

## **Preliminary Conference Schedule (as of November 29, 2010)**

**THURSDAY, DECEMBER 9, 2010**

- 7:00AM-2:00PM**      **Conference registration**
- 8:00-10:15AM**      **Short course #1: Planning successful focus groups**  
Instructor: David Morgan, Portland State; PRC Credit: 2.0 Hours, Research
- 10:15-10:30AM**      **Break**, sponsored by Elway Research / Authentic Response
- 10:30AM-12:45PM** **Short course #2: Designing surveys for mobile devices**  
Instructor: Mario Callegaro, Google; PRC Credit: 2.0 Hours, Research
- 12:45-1:30PM**      **Lunch (on own)**
- 1:30-3:00PM**      **Conference Opens / Welcome**
- Panel 1: Changing methods and standards in survey research**  
Chair: Tom W. Smith, NORC; Panelists: Tom W. Smith, NORC (The ISO Standards for Market, Opinion, and Social Research: An Overview); Mansour Fahimi, Marketing Systems Group (Changing Times, Changing Survey Research Methods: Address Based Sampling); Christine Clark, RTI International (Identifying Causes of Verification Refusals on a Large Nation-Wide Field Study); Dan Williams, Opinionology (Mobile Movie Polls – Does Survey Mode Make a Difference?)
- 3:00-3:15PM**      **Break**, sponsored by ISA / Goodwin Simon Research
- 3:15-5:00PM**      **Announcement of Student Paper Award winners**, sponsored by Opinionology
- Panel 2: The 2010 elections: California and Nevada**  
Chair: Susan Pinkus, S.H. Pinkus Research & Associates. Panelists: Dean Bonner, Public Policy Institute of California; Mervin Field, Field Poll; Phil Trounstone, Calbuzz.com; Mark Mellman, The Mellman Group
- 5:00-5:15PM**      **Break**
- 5:15-6:00PM**      **Welcome Reception**
- 6:00-8:30PM**      **Plenary Session: The Future of Internet Research**  
Panelists: Doug Rivers, Stanford University/YouGov; Gary Langer, Langer Research;  
Moderator: Paul Lavrakas, independent consultant and AAPOR online task force member
- Dinner**, sponsored by Research Now and Marketing Systems Group, wine sponsored by Davis Research
- 8:30-9:30PM**      **After dinner cocktail reception**, sponsored by Apperson Digital Technology Services

## FRIDAY, DECEMBER 10, 2010

- 7:30-10:45AM**      **Continental Breakfast**  
**Conference Registration**
- 8:30-10:00AM**      **Panel 3: National issues: the changing economic and political landscape**  
Chair: Jon Cohen, Washington Post. Panelists: Janet Streicher, Citigroup (Americans' and Californians' response to the economic downturn); Paul Johnson, Opinionology (Media Channel Effectiveness and Trust); Mollyann Brodie, Kaiser Family Foundation (Public Views of Health Care Reform and the 2010 Election); Quin Monson, Brigham Young University (Tea Party Identification: Differences Across Surveys)
- 10:00-10:15AM**      **AAPOR Presentation:** Joe Murphy, AAPOR Assoc. Membership/Chapter Relations Chair
- 10:15-10:45AM**      **Poster session and break**, sponsored by Directions In Research / CfMC/ Bennett Research
- 10:45AM-12:15PM** **Panel 4: Western States Roundtable: 2010 Elections**  
Chair: Ed Ledek, Bennett Research. Panelists: Stuart Elway, Elway Research, Inc. (Washington, Oregon); Kelly Patterson, Brigham Young University (Utah); Floyd Ciruli, Ciruli Associates (Colorado); Paul Goodwin, Goodwin Simon Strategic Research (California, Arizona)
- 12:30-2:00PM**      **Lunch**, sponsored by Ciruli Associates  
**Chapter meeting**
- 2:00-3:30PM**      **Panel 5: Methodology Issues When Researching Socially Controversial Topics: Case Studies on LGBT Equality and Legalizing Marijuana**  
Chair: Amy Simon, Goodwin Simon Strategic Research. Panelists: Jill Darling, Jill Darling Research; David Fleischer, LGBT Mentoring Project; David Caldwell, LGBT Mentoring Project; Sonja Petek, Public Policy Institute of California; Ruth Bernstein, EMC Research
- 3:30-3:45 PM**      **New President's conference close**

## FEES AND OTHER INFORMATION

- Early registration:      \$150 per person before November 15  
Registration:              \$175 per person after November 15  
One day registration:    \$100 per person  
Student registration:    \$20 per person
- Additional guest meal: \$70 per person (Thursday sit-down plated dinner)  
\$45 per person (Friday buffet lunch)
- Short courses:            \$50 per person to attend one short course  
\$80 per person to attend both short courses

Additional information and registration available at: <http://www.papor.org/files/2010/2010conference.shtml>