

2014 PAPOR ANNUAL CONFERENCE

Measuring Public Opinion in an Expanding Opinion Landscape



December 11–12, 2014






Marines' Memorial Club & Hotel, San Francisco, CA




PAPOR

*Pacific Chapter of American Association
for Public Opinion Research*

DAY AT A GLANCE: THURSDAY, DECEMBER 11

7:30 am – 2:00 pm	Conference Registration / Check In <i>Sponsored by</i> 	11 th Floor Foyer
8:00 am – 10:15 am	SHORT COURSE 1 <i>Using Survey Data to Identify Causal Relationships: Designing & Administering Survey Experiments</i>	Crystal Ballroom
10:15 am – 10:30 am	Mid-morning break <i>Sponsored by</i> 	11 th Floor Foyer
10:30 am – 12:45 pm	SHORT COURSE 2 <i>Expanding the Survey Landscape: Cultural Aspects of Sampling, Nonresponse, and Measurement</i>	Crystal Ballroom
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12:45 pm – 2:00 pm	Lunch (on your own)	
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2:00 pm – 2:05 pm	2014 PAPOR CONFERENCE OPENS – WELCOME <i>Sarah Cho, 2014 PAPOR President</i>	Crystal Ballroom
2:05 pm – 3:35 pm	PANEL 1 <i>Methods for Hard to Reach Populations</i>	Crystal Ballroom
3:35 pm – 4:00 pm	Mid-afternoon break <i>Sponsored by</i> 	11 th Floor Foyer
4:00 pm – 5:30 pm	PANEL 2 <i>Polling Methods and Impacts</i>	Crystal Ballroom
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5:30 pm – 6:15 pm	WELCOME RECEPTION	Crystal Lounge and 11 th Floor Foyer
6:15 pm – 8:45 pm	DINNER AND PLENARY <i>The Use of Social Media in Public Opinion Research</i> <i>Wine sponsored by</i>  <i>Dinner sponsored by</i> 	Crystal Lounge
8:45 pm – 9:45 pm	AFTER-DINNER COCKTAILS	Flying Leatherneck Lounge, 12th Floor

DAY AT A GLANCE: FRIDAY, DECEMBER 12

8:00 am – noon Conference Registration / Check In 11th Floor Foyer
Sponsored by 

8:30 am – 10:00 am **PANEL 3** Crystal Ballroom
Methods for Improving Survey Response and Measurement

10:00 am – 10:15 am **AAPOR PRESENTATION** Crystal Ballroom
Mollyann Brodie, AAPOR Vice President/President-Elect

10:15 am – 10:45 am **POSTER SESSION AND BREAK** Crystal Lounge
Sponsored by 

10:45 am – 12:15 pm **PANEL 4** Crystal Ballroom
Midterm Elections and the Forecast: Accuracy and Impact

12:30 pm – 2:00 pm **LUNCH AND CHAPTER MEETING** Crystal Lounge
Sponsored by 

2:00 pm – 3:15 pm **PANEL 5** Crystal Ballroom
Innovative Methods and Research

3:30 pm – 3:45 pm **NEW PRESIDENT'S ADDRESS AND CONFERENCE CLOSING** Crystal Ballroom
Sonja Petek, 2015 PAPOR President