



THE PAPOR Trail

Pacific Chapter of American Association for Public Opinion Research

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

Spring Issue | May 2012

President's Letter



Welcome to the Spring edition of *The PAPOR Trail*. I am always thinking about how we can bring more value to our membership.

While I have enjoyed the presentations and papers I have experienced through PAPOR, I realized it is the personal and professional friendships that I have made that I value most. Since the strength of our network is driven by the number of members and the inter-connections within the members I would like to provide you with some networking-related homework assign-

ments (can you tell my oldest just started school?)

1) We all have people we can't wait to see at the next conference. Don't wait! Today is as good a day as ever to re-connect by dropping them an email or giving them a call. Give yourself the goal of reaching out to three old friends. Tell them Bob assigned you the job of making a new friend and ask them who they would recommend you meet.

2) We are always looking for new members. Take a moment to introduce someone new to the organiza-

tion. Think of someone else you work with, someone in another department, or even a friend in another state. I know we even have some husband-wife memberships out there. Nothing says happy anniversary like the gift of a PAPOR membership!

3) Join our group on **LinkedIn**. Start and contribute to the discussions. This is an incredible way to stay con-

Bob Davis
PAPOR President

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67th Annual AAPOR Conference

Evaluating New Frontiers in Public Opinion and Social Research

Please join us at the annual conference of the American Association for Public Opinion Research in Orlando, Florida. AAPOR meets May 17-20, 2012 at the JW Marriot Orlando Grande Lakes for four days of stimulating presentations, cutting edge panels and short courses.

Short Courses

Six in-depth short courses taught by well-known experts in the survey research field are offered to enhance your learning experience. The course offerings include:

- Course 1** Single and Multi-Mode Surveys Using Addressed-Based Sampling
- Course 2** Unlocking the Potential of Conjoint Analysis/Discrete Choice Modeling and MaxDiff Scaling in Public Opinion Research
- Course 3** Maximizing the Accuracy of Online Surveys: Comparisons of Methods and Recommendations of Optimal Procedures
- Course 4** Improving Surveys with Paradata: Making Use of Process Information
- Course 5** Designing Web Questionnaires
- Course 6** The Role of New Technologies in Powering, Augmenting, or Replacing Traditional Surveys

www.papor.org



AAPOR New Member & All-Chapter Reception

Thursday, May 17, 6:00 p.m.-7:00 p.m.
Valencia Lawn & Terrace

Join friends from AAPOR chapters and first-time attendees to network and discuss high points of the conference. Check out the PAPOR Chapter table for new information and to enter our raffle!

President's Message

nected with others and see those who share common interests or even arrange to share a cab to the AAPOR conference. (On a related note, if you don't already have one, please set up a LinkedIn account. It is no longer just for job seekers.)

4) Let our membership chair (membership@papor.org) know if your company has any internships available. Our student members are the future of our organization.

5) Of course, attend (and volunteer for) an AAPOR or PAPOR event.

We have several interesting events coming up including:

- May 17-20, **67th Annual AAPOR Conference** in Orlando.
- Friday, June 22, **PAPOR Mini Conference (AAPOR Recap Day)**, Bechtel Conference Center of the Public Policy

Institute of California in San Francisco.

- August (TBD), **Los Angeles Area Short course** at Loyola Marymount University.
- December 6-7, **Annual PAPOR Conference**, Sir Francis Drake Hotel, in San Francisco.

I look forward to seeing many of you in Orlando.

2011 PAPOR Conference Highlights Now Online

The 2011 PAPOR Conference lived up to the hype with an entertaining (and at times racy) plenary discussion on "Evolving Survey Methods: Their Role in the 2012 Elections" moderated by current AAPOR President, **Scott Keeter** from the Pew Research Center along with panelists **Michael Link** from The Nielsen Company and blogger **Markos Moulitsas Zúniga** from Daily Kos.

But that's not all, two short courses – one on GIS and location-based surveys and another on advanced focus group and online focus group moderating – were offered, along with five panel sessions. "Changing Survey Methods" and "Public Opinion by Likes and Tweets: Can It Be Measured?" were two popular panels that touched upon the conference theme of cutting edge survey research.

Congratulations to the winners of the 2011 Student Paper Competition

sponsored by Scientific Telephone Samples:

First Place: **Michael Levien** and **Marcel Paret**, University of California-Berkeley
"A Second Double Movement? Polanyi and Shifting Global Opinions on Neoliberals"

Second Place: **Andrew R. Flores** and **Justine Ross**, University of California -Riverside

"Issue Indifference and Policy Opinion: When Not Caring is Consequential"

Thanks again to the 2011 conference sponsors for their generous support.

For those of you who were unable to attend (or for anyone who wants to revisit all the fun), check out the PAPOR website to view PDFs of 17 presentations from the conference and make sure to join us this year at the 2012 PAPOR Conference!



Michael Link, Scott Keeter and Markos Moulitsas Zúniga at PAPOR Conference Plenary, December 8, 2011

ANNOUNCEMENTS

AAPOR Election Results

Voting in the AAPOR 2012-2013 Executive Council election closed on April 5, 2012. Slightly more than 42 percent of eligible voters participated, which was an increase of more than 20 percent over last year. Thank you again to all of our colleagues who stood for election.

Congratulations to our new AAPOR Executive Council members whose terms begin at the upcoming Annual Conference in Orlando:

Rob Santos, Vice President / President-Elect

Nancy Bates, Associate Secretary-Treasurer

Michael Link, Councilor-at-Large

Courtney Kennedy, Associate Standards Committee Chair

Susan Pinkus, Associate Conference Chair

Peyton Craighill, Associate Communications Committee Chair

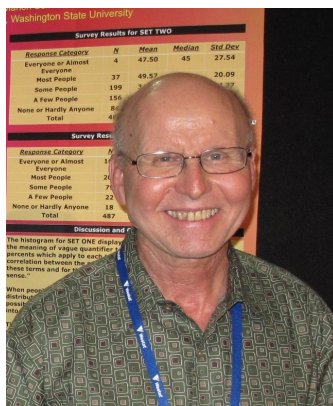
Jennifer Dykema, Associate Membership and Chapter Relations Chair

A special thanks to the AAPOR members who expressed an interest in running for office and submitted materials to the Nominations Committee.

In Memory of Dr. John Tarnai

PAPOR extends our deepest condolences to the family, associates and friends of **Dr. John Tarnai** who passed away at his home in Pullman, Washington, May 6, 2012.

Dr. Tarnai served as Director of Washington State University Social and Economic Sciences Research Center from 1996 to 2012.



Throughout his career, John was very committed to AAPOR and was a frequent contributor to its annual meetings and those of the International Field Directors and Field Technologies Conference (IFD&FTC).

To honor John and his dedication to the field, the Association of Academic Survey Research Organizations (AASRO) is establishing the John Tarnai Memorial Scholarship Fund. Scholarships will be awarded annually to selected staff members of academic survey organizations to cover expenses associated with attending the annual meetings of AAPOR or the IFD&FTC (or both).

Anyone wishing to contribute to the John Tarnai Memorial Scholarship Fund may send their donations to AASRO c/o Stephanie Kane, AASRO Treasurer, Social Science Research Unit, University of Idaho, P.O. Box 444290, Moscow, ID 83844-4290. For more details about

making donations, Stephanie can be reached at skane@uidaho.edu or at (208) 885-5849.

PAPOR Executive Council Announcements

Congratulations to Councilor-at-Large, **Brianne Gilbert**, and her husband Julian, on the birth of their son, Ezra Alexander Gilbert (9 lb. 1 oz., 20 in. long), May 9, 2012.



Brianne is on maternity leave until later this summer from her position as Associate Director of the Center for the Study of Los Angeles at Loyola Marymount University.

At the close of the 2011 PAPOR annual meeting, we had one Councilor-at-Large position (Webmaster) seat open. This position has since been filled by **John Fogli**, Vice President of Operations of Sentenium, Inc.

We would like to thank the PAPOR members who helped us fill this position by making recommendations.

The bios for the 15 members of the 2012 Executive Council members are available on our website.

2012 PAPOR Executive Council



President - Bob Davis

Davis Research
pres@papor.org



Vice President /President Elect - Mechelle Pierce

Apperson Digital Technology Services
vpres@papor.org



Secretary - Ed Ledek

Independent Research Consultant
secretary@papor.org



Treasurer - E. Paul Johnson

SSI
treasurer@papor.org



Conference Chair - Sarah Cho

Henry J. Kasier Family Foundation
confchair@papor.org



Associate Conference Chair - Sonja Petek

Public Policy Institute of California
confassoc@papor.org



Membership Chair - Corinne Hoag

Goodwin Simon Strategic Research
membership@papor.org



Student Paper Competition Chair - Phil Brenner

University of Michigan
StudentPaper@papor.org



Councilor-at-Large - John Fogli

Sentenium, Inc.
webmaster@papor.org



Councilor-at-Large - Anthony Salvanto

CBS News, Survey and Election Unit
atlarge3@papor.org



Councilor-at-Large - Benn Messer

Washington State University
atlarge4@papor.org



Councilor-at-Large - Brianne Gilbert

Loyola Marymount University
atlarge5@papor.org



Councilor-at-Large - Donna Fong

Population Research Laboratory, University of Alberta
atlarge2@papor.org



Councilor-at-Large - Sam Luks

YouGov
atlarge1@papor.org



Past President - Paul T. Melevin

Employment Development Department
pastpres@papor.org

Join PAPOR

Benefits of PAPOR Membership

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

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

As of April 2012, PAPOR has 131 members. The majority of our members represent Pacific Coast and Rocky Mountain states, with the largest share of members, two-thirds from California and another one-quarter from other states in this region. In addition, we have a handful of members in the Midwest, East Coast, Canada, and England.

PAPOR Mission

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

Deadline for Summer Issue: July 15, 2012

email Donna Fong, Editor, at atlarge2@papor.org