

AAPOR

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

66th Annual Conference



Public Perception & Societal Conflict

Conference Program

May 12 – 15, 2011

Arizona Grand Resort

Phoenix, AZ

www.aapor.org



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Greetings!

Welcome to Phoenix and the 66th Annual Conference of the American Association for Public Opinion Research! We appreciate your participation and contributions to a wonderful program.

Our program speaks for itself — spanning four days of provocative sessions, in-depth short courses and a plenary panel featuring nationally prominent leaders discussing issues of critical importance to our nation. You will enjoy our fabulous family-friendly venue, complete with special social activities and events planned for all our attendees, including an opportunity to see the really big picture by joining expert stargazers for a special evening of wonderment.

Our conference theme, *Public Perception & Societal Conflict*, entwines public opinion research and its relationship to society, culture and ultimately to ourselves. The conference theme is prominent throughout the program providing ample opportunity for you to attend key sessions.

This year's plenary session places our conference theme front and center exploring an important policy issue facing the nation. Arizona's SB1070 represents a watershed in the ongoing public debate over immigration reform. President Obama has placed immigration reform squarely back on the table for action over the next two years. AAPOR is delighted to welcome a renowned panel of experts, led by Former Secretary of Housing and Urban Development Henry G. Cisneros. The plenary focuses on the story of immigration reform in the U.S. from several complementary viewpoints, including local and national policy perspectives, Latino and economic history, the evolution of public opinion and media coverage and specific reform efforts such as Arizona's SB1070 legislation.

In keeping with long-standing AAPOR tradition, the 2011 conference will be rich with discussion on how public opinion is shaped and its consequences for individuals and collectives. More than 500 papers and posters will be presented during the conference. Be sure to visit the Exhibit Hall in the Park Pavilion where you will find a wealth of information from exhibitors, demonstrations, poster presentations and meet the author sessions each offering additional opportunities designed to ensure maximum educational benefits.





The annual conference is all about our 'community' — bringing people together to share experiences in a common venue. We believe you will find the next few days rewarding, informative, thought-provoking and just plain fun!

Robert L. Santos
Annual Conference Chair

Dan Merkle
Associate Annual Conference Chair

About AAPOR

Founded in 1947, AAPOR is a professional society of individuals engaged in public opinion research, market research and social policy research. Our membership includes people from all sectors of the research community: academic institutions, commercial organizations, government agencies and non-profit organizations.

AAPOR

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH





General Information

The AAPOR Registration Desk is located on Level 1 of the Conference Center, at the Arizona Grand Resort.

Registration Hours:

Wednesday, May 11	1:00 p.m. – 3:00 p.m.	Short Course Only
	4:00 p.m. – 7:00 p.m.	
Thursday, May 12	7:00 a.m. – 5:00 p.m.	
Friday, May 13	7:30 a.m. – 4:30 p.m.	
Saturday, May 14	7:30 a.m. – 3:00 p.m.	
Sunday, May 15	8:00 a.m. – 10:15 a.m.	

Badges

Participation in the Annual Conference is limited to registered attendees. The official conference badge is required for admission to all sessions, social activities and the exhibit hall. Stop by the registration desk for changes to your badge.

Meal Tickets

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

Speaker Materials

Presenters who plan to use PowerPoint® and the data projector must bring their presentation on a flash drive or CD-ROM to the AV Technician at the Registration Desk area a minimum of 24 hours prior to their session. The presentations will be loaded onto the computer in the designated meeting room.

Conference Materials

The final program and abstracts are available on the flash drive in each attendee's tote bag.

Messages

A message board will be maintained in the registration area during registration hours.





Plenary Session

Thursday, May 12 • 8:00 p.m. – 9:30 p.m.

Public Perception and Societal Conflict: The History of Immigration Reform in the U.S.

Location: Grand Ballroom E-J

Moderator: **Gary Langer**, *Langer Research Associates*

Panelists: **Henry G. Cisneros**, *executive chairman of CityView companies, former Housing and Urban Development Secretary*

Rodolfo de la Garza, *Columbia University*

Doris Meissner, *senior fellow at the Migration Policy Institute, former commissioner of Immigration and Naturalization Services Commissioner*

Frank M. Newport, *Gallup, Inc.*

We are delighted to welcome a renowned panel of experts for a discussion of a critical public policy issue with national and global implications – immigration reform. The plenary session will explore immigration reform, the role of public perception and its impact on today's society. The objective is to understand the history of immigration to the United States and explore the interactions between public perception of immigrants and local/national policy. The session will include discussion of the interplay between public opinion polling, media coverage and local, regional and national reaction to immigrants, reform efforts and policies such as Arizona's SB1070 legislation. We seek a better understanding of these interrelationships with the hope that this could lead to more effective immigration policy.

Panelist Include:



Henry G. Cisneros

Henry Cisneros is currently executive chairman of the CityView companies, which work with homebuilders to construct affordably priced homes. He was the first Hispanic-American mayor of a major U.S. city, San Antonio. In 1984, he was interviewed by the Democratic presidential nominee as a possible candidate for Vice President of the United States and in 1986 was

selected as the "Outstanding Mayor" in the nation by *City and State Magazine*. A scholarly study of America's Mayors, *The American Mayor*, ranked Mr. Cisneros as one of the 15 best mayors in the nation in a period



Plenary Session

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that spanned the 20th Century. In 1992, President Clinton appointed Mr. Cisneros to be Secretary of the U.S. Department of Housing and Urban Development. He was president and chief operating officer of Univision Communications, and currently serves on Univision's Board of Directors. Mr. Cisneros has been active in non-profit and civic leadership, serving as president of the National League of Cities, deputy chair of the Federal Reserve Bank of Dallas and national chairman of the After-School All-Stars. He is currently a member of the advisory boards of the Bill and Melinda Gates Foundation and the Broad Foundation. Mr. Cisneros is also the author of *Casa y Comunidad: Latino Home and Neighborhood Design* which was awarded the Benjamin Franklin Silver Medal in the category of best business book of 2006.



Doris Meissner

Doris Meissner is senior fellow at the Migration Policy Institute and former commissioner of Immigration and Naturalization Services (INS) in the Clinton administration. Her accomplishments included reforming the nation's asylum system; creating new strategies for managing U.S. borders; improving naturalization and other services for immigrants;

shaping new responses to migration and humanitarian emergencies; strengthening cooperation and joint initiatives with Mexico, Canada and other countries; and managing growth that doubled the agency's personnel and tripled its budget. Ms. Meissner's board memberships include CARE-USA and the Wisconsin Alumni Research Foundation. She is a member of the Council on Foreign Relations, the Inter-American Dialogue, the Pacific Council on International Diplomacy, the National Academy of Public Administration, the Administrative Conference of the United States and the Constitution Society.





Plenary Session

Thursday, May 12 • 8:00 p.m. – 9:30 p.m.



Rodolfo de la Garza

Rodolfo de la Garza is Eaton Professor of Administrative Law and Municipal Science at Columbia University. His primary interests in public policy include immigration and immigrant settlement and incorporation. He has edited, co-edited and co-authored numerous books including: *The Future of the Voting Rights Act*; *Muted Voices: Latinos and the 2000 Election*; *Sending Money Home: Hispanic Remittances and Community Development*; *Latinos and U.S. Foreign Policy: Lobbying for the Homeland?*; *Bridging the Border: Transforming Mexico-U.S. Relations*; *At the Crossroads: Mexican and U.S. Immigration Policy*; *Awash in the Mainstream: Latinos and the 1996 Elections*. Currently he is directing studies on immigrant incorporation, Latinos and U.S. foreign policy and Latino voting patterns. Professor de la Garza has also participated in the evaluation and design of community service programs including increasing immigrant access to health services in California, and in evaluating Texas' state-sponsored naturalization campaign. He served as vice president of the American Political Science Association and received the Lifetime Achievement Award of the Committee on the Status of Latinos in the Profession of the American Political Science Association in 1993. He is a member of the Council of Foreign Relations.



Frank M. Newport

Frank Newport is editor-in-chief of The Gallup Poll in Princeton, New Jersey, and heads the nation's best-known and longest-running continuous monitor of American public opinion. He is president of the American Association for Public Opinion Research, vice president of the National Council on Public Polls, and serves on the board of directors of the Roper Center for Public Opinion Research. He is the author of *Polling Matters - Why Leaders Must Listen to the Wisdom of the People* and coauthor with Stuart Rothenberg of *The Evangelical Voter*. Newport contributed to the book series *Where America Stands*, and to *The Ethnic Voter and Ethnic Voters and National Issues*. With Alec Gallup, he is the co-editor of *The Gallup Poll: Public Opinion 2004 and 2005*. His articles and opinion editorial pieces have appeared in many publications, including the American



Plenary Session

Thursday, May 12 • 8:00 p.m. – 9:30 p.m.

Sociological Review, Public Opinion Quarterly, The New York Times and the Los Angeles Times.



Moderator:

Gary Langer, *Langer Research Associates*

The founder and president of Langer Research Associates, AAPOR member Gary Langer is an internationally recognized public opinion researcher with expertise in analysis of political, policy, economic and social attitudes, questionnaire design, data interpretation, survey methodology and survey management. With more than 25 years in the field,

Langer has overseen and analyzed more than 700 surveys on a broad range of topics as director of polling at ABC News. Langer has won two Emmy awards and received eight Emmy nominations – the first and only to cite public opinion polls – as well as being honored with the 2010 Policy Impact Award of the American Association for Public Opinion Research. He is a two-time winner of the University of Iowa-Gallup Award for Excellent Journalism Using Polls, produced a pair of ABC News polls recognized by the Excellence in Media Coverage of Polls Award from the National Council on Public Polls and shared a DuPont-Columbia Award for ABC's 9/11 coverage. Langer is a member of the Board of Directors of the Roper Center for Public Opinion Research, a trustee of the National Council on Public Polls and past president of the New York chapter of the American Association for Public Opinion Research.



Highlights

Education – Short Courses

Six in-depth short courses taught by seasoned professionals are offered to enhance your learning experience.

The course offerings include:

- Course 1:** Dealing with Missing Data
- Course 2:** Designing Surveys for Mobile Devices: Pocket-Sized Surveys that Yield Powerful Results
- Course 3:** The Principles for Questionnaire Design
- Course 4:** The Benefits & Challenges of Address-Based Sampling Designs
- Course 5:** Creating Effective Designs for Mixed-Mode Surveys
- Course 6:** The Use of Incentives in Survey Research

There is still time to register for a short course. Sign up at the Registration Desk! For course descriptions see pages 55, 61 – 62, 175.

Exhibit Hall Hours

- Thursday, May 12 3:00 p.m. – 5:30 p.m.
- Friday, May 13 7:00 a.m. – 4:30 p.m.
- Saturday, May 14 7:00 a.m. – 2:30 p.m.

The AAPOR Annual Conference Exhibit Hall located in the Park Pavilion is your best source of information about products, services, survey planning and design from key vendors interested in the important issues facing the survey community.

Networking Opportunities

Several events are planned to encourage attendees to network with colleagues. A 10-minute conversation during speed networking or during a session break could make all the difference in your career! Gather with old friends and meet new ones at evening dinners, dessert receptions, the golf outing, stargazing events and applied probability.



Highlights

New Member & All-Chapter Reception

Thursday, May 12, 6:00 p.m. – 7:00 p.m.

Palm and Paseo Court – Level 1

Places to go and people to meet – that's what this reception is all about! Sponsors, exhibitors, first-time attendee or old hand, this is your opportunity to get started on the right foot, balancing the intensity of AAPOR education sessions with the satisfaction of meeting colleagues who share your interests. Take a moment to visit your regional colleagues, and share insights from what you've learned.

Dinner and Plenary

Thursday, May 12, 7:00 p.m. – 9:30 p.m.

Grand Ballroom E-J – Level 1

Enjoy a great meal and the mental stimulation that only the AAPOR conference can deliver. Debate the big issues with your table mates, push back your chair, open your mind and listen to our STELLAR PANEL OF EXPERTS weigh in on *public perception and societal conflict*. The floor will be open for questions following the plenary presentation.

Presidential Address and Luncheon

Friday, May 13, 11:45 a.m. – 1:45 p.m.

Grand Ballroom E-J – Level 1

Join fellow attendees for lunch and an insightful keynote address from AAPOR President Frank M. Newport.

AAPOR Public Opinion and Leadership Task Force Discussion

Friday, May 13, 6:00 p.m. – 7:00 p.m.

Acacia – Level 1

All interested conference attendees are invited to join Co-Chairs, Frank M. Newport and Robert Shapiro along with other task force members in an open discussion forum. Learn about the task force objectives, ask questions and offer suggestions. Light refreshments will be served.

AAPOR Membership and Business Meeting

Saturday, May 14, 4:00 p.m. – 5:30 p.m.

Lantana – Level 2

AAPOR members are encouraged to attend the annual business meeting to learn more about the past year's accomplishments and the future initiatives of the association.



Highlights

President's Reception & AAPOR Awards Banquet

Saturday, May 14, 6:00 p.m. – 9:30 p.m.

Palm and Paseo Court & Grand Ballroom E-J – Level 1

Following two and half days of intensive learning, AAPOR's traditional Saturday night program is a chance to enjoy a cool drink at the President's Reception before joining colleagues for a delicious meal and spirited idea exchange. Join us as we welcome the newly-elected Executive Councilors and toast the award-winning accomplishments of AAPOR members.

Post-Banquet Party

Saturday, May 14, 9:30 p.m. – Midnight

Vista Dining Terrace

Don't miss this much anticipated event which includes a live Mariachi Band, margarita fountain, beautiful southwestern vistas and an opportunity to catch up with friends.

AAPOR Recognition Award

Recipient: Shapard Wolf, *Arizona State University*

The American Association for Public Opinion Research recognizes and expresses its sincere gratitude to Shapard Wolf for nearly a decade of continuous stewardship of AAPORnet and for promoting and nurturing our AAPOR community.



Things to Do, Places to Go: AAPOR Social Activities

Golf

Thursday, May 12, 7:30 a.m.

Arizona Grand Resort Golf Course

Golfers will meander through the majestic beauty of Arizona's South Mountain Park, a protected natural desert preserve. Dramatic elevation changes and breathtaking mountain vistas highlight the diverse and challenging Par 71 layout.

Fun Run/Walk

Saturday, May 14, 7:00 a.m.

Athletic Club

Join fellow early risers for some friendly competitive exercise in our annual two-mile Fun Run/Walk. All participants will receive bottled water. More information will be posted on the message board at the conference, and volunteers will be available Saturday morning to guide participants to the starting line. A waiver must be signed onsite to participate.

Applied Probability

Saturday, May 14, 9:30 p.m. - 2:00 a.m.

Palm 3 A/B - Level 3

Few games better illustrate elementary probability theory than poker. The derivation of an optimal game strategy appears to be beyond current game theory and has confounded mathematicians, statisticians and AAPORites for years. If you want to ponder one of the most popular practical applications of probability, join us Saturday night after the awards banquet for our annual Applied Probability session.

Stargazing Opportunity

Friday, May 13, 8:00 p.m. - 10:00 p.m.

Saturday, May 14, 9:30 p.m. - 11:30 p.m.

Arizona Grand Golf Course - Island Green

The setting for this year's Annual Conference provides a unique opportunity to spend time networking under the stars on Friday and Saturday evening. Participants can view the wonders of the universe through telescopes, while experienced professional stargazers give a guided tour of the night sky. What a great way to finish off the day!



Things to Do, Places to Go: AAPOR Social Activities

Speed Networking

Back by popular demand - put your AAPOR network to work!

Who Should Attend: Those who are new to the field of survey research, those looking to make a change in their career or anyone interested in learning more about key organizations in our field.

When:

Friday, May 13 3:15 p.m. - 4:15 p.m.
Saturday, May 14 12:45 p.m. - 2:15 p.m.

Where:

Conference Center Lobby - Level 2

How:

- Sign up to participate at the AAPOR registration desk or during the networking session. Participants will sign up for 15-minute sessions with the organizations represented.
- Spend 15 minutes discussing the details of the company/organization and then quickly move on to the next interview.
- Bring copies of your current resume.

This is not a substitute for a more formal interview, but these brief discussions could be the start of something big!

2011 AAPOR Conference T-Shirt Slogan

Congratulations to Rich Clark, University of Georgia, for his winning slogan:
"Would you say you like this T-shirt..."

- 1) Very much
- 2) Somewhat
- 3) Very little
- 4) Not at all?"

Show your AAPOR spirit by wearing this limited edition 66th Annual Conference T-shirt.

Purchase T-shirts at the onsite registration desk.



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AAPOR Executive Council

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Burns “Bud” Roper Fellows

The Burns “Bud” Roper AAPOR Fund was established to help early-career individuals working in survey research or public opinion research. Awards are used to help recipients with the cost of travel and registration fees to attend the AAPOR Annual Conference and/or participate in short courses.

Michel Boudreaux, *University of Minnesota*

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Rebecca Weiner, *Mathematica Policy Research*

Seymour Sudman Student Paper Award

This award recognizes excellence in the study of public opinion, broadly defined, or the theory and methods of survey research, including statistical techniques used in such research.

WINNER: Andrew Therriault, *New York University*
“Is Anybody Listening?: Informing, Persuading and Priming in the 2000 and 2004 Presidential Campaigns”

HONORABLE MENTION: Joseph Sakshaug, *University of Michigan*
“Non-Consent Error, Non-Response Error, and Measurement Error: Assessing the Overall Quality of Linked Survey and Administrative Data”

HONORABLE MENTION: Susanna Dilliplane, *Annenberg School for Communication*
“All the News You Want to Hear: The Impact of Partisan News Exposure on Political Participation”



Award Winners

AAPOR Book Award

This award was established to recognize influential books that have stimulated theoretical and scientific research in public opinion; and/or influenced our understanding or application of survey research methodology.

WINNERS: Robert M. Groves, Don A. Dillman, John L. Eltinge and
Roderick J. A. Little
Survey Non-Response
(John Wiley & Sons, Inc., New York, NY, 2002)

AAPOR Policy Impact Award

This award recognizes outstanding research that has had a clear impact on improving policy decisions practice or discourse, either in the public or private sectors.

WINNERS: U.S. Department of Defense Comprehensive Review
Working Group
RAND Corporation Survey Team
Westat Survey Team

Warren J. Mitofsky Innovators Award

The Innovators Award recognizes accomplishments in the field of public opinion and survey research that occurred in the past ten years, or that had their primary impact on the field during the past decade.

WINNERS: Michael P. Battaglia, *Abt Associates, Inc.*
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Larry Osborn, *Knowledge Networks*
and
Vincent G. Iannacchione, *RTI International*
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David T. Redden, *University of Alabama*
for their research on Address-Based Sampling.



Award Winners

AAPOR Award for Exceptionally Distinguished Achievement

The Association's highest honor, this award recognizes lifetime achievement and outstanding contributions to the field of public opinion research. The winner will be announced during the Saturday evening banquet.

Past AAPOR Award Winners

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2003	Don A. Dillman Frank Stanton
2002	Tom W. Smith
2001	Robert Groves
2000	Philip Meyer
1999	Charles Cannell



AAPOR Committee Meetings

Wednesday, May 11

12:00 p.m. – 5:00 p.m. **AAPOR Executive Council Meeting** Palm 3A/B

Friday, May 13

7:00 a.m. – 8:00 a.m. **National Network of State Polls (NNSP)** Palm 3A – Level 3

7:00 a.m. – 8:00 a.m. **Membership/Chapter Relations Committee** Palm 3B – Level 3

8:30 a.m. – 11:30 a.m. **WAPOR Council** Palm 3C – Level 3

11:45 a.m. – 1:45 p.m. **Survey Practice Editorial Board** Reserved table - Grand Ballroom E-J

Saturday, May 15

7:00 a.m. – 8:00 a.m. **Academic Programs in Survey Methods** Palm 3B – Level 3

11:45 a.m. – 1:15 p.m. **Association of Academic Survey Research Organizations (AASRO)** Palm 3A – Level 3

11:45 a.m. – 1:15 p.m. **Chapter Representatives** Palm 3B – Level 3

11:45 a.m. – 1:15 p.m. **Communications Committee** Palm 3C – Level 3

11:45 a.m. – 1:15 p.m. **Education Committee** Palm 3D – Level 3

11:45 a.m. – 1:15 p.m. **Endowment Committee** Sedona C – Sedona Building

11:45 a.m. – 1:15 p.m. **JOS Editorial Meeting** Sedona D – Sedona Building

11:45 a.m. – 1:15 p.m. **Multilingual Issues in Surveys** Camelback C – Camelback Building

11:45 a.m. – 1:15 p.m. **Standards Committee** Camelback D – Camelback Building



AAPOR Social Activities

Thursday, May 12

7:30 a.m.	Golf Outing	Arizona Grand Golf Course
6:00 p.m. – 7:00 p.m.	New Member/ All Chapter Reception	Palm & Paseo Court
9:30 p.m. – 10:30 p.m.	Dessert Reception	Palm & Paseo Court

Friday, May 13

8:00 p.m. – 10:00 p.m.	Stargazing Event	Arizona Grand Golf Course – Island Green
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Saturday, May 14

7:00 a.m.	Fun Run/Walk	Athletic Club
6:00 p.m. – 7:00 p.m.	President's Reception	Palm & Paseo Court
9:30 p.m. – 11:30 p.m.	Stargazing Event	Arizona Grand Golf Course – Island Green
9:30 p.m. – Midnight	Post-Banquet Party	Vista Dining Terrace
9:30 p.m. – 2:00 a.m.	Applied Probability	Palm 3A/B



Schedule of Events

Wednesday, May 11

1:00 p.m. – 3:00 p.m. **Short Course Registration Desk Open**

2:30 p.m. – 6:00 p.m. **Short Courses**

4:00 p.m. – 7:00 p.m. **Registration Desk Open**

Thursday, May 12

7:00 a.m. – 5:00 p.m. **Registration Desk Open**

7:30 a.m. – 1:00 p.m. **Golf Outing**

8:00 a.m. – 11:30 a.m. **Short Courses**

1:30 p.m. – 3:00 p.m. **Concurrent Session A**

3:00 p.m. – 4:00 p.m. **Refreshment Break in the Exhibit Hall
Meet the Author Session
Poster Session 1
Demonstration Session 1**

3:00 p.m. – 5:30 p.m. **Exhibit Hall and Book Exhibit Open**

4:00 p.m. – 5:30 p.m. **Concurrent Session B**

6:00 p.m. – 7:00 p.m. **New Member/All Chapter Reception**

7:00 p.m. – 8:00 p.m. **Dinner**

8:00 p.m. – 9:30 p.m. **Plenary Session**

9:30 p.m. – 10:30 p.m. **Dessert Reception**

Friday, May 13

7:00 a.m. – 8:00 a.m. **Committee Meetings**

7:00 a.m. – 8:00 a.m. **Continental Breakfast**

7:00 a.m. – 4:30 p.m. **Exhibit Hall and Book Exhibit Open**

7:30 a.m. – 4:30 p.m. **Registration Desk Open**

8:00 a.m. – 9:30 a.m. **Concurrent Session A**

8:30 a.m. – 11:30 a.m. **WAPOR Council Meeting**

9:30 a.m. – 10:00 a.m. **Refreshment Break**

10:00 a.m. – 11:30 a.m. **Concurrent Session B**

11:45 a.m. – 1:45 p.m. **Luncheon & Presidential Address**



Schedule of Events

Friday, May 13 (continued)

1:45 p.m. – 3:15 p.m.	Concurrent Session C
3:15 p.m. – 4:15 p.m.	Dessert Break in Exhibit Hall Meet the Author Sessions Poster Session 2 Demonstration Session 2
3:15 p.m. – 4:15 p.m.	Speed Networking Session 1
4:15 p.m. – 5:45 p.m.	Concurrent Session D
6:00 p.m.	Dinner on your own
6:00 p.m. – 7:00 p.m.	AAPOR Public Opinion and Leadership Task Force Discussion
8:00 p.m. – 10:00 p.m.	Stargazing Event

Saturday, May 14

7:00 a.m.	Fun Run/Walk
7:00 a.m. – 8:00 a.m.	Continental Breakfast
7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings
7:00 a.m. – 2:30 p.m.	Exhibit Hall and Book Exhibit Open
7:30 a.m. – 3:00 p.m.	Registration Desk Open
8:00 a.m. – 9:30 a.m.	Concurrent Session A
9:30 a.m. – 10:00 a.m.	Refreshment Break
10:00 a.m. – 11:30 a.m.	Concurrent Session B
11:45 a.m. – 1:15 p.m.	Lunch
12:45 p.m. – 2:15 p.m.	Speed Networking Session 2
1:15 p.m. – 2:15 p.m.	Dessert Reception in Exhibit Hall Book Sale Meet the Author Sessions Poster Session 3 Demonstration Session 3
2:15 p.m. – 3:45 p.m.	Concurrent Session C
4:00 p.m. – 5:30 p.m.	AAPOR Membership & Business Meeting
6:00 p.m. – 7:00 p.m.	President's Reception



Schedule of Events

Saturday, May 14

7:00 p.m. – 9:30 p.m. **Awards Banquet**

9:30 p.m. – 11:30 p.m. **Stargazing Event**

9:30 p.m. – Midnight **Post-Banquet Party**

9:30 p.m. – 2:00 a.m. **Applied Probability**

Sunday, May 15

8:00 a.m. – 10:15 a.m. **Registration Desk Open**

8:00 a.m. – 11:30 a.m. **Short Course 6**

8:30 a.m. – 10:00 a.m. **Concurrent Session A**

10:15 a.m. – 11:45 a.m. **Concurrent Session B**



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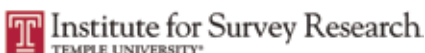
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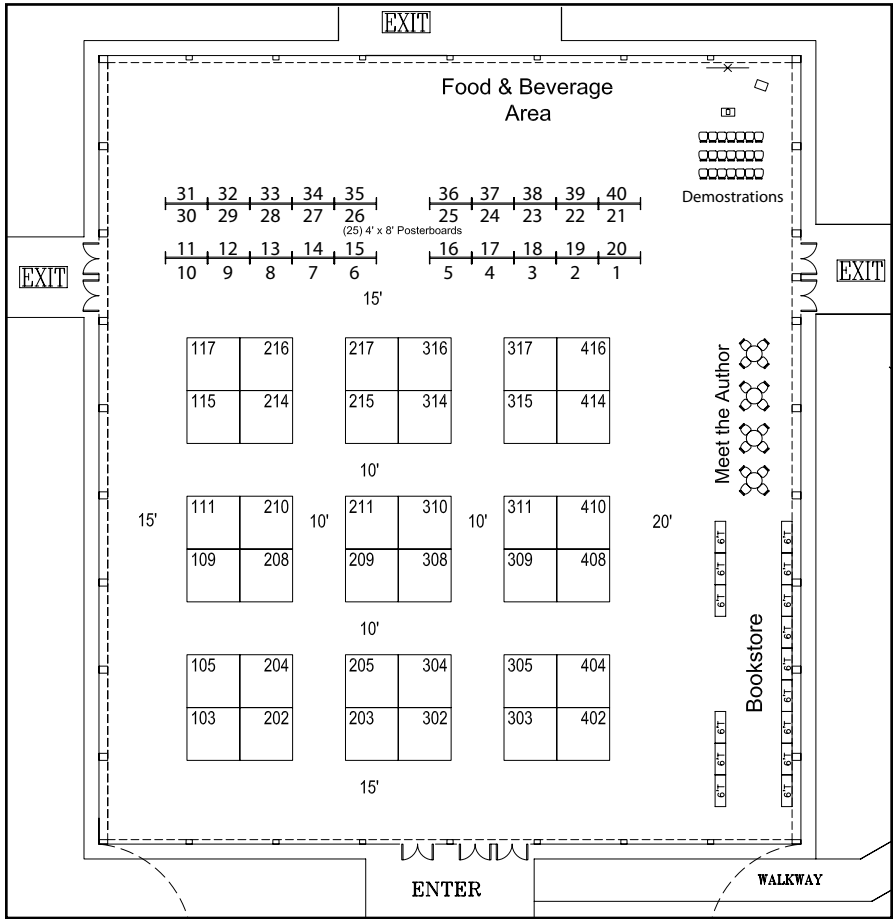
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San Diego State University, Social
Science Research Lab
San Diego, CA

Sawtooth Technologies, Inc.
Northbrook, IL

Scientific Telephone Samples (STS)
Foothill Ranch, CA

Social Weather Stations
Quezon City, Philippines

SSRS/Social Science Research
Solutions
Media, PA

St. Stephens Church
London, UK

Stony Brook University, Center for
Survey Research
Stony Brook, NY

Survey Sampling International, LLC
Fairfield, CT

T

Thoroughbred Research Group
Louisville, KY

Triple A Research Co., Ltd.
Erbil, Baghdad & Basrah, Iraq

U

Ulrich Research Services, Inc.
d/b/a Concepts in Focus
Orange Park, FL

University of Arkansas,
Survey Research Center
Fayetteville, AR

University of California -
Santa Barbara, Social Science
Survey Center
Santa Barbara, CA

University of Connecticut, Roper
Center for Public Opinion Research
Storrs, CT

University of Idaho, Social Science
Research Unit
Moscow, ID

University of Michigan,
Survey Research Center
Ann Arbor, MI

University of New Hampshire
Durham, NH

University of North Carolina,
Odum Institute for Research in
Social Science
Chapel Hill, NC



Blue Book Organizations

University of North Florida,
Public Opinion Research Lab,
Jacksonville, FL

University of Northern Iowa,
Center for Social & Behavioral
Research
Cedar Falls, IA

University of Pittsburgh,
University Center for Social &
Urban Research
Pittsburgh, PA

University of South Carolina,
Survey Research Lab
Columbia, SC

University of Wisconsin,
Survey Center
Madison, WI

University of Wyoming, Wyoming
Survey & Analysis Center (WYSAC)
Laramie, WY

V
Virginia Tech Center for
Survey Research
Blacksburg, VA

W
Washington State University,
Social & Economic Sciences
Research Center
Pullman, WA

Westat
Rockville, MD



Upcoming Events

MIDWEST CHAPTER – MAPOR 2011 Annual MAPOR Conference

November 18-19, 2011
Chicago, IL

PACIFIC CHAPTER – PAPOR 2011 PAPOR Mini-Conference

June 24, 2011 • 9:00 a.m. – 3:00 p.m.
Berkeley, CA

2011 Annual PAPOR Conference

December 8-9, 2011
Sir Francis Drake Hotel • San Francisco, CA

SOUTHERN CHAPTER – SAPOR

Short Course –
Introduction to Usability Testing for Survey Research
October 5, 2011 • Raleigh, NC

30th Annual SAPOR Conference

October 6-7, 2011
Hilton North Raleigh/Midtown • Raleigh, NC

WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH – WAPOR 64th Annual Conference

“Public Opinion and the Internet”

21-23 September, 2011
Amsterdam, The Netherlands



Day-at-a-Glance

Wednesday, May 11

Time	Event	Location
Noon - 5:00 p.m.	AAPOR Executive Council Meeting	Palm 3 A/B
1:00 p.m. - 3:00 p.m.	Short Course Registration Desk Open	Conference Center - Level 1 Lobby
2:30 p.m. - 6:00 p.m.	AAPOR Short Courses	
	Course 1: Dealing With Missing Data	Acacia - Level 1
	Course 2: Designing Surveys for Mobile Devices: Pocket-Sized Surveys That Yield Powerful Results	Bougainvillea - Level 1
4:00 p.m. - 7:00 p.m.	AAPOR Registration Desk Open	Conference Center - Level 1 Lobby



Short Course 1 & 2 Descriptions

Wednesday, May 11, 2:30 p.m. – 6:00 p.m.

Course 1: Dealing With Missing Data

Instructors: Mansour Fahimi, Ph.D.
Darryl Creel

Location: Acacia – Level 1

Course Overview:

Invariably, missing data create analytical complexities and inefficiencies in survey research. Records with missing data, which can occur as a result of item non-response, inconsistent data, or loss of data, cause problems in several respects. For tabulations, missing data have to be reported as separate categories – a compromise that both complicates the presentation and undermines the survey credibility. For analysis, records with missing items are commonly omitted – another compromise that reduces the reportable database and can produce biased results. Also, demographic variables used for weighting need to be complete but this expectation is virtually never realized in practice.

Course 2: Designing Surveys for Mobile Devices: Pocket-Sized Surveys That Yield Powerful Results

Instructors: Mario Callegaro, Ph.D.
Tim Macer

Location: Bougainvillea – Level 1

Course Overview:

This short course will familiarize the participants with the issues of designing surveys that can be taken on mobile devices. We will discuss topics such as questionnaire design, layout, navigation, use of images and video, and email invitations. Data on mobile phone web browsing and data on number of respondents accessing a survey via a mobile device will be presented. We will review the scarce literature on the topic together with original studies never presented before. Practical advice on topics such as measuring which device has been used to take the survey and the technical requirements needed to conduct effective mobile research will be covered. A discussion on different survey platforms that can handle mobile phone surveys will conclude the course.



Day-at-a-Glance

Thursday, May 12

Time	Event	Location
7:00 a.m. – 5:00 p.m.	Registration Desk Open	Conference Center – Level 1 Lobby
7:30 a.m. – 1:00 p.m.	Golf Outing	Arizona Grand Golf Course – Island Green
8:00 a.m. – 11:30 a.m.	Short Courses	
	Course 3: The Principles for Questionnaire Design	Acacia – Level 1
	Course 4: The Benefits & Challenges of Address-Based Sampling Designs	Bougainvillea – Level 1
	Course 5: Creating Effective Designs for Mixed-Mode Surveys	Copperwood – Level 1
1:30 p.m. – 3:00 p.m.	Concurrent Sessions A	
	Session 1: Surveys in the Islamic World: Methods & Findings	Acacia – Level 1
	Session 2: Something Borrowed, Something New: Exploring Post-Participation Incentives	Bougainvillea – Level 1
	Session 3: Historical Perspectives on Survey Research and Polling	Copperwood – Level 1
	Session 4: Methods to Improve Web Surveys	Desert Willow – Level 1
	Session 5: Understanding Public Perceptions on Global Warming	Kaibab – Level 2
	Session 6: Sharpening Your Instrument: Strategies to Improve Survey Questions	Lantana – Level 2
	Session 7: Administrative Records and the 2020 Census	Mesquite – Level 2
	Session 8: Methodological Briefs: Weighting & Design Issues in RDD/Cell Phone Surveys	Noble – Level 2
3:00 p.m. – 5:30 p.m.	Exhibit Hall and Book Exhibit Open	Park Pavilion



Day-at-a-Glance

Thursday, May 12

Time	Event	Location
3:00 p.m. - 4:00 p.m.	Refreshment Break in the Exhibit Hall	Park Pavilion
	Meet the Author Sessions	
	Session 1	
	Peter Marsden James Wright	
	<i>Handbook of Survey Research</i> (Emerald Group Publishing, 2010)	
	Session 2	
Yuling Pan Daniel Z. Kadar		
<i>Politeness in Historical and Contemporary Chinese: A Comparative Analysis</i> (Continuum, 2011)		
	Poster Session 1	
	Demonstration Session 1	
4:00 p.m. - 5:30 p.m.	Concurrent Session B	
	Session 1: Cross-Cultural Survey Methods: I	Acacia - Level 1
	Session 2: Racism and Sexism in Contemporary Society	Bougainvillea - Level 1
	Session 3: Factors Influencing Survey Participation	Copperwood - Level 1
	Session 4: Enhancements to Address-Based Sampling	Desert Willow - Level 1
	Session 5: Interviewer Effects & Performance Measurement	Kaibab - Level 2
	Session 6: Media Exposure & IT Influence on Opinion and Behavior	Lantana - Level 2
	Session 7: A Generation of Societal Change	Mesquite - Level 2
	Session 8: Proliferation of Polls (Good & Bad) & the Way Media Uses Them With a Less-Than-Critical Eye	Noble - Level 2



Day-at-a-Glance

Thursday, May 12

Time	Event	Location
6:00 p.m. – 7:00 p.m.	AAPOR New Member/ All Chapter Reception	Palm and Paseo Court
7:00 p.m. – 8:00 p.m.	Dinner	Grand Ballroom E-J - Level 1
8:00 p.m. – 9:30 p.m.	<p>Plenary Session: Public Perception & Societal Conflict: The History of Immigration Reform in the U.S.</p> <p>Henry G. Cisneros, <i>executive chairman of CityView companies, former Housing and Urban Development Secretary</i></p> <p>Rodolfo de la Garza, <i>Columbia University</i></p> <p>Doris Meissner, <i>senior fellow at the Migration Policy Institute, former commissioner of Immigration and Naturalization Services Commissioner</i></p> <p>Frank M. Newport, <i>Gallup Editor-in-Chief and AAPOR President</i></p> <p>Gary Langer, <i>Langer Research Associates, Moderator</i></p>	Grand Ballroom E-J - Level 1
9:30 p.m. – 10:30 p.m.	Dessert Reception	Palm and Paseo Court



Short Course 3, 4 & 5 Descriptions

Thursday, May 12 • 8:00 a.m. – 11:30 a.m.

Course 3: Principles for Questionnaire Design

Instructor: Roger Tourangeau, Ph.D.

Location: Acacia – Level 1

Course Overview:

This course will introduce the scientific literature on the design of survey questionnaires. It will discuss various guidelines for crafting survey questions and review some of the key findings that are the basis for these guidelines. It will include some in-class exercises to give the students practice in applying these principles to specific survey items.

Course 4: The Benefits & Challenges of Address-Based Sampling Designs

Instructors: David Dutwin, Ph.D.

Michael W. Link, Ph.D.

Location: Bougainvillea – Level 1

Course Overview:

Address-Based Sampling (ABS), whereby survey units are sampled from a database of residential listings, has been the subject of intensive research efforts in recent years. The promise of ABS is that it provides high coverage of residential homes using a nearly complete sampling frame based on the U.S. Postal Service Computerized Delivery Sequence file. Because the frame is based on addresses and not landline telephone numbers, cell phone only households are included in the frame in proportion to their penetration within the sampled geography. Additionally, telephone numbers and other sample frame indicators – such as geocoded information from Census block groups or commercial databases – can be appended to the frame, providing more information for sample stratification and targeted sample treatments. However, while ABS may solve the problem of cell phone noncoverage, there are issues particular to ABS that researchers must factor. Additionally, the use of ABS requires the researcher to choose from a number of different methodological choices, and be aware of very different operational considerations.



Short Course 3, 4 & 5 Descriptions

Thursday, May 12 • 8:00 a.m. - 11:30 a.m.

Course 5: Creating Effective Designs for Mixed-Mode Surveys

Instructor: Don A. Dillman, Ph.D.

Location: Copperwood - Level 1

Course Overview:

Interest in using mixed-mode designs to improve survey quality continues to grow, just as our knowledge of potential problems also expands. This short course builds upon the 2009 book *Internet, Mail and Mixed-Mode Survey* (Dillman, Smyth and Christian), and emphasizes research conducted since its publication.



Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Administrative Records and the 2020 Census

Location: Mesquite – Level 2

Chair: John Thompson, *NORC*

Organizer: Lee Beck, *U.S. Department of Commerce*

Possible 2020 Census Designs and the Use of Administrative Records: What is the Impact on Cost and Quality?

Frank Vitrano, *U.S. Census Bureau*

Expanded Use of Administrative Records in the 2020 Decennial Census: Can the Non-Technical Issues Be Resolved Early in the Decade?

Nancy Potok, *U.S. Department of Commerce*

Moving Toward Integrated Data Sets— Can we Overcome the Challenges?

Sally Obenski, *U.S. Census Bureau*

Replacing Census Reports with Administrative Data: Is the Public Ready and Willing?

Eleanor Singer, *ISR, University of Michigan*

Nancy Bates, *U.S. Census Bureau*

John Van Hoewyk, *University of Michigan*



Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Historical Perspectives on Survey Research and Polling

Location: Copperwood – Level 1

Chair: Robert Y. Shapiro, *Columbia University*

Discussant: Michael Mokrzycki, *Independent Consultant*

The Dissemination of an Innovation: Survey Research 1936-1959

Tom W. Smith, *NORC*

Trends in Media Polling: Public Opinion Polls, Pre-Election Polls and Trial-Heat Questions Since 1970

Chase Harrison, *Harvard Business School*

Marc Maynard, *Roper Center for Public Opinion Research,
University of Connecticut*

Richard Clark, *Carl Vinson Institute of Government,
University of Georgia*

The New Deal Realignment in Real Time

Helmut Norpoth, *Stony Brook University*

Clara Suong, *Stony Brook University*

Andrew Sidman, *John Jay College*

Public Agenda in México During 2007-2011

Paul F. Valdes Cervantes, *Parámetro Investigación*

Nelson Arteaga, *UAEM*



Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Methodological Briefs: Weighting & Design Issues in RDD/Cell Phone Surveys

Location: Noble – Level 2

Chair: Taylor Lewis, *National Center for Health Statistics*

Do Cell Phone Mostly and Equal Cell/Landline Telephone Users Differ By Frame and Should We Care?

Kathleen T. Call, *University of Minnesota*

Donna D. McAlpine, *University of Minnesota*

Timothy Beebe, *Mayo Clinic*

Michel Boudreaux, *University of Minnesota*

Brett Fried, *Minnesota Department of Health*

David Dutwin, *Social Science Research Solutions*

Comparison of RDD and Address Based Cell Phone Only Sample Frames

Courtney N. Mooney, *Arbitron, Inc.*

Ryan McKinney, *Arbitron, Inc.*

The Impact of Cell Phones in Landline Households for an RDD Telephone Survey

Andrea Werner-Leonard, *Population Research Laboratory*

Who's There? Comparing Respondents From a Telephone Survey to a Mail Survey

Andrew Zukerberg, *National Center for Education Statistics*

Stacey Bielick, *American Institutes for Research*

Living in a Digital World: A Comparison of Consumer Ownership, Attitudes and Behaviors of Technology by Sample Frame

Rhonda Daniel, *Consumer Electronics Association*

Exploring Health-Related Experiences and Access to Care: Differences Between Online and Telephone Survey Administration

Michelle M. Doty, *The Commonwealth Fund*

Jordon Peugh, *Knowledge Networks*

Jeffery Shand-Lubbers, *Knowledge Networks*



Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Response Rate Calculation in Mobile Surveys: Higher Precision in Cases of Unknown Eligibility

Bella Struminskaya, *GESIS - Leibniz Institute for the Social Sciences*

Ines Schaurer, *GESIS - Leibniz Institute for the Social Sciences*

Wolfgang Bandilla, *GESIS - Leibniz Institute for the Social Sciences*

Siegfried Gabler, *GESIS - Leibniz Institute for the Social Sciences*

Sabine Haeder, *GESIS - Leibniz Institute for the Social Sciences*

Lars Kaczmirek, *GESIS - Leibniz Institute for the Social Sciences*

Methods to Improve Web Surveys

Location: Desert Willow – Level 1

Chair: Patrick Cagney, *NORC*

Analyzing Paradata as a Form of Post-Hoc “Remote” Usability Testing: Initial Results From the 2010 Census Quality Survey (CQS)

Kathleen T. Ashenfelder, *U.S. Census Bureau*

Matthew Jans, *U.S. Census Bureau*

Choice of Content Presentation Mode in Web-Based Survey Administration

Larry Osborn, *Knowledge Networks*

Wendy Mansfield, *Knowledge Networks*

Carl Ramirez, *Government Accountability Organization*

Jill Lacey, *Government Accountability Organization*

Virginia Chanley, *Government Accountability Organization*

Gregory Wilmoth, *Government Accountability Organization*

Ana I. Aviles, *Government Accountability Organization*

Providing Clarifying Instructions in a Web Survey

Cleo D. Redline, *University of Maryland*

DC-AAPOR Student Paper Award Winner

Which Web Survey Respondents are Most Likely to Click for Clarification?

Tania Coiner, *New School for Social Research*

Michael F. Schober, *New School for Social Research*

Frederick G. Conrad, *University of Michigan*



Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Race-of-Virtual-Interviewer Effects

Frederick G. Conrad, *University of Michigan*

Michael F. Schober, *New School for Social Research*

Daniel Nielsen, *University of Michigan*

Sharpening Your Instrument: Strategies to Improve Survey Questions

Location: Lantana – Level 2

Chair: Darby Steiger, *Gallup, Inc.*

Hitting the Target: How Number of Items, Response Categories and Sample Size Affect Aggregate Estimates

Randall K. Thomas, *ICF International*

John Bremer, *Compete Inc.*

Matrix Questionnaire Design to Reduce Measurement Error

Andy Peytchev, *RTI International*

Emilia Peytcheva, *RTI International*

Text Box Formatting in a State Omnibus Survey: Content, Response and Perceptions

Mindy Anderson-Knott, *University of Nebraska-Lincoln, SSP*

Amanda Richardson, *Bureau of Sociological Research,
University of Nebraska-Lincoln*

Ashley Frear Cooper, *Bureau of Sociological Research,
University of Nebraska-Lincoln*

Julia McQuillan, *Bureau of Sociological Research,
University of Nebraska-Lincoln*

Stacia Jorgensen, *Bureau of Sociological Research,
University of Nebraska-Lincoln*

Optimizing the Design of a Question Intended to Measure Expected Starting Salary

Curtiss Cobb, *Stanford University*

Jon A. Krosnick, *Stanford University*

Brent Bannon, *Facebook*



Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Bounding Estimates: Effects of Question Clarifications on Self-Reported Media Exposure

Ronald Z. Szoc, *ICF International*

John F. Kunz, *ICF International*

Samantha L. Schwartz, *ICF International*

Randall K. Thomas, *ICF International*

Something Borrowed, Something New: Exploring Post-Participation Incentives

Location: Bougainvillea – Level 1

Chair: Missy Koppelman, *NORC*

Evaluating the Impact of “Music Downloads” as Instantly Delivered Contingent Incentives

Kelly L. Bristol, *The Nielsen Company*

E. N. Bensky, *The Nielsen Company*

Lukasz Chmura, *The Nielsen Company*

Dinaz Kachhi, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Effect of a Post-Paid Incentive in a Patient Experience of Care Survey

Julie A. Brown, *RAND Corporation*

An Experiment Evaluating Different Monetary Gift Amounts Given to Respondents in the Medical Expenditure Panel Survey (MEPS)

Wendy Hicks, *Westat*

Ralph DiGaetano, *Westat*

Sue Connor, *Westat*

Pat Ward, *Westat*

Huseyin Goksel, *Westat*

Virender Kumar, *Westat*

Trena Ezzati-Rice, *Agency for Healthcare Research and Quality*

Doris Lefkowitz, *Agency for Healthcare Research and Quality*



Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Refusal Conversion Incentives and Participation in a Longitudinal Study of Older Adults

Michael Colicchia, *NORC at the University of Chicago*

Meredith Czaplowski, *NORC at the University of Chicago*

Angie Jaszczak, *NORC at the University of Chicago*

When Do Incentives Not Work?

Inger Marie Christensen, *SFI Survey*

Maja Mortensen, *SFI Survey*

Surveys in the Islamic World: Methods & Findings

Location: Acacia – Level 1

Chair: Allan L. McCutcheon, *University of Nebraska*

Organizer: Cross-Cultural Research Conference Subcommittee

Are Opinion Surveys Undercounting Muslims Around the World?

Conrad Hackett, *Pew Research Center's Forum on Religion & Public Life*

Brian Grim, *Pew Research Center's Forum on Religion & Public Life*

Afghan Women's Perspective on Negotiating With the Taliban

Stephen R. Hornbeck, *D3 Systems, Inc.*

Public Attitudes in Yemen

Gary Langer, *Langer Research Associates*

The Importance of Ethnicity in Afghan Public Opinion

John Richardson, *D3 System, Inc.*

Measuring Progress to Peace in Afghanistan; Applying the U.S. Institute of Peace MPICE Framework

Matthew Warshaw, *D3 Systems, Inc.*

Brianna Augenreich, *D3 Systems, Inc.*

Veronica A. Gardner, *D3 Systems, Inc.*

Anne Pessala, *D3 Systems, Inc.*

John Richardson, *D3 Systems, Inc.*

William Hayes, *D3 Systems, Inc.*

Eric Chappell, *D3 Systems, Inc.*



Concurrent Session A

Thursday, May 12 • 1:30 p.m. – 3:00 p.m.

Understanding Public Perceptions on Global Warming

Location: Kaibab – Level 2

Chair: Susan Willis-Walton, *Virginia Tech University*

The Persistence of American Public Opinion on Climate Policy

Bo MacInnis, *Stanford University*

Jon Krosnick, *Stanford University*

All Climate is Local: Measuring the Effect of Weather Events on Perceptions of Global Warming

Christopher P. Borick, *Muhlenberg College Institute of Public Opinion*

Barry G. Rabe, *University of Michigan*

Measuring Americans' Issue Priorities: A New Version of the Most Important Problem Question Reveals More Concern About Global Warming and the Environment

David S. Yeager, *Stanford University*

Jon Krosnick, *Stanford University*

Declared vs. Real Purchasing Behavior Affected by Producers' Action Against the Environment

Jiri Remr, *Charles University in Prague, Faculty for Social Sciences*

The Stability of American Public Opinion on Global Warming: Towards Explaining the Existence Beliefs Trends

Jon Krosnick, *Stanford University*



Poster Session 1

Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

Location: Exhibit Hall – Park Pavilion

- 1. Public Opinion on Gun Control Revisited: Collective Consensus or Unbridgeable Ideological Divide?**
Bryan C. Parkhurst, *University of Cincinnati*
- 2. The Impact of Survey Design Modifications on Health Insurance Coverage Estimates in a National Longitudinal Health Care Survey**
Steven B. Cohen, *Agency for Healthcare Research and Quality*
Trena Ezzati-Rice, *Agency for Healthcare Research and Quality*
Marc Zodet, *Agency for Healthcare Research and Quality*
- 3. New Techniques for Weight Trimming**
Benjamin Phillips, *Abt SRBI, Inc.*
Seth Brohinsky, *Abt SRBI, Inc.*
Graham Wright, *Brandeis University*
Chintan Turakhia, *Abt SRBI, Inc.*
- 4. Accounting for Diffuse Diversity: Accurately Polling Asian Voters in the City of Los Angeles**
Nathan Aderhold, *Loyola Marymount University, Leavey Center for the Study of LA*
- 5. Perception about Characteristics of Scientists, Results of the Survey of Youth Perception of Science and Technology in Bogotá**
Edgar Mauricio Bueno Castellanos, *Colombian Observatory of Science and Technology*
- 6. Deliberative Polling and Small Sample Sizes: Robustness of the Deliberative Polling Model**
Sean J. Westwood, *Stanford University*
Alice Siu, *Stanford University*
James S. Fishkin, *Stanford University*





Poster Session 1

Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

7. Improving Questionnaire Design of Establishment Surveys for Field Data Collection

Lorelle Vanno, *The Nielsen Company*

Jennie Lai, *The Nielsen Company*

Teresa Jin, *The Nielsen Company*

Michael Link, *The Nielsen Company*

8. Evaluating Strategies for Reducing Non-Response Among Under-Represented Groups

Jason Minser, *Abt SRBI, Inc.*

Courtney Kennedy, *Abt SRBI, Inc.*

9. Enumerating Parents in a Household Survey: Challenges With Nontraditional Households, Same-Sex Parents and Spanish-Speakers

Cameron McPhee, *American Institutes for Research*

Sarah K. Grady, *American Institutes for Research*

10. A Comparison of Collecting In-School Parent Permission Forms

Greg Mosorjak, *RTI International*

11. Testing the Effects of Eliminating the Mandatory Long Form for the Canadian Census of Population

Fred Hazelton, *Statistics Canada*

12. Identifying Efficiencies in Completing a Complex Telephone Interview

Julie A. Pacer, *Abt SRBI, Inc.*

Suzanne Bogue, *Abt SRBI, Inc.*

Cathy Joseph, *Abt Associates*

Sarah Minden, *Brigham & Women's Hospital,*

Harvard Medical School





Poster Session 1

Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

13. Using a Probability-Based Online Panel to Survey American Jews

Graham Wright, *Cohen Center for Modern Jewish Studies - Brandeis University*

Benjamin Phillips, *Abt SRBI, Inc.*

Josua Tobias, *Cohen Center for Modern Jewish Studies - Brandeis University*

Jordan Peugh, *Knowledge Networks*

Karen Semans, *Knowledge Networks*

14. Data Collection: Sample Members Responses, Influences and Perception of Data Security

Tamara L. Terry, *RTI International*

McKinlay Jeannis, *RTI International*

Dawn Thomas-Banks, *RTI International*

15. The Reunion Crashers: Locating and Tracking Longitudinal Study Respondents After a 30-year Hiatus

Leslie Scott, *American Institutes for Research*

Susan Lapham, *American Institutes for Research*

Sandra Eyster, *American Institutes for Research*

Sabine Horner, *American Institutes for Research*

16. The Activeness of the Issue Publics in the New Media Environment: Online Political Expression as a Mediator Between Issue Public Membership and Political Participation

Hsuan-Ting Chen, *University of Texas at Austin, School of Journalism*

Sun Ho Jeong, *University of Texas at Austin, School of Journalism*

Homero Gil de Zúñiga, *University of Texas at Austin, School of Journalism*

17. Using “Sufficiently Knowledgeable Adult” as an Alternative Respondent Selection Rule for Child Health

Donna Eisenhower, *NYC Department of Health and Mental Hygiene*

Stephen Immerwahr, *NYC Department of Health and Mental Hygiene*

Tara Merry, *Abt SRBI, Inc.*

Andy Weiss, *Abt SRBI, Inc.*





Poster Session 1

Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

18. Meta-Analysis of Cognitive Interview Findings and Recommendations for Establishment Surveys from 2005-2009

Kristen L. Cibelli, *U.S. Census Bureau/University of Maryland*

19. Charting the Vote: Maintaining Diversity and Measuring Exit Poll Reliability

Brianne Gilbert, *Loyola Marymount University - Leavey Center for the Study of LA*

Melissa Woehrstein, *Loyola Marymount University - Leavey Center for the Study of LA*

20. Social and Economic Characteristics of Mexican Migrants

Paul F. Valdes Cervantes, *Parámetro Investigación*

Jesús Irineo C. Rodríguez, *Parámetro Investigación*

Igor V. Avila, *Universidad Autónoma del Estado de México*

21. Technological Advances to Reduce Survey Error

Chris Ellis, *RTI International*

Nathan Sikes, *RTI International*

Adam Sage, *RTI International*

Joe Eyerman, *RTI International*

Brian Burke, *RTI International*

22. Understanding the Tea Party

Jocelyn Kiley, *Pew Research Center for the People & the Press*

Alec Tyson, *Pew Research Center for the People & the Press*

Scott Keeter, *Pew Research Center*

23. Which Technologies Do Respondents Use in Online Surveys – An International Comparison

Lars Kaczmirek, *GESIS - Leibniz Institute for the Social Sciences*

Dorothee Behr, *GESIS - Leibniz Institute for the Social Sciences*

Wolfgang Bandilla, *GESIS - Leibniz Institute for the Social Sciences*





Poster Session 1

Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

24. Online Survey Software: A Comparison of the Features of Common Packages

Alexandra Cooper, *Social Science Research Institute, Duke University*

Patrick Miller, *Duke Initiative on Survey Methodology*

25. Age-Related Differences in Reported Computer and Internet Usage Based on Question Type: 'A Great Deal' of Variability

Jennifer C. Romano Bergstrom, *U.S. Census Bureau*

Erica L. Olmsted-Hawala, *U.S. Census Bureau*

Wendy A. Rogers, *Georgia Institute of Technology*

Jon A. Krosnick, *Stanford University*

26. Non-Response Bias in the Survey of Youth Perception of Science and Technology in Bogotá

Edgar Mauricio Bueno Castellanos, *Colombian Observatory of Science and Technology*

27. Pursuing an Education While Facing Serious Physical or Cognitive Difficulties: Examining Educational Attainment for Young Adults With Self-Reported Disabilities

Angelina N. Kewal Ramani, *American Institutes for Research*

28. The Depths of American Public Opinion on Climate Change: Harmonizing the Results of Diverse Surveys

Jon A. Krosnick, *Stanford University*

Bo MacInnis, *Stanford University*

29. Sampling Transgender Communities to Assess Healthcare Access and Develop Public Health Programs

Judith Bradford, *The Fenway Institute*

30. Sample Re-Use: An Application in Canadian Media Ratings

Kimberley Lafleur, *BBM Canada*



Poster Session 1

Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

31. The Social Aspect of the Digital Divide

Edward P. Johnson, *Opinionology, formerly Western Wats*

32. Predicting Mobility in Special Populations: Lessons From the Making Connections Survey

Kate E. Bachtell, *NORC at the University of Chicago*

Michael Latterner, *NORC at the University of Chicago*

33. The Search for a Definition of Socioeconomic Status for a Survey of High School Students

Tommy Holder, *RTI International*

34. The Political Implications of A Drive to Digitize: An Examination of Audience Engagement with Newspapers

Ann E. Williams, *Georgia State University*

35. Public Health Accreditation in the State of Ohio: Developing a Methodological Model for Accreditation

T. David Jones, *Wright State University-Center for Urban and Public Affairs*

Brittany D. Sumler, *Wright State University-Center for Urban and Public Affairs*

36. Exploring Trends and Patterns of Non-Response: Results From the Supplementary German ISSP Surveys, 1986-2008

Volker Hüfken, *University of Duesseldorf, Institute of Social Sciences*





Demonstration Session 1

Thursday, May 12 • 3:00 p.m. – 4:00 p.m.

Demonstrations 1A – 1D

Location: Exhibit Hall – Park Pavilion

Chair: Michael Lawrence, *Knowledge Networks*

Demonstration 1A, 3:05 p.m. – 3:15 p.m.

(IQ) 2: A Cutting-Edge, Online Hybrid Solution for Qualitative/Quantitative Insights From Your Target Audience Located Anywhere in the World

Michael Remolona, *Blackstone Group*

Mike Burmester, *Blackstone Group*

Demonstration 1B, 3:20 p.m. – 3:30 p.m.

Completing Web Surveys on Cell-Enabled iPads®

James Dayton, *ICF International*

Heather Driscoll, *ICF International*

Demonstration 1C, 3:35 p.m. – 3:45 p.m.

**Facilitating Deliberative Consultation:
A System for Automated Deliberative Polling Analysis**

Sean Westwood, *Stanford University*

Demonstration 1D, 3:50 p.m. – 4:00 p.m.

A Stata Program for Respondent Driven Sampling

Matthias Schonlau, *RAND Corporation*





Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

A Generation of Societal Change

Location: Mesquite – Level 2

Chair: Tom W. Smith, *NORC at the University of Chicago*

Organizer: Tom W. Smith, *NORC at the University of Chicago*

Measuring Change With Changing Measures

Peter V. Marsden, *Harvard University*

Trends in ANES Survey Data: 1988-2008

Vincent L. Hutchings, *University of Michigan*

Simon Jackman, *Stanford University*

Gary Segura, *Stanford University*

The Millennials Come of Age

Rich Morin, *Pew Research Center*

Stability and Change in U.S. Society Since 1980:

A Review of Gallup Trends

Jeffrey M. Jones, *Gallup, Inc.*

Lydia Saad, *Gallup, Inc.*





Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Cross-Cultural Survey Methods: I

Location: Acacia – Level 1

Chair: Peter P. Mohler, *Mannheim University*

Organizer: Cross-Cultural Research Conference Subcommittee

Influence of Health Care Attributes and Language Preference on Disparities in Willingness to Engage in Cancer Prevention Among Hispanic and White Americans

Jocelyn Landau, *University of Pennsylvania*

Katrina Armstrong, *University of Pennsylvania*

A Nation of Immigrants: Innumeracy and Distortion Surrounding Estimation of Hispanic/Latino Group Size

Jonathan D. Stringfield, *The University of Illinois at Chicago*

Ryan A. Sporer, *The University of Illinois at Chicago*

Cross-Cultural Measurement of Self-Rated Health

Sunghee Lee, *University of Michigan*

Methodological Challenges in Implementing Comparative Ethnographic Evaluation Research Across Race/Ethnic Populations in the 2010 Census: An Asian Case Study

Laurie Schwede, *U.S. Census Bureau*





Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Enhancements to Address-Based Sampling

Location: Desert Willow – Level 1

Chair: David Dutwin, *Social Science Research Solutions*

A Data Collection Model for Address-Based Samples

Jill M. Montaquila, *Westat*

J. M. Brick, *Westat*

Creating an Improvement Universe for an Address-Based Sampling Frame

Timothy Kennel, *U.S. Census Bureau*

Supplementing Address-Based Sampling Frames With Physical Addresses of Housing Units With Unlocatable Mailing Addresses

Bonnie E. Shook-Sa, *RTI International*

Douglas B. Currivan, *RTI International*

Enhancing Address-Based Sampling With Contingent Incentives and Sample Indicators

Lukasz Chmura, *The Nielsen Company*

Tracie Yancey, *The Nielsen Company*





Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Factors Influencing Survey Participation

Location: Copperwood – Level 1

Chair: Karen Bogen, *Mathematica Policy Research*

Discussant: Danna Moore, *Washington State University*

The Influence of Personality Traits and Motives for Joining on Participation Behavior in Online Panels

Florian Keusch, *Vienna University of Economics and Business, Austria*

Motivated Underreporting in Screening Interviews

Frauke Kreuter, *Joint Program in Survey Methodology*

Stephanie Eckman, *Institute for Employment Research*

Roger Tourangeau, *University of Michigan*

Multivariate Models of Intended 2010 Census Participation

Gina K. Walejko, *Science and Technology Policy Institute*

Peter V. Miller, *Northwestern University*

Nancy Bates, *U.S. Census Bureau*



Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Interviewer Effects & Performance Measurement

Location: Kaibab – Level 2

Chair: John Kennedy, *Indiana University*

Gender of Interviewer Effects on In-Person Surveys on Potentially Sensitive Topics

Joseph W. Lenski, *Edison Research*

Interviewer Gender Effects on Survey Responses to Marriage-Related Questions

Mingnan Liu, *Purdue University*

Kevin Stainback, *Purdue University*

The PAIP Score: A Propensity-Adjusted Interviewer Performance Indicator

Brady T. West, *Institute for Social Research*

Multifactor Approach to Assessing the Quality of a Face-to-Face Interview

Michael W. Link, *The Nielsen Company*

Pambos Charalambous, *The Nielsen Company*

Jennie Lai, *The Nielsen Company*

TraShawna Boals, *The Nielsen Company*

Increasing the Efficiency of CATI and CAPI Monitoring Operations at Statistics Canada

Caroline Pelletier, *Statistics Canada*





Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Media Exposure & IT Influence on Opinion and Behavior

Location: Lantana – Level 2

Chair: David LeBaron, *Salisbury University*

The Internet and Media/Social Time Displacement Since 1995

John P. Robinson, *University of Maryland*

The Knowledge Gap in Generation X

Jon D. Miller, *International Center for the Advancement of Scientific Literacy*

Influences from the Mass Media, the Internet and Social Media on the Time Trend of Public Opinion About the Toyota Brand

David Fan, *University of Minnesota*

David Geddes, *Evolve24*

Felix Flory, *Evolve24*

Response to Surveys of High-Profile Topics: The Effects of Media Coverage and Public Engagement on Response to the National 2009 H1N1 Flu Survey

Nicholas D. Davis, *NORC at the University of Chicago*

James A. Singleton, *Centers for Disease Control and Prevention*

Lina Balluz, *Centers for Disease Control and Prevention*

Information or Affirmation?

Nicholas Brigham Schmuhl, *University of Wisconsin-Madison*

Albert C. Gunther, *University of Wisconsin-Madison*

Heather Akin, *University of Wisconsin-Madison*





Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Proliferation of Polls (Good & Bad) & the Way Media Uses Them With a Less-Than-Critical Eye

Location: Noble – Level 2

Chair: Susan Pinkus, *S.H. Pinkus Research & Associates*

Organizer: Susan Pinkus, *S.H. Pinkus Research & Associates*

The Proliferation of Polling in the 2010 California Governor's Race (Meg Whitman vs. Jerry Brown)

Mark DiCamillo, *The Field Poll*

How Blogs Should Handle Polling Data (How Pollsters Should Handle Blogs)

Phil Trounstine, *CalBuzz*

“Are We Supposed to Take This Poll Seriously?”

Whit Ayres, *Ayres, McHenry & Associates, Inc.*

“The Proliferation of Polls: So What Do We Do About It?”

Mark Blumenthal, *Huffington Post*

AAPOR's Role in Sorting the Wheat From the Chaff

Peter V. Miller, *Northwestern University*





Concurrent Session B

Thursday, May 12 • 4:00 p.m. – 5:30 p.m.

Racism and Sexism in Contemporary Society

Location: Bougainvillea – Level 1

Chair: Scott F. Clement, *Pew Research Center*

What Black and White Americans Believe About Racial Progress, and How it Matters for Affirmative Action

Matthew DeBell, *Stanford University*

Discriminatory Attitudes in Europe: As Hard to Get at as in the USA?

Mario Ignatov, *University of Cincinnati*

Racial Aversion, Obama's Election and Governing a Divided Country

Monika L. McDermott, *Fordham University*

Cornell Belcher, *Brilliant Corners Research and Strategy*

Exploring Women's Status and Rights in Iraq

Kevin Tillmann, *D3 Systems, Inc.*

Predicting Biased Behavior With Implicit Attitudes: Results From a Voting Experiment

Wendy Gross, *Stanford University*

Cecilia H. Mo, *Stanford University*

Tabitha Bonilla, *Stanford University*





Day-at-a-Glance

Friday, May 13

Time	Event	Location
7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings	
	National Network of State Polls (NNSP)	Palm 3A – Level 3
	Membership/Chapter Relations Committee	Palm 3A – Level 3
7:00 a.m. – 8:00 a.m.	Continental Breakfast with the Exhibitors	Park Pavilion
7:00 a.m. – 4:30 p.m.	Exhibit Hall and Book Exhibit Open	Park Pavilion
7:30 a.m. – 4:30 p.m.	Registration Desk Open	Conference Center – Level 1 Lobby
8:00 a.m. – 9:30 a.m.	Concurrent Sessions A	
	Session 1: Cross-Cultural Survey Methods: II	Acacia – Level 1
	Session 2: Assessing and Adjusting for Unit Non-Response Bias	Bougainvillea – Level 1
	Session 3: Do Incentives Affect Data Quality?	Copperwood – Level 1
	Session 4: Methods to Improve Online Surveys	Desert Willow – Level 1
	Session 5: Using Address-Based Sampling With Challenging Populations	Kaibab – Level 2
	Session 6: Survey Context & Socialization Among Language Minorities	Lantana – Level 2
	Session 7: GLBT Persons & Couples: Perceptions, Attitudes, Behaviors	Mesquite – Level 2
	Session 8: Public Opinion and the Economy	Noble – Level 2
8:30 a.m. – 11:30 a.m.	WAPOR Council Meeting	Palm 3C – Level 3
9:30 a.m. – 10:00 a.m.	Refreshment Break with the Exhibitors	Park Pavilion



Day-at-a-Glance

Friday, May 13

Time	Event	Location
10:00 a.m. – 11:30 a.m.	Concurrent Sessions B	
	Session 1: Cross-National Comparative Survey Findings	Acacia – Level 1
	Session 2: 2010 Mid-Term Elections: The Western Battleground States	Bougainvillea – Level 1
	Session 3: Overcoming Challenges in Sensitive Topic Health Surveys	Copperwood – Level 1
	Session 4: Mixed-Mode Methods of Data Collection	Desert Willow – Level 1
	Session 5: Comparative Analyses – When Does ABS Matter?	Kaibab – Level 2
	Session 6: Methodological Issues in Questionnaire Design	Lantana – Level 2
	Session 7: Public Perception of Hispanics in the U.S. – Attitudes & Impact	Mesquite – Level 2
	Session 8: Methodological Briefs: Survey Participation & Response Bias	Noble – Level 2
11:45 a.m. – 1:45 p.m.	Luncheon & Presidential Address	Grand Ballroom E-J – Level 1
11:45 a.m. – 1:45 p.m.	Survey Practice Editorial Board Committee Meeting	Reserved table 1 – Grand Ballroom E-J
1:45 p.m. – 3:15 p.m.	Concurrent Sessions C	
	Session 1: Cross-National Public Perspectives on Immigration	Acacia – Level 1
	Session 2: The Full Monty on RDD Samples – Enhancement, Weighting, Abandonment	Bougainvillea – Level 1
	Session 3: Multi-Mode Comparative Data – When Does Mode Matter?	Copperwood – Level 1
	Session 4: Methods to Improve Data Quality	Desert Willow – Level 1





Day-at-a-Glance

Friday, May 13

Time	Event	Location
1:45 p.m. – 3:15 p.m.	Concurrent Sessions C (continued)	
	Session 5: Comparative Research on World Suffering, Extremism & Evangelicalism	Kaibab – Level 2
	Session 6: Public Opinion on Healthcare Policy & Reform	Lantana – Level 2
	Session 7: Survey Research in the Arab Gulf: Lessons From the Region	Mesquite – Level 2
	Session 8: All Things Obama	Noble – Level 2
3:15 p.m. – 4:15 p.m.	Refreshment Break in the Exhibit Hall	Park Pavilion
	Meet the Author Sessions	
	Session 1	
	Kate Kenski Bruce W. Hardy Kathleen Hall Jamieson	
	<i>The Obama Victory: How Media, Money, and Message Shaped the 2008 Election</i> (Oxford University Press, 2010)	
	Session 2	
	Johnnie Daniel	
	<i>Sampling Essentials</i> (SAGE Publications, 2011)	
	Poster Session 2	
	Demonstration Session 2	
3:15 p.m. – 4:15 p.m.	Speed Networking Session 1	Conference Center – Level 2 Lobby
4:15 p.m. – 5:45 p.m.	Concurrent Sessions D	
	Session 1: Public Perception of Illegal Immigration Policy: Local, State, Regional & National Perspectives	Acacia – Level 1
	Session 2: Dynamics of Consumer Confidence	Bougainvillea – Level 1
	Session 3: Correlates & Impacts of Unit Non-Response	Copperwood – Level 1
	Session 4: Web Survey Methods – Sampling, Participation, Data Quality	Desert Willow – Level 1





Day-at-a-Glance

Friday, May 13

Time	Event	Location
4:15 p.m. - 5:45 p.m.	Concurrent Sessions D (continued)	
	Session 5: Are Measurement and Item Non-Response Differences a Problem in Web & Mail Mixed-Mode Surveys?	Kaibab - Level 2
	Session 6: Survey Data Collection With Smartphones & iPads®	Lantana - Level 2
	Session 7: Election Polls - Mechanics	Mesquite - Level 2
	Session 8: Methodological Briefs: Data Collection & Post-Survey Processing	Noble - Level 2
6:00 p.m.	Dinner on your own - dine at the resort or explore Phoenix	
6:00 p.m. - 7:00 p.m.	Public Opinion and Leadership Task Force Discussion	Acacia - Level 1
8:00 p.m. - 10:00 p.m.	Stargazing Event	Arizona Grand Golf Course - Island Green



Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Assessing and Adjusting for Unit Non-Response Bias

Location: Bougainvillea – Level 1

Chair: Jeanette Zigenfuss, *Mayo Clinic*

Analyzing Non-Response and Non-Response Bias in the Occupational Employment Statistics Survey Using Regression Trees

Polly Phipps, *U.S. Bureau of Labor Statistics*

Daniell Toth, *U.S. Bureau of Labor Statistics*

Identifying Sources of Non-Response Bias: A Mixed-Mode Health Survey of a Low-Income, Culturally Diverse Population

Donna McAlpine, *School of Public Health, University of Minnesota*

Assessment of Bias When Field Operations are Curtailed in a Mixed Mode Telephone and Face-to-Face Survey of Persons With Disabilities

Eric Grau, *Mathematica Policy Research*

Evaluating the Impact of Interviewer Observed Auxiliary Information in Non-Response Adjustments

Jeffrey M. Gonzalez, *U.S. Bureau of Labor Statistics*

Using Non-Response Propensity Scores to Improve Data Collection Methods and Reduce Non-Response Bias

Morgan S. Earp, *USDA National Agricultural Statistics Service*





Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Cross Cultural Survey Methods: II

Location: Acacia – Level 1

Chair: Janet A. Harkness, *University of Nebraska-Lincoln*

Organizers: Cross-Cultural Research Conference Subcommittee

The Color of Culture

Peter P. Mohler, *University of Mannheim Germany*

Uneasy Coexistence: Current Relations Between Aboriginal and Non-Aboriginal People in Canadian Cities

Sarah Robertson, *Environics Research Group*

Keith Neuman, *Environics Research Group*

What Makes Minority Populations Hard-to-Reach in a Cross-Cultural Perspective?

Mathew Stange, *University of Nebraska*

Design Considerations for a Cross-Cultural Enumeration Survey

Teresa (Ye) Jin, *The Nielsen Company*

Justin T. Bailey, *The Nielsen Company*

Kelly Bristol, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*





Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Do Incentives Affect Data Quality?

Location: Copperwood – Level 1

Chair: Patrick Moynihan, *Harvard University*

Discussant: Eleanor Singer, *University of Michigan*

Effects of Differential Incentives on Response Rates in Four Countries for a Web-Based Follow-Up Survey: ITC Four-Country Wave 8 Survey

Kathleen McSpurren, *Survey Research Centre, University of Waterloo*

Effects of Mode and Incentives on Response Rates, Costs and Response Quality in a Mixed Mode Survey of Alcohol Use Among Young Adults

John Stevenson, *University of Wisconsin Survey Center*

Jennifer Dykema, *University of Wisconsin Survey Center*

Chad Kniss, *University of Wisconsin Survey Center*

Penny Black, *University of Wisconsin*

Paul Moberg, *University of Wisconsin*

Exploring the Impact of Prepaid Cash Incentives on Multiple Indicators of Data Quality

Rebecca Medway, *Joint Program in Survey Methodology, University of Maryland*

Roger Tourangeau, *Joint Program in Survey Methodology, University of Maryland*

Luciano Viera, Jr., *Fors Marsh Group, LLC*

Scott Turner, *Fors Marsh Group, LLC*

Sean Marsh, *Fors Marsh Group, LLC*

Impact on Data Quality of Making Incentives Salient in Web Survey Invitations

Chan Zhang, *Institute for Social Research, University of Michigan*



Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

GLBT Persons & Couples: Perceptions, Attitudes, Behaviors

Location: Mesquite – Level 2

Chair: Kimberly Downing, *University of Cincinnati*

Individual Religiosity, National Religious Context and Attitudes Toward Homosexuals: An Analysis of 40 Countries

Peter J. Martini, *University of Nevada, Reno*

Same-Sex Marriage: An Analysis of Question Wording & Context Effects

Daniel Cox, *Public Religion Research Institute*

Robert P. Jones, *Public Religion Research Institute*

Latent vs. Explicit Attitudes Toward Same-Sex Marriage

David Redlawsk, *Rutgers University*

Caroline Tolbert, *University of Iowa*

Allison Hamilton, *University of Iowa*

Comparing Health-Related Behaviors of Community Health Patients Based on Sexual Orientation and Gender Identity

Judith Bradford, *The Fenway Institute*

Documenting & Tracking How Couples Meet

William C. McCreedy, *Knowledge Networks*

Michael J. Rosenfeld, *Stanford University*

Larry Osborne, *Knowledge Networks*





Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Methods to Improve Online Surveys

Location: Desert Willow – Level 1

Chair: Diane R. Burkom, *Battelle Centers for Public Health Research and Evaluation*

A Meta-Analysis of Experiments Manipulating Progress Indicators in Online Surveys

Mario Callegaro, *Google*

Yongwei Yang, *Gallup, Inc.*

Ana Villar, *Stanford University*

Interactive Interventions in Web Surveys Can Increase Response Accuracy

Frederick G. Conrad, *University of Michigan*

Qualified Success: Effects of Response Format on Requalification for Recontact Studies

Randall K. Thomas, *ICF International*

To Link or Not To Link:

Why and When Respondents Give Consent

Marcel Das, *CentERdata, Tilburg University, The Netherlands*

Measuring User Satisfaction in the Lab: Questionnaire Mode, Physical Location and Social Presence Concerns

Matt Jans, *U.S. Census Bureau, Center for Survey Measurement*

Jennifer C. Bergstrom, *U.S. Census Bureau, Center for Survey Measurement*

Kathleen T. Ashenfelter, *U.S. Census Bureau, Center for Survey Measurement*

Jon Krosnick, *Stanford University, Department of Communication*





Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Public Opinion and the Economy – WAPOR Sponsored Session

Location: Noble – Level 2

Chair: Patricia Moy, *University of Washington*

Discussant: Tom W. Smith, *NORC*

Organizer: Patricia Moy, *University of Washington*

The Public Opinion Deficit: Global Reactions to the Economic Crisis

Gideon Skinner, *Ipsos MORI Social Research Institute*

Public Opinion on the Economy in Three Countries

Trevor Tompson, *The Associated Press*

Jennifer Agiesta, *The Associated Press*

A New View on the Economy? Distinguishing Between Important Issues and Important Problems

Christopher Wlezien, *Temple University*

The “Easterlin Paradox”: A Spurious Correlation?

Thomas Petersen, *Institut for Demoskopie Allensbach*





Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Survey Context & Socialization Among Language Minorities

Location: Lantana – Level 2

Chair: Colleen K. Porter, *University of Florida*

All About Us or Part of a Sub-Group: The Effect of Survey Context on Response Among Immigrant Respondents

Angela Fontes, *NORC at the University of Chicago*

Hispanic Attitudes Toward Immigration and the Language of the Interview

Kate Kenski, *University of Arizona*

Marisa A. Enriquez, *University of Arizona*

Symbols and Layout: Unique Issues in Chinese Translation of Self-Administered Survey Forms

M. Mandy Sha, *RTI International*

Yuling Pan, *U.S. Census Bureau*

Factors Contributing to Differences in Reported Party Identification Across Polls in 2010

Elizabeth Hamel, *Kaiser Family Foundation*

Bianca DiJulio, *Kaiser Family Foundation*

Sarah Cho, *Kaiser Family Foundation*

Claudia Deane, *Kaiser Family Foundation*

Mollyann Brodie, *Kaiser Family Foundation*

Larry Hugick, *Princeton Survey Research Associates International*

Jonathan Best, *Princeton Survey Research Associates International*





Concurrent Session A

Friday, May 13 • 8:00 a.m. – 9:30 a.m.

Using Address-Based Sampling with Challenging Populations

Location: Kaibab – Level 2

Chair: Linda Piekarski, *Survey Sampling International*

Discussant: Timothy Triplett, *Urban Institute*

Young Cell Phone Only or Mature Survey Responding Household? Exploring the Use of Geo-Demographic Clusters in Sample Stratification

Daniel Estersohn, *Arbitron, Inc.*

Robin Gentry, *Arbitron, Inc.*

Vrinda Nair, *Arbitron, Inc.*

Kelly Dixon, *Arbitron, Inc.*

Seasonal Yield Variation and Related Response Patterns in Address-Based Mail Samples

Charles A. DiSogra, *Knowledge Networks, Inc.*

Erlina Hendarwan, *Knowledge Networks, Inc.*

Sampling College Students to Improve Coverage in University Towns

Michelle A. Cantave, *Arbitron, Inc.*

Robin Gentry, *Arbitron, Inc.*

Improving REACH U.S. Sampling and Operations by Using Demographic Flags

Ying Li, *NORC at the University of Chicago*

Michael Davern, *NORC at the University of Chicago*





Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

2010 Mid-Term Elections: The Western Battleground States

Location: Bougainvillea - Level 1

Chair: Floyd Ciruli, *Ciruli Associates*

Organizer: Floyd Ciruli, *Ciruli Associates*

Panelists:

Mark DiCamillo, *Field Research Corp.*

Stuart Elway, *Elway Research*

Michael J. O'Neil, *O'Neil Associates*

Anthony Salvanto, *CBS News, The New York Times*

Craig Wilson, *Montana State University, Billings*





Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Comparative Analyses – When Does ABS Matter?

Location: Kaibab – Level 2

Chair: Stephanie Eckman, *Institute for Employment Research*

Discussant: Mansour Fahimi, *Marketing Systems Group*

A Study of Health Measures Within Cell Phone Populations: Differences and Similarities of Cell Phone Respondents Attained by RDD Versus ABS

David Dutwin, *Social Science Research Solutions*

Sharon Long, *Shadac*

Timothy Triplett, *Urban Institute*

Susan Sherr, *Social Science Research Solutions*

National Survey of Fishing, Hunting and Wildlife-Associated Recreation (FHWAR) Cell Phone and Debit Card Test

Elke McLaren, *U.S. Census Bureau*

Denise Pepe, *U.S. Census Bureau*

A Direct Comparison of ABS and Telephone Sampling in a Pilot Study of Children's Health

Mary E. Losch, *UNI Center for Social & Behavioral Research & Dept of Psychology*

Pete Damiano, *University of Iowa Public Policy Center*

Jean Willard, *University of Iowa Public Policy Center*

Anne Bonsall Hoekstra, *UNI Center for Social & Behavioral Research*

Duoc Nguyen, *UNI Center for Social & Behavioral Research*

A Comparison of Address Based Sampling and Dual Frame Sampling for National Telephone Surveys

John Boyle, *Abt SRBI, Inc.*

Anna Fleeman, *Abt SRBI, Inc.*

Courtney Kennedy, *Abt SRBI, Inc.*

Faith Lewis, *Abt SRBI, Inc.*

Charles D. Shuttles, *Abt SRBI, Inc.*

Andy Weiss, *Abt SRBI, Inc.*



Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Cross-National Comparative Survey Findings

Location: Acacia – Level 1

Chair: Karl Feld

Organizer: Cross-Cultural Research Conference Subcommittee

Comparing Opinions of “Clashing” Civilizations Between Western and Islamic Worlds

Lauren A. Walton, *Gallup Research Center University of Nebraska-Lincoln*

Brian Wells, *Gallup Research Center University of Nebraska-Lincoln*

Ann Arthur, *Gallup Research Center University of Nebraska-Lincoln*

Ana Lucia Cordova-Cazar, *Gallup Research Center University of Nebraska-Lincoln*

Tarek Albaghal, *Gallup Research Center University of Nebraska-Lincoln*

Allan McCutcheon, *Gallup Research Center University of Nebraska-Lincoln*

Meryem Ay, *Gallup Research Center University of Nebraska-Lincoln*

Lei Wang, *Gallup Research Center University of Nebraska-Lincoln*

Is Globalization Undermining the “Clash of Civilizations”?: A Test of Huntington Among the Publics of Greater Asia and the Pacific

Christian Collet, *International Christian University*

Measuring Tolerance, Religiosity and National Identity in the South Caucasus

Robia Charles, *The Caucasus Research Resource Centers*

Public Opinion Perceptions in the Israeli-Palestinian Intractable Conflict

Jacob Shamir, *Hebrew University*

Variation in Perceptions of Democracy: The Influence of Procedural Fairness

Matthew Miles, *University of Kansas*



Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Methodological Briefs: Survey Participation & Response Bias

Location: Noble – Level 2

Chair: Deborah H. Griffin, *U.S. Census Bureau*

Driving Respondents to the Web: Experimental Trial of Benefit Appeals and Impacts on Survey Completion

Danna L. Moore, *Social and Economic Sciences Research Center*

Early Response Bias in a Northern Colorado Community Health Survey

Michael Dorssom, *Wyoming Survey & Analysis Center (WYSAC)*

Exploring the Attitudes, Styles & Policy Preferences of Top Legislative Leaders in the 50 States

Debbie Borie-Holtz, *Rutgers University*

How to Survey All 14,000 Swedish Local Political Representatives and Get 10,000 Responses

Mikael Gilljam, *Department of Political Science, University of Gothenburg*

Donald Granberg, *University of Missouri*

Bengt Holm, *Detector*

Mikael Persson, *Department of Political Science, University of Gothenburg*

Can Information as Part of a Pre-Notice Help to Improve Response Rates in Telephone Surveys?

Alicia C. Tomaszczyk, *York University*

Pick up the Phone! An Experiment Using Conversational Answering Machine Messages

Jennifer Vanicek, *NORC at the University of Chicago*

Ashley Amaya, *NORC at the University of Chicago*

Edward Sipulski, *NORC at the University of Chicago*





Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Methodological Issues in Questionnaire Design

Location: Lantana – Level 2

Chair: Kristin J. Stettler, *U.S. Census Bureau*

**Research Based on Satisficing Theory:
A Systematic Review of Methods and Results**

Caroline Roberts, *FORS, University of Lausanne*

Emily Gilbert, *University of Essex*

Nick Allum, *University of Essex*

Complete Satisficing in Surveys: An Exploratory Investigation

Jon A. Krosnick, *Stanford University*

Bo MacInnis, *Stanford University*

**Generalizing What We Know About Respondents Who
“Don’t Know”**

Rebekah Young, *The Pennsylvania State University*

**Does Mentioning “Some People” and “Other People” in an
Attitude Question Improve Measurement Quality?**

David S. Yeager, *Stanford University*

Jon Krosnick, *Stanford University*

**The Impacts of the Zone of Ambivalence:
Considering the Impact of Ignoring the Measurement of
Apathy, Indecision and Lack of Information**

Don Levy, *Siena Research Institute*



Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Mixed-Mode Methods of Data Collection

Location: Desert Willow – Level 1

Chair: Yvonne Shands, *Survey Technology & Research*

Testing Mail Notification Strategies for an Internet Response Option in the American Community Survey (ACS)

Mary Frances E. Zelenak, *U.S. Census Bureau*

Mary C. Davis, *U.S. Census Bureau*

Rachel Horwitz, *U.S. Census Bureau*

Megha Joshipura, *U.S. Census Bureau*

Michelle Ruiters, *U.S. Census Bureau*

Jennifer G. Tancreto, *U.S. Census Bureau*

Employing Mixed-Mode Methodology for the National Teacher Survey on Children: An Analysis of Response Rates & Cost

Kristin Fuller, *RTI International*

Keith Smith, *RTI International*

Orin Day, *RTI International*

Sarah Harris, *RTI International*

Jennifer Wallin, *RTI International*

Using Predicting Spanish Preference to Target Bilingual Mailings in a Mail Survey With Telephone Follow-Up: A Randomized Experiment

Marc Elliott, *RAND Corporation*

Amelia Haviland, *RAND Corporation*

David J. Klein, *Children's Hospital of Boston, Harvard Medical School*

Carol Edwards, *RAND Corporation*

Emerging Methodologies for Capturing Long Distance Travel in Household Travel Surveys

Julie L. Paasche, *NuStats*

Mobile Phone Mode Effects at Event-Based Sampling

Daniel E. Williams, *Opinionology*

Laura Haber, *Opinionology*



Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Overcoming Challenges in Sensitive Topic Health Surveys

Location: Copperwood – Level 1

Chair: Dawn Nelson, *Mathematica Policy Research*

An App a Day Could Keep the Doctor Away: Quantifying the Use of Health and Prevention Related Smartphone Apps Among a National Sample of iPhone Users

Trent D. Buskirk, *Saint Louis University*

Mark Gaynor, *Saint Louis University*

Respondent Willingness to Grant Record Access or Provide Identifying Information in a Survey

Jenna A. Fulton, *Joint Program in Survey Methodology, UMD*

Roger Tourangeau, *Joint Program in Survey Methodology, UMD*

Interview Privacy and Social Desirability Effects in Cross-Cultural Survey Research: The World Mental Health Survey Experience

Zeina Mneimneh, *Institute for Social Research, University of Michigan*

The Effects of Neighborhood Level Characteristics on the Reliability and Validity of Self-Reports of Health Data

Jennifer Benoit-Bryan, *University of Illinois, Chicago*

Timothy P. Johnson, *University of Illinois, Chicago*

Geon Lee, *University of Illinois, Chicago*

Accuracy of Self-Reported Condom Use Assessed by the Semen Y-Chromosome Biomarker

Janet Rosenbaum, *University of Maryland*





Concurrent Session B

Friday, May 13 • 10:00 a.m. – 11:30 a.m.

Public Perception of Hispanics in the U.S. – Attitudes & Impact

Location: Mesquite – Level 2

Chair: Nancy Belden, *Belden, Russonello & Stewart*

Discussant: Rodolfo de la Garza, *Columbia University*

A Before and After Comparison Investigating the Effects on Hispanics of the April 23, 2010, Signing of the Arizona Immigration Bill

Paul J. Lavrakas, *Independent Consultant*

Trevor N. Tompson, *The Associated Press*

Undocumented or Illegal? A Content Analysis of the Arizona Immigration Law Issues in Leading National Newspapers during 2010

Thomas B. Christie, *University of Texas at Arlington*

Andrew M. Clark, *University of Texas at Arlington*

Anti-Hispanic Racism and Immigration Attitudes

Wendy Gross, *Stanford University*

Jon A. Krosnick, *Stanford University*

Trevor Tompson, *The Associated Press*

Exploring Public Opinion of U.S. Hispanics About Education

Trevor Tompson, *The Associated Press*

Jennifer Agiesta, *The Associated Press*



Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

All Things Obama

Location: Noble – Level 2

Chair: Mark Blumenthal, *Huffington Post*

A One-Term President? Obama's Prospect in the 2012 Election

Helmut Norpoth, *Stony Brook University*

Faith in the President: How Public Perception of Barack Obama's Faith Shape Views of him and his Presidency

Daniel Cox, *Public Religion Research Institute*

Robert Suls, *Pew Research Center for the People and the Press*

The Obama Effect vs. The Clinton Effect. An Analysis of the Youth Vote in the 1992, 1996 and 2008 Presidential Elections

Emanuel Boussios, *Nassau Community College*

An Examination of Partisanship During the Obama Era

Jeffrey M. Jones, *Gallup, Inc.*





Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Comparative Research on World Suffering, Extremism & Evangelicalism

Location: Kaibab – Level 2

Chair: Maria Ivancin, *American University*

A World Suffering Metric Using the Gallup-Healthways Well-Being Index

Ronald E. Anderson, *University of Minnesota*

Modernizers vs. Fundamentalists: How Religion, Politics and Economics Shape Attitudes in the Muslim World

Juliana M. Horowitz, *Pew Research Center*

Neha Sahgal, *Pew Research Center*

The Predictors of Latent Support for Extremist Ideology in Pakistan

Tarek Baghal, *University of Nebraska*

Allan McCutcheon, *University of Nebraska-Lincoln*

A Global Portrait of Evangelicals: A Survey of Evangelical Leaders From the Third Lausanne Congress of World Evangelization

Carolyn L. Funk, *Virginia Commonwealth University*

Allison Pond, *Pew Forum on Religion & Public Life*

Timothy S. Shah, *Georgetown University*

Women's Opinion on Women's Religious Freedom in Iran and Turkey

Meryem Ay, *Gallup Research Center, University of Nebraska-Lincoln*

Tarek Albaghal, *Gallup Research Center,*

University of Nebraska-Lincoln

Allan L. McCutcheon, *Gallup Research Center,*

University of Nebraska-Lincoln

Ana Lucia Cordova-Cazar, *Gallup Research Center,*

University of Nebraska-Lincoln

Ann Arthur, *Gallup Research Center, University of Nebraska-Lincoln*

Lei Wang, *Gallup Research Center, University of Nebraska-Lincoln*

Lauren Walton, *Gallup Research Center,*

University of Nebraska-Lincoln





Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Cross-National Public Perspectives on Immigration

Location: Acacia – Level 1

Chair: Fred Solop, *Northern Arizona University*

Organizer: Cross-Cultural Research Conference Subcommittee

Attitudes Toward Immigrants in the U.S. and Europe: Do Skills Matter?

Claudia Diehl, *University of Goettingen*

Nyiri Zsolt, *The German Marshall Fund of the United States*

Cross-Cultural Views on Immigration: Hispanics and Non-Hispanics in the Wake of Arizona's Immigration Law

Trevor Tompson, *The Associate Press*

Leaving Home: Current Motivations Behind Latin American Migration to the United States

Ana Lucia Cordova-Cazar, *Gallup Research Center, University of Nebraska-Lincoln*

Lei Huang, *Gallup Research Center, University of Nebraska-Lincoln*

Tarek Albaghal, *Gallup Research Center, University of Nebraska-Lincoln*

Ann Arthur, *Gallup Research Center, University of Nebraska-Lincoln*

Allan L. McCutcheon, *University of Nebraska*

Meryem Ay, *Gallup Research Center, University of Nebraska-Lincoln*

Lauren Walton, *Gallup Research Center, University of Nebraska-Lincoln*

Exploring the Effects of Political Ideology and U.S.-Mexico Border Proximity on American Attitudes Toward Illegal Immigration

Timothy B. Gravelle, *Gallup, Inc.*





Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Methods to Improve Data Quality

Location: Desert Willow – Level 1

Chair: Polly Phipps, *U.S. Bureau of Labor Statistics*

Dear Diary: Improving Data Quality and Creating an Engaging Experience Through Video

Miriam Gerver, *VS Research*

Vivienne Segal, *VS Research*

Ensuring Data Quality: Monitoring the Accuracy and Consistency Among Telephone Interview Monitors

Rebecca Weiner, *Mathematica Policy Research*

Joe Baker, *Mathematica Policy Research*

Claudia Gentile, *Mathematica Policy Research*

Jason Markesich, *Mathematica Policy Research*

Shawn Marsh, *Mathematica Policy Research*

Memory Jogging Tool to Reduce Recall Bias: The Use of a Calendar Tool to Help Store Owners Recall Retrospective Information

TraShawna Boals, *The Nielsen Company*

Lorelle Vanno, *The Nielsen Company*

Jennie Lai, *The Nielsen Company*

Michael Link, *The Nielsen Company*

Redesigning Contact Materials for the National Survey on Drug Use and Health

Douglas B. Currivan, *RTI International*

Logical Edits of Health Insurance Coverage in the ACS and the CPS ASEC

Joanna M. Turner, *University of Minnesota - SHADAC*

Michel Boudreaux, *University of Minnesota - SHADAC*





Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Multi-Mode Comparative Data – When Does Mode Matter?

Location: Copperwood – Level 1

Chair: Charles D. Shuttles, *Abt SRBI, Inc.*

Is There a Trade-Off Between Quality and Cost? An Experiment Comparing Telephone and Face-to-Face Responses to the National Beneficiary Survey (NBS)

Matt Sloan, *Mathematica Policy Research*

Debra Wright, *Mathematica Policy Research*

Kirsten Barrett, *Mathematica Policy Research*

Re-Examining the Validity of Different Survey Modes for Measuring Public Opinion in the U.S.: Findings From a 2010 Multi-Mode Comparison

Stephen D. Ansolabehere, *Harvard University*

Bernard Fraga, *Harvard University*

Brian F. Schaffner, *University of Massachusetts, Amherst*

Does Survey Mode Matter? – Comparing Consumer Satisfaction Results Across Internet and RDD Telephone Samples

Barbara E. Bryant, *University of Michigan*

Forrest V. Morgeson, *ACSI, LLC*

Reg Baker, *Market Strategies, International*

Age Matters: Differential Mode Effects in Vulnerable Populations

Tracy A. Keirns, *UNH Survey Center*

Sampling the American Community Survey to Collect Vaccination Data: Results of a Mixed-Mode Study by Collection Mode, Household and Demographic Characteristics and Key Vaccination Indicators

M. C. Stringer, *U.S. Census Bureau*

Andrea L. Piani, *U.S. Census Bureau*

Philip J. Smith, *NCIRD/CDC*

Stacie M. Greby, *NCIRD/CDC*





Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Public Opinion on Healthcare Policy & Reform

Location: Lantana – Level 2

Chair: Kevin Ulrich, *Group Health Research Institute*

Public Opinion on Health Reform Post-Midterm Elections: Continuities and Contradictions

Claudia Deane, *Kaiser Family Foundation*

Mollyann Brodie, *Kaiser Family Foundation*

Sarah Cho, *Kaiser Family Foundation*

Representing and Misrepresenting Public Opinion About Health Reform

Gerald M. Kosicki, *School of Communication, The Ohio State University*

Testing a Model of Public Support for Healthcare as a Government Priority

Michael G. Elasmar, *Boston University*

Measuring Health Insurance Premium Assistance and Program Participation in Social Surveys

Dianne Rucinski, *Institute for Health Research and Policy*

The Impact of Healthcare Utilization on Satisfaction With Health Insurance Plans

LinChiat Chang, *LinChiat Chang Consulting, LLC*

Jon A. Krosnick, *Stanford University*

Trevor Tompson, *Associated Press*





Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

Survey Research in the Arab Gulf: Lessons From the Region

Location: Mesquite – Level 2

Chair: David Howell, *University of Michigan*

Discussant: Paul Biemer, *RTI International*

Organizer: Abdoulaye Diop, *Qatar University*,
David Howell, *University of Michigan*

Political Attitude Research in the Middle East

Jill Wittrock, *Center for Political Studies*

Mark Tessler, *University of Michigan*

Building Survey Research Capacity in the Arab Gulf Region: the Case of the Social and Economic Survey Research Institute (SESRI) at Qatar University

Darwish Alemadi, *Social and Economic Survey Research Institute,
Qatar University*

Hanan Abdul Rahim, *Social and Economic Survey Research Institute,
Qatar University*

Survey Data Collection in the Arab Gulf Countries

Abdoulaye Diop, *Social and Economic Survey Research Institute
(SESRI)*

Elmogiera F. Elawad, *Social and Economic Survey Research Institute*

David Howell, *University of Michigan*

Kien T. Le, *Social and Economic Survey Research Institute*

Handling of Sensitive Social Topics in the Arab Gulf

Mohammad N. Khan, *Social and Economic Survey Research Institute
(SESRI)*

Hanan A. Rahim, *Social and Economic Survey Research Institute
(SESRI)*

Challenges and Solutions to Traditional Western Data Collection Methods in the Middle East

Vadim Volos, *GfK*



Concurrent Session C

Friday, May 13 • 1:45 p.m. – 3:15 p.m.

The Full Monty on RDD Samples – Enhancement, Weighting, Abandonment

Location: Bougainvillea – Level 1

Chair: Vincent Iannacchione, *RTI International*

RDD Sampling in the 21st Century – Construction of a True Landline Frame

Mansour Fahimi, *Marketing Systems Group*

David Malarek, *Marketing Systems Group*

Gerry Holzbaur, *Marketing Systems Group*

Jerry Oberkofler, *Marketing Systems Group*

Improving Landline RDD Coverage and Dialing Efficiency Through the Selective Use of 100 Banks With No Listings

Andy Weiss, *Abt SRBI, Inc.*

Mike Battaglia, *Abt Associates Inc.*

John Boyle, *Abt SRBI, Inc.*

Donna Eisenhower, *New York City Department of Health and Mental Hygiene*

Stephen Immerwahr, *New York City Department of Health and Mental Hygiene*

Tara Merry, *Abt SRBI, Inc.*

Improving Landline RDD Coverage With an ABS Supplement

Robin Gentry, *Arbitron, Inc.*

Michelle Cantave, *Arbitron, Inc.*

Weighting for Enhanced RDD Sampling

Vicki J. Pineau, *TNS*

Margaret E. Strickland, *TNS*

Conversion of CATI Surveys to Mail Mode

Pat D. Brick, *Westat*

Douglas Williams, *Westat*

J. M. Brick, *Westat*





Poster Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

Location: Exhibit Hall – Park Pavilion

- 1. The Electronic Fax: Transitioning to a New Mode of Transcript Collection**
Jamie Wescott, *RTI International*
Tiffany Mattox, *RTI International*
- 2. The Influence of Public Radio on Public Perception, Civic Engagement and Community Involvement**
Lisa McQuighan, *Arbitron, Inc.*
- 3. Use of Passive Electronic Measurement to Complement More Traditional Data Collection Methods**
Anh Thu Burks, *The Nielsen Company*
Ana Melgar, *The Nielsen Company*
Rosemary Holden, *The Nielsen Company*
Yvonne Olivares, *The Nielsen Company*
Jeff Scagnelli, *The Nielsen Company*
Norm Trussell, *The Nielsen Company*
- 4. Collection of Biological Specimens in a Three-Year Survey of Detroit Residents**
Christine Cowles, *Abt SRBI, Inc.*
Mark Morgan, *Abt SRBI, Inc.*
- 5. Employing a Process-Tracing Methodology in a Questionnaire: Evidence From a Statewide Poll**
Virginia Tangel, *Eagleton Center for Public Interest Polling, Rutgers University*
David P. Redlawsk, *Eagleton Center for Public Interest Polling, Rutgers University*
- 6. Societal Conflict Over Research and Treatment Using Human Stem Cells? Public Perceptions**
Mariah Evans, *University of Nevada, Reno*
- 7. How Can We Believe What They Say? The Role of Missing and Validating Data in Panelists Demographic Information**
Kumar Rao, *The Nielsen Company*





Poster Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

8. Respondent Conditioning: Effects on Participation and Data Quality

Graciela Contreras, *U.S. Census Bureau*

Kyra Linse, *U.S. Census Bureau*

9. Cognitive Pretesting of Memory Aids for the National Crime Victimization Survey

Alison K. Baldwin, *NORC at the University of Chicago*

Lisa Lee, *NORC at the University of Chicago*

James Carr, *NORC at the University of Chicago*

10. Twitter Content Capture and Analysis: A Case Study of the 2010 AAPOR Conference

Elizabeth Dean, *RTI International*

Joe Murphy, *RTI International*

Robert Furberg, *RTI International*

Anna Thompson, *RTI International*

11. Public Opinion Toward Police Enforcement of Illegal Immigrant Policy: The Case of Prince William County

Kien Le, *Social and Economic Survey Research Institute, Qatar University*

Thomas Guterbock, *Center for Survey Research, University of Virginia*

Abdoulaye Diop, *Social and Economic Survey Research Institute, Qatar University*

Deborah Rexrode, *Center for Survey Research, University of Virginia*

12. Studying Broadband Access: Consider the Non-Adopter

Marc Weiner, *Bloustein Center for Survey Research, Rutgers University*

Chintan Turakhia, *Abt SRBI, Inc.*

David Ciemnecki, *Abt SRBI, Inc.*

Orin T. Puniello, *Bloustein Center for Survey Research, Rutgers University*



Poster Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

13. Minimizing Item Non-Response in a School-Based Web Survey of High School Students

Laura Burns, *RTI International*

Jill Dever, *RTI International*

Daniel Pratt, *RTI International*

14. Using Scanner Technology to Learn About Foods Acquired by Low-Income Households

Holly H. Matulewicz, *Mathematica Policy Research*

Laura Kalb, *Mathematica Policy Research*

Nancy Cole, *PhD., Mathematica Policy Research*

Nicholas M. Redel, *Mathematica Policy Research*

15. Comparing Attitudes of Evangelicals in an RDD and Internet Sample: Adjusting for Non-Random Bias

Veronica Roth, *The Pennsylvania State University*

16. Mode Effects in Self-Administered Surveys Among Pregnant and Parenting Adolescents

Azucena A. Derecho, *RTI International*

Brian Head, *RTI International*

Marni Kan, *RTI International*

Olivia S. Ashley, *RTI International*

Cassie Williams, *RTI International*

Sarah Jones, *RTI International*

17. Conducting Surveys on Sensitive Topics; Sexual Behavior and Health

William C. McCreedy, *Knowledge Networks*

Debra L. Herbenick, *Indiana University, Center for Sexual Health Promotion*

Michael Reece, *Indiana University, Center for Sexual Health Promotion*

Rick Li, *Knowledge Networks*

18. Effects of Response Formats when Measuring Attitudes in Consumer Web Surveys Across Markets

Elizabeth Nunge, *Google*

Mick Couper, *University of Michigan*



Poster Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

**19. Pretty Please, Complete My Survey:
Refusal Conversion by Mail**

Ashley Amaya, *NORC at the University of Chicago*

Alyson Croen, *NORC at the University of Chicago*

Karen Wooten, *Centers for Disease Control and Prevention*

20. Financial Stress, Self-Reported Health Status and Personal Health

Robert K. Goidel, *Louisiana State University*

Dek Terrell, *Louisiana State University*

Stephen Barnes, *Louisiana State University*

Todd Griffin, *Louisiana Department of Health & Hospitals*

21. Taking Comedy Seriously: The Effect of Political Comedy on Political Knowledge and Ideological Polarization

Krysha Gregorowicz, *University of Michigan*

22. Exploring Record-of-Call Paradata in an RDD Survey

Taylor H. Lewis, *National Center for Health Statistics*

Meena Khare, *National Center for Health Statistics*

James Singleton, *National Center for Immunization and Respiratory Diseases*

23. If Not Response Rates, What Alternatives Should be Used for Survey Quality Indicator Measures

Donsig Jang, *Mathematica Policy Research*

Flora F. Lan, *National Science Foundation, Division of Science Resources Statistics*

24. Showcard Use and Mixed-Mode Administration in Longitudinal Surveys: Are the Data Comparable?

Beth A. Fisher, *NORC at the University of Chicago*

Ned English, *NORC at the University of Chicago*

Catherine Haggerty, *NORC at the University of Chicago*



Poster Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

25. Tailoring Aided Recall Tools: Relating Task Difficulty and Need for Cognition to the Effects of a Calendar Tool on Recall Accuracy

Wander V. Vaart, *University for Humanistics*

Tina J. Glasner, *Utrecht University*

Wil Dijkstra, *VU University Amsterdam*

26. An Exploration of Racial and Ethnic Identity Constructs Among U.S. Hispanics With Implications for Survey Design and Analysis

Martin Cerda, *Encuesta, Inc.*

Ilgin Basar, *Encuesta, Inc.*

Jessica Jamanca, *Encuesta, Inc.*

27. Do Extra Efforts Enhance Retention of Racial/Ethnic Subgroups in Longitudinal RDD Telephone Surveys?

Ashley J. Frear, *Cooper, University of Nebraska-Lincoln*

Julia McQuillan, *University of Nebraska-Lincoln*

Stacia Jorgensen, *University of Nebraska-Lincoln*

Amanda Richardson, *University of Nebraska-Lincoln*

Andrew V. Bedrous, *University of Nebraska-Lincoln*

28. New Tricks: Cell Phone Adoption and Use Among Older Adults

John Fries, *AARP*

29. Public Activism and Public Opinion Among Mid-Life and Older Persons: Comparisons and Trends

Robert H. Prisuta, *AARP*

30. Young Hearts and Old Brains: Does Ideology Change Over Time?

Zeljka Buturovic, *Zogby International*

Leann Atkinson, *Zogby International*

Joe Mazloom, *Zogby International*

31. Taming Box's M

Scott Van Manen, *The Futures Company*

Amy E. Drew, *The Futures Company*





Poster Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

32. Evaluating a Dual-Response Design for the Collection of Salary Data on a Federal Survey

Vincent E. Welch, *NORC at the University of Chicago*

Brianna Groenhout, *NORC at the University of Chicago*

Sarah Hernandez, *NORC at the University of Chicago*

Mireya Dominguez, *NORC at the University of Chicago*

33. Poster Withdrawn

34. The Public Acceptance of Nanotechnology: How Ideology and Confidence in Safety Systems Moderate the Effect of Benefit Perceptions on Federal Funding Support

Jiyoun Kim, *University of Wisconsin, Madison*

Peter Ladwig, *University of Wisconsin, Madison*

Ashley Anderson, *University of Wisconsin, Madison*

Dominique Brossard, *University of Wisconsin, Madison*

Dietram Scheufele, *University of Wisconsin, Madison*

Mike Xenos, *University of Wisconsin, Madison*

35. Evaluating Change in DSF Coverage for a Representative Sample of Rural Segments

Michael Latterner, *NORC at the University of Chicago*

36. Changes in Marginal MSE per Additional Costs in Multimode Surveys

Carol Pierannunzi, *Centers for Disease Control and Prevention*

Haci Akcin, *Northrup Grumman/CDC Contractor*

37. Differences in Respondent Propensity to Disclose Child's Name in the NHES 2009 Pilot Study

Cameron McPhee, *American Institutes for Research*

Alex Knecht, *American Institutes for Research*

Sarah Grady, *American Institutes for Research*





Poster Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

38. Selection Bias in the Deliberative Poll: Balancing Representation of Opinion and Representation of Socio-Demographics

Sean J. Westwood, *Stanford University*

Nuri Kim, *Stanford University*

39. Child Care Policies and the Gender Gap: A Policy Response Model

Dan Cassino, *Fairleigh Dickinson University's PublicMind Poll*

Yasemin Besen-Cassino, *Montclair State University*





Demonstration Session 2

Friday, May 13 • 3:15 p.m. – 4:15 p.m.

Demonstrations 2A – 2C

Location: Exhibit Hall – Park Pavilion

Chair: Edward P. Johnson, *Opinionology*

Demonstration 2A, 3:20 p.m. – 3:30 p.m.

Multi-Media Ethics Education: Tools to Assist in Preparing Undergraduates to Collect Data From Human Subjects

Alexandra Cooper, *Social Science Research Institute, Duke University*

Dwayne Dixon, *Duke University*

Lorna Hicks, *Office of Research Support, Duke University*

Demonstration 2B, 3:35 p.m. – 3:45 p.m.

Building a Web-Based Tool to Aid in Training Users of a New Survey Monitoring System

Erica Saleska, *RTI International*

Neelima Kunta, *RTI International*

M. Rita Thissen, *RTI International*

Demonstration 2C, 3:50 p.m. – 4:00 p.m.

A Demonstration of CARI Tools: Increasing the Efficiency of Survey Operations and Improving Data Quality

Wendy Hicks, *Westat*

Rick Dulaney, *Westat*

Brad Edwards, *Westat*





Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Are Measurement and Item Non-Response Differences a Problem in Web & Mail Mixed-Mode Surveys?

Location: Kaibab – Level 2

Chair: Don A. Dillman, *Washington State University*

Organizer: Don A. Dillman, *Washington State University*

Do Mail and Web Produce Different Answers? Mode Differences in Question Responses and Item Non-Response Rates

Morgan M. Millar, *Washington State University*

Don A. Dillman, *Washington State University*

Comparing Numeric and Text Open-End Responses in Mail and Web Surveys

Jolene Smyth, *University of Nebraska-Lincoln*

Kristen Olson, *University of Nebraska-Lincoln*

Item Non-Response in Web and Mail Responses to General Public Surveys

Virginia M. Lesser, *Survey Research Center-Oregon State University*

Lydia Newton, *Survey Research Center-Oregon State University*

Daniel Yang, *Survey Research Center-Oregon State University*

Determinants of Web and Mail Item Non-Response in Address-Based Samples of the General Public

Benjamin L. Messer, *Washington State University Social and Economic Sciences Research Center*

Michelle L. Edwards, *Washington State University Department of Sociology*

Don A. Dillman, *Washington State University Social and Economic Sciences Research Center*

Item Non-Response in a Client Survey of the General Public

Glenn D. Israel, *University of Florida*



Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Correlates & Impacts of Unit Non-Response

Location: Copperwood – Level 1

Chair: Jeanne Wintz, *Gilmore Research Group*

Longitudinal Response Rates and the Economy

Tricia McCarthy, *NORC at the University of Chicago*

Hildie Cohen, *NORC at the University of Chicago*

Should First Time Sample Members in Longitudinal Establishment Surveys Receive Special Attention?

Geraldine Mooney, *Mathematica Policy Research*

Elisha Smith, *Mathematica Policy Research*

Cathie Alderks, *SAMHSA*

Nonsampling Errors in the Ohio Family Health Survey's Cell and Landline Telephone Samples

Bo Lu, *Ohio State University*

Ronaldo Iachan, *ICF Macro*

Timothy Sahr, *Ohio State University*

Seth H. Muzzy, *ICF Macro*

Refusal Conversion in REACH U.S.: A Targeted Approach

Lee J. Fiorio, *NORC at the University of Chicago*

Kanru Xia, *NORC at the University of Chicago*

Ashley Amaya, *NORC at the University of Chicago*

The Integrated Uses of Surveys, Administrative Records and Census: The Case of the Census in School and Partnership Research in Informing the 2020 Census

Zhiwei Zhang, *ICF International*

Christopher Spera, *ICF International*

Megan Kindelan, *U.S. Census Bureau*

Peter V. Miller, *Northwestern University*

Ronald Szoc, *ICF International*

Diana Boyd, *ICF International*

Tasha Boone, *U.S. Census Bureau*



Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Dynamics of Consumer Confidence

Location: Bougainvillea – Level 1

Chair: Jeffrey Henning, *Vovici*

Discussant: Cliff Zukin, *Rutgers University*

Consumer Confidence and Consumer Purchase Behavior During the Economic Crisis of 2008

Max Kilger, *Experian Simmons*

Charles Palit, *University of Wisconsin*

Watching for Signs of a Rebound Monitoring Consumer Sentiment 2009 to 2011

Allan Rivlin, *Hart Research Associates, LLC*

Janet L. Streicher, *Citibank*

Consumer Confidence: Concurrent and Predictive Validity

Julie E. Phelan, *Langer Research Associates*

Gary Langer, *Langer Research Associates*

An Analysis of the Relationship Between Public Sentiment and Corporate Performance during a Crisis as Illustrated by the British Petroleum Gulf Coast Crisis

Charles Palit, *University of Wisconsin*

Max Kilger, *Experian Simmons*





Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Election Polls – Mechanics

Location: Mesquite – Level 2

Chair: Richard L. Clark, *University of Georgia*

Discussant: Peyton Craighill, *The Washington Post*

Are Different Approaches to Determining Likely Voters Better Able Handle Early Voters and First-Time Voters?

Jocelyn Kiley, *Pew Research Center for the People & the Press*

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

Michael Dimock, *Pew Research Center*

Incumbents, Challengers and Unallocated Votes: An Examination of Late Breaking Voter Decisions in the 2010 Midterm Elections

Christopher P. Borick, *Muhlenberg College Institute of Public Opinion*

David G. Wegge, *St. Norbert College Survey Center*

Bias in Legislative Generic Ballot Questions: Building a Better House Election Forecast

Dan Cassino, *Fairleigh Dickinson University's PublicMind Poll*

Peter Woolley, *Fairleigh Dickinson University's PublicMind Poll*

Krista Jenkins, *Fairleigh Dickinson University's PublicMind Poll*

Nothing Generic About This: Using Generic Ballots to Predict State Legislative Elections

Andrew Smith, *UNH Survey Center*



Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Methodological Briefs: Data Collection & Post Survey Processing

Location: Noble – Level 2

Chair: Boris Lorence, *Statistics Sweden*

Web Survey Live Validations - What Are They Doing?

Scott D. Crawford, *Survey Sciences Group, LLC*

Colleen McClain, *Survey Sciences Group, LLC*

Investigating the General Telephone Interviewer Training Procedure

Wojciech Jablonski, *University of Lodz, Institute of Sociology*

Obtaining Survey Responses From Two Members of a Health Care Team: An Example of Long-Term Care Organizations

Melissa Clark, *Brown University, Program in Public Health*

Michelle Rogers, *Brown University, Program in Public Health*

Vincent Mor, *Brown University, Program in Public Health*

Interviewer Characteristics Related to Field Interviewer Falsification

Angel B. Griffin, *RTI International*

James Pratt, *RTI International*

Sean S. Liu, *RTI International*

Lee Ellen Coffey, *RTI International*

Stephanie A. Terrey, *RTI International*

Christine Clark, *RTI International*

A Comparison Between Expert Coders and Computerized Coding Error Detection

Adam Sage, *RTI International*

Brian Burke, *RTI International*

Chris Ellis, *RTI International*

Joe Eyerman, *RTI International*

Robert Hughes, *RTI International*

Matthew Strobl, *RTI International*



Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Incorporating Interviewer Characteristics Into Item Non-Response Imputation

Rebekah Young, *The Pennsylvania State University*

Tim Sanders, *The Pennsylvania State University Survey Research Center*

Rob Schofield, *The Pennsylvania State University Survey Research Center*

David R. Johnson, *The Pennsylvania State University*

Public Perception of Illegal Immigration Policy: Local, State, Regional & National Perspectives

Location: Acacia – Level 1

Chair: Robert Santos, *Urban Institute*

Organizers: Thomas Guterbock, *University of Virginia*,

Fred Solop, *Northern Arizona University*,

Mike O'Neil, *O'Neil Associates*

Political and Social Trends in Arizona, 1992–2010

Michael J. O'Neil, *O'Neil Associates*

Research in Immigration Opinion in Arizona, New Mexico, Texas and California

Fred Solop, *Northern Arizona University*

Nancy Wonders, *Northern Arizona University*

Analysis of National Data on Immigration Issues From Recent Surveys by Pew

Mark Lopez, *Pew Hispanic Center*

Research in Prince William County, Virginia

Thomas Guterbock, *University of Virginia*



Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Survey Data Collection With Smartphones & iPads®

Location: Lantana – Level 2

Chair: Benjamin Phillips, *Abt SRBI, Inc.*

Can Your Smartphone Do This?:

A New Methodology for Advancing Digital Ethnography

Justin T. Bailey, *The Nielsen Company*

E. N. Bensky, *The Nielsen Company*

Michael W. Link, *The Nielsen Company*

Karen Benezra, *The Nielsen Company*

Hala Makowska, *The Nielsen Company*

“Can You See It Now? Good”:

Usability Testing of a Mobile Health Application

Sarah L. Cook, *RTI International*

Rita Sembajwe, *RTI International*

Emily Geisen, *RTI International*

Barbara Massoudi, *RTI International*

The Smart (Phone) Way to Collect Survey Data

Carey Stapleton, *Service Management Group*

The Next CAPI Evolution - Completing Web Surveys on Cell-Enabled iPads®

James Dayton, *ICF International*

Heather Driscoll, *ICF International*

This Time for Africa: Using Smartphones to Measure World Cup Engagement in South Africa

E. Nicole Bensky, *The Nielsen Company*

Justin Bailey, *The Nielsen Company*

Jennie Lai, *The Nielsen Company*

Michael Link, *The Nielsen Company*

Karen Benezra, *The Nielsen Company*

Hala Makowska, *The Nielsen Company*





Concurrent Session D

Friday, May 13 • 4:15 p.m. – 5:45 p.m.

Web Survey Methods – Sampling, Participation, Data Quality

Location: Desert Willow – Level 1

Chair: J. Michael Dennis, *Knowledge Networks*

Differential Sampling Based on Historical Individual-Level Data in Online Panels

Richard H. Kelly, *Opinionology*

Are You Who You Say You Are? Using a Multisource Cross-Validation Methodology for Panel Membership Information

Kumar Rao, *The Nielsen Company*

Tim Dolson, *The Nielsen Company*

Mark Kinnucan, *The Nielsen Company*

Measuring and Stimulating Respondent Attentiveness in Web Surveys

Adam Berinsky, *Massachusetts Institute of Technology*

Samantha Luks, *YouGov*

Doug Rivers, *Stanford University and YouGov*

Display Matters: A Test of Visual Display Options in a Web-Based Survey

Jennifer Romano Bergstrom, *U.S. Census Bureau*

Jennifer M. Chen, *U.S. Census Bureau*

Timothy R. Gilbert, *U.S. Census Bureau*

Matt Jans, *U.S. Census Bureau*





Day-at-a-Glance

Saturday, May 14

Time	Event	Location
7:00 a.m.	Fun Run/Walk	Athletic Club
7:00 a.m. – 2:30 p.m.	Exhibit Hall and Book Exhibit Open	Park Pavilion
7:00 a.m. – 8:00 a.m.	AAPOR Committee Meetings	
7:00 a.m. – 8:00 a.m.	Continental Breakfast with the Exhibitors	Park Pavilion
7:30 a.m. – 3:00 p.m.	Registration Desk Open	Conference Center – Level 1 Lobby
8:00 a.m. – 9:30 a.m.	Concurrent Sessions A	
	Session 1: Cultural Competence in Survey Research – What is it?	Acacia – Level 1
	Session 2: Improving Response Rates in Health & Medical Surveys	Bougainvillea – Level 1
	Session 3: Technical Aspects of the Construction, Coverage, Limitations and Future of the DSF	Copperwood – Level 1
	Session 4: Cell Phone Sampling: Operational Issues	Desert Willow – Level 1
	Session 5: Questionnaire Design: Improving Data Quality	Kaibab – Level 2
	Session 6: The Challenge of Polling in Congressional Races: A View from 2010	Lantana – Level 2
	Session 7: Web Survey Questionnaire Design	Mesquite – Level 2
	Session 8: Addressing the Challenges of Interviewing Youth About Sexual Assault: Experiences from the National Survey of Youth in Custody	Noble – Level 2
9:30 a.m. – 10:00 a.m.	Refreshment Break with the Exhibitors	Park Pavilion
10:00 a.m. – 11:30 a.m.	Concurrent Sessions B	
	Session 1: AAPOR's Transparency Initiative – Progress & Prospects	Acacia – Level 1
	Session 2: Cell Phone Sampling & Weighting	Bougainvillea – Level 1
	Session 3: Issues in Multi-Mode	Copperwood – Level 1



Day-at-a-Glance

Saturday, May 14

Time	Event	Location
Data Collection		
10:00 a.m. – 11:30 a.m.	Concurrent Sessions B (continued)	
	Session 4: Surveying Ethnic Populations	Desert Willow - Level 1
	Session 5: Advanced Statistical Methods for Exploring Interviewer Effects in Behavior Coded Data and Survey Pretest Data	Kaibab - Level 2
	Session 6: The Story Behind the 2010 Mid-Term Election	Lantana - Level 2
	Session 7: Re-Examining Classic Measures in Public Opinion Surveys	Mesquite - Level 2
	Session 8: Methodological Briefs: Improving Questionnaires	Noble - Level 2
11:45 a.m. – 1:15 p.m.	Lunch	Grand Ballroom E-J - Level 1
12:45 p.m. – 2:15 p.m.	Speed Networking Session 2	Conference Center - Level 1 Lobby
1:15 p.m. – 2:15 p.m.	Refreshment Break in the Exhibit Hall	Park Pavilion
	Book Sale	
	Meet the Author Sessions	
	Session 1	
	Paul P. Biemer	
	<i>Latent Class Analysis of Survey Error</i> (John Wiley & Sons, Hoboken NJ, 2011)	
	Session 2	
	AAPOR BOOK AWARD	
	Robert M. Groves	
	Don A. Dillman	
	John L. Eltinge	
	Roderick J. A. Little	
	<i>Survey Non-Response</i> (John Wiley & Sons, New York NY, 2002)	
	Poster Session 3	
	Demonstration Session 3	



Day-at-a-Glance

Saturday, May 14

Time	Event	Location
2:15 p.m. – 3:45 p.m.	Concurrent Sessions C	
	Session 1: Exploring Interviewer & Respondent Error in Cross-National, Cross-Cultural Surveys	Acacia – Level 1
	Session 2: Respondent Conditioning in Panel Surveys	Bougainvillea – Level 1
	Session 3: Cost & Operational Efficiencies in Cell Phone Surveys	Copperwood – Level 1
	Session 4: The Role of the Interviewer in Survey Data Quality	Desert Willow – Level 1
	Session 5: Comparing Probability & Non-Probability Sample Surveys	Kaibab – Level 2
	Session 6: Using Sample Surveys to Measure the Effect of Messaging	Lantana – Level 2
	Session 7: Survey Research on “Don’t Ask, Don’t Tell” – Methodological Challenges and Solutions	Mesquite – Level 2
	Session 8: 2010 Election Polls: Assessments and Mechanics	Noble – Level 2
4:00 p.m. – 5:30 p.m.	AAPOR Membership & Business Meeting	Lantana – Level 2
6:00 p.m. – 7:00 p.m.	President’s Reception	Palm and Paseo Court
7:00 p.m. – 9:30 p.m.	Awards Banquet	Grand Ballroom E-J – Level 1
9:30 p.m. – 11:30 p.m.	Stargazing Event	Arizona Grand Golf Course – Island Green
9:30 p.m. – Midnight	Post-Banquet Party	Vista Dining Terrace
9:30 p.m. – 2:00 a.m.	Applied Probability	Palm 3 A/B, Level 3





Concurrent Session A

Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Addressing the Challenges of Interviewing Youth About Sexual Assault: Experiences From the National Survey of Youth in Custody

Location: Noble – Level 1

Chair: Rachel Caspar, *RTI International*

Discussant: Polly Phipps, *U.S. Bureau of Labor Statistics*

Organizer: David Cantor, *Westat*

Outlier Analysis of Youth Reports of Sexual Assault

David Cantor, *Westat*

John Hartge, *Westat*

Addressing Human Subject Issues for a Survey on Sexual Assault Among Youth in Residential Placement

Tim Smith, *Westat*

Assessment of the Effects of Active Consent for a Survey of Youth in Custody

John Hartge, *Westat*

David Cantor, *Westat*

Procedures to Obtain Active Parental Consent for Youth in Custody

Andrea Sedlak, *Westat*

Tim Smith, *Westat*





Concurrent Session A

Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Cell Phone Sampling: Operational Issues

Location: Desert Willow – Level 1

Chair: Burton Levine, *RTI International*

Integration of Cell Phones at Statistics Canada

Marco Grenier, *Statistics Canada*

Pre-Call Validation of Random Digit Dialing Cell Phone Numbers: A Field Experiment

Tanja Kunz, *Darmstadt University of Technology*

Marek Fuchs, *Darmstadt University of Technology*

Validity of Questions to Identify Cell-Only Households

Sherman Edwards, *Westat*

Michael Brick, *Westat*

Royce Park, *UCLA Center for Health Policy Research*

David Grant, *UCLA Center for Health Policy Research*

The Next Generation: Using Cell Phones to Survey Households With Children

Kristie M. Hannah, *ICF Macro International*

Randal ZuWallack, *ICF Macro International*

William Robb, *ICF Macro International*

The Telephone Point of Purchase Survey Cell Phone Hit Rate Test

Aniekan Okon, *U.S. Census Bureau*

James Arthur, *U.S. Census Bureau*



Concurrent Session A

Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Cultural Competence in Survey Research – What is it?

Location: Acacia – Level 1

Chair: Susan Sprachman, *Mathematica Policy Research*

Organizers: Susan Sprachman and Marta Induni,
Mathematica Policy Research

Increasing Cultural Sensitivity as a Means of Improving Cross-Cultural Surveys: Methods Utilized in the California Health Interview Survey (CHIS) 2001-2011

Elaine G. Zahnd, *Public Health Institute*

Sue Holtby, *Public Health Institute*

David Grant, *UCLA Center for Health Policy Research*

Breaking Barriers for Nonstandard Language Speakers in Survey Research

Julie Ingels, *Mathematica Policy Research*

Erin Panzarella, *Mathematica Policy Research*

Cultural Sensitivity and Questionnaire Design

Janet A. Harkness, *University of Nebraska-Lincoln*

Cultural Awareness and Sensitivity: From Design Through Dissemination

Beth-Ellen Pennell, *Institute for Social Research, University of Michigan*

Yuchieh Lin, *University of Michigan*

Margaret Brill, *Kalamazoo College*

Measurement Error and Non-Response Bias: Current Practices for Addressing Language Minority Issues in Pretesting and Data Collection

Brad Edwards, *Westat*





Concurrent Session A

Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Improving Response Rates in Health & Medical Surveys

Location: Bougainvillea – Level 1

Chair: Robert Montgomery, *NORC*

Are You Still Home? Recontacting Respondents for Follow-Up Surveys

Kathleen S. O'Connor, *Centers for Disease Control and Prevention*

Alicia M. Frasier, *NORC at the University of Chicago*

Shannon TenBroeck, *NORC at the University of Chicago*

Stephen Blumberg, *Centers for Disease Control and Prevention*

Does Customizing Medicare Surveys With Health Plan Names Justify its Cost? A Randomized Experiment

Amelia Haviland, *RAND Corporation*

Marc N. Elliott, *RAND Corporation*

Nate Orr, *RAND Corporation*

Carol Edwards, *RAND Corporation*

Increasing Response Rates in a Survey of Physicians and Nurses

Jeanette Y. Ziegenfuss, *Mayo Clinic*

Jon Tilburt, *Mayo Clinic*

Timothy J. Beebe, *Mayo Clinic*

Decision Factors Related to Physician Participation in Surveys

Paul C. Beatty, *National Center for Health Statistics*

David Woodwell, *National Center for Health Statistics*

Drilling Down to Examine a Dentist Survey Response Rate: Lessons for Surveys of Professionals

Colleen K. Porter, *University of Florida*

Henrietta L. Logan, *University of Florida*

Frank A. Catalanotto, *University of Florida*

Heather G. Steingraber, *University of Florida*





Concurrent Session A

Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Questionnaire Design: Improving Data Quality

Location: Kaibab – Level 2

Chair: Anh Thu Burks, *The Nielsen Company*

Outside the Answer Boxes: Messages From Respondents

Fran Featherston, *National Science Foundation*

Kristin Stettler, *U.S. Census Bureau*

Lessons Learned From the 2009 NHTS in Travel Behavior Measurement

Adella Santos, *Federal Highway Administration*

Instability Overlooked: Evidence of the Importance of Household Roster Data Collection and Matching Over Time

Nola du Toit, *NORC at the University of Chicago*

Cathy Haggerty, *NORC at the University of Chicago*

Who Missed the Skips?: Empirical Results From a Self-Administered Survey

Jeremy Redford, *Education Statistics Services Institute, Macrosys, LLC*

Sarah Hastedt, *National Center for Education Statistics*





Concurrent Session A

Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Technical Aspects of the Construction, Coverage, Limitations and Future of the DSF

Location: Copperwood – Level 1

Chair: Ned English, *NORC at the University of Chicago*

Discussant: Michael Link, *The Nielsen Company*

Organizer: Ned English, *NORC at the University of Chicago*

A Summary of Delivery Sequence File Coverage Research at the U.S. Census Bureau

Timothy L. Kennel, *U.S. Census Bureau*

Constructing the Address-Based Frame: Present and Future

Phillip L. Faulstich, *Valassis*

Ned English, *NORC*

Ashley Amaya, *NORC*

Michael Latterner, *NORC*

Using Ancillary Information to Facilitate Address-Based Sampling in Rare Populations

Ashley Amaya, *NORC at the University of Chicago*

Ned English, *NORC at the University of Chicago*

An Evaluation of a Training Protocol Designed to Supplement the Coverage of an Address-Based Sampling Frame

Joe McMichael, *RTI International*

Allison C. McKamey, *RTI International*

Bonnie E. Shook-Sa, *RTI International*

Stephanie J. Stolzenberg, *RTI International*

Katherine B. Morton, *RTI International*

Vincent G. Iannacchione, *RTI International*





Concurrent Session A

Saturday, May 14, 8:00 a.m. – 9:30 a.m.

The Challenge of Polling in Congressional Races: A View from 2010

Location: Lantana – Level 2

Chair: Michael Mokrzycki, *Independent Consultant*

Organizer: Patrick Murray, *Monmouth University Polling Institute*

The Challenge of Polling Congressional Races: A View from 2010

Jim Lee, *Voter Survey Service/Susquehanna Polling & Research*

Don Levy, *Siena Research Institute*

Patrick Murray, *Monmouth University Polling Institute*

Seth Rosenthal, *Merriman River Group*





Concurrent Session A

Saturday, May 14, 8:00 a.m. – 9:30 a.m.

Web Survey Questionnaire Design

Location: Mesquite – Level 2

Chair: Gina Waljeko, *Science and Technology Institute*

Discussant: Don A. Dillman, *Washington State University*

Up Means Good: The Impact of Screen Position on Evaluative Ratings in Web Surveys

Roger Tourangeau, *Joint Program in Survey Methodology, University of Maryland*

Frederick Conrad, *Survey Research Center, University of Michigan*

Mick Couper, *Institute for Social Research, University of Michigan*

Investigating the Impact of Scale Height, Width and Spacing on Responses in Web Surveys

Hanyu Sun, *Joint Program in Survey Methodology, University of Maryland*

Visual Design and Usability of Filter and Follow-Up Questions in a Web Survey

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

An Investigation of the Impact of Stylistic Features on Web Survey Responses

Rebecca Medway, *Joint Program in Survey Methodology, University of Maryland*

Roger Tourangeau, *Joint Program in Survey Methodology, University of Maryland*



Concurrent Session B

Saturday, May 14, 10:00 a.m. – 11:30 a.m.

AAPOR's Transparency Initiative - Progress & Prospects

Location: Acacia - Level 1

Chair: Scott Keeter, *Pew Research Center*

Organizer: Peter V. Miller, *Northwestern University*

AAPOR's Transparency Initiative - Progress and Prospects

Peter V. Miller, *Northwestern University*

Reg Baker, *Market Strategies International*

Tim Johnson, *University of Illinois, Chicago*





Concurrent Session B

Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Advanced Statistical Methods for Exploring Interviewer Effects in Behavior Coded Data and Survey Pretest Data

Location: Kaibab – Level 2

Chair: Brady West, *University of Michigan*

Discussant: Frauke Kreuter, *University of Maryland*

Organizer: Matt Jans, *U.S. Census Bureau*

Interviewer Effects in a Small-Scale Experimental Research Survey of Demographic Questions

Elizabeth Nichols, *U.S. Census Bureau*

Jennifer H. Childs, *U.S. Census Bureau*

Rolando Rodriguez, *U.S. Census Bureau*

Using Random Effect Models, Intraclass Correlations and Design Effects to Explore Interviewer Effects on Respondent Behavior and Psychological States in Dyadic Data

Matt Jans, *U.S. Census Bureau, Center for Survey Measurement*

The Effect of General Interviewer Experience on Item Non-Response: A Verbal Behavior Study

Ipek Bilgen, *University of Nebraska-Lincoln*

Robert F. Belli, *University of Nebraska-Lincoln*

Exploring the Reliability of Behavior Coding Data

Jennifer H. Childs, *U.S. Census Bureau*

Nathan Jurgenson, *U.S. Census Bureau*



Concurrent Session B

Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Cell Phone Sampling & Weighting

Location: Bougainvillea – Level 1

Chair: Mary Losch, *University of Northern Iowa*

Discussant: Karol Krotki, *RTI International*

Propensity Model for Weighting Dual Frame Telephone Samples

Robert Benford, *GfK Custom Research North America*

Trevor Tompson, *Associated Press*

Julian Baim, *GfK MRI*

John Lien, *GfK CRNA*

Lancey Heyman, *GfK MRI*

Dual Frame Weighting and Estimation: Considerations When Incorporating Cell Phone Sample Within a Telephone Survey

Elizabeth Ormson, *NORC at the University of Chicago*

Kennon R. Copeland, *NORC at the University of Chicago*

Stephen J. Blumberg, *National Center for Health Statistics*

Kirk M. Wolter, *NORC at the University of Chicago*

N. Ganesh, *NORC at the University of Chicago*

An Evaluation of Popular Weighting Approaches in Dual Frame RDD Surveys

Courtney Kennedy, *Abt SRBI, Inc.*

Stratification of Cell Phones: Implications for Research

David Dutwin, *Social Science Research Solutions*

Kathleen Call, *Shadac*

Donna McAlpine, *University of Minnesota*

Tim Beebe, *The Mayo Clinic*

Robyn Rapoport, *Social Science Research Solutions*



Concurrent Session B

Saturday, May 14, 10:00 a.m. - 11:30 a.m.

Issues in Multi-Mode Data Collection

Location: Copperwood - Level 1

Chair: Geraldine Mooney, *Mathematica Policy Research*

Discussant: Rachel Caspar, *RTI International*

How Do Respondents React When Asked to Self-Report Their Behavior?

Marla D. Cralley, *Arbitron Inc.*

Kelly M. Dixon, *Arbitron Inc.*

Who Follows The Rules? Within Household-Selection Procedures in Web and Mail Surveys of the General Population

Kristen Olson, *University of Nebraska-Lincoln*

Jolene Smyth, *University of Nebraska-Lincoln*

Mathew Stange, *University of Nebraska-Lincoln*

Lauren Walton, *University of Nebraska-Lincoln*

Attitudes Toward A-CASI and IVR to Measure Elder Mistreatment Among Older Adults: Results From a Population-Based Survey Experiment

Scott Beach, *University of Pittsburgh, University Center for Social & Urban Research*

Richard Schulz, *University of Pittsburgh, University Center for Social & Urban Research*

Comparing Response Propensities Between a Web Mail Multi-Mode Survey and a Mail Survey

Zeynep Suzer-Gurtekin, *ISR - University of Michigan*

Mahmoud Elkasabi, *ISR - University of Michigan*



Concurrent Session B

Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Methodological Briefs: Improving Questionnaires

Location: Noble – Level 2

Chair: Keith Neuman, *Environics Research Group*

A Question Order Effect for Opinions About Tax Increases

John Tarnai, *Social & Economic Sciences Research Center*

Tim Faiella, *Social & Economic Sciences Research Center*

How the Order of Response Options in a Running Tally can Affect Online Survey Estimates

Tom Wells, *The Nielsen Company*

Mario Callegaro, *Google*

Charles DiSogra, *Knowledge Networks*

Effects of Cue Lists and Question Format on Survey Response

Lisa Lee, *NORC*

Parvati Krishnamurty, *NORC*

Rene Bautista, *NORC*

Designing Questions for Web Surveys: Effects of Check-List, Check-All and Stand-Alone Response Formats on Survey Reports and Data Quality

Jennifer Dykema, *University of Wisconsin Survey Center*

Nora C. Schaeffer, *University of Wisconsin Survey Center*

Jeremy Beach, *University of Wisconsin Survey Center*

Vicki Lein, *University of Wisconsin Survey Center*

Brendan Day, *University of Wisconsin Survey Center*

Exploring Visual Design Effects in Web Survey Questions. An Experimental Study Using Animated Answer Scales

Matthias Emde, *Darmstadt University of Technology*

Marek Fuchs, *Darmstadt University of Technology*

Results of a Survey Experiment on Frequency Reporting: Religious Service Attendance from the 2010 ANES Panel Recontact Survey

Matthew DeBell, *Stanford University*

Lucila Figueroa, *Stanford University*





Concurrent Session B

Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Asking Sensitive Questions:

Do They Affect Participation in Follow-Up Surveys?

Ines Schaurer, *GESIS - Leibniz Institute for the Social Sciences*

Bella Struminskaya, *GESIS - Leibniz Institute for the Social Sciences*

Lars Kaczmirek, *GESIS - Leibniz Institute for the Social Sciences*

Wolfgang Bandilla, *GESIS - Leibniz Institute for the Social Sciences*

Re-Examining Classic Measures in Public Opinion Surveys

Location: Mesquite – Level 2

Chair: Gerald Kosicki, *The Ohio State University*

Discussant: Jon Krosnick, *Stanford University*

Is Life Getting Better Or Worse? A Look at the Order Effect on the “Ladder of Life” Question in Public Opinion Surveys

Wendy Wang, *Pew Research Center*

Rich Morin, *Pew Research Center*

The Measurement of Political Ideology

Jon D. Miller, *International Center for the Advancement of Scientific Literacy*

An Injured Party? – A Comparison of Political Party Response Formats in Party Identification

Samantha L. Schwartz, *ICF International*

Frances M. Barlas, *ICF International*

Randall K. Thomas, *ICF International*

Regina A. Corso, *Harris Interactive*

Ronald Z. Szoc, *ICF International*

Revisiting Open-Ended Questions

Floyd J. Fowler, *Center for Survey Research, UMass Boston*

Carol Cosenza, *Center for Survey Research, UMass Boston*



Concurrent Session B

Saturday, May 14, 10:00 a.m. – 11:30 a.m.

Surveying Ethnic Populations

Location: Desert Willow – Level 1

Chair: Jennifer Hawes-Dawson, *RAND*

Discussant: Timothy Johnson, *University of Illinois-Chicago*

Testing a Privacy-Protected Method with Language Minorities for Collecting Data on Immigration Status

Young Chun, *NORC at the University of Chicago*

Fritz Scheuren, *NORC at the University of Chicago*

Cleaving the Past Behind: A Comparison of Response Formats in the Measurement of Ethnic and Racial Origins

Frances M. Barlas, *ICF International*

Randall K. Thomas, *ICF International*

Wm. B. Higgins, *ICF International*

Behavioral and Attitudinal Differences Between Hispanics in the U.S. From Whom Data are Gathered in Spanish and Hispanics in the U.S. From Whom Data are Gathered in English

Paul J. Lavrakas, *Independent Consultant*

Trevor N. Tompson, *The Associated Press*

Framing a Path to Citizenship: The Implications of Question Wording on Responses by Ethnicity

Marisa A. Enriquez, *University of Arizona*

Kate Kenski, *Department of Communication, University of Arizona*





Concurrent Session B

Saturday, May 14, 10:00 a.m. – 11:30 a.m.

The Story Behind the 2010 Mid-Term Election

Location: Lantana – Level 2

Chair: Robert Kirby Goidel, *LSU*

The Voters' Voice in 2010

Gary Langer, *Langer Research Associates*

Julie E. Phelan, *Langer Research Associates*

A Pox on all Their Houses:

The American Electorate in the 2010 Election

Allan L. McCutcheon, *University of Nebraska-Lincoln,*

Survey Research and Methodology

Who are Those Tea Partiers and Who Supports Them?

Thomas Lamatsch, *Monmouth University Polling Institute*

The Character of the Tea Party Movement

Emily E. Ekins, *University of California, Los Angeles*

The Role of Social Networks Over Time in Party Identification and Political Participation

Darby Steiger, *Gallup, Inc.*

Bob Torongo, *Gallup, Inc.*

Kyley Nemeckay, *Gallup, Inc.*

Samuel Arbesman, *Harvard University,*

Department of Health Care Policy

Alistair J. O'Malley, *Harvard University,*

Department of Health Care Policy



Poster Session 3

Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

Location: Exhibit Hall – Park Pavilion

- 1. Response Consistency to Similar Questions Asked in One Study Instrument Administered in a Five Country Trial**
Annette M. Green, *RTI International*
Tyler D. Hartwell, *RTI International*
Willo Pequegnat, *NIMH*
Godfrey B. Woelk, *RTI International*

- 2. Category Selection Probing in Online Access Panels**
Dorothee Behr, *GESIS - Leibniz Institute for the Social Sciences*
Lars Kaczmarek, *GESIS - Leibniz Institute for the Social Sciences*
Michael Braun, *GESIS - Leibniz Institute for the Social Sciences*
Wolfgang Bandilla, *GESIS - Leibniz Institute for the Social Sciences*

- 3. Using VoIP and a Local Cellular Phone to Contact Hard-to-Reach Respondents for the National Birth Defects Prevention Study**
Rebecca G. Devlin, *Abt SRBI, Inc.*
Jennita Reefhuis, *Centers for Disease Control and Prevention*
Sarah Tinker, *Centers for Disease Control and Prevention*

- 4. An Evaluation of the Collection and Production of Medical Condition Estimates From the Medical Expenditure Panel Survey**
Frances M. Chevarley, *AHRQ/DHHS*

- 5. Evaluating the Meaning of Vague Quantifier Terms in Questionnaires**
John Tarnai, *Social & Economic Sciences Research Center*
Danna L. Moore, *Social & Economic Sciences Research Center*
Marion Schultz, *Social & Economic Sciences Research Center*

- 6. An Acoustic Analysis Of Respondents' Expressed Conviction: Testing a Refinement of Telephone Surveys in Predicting Electoral Results**
Anne-Marie Lesperance, *University of Montreal*
Victor J. Boucher, *University of Montreal*





Poster Session 3

Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

7. Tracking American Community Survey Mail Response During the 2010 Census

Stephanie Baumgardner, *U.S. Census Bureau*

David Raglin, *U.S. Census Bureau*

8. Recruiting and Hiring: The Impacts of Specialized Skill Sets

Tamara Terry, *RTI International*

McKinlay Jeannis, *RTI International*

Carmen Lopez, *RTI International*

9. Developing an Internet Response Mode for the American Community Survey (ACS)

Jennifer G. Tancreto, *U.S. Census Bureau*

Mary Davis, *U.S. Census Bureau*

Mary Frances Zelenak, *U.S. Census Bureau*

10. Environmental Disaster? Global Warming and Subjective Wellbeing: Some Gain and Loss Estimates from Survey Research

Jonathan Kelley, *University of Nevada, Reno and University of Melbourne*

11. Assessing Survey Accuracy Across Multiple Domains

LinChiat Chang, *LinChiat Chang Consulting, LLC*

Jon A. Krosnick, *Stanford University*

12. 2010 Census Confidentiality Notification Experiment

Gianna Dusch, *U.S. Census Bureau*

13. Tracking a City's Recovery: New Orleans Five Years After the Storm

Sarah Cho, *Kaiser Family Foundation*

Bianca DiJulio, *Kaiser Family Foundation*



Poster Session 3

Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

**14. A Stimulus Package for Stubborn Sample Members:
Boosting Web Survey Participation Through Strategic
Study Communication & Telephone Contacts**

Jeffrey Franklin, *RTI International*

Nicole Tate, *RTI International*

Joe Simpson, *RTI International*

Nadia Paoli, *RTI International*

**15. The RWJF Health Care Consumer Confidence Index: Public
Perceptions of Health Care and the Health Reform Debate**

Peter Graven, *SHADAC*

Sarah Gollust, *University of Minnesota*

**16. Media Coverage of Polling Methodology in 2010
Multi-Candidate General Elections**

Benjamin Duffey, *University of Michigan*

**17. The Gulf Oil Spill and Support for Offshore Drilling in
Coastal Louisiana**

Robert K. Goidel, *Louisiana State University*

**18. Racial Differences in Non-Response Patterns Between
Landline and Cellular Telephone Surveys**

Sunghee Lee, *University of Michigan*

**19. Same Family, Different Planet: Comparing the Views of
Teens and Parents on Their Relationship and Potential
Substance Use**

Roger Vaughan, *Columbia University*

Emily C. Feinstein, *National Center on Addiction and Substance
Abuse, Columbia University*

Jordon Peugh, *Knowledge Networks*

Jeffery Shand-Lubbers, *Knowledge Networks*

20. Poster Withdrawn





Poster Session 3

Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

21. Utilizing Facebook Application for Disaster Relief: Social Network Analysis of American Red Cross Cause Joiners

Jennie W. Lai, *The Nielsen Company*

John Skvoretz, *University of South Florida*

22. Redesigned Meter's Effect on Improving Recruitment and Compliance

Arianne Buckley, *Arbitron, Inc.*

Darin Harm, *Arbitron, Inc.*

23. Ideology and Empathic Profiles

Zeljka Buturovic, *Zogby International*

Leann Atkinson, *Zogby International*

Joe Mazloom, *Zogby International*

24. Accounting for Non-Response, Interviewer Effects and Subpopulation Membership Under Responsive Designs

John L. Eltinge, *Bureau of Labor Statistics*

25. Differences in Primary Care Physicians' and Psychiatrists' Treatment Preferences for Difficult-to-Treat Disorders: Results of a National Survey

Kenneth A. Rasinski, *University of Chicago, Department of Medicine*

John D. Yoon, *University of Chicago, Department of Medicine*

Farr A. Curlin, *University of Chicago, Department of Medicine*

26. How do we Reduce the Impact of Respondent Fatigue in a Household Expenditure Diary?

Jenny Lynch, *Statistics Canada*

27. Demographic Assessment of Mixed-Mode Sample Frames and Panel Recruitment Methods

Ryan McKinney, *Arbitron, Inc.*

28. Unauthorized Immigration and Language Policy: Ohio Voter Opinions

Vincent J. Palozzi, *Miami University Ohio*



Poster Session 3

Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

29. Identifying Common Verbatim Errors Through use of Field Observations

Christine Clark, *RTI International*

30. A Multivariate Study of Respondent Engagement

Steven H. Gittelman, *Mktg, Inc.*

31. Using Paradata to Manage Responsive Collection Design

Francois Laflamme, *Statistics Canada*

32. Economic Impact Analysis in Indigenous Fishing Communities: A Political Ecology Perspective

Robynne A. Locke, *ICF Macro International*

33. An Investigation of the Quality of the United States Postal Service Delivery Sequence File for Use as a Sampling Frame for a Commercial Building Study

An Liu, *NORC at the University of Chicago*

Susan Hinkins, *NORC at the University of Chicago*

Kanru Xia, *NORC at the University of Chicago*

34. Governing in Difficult Times: Analysis of Responses From the 2009 Dayton Citizen Perception Survey

T. David Jones, *Wright State University-Center for Urban and Public Affairs*

Brittany D. Sumler, *Wright State University-Center for Urban and Public Affairs*

35. The Effects of Emphasizing an Incentive in a Mailed Survey

Vrinda Nair, *Arbitron, Inc.*

Yelena Pens, *Arbitron, Inc.*

36. Individuals' Experiences With Public Opinion Data: Fostering Political Engagement Through Multi-Sensory Presentation

Ann E. Williams, *Georgia State University*



Poster Session 3

Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

37. Using Community Information and Survey Methodology for Bias Reduction to Enhance the Quality of the Air Force Community Assessment Survey

Zhiwei Zhang, *ICF International*

Christopher Spera, *ICF International*

Jyothsna Prabhakaran, *ICF International*

Jennifer Harvey, *ICF International*

38. The Influence of the Direction of Likert-Type Scales in Web Surveys on Response Behavior in Different Respondent Groups

Florian Keusch, *Vienna University of Economics and Business, Austria*





Demonstration Session 3

Saturday, May 14 • 1:15 p.m. – 2:15 p.m.

Demonstrations 3A – 3D

Location: Exhibit Hall – Park Pavilion

Chair: Andy Zukerberg, *National Center for Education Statistics*

Demonstration 3A, 1:20 p.m. – 1:30 p.m.

Obtaining High Rates of Parental Consent: Additional Evidence for the Field Enrollment Specialist Approach

Elisha Smith, *Mathematica Policy Research*

Susan Sprachman, *Mathematica Policy Research*

Demonstration 3B, 1:35 p.m. – 1:45 p.m.

School Data Collection and Parental Permission Slips: Integrating Project Research Staff in Schools to Increase Return Rates

Becky Durocher, *RTI International*

Linda Bailey-Stone, *RTI International*

Lisa McCaskill, *RTI International*

Demonstration 3C, 1:50 p.m. – 2:00 p.m.

Okay We Have Permission... Now How Do We Administer This Survey?

Linda K. Bailey-Stone, *RTI International*

Becky Durocher, *RTI International*

Demonstration 3D, 2:05 p.m. – 2:15 p.m.

Ohio Electronic Health Records Survey: Increasing Response Rates Surveying Medical Practices

Timothy Sahr, *Ohio Colleges of Medicine Government Resource Center*

Elizabeth Stasny, *Ohio State University*

Daniel Weston, *Ohio State University*

Lorin Ranbom, *Ohio State University*





Concurrent Session C

Saturday, May 14, 2:15 p.m. – 3:45 p.m.

2010 Election Polls: Assessments and Mechanics

Location: Noble – Level 2

Chair: Helmut Norpoth, *Stony Brook University*

Cell-Only Voters in the Exit Polls: An Update from the 2010 Midterms

Michael Mokrzycki, *Independent Consultant*

Scott Keeter, *Pew Research Center*

A Multi-Method Assessment of the Reliability of the 2010 Pre-Election Polls

Mark Blumenthal, *Huffington Post*

Joel D. Bloom, *The University at Albany, SUNY*

How Should we Handle Undecided in Vote Preferences in Congressional District Level Political Polls? Empirical Analysis Using Micro Level Survey Datasets

Masahiko Aida, *Greenberg Quinlan Rosner Research*

Mode Effects in U.S. House Race Polling: IVR Versus Live Interviewer

Patrick Murray, *Monmouth University Polling Institute*

To Vote or not to Vote, are we Asking the Right Questions?: Testing Different Likely Voter Models Across 23 Different Midterm Election Races

Clifford A. Young, *Ipsos Public Affairs*



Concurrent Session C

Saturday, May 14, 2:15 p.m. - 3:45 p.m.

Comparing Probability & Non-Probability Sample Surveys

Location: Kaibab - Level 2

Chair: Jill Dever, *RTI International*

Discussant: Doug Rivers, *Stanford University*

The Use of Web Panels to Characterize Rare Conditions

John M. Boyle, *Abt SRBI, Inc.*

Measuring Intent to Participate and Participation in the 2010 Census and Their Correlates and Trends: Comparisons of RDD Telephone and Non-Probability Sample Internet Survey Data

Josh Pasek, *Stanford University*

Jon A. Krosnick, *Stanford University*

More Comparisons of Probability and Non-Probability Sample Internet Surveys: The Dutch NOPVO Study

Rebecca Weiss, *Stanford University*

Jon Krosnick, *Stanford University*

David S. Yeager, *Stanford University*

Can a Non-Probability Sample Ever be Useful for Representing a Population? Comparing Probability and Non-Probability Samples of Recent College Graduates

Cliff Zukin, *Rutgers University*

Jessica Godofsky, *Rutgers University*

Carl Van Horn, *Rutgers University*

Wendy Mansfield, *Knowledge Networks*

J. M. Dennis, *Knowledge Networks*





Concurrent Session C

Saturday, May 14, 2:15 p.m. – 3:45 p.m.

Cost & Operational Efficiencies in Cell Phone Surveys

Location: Copperwood – Level 1

Chair: Douglas Currivan, *RTI International*

A Comparison of Cell and Landline Dialing Patterns

Robert Montgomery, *NORC*

Wei Zeng, *NORC at the University of Chicago*

Meena Khare, *National Center for Health Statistics, CDC*

Karen Wooten, *NCIRD, CDC*

Minimizing Respondent Burden in Cell Telephone Interviewing: Paths to Efficient Eligibility Screening

Alicia M. Frasier, *NORC at the University of Chicago*

Heather M. Morrison, *NORC at the University of Chicago*

Rebecca Ruthenburg, *NORC at the University of Chicago*

Cell-to-Landline Cost Ratios for RDD Surveys of Rare Populations

Benjamin Skalland, *NORC at the University of Chicago*

Costs Error Optimization for Cell-Landline Dual Frame Surveys

Vasja Vehovar, *University of Ljubljana*

Ana Slavec, *University of Ljubljana*

Using Telecommunication Trends to Estimate State Cell-Only Population

Randal ZuWallack, *ICF Macro*

Frederica Conrey, *ICF Macro*



Concurrent Session C

Saturday, May 14, 2:15 p.m. – 3:45 p.m.

Exploring Interviewer & Respondent Error in Cross-National, Cross-Cultural Surveys

Location: Acacia – Level 1

Chair: Brianne Gilbert, *Loyola Marymount University*

Interviewer Gender Effects in International Surveys

Neha Sahgal, *Pew Forum on Religion & Public Life*

Juliana M. Horowitz, *Pew Research Center's Global Attitudes Project*

Survey Comprehension Across Multiple Racial/Ethnic Groups: Evidence From the California Health Interview Survey

Gordon B. Willis, *National Cancer Institute*

Salma Shariff-Marco, *National Cancer Institute*

Timothy Johnson, *University of Illinois*

Cross-Cultural Validity of Behavior Codes

Timothy P. Johnson, *University Of Illinois at Chicago, Survey Research Laboratory*

Allyson Holbrook, *University Of Illinois at Chicago, Survey Research Laboratory*

Sharon Shavitt, *University of Illinois at Urbana-Champaign*

Young I. Cho, *University Of Illinois at Chicago, Survey Research Laboratory*

Noel Chavez, *University of Illinois at Chicago*

Saul Weiner, *university of Illinois at Chicago*

Comparisons of “Good” Interviewer and Respondent Behavior in Bilingual (English and Spanish) Behavior Coding Research

Patricia L. Goerman, *U.S. Census Bureau*



Concurrent Session C

Saturday, May 14, 2:15 p.m. – 3:45 p.m.

Does Behavior Coding Capture Cultural Differences in Survey Response?

Martha Stapleton, *Westat*

Kerry Levin, *Westat*

Jocelyn Newsome, *Westat*

Stephanie Beauvais, *Westat*

Salma Shariff-Marco, *National Cancer Institute*

Nancy Breen, *National Cancer Institute*

Gordon Willis, *National Cancer Institute*

Anne Hartman, *National Cancer Institute*

Respondent Conditioning in Panel Surveys

Location: Bougainvillea – Level 1

Chair: Pamela Campanelli, *The Survey Coach*

Discussant: Robert M. Groves, *U.S. Census Bureau*

Conditioning Effects of Panel Participation

Ting Yan, *NORC*

A. Rupa Datta, *NORC*

Peter S. Hepburn, *NORC*

Are You Burdened? Let's Find Out

Scott Fricker, *U.S. Bureau of Labor Statistics*

Examination of Panel Conditioning Effects in a Web-Based 2007-2008 Election Study

J. Michael Dennis, *Knowledge Networks, Inc.*

Yelena Kruse, *Knowledge Networks, Inc.*

Trevor Tompson, *The Associated Press*

Detecting Measurement Error With Panel Surveys: The 2006-2008 General Social Survey Panel

Tom W. Smith, *NORC at the University of Chicago*



Concurrent Session C

Saturday, May 14, 2:15 p.m. - 3:45 p.m.

Survey Research on “Don’t Ask, Don’t Tell” - Methodological Challenges and Solutions

Location: Mesquite - Level 2

Chair: Brad Edwards, *Westat*

Discussant: Dick Kulka, *Abt Associates*; Jay Goodwin,
U.S. Army Research Institute

Organizer: Sandra Berry, *RAND Corporation*

A Team-Based Approach to Analyzing a Large Volume of Qualitative Data on Repeal of “Don’t Ask Don’t Tell”

Susan Berkowitz, *Westat*

Cynthia Robins

Military Members’ and Military Spouses’ Assessment of the Effects of the Potential “Don’t Ask, Don’t Tell” Policy

Kimya Lee, *Westat*

RAND Survey of Gay, Lesbian and Bisexual Military Personnel

Sandra H. Berry, *RAND Corp.*

Ryan A. Brown

Terry L. Schell





Concurrent Session C

Saturday, May 14, 2:15 p.m. – 3:45 p.m.

The Role of the Interviewer in Survey Data Quality

Location: Desert Willow – Level 1

Chair: Beth Ellen Pennell, *University of Michigan*

Interactional Environments, Requests and Participation in the Survey Interview

Nora Cate Schaeffer, *University of Wisconsin Madison, Survey Center*

Dana Garbarski, *Department of Sociology,*

University of Wisconsin Madison

Douglas W. Maynard, *University of Wisconsin Madison,*

Department of Sociology

Jeremy Freese, *Northwestern University*

Effects of Speech Rate, Pitch and Pausing on Survey Participation Decisions

José R. Benkí, *Survey Research Center, University of Michigan*

Jessica Broome, *Joint Program in Survey Methodology,*

University of Michigan

Fred Conrad, *Survey Research Center, University of Michigan*

Robert Groves, *U.S. Census Bureau*

Frauke Kreuter, *Joint Program in Survey Methodology,*

University of Maryland

Interviewer's Rewording of Questions in CATI Surveys

Yfke Ongena, *University of Groningen*

Mike Huiskes, *University of Groningen*

Difficult Situations in Telephone Interviews

Wojciech Jablonski, *University of Lodz, Institute of Sociology*

Strategies and Techniques for Improving the Accuracy of Interviewer Observations

Brady T. West, *Institute for Social Research*



Concurrent Session C

Saturday, May 14, 2:15 p.m. - 3:45 p.m.

Using Sample Surveys to Measure the Effect of Messaging

Location: Lantana - Level 2

Chair: Eric Plutzer, *Pennsylvania State University*

Discussant: Andrew Smith, *University of New Hampshire*

How Seeing Movies Changes Attitudes, Perceptions and Consideration of Military Service: Findings From a Pre-Post Factorial Design Field Experiment

Robert P. Daves, *The Everett Group*

Effects of Message Framing and Political Disposition on Policy Opinions Regarding Direct-to-Consumer Genetic Testing

Jocelyn Landau, *University of Pennsylvania*

Sarah Gollust, *University of Minnesota*

Joseph N. Cappella, *University of Pennsylvania*

Social Disparities, Communication Inequalities and HIV/AIDS-Related Knowledge and Attitudes in India

Leland K. Ackerson, *University of Massachusetts Lowell*

Shoba Ramanadhan, *Dana-Farber Cancer Institute*

Monisha Arya, *Baylor College*

Vish Viswanath, *Dana-Farber Cancer Institute*

Is Anybody Listening? Informing, Persuading and Priming in the 2000 and 2004 Presidential Campaigns

Andrew Therriault, *Department of Politics, New York University*

2011 Seymour Sudman Student Paper Competition Winner



Day-at-a-Glance

Sunday, May 15

Time	Event	Location
8:00 a.m. - 10:15 a.m.	Registration Desk Open	Conference Center - Level 1 Lobby
8:00 a.m. - 11:30 a.m.	Short Course	
	Course 6: The Use of Incentives in Survey Research	Palm 3 A/B
8:30 a.m. - 10:00 a.m.	Concurrent Sessions A	
	Session 1: Understanding Panel Attrition	Acacia - Level 1
	Session 2: Insights From Cognitive Interviewing	Bougainvillea - Level 1
	Session 3: Election Polling Methods and Considerations	Copperwood - Level 1
	Session 4: Sampling/Weighting in Multi-Frame Designs Involving Cell Phone Populations	Desert Willow - Level 1
	Session 5: Cross-National Illustrations of ABS & Other Sample Designs	Kaibab - Level 2
	Session 6: Coverage Follow-Up in the 2010 Census	Lantana - Level 2
	Session 7: Sampling Racial/Ethnic Minorities in the U.S.	Mesquite - Level 2
	Session 8: Methodological Briefs: Using Incentives to Increase Survey Participation	Noble - Level 2
10:15 a.m. - 11:45 a.m.	Concurrent Sessions B	
	Session 1: Assessing Public Attitudes Towards Minorities	Acacia - Level 1
	Session 2: How Recalcitrance Affects Data Quality	Bougainvillea - Level 1
	Session 3: Response & Non-Response Issues in Multi-Mode Surveys	Copperwood - Level 1
	Session 4: Sampling Frame Methods - Geographic, Network and Within Households	Desert Willow - Level 1





Day-at-a-Glance

Sunday, May 15

Time	Event	Location
10:15 a.m. - 11:45 a.m.	Concurrent Sessions B (continued)	
	Session 5: Questionnaire Design: Response Options and Order Effects	Kaibab - Level 2
	Session 6: Religious Attitudes and Beliefs	Lantana - Level 2
	Session 7: Media Effects: Framing & Priming	Mesquite - Level 2



Short Course 6 Description

Sunday, May 15, 8:00 a.m. – 11:30 a.m.

Course 6: The Use of Incentives in Survey Research

Instructor: Paul J. Lavrakas, Ph.D.

Location: Palm 3C

Course Overview:

This half-day AAPOR short course will focus on a framework that survey researchers should use to determine how to choose, deploy and evaluate the incentives they will use in their surveys. This framework covers (a) possible goals that incentives are meant to achieve (e.g., improving response rates; improving data quality; reducing Non-Response bias) and the theories that underlie possible achievement of these goals, (b) which respondents will be chosen to receive incentives, (c) the type of incentives that will be used (e.g., contingent and/or noncontingent; cash and/or noncash; fixed and/or differential), (d) ethical considerations in choosing the incentives that will be deployed, (e) costs implications the chosen incentives will have, and (f) how to evaluate the impact of the chosen incentives. Examples of incentives used for various studies and purposes will be provided throughout the course. Q&A will allow for targeted advice to be suggested about incentives in specific projects the attendees may choose to ask about.



Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Coverage Follow-Up in the 2010 Census

Location: Lantana – Level 2

Chair: Elizabeth Poehler, *U.S. Census Bureau*

Organizer: Elizabeth Poehler, *U.S. Census Bureau*

2010 Coverage Follow-Up Instrument: Issues and Recommendations

Sarah E. Brady Clark, *U.S. Census Bureau*

Kelly Govern, *U.S. Census Bureau*

Examining Service Quality and Data Quality in Telephone Interviews

Julia F. Coombs, *U.S. Census Bureau*

Kelly Govern, *U.S. Census Bureau*

Overview and Results of the 2010 Coverage Follow-Up Operation

Kelly Govern, *U.S. Census Bureau*

Elizabeth Poehler, *U.S. Census Bureau*

Selecting and Monitoring the Workload for the 2010 Coverage Follow-Up Operation

Elizabeth K. Poehler, *U.S. Census Bureau*

Sarah Brady Clark, *U.S. Census Bureau*

Census 2010 Coverage Follow-Up Experiment: Mod Q Questionnaire

Timothy D. Stewart, *U. S. Census Bureau*





Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Cross-National Illustrations of ABS & Other Sample Designs

Location: Kaibab – Level 2

Chair: Ashley Amaya, *NORC*

Discussant: Charles DiSogra, *Knowledge Networks*

Address-Based Sampling (ABS) in Puerto Rico

Mansour Fahimi, *Marketing Systems Group*

David Malarek, *Marketing Systems Group*

Edward Cohen, *Arbitron, Inc.*

Overcoming Challenges to Sample Design in Iraq

Matthew Warsaw, *D3 Systems, Inc.*

John Willingham, *D3 Systems, Inc.*

David Peng, *D3 Systems, Inc.*

Nelson Gunter, *D3 Systems, Inc.*

Kevin Tillman, *D3 Systems, Inc.*

Within-Household Selection: Searching for a Better Method Conditional on Household Size Information

Kien Le, *Social and Economic Survey Research Institute, Qatar University*

Abdoulaye Diop, *Social and Economic Survey Research Institute, Qatar University*

Darwish Alemadi, *Social and Economic Survey Research Institute, Qatar University*

Michael Brick, *Westat*

Response Quantity, Response Quality and Costs of Building an Online Panel via Social Contacts

Vera Toepoel, *Tilburg University*





Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Election Polling Methods and Considerations

Location: Copperwood – Level 1

Chair: Jennifer Agiesta, *The Associated Press*

Discussant: Clyde Tucker, *Consultant*

A Comparative Analysis of Voter Misreport in Two Modes of Interviewing: Telephone and Online

Kenneth Winneg, *Annenberg Public Policy Center*

How Polling Locations Influence Voting Behavior

Clint W. Stevenson, *Edison Research*

Conducting Online Pre-Election Polls Using Registration Based Sampling

Michael Barber, *Princeton University*

Chris Mann, *University of Miami*

J. Q. Monson, *Brigham Young University*

Kelly D. Patterson, *Brigham Young University*





Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Insights From Cognitive Interviewing

Location: Bougainvillea – Level 1

Chair: Janice Ballou, *Mathematica Policy Research*

Cognitive Research on Experimental Race and Hispanic Origin Questions Translated Into Spanish

Rodney L. Terry, *U.S. Census Bureau*

Marissa Fond, *U.S. Census Bureau*

George Higbie, *U.S. Census Bureau*

Suspicious and Non-Suspicious Response Patterns Which are and are not Problematic: Cognitive Interviewing as Tool for Exploring Quantitative Findings

Pamela Campanelli, *The Survey Coach*

Michelle Gray, *The National Centre for Social Research*

Margaret Blake, *The National Centre for Social Research*

Steven Hope, *The National Centre for Social Research*

Usability Issues From Testing a Census Web Survey: Results From Testing of the Census Quality Survey (CQS)

Kathleen T. Ashenfelter, *U.S. Census Bureau*

Temika Holland, *U.S. Census Bureau*

Victor Quach, *U.S. Census Bureau*

Elizabeth Nichols, *U.S. Census Bureau*

Developing a Sexual Identity Measure for the National Health Interview Survey: Results From Cognitive Testing

Heather Ridolfo, *National Center for Health Statistics*

Kristen Miller, *National Center for Health Statistics*

New Relationship and Marital Status Questions: A Reflection of Changes to the Social and Legal Recognition of Same-Sex Couples in the U.S.

Theresa DeMaio, *U.S. Census Bureau*

Nancy Bates, *U.S. Census Bureau*



Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Methodological Briefs:

Using Incentives to Increase Survey Participation

Location: Noble – Level 2

Chair: James Caplan, *U.S. Department of Defense*

Impact of Differential Incentive Amounts on Early and Final Survey Response Rates

Yan Wang, *American Institutes for Research*

Jason Hill, *American Institutes for Research*

Full-Factorial Experiment on the Effect of Tailoring Incentives, Mail Survey Delivery Options and Questionnaire Length to Increase Response Rates and Reduce Non-Response Bias

Sonja Ziniel, *Harvard Medical School, Children's Hospital Boston*

Jonathan Amatruda, *Children's Hospital Boston*

Robert Green, *Children's Hospital Boston*

Noelle Huntington, *Children's Hospital Boston*

Ingrid Holm, *Children's Hospital Boston*

The Impact of Gift Cards Versus Checks: Comparisons of Daily Response Rate in Panels

Adam Gluck, *Arbitron, Inc.*

Yelena Pens, *Arbitron, Inc.*

Increasing (or Decreasing) Response Rate by Changing the Subject of Email Invitations

Vani Henderson, *Google*

Mario Callegaro, *Google*

Combining Prepaid and Promised Incentives: Impact on Survey Quality in a Mail Survey of Young Adults

Luciano Viera Jr., *Fors Marsh Group, LLC*

Scott Turner, *Fors Marsh Group, LLC*

Sean Marsh, *Fors Marsh Group, LLC*

The Effect of Customized Materials on Response Rates

Michelle A. Cantave, *Arbitron, Inc.*



Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Sampling Racial/Ethnic Minorities in the U.S.

Location: Mesquite – Level 2

Chair: Justin Bailey, *The Nielsen Company*

Improving Recruitment Efficiency in Minority Populations: Lessons Learned From the Genetic Study of Nicotine Dependence in African Americans (AAND)

Stacey Weger, *RTI International*

Christy Hottinger, *RTI International*

Representative Sampling by Korean Surnames

Jibum Kim, *NORC*

Hee-Choon Shin, *NORC*

Diane Lauderdale, *University of Chicago*

Yongmo Lee, *Konkuk University*

Do Different Recruitment Methods Reach Different People?

Hyunjoo Park, *RTI International*

Lu Liu, *RTI International*

Mandy Sha, *RTI International*

Michelle Yuan, *RTI International*

Bias in Surveys of Hispanics

David Dutwin, *Social Science Research Solutions*

Mark Lopez, *Pew Hispanic Center*

Eran Ben-Porath, *Social Science Research Solutions*

Jocelyn Kiley, *Pew Hispanic Center*



Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Sampling/Weighting in Multi-Frame Designs Involving Cell Phone Populations

Location: Desert Willow – Level 1

Chair: Martin Barron, *NORC*

The Impact of Cell Phones in the 2010 Elections: More Than Just the Cell Only

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

Scott Keeter, *Pew Research Center*

Michael Dimock, *Pew Research Center*

From Dual-Frame to Triple Frame: An Assessment of Coverage Bias in a Telephone Survey Design Combining RDD, Directory-Listed and Cellphone Samples

Thomas M. Guterbock, *Center for Survey Research,*

University of Virginia

Abdoulaye Diop, *Social and Economic Survey Research Institute*

James M. Ellis, *University of Virginia Center for Survey Research*

John Lee P. Holmes, *University of Virginia Center for Survey Research*

Trung K. Le, *Social and Economic Survey Research Institute*

The Impact on Accuracy of Estimates of Increasing Cell Telephone Sample to Correct Coverage Error in the Survey of Consumer Attitudes

Mahmoud Elkasabi, *ISR - University of Michigan*

Zeynep Suzer-Gurtekin, *ISR - University of Michigan*

Accuracy of Geographic Stratification in a Cell-Phone Survey

Kirk M. Wolter, *NORC at the University of Chicago*

Robert Montgomery, *NORC at the University of Chicago*

Xian Tao, *NORC at the University of Chicago*

Stacie Greby, *Centers for Disease Control and Prevention*

Erin Kennedy, *Centers for Disease Control and Prevention*



Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Assessment of Bias From Incomplete Frame Coverage and Other Sources in a Random Digit Dial Survey: Applications of a Supplement to the National Health Interview Survey

Kennon R. Copeland, *NORC at the University of Chicago*

Meena Khare, *National Center for Health Statistics*

Philip J. Smith, *National Center for Immunization and Respiratory Diseases*

Reiping Huang, *NORC at the University of Chicago*

Lin Liu, *NORC at the University of Chicago*

Kirk M. Wolter, *NORC at the University of Chicago*



Concurrent Session A

Sunday, May 15, 8:30 a.m. – 10:00 a.m.

Understanding Panel Attrition

Location: Acacia – Level 1

Chair: Barbara O'Hare, *U.S. Census Bureau*

Panel Attrition and the Survey Experience

Sunshine Hillygus, *Duke University*

Trevor Tompson, *Associated Press*

Laura Lazarus Frankel, *Duke University*

Identifying Potential Attrition Bias Using Paradata, Sampling Frame Information and Survey Data

Darryl Creel, *RTI International*

Comparing Two Telephone Panel Surveys Conducted 25 Years Apart: Similarities and Differences in Factors Affecting Panel Attrition

David R. Johnson, *Pennsylvania State University*

Veronica Roth, *Pennsylvania State University*

Characteristics Influencing Biomeasure and DNA Cooperation Rates in a Longitudinal Study of Older Adults

Katie Lundeen, *NORC at the University of Chicago*

Jane McPhillips, *NORC at the University of Chicago*

Krishna Chokshi, *NORC at the University of Chicago*

Angela Jaszczak, *NORC at the University of Chicago*



Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

Assessing Public Attitudes Towards Minorities

Location: Acacia – Level 1

Chair: Angela Fontes, *NORC at the University of Chicago*

Conflict Over Discrimination Against Ethnic Minorities, Smokers and the Overweight: Australian Evidence

S. M. Kelley, *Yale University*

Do Individual Characteristics Matter? An Analysis of Americans' Opinions Towards the Korean, Vietnam, Persian Gulf, Iraq Wars and the War on Terror

Emanuel Boussios, *Nassau Community College*

Public Attitudes Toward the Homeless

Robert P. Agans, *Survey Research Unit, Dept of Biostatistics, UNC-CH*

Political, Social and Demographic Factors Underlying Public Reaction to the “Ground Zero” Muslim Community Center and Mosque

Mark A. Schulman, *Abt SRBI, Inc.*

Benjamin Phillips, *Abt SRBI, Inc.*

Seth Brohinsky, *Abt SRBI, Inc.*

Investigating the Terrain of Hate Crimes in the Oklahoma Public Education System: Are We Facing a Decline in Tolerance in an Era of Purported Ethnic, Racial and Social Diversity?

Amy S. Goodin, *University of Oklahoma Public Opinion Learning Laboratory*

Natalie Jackson, *University of Oklahoma Public Opinion Learning Laboratory*

Sheryll Brown, *Oklahoma State Department of Health*

Andrea Hamor Edmondson, *Oklahoma State Department of Health*



Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

How Recalcitrance Affects Data Quality

Location: Bougainvillea – Level 1

Chair: Roy Whitmore, *RTI International*

The Relationship Between Response Propensity and Measurement Error in Survey Reports of Program Participation: An Exploration Using Linked National Health Interview Survey Data

Renee Gindi, *National Center for Health Statistics*

James M. Dahlhamer, *National Center for Health Statistics*

Aaron Maitland, *National Center for Health Statistics*

Do Reluctant Responders Provide Poor Data? Evidence From the Face-To-Face Recruited Internet Survey Platform (FFRISP)

Emily Gilbert, *Institute for Social and Economic Research, University of Essex*

Nick Allum, *Department of Sociology, University of Essex*

Ana Villar, *Institute for Research in the Social Sciences, Stanford University*

Jon Krosnick, *Stanford University*

Non-Consent Error, Non-Response Error and Measurement Error: Assessing the Overall Quality of Linked Survey and Administrative Data

Joseph W. Sakshaug, *University of Michigan*

Identifying Causes of Verification Refusals on a Large Nation-Wide Field Study Using a Multilevel Model

Dustin Williams, *RTI International*

Christina Touarti, *RTI International*

Christine Clark, *RTI International*

Jason Butler, *RTI International*



Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

Have You Really Seen This Ad? An Investigation of Measurement Error in Self-Reported Exposure Through Confirmed Awareness and Mode-Specific Cueing

Peter S. Hepburn, *NORC*

Ting Yan, *NORC*

A. Rupa Datta, *NORC*

W. Douglas Evans, *George Washington University*

Media Effects: Framing & Priming

Location: Mesquite – Level 2

Chair: Curtis Cobb, *Stanford University*

Powerful Pictures: Examining the Effects of Visual Priming on Public Perceptions of Controversial Scientific Information

Kajsa Dalrymple, *University of Wisconsin Madison*

Religious Media, Political Knowledge and Attitude Polarization: Cheap Framing in Focus on the Family

Colene J. Lind, *University of Texas at Austin*

See No Evil, Hear No Evil: National Identity, Drone Warfare and Culturally Resonant Frames

Charles M. Rowling, *University of Washington*

Penelope Sheets, *University of Washington*

Timothy M. Jones, *Bellevue College*

War of Words: Framing of the United States in Selected Belarusian Newspapers in 2009

Natalie Manayeva, *University of Tennessee*

Dzmitry Yuran, *University of Tennessee*

An Analysis of the Presentation of Research Data in News Media

Maria Ivancin, *American University*



Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

Questionnaire Design: Response Options and Order Effects

Location: Kaibab – Level 2

Chair: Anna Fleeman, *Abt SRBI, Inc.*

Designing Effective Rating Scales in Customer Satisfaction Surveys

Carey Stapleton, *Service Management Group*

Measuring Perceptions of Probabilities: Verbal or Numerical Response Options?

Yphtach Lelkes, *Stanford University*

Jon Krosnick, *Stanford University*

Re-Examining the Effects of Grouping the Options in Factual Questions

Nuttirudee Charoenruk, *Program of Survey Methodology,
University of Michigan*

Roger Tourangeau, *The Joint Program in Survey Methodology,
University of Maryland*

Cleo Redline, *The Joint Program in Survey Methodology,
University of Maryland*

Question and Respondent Predictors of Response Latencies to Survey Questions Measuring Opinions, Personal Characteristics and Factual Knowledge

Allyson L. Holbrook, *Survey Research Laboratory,
University of Illinois at Chicago*

Timothy P. Johnson, *Survey Research Laboratory,
University of Illinois at Chicago*

Young I. Cho, *Survey Research Laboratory,
University of Illinois at Chicago*

Sharon Shavitt, *University of Illinois Urbana-Champaign*

Noel Chavez, *University of Illinois at Chicago*

Saul Weiner, *University of Illinois at Chicago*



Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

Not Getting it Right: Incorrect Answers vs. “I Don’t Know” in Knowledge Surveys

Gregory A. Smith, *Pew Research Center*

Rob Suls, *Pew Research Center*

Mike Mokrzycki, *Independent Consultant*

Jocelyn Kiley, *Pew Research Center*

Scott Keeter, *Pew Research Center*

Religious Attitudes and Behaviors

Location: Lantana – Level 2

Chair: Frances Barlas, *ICF International*

Evolving a Better Measure: Developing Alternative Measures of Beliefs in Human Origins

William B. Higgins, *ICF International*

Randall K. Thomas, *ICF International*

George Bishop, *University of Cincinnati*

Religious Inter marriage and its Relationship to Religious Commitment and Politics

Scott Clement, *Pew Research Center - Forum on Religion and Public Life*

Christine B. Bhutta, *Pew Research Center - Forum on Religion and Public Life*

Greg Smith, *Pew Research Center - Forum on Religion and Public Life*

Allison Pond, *Pew Research Center - Forum on Religion and Public Life*

Catholics and Confidence in Religious Institutions

Ann Arthur, *Gallup Research Center, University of Nebraska-Lincoln*

Tarek Albaghal, *Gallup Research Center, University of Nebraska-Lincoln*

Lei Huang, *Gallup Research Center, University of Nebraska-Lincoln*

Ana Lucia Cordova Cazar, *Gallup Research Center, University of Nebraska-Lincoln*

Lauren Walton, *Gallup Research Center, University of Nebraska-Lincoln*

Meryem Ay, *Gallup Research Center, University of Nebraska-Lincoln*

Allan L. McCutcheon, *Gallup Research Center, University of Nebraska-Lincoln*



Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

**“He Who Lies With Another Man as With a Woman”:
Attitudes Towards Homosexual Sex in Australia**

C. G. Kelley, *Yale University*

S. M. Kelley, *Yale University*

**Over Reporting of Religious Service Attendance as a Function
of Identity Importance**

Philip Brenner, *University of Michigan*





Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

Response & Non-Response Issues in Multi-Mode Surveys

Location: Copperwood – Level 1

Chair: Miriam Gerver, *VS Research*

More Positive or More Extreme? A Meta-Analysis of Mode Differences in Response Choice

Cong Ye, *University of Maryland*

Jenna Fulton, *University of Maryland*

Roger Tourangeau, *University of Maryland*

Examining Response Rates and Patterns in a Multimode Experiment: A Study of Department Chairs/Heads in STEM Programs at Research Intensive Universities

Kelly N. Foster, *University of Georgia*

Monica Gaughan, *University of Georgia*

Mode Differences in a Mixed-Mode ABS Design

Rene Bautista, *NORC*

Ting Yan, *NORC*

A. Rupa Datta, *NORC*

Peter S. Hepburn, *NORC*

Pay to Play: An Incentive Experiment

Nicholas Redel, *Mathematica Policy Research*

The Impact of a Mixed-Mode Data Collection Design on Response and Non-Response Bias on a RDD Landline Telephone Survey

Sean Hu, *Centers for Disease Control and Prevention*

Carol Pierannunzi, *Centers for Disease Control and Prevention*

Lina Balluz, *Centers for Disease Control and Prevention*





Concurrent Session B

Sunday, May 15, 10:15 a.m. – 11:45 a.m.

Sampling Frame Methods – Geographic, Network and Within Households

Location: Desert Willow – Level 1

Chair: Paul Schroeder, *Abt SRBI, Inc.*

Eliminating Invisible Boundary Problems in Area Samples, With an Application to the National Children's Study (NCS)

Colm O'Muirheartaigh, *Harris School-University of Chicago*

Ned English, *NORC at the University of Chicago*

Failure of the Half-Open Interval Missed Housing Unit Procedure

Stephanie Eckman, *Institute for Employment Research*

Colm O'Muirheartaigh, *University of Chicago*

A Field Validation Study of Frame Construction for the National Children's Study: Enhancing the Delivery Sequence File

Ned English, *NORC at the University of Chicago*

Colm O'Muirheartaigh, *Harris School-University of Chicago*

Katie Dekker, *NORC at the University of Chicago*

Comparing the Selection of one Person per Household to the Selection of all Household Members: Can Less be More?

Vincent G. Iannacchione, *RTI International*

Bonnie E. Shook-Sa, *RTI International*

Cognitive Testing Results of Personal Network Size Questions: Implications for Respondent Driven Sampling Weights

HarmoniJoie Noel, *National Center for Health Statistics*

Heather Ridolfo, *National Center for Health Statistics*



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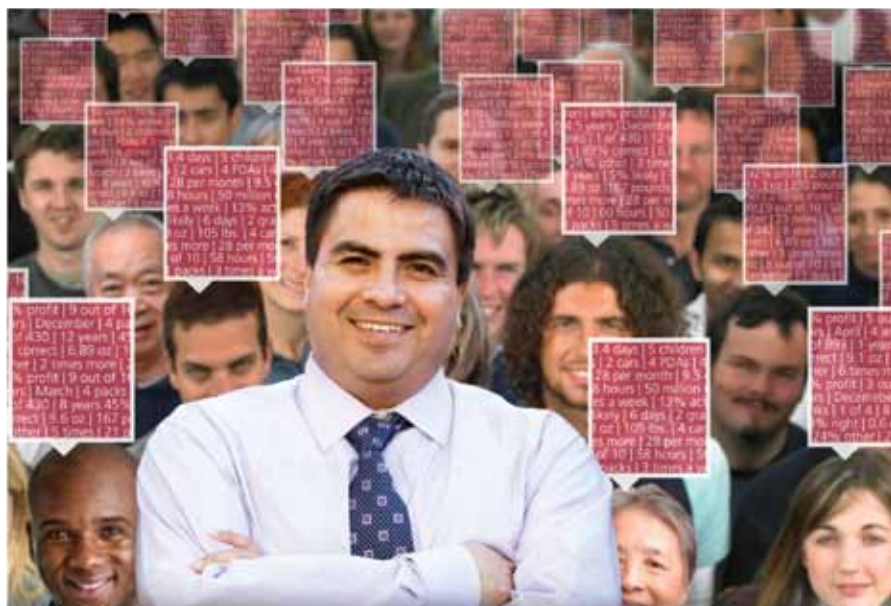
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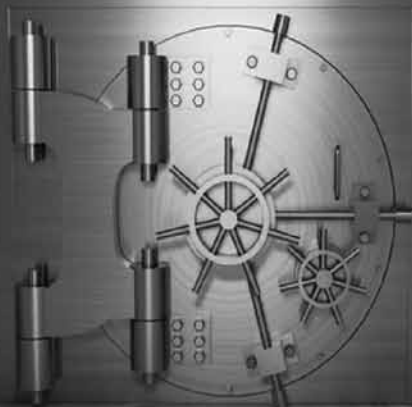
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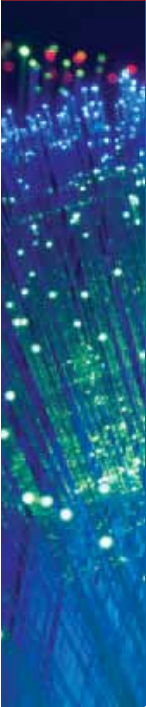
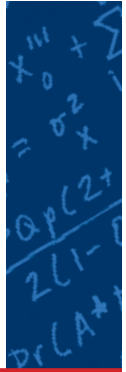
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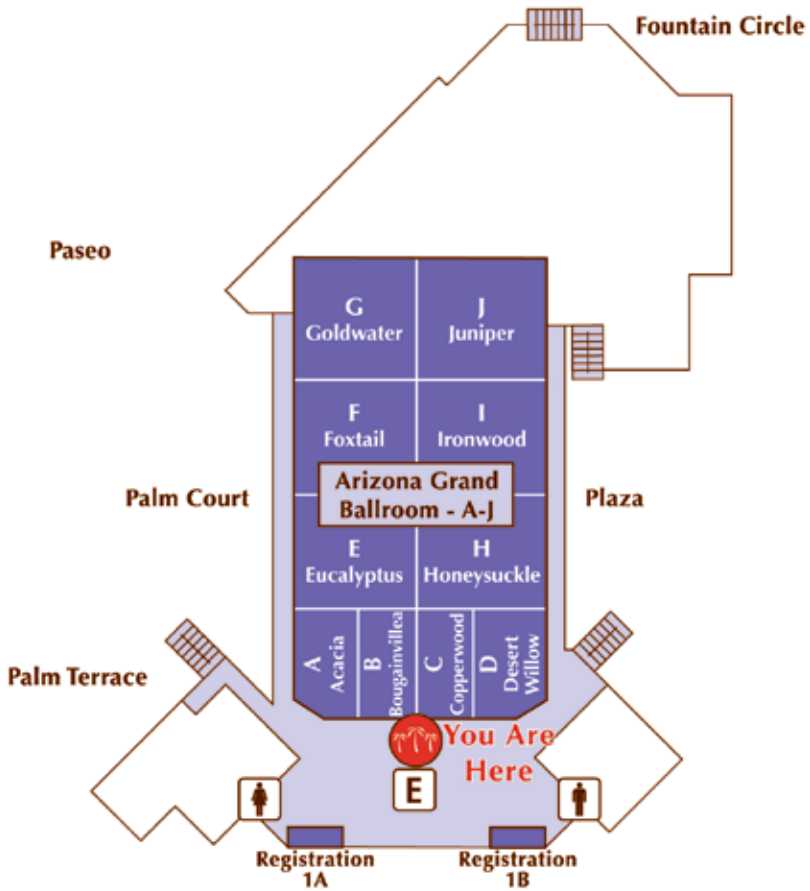
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Meeting Room Floor Plans

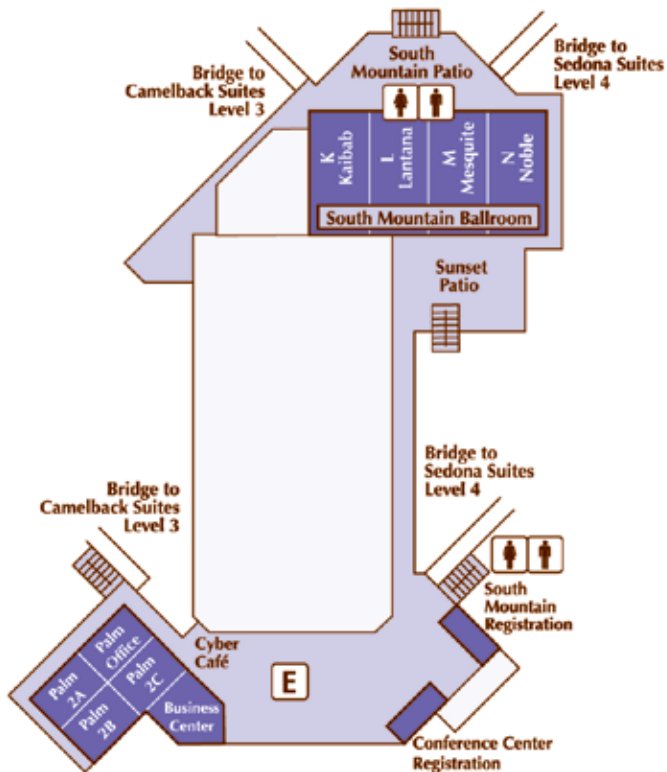
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Meeting Room Floor Plans

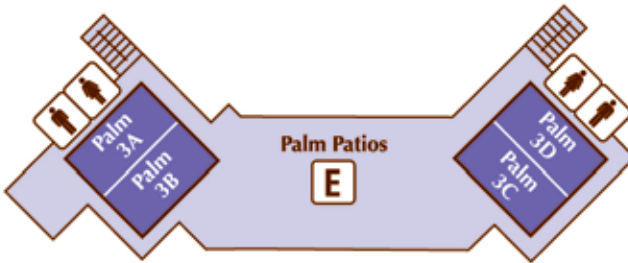
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Meeting Room Floor Plans

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A photograph of the Orlando skyline, featuring several high-rise buildings and a body of water in the foreground.

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