



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 2018

President's Letter



Happy Spring PAPOR members,

I hope it's starting to warm up where you are.

The last couple months have kept the PAPOR council busy planning for a few events this spring. Up first was the **PAPOR Short Course, Building a Better Researcher**, which happened in Los Angeles and online on April 25. Next is a **San Francisco bay area happy hour** for May 1st. If you're in the area, I hope you can join us. And, of course, in mid-May, PAPOR

will be busy at the AAPOR conference in Denver. Come see fellow PAPOR members and mingle with other chapters at Wednesday evening's **chapter reception** at the conference hotel. The next night, Thursday, will surely be the highlight of the conference this year: it's the **PAPOR-organized chapter off-site event**, a gathering complete with drinks, food, karaoke, games with prizes, and more! **See page 3** for details and we'll see you there!

After everyone's headed home after AAPOR, PAPOR will be busy planning for our **annual mini-conference**. It will be held in late-June and serves to help PAPOR members learn some of the key lessons from the AAPOR conference. If you're up for recapping some of what you learned at AAPOR, please reach out to David Kordus (miniconf@papor.org). This event relies on members like you to bring back your conference take-aways to the rest of us.

We're still looking for others to organize happy hours or coffee meetups across the PAPOR region – please let me know if I can help you organize folks on a hyper-local level. With PAPOR's wide geographic reach, it's nice to be able to see fellow PAPOR members near you more often.

A big thanks to all our sponsors that have signed up to support us in 2018. For anyone still interested in sponsoring, it's never too late! Please reach out to me or Lynn Stalone (sponsorship@papor.org) for more information.

Finally, if you're coming to Denver, please do come say hi at the chapter reception on Wednesday or the off-site PAPOR-organized chapter event. Otherwise, I hope to see you at the mini-conference in June.

Enjoy your spring,

Bianca DiJulio
2018 PAPOR President
president@papor.org

Attention all members:

Have you recently changed your name, job, email, phone number, or address? If yes to any of the above, please contact the [Membership Chair](#) to update your contact information.

We need your name, email, job/position title, organization/business name, address, and phone number so that we can keep you up to date with what is going on!

Please Join Us!!

Bay Area Social—May 1, 2018 at [House of Shields](#) in **San Francisco** (near the Montgomery BART station) from **5-7pm**.

Sacramento Social— June 8, 2018 at [Zocalo's](#) in **Midtown Sacramento** from **4:30-7pm**.

Come meet new local colleagues and friends, or catch up with folks you've known for years!

Renew your PAPOR Membership / Sponsorship today!

Building a Better Researcher: Advice for 2018 and Beyond

PAPOR held its annual short course titled “Building a Better Researcher: Advice for 2018 and Beyond”, on April 25th. This course was held both as a webinar and in-person at the UCLA Center for Health Policy Research.

We had four guest speakers present during the short course. The topics discussed included practical tips for happier respondents and better data, data transparency in research, improving data presentation through storytelling, and privacy in the United States and the EU, particularly regarding the EU General Data Protection Regulation (GDPR).

Bob Davis is the CEO of the California-based telephone and web data collection research company Davis Research. He brings over 20 years of experience fielding phone and web surveys for private, governmental, and non-profit organizations. He began the event by discussing the importance of happy respondents and providing better data to clients. He emphasized treating respondents with respect, being transparent with respondents, thanking respondents for their time and opinions, as well as always protecting the privacy of our respondents. When discussing ways to provide better data, Bob mentioned investing in the RFP process, following good research fundamentals, understanding the research process, and always looking for ways to improve.

Dr. Ashley Kirzinger is a senior survey analyst in Kaiser Family Foundation’s Public Opinion and Survey Research Team. She also serves as the chair of AAPOR’s Transparency Initiative Coordinating Committee and is a member of the AAPOR Standards Committee. Dr. Kirzinger emphasized the importance of transparency in research through four

main points: 1) Building trust between you and your respondents; 2) making research replicable; 3) making sure that others can understand the limitations of the data; and 4) making sure it leads to better quality data. She also mentioned that there were 12 elements of transparency and how easy they are to incorporate into research projects. Currently there are [87 members](#) of the [Transparency Initiative](#).

Susan Petoyan is the CEO of the 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 Walt Disney Studios. Susan informed the audience on how to improve data presentations by using the power of storytelling. She first provided guidelines for writing and sharing your story, which included, less is more, data reports/presentations must have a point, and that reports/presentations should be customized to the audience you are presenting for.

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. He is also the founder and principal of the law firm Stuart L. Pardau & Associates, where he advises clients on intellectual property, data security/privacy, employment and general corporate law, and various regulatory issues confronting the marketing research and data analytic industries. Stuart discussed the [General Data Protection Regulation \(GDPR\)](#) being implemented by the EU on May 25, 2018 and how it may affect both national and international organizations. He emphasized the importance that every research organization take a moment to review its key provisions and address any exposure immediately.

Special thanks to PAPOR executive council member Bob Davis for organizing and the UCLA Center of Health Policy Research for being such gracious hosts.

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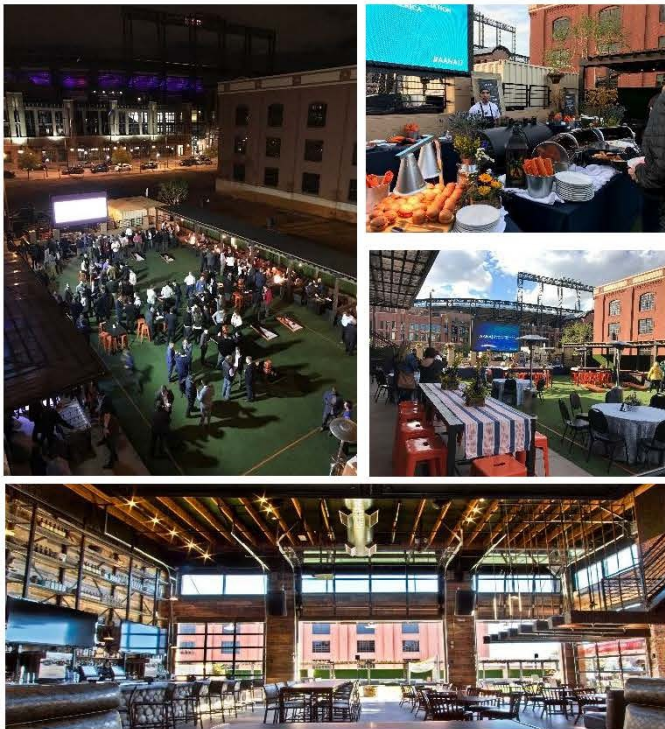
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Join Your AAPOR Colleagues For An Evening Of Food, Fun & Music

VIEWHOUSE

EATERY, BAR & ROOFTOP

2015 Market Street,
just 1 mile from the
conference hotel



**Thursday Evening,
May 17th
8PM to 11:30PM**

A complimentary evening of camaraderie, networking, photo booth, games (with prizes!), DJ, Karaoke, & great food for all conference attendees! Free drink ticket for the first 200 to arrive.

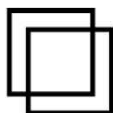
Your conference badge gets you in.

(no guests, please)

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Student Spotlight



Lindsay Bayham, UC-Berkeley

Lindsay grew up in St. Louis, MO, before moving to North Carolina to study Public Poli-

cy at Duke University. As an undergraduate, she got an early taste of research by working on a diverse array of projects, including a national election campaign donor survey in the United States and interview-based evaluation studies in Ghana and South Africa. After college, Lindsay began pursuing her own research through a Fulbright Fellowship in Ghana, studying the connections between migration, communication technologies, and development. She is currently a PhD student in Sociology at UC-Berkeley, where she has interests in social networks, social mobility, development, and novel integrations of qualitative and quantitative data. Lindsay's dissertation research, set in Ghana, examines changing attitudes towards redistribution and informal support in the context of widespread economic development. She has also worked with Leora

Lawton and Claude Fischer on the UC-NETS survey of social networks in the Bay Area (for which she co-authored a paper on interviewer effects at the 2016 PAPOR conference). Aside from her graduate studies, Lindsay has completed two internships in User Experience research at Facebook, where she focused on understanding the social networks and technology needs of low-income populations in emerging markets. This is her second year as a member of PAPOR, and her first year as student representative on the PAPOR Council. She looks forward to getting to know the PAPOR community further, and bringing in more student members as well!

**Interested in hosting a
social event in your local
area to meet and network with
other PAPOR members?**

[Tell us about it.](#)

**We will post it on PAPOR
social media sites and
announce it in the next
newsletter!**

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

[Become a PAPOR Sponsor Today!](#)

If you are interested, but would like to get more information please contact

Lynn Stalone at sponsorship@papor.org.

If you would like to Support PAPOR by becoming a sponsor, please contact Lynn Stalone at sponsorship@papor.org.

Here's some of the great stuff we've have coming up for you this year:

Two opportunities to visit us in Denver

Since the AAPOR conference in Denver is in our region this year, PAPOR is organizing a party for conference attendees at an off-site venue for **Thursday, May 17 at 8pm**, complete with games, drinks, food, karaoke and photos! Mark your calendar so you don't miss out on the fun!

You can also find us at the AAPOR conference **chapter reception**. We'll be providing some more information about PAPOR's events and a chance to win a nice raffle gift from one of PAPOR's members states. The chapter reception is a fun time to network and connect with other PAPORites.

Mini-conference

In case you miss the AAPOR conference in May or, like many attendees, didn't get to see all the sessions you wanted, be sure to sign up for

PAPOR's Mini-Conference in late-June. A few PAPOR members who were at the AAPOR conference will present summaries of the various sessions they attended, providing a great opportunity to learn about topics and studies you may have missed at AAPOR. The Mini Conference will be in or near San Francisco, and also available via webinar. PAPOR's Mini-Conference Chair, David Kordus, will provide more details in the spring.

Student Paper Competition

Also in the summer and fall, student members and members who work with students are invited to participate in PAPOR's Annual Student Paper Competition. The lead author of a paper must be a student, and the competition provides a chance to win a cash prize, a slot and funds to present at PAPOR's annual conference, and an annual PAPOR membership. Danell Brewster, the Student Paper Competition Chair, will send out flyers to students and universities this summer, and papers will be due in October, but it's never too early to mark your calendar, spread the word, and start thinking about a paper to submit.

AAPOR Webinar – PAPOR Chapter Spotlight “Public Opinion of the Affordable Care Act: A Deeply Loved/Hated Law”

In July, PAPOR's very own Dr. Mollyann Brodie will discuss the past, current, and future of polling on the controversial Affordable Care Act and how the lessons learned during the past eight years may also prove useful in future polling on the seemingly ongoing health care legislative debates and other controversial laws in highly polarized political climates. We're excited to be partnering with AAPOR on this webinar to feature some of the great work being done in our region!

Annual PAPOR Conference

PAPOR's last event of the year is the Annual Conference at the Marines' Memorial Club and Hotel in **San Francisco, December 6-7**. The conference is a great venue to present and learn about current public opinion research, network with local and regional professionals, and attend the two short courses for professional development. Jessica Gollaher, the Conference Chair, and Kelsey White, the Associate Chair, will start sending out information and requesting papers this summer.

Thank you to our

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Councilor-at-large, Webmaster - Laura Wronski

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PAPOR Member Profile

PAPOR serves to support public opinion researchers in the western region of the US and Canada, including areas west of the Rocky Mountains as well as Alaska and Hawaii, but welcomes members from across the US and Canada. Although PAPOR is the local chapter of the American Association for Public Opinion Research (AAPOR), membership in AAPOR is not required to join PAPOR.

As of April 2018, PAPOR has 142 current members.

- 91% are regular members
- 6% Student members
- 3% Honorary lifetime members

- **Gender:**
Female 53%; Male 47%

- **Race/Ethnicity:**
Non-Hispanic White 76%
Asian/Asian American 8%
Hispanic White 5%
Multi-Racial 5%
Black/African American 3%
Other 3%

- **Industry:**
48% For-Profit / Private
27% Academic
10% Non-Profit
6% Government
5% Consultant
3% Other or Unsure
2% Retired/Not employed

- **Western Region:**
68% California; 5% Utah;
4% Washington; 4% Nevada;
3% Oregon; with the remainder spread across Arizona, Alberta, Canada, Colorado, Montana, Hawaii, and New Mexico.