



THE PAPER Trail

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

Pacific Chapter of American Association for Public Opinion Research

Fall-Winter Issue | December 2014

President's Letter



Hello PAPERites, can you believe that another year is almost over? PAPER has had an exciting year and I'm happy

to share a little bit about our activities for this year.

We kicked off 2014 with the Annual AAPOR conference, which was held in our region in Anaheim, CA. PAPER had a strong showing at the New Member and Chapter Reception, where we offered a raffle prize pack from the state of Oregon which included an Oregon-grown Red Adler

wooden cutting board in the shape of Oregon, coffee from Portland Roasting, a carbon neutral coffee roaster in Portland, and lip balm made from beeswax and fruit sourced from Hood River, OR.

Not only did many PAPER members have memorable poster and panel presentations, a long time AAPOR and PAPER member was the star of the Awards Dinner. Professor Jon Krosnick received AAPOR's lifetime achievement award for his contribution to the field of public opinion. Congrats Dr. Krosnick!

Hot on the heels of the annual conference was the annual PAPER mini-conference, where we recapped the greatest hits of the national conference for those who couldn't make it to Anaheim. The Public Policy Institute of California graciously donated their space and hosted PAPER at the Bechtel Conference Center. Thank you to Melinda Jackson, the chair of the mini-conference, all those volunteer presenters who made the event a success.

Now the time has arrived for our hallmark event – the PAPER annual conference.

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2014 PAPER Annual Conference

Measuring Public Opinion in an Expanding Opinion Landscape

The 2014 Annual PAPER Conference will be held December 11-12 at the Marines' Memorial Club and Hotel located in the heart of San Francisco near Union Square.

Highlights include:

- Two short courses 1) Using Survey Data to Identify Causal Relationships: Designing & Administering Survey Experiments, Dr. Samara Klar; 2) Expanding the Survey Landscape: Cultural Aspects of Sampling, Nonresponse, and Measurement, Dr. Matt Jans.

- An exciting plenary: *The Use of Social Media in Public Opinion Research* featuring Michael J. Stern, Jon Cohen, and Paul Harwood.
- Five diverse panels covering topics like social media, new methodologies, political polling and attitudes, and improving survey response and measurement.



For the full program, including abstracts and presenter bios, visit:

<http://www.papor.org/files/2014/2014Conference.pdf>

If you have any questions, please email Benjamin Messer, PAPER Conference Chair, at aluvial@gmail.com

WELCOME RECEPTION

Thursday, Dec. 11, 2014

5:30 pm – 6:15 pm

Crystal Lounge and
11th Floor Foyer

President's Message

After a successful first year at the historic Marines' Memorial Club & Hotel, I'm happy to report that we are returning there for the 2014 conference. Benn Messer, this year's conference chair, has brought together a great list of presenters and a fascinating plenary on the use of social media in survey research. Also on the agenda are two new short courses – one on survey experiments and another on cross-cultural survey methods. So mark your calendars and make sure to join us on December 11th and 12th in San Francisco for this event!

As president, I aimed to increase student engagement. Thanks to the great work of Jessica Gollaher, the student paper competition chair, we had a record number of paper entries. We were able to keep our deeply discounted registration fees for students the same, so hopefully all you students will also be attending the annual conference. Further, with the help of a newly formed website design committee, with a particularly large effort made by our webmaster Brian Fowler, I'm pleased to announce that the PAPOR website is undergoing a revamp. We'll preview

the website at the annual conference. Look out for the formal launch in 2015!

Lastly, I'd like to thank the 2014 PAPOR council for an amazing year with special kudos to Benn for his hard work with the annual conference. We look forward to seeing you at the annual conference and at all of our events next year!

Sarah Cho, President
2014 PAPOR Executive Council

2014 PAPOR Student Paper Competition

PAPOR is pleased to sponsor the annual Student Paper Competition to encourage undergraduate and graduate student participation.

Congratulations to the winners of the 2014 PAPOR Student Paper Competition!

First Place Winner



Jiakun Jack Zhang, PhD Student, Department of Political Science, University of California, San Diego.

Seeking The Beijing Consensus: in Asia: An Empirical Test of Soft Power.

The 1st place paper author is awarded a cash prize of \$250, a conference

registration, up to \$250 for travel expenses to attend the conference, a honorary one-year membership to PAPOR, and a spot at the PAPOR conference to present the research.

Runner-up

Linda Lockett, PhD Student, Department of Political Science, University of Nevada, Las Vegas.

"It's Only a Theory": Science, Religion, and Attitudes Towards Evolution

The runner-up receives a honorary one-year membership to PAPOR and a spot on the PAPOR conference program.

Jessica Gollaher, PAPOR Student Paper Competition Chair, and three

volunteers (Sarah Cho, Melinda Jackson and Paul Johnson) judged the 2014 paper submissions.

SAVE THE DATE

**70th Annual AAPOR Conference
Theme: A Meeting Place**

Save the date for the 70th Annual Conference of the American Association for Public Opinion Conference (AAPOR), May 14 - 17, 2015, at the Diplomat, Hollywood, Florida. Registration opens February 9, 2015. It's time to join or renew your AAPOR membership! Check out the conference page, resources, new layout features, etc. at the redesigned AAPOR website

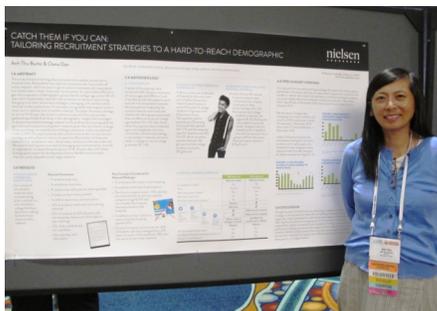
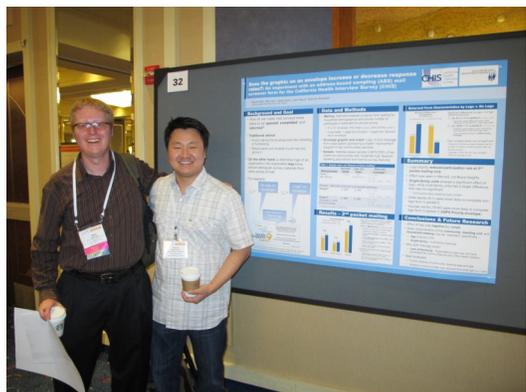
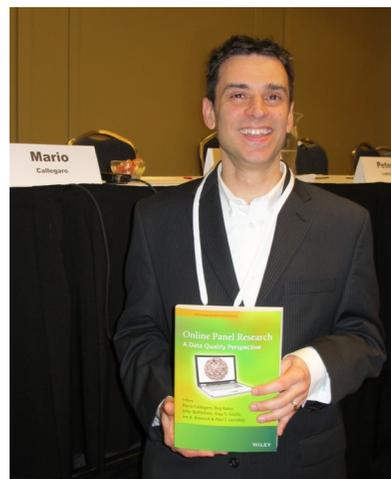
www.aapor.org/AAPORKentico

69th Annual AAPOR Conference — Anaheim, CA

AAPOR New Member & All Chapter Reception, Anaheim Marriott, May 15



69th Annual AAPOR Conference, Anaheim, May 15-18, 2014



PAPOR Mini Conference - San Francisco, CA

PAPOR hosted its sixth annual AAPOR recap mini-conference on June 13, 2014. The mini-conference was held again this year in downtown San Francisco at the Public Policy Institute of California's Bechtel Conference Center.

The conference attracted a record 35 attendees, 7 of whom tuned in via webinar. Two sessions were also presented remotely, from Utah (Paul Johnson) and Oregon (Murray Edelman).

This year's mini-conference featured six sessions on a variety of methodological and topical issues:

AAPOR Session Summary: Evaluating and Improving Quality of Measurement, and Friend of AAPOR Transparency Initiative Report

Mary McDougall, CfMC

Paradata and Big Data Appends to Enrich Survey Data

Paul Johnson, SSI

AAPOR Research Hack Recap

Jennie Lai, Google, and Mira Rao, Kaiser Family Foundation

AAPOR Update

Mollyann Brodie, Kaiser Family Foundation, and AAPOR President-elect

LGBT Issues in Changing Times

Murray Edelman, Edelman Research

A short 'Short Course' on mobile surveys: A summary of Trent Buskirk's AAPOR presentation

Leora Lawton, TechSociety Research

The Affordable Care Act: Measuring Public Opinion and Early Impact

Bianca DiJulio, Kaiser Family Foundation

Presentation slides are available on the PAPOR website: http://www.papor.org/miniconference_archive.html

The day was capped off with a fun, informal Happy Hour at a local tavern (a tradition we hope to continue in future years). Big thanks to all of our speakers, and to Sonja Petek, who helped organize and host the conference at PPIC!

Melinda Jackson
San Jose State University
PAPOR Councilor-at-large



AAPOR Research Hack event

One of the highlights of this year's mini-conference in June was hearing about the first-ever AAPOR Research Hack event sponsored by Nielsen at the annual conference in Anaheim!

Open only to first-time AAPOR attendees, 10 teams of researchers were presented with the challenge of working with the organization Feeding America to design a research plan to learn how clients find their food banks, while incorporating the Instagram (IG) app in some fashion, in only 28 hours.

We were thrilled to learn that this inaugural Research Hack contest was won by a northern California team: Mira Rao and Jamie Firth of the Kaiser Family Foundation, and Linda Lomelino of SSRS (#gurlz). Congratulations!

You can learn more about their innovative winning research concept here:

http://www.papor.org/files/2014/Session3_PAPOR%20-%20RH%20Recap%20Lai%20and%20Rao%2013Jun2014.pdf



ASK US!

Whether you are a regular conference attendee or a newcomer to PAPOR, do not hesitate to ask questions. PAPOR Executive Council members will be pleased to help you at the registration table in the 11th Floor Foyer of Marines' Memorial Club and Hotel.

Thursday, December 11, 7:30 am-2:00 pm

Friday, December 12, 8:00 am-12 noon.

Please join the 2014 Council, 2015 election slate and members at our lunch and annual chapter meeting on Friday, 12:30 pm-2:00 pm, in the Crystal Lounge.

If you are visitor to San Francisco and Bay area, PAPOR will have information and maps from San Francisco Travel for you.

Best wishes for a festive holiday season and a happy new year!

2014 PAPOR Executive Council



President - Sarah Cho

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Membership Chair - Bianca DiJulio

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Student Paper Competition Chair - Jessica Gollaher

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Councilor-at-Large (Newsletter) - Donna Fong

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Councilor-at-Large (Student Rep) - David Vannette

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Councilor-at-Large (Mini-Conference) - Melinda Jackson

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Past President - Mechelle Pierce

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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 November 21, 2014, PAPOR has 179 members paid through December 31, 2014. The majority of members reside in California (127), Mountain states (15), and the Pacific Northwest states (13). In addition, we have members Alaska, Hawaii, Cnaada and from 16 states outside the PAPOR region. Eighty percent of PAPOR members are also current AAPOR members.

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.

Many thanks to our sponsors for their generosity and support of PAPOR through annual sponsorship.
 If your company is interested in becoming a donor or sponsor for the 2015 year, please email sponsorship@papor.org

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