



**2018
PAPOR Annual
Conference**

**December 6 – 7, 2018
Marines' Memorial Club & Hotel
San Francisco**

Thursday

7:30am – 2:00pm 11 th floor foyer	Conference Registration / Check-in
8:00am – 10:15am Crystal Ballroom	Short Course 1: Optimizing Sampling Frames – Ashley Hyon
10:15am – 10:30am	Break
10:30am – 12:45pm Crystal Ballroom	Short Course 2: Best Practices for Surveys of Teens – Laura Wronski
12:45pm – 2:00pm	Lunch (on your own)
2:00pm – 2:10pm	Conference Welcome and Student Paper Winners Announcement
2:10pm – 3:40pm Crystal Ballroom	Panel 1: Collecting Voter Opinions: Methods and Subgroups
3:40pm – 4:00pm	Break
4:00pm – 5:30pm Crystal Ballroom	Panel 2: Data Quality Considerations in Survey Design and Analysis
5:30pm – 6:15pm Crystal Lounge	Welcome Reception
6:15pm – 8:30pm Crystal Lounge	Dinner & Plenary: The 2018 Mid-Term Elections: Polling and the Media
8:30pm – 10:00pm Chesty's Bar	Insights Association / PAPOR Holiday Meet Up

Friday

8:00am – 12:00pm 11 th floor foyer	Conference Registration / Check-in
8:30am – 10:00am Crystal Ballroom	Panel 3: Election Issues in the Western States
10:00am – 10:15am Crystal Ballroom	AAPOR Presentation: Tamara Terry
10:15am – 10:45am Crystal Lounge	Break
10:45am – 12:15pm Crystal Ballroom	Panel 4: Contemporary Issues in Public Opinion Research
12:15pm – 2:00pm Crystal Lounge	Lunch & Chapter Meeting
2:00pm – 3:30pm Crystal Ballroom	Panel 5: International Topics of Public Opinion
3:30pm – 3:35pm	2019 PAPOR President Remarks

Thursday Short Courses

Optimizing Sampling Frames

8:00am – 10:15am, Crystal Ballroom



Ashley Hyon
Marketing Systems Group

In the ever-changing landscape of survey research there is no longer a one size fits all in terms of mode or frame. In this course, we will cover the various sampling frames available for both on-line and off-line surveys. We'll detail the information that is available in these frames and how it can be utilized for targeting and stratification. Moreover, we'll cover the various ways these frames can be cross referenced and used in conjunction with one another.

Best Practices for Surveys of Teens

10:30am – 12:45pm, Crystal Ballroom



Laura Wronski
Survey Monkey

In this course, participants will learn how a new generation of survey-takers perceives, process, and responds to surveys. We will present new findings from research on how teens understand surveys, why they decide to participate in surveys, and how they take them—generating best practices for surveys of teens in any mode. We will also dig into the cognitive differences between teens and adults to explain how surveys should be written and structured to be accessible to teens. We'll discuss data quality, along with any limitations or obstacles that researchers may face when designing surveys of teens or interpreting the results. A brief interactive component will allow participants to apply the lessons they've learned in real world scenarios. Finally, we'll look at several successful surveys of young people to see how they put these guidelines into practice.

Plenary: The 2018 Mid-Term Elections: Polling and the Media

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



Scott Clement
The Washington Post
Polling Manager

Scott Clement is the polling director for The Washington Post, conducting national and local polls about politics, elections and social issues. He began his career with the ABC News Polling Unit and came to The Post in 2011 after conducting surveys with the Pew Research Center's Religion and Public Life Project.



Katie Orr
KQED
Government & Politics Reporter

Katie Orr is a Sacramento-based reporter for KQED's Politics and Government Desk, covering the state Capitol and a variety of issues including women in politics, voting and elections and legislation. Prior to joining KQED in 2016, Katie was state government reporter for Capital Public Radio in Sacramento. She's also worked for KPBS in San Diego, where she covered City Hall. Katie received her master's degree in political science from San Diego State University and holds a Bachelor's degree in broadcast journalism from Arizona State University. In 2015 Katie won a national Clarion Award for a series of stories she did on women in California politics. She's been honored by the Society for Professional Journalists and, in 2013, was named by The Washington Post as one of the country's top state Capitol reporters. She's also reported for the award-winning documentary series *The View from Here* and was part of the team that won national PRNDI and Gabriel Awards in 2015.



Moderator: Amy Simon
Goodwin Simon Strategic Research
Partner

Panel 1: Collecting Voter Opinions: Methods and Subgroups

Thursday 2:10pm – 3:40pm, Crystal Ballroom

Panel Chair

Danell Brewster, EDD

Panelists



Harry Noone | Southern Oregon University
Measuring Attitudes Towards National Security
Whistleblowers



Ashley Kirzinger and Eran Ben-Porath |
Kaiser Family Foundation and SSRS
The Role of Suburban Voters in 2018 and (Perhaps?)
2020



Dean Bonner | PPIC
Proposition Polling à la Mode



Edward Paul Johnson | Research Now SSI
Voters' Love Hate Relationship with Political
Advertising

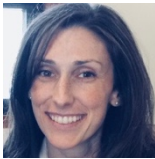
Panel 2: Data Quality Considerations in Survey Design and Analysis

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

Panel Chair

Matthew Foy, EDD

Panelists



Erin Pinkus | Survey Monkey

(Co-authors: D. Sunshine Hillygus & Jesse Lopez)

Examining the Relationship Between Survey Trolling and Gender Identity Questions



Tania Gutsche | Center for Economic and Social Research, University of Southern California

6 Years of Diary Data Collection: From Design to Data Quality



Stefan Subias | NORC

(Co-authors: Ipek Bilgen, J. Michael Dennis & N. Ganesh)

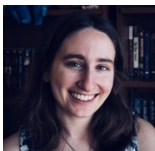
Examination of Nonresponse Follow-up Impact on Amerispeak Panel Data Quality



Jeff Petersen | Allman & Petersen Economics

(Co-author: Phillip H. Allman)

Survey Design and Analysis in Class Action Wage and Hour Cases



Rebecca H. Grady | UC Irvine

(Co-authors: Ashely J. Thomas & Peter H. Ditto)

When only the other side is to blame: Order effects and motivated reasoning in judgments of free speech, inciting violence, and sexual assault allegations

Panel 3: Election Issues in the Western States

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

Panel Chair

Bianca DiJulio, Kaiser Family Foundation

Panelists



Bryan Wu | Kaiser Family Foundation
(Co-authors: Liz Hamel & Ashley Kirzinger)
A Health Care Election in Nevada and Colorado?
Findings From Two Pre-Election Surveys



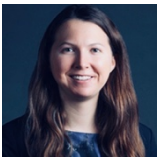
Lunna Lopes | PPIC
Interest, attention, and enthusiasm in the California
2018 Midterms



H. Stuart Elway | Elway Research
Red & Blue in the Evergreen State: Shifting Urban,
Suburban and Rural Party Allegiances in the Age of
Trump



Kyrene Gibb | Y2 Analytics
Keep Utah Weird: Partisan Races and Ballot Issues in
2018



Alyssa Dykman | PPIC
The Partisan Gender Gap among California Voters

Panel 4: Contemporary Issues in Public Opinion Research

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

Panel Chair

Mira Rao, Dropbox

Panelists



Cailey Muñana | Kaiser Family Foundation

(Co-authors: Bianca DiJulio, Liz Hamel & Mollyann Brodie)

Loneliness and Social Media In the United States



Warda Ajaz | Oregon State University

Public Support for Building New Power Plants in the West Coast States; Does Proximity Instigate NIABYism



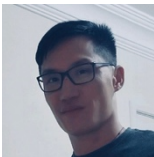
Tom Wells | Uber

Gauging User Acceptance of Uber Air



Jennifer Franz | JD Franz Research, Inc.

Helping Hands: Using Qualitative Research to Support Quantitative Studies



Eric Lin | University of Nevada Reno

(Co-author: Mamyán Marta)

Where are the Social Entrepreneurs Active? The effect of Economic Development and Political-Economic Institutions on the Probability of Starting Social Enterprises

Panel 5: International Topics of Public Opinion

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

Panel Chair

Jessica Gollaher, Public Health Survey Research Program
CSUS

Panelists



Francisco Abundis | Parametria
(Co-authors: Katia Guzman & Diana Penagos)
Andres Manuel Lopez Obrador: The Issue Voting Paradigm



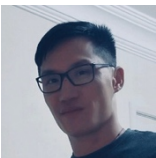
Joel S. Fetzer | Pepperdine University
(Co-author: Brandon Millan)
Emigration Attitudes and Public Support for Democracy in Hong Kong



Mariah Evans | University of Nevada Reno
(Co-author: Jonathan Kelley)
Envy of the rich is a (moderately important) reason that people favor reducing income inequality: Envy, self-interest, party politics and inequality attitudes in the contemporary USA



Jonathan Kelley | University of Nevada Reno
Quality, Not Quantity, Shapes Public Evaluation of The Welfare State: Actual Social Spending Is Irrelevant For Life Satisfaction In The EU But Quality Of Social Services Is Vital



Eric Lin | University of Nevada Reno
Does an individual's level of worry and fear affect the likelihood of valuing compassion and altruism? A cross-national, multi-level analysis of 60 countries & 85,000 individuals.

Student Paper Winners

Congratulations!

Winner



Rebecca Hofstein Grady | UC Irvine

When only the other side is to blame: Order effects and motivated reasoning in judgments of free speech, inciting violence, and sexual assault allegations

Runner-up



Harry Noone | Southern Oregon University

Measuring Attitudes Towards National Security Whistleblowers

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2018 Fellows



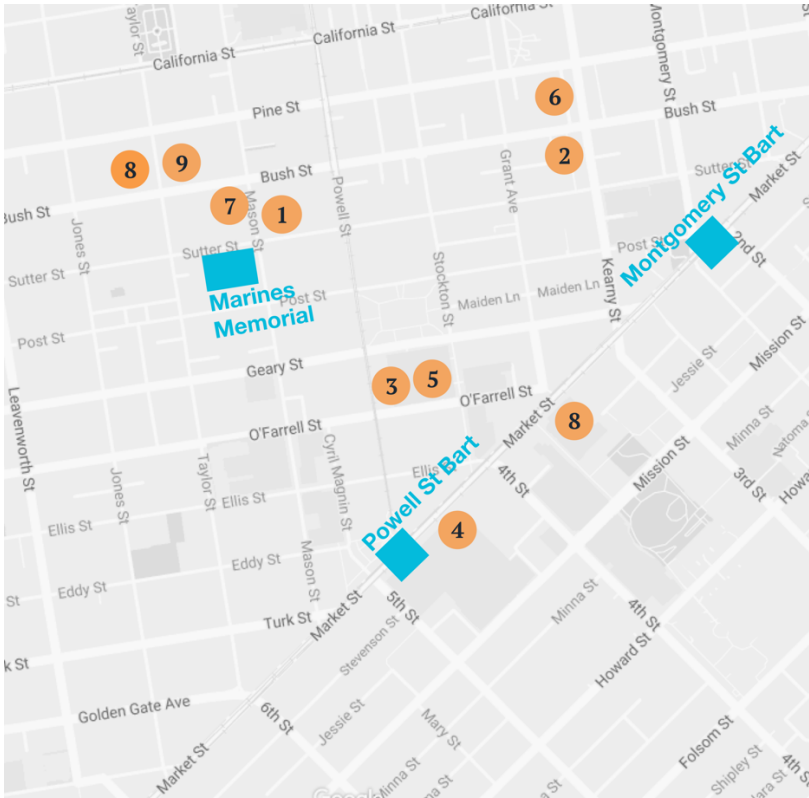
Contributing Sponsors



Corporate Friends



Food Recommendations



- | | | |
|---|---|--|
| <p>1 Hogwash
Gastropub
582 Sutter St</p> | <p>4 Loving Hut
Vegan, sandwiches, noodles
865 Market St, Westfield Mall</p> | <p>7 Tacorea
Mexican Korean tacos
809 Bush St</p> |
| <p>2 Boxed Foods Company
Sandwiches & salads
245 Kearny St</p> | <p>5 Macy's Cellar
Food court, lots of options
170 O'Farrell St</p> | <p>8 Super Duper
Burgers, salads
721 Market St</p> |
| <p>3 King of Thai Noodle House
Noodles, takeout
184 O'Farrell St</p> | <p>6 Muracci's Japanese Grill
Japanese curry, rice, udon
307 Kearny St</p> | <p>9 Fresh Brew Coffee
Sandwiches, Vietnamese
882 Bush St</p> |

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

PAPOR

**Pacific Chapter of American Association
for Public Opinion Research**