



**2019
PAPOR Annual
Conference**

**December 5 – 6, 2019
Marines' Memorial Club & Hotel
San Francisco**

Thursday

8:30am – 2:00pm 11 th floor foyer	Conference Registration / Check-in
9:00am – 10:30am Crystal Ballroom	Short Course 1: Heartwired Focus Group Moderation: Digging Deeper in Qualitative Research – Amy Simon
10:30am – 10:45am	Break
10:45am – 12:15pm Crystal Ballroom	Short Course 2: R for Survey Analysis – Jack Chen
12:15pm – 2:00pm	Lunch (on your own)
2:00pm – 2:10pm	Conference Welcome
2:10pm – 3:40pm Crystal Ballroom	Panel 1: Design Choices in Public Opinion Research
3:40pm – 4:00pm	Break
4:00pm – 5:30pm Crystal Ballroom	Panel 2: Attitudes on Politics, Policy, and Tech
5:30pm – 6:15pm Crystal Lounge	Welcome Reception <i>Sponsored by Goodwin Simon Strategic Research</i>
6:15pm – 8:30pm Crystal Lounge	Dinner & Plenary: The 2020 Decennial Census <i>Plenary sponsored by MPSM</i>

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: Ipek Bilgen
10:15am – 10:45am Crystal Lounge	Break
10:45am – 12:15pm Crystal Ballroom	Panel 4: Polling on Climate Change
12:15pm – 2:00pm Crystal Lounge	Lunch & Chapter Meeting <i>Lunch co-sponsored by SSRS and the Crossley Center for Public Opinion Research</i>
2:00pm – 3:30pm Crystal Ballroom	Panel 5: Innovations in Survey Methodology
3:30pm – 3:35pm	2019 PAPOR President Remarks

Thursday Short Courses

Heartwired Focus Group Moderation: Digging Deeper in Qualitative Research

9:00am – 10:30am, Crystal Ballroom



Amy Simon
Goodwin Simon Strategic Research

In this short course, we will dig into the Heartwired methods and techniques for effectively moderating focus groups on socially sensitive topics. How do you prepare in advance? Are you clear on the research goals? What happens when participants make challenging or upsetting statements?

From setting the right tone in the room to navigating tricky participant dynamics and strategically channeling the research discussion, you will learn the ins and outs of moderating focus groups on socially sensitive topics to better understand the ways in which the five heartwired factors – emotions, identity, lived experiences, values, and beliefs – combine, and often collide, to shape people’s attitudes and behaviors. Heartwired is a strategic guide developed by the teams at Goodwin Simon Strategic Research and Wonder: Strategies for Good.

All short course participants will receive a digital copy of the Heartwired guide. www.heartwiredforchange.com

R for Survey Analysis

10:45am – 12:15pm, Crystal Ballroom



Jack Chen
SurveyMonkey

Though many researchers rely on SAS, SPSS or Stata, R is a free alternative that can be equally powerful for survey analysis. This course will focus on teaching participants how to use the ‘survey’ package in R to analyze complex survey samples.

The hands-on course will walk through the basics of survey analysis in R: generation of summary statistics; calculation of variance; and post-stratification, calibration, and raking. Along the way, we’ll cover the basics of R as well, including merging datasets and data cleaning.

Participants will be provided with R scripts and sample data to practice their skills. If time allows, we’ll also expose students to more advanced data visualizations and dashboards that can be created only using R. At the end of the short course, participants will walk away with the tools and confidence to perform basic survey analysis using R.

Plenary: The 2020 Decennial Census

Thursday 6:15pm – 8:30pm, Crystal Lounge

Sponsored by MPSM



D. Sunshine Hillygus

Duke University

*Professor of Political Science and Director and
Director of the Initiative on Survey Methodology*

D. Sunshine Hillygus is Professor of Political Science and director of the Initiative on Survey Methodology at Duke University. She is co-author of *Making Young Voters: Converting Civic Attitudes into Civic Actions* (forthcoming, Cambridge University Press), *The Persuadable Voter: Wedge Issues in Political Campaigns* (Princeton University Press, 2008), and *The Hard Count: The Social and Political Challenges of the 2000 Census* (Russell Sage Foundation, 2006). She is associate PI of the 2020 American National Election Study, associate editor of *Political Analysis*, and formerly served on the Scientific Advisory Committee for the U.S. Census Bureau.



Eric McGhee

Public Policy Institute of California

Senior Fellow

Eric McGhee is a senior fellow at PPIC, where he focuses on elections, legislative behavior, political reform, and surveys and polling. His research on elections and electoral reform has appeared in numerous academic journals, and his work has been profiled on National Public Radio, the *Washington Post*, the *New York Times*, and *The Economist*. He is the creator of the “efficiency gap”—a widely used measure of gerrymandering—and coauthor of a legal test based on the measure that has been presented before the US Supreme Court in recent high-profile litigation. He is an occasional contributor to the *Washington Post*’s Monkey Cage blog on politics. Before joining PPIC, he was assistant professor of political science at the University of Oregon and served as a congressional fellow through the American Political Science Association. He holds a PhD in political science from the University of California, Berkeley.



Arturo Vargas
NALEO Educational Fund
Chief Executive Officer

Arturo Vargas is the Chief Executive Officer (CEO) of the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, a national non-profit, non-partisan organization working to strengthen American democracy by promoting the full participation of Latinos in civic life. He also serves as the CEO of NALEO, a national membership organization of Latino policymakers and their supporters. Arturo has held these positions since 1994. Arturo is a nationally recognized expert in Latino demographic trends, electoral participation, voting rights, the Census, and redistricting. Arturo holds a master's degree in Education and a bachelor's degree in History and Spanish from Stanford University.



Moderator: Liz Hamel
Kaiser Family Foundation
*Vice President and Director of Public Opinion
and Survey Research*

Liz Hamel is Vice President and Director of Public Opinion and Survey Research at the Kaiser Family Foundation (KFF), where she directs polling work including the monthly KFF Health Tracking Poll and ongoing survey partnerships with news media organizations such as The Washington Post and the Los Angeles Times. Her research focuses on the U.S. public's attitudes and experiences related to national health policy debates. Liz is a long-time member of AAPOR and PAPOR, and served as PAPOR president in 2006 and conference chair in 2010.

Panel 1: Design Choices in Public Opinion Research

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

Panel Chair

Jessica Gollaher, CSUS

Panelists



Renatta DeFever | Social Policy Research Associates

The Effect of Survey Mode on Responses to Social Connectedness Questions Among Older Adults



Dean Bonner | PPIC

¿Habras Español? The Importance of Spanish Language Interviewing Among Latinos



Eran Ben-Porath | SSRS and Ashley Kirzinger | KFF

Address-Based Sampling with a Voter File: Lessons from a 4-State Poll



Monisha Shah | UCSF

(Co-author: Chuncui Fan, UCSF)

Can sequential mixed-mode design help increase response rates? A test of two mixed-modes designs in the California Maternal and Infant Health Assessment Survey



Jeffrey Petersen | Allman & Petersen Economics

The Implications of Recent Legal Decisions for Survey Methodology in Class Action Wage and Hour Cases

Panel 2: Attitudes on Politics, Policy, and Tech

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

Panel Chair

Dean Bonner, PPIC

Panelists



Matt Lesenyie | Santa Clara University
Attitudes Toward Political Advertising Disclosures



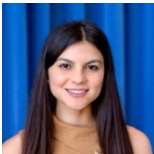
Samantha Finley | EDD
Parents' Attitudes Toward Their Children Using Technology



Anna Boch | Stanford University
Towards a More “European” Tolerance? Attitudes on Civil Liberties Using the General Social Survey, 1996-2018



Mariya Vizireanu | Center for the Study of Los Angeles
Angeleno Optimism for New Food Tech: a Promising Landscape for the Future of Food



Alein Y. Haro | UC Berkeley School of Public Health
Survey Design and Analysis in Class Action Wage and Hour Cases

Panel 3: Election Issues in the Western States

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

Panel Chair

Floyd Ciruli, Crossley Center for Public Opinion Research

Panelists



Floyd Ciruli | Crossley Center for Public Opinion Research
Colorado: From Swing State to Solid Blue?



Mark Baldassare | PPIC
Californians and the 2020 presidential primary context



Mark DiCamilo | Berkeley IGS Poll
Updating voter preferences in California's presidential primary and new poll findings about the possible impeachment of President Trump



Jill Darling | Center for Economic and Social Research, University of Southern California
Voting Red in a Very Blue State: A Look at the California GOP



Gilad Amitai | SurveyMonkey
Key Differences in Opinions in Western States

Panel 4: Polling on Climate Change

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

Panel Chair

Danell Brewster, EDD

Panelists



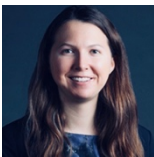
Catherine Chen | Stanford University
Trends in American Public Opinion on Climate Change
1997-2018: Testing Predictions of the ACE Model



Cailey Muñana and Lunna Lopes | KFF
(Co-authors: Liz Hamel, Mollyann Brodie)
Climate Change Attitudes in the American Southwest



Michele Zamora | UC Santa Barbara
(Co-author: Daniel Gomez)
The Kids Are Alright: Connective Identity and Youth
Climate Activism



Alyssa Dykman | PPIC
Who are the Climate Skeptics in California?

Panel 5: Innovations in Survey Methodology

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

Panel Chair

Mariya Vizireanu, Center for the Study of Los Angeles

Panelists



Paul Lavrakas | Reconnect Research

(Co-authors: Scott Richards, Jerell Goodman, Daryl Morgan, Shayne Ramirez, Tracy Sernau)

Pilot-testing the Use of Redirected Inbound Call Sampling (RICS) for 2020 Election Polling



J. Michael Dennis | NORC

(Co-authors: Trever Tompson, David Sterret, Eric Gober, Jennifer Benz, Nada Ganesh)

New Approach to Combining Probability and Nonprobability Samples: Estimating the Attitudes of the American Public and Hard to Reach Populations



Edward Paul Johnson | Dynata

(Co-author: Marc Dotson)

Marriage of Passive Geolocation Measurement and Survey Preference Data in Conjoint Analysis



Bas Weerman | Center for Economic and Social Research, University of Southern California

Co-author: Tania Gutsche)

Do Online Cognitive Tests Stand Up to Face to Face?

Student Paper Winners

Congratulations!

Winner



Anna Boch | **Stanford University**

Towards a More “European” Tolerance? Attitudes on Civil Liberties Using the General Social Survey, 1996-2018

Runners-up



Michele Zamora and Daniel Gomez | **UC**

Santa Barbara

The Kids Are Alright: Connective Identity and Youth Climate Activism

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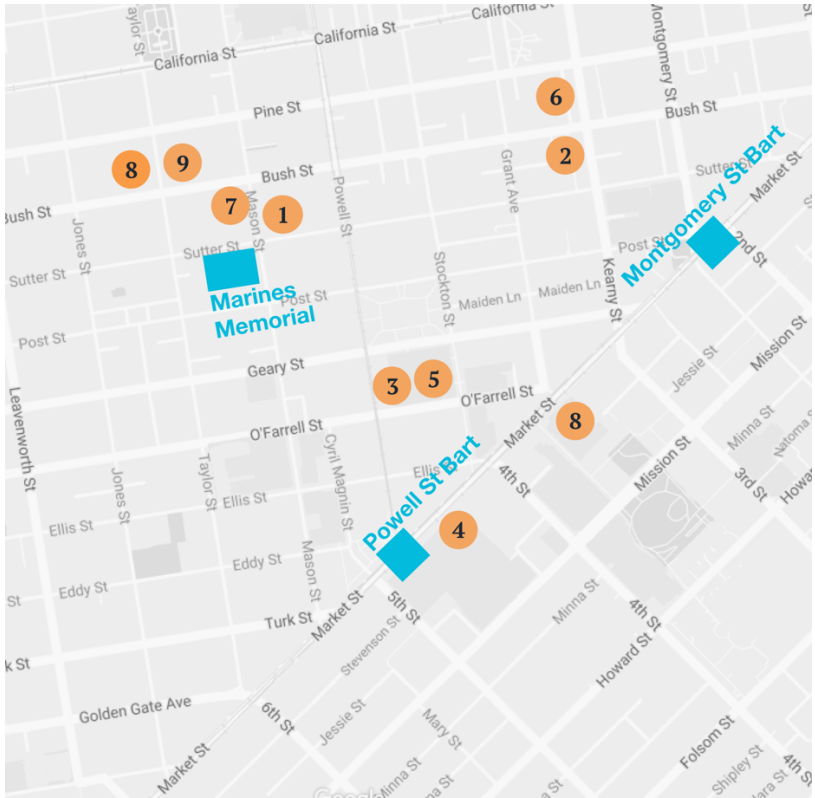
Corporate Friends



Conference Sponsors



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

A light gray map of the Pacific region of the United States, including Washington, Oregon, California, Nevada, Idaho, Montana, Wyoming, Utah, Arizona, and Alaska. The text is overlaid on the map.

PAPOR

*Pacific Chapter of
American Association for
Public Opinion Research*