



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

Fall Issue | October 2019

President's Letter



Hi everyone!
I hope you all had some restful
and exciting summer
vacations! Now that Labor Day
has passed and it's officially
fall, the PAPOR annual
conference is just around the
corner! The conference will be

held December 5th and 6th at our usual spot, the
Marines' Memorial Club & Hotel in San Francisco.

Students! This year's conference will have a panel dedicated to
presentations given by graduate and undergraduate students.
First-time presenters are welcome and encouraged to
participate! The conference will also have great networking
opportunities for both students and more experienced
professionals.

In addition to the dedicated panel, students are encouraged to
submit papers for the Student Paper Competition! Winners will
receive a cash award, complimentary registration for the
conference, and one year of free PAPOR membership and
travel expenses for the conference. For questions or
submissions, please reach out to our Student Paper
Competition Chair Danell Brewster at
studentpaper@papor.org.

Whether you're a student or a professional, the deadline for
abstract and student paper competitions submissions is
October 15th, so get yours in today! Our wonderful
Conference Chair Laura Wronski and Associate Conference
Chair Erin Pinkus are planning a really special conference this
year, so be there or be square! Finally, sponsorship is a great
way to spread the word about your organization and support
your local public opinion research community. If you're
interested in sponsoring PAPOR, reach out to our Sponsorship
Chair at sponsorship@papor.org.

While many of us are watching the Democratic debates and
candidates closely, we at PAPOR are also thinking about
future leadership and starting to think about our candidates and
slate for next year's Executive Council. The next council is
voted into office during our annual meeting, which takes place

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About PAPOR

December 6th during the annual conference. If you are
interested in volunteering, please reach out to our Past
President Bianca Dijulio (pastpres@papor.org). I've been
on the Executive Council for a few years now, and can
say with confidence that it's a really great opportunity —
a great way to support the organization, plan some
fantastic events and activities, and get to know other
PAPOR members!

Hope to see everyone in San Francisco in December for
the Annual Conference!

Mira Rao
2019 PAPOR President
president@papor.org

Upcoming Events

Fall Sacramento Social:
October 18, 2019 at Easy on I from
4:30-7:00pm

SurveyFest:
January 25, 2020 at
Stanford University
This is a student event!

Renew your PAPOR Membership / Sponsorship today!

Student Spotlight



Brian Wells, University of Michigan

Brian first became interested in the field of surveys and

public opinion research without even knowing it. As a senior in high school, Brian surveyed over a hundred students enrolled at the local technical college as part of a class project to gauge interest in new course offerings. The results from that survey helped Brian and his team take 1st place at the state DECA competition and qualified them for the international competition later that year. It wasn't until years later that he would come back to survey research.

Brian received his bachelor's degree in Statistics from Brigham Young University where he worked on the (now defunct)

Utah Colleges Exit Poll which stoked his passion for survey research. His experience with the exit poll and his time as a statistical consultant for the College of Family, Home, and Social Sciences working on a host of survey related projects led him to pursue a

master's degree in Survey Research and Methodology from the University of Nebraska – Lincoln. He is currently a PhD candidate at the University of Michigan where his dissertation focuses on biomeasure collection in longitudinal surveys. While finishing his dissertation, Brian currently works for the UCLA Center for Health Policy Research as the survey methodologist for the California Health Interview Survey (CHIS) where he has been working on a redesign of their sample design and data collection methods from an RDD CATI survey to an ABS mixed mode survey.

Brian is a recent PAPOR member. He was first introduced to PAPOR as part of the 2018 PAPOR short course where he helped to coordinate the use of the UCLA Center for Health Policy Research facilities for the in-person attendees. Brian joined PAPOR later that year and began serving as PAPOR Webmaster at the start of 2019.

Brian enjoys spending time with his wife and three children, being an active member of the Church of Jesus Christ of Latter-day Saints, listening to and watching the waves on Southern California beaches, playing board games, and reading and watching all things science fiction and fantasy.



SAVE THE DATE

PAPOR
Pacific Chapter of American Association
for Public Opinion Research

Annual Conference

December 5-6, 2019

Marines' Memorial Club & Hotel
San Francisco, CA

www.papor.org

Call for Participation at the 2019 Annual Conference of the Pacific Chapter of the American Association for Public Opinion Research (PAPOR)

December 5-6, 2019

Marines' Memorial Club & Hotel, San Francisco

Submissions for the 2019 Annual Conference of the Pacific Chapter of the American Association for Public Opinion Research are now open. PAPOR enthusiastically welcomes submissions for panel presentations on any topic related to public opinion research, theory, or methodology. We encourage participation from all sectors engaged in public opinion and public policy research, including academia, government, private sector, and non-profit.

The 2019 conference will feature five panel sessions with three to five presenters in each, along with two short courses and a plenary event. View the agendas from our recent conferences on our website:

<http://www.papor.org/events/annual-conference/past-conferences/>

NEW in 2019: To encourage student participation, one panel will be reserved for presentations given by graduate and undergraduate students. This student-only panel is intended to give young researchers an opportunity to share their work and receive feedback in a professional setting. Submissions from students who are new to PAPOR and/or are first-time presenters are welcome. The conference will also feature networking opportunities for students and professionals alike.

Abstract Submission Process

All abstracts must be no longer than 300 words and must be received no later than midnight (PDT) on October 4, 2019. Abstracts should be submitted online at:

<https://www.surveymonkey.com/r/PAPOR2019>

Panel Moderators

The PAPOR conference is made possible thanks to the help of many volunteers, including those who moderate each of the panel sessions. Moderators are responsible for introducing each presenter and keeping the session running on time. If you are

planning to attend the conference and would like to serve as one of our panel moderators, please email confchair@papor.org with the subject line "PAPOR moderator" to indicate your interest. We would appreciate it!

If you would like to organize a panel on a particular theme, please email confchair@papor.org with a proposal detailing the suggested panel topic and the names of two to three potential presenters. Panel organizers will work with the conference chair and associate conference chair to recruit and select presenters for their panel.

Student Paper Competition

PAPOR encourages students to submit papers related to surveys, public opinion, or market research for the annual Student Paper Competition. Papers must have been authored by graduate or undergraduate students currently attending colleges and universities within PAPOR's region. Email your paper by midnight (PDT) on October 15, 2019 to the PAPOR Student Paper Chair at studentpaper@papor.org. The first-place winner will receive a cash award and some travel expenses, and the first- and second-place winners will receive a one-year complimentary PAPOR membership and a guaranteed presentation spot on the annual conference program. For more information, visit: <http://www.papor.org/resources/student-paper-competition/>

Please note: submission to the paper competition is not required for a student's abstract to be accepted as a panel presentation.

Sponsorship

Sponsorship is a great way to publicize your organization and support public opinion research. If you or your organization is interested in becoming a PAPOR sponsor, we have several different levels of sponsorship to consider. Please contact our Sponsorship Chair at sponsorship@papor.org for more information on how to become a PAPOR sponsor.

We look forward to seeing you in San Francisco!

Laura Wronski and Erin Pinkus
PAPOR Conference Chair and PAPOR Associate
Conference Chair

PAPOR Annual Conference Short Courses: A Preview



Short Course 1:

Heartwired Focus Group Moderation: Digging Deeper in Qualitative Research

*Instructor: Amy Simon, Founding Partner,
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



Short Course 2:

R for Survey Analysis

*Instructor: Jack Chen, Manager, Research
Data Science at 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.

Resources for Students and Early Career Members

Marketing Research Events

Quirks.com offers a list of nationwide courses, webinars, presentations, and other trainings available every day of the week!

Election Polling Resources

It's almost election year, and various groups are already ramping up their Polls. AAPOR offers several sources that can help you make sense of the latest polls, and put current results into perspective.

WAPOR Educational Activities

WAPOR will begin to offer workshops, webinars, and recorded interviews about international research. Their [first free webinar](#) was September 19, 2019.

SurveyFest!

SurveyFest is coordinated by the AAPOR Education Committee's Diversity Subcommittee.

This is the second year it has been put on, last year was at University of Illinois, Chicago. This year it is being held at Stanford University on Saturday, January 25, 2020.

What is SurveyFest?

It's a one-day conference that introduces undergraduate and graduate students to careers and graduate studies in public opinion and survey research.

What does it include?

- Panel discussions with professionals from the public sector, private sector, and academia sharing about their careers, and offering advice to participants.
- Opportunities for networking.
- Information and tips for rewarding educational and professional careers.
- As well as free student membership and reduced registration fee for attending the annual AAPOR conference (a total value of over \$200)

For more information please contact Vicki Pineau (pineau-vicki@norc.org), Chair of the Diversity Subcommittee for the Education Committee.

If you can't make it to the conference, a few of the Graduate Studies Programs that are specific to the public opinion industry are also listed on the AAPOR website.

Check us out! [Twitter](#) [LinkedIn](#)

Thank you to our

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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 September 2019, PAPOR has 155 current members. 142 regular members, 8 Students, and 5 Honorary Lifetime members.

- Gender:**

Male 55%

Female 45%

- Race/Ethnicity:**

Non-Hispanic White 79%

Other or Multi-Racial 21%

- Industry:**

44% For-Profit / Private

28% Academic

13% Non-Profit

6% Government

5% Consultant

3% Other/Retired/Not employed

- Region:**

63% California; 6% Oregon; 6% Washington; 5% Utah; 3% Nevada; with the remainder spread across Arizona, Alberta and BC Canada, Colorado, Hawaii, Illinois, Kansas, Maryland, Massachusetts, Michigan, Montana, New Jersey, New York, North Carolina, Pennsylvania, Texas, Virginia, and Washington D.C.