal Functions, Plenary Session, Concurrent Sessions and Short Courses**

CONVENTION CENTER, THIRD FLOOR



**Will be used for: Exhibit Hall, Poster Sessions, Meet the Author Sessions, Networking Sessions, Refreshment Breaks and Continental Breakfast**

# Resort Map



Detailed meeting room floor plans are located on the inside back cover