



Pacific Chapter of American Association for Public Opinion Research

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

The PAPOR Trail

Spring Issue | April 2015

President's Letter



As 2015 PAPOR president, I hope to continue the efforts of my talented predecessor **Sarah Cho** and 2014 and 2015 Student Paper Competition Chair **Jessica Gollaher**, in engaging students in PAPOR. After all, students represent the future of our industry. I'd like to provide students the opportunity to present research at our events and on our website, participate in our events, and network with potential future employers. Featured in this issue are **Jack Zhang**, our 2014 student paper competition winner and two University of Denver students, **Aaron Schonhoff** and **Kevin Stay**, who discuss their experience at the 2014 PA-

POR Conference. This issue also features a brief history of student representatives on the PAPOR executive council. **Paul Melevin**, PAPOR's 2011 president, conceived of the brilliant idea to reserve one of our council-at-large positions for a student representative.

This year will feature two exciting developments for PAPOR. We are unveiling a revamped PAPOR website, thanks to the leadership of PAPOR webmaster **Brian Fowler**, and the work of a design subcommittee. Thank you to **Mechelle Pierce** (2013 PAPOR president) for donating employee time and talent to design a

stylish new PAPOR logo. Second, after a "beta" run last year, we are officially rolling out our year-long sponsorship model to increase opportunities for sponsor visibility throughout all PAPOR activities. We are grateful to our sponsors for their support and welcome any feedback. Thank you to council member **Melinda Jackson** for leading this effort.

This year, we look forward to seeing you at the annual AAPOR conference in May in Hollywood, Florida. We will be holding our annual June Mini Conference in San Francisco (and via

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AAPOR
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

70th Annual Conference

Questionnaire Pretesting, Internet Data Collection, Paradata, Interviewers and Interviewing, Language Translation, Questionnaire Design, Response Rate and Other Quality Metrics, Media and Public Opinion, Cell Phone Sampling, Health and Health Care, Multimode Data Collection, Nonprobability Sampling, Environment and Climate Change, Big Data / Administrative Data / Auxiliary Data, Total Survey Error, Aging, Online Panel Surveys, Non-Response, Incentives, Longitudinal Data Collection, Fit for Purpose, Sensitive Topics, LGBT, Social Media, Mobile Device Data Collection, Exit Polls, Gender, Election Polling, Proxy Responding, Polling and Society, Cross-Cultural Research, International Public Opinion Research, Address Based Sampling, Measurement Error

A Meeting Place

May 14 - 17, 2015
The Diplomat • Hollywood, Florida
www.aapor.org #aapor

President's Message

webinar) to recap interesting and important findings from the AAPOR conference (please contact PAPOR council member **David Vannette** if you are interested in participating). PAPOR will be hosting its annual short course this summer in Los Angeles (and via webinar). Finally, save the date for our annual conference: December 10 and 11 in San Francisco. If you have any early ideas for speakers, panels, or papers, please contact conference chair **Benjamin Messer**.

Before signing off, a quick look back at our 2014 annual conference: As

luck would have it, the San Francisco Bay Area's worst storm in recent years forced us to cancel the first day of the conference outright. We missed numerous registrants altogether because of cancelled flights and dangerous conditions. The conference was still a success thanks to the efforts of our highly capable and tireless 2014 Conference Chair, **Benjamin Messer**, who was able to reschedule speakers and work with hotel staff to extend the event on Friday. Thank you to Benn and **Paul Johnson** (2014 treasurer and 2015

vice president) for quickly providing full or partial refunds to conference attendees and registrants. Finally, a special thanks to hotel staff at the Marines' Memorial Club & Hotel who graciously helped make the event a success despite the extreme weather.

We look forward to seeing you in May at the AAPOR conference and at all the PAPOR events this year!

Sonja Petek, President
2015 PAPOR Executive Council

CONFERENCE ANNOUNCEMENTS

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. 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.

<http://www.aapor.org/AAPORKentico/>

convene, June 16-19, 2015, in Buenos Aires, Argentina.

www.waporbuenosaires2015.org

International Field Directors and Technology Conference

The 49th Annual International Field Directors and Technology Conference (IFD&TC) will be held at the Hyatt Regency Pier Sixty-Six in Fort Lauderdale, May 17-20, 2015.

The IFD&TC provides a unique forum for government, academic institutions and not-for-profit agencies to informally communicate with each other. The conference sessions are informal and focus on innovations, work in progress or recently completed work. Highlights include exchanges of information, practices and opinions. Finished papers ready for publication or distribution in official formal proceedings are not required.

<https://ifdtc.org/2015-conference/>

Somewhere, at this very moment...

WAPOR Conference

The World Association for Public Opinion Research (WAPOR) is pleased to announce that its 68th annual conference will be held for the first time in Latin America. The four-day conference, hosted by the Universidad de Tres de Febrero, will



freshspectrum.com

A timely cartoon—thanks to designer/cartoonist/systems analyst Chris Lysyl

Planning in the Dark

I remember waking up on the first day of the 2014 annual PAPOR Conference, looking outside at gray skies and visibly strong winds and rain, and thinking to myself, “It could be worse, at least we’re not in the dark”. An hour later, at 7:30 am, the “worse” unexpectedly happened when I was entering an elevator to go down to my room to get more conference materials. As the elevator door was closing, the lights went out and the door stopped half-closed, and I thought to myself, again, “It just got worse, but it could be worse still: I could be stuck in this elevator in the dark.”

This seemed to be the theme of the first day of the conference – things are not going at all as planned, but they could be worse – even as the situation continued to show no signs of improvement throughout the morning. Onsite conference attendees were laboring up eleven dark flights of stairs faintly lit by the green hue of emergency glow sticks, without knowing what was in store for the conference that day; hotel management was scrambling this way and that to make sure everyone was safe and getting to where they needed to be; emails were flooding in from those yet to arrive with concerns about the frustratingly long flight delays and cancellations, and the uncertain future of this year’s conference.

However, what started out as a chaotic day gradually became ordered and manageable. The short course instructors persevered through the darkness of the morning as attendees gathered by the dim, gray light shining

through the room’s windows so they could see to take notes. Council members and hotel management rallied together to come up with a ‘Plan B’ to make the most of what would become a one-day conference. Attendees were being most graciously patient, flexible, and helpful under the uncertainty of the circumstances.

As the worst of the weather was clearing out Thursday afternoon and the electricity came back on, the PAPOR council took stock of what needed to be canceled, and managed to put together a rigorous Friday schedule that accommodated everyone who was in attendance and scheduled to present. While light rain continued Friday, inside the hotel the revised conference schedule was proceeding as planned, with back to back sessions all day about topics including hard-to-reach populations, 2014 election polling methods and results, methods for improving response, and innovative survey methods and research. We also had a lively, well-attended poster session, a time to recognize our 2014 student paper competition winner, Jack Zhang of UC San Diego, and an open slot in a paper session to fit one of our plenary speakers, Jon Cohen of SurveyMonkey, to discuss the plenary topic: using social media in public opinion research. Overall, everyone did their very best to round out this year’s conference theme - *Measuring Public Opinion in an Expanding Opinion Landscape* – through the dark, windy, rainy weather.

In the end, we were all at least a bit daunted and disappointed by the

severity of the weather’s unexpected effects on our travel and accommodations, and the resulting cancellation of the first day’s sessions, dinner, and exciting plenary. However, when the clouds parted Friday afternoon and sunlight came in through the windows during the closing of the last paper session, I remember the greatest part of the conference: attendees discussing and chatting with each other with smiles and looks of satisfaction that come with successfully making it through a figurative and literal “storm”. More importantly, although we share the regret of those who could not make it to the conference, we were all comforted in knowing that none of our members – those present and absent – were harmed in trying to get to and/or navigating around the conference. It’s not too often that planning in the dark results in such success.

Thanks to everyone who made it, and helped to make it possible! We hope to see you and all other PAPOR members at a PAPOR event in 2015.

Benjamin L. Messer
PAPOR Conference Chair



PAPOR Student Representatives

The 2011 PAPOR executive council voted to reserve one of our councilor-at-large positions for a student representative, and in retrospect, it seems like such an obviously good idea it is hard to believe we did not have student representation in earlier years. As current and future scholars, practitioners, and leaders in public opinion research, they have each made valuable contributions and added an important perspective to PAPOR activities. I asked our student representatives if they could share some thoughts about their experience on the PAPOR council. *If you are a student or know a student who might be interested in getting involved with PAPOR, send us a note!*

Name: Jenny Yeon
Year of service: 2015 (Student Representative)
School: California State Polytechnic University, Pomona, working on B.S. in Business Administration
Current work: Marketing Research Intern, Hypothesis Group, Los Angeles, CA

Describe your interests in survey research or public opinion:
 I'm interested in consumer behavior and using data to support marketing decisions.

What are you looking forward to about serving on the PAPOR council?
 Primarily, I look forward to networking with professionals involved in PAPOR.

Why were you interested in serving on the PAPOR council?
 I first decided to get involved in PAPOR after my first AAPOR Conference (in 2014 in Anaheim). Survey methodology was not a topic

that I was interested in too much, but the convention piqued my interest, and I wanted to use joining PAPOR as a motivation to learn more. Also, a few people that I met at the conference (Casey Tesfayete and Clarissa Steele at Student Engagement Subcommittee) recommended that I get involved.

Name: Dave Vannette
Years of service: 2014 (Student Representative); 2015 Councilor-at-large, Mini Conference)
School: Stanford University, Ph.D. in Communication
Current work: Current student

Describe your interests in survey research or public opinion:
 I am currently interested in understanding the ways that organizations and researchers collect and subsequently distribute information about the public and how these data are in turn interpreted and used by the public. Much of my research focuses on the features of the data collection and dissemination processes that may influence the quality and orientation of conclusions that both researchers and members of the mass public draw about public opinion.

What do you like best about serving on the PAPOR council?
 It's been fantastic working with a small group of people to maintain an active and vibrant local community of public opinion and survey researchers!

How has your involvement with PAPOR helped you, if at all, in your studies, career, or networking?

I've made great professional connections and personal friends, so the networking has been very valuable.

Name: Kyle Dropp
Year of service: 2013 (Student Representative)
School: Stanford University, Ph.D. Political Science
Current work: Assistant Professor, Dartmouth College, Department of Government

Describe your interests in survey research or public opinion:
 I study how Americans form their attitudes on political topics and the shortcuts Americans use to make decisions on political matters. I am deeply interested in combining experiments with surveys to study substantive topics such as media effects and to study methodological topics such as respondent motivation, the representativeness of surveys, primacy and recency bias, social desirability bias, and the duration of survey treatment effects.

What did you like best about serving on the PAPOR council?
 Annual conference.

How has your involvement with PAPOR helped you, if at all, in your studies, career, or networking?
 Through PAPOR, I met many nationally recognized pollsters and public opinion researchers. As a younger, more junior member, I found serving on the board to be a great opportunity to connect with mentors in the survey research field.

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Kyle Dropp:

The annual PAPOR conference gave me an opportunity to organize panels and give presentations on my current research.

Name: Benjamin Messer

Years of service: 2011–12 (Student Representative); 2013 (Student Paper Competition Chair); 2014 (Conference Chair); 2015 (Conference Chair)

School: Washington State University, Ph.D. Sociology

Current work: Project Analyst, Research Into Action, Portland, OR

I served as a student representative on the PAPOR Council during most of 2011, while I was a graduate student at Washington State University. After graduating from WSU in 2012, I accepted a project analyst position at Research Into Action in Portland, OR where I have been performing all aspects of data collection and analysis regarding behaviors, attitudes, and opinions about energy and natural resource usage, and environmental pollution.

Describe your interests in survey research or public opinion:

I gained an interest in public opinion research and survey methods while working under Dr. Don Dillman as a graduate student at WSU, particularly in regards to energy and environmental issues that were the substantive focus of my graduate training. Understanding public opinion and fielding methodologically rigorous surveys to measure opinions is of utmost importance to the research I do and have done for several years.

How has your involvement with PAPOR helped you, if at all, in your studies, career, or networking?

Serving on the PAPOR council has helped me to learn valuable skills involving working on an organizational committee with other

members, learning about new methods and trends in the public opinion sector, and meeting others working in the sector all across the U.S. but especially in PAPOR's territory of the western U.S. It's has been very rewarding to organize and do some of the work to keep PAPOR active and relevant, and my involvement with PAPOR has also provided me and my employer with helpful research ideas and network connections with other professionals I otherwise may not have had easy access to.

Crossley Scholars' perspective on PAPOR Conference

As Crossley Scholars, Kevin Stay and I had the opportunity to join our professor, Floyd Ciruli, and attend the annual Pacific Chapter of American Association for Public Opinion Research (PAPOR) conference. As we boarded our flight to San Francisco for the December conference, we knew the city was under siege from a massive rain storm. We had heard power was down and the wind was strong. After a couple of flight delays, we were unsure if we were going to be able to make it to the city and if there would be a conference if we got there. When we arrived, however, it appeared the worst was over and normalcy was returning to San Francisco. Credit to the conference organizers for being able to sort through the chaos and keep the conference rolling.

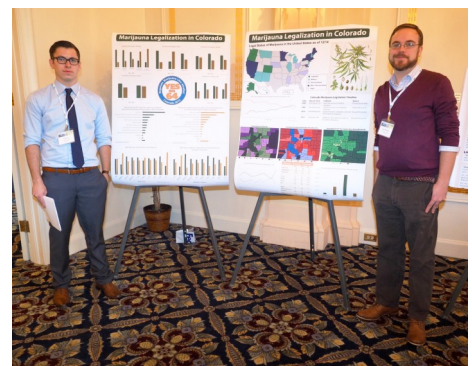
Set in the heart of San Francisco, the Marine Memorial Hotel served as an ideal location for those of us who had never visited the city before. In comparison to the American Association for Public Opinion Research (AAPOR) conference, held at the Marriott in Anaheim last spring, PAPOR's conference, which is the Pacific Chapter of AAPOR, provided a much more intimate setting full of familiar faces. For those unfamiliar faces, the complimentary happy hour provided a perfect opportunity for introductions.

Because we attended both conferences we renewed acquaintances with some of the best researchers in the west such

as Mark DiCamillo, head of the California's renowned Field Poll. The opportunities are invaluable for networking with potential future employers or colleagues.

When it came time to present our poster on the legalization of marijuana in Colorado, we had no shortage of questions. Undoubtedly, with legalization set to be in issue on the 2016 ballot in California, our fellow PAPOR attendees were interested in the topic. Fellow poster presenter Hui Zhang commented that she preferred the PAPOR conferences to the larger national conferences and, after getting to attend one and getting to know San Francisco, it is not difficult to see why. The 2014 PAPOR conference provided an excellent opportunity to hear from some of the best minds in Public Opinion in a small, intimate setting within a world-class city.

Aaron Schonhoff
Crossley Scholar



Kevin Stay and Aaron Schonhoff at 2014 PAPOR Conference

PAPOR Annual Student Paper Competition



Jenny Yeon
Councilor-at-Large
(Student Representative)

As many of you already know, one of the ways PAPOR encourages student involvement is through the PAPOR Annual Student Paper Competition. As the student representative for 2015, it's my great pleasure to introduce you to the winner of the 2014 Student Paper Competition, Jiakun Jack Zhang!

Jack is currently a PhD student in the Department of Political Science at UCSD, with future plans of becoming a tenure track professor at a research university. His core research interests are in East Asian political economy and security, with a focus on contemporary China. He was recently awarded a Fulbright Research Grant to support fieldwork researching the economic effects of regional political crises in Asia on China based firms. He's currently serving as the Senior Advisor to UCSD's China Focus Blog, and he was recently named on China Hands Magazine's 2013 "25 Under 25 in US-China Relations" list.

In his winning paper "Seeking the Beijing Consensus in Asia: An Empirical Test of Soft Power," Jack took a "first-cut effort at operationalizing and measuring the Beijing Consensus (China Model), a form of state capitalism, which some see as an ideological alternative to Washington Consensus and a challenge to American soft power."

Using the public opinion data from the Asian Barometer Survey, Jack found that there were no relationship between favorable attitudes to China and general preference for democracy, and that "affinity for Chinese



2014 Student Paper Competition Winner Jiakun Jack Zhang

influence didn't have much impact on the respondents' desire to adopt the China Model." Based on these findings, he concluded that "the evidence for Beijing Consensus is very weak"; he also concluded that since the respondents in the Asian countries (represented in the ABS) do not favor the Beijing Consensus, the Chinese Model does not pose as an ideological threat to United States, and its potential as an alternative to the American soft power has been overstated. His presentation is available at the 2014 PAPOR Annual Conference web page: www.papor.org/?page_id=713

After the PAPOR Conference, we wanted to know what he thought about the experience, so we asked him to share:

"I really liked that PAPOR brought together a mix of academics and practitioners, which is something that I don't experience often at other conferences in my field. I was also struck by how down to earth and welcoming the organizers were, like Benn Messer (Conference Chair), Jessica Gollaher (Student Paper Competition Chair), and Donna Fong



Benn Messer, Paul Johnson & Jessica Gollaher and Jiakun Jack Zhang

(Councilor-at-Large). As a first time participant, I really appreciated it. The location was also fantastic, San Francisco is a really fun city. But I do hope you guys can hold a future conference in San Diego sometime!"

Thanks to 2014 Sponsors

Thanks again to last year's annual sponsors for their generosity and support of PAPOR. To find out how your company can support PAPOR in 2015, see Page 7 of this newsletter or visit www.papor.org/sponsorship/ to download the sponsorship information packet.

PAPOR Donors

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SPONSORSHIPS

PAPOR offers several levels of corporate sponsorship, providing intimate exposure to both AAPOR and PAPOR members throughout the calendar year.

Corporate Friend of PAPOR – \$50

Company name listed in “Friend of PAPOR” section of website and included in our annual listing.

Contributing Sponsor – \$250

All the benefits above plus:

- Logo displayed in printed PAPOR event promotion materials and event signage.
- Company name in all printed PAPOR event promotion materials.
- Contact name in all printed PAPOR event promotion materials.
- Listing on PAPOR website with link to your Company’s website
- National recognition of Company’s PAPOR sponsorship in printed promotional materials for Chapter Reception at AAPOR Annual Conference.

Donor – \$500

All the benefits of Contributing Sponsor plus:

- Advertisement in annual conference brochure.
- Named sponsorship of break at annual conference or co-sponsorship of meal.

Fellow – \$1,000

All the benefits of Contributing Sponsor plus:

- Advertisement in annual conference brochure

- Named sponsorship of meal at annual conference.
- One complimentary event registration.

Benefactor – \$2,000

All the benefits of Contributing Sponsor plus:

- Advertisement in annual conference brochure.
- Named sponsorship of meal & break at annual conference.
- Two complimentary event registrations.

Champion – \$3,000 (available for only one major event per year)

All the benefits of Contributing Sponsor plus:

- Headline sponsorship of major event.
- Advertisement in annual conference brochure.
- Named sponsorship of meal & break at annual conference.
- Two complimentary event registrations.

Sponsorships are available on a first-come, first-served basis for the given calendar year in which a sponsorship is received.

In addition to the annual contribution levels outlined above, applications are currently being accepted for naming rights on our Student Fund Endowment.

For recognition at our events and in our sponsor directory, your logo art should be submitted as either JPG or GIF format. Email logo art to Melinda Jackson, Sponsorship Chair, at sponsorship@papor.org.

In addition to logo art, please provide the following optional information:

- Company name
- Company website address
- Company contact name
- Company contact email



2014 Annual PAPOR Conference

Marines' Memorial Club and Hotel, San Francisco, California, December 11-12



PAPOR @PAPORorg · Dec 8

PAPOR Twitter is now alive!



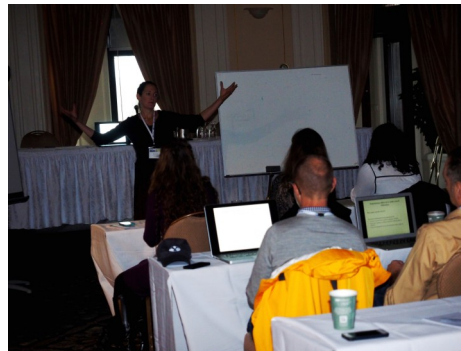
Sarah Cho @sarahycho Dec 11

The show must go on - even without power. Hosting a conference in the dark



Donna Fong @FongPageNews · Dec 12

Annual conference of Pacific chapter of @AAPOR carries on despite power outage and #hellastorm yesterday in San Francisco Bay Area #PAPOR

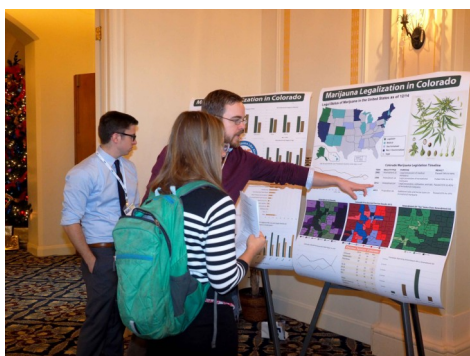
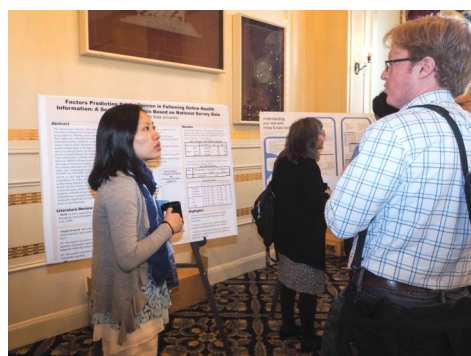
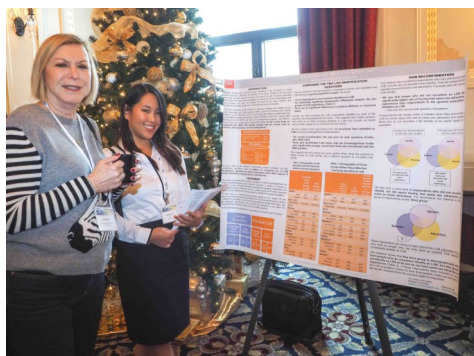


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<https://www.linkedin.com/groups?home=&gid=2396275>



2014 Annual PAPOR Conference



2015 PAPOR Executive Council



President - Sonja Petek

Goldman School of Public Policy, UC Berkeley
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Vice-President/President-elect - E. Paul Johnson

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Student Paper Competition Chair - Jessica Gollaher

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Councilor-at-Large/Webmaster - Brian Fowler

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Councilor-at-Large (Short Course) - Vasudha Narayanan

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Councilor-at-Large (Sponsorship) - Melinda Jackson

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Councilor-at-Large (Newsletter) - Donna Fong

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Councilor-at-Large (Mini Conference) - David Vannette

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Councilor-at-Large (Student Representative) - Jenny Yeon

Hypothesis Group
atlarge5@papor.org



Immediate Past President - Sarah Cho

SurveyMonkey
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 March 19, 2015, PAPOR has 117 members paid through December 31, 2015. The majority of members reside in California (80), Mountain states (11), and the Pacific Northwest states (11). In addition, we have 15 members from Alaska, Hawaii, eight states outside the PAPOR region, and Canada. Eighty-eight 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.