










# PAPOR Annual Conference

December 14 – 15, 2017

Marines' Memorial Club & Hotel  
San Francisco

# Thursday

<b>7:30am – 2:00pm</b> 11 <sup>th</sup> floor foyer	Conference Registration / Check-in
<b>8:00am – 10:15am</b> Crystal Ballroom	<b>Short Course 1:</b> Mixed Mode Surveys
<b>10:15am – 10:30am</b>	 Break
<b>10:30am – 12:45pm</b> Crystal Ballroom	<b>Short Course 2:</b> A Guide for Conducting Web Surveys
<b>12:45pm – 2:00pm</b>	 Lunch (on your own)
<b>2:00pm – 3:30pm</b> Crystal Ballroom	 <b>Panel 1:</b> Sampling, Design & Analysis
<b>3:30pm – 4:00pm</b> Crystal Ballroom	 Break PARC & ReConnect Research Demos
<b>4:00pm – 5:30pm</b> Crystal Ballroom	 <b>Panel 2:</b> Workshop on Partisan Criticism of Public Opinion Research
<b>5:30pm – 6:15pm</b> Crystal Lounge	<b>Welcome Reception</b>
<b>6:15pm – 8:30pm</b> Crystal Lounge	 <b>Dinner &amp; Plenary:</b> The Future of General Population Telephone Research
<b>8:30pm – 10:00pm</b> Chesty's Bar	 <b>Insights Association / PAPOR Holiday Meet Up</b>

# Friday


**8:00am – 12:00pm**

11<sup>th</sup> floor foyer

Conference Registration /  
Check-in

**8:30am – 10:00am**

Crystal Ballroom

 **Panel 3:** The Public's Views of  
Health Policy, Aging & Quality of  
Life

**10:00am – 10:15am**

Crystal Ballroom

**AAPOR Presentation:** Anna  
Wiencrot


**10:15am – 10:45am**

Crystal Lounge

 Poster Session / Break

**10:45am – 12:15pm**

Crystal Ballroom

 **Panel 4:** Survey Process &  
Best Practices


**12:15pm – 2:00pm**

Crystal Lounge

 Lunch & Chapter Meeting

**2:00pm – 3:30pm**

Crystal Ballroom

 **Panel 5:** Populism & National  
Pride

# Thursday Short Courses

## Mixed Mode Surveys

8:00am – 10:15am, Crystal Ballroom



Leah Christian  
Nielsen

This course will present examples of mixed-mode surveys, grounded in contemporary research. It will provide guidance on how to increase validity and reliability, as well as response rates, and will provide practical guidelines on optimally used mixed-mode research channels.

## A Guide to Conducting Web Surveys

10:30am – 12:45pm, Crystal Ballroom



Kyley McGeeney  
PSB Research



Sarah Cho  
Survey Monkey

This course will include guidance on the timing, mode, and content of invitations and reminders; questionnaire design elements such as mobile optimization, progress indicators, and navigation buttons; and writing questions for the web including topics such as scale length and question types.

# Plenary: The Future of General Population Telephone Research

Thursday 6:00pm – 8:30pm, Crystal Lounge



**Paul Lavrakas**

Paul J. Lavrakas, PH.D. is a research psychologist, currently serving as a senior methodological research consultant for several public and private-sector organizations. He served as Vice President and chief methodologist for Nielsen Media Research from 2000-2007. He was Professor of Journalism and Communication Studies at Northwestern University (1978-1996) and at Ohio State University (1996-2000), and the founding faculty director of the Northwestern University Survey Lab (1982-1996) and the OSU Center for Survey Research (1996-2000).



**Jill Darling**

USC Dornsife Center for Economic and Social Research

Jill E. Darling serves as survey director for the Understanding America Study (UAS), a probability-based national internet panel. Before coming to USC, she was survey director and survey methods lead at the Veterans Health Administration (VHA) Health Services Research and Development's Center for Healthcare Innovation, Implementation, and Policy, in Los Angeles.



**Amy Simon**

Goodwin Simon Strategic Research

A founding partner at Goodwin Simon Strategic Research, a national public opinion research firm, Amy Simon brings three decades of political experience to her work as a pollster and communications strategist. She conducts public opinion research on a variety of public policy issues.

# Panel 1: Sampling, Design & Analysis

Thursday 2:00pm – 3:30pm, Crystal Ballroom

## Panel Chair

Kelsey White, Survey Sampling International

## Panelists



**Ashley Hyon | Marketing Systems Group**

Targeted ABS: Methodology & implementation



**Benjamin Messer | Research into Action**

Applying the Tailored Design Method in a Randomized Control Trial Experiment Survey



**Bryan Wu | Kaiser Family Foundation**

Polling on Rural America: Differences in Self-reported vs. Administrative Definitions



**Edward Johnson | Survey Sampling International**

Creating a Framework for Measuring Coverage Bias in Online Panels by Matching to Voter Files



**Rebecca Hofstein Grady | UC Irvine**

What is the best size for matrix-style questions in online surveys?

# Workshop on Partisan Criticism of Public Opinion Research

Thursday 4:00pm – 5:30pm, Crystal Ballroom

## Presenters & Workshop Facilitators



**Jill Darling**  
USC Dornsife Center for Economic and  
Social Research



**Kyley McGeeney**  
PSB Research

Modern election seasons have been marked by partisan attacks on surveys, as campaigns attempt to undermine the credibility of polls that are not favorable to their candidate. An unusual aspect of the 2016 Presidential election campaign were the widespread accusations that public opinion surveys were “rigged” to show favorable support for one candidate over another. The election season included an unprecedented level of misuse, misunderstanding, and attacks on polls and polling, the level of which may have worked to undermine the reputation of public opinion research as a scientific and objective field of research.

This workshop is based on the near-final report of an AAPOR ad hoc committee tasked with investigating the issue of partisan attacks on public opinion research and their potential for impacting our field of research. The report will consist of an overview of the problem and a set of recommendations, due to AAPOR council by the end of December. Two members, committee chair Jill Darling from the University of Southern California, and Kyley McGeeney of PSB, will first present the committee’s deliberations and findings, then lead attendees through a participatory discussion/workshop. Attendees will provide feedback on the ideas presented, propose new ideas, and deliberate pros and cons of recommended approaches. The elements and results of these discussions will be included as an appendix to the committee’s report.

# Panel 3: The Public's Views of Health Policy, Aging & Quality of Life

Friday 8:30am – 10:00am, Crystal Ballroom

## Panel Chair

Edward Johnson, Survey Sampling International

## Panelists



Bianca DiJulio | Kaiser Family Foundation  
Polling on Planning for late-life & serious illness: Key considerations and findings



Ashley Kirzinger | Kaiser Family Foundation  
Polling on Health Care Policy in 2017



Lunna Lopes | PPIC  
Californians and the Affordable Care Act: Shifting and Solidifying



Eric Lin | University of Nevada - Reno  
Does income inequality reduce the quality of life in the post-Great-Recession era? A multi-level analysis of 87 countries with over 150,000 individuals



# Panel 4: Survey Process and Best Practices

Friday 10:45am – 12:15pm, Crystal Ballroom

## Panel Chair

Laura Wronski, Survey Monkey

## Panelists



**Shirley Yang | Dropbox**  
Lessons from a Qual First Segmentation



**Bob Davis | Davis Research**  
Information Security and Data Protection



**Jocelyn Landau | Netflix**  
Optimizing Mixed Methods Research for Product Innovation



**Gary Langer | Langer Research Associates**  
Managing Surveys from Start to Finish



**Tom Wells | Uber**  
Making NPS RIP @Uber

# Panel 5: Populism & National Pride

Friday 2:00pm – 3:30pm, Crystal Ballroom

## Panel Chair

Laura Stoker, UC Berkeley

## Panelists



M.D.R Evans | University of Nevada - Reno  
Reflected Glory? National pride and subjective well-being in international perspective



Jonathan Kelley | University of Nevada - Reno  
Populism's foundations are widespread across the developed world: Prejudice against immigrants in Europe



Berch Berberoglu | University of Nevada - Reno  
Public Opinion and Attitudes Towards the Conflict Between Armenia and Azerbaijan over Nagorno-Karabakh in the South Caucasus Region of the Former Soviet Union



Ian Nesbitt | University of Nevada - Reno  
National pride in international perspective: Multi-level models of influences of individual and national characteristics on facets of pride and pride in general in 33 countries (N>45,000)

# Student Paper Winners

Congratulations!

## Winner



Rebecca Hofstein Grady | UC Irvine

What is the best size for matrix-style questions in online surveys?

## Runner-up



Heather H. Kitada | Oregon State University

The Implications of Functional Form Choice on Model Misspecification in Longitudinal Survey Mode Adjustments and Consideration of Underlying Trend



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Burton Levine, RTI International-presenting at AAPOR 71st Annual Conference May, 2016

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Scott Richards, Founder/CEO  
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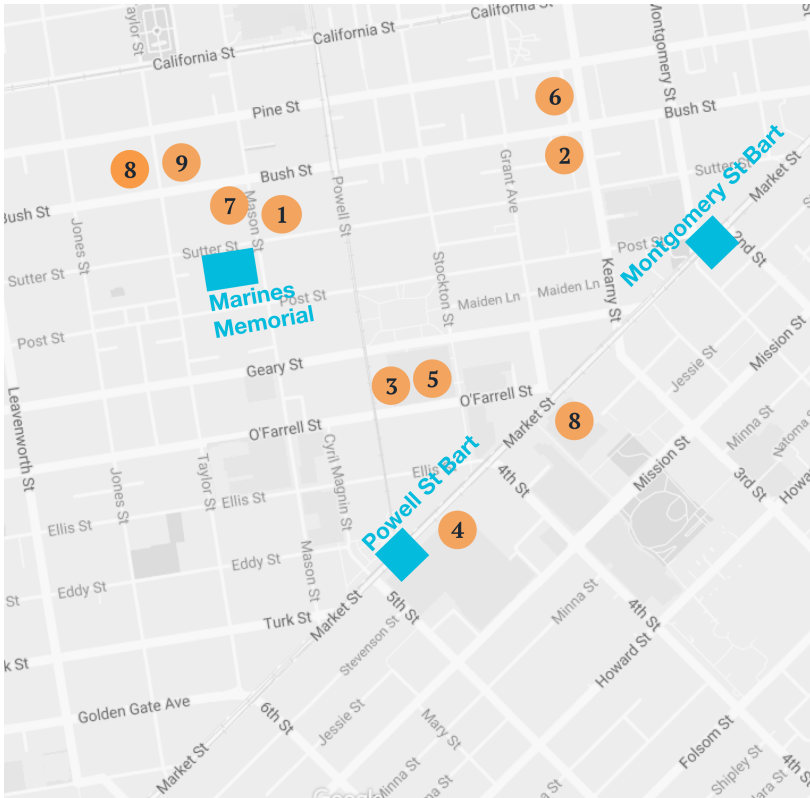


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# Food Recommendations



**1** Hogwash  
Gastropub  
582 Sutter St

**4** Loving Hut  
Vegan, sandwiches, noodles  
865 Market St, Westfield Mall

**7** Tacorea  
Mexican Korean tacos  
809 Bush St

**2** Boxed Foods Company  
Sandwiches & salads  
245 Kearny St

**5** Macy's Cellar  
Food court, lots of options  
170 O'Farrell St

**8** Super Duper  
Burgers, salads  
721 Market St

**3** King of Thai Noodle  
House  
Noodles, takeout  
184 O'Farrell St

**6** Muracci's Japanese Grill  
Japanese curry, rice, udon  
307 Kearny St

**9** Fresh Brew Coffee  
Sandwiches, Vietnamese  
882 Bush St

# Hotel Information & Logistics

Marines Memorial is a Marines Corps hotel dedicated as a “living memorial” to the U.S. Marines.

Wifi password: LIVINGMEMORIAL1946!

## Preferred Parking

### Olympic Club Garage

665 Sutter Street, (415) 359-1626

Overnight parking is available for Marines’ Memorial Club guests at the Olympic Club Garage at the current charge of \$30.00 for 24 hours (subject to 14% hotel tax) WITH in and out privileges. Parking is guaranteed for MMC overnight hotel guests only. *Oversized vehicles will be charged double (all full size trucks and vans).*

Event parking is available for Marines’ Memorial Club guests at the Olympic Club Garage with validation (validation machine is located in the Hotel Lobby) at the current rate of \$6.00 per hour for up to 4 hours or \$24.00 maximum for up to 12 hours.

## Public Transportation

### Bay Area Rapid Transit (BART)

From the Powell Street Station, head north for five blocks on Powell St. Turn left on Sutter St. and walk up one block to Mason St. The hotel will be on your left after you cross Mason (at 609 Sutter St.). [www.bart.gov](http://www.bart.gov)



**PAPOR**

*Pacific Chapter of  
American Association for  
Public Opinion Research*