

The Pacific Chapter of American Association for Public Opinion Research (PAPOR) is proud to announce the following short course:

## **“Building a Better Researcher: Advice for 2018 and Beyond”**

**UCLA Center for Health Policy Research | Los Angeles, CA  
April 25<sup>th</sup>, 2018 12:00PM – 3:00 PM**

### Course Preview

The course will consist of 4 presentations on topics relevant to public opinion and market researchers. Moving beyond the basics of quantitative and qualitative research we will help 'Build a Better Researcher' by offering information and advice on areas of research that are becoming increasingly important when fielding and analyzing research projects in 2018 and beyond.

- **Advice from the Front Line** – Practical Tips for Happier Respondents and Better Data.
- **Privacy in the United States and the EU** – First steps towards protecting yourself from a €20 million fine under the EU GDPR. (Spoiler Alert: Researchers in the US need to be aware of it too!)
- **Transparency in Your Research** – In a world of fake news, why transparency is more important than ever to your stakeholders ... and the baby steps it takes to get started.
- **Storytelling** – “Two data presentations walked into a bar...” Advice on how to improve your data presentations by using the power of storytelling.

The course is offered in person at the UCLA Center for Health Policy Research located in Westwood, California and is also available via live webinar for remote viewing. As part of PAPOR's commitment to assist the next generation of public opinion researchers, if you are currently a student note that there is a discounted student rate and special rates for student groups.

	Through 4/9/2018	4/10/2018 or later
PAPOR member – in person or live webinar	\$50	\$75
Non-PAPOR member (includes 2018 membership)	\$65	\$90
Student	\$20	\$25
Student Group (2-10 participants)	\$40	\$50
Group webinar rate (2+ viewers)	\$100	\$150

**In person registration includes pre-course lunch for onsite attendees from 11:30am – 12:00PM.**

For more information or to register visit <http://www.papor.org/events/short-course/>

## Speakers

**Stuart Pardau** - Stuart L. Pardau is a tenured Professor at the David Nazarian College of Business and Economics at California State University, Northridge where the focus of his research is on data security/privacy and intellectual property. Stuart is also the founder and principal of the law firm Stuart L. Pardau & Associates, based in Los Angeles. Stuart advises clients on intellectual property, data security/privacy, employment and general corporate law, and various regulatory issues confronting the marketing research and data analytics industries. In addition to representing many clients in the marketing research and data analytics industries, Stuart serves as outside General Counsel to the Insights Association. He has a J.D. in Law from Stanford University Law School and a M.Phil in International Politics from Cambridge University.

**Susan Petoyan** – Susan Petoyan is the CEO of Los Angeles based Imagine If Research and Insights, a progressive full service research agency. Susan has over 20 years of experience in research, including 9 years with Lieberman Research Worldwide and 8 years with the Walt Disney Studios. Susan holds a BAS in Social Psychology and a BA in Political Science from UCLA.

**Ashley Kirzinger** - Dr. Ashley Kirzinger is a senior survey analyst in Kaiser Family Foundation's Public Opinion and Survey Research team. She received her Ph.D. in Media & Public & Affairs from Louisiana State University's Manship School in 2012. She is a former MAPOR council member and currently serves as the chair of AAPOR's Transparency Initiative Coordinating Committee and on the AAPOR Standards Committee.

**Bob Davis** - Bob Davis is the CEO of the California-based telephone and web data collection research company Davis Research. Bob brings over 20 years of experience fielding phone and web surveys for private, governmental, and non-profit organizations. Bob has a Master's in Business from UCLA, a BS in Computer Science from UCSD and serves on the PAPOR executive council.

## About PAPOR

PAPOR is the regional chapter of the American Association for Public Opinion Research (AAPOR). Our mission is to bring together professionals in public opinion and survey research to discuss survey methodology as well as public opinion issues. PAPOR has 150+ members that represent the Western and Rocky Mountain States, with a handful of members from the East Coast, Midwest, and Canada.

If you have additional questions, please contact Bob Davis at [bob@davisresearch.com](mailto:bob@davisresearch.com)

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