



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 | December 2020

President's Letter



Hello PAPOR members,

As 2020 comes to an end, I reflect on what a crazy year it has been for those of us conducting research. From the pollsters to the public health researchers and everyone in between, we have all experienced disruptions,

changes to data collection protocols, changes in the populations we study, changes in how we present the data we have collected, and most notably changes to our budgets. On a personal level, we have experienced more anxiety, uncertainty, and a host of other emotions that have made this year feel like an eternity. Overall, the comradery, support, understanding and empathy we have among our PAPOR and AAPOR family has been amazing. Sharing our experiences during this pandemic, has made us stronger together. This is one of the many reasons I cherish belonging to such diverse and eclectic organizations. We are all hoping for a better year in 2021.

As you know, PAPOR decided to not hold a virtual conference this year after we received feedback from our members. We on the council sure missed you all this year but look forward to an in-person conference in December 2021.

The short course "Putting it All Together: Qualitative Methods for Survey Researchers" was well attended and we would like to extend our gratitude to Anne Kroeger for sharing her expertise with us.

We also held an all chapter meeting to vote on the 2021 PAPOR council and announce our student paper winners (featured in this newsletter) and see some of the wonderful faces of PAPOR members.

In this issue:

-President's Letter

-December 2020 Annual Membership Meeting Highlights

-Student Paper Competition Winners

-Student Paper Competition Spotlight Interview with Rafi Najam

-Byte Size Research Submissions

-December Short Course Highlights

-2021 PAPOR Council Slate

As we welcome our new slate and look forward to 2021, again I want to thank everyone for allowing me to be a part of such a wonderful organization. I have been honored to serve on this council for so many years and look forward to what PAPOR has in store moving forward. Please remember to invite your friends and co workers to be PAPOR members (\$20 a year and \$12 a year for students). The benefits of membership far outweigh the price. If you want more information please reach out to our membership chair at membership@papor.org.

Last but certainly not least, we want to send our sincere appreciation to our 2020 sponsors and hope you will consider sponsoring us again in 2021.

Jessica Gollaher

2020 PAPOR President

president@papor.org

Renew your PAPOR Membership / Sponsorship today!

PAPOR December Events: Annual Membership Meeting Highlights

Our December Conference looked a lot different this year given the COVID-19 outbreak. Following are some highlights from these events, including the short course on qualitative research methods led by Facebook UX Researcher Anne Kroeger (see page 8), and the December Annual Membership Meeting. Council would like to recognize and thank Erin Pinkus, PAPOR Conference Chair, and Ran Wei, Associate Conference Chair, for their hard work in planning and coordinating these events.

Our Annual Membership Meeting took place on Friday, December 11th. President Jessica Gollaher and Vice President Sam Finley introduced the new slate, which was approved. Congratulations, and welcome, 2021 Council! See page 9 for the full 2021 slate.

Next, Student Paper Competition Chair Annie Weaver announced the winners of this year's student paper competition. Rafi Najam placed first in the competition, and Christian Law was the runner-up. Congratulations, Rafi and Christian! See pages 3-5 for more about their submissions and a spotlight interview with Rafi.

Jessica and Sam quizzed PAPOR members with some trivia questions and raffled off gift cards for attendees. The Byte Size Research participants were also recognized. For more on the Byte Size Research, see pages 6-7.

Thank you to all that were able to attend this meeting and the short course. PAPOR Council is grateful to their members for their continued support, especially during this past year. We look forward to seeing everyone at the San Francisco Marines' Memorial Hotel for next year's conference!



2020 PAPOR Student Paper Competition Winners



First Place Winner: Rafiuddin Najam, Oregon State University

Financing of Public Higher Education in Afghanistan: Public Opinion and Information Effects



Runner-up: Christian Law, California Lutheran University

Abuse of Trust? The Influence of College Students' Race and Major on Perceptions of Police

Congratulations, Rafi and Christian!

Below, Student Paper Competition Chair Annie Weaver announces this year's winners at the PAPOR December Membership meeting on December 11th.

Student Paper Winners



First Place: Rafiuddin Najam (Rafi)

Financing of Public Higher Education in Afghanistan: Public Opinion and Information Effects

Oregon State University, Master of Public Policy; incoming 2020 Ph.D. student



Runner-Up: Christian Law

Abuse of Trust? The Influence of College Students' Race and Major on Perceptions of Police

California Lutheran University, Department of Criminology and Criminal Justice

PAPOR



2020 PAPOR Student Paper Competition Winner: Spotlight Interview with Rafi Najam



Enjoy this spotlight interview with PAPOR Student Paper Competition Chair Annie Weaver and this year's winner, Rafi Najam:

AW: First, I want to congratulate you on writing an excellent paper and winning the 2020 PAPOR Student Paper Competition! I'd love to learn a little bit more about your background – where did you grow up and how did you end up at Oregon State University?

RN: Thank you. It was good news during such challenging times. I am from Afghanistan. I spent my childhood in the eastern part of the country; then, my family moved to the capital, where I completed my undergraduate studies at Kabul University. I started to work for the Administrative Office of the President-Afghanistan. Unfortunately, the harsh reality of developing nations is that not every decision is based on reliable evidence and data. I am interested in research, but Afghan universities have very low research activities that basically does not exist; thus, I applied for a Fulbright Scholarship to continue my graduate school in the US and ended up at Oregon State University (OSU).

tions is that not every decision is based on reliable evidence and data. I am interested in research, but Afghan universities have very low research activities that basically does not exist; thus, I applied for a Fulbright Scholarship to continue my graduate school in the US and ended up at Oregon State University (OSU).

AW: Tell me more about your academic background. What did you study as an undergrad student and as a graduate student, and what are you planning to focus on as a PhD student?

RN: I did my undergraduate in Public Administration and Policy at Kabul University, received my Master in Public Policy from OSU, where I am continuing my PhD studies in the same field. My research focuses on social policies and public opinion, particularly applying empirical methods to illustrate the complexities and intersection of social, political, and economic elements shaping public attitudes in Afghanistan and the developing world.

AW: Your competition paper was so clearly tied to public opinion. How did you first get into public opinion research? What interests you about it?

RN: Excellent question. It is highly tied with my experience and the environment I grew up in, where conflict and political turmoil are nearly the normal aspects of people's lives. Meanwhile, every analyst claims that policy decisions have been made to accommodate a particular party, group, or ethnic interest. This might be true, but a lack of data to support their claims could widen the trust gap between the public and government, contributing to expanding ethnic clashes in multi-ethnic states such as Afghanistan. It sounds more like zero-sum thinking. This was the primary reason that led me to become interested in research-based decision making, accountability, and transparency. Furthermore, the [Afghan People Survey](#) by Asia Foundation that captures Afghan people's attitudes over a range of topics annually since 2004 intrigued me to public opinion research avenue. I closely followed these reports and hoped that I would gain the skills to run a research project and contribute to the scientific community one day. The first time I came across the AAPOR name was in these reports as they utilize the AAPOR procedure in their methodology.

Public opinion presents an avenue to track generational changes and highlight the country's progress in multiple dimensions. It might sound abstract and very general yet it provides a rich insight into citizens' and countries' progress. On the other hand, public polls present rich data that could be utilized by modern empirical methods to shed light on important issues in a given country. The complex nature of public opinion research keeps me interested in this field.

2020 PAPOR Student Paper Competition Winner: Spotlight Interview with Rafi Najam

AW: How did you first hear about PAPOR and why did you ultimately decide to submit your paper to the PAPOR Student Paper Competition?

RN: Actually, I never heard about PAPOR and had little knowledge about AAPOR mainly because of its academic journals in public opinion and survey research. One of my advisors shared the PAPOR Student Paper Competition link and encouraged me to submit my paper. I was hesitant at the beginning about whether I should submit my paper or not, but his support inspired me to submit my paper for the competition. I conducted a randomized control trial experiment to examine how information provision changes Afghan citizens' views toward private financing options of public higher education.

AW: Your paper focused on a fascinating subject – financing policy of public higher education in Afghanistan. What attracted you to this topic?

RN: There were many reasons for this topic. As the international communities' financial commitments are declining, the Afghan government has to make difficult decisions to allocate limited resources to uphold public services. Hence, new revenue sources are vital to identify that could be operationalized in the near future. Students in public day-time undergraduate programs are not subject to any tuition, while nighttime students pay a flat fee. As the student's enrollment rises exponentially, both private and public institutions and day-time schools experience financial constraints similar to the nighttime programs. The question arises if the Afghan government can introduce tuition fees for students in day-time undergraduate programs. Still, the enactment of the tuition fee policy might face robust public opposition. It is important to understand people's perceptions toward the introduction of tuition fees for the day-time undergraduate program in public institutions. Still, the primary focus should be on examining policy options that might help the Afghan government lessen citizens' opposition toward the introduction of such policies. Hence, the study investigates whether information provision might be among the cheap and effective policy interventions. That Afghan government can use to initiate discussions concerning the private financing revenues sources for the Afghan public universities.

AW: What do you see yourself working on in the future?

RN: As I stated earlier, my research focus is on applying empirical methods to shed light on issues in developing countries, particularly Afghanistan. My goal is to learn and apply advanced empirical methods during my PhD studies and contribute to the scientific community through research and teaching in Afghanistan and globally upon graduation.

AW: And lastly, for a bit of fun: could you please tell us something people don't know about you?

RN: Let's keep it that way! I enjoy cooking. Actually, I learned it in recent years, mostly during graduate school.

PAPOR December Events: Byte Size Research

The Washington State Twin Registry sent out a COVID-19 questionnaire 3 days after the lockdown orders were issued in Washington State. The questionnaire was completed by 3,971 individuals, including 1,040 pairs of twins. To date, we have published two manuscripts using data from the questionnaires. In the first paper, we found that a decrease in physical activity was associated with an increase in stress and anxiety. In the second, we found that an increase or decrease in alcohol use was associated with an increase in stress. We are continuing to collect follow-up data and have collected 3 follow-up surveys so far. For more, visit: <https://wstwinregistry.org/category/covid-19/covid-19-findings>

*Ally Avery, Washington State Twin Registry
Everett, WA
ally.avery@wsu.edu*

Methods to increase child interviews in push-to-web surveys

The struggle in recent decades to obtain population-based survey data has had direct impacts on collecting data on children, not just on adults. Often, it is the difficulty of encouraging parents to provide potentially sensitive information about their children to researchers.

The California Health Interview Survey (CHIS) has been an important source on the health and health care of children aged 0–11 in California for nearly 20 years. However, the proportion of adults who have agreed to participate and completed the child survey has gradually declined since its inception.

In 2019, CHIS replaced its historic telephone mode with a mixed-mode web and telephone design using address-based sampling (ABS). In conjunction with the general sampling and data collection redesign, CHIS implemented two new methods to specifically increase the number of child survey completes in 2019: 1) placing the child survey questions before the adult survey and 2) oversampling households with children through predictive modeling.

The overall transition to ABS and web data collection resulted in a nearly 29% increase in child completes in CHIS 2019 relative to CHIS 2018. The child-then-adult ordering increased the number of child completes by an additional 42%, with evidence that adult completes were not reduced relative to the original ordering. Finally, an additional 23% was gained through predictive modeling of households with children. With all these changes combined, CHIS achieved over 3,000 child completes in CHIS 2019 — nearly double the number of child completes compared to CHIS 2018 and the highest number of child completes since CHIS 2012. These changes show the great utility of survey ordering and predictive modeling in increasing child completes in a population-based push-to-web survey. You can read the full CHIS Methodology Brief on these methodology changes at <https://healthpolicy.ucla.edu/chis/design/Documents/CHIS2019-Child-Redesign-MethodologyBrief-Oct2020.pdf>.

*Brian M. Wells, PhD
Data Quality and Survey Methodology Manager
California Health Interview Survey
UCLA Center for Health Policy Research*

PAPOR December Events: Byte Size Research

Intergroup contact is an effective means for reducing outgroup prejudice. Based on an online experiment on MTurk, one of my current projects (based in part on my dissertation research) demonstrates that observing intergroup encounters involving Muslims via news media – as a form of indirect contact – can be a remedy for Islamophobia. Specifically, results indicate that exposure to positively framed media portrayals of Muslim/non-Muslim encounters has positive effects on non-Muslims' willingness to engage in future contact with Muslims. This relationship is partly mediated by interest in learning more about this group and how people use media to satisfy their social identity needs. However, contrary to expectations, making a shared (i.e., national) identity more salient in those portrayals did not moderate these effects. In future studies, I would like to expand this framework by exploring mediated intergroup contact in combination with other forms of contact involving underrepresented groups, and exploring the circumstances under which emphasizing a common ingroup identity in media messages can lead to prosocial outcomes.

*Rico Neumann, Dept. of Communication, University of Washington
Seattle, WA
rneu@uw.edu*

Generally, I am interested in collaborating on survey and/or experimental research projects that focus on social identity aspects and experiences with different forms of intergroup contact.

KFF partnered with ESPN's The Undeclared to conduct a probability-based, multi-mode survey of U.S. adults with an oversample of Black adults. Focusing on the health care experiences of Black Americans, this survey found that 55% of Black adults don't trust the health care system to do what is right for their community, and 20% have personally experienced race-based discrimination while getting care. In light of these experiences, 49% of Black adults said they would not get a coronavirus vaccine -- citing reasons such as safety concerns and distrust of the health care system -- and 65% don't think the vaccine development process is taking the needs of Black people into account. Taken together, these findings highlight some of the challenges related to uptake of an eventual COVID-19 vaccine, particularly in the Black community that has been disproportionately affected by the pandemic. For more, visit: <https://www.kff.org/report-section/kff-the-undeclared-survey-on-race-and-health-main-findings/>

*Cailey Munana, Kaiser Family Foundation
San Francisco, CA
caileym@kff.org*

PAPOR December Events: Short Course

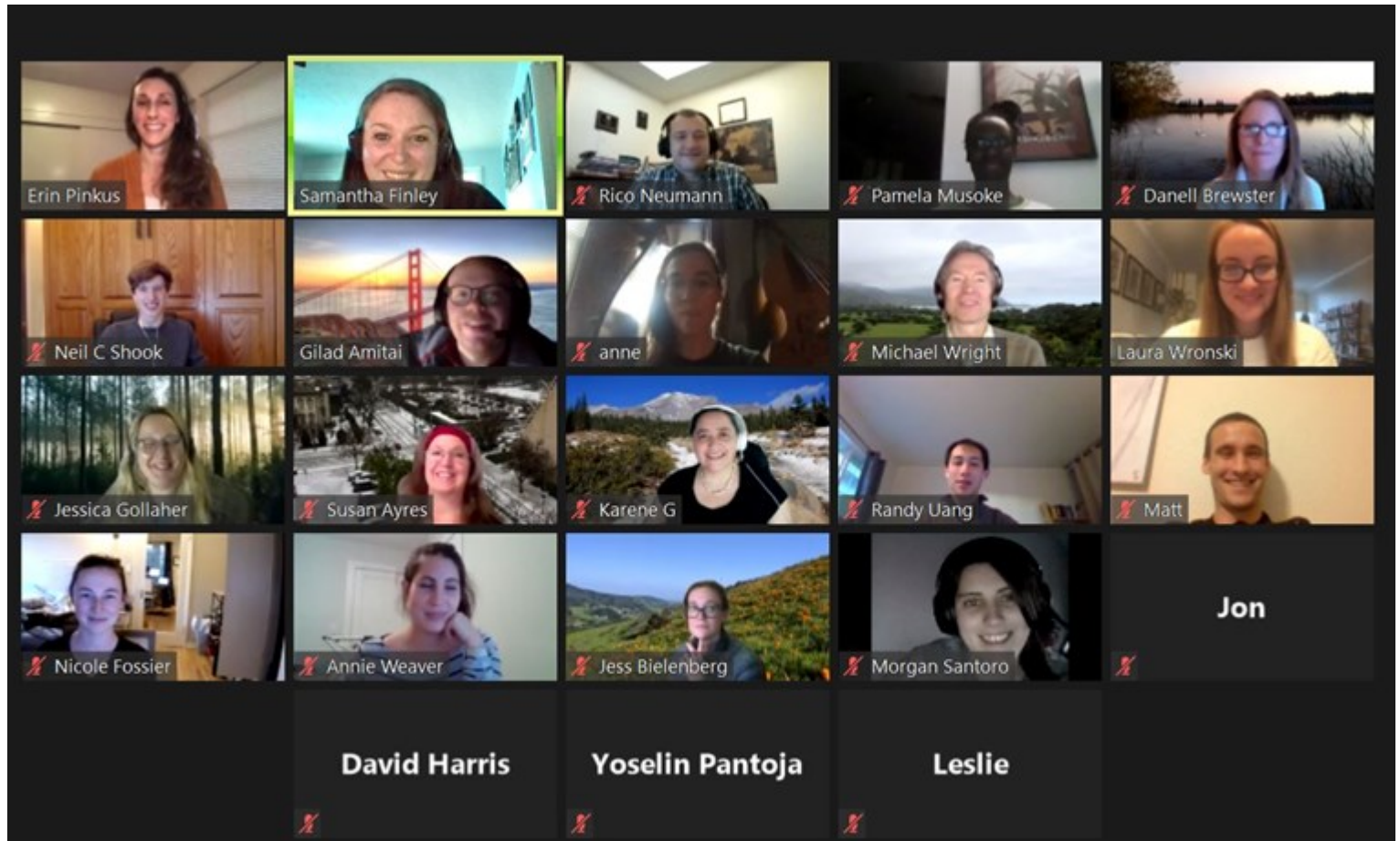
Putting it All Together: Qualitative Methods for Survey Researchers



On December 10th, Anne Kroeger, a UX Researcher at Facebook, taught a short course focused on teaching participants the basics of various types of qualitative research methods, when to apply each method, and tips for how best to conduct these methods in conjunction with survey data. Participants learned about semi-structured and unstructured interviews, focus groups, and observation, alongside some best practices for question probing without leading. The course also provided examples for how to put it all together in a perfect world and how to adapt when that world is less than perfect.

Thank you, Anne!

Below: a photo of the December short course attendees



Meet the 2021 PAPOR Council

Congratulations to the incoming **2021 PAPOR Council**:

President, Samantha Finley

Past-President, Jessica Gollaher

Vice President/President-Elect, Rico Neumann

Treasurer, Danell Brewster

Secretary, Rebecca Hofstein Grady

Conference Chair, Erin Pinkus

Associate Conference Chair, MaryLauren Malone

Membership Chair, Jennifer Benz

Student Paper Competition Chair, Annie Weaver

Councilor-at-Large, Sponsorship, Natalie Teixeira

Student Representative, Rafi Najam

Councilor-at-Large, Short Course Chair, Bob Davis

Councilor-at-Large, Mini Conference Chair, Alyssa Dykman

Papor.org Webmaster, Brian Wells

Councilor-at-Large, Newsletter, Matthew Foy

Thank you to the outgoing 2020 PAPOR Council members for their service this year!

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

Call for 2020 PAPOR Sponsors

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 would like to support PAPOR by becoming a sponsor or would like to get more information, please contact the Sponsorship Chair at sponsorship@papor.org.

Thank you to our

2020 PAPOR Sponsors:



2020 Executive Council

President - Jessica Gollaher

Sacramento State Public Health Survey Research Program
president@papor.org

Vice President/President-Elect - Samantha Finley

California State Employment Development Department
vpres@papor.org

Immediate Past President - Mira Rao

Blink
pastpres@papor.org

Secretary - Rebecca Hofstein Grady

Scopely
secretary@papor.org

Treasurer - Danell Brewster

California State Employment Development Department
treasurer@papor.org

Membership Chair - Natalie Teixeira

Westat
membership@papor.org

Conference Chair - Erin Pinkus

SurveyMonkey
confchair@papor.org

Associate Conference Chair - Ran Wei

Facebook
confassoc@papor.org

Student Paper Competition Chair - Annie Weaver

Opinion Dynamics
studentpaper@papor.org

Councilor-at-Large, Mini Conference - Alyssa Dykman

Public Policy Institute of California
miniconf@papor.org

Councilor-at-Large, Newsletter - Cailey Muñana

Kaiser Family Foundation
newsletter@papor.org

Councilor-at-Large, Short Course - Bob Davis

Davis Research
shortcourse@papor.org

Councilor-at-Large, Sponsorship - J. Michael Dennis

NORC
sponsorship@papor.org

Councilor-at-Large, Student Rep. - Rico Neumann

University of Washington
studentrep@papor.org

Councilor-at-large, Webmaster - Brian Wells

UCLA Center for Health Policy Research
webmaster@papor.org

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 December 2020, PAPOR has 167 current members. 152 regular members, 9 students, and 6 Honorary Lifetime members.

• Gender:

Male 50%

Female 50%

• Race/Ethnicity:

Non-Hispanic White 87%

Other or Multi-Racial 13%

• Industry:

45% For-Profit / Private

20% Academic

14% Non-Profit

8% Government

6% Student

5% Consultant

2% Other/Retired/Not employed

• Region:

66% California; 9% Washington; 4%

Oregon; 4% Utah; 2% Arizona; 2% Colorado;

2% Nevada; 2% Illinois; with the remainder spread across Hawaii, Washington D.C., New York, Kansas, Montana, New Jersey, North Carolina, Pennsylvania, Tennessee, Texas, and AB, Canada