

## The PAPOR Trail

Summer Issue | October 2021



### President's Letter

Greetings, PAPOR members!

As summer comes to an end, I hope everyone is ready for the cool weather and the other treats that Fall brings with it.

In August, we held our second PAPOR Speaker Series: Profiles in Research hosted by Bob Davis. Mollyann Brodie, Jessica Broome, and Floyd Ciruli all shared their stories and answered questions about their research, their paths, and much more. If you missed it, the recording is linked on page 2. Please look out for our next one in November!

Also in August, PAPOR hosted a small end of summer virtual luau. As you know, the PAPOR region includes Hawaii, and we thought it would be a nice way to welcome fall and celebrate the end of summer. Guests renamed different mocktails, cocktails, beers, and wine with new drink names pertaining to public opinion research. We also had some Hawaiian trivia, and at the end, we voted on who had the best island themed background. To see the winners and get a recipe or two for your next social, see page 4.

Looking forward, October 8, 2021 is the deadline for our annual [student paper competition](#)! Please spread the word to students that you know who are participating in any kind of research using surveys, work related to public opinion, or market research. This year, the first place winner will receive a cash reward of \$250, recognition in the newsletter, an opportunity to present the research at the virtual conference, as well as an honorary one-year membership to PAPOR. To learn more see page 5.

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Unfortunately, after receiving feedback from members and council, we are again cancelling an in-person conference for 2021. This decision was not an easy one to make; however, as uncertainty and change continue, we want to ensure the safety of everyone. This year, Erin Pinkus, Conference Chair, will redesign our usual annual conference into a virtual one. The conference will take place December 1-3, and will include a short course, a plenary, and similar sessions to what you've experienced in the past. This event will also include our annual membership meeting, so that we can introduce and vote on the 2022 slate of council members. If you're interested in presenting, moderating, or sponsoring the conference, please see page 7 for more information. We hope you can join us!

Without our sponsors, none of what we do would be possible. Thank you to NORC, UCLA Center for Health Policy Research, DataForce, and Davis Research LLC for your continued support throughout these trying times!

**Renew your PAPOR  
Membership today!**

Samantha Finley  
PAPOR President  
[president@papor.org](mailto:president@papor.org)

## Summer PAPOR Speaker Series: Profiles in Research

PAPOR's second Speaker Series: Profiles in Research took place on August 17th. Participants included:



### **Mollyann Brodie**

EVP and COO,  
Executive Director  
Public Opinion and  
Survey Research  
at KFF (Kaiser Family  
Foundation);  
former AAPOR  
president.



### **Jessica Broome**

Head Southpaw and  
Founder at Southpaw  
Insights; Questionnaire  
Design  
Instructor, University of  
Michigan.



### **Floyd Ciruli**

Founder, Ciruli  
Associates; Director of  
the Crossley Center for  
Public Opinion  
Research at the Korbel  
School of International  
Studies at the University  
of Denver; former  
PAPOR president.

PAPOR would like to thank Mollyann Brodie, Jessica Broome, and Floyd Ciruli for presenting at PAPOR's summer Speaker Series: Profiles in Research.

Over 30 individuals participated in the Summer Speaker Series. After three amazing presentations by our speakers, there was an excellent Q&A .

If you missed the summer event, please make sure to check out the [recording!](#)

After each session, a copy of the slides will be available for all 2021

PAPOR members. Contact PAPOR council member Bob Davis

([shortcourse@papor.org](mailto:shortcourse@papor.org)) for more information.

## Upcoming PAPOR Speaker Series: Profiles in Research

### Upcoming PAPOR Speaker Series: Profiles in Research Events

These lunchtime Zoom panels feature speakers from the Public Opinion Research world. After we have heard from each speaker, there will be time for questions and answers.

**Cost:** Sessions will be free to members and students!

Not a member? [Join now](#) for only \$20 to stay up to date for this continuing series!

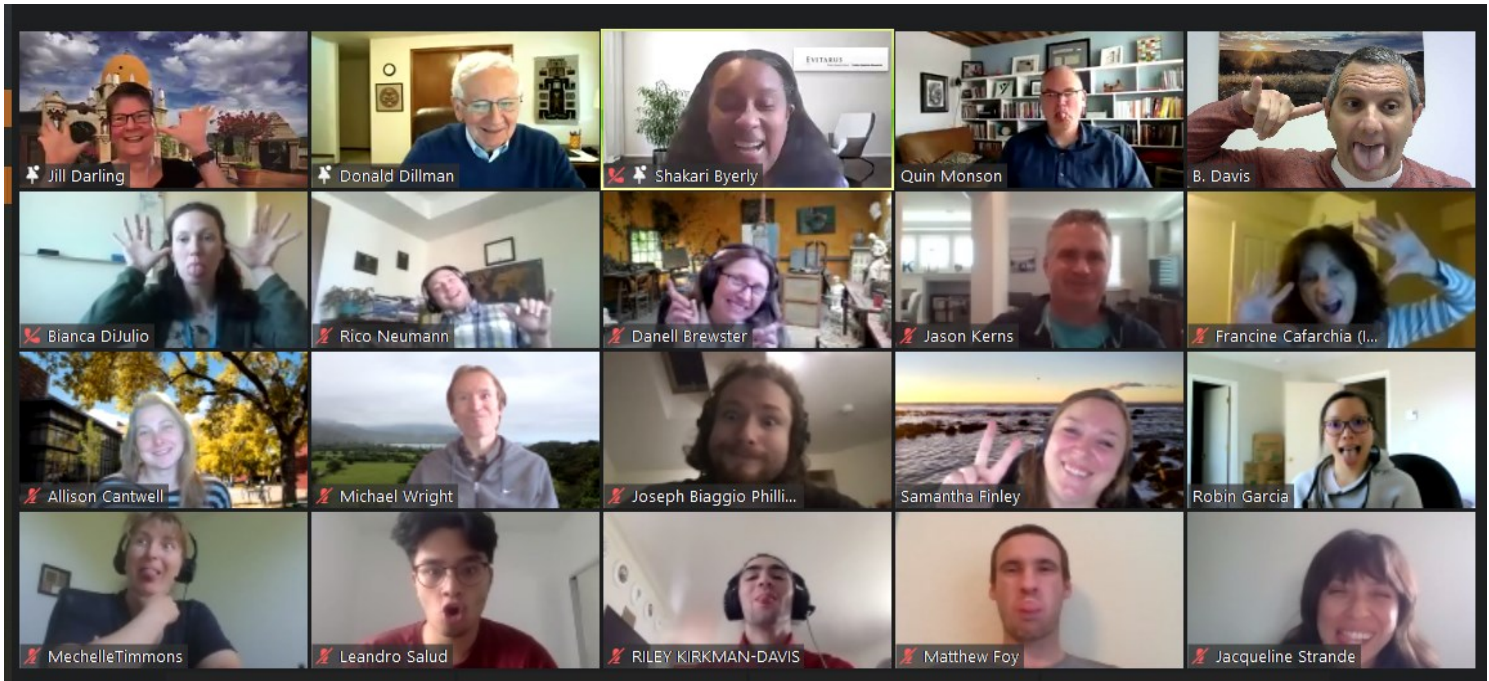
**When:** 12-1:30 pm Pacific

**How:** Zoom session— Moderated by Bob Davis

### Upcoming Topics:

November: PAPOR Speaker Series: Profiles in Research — Journalism and the News

January 2022: PAPOR Speaker Series: Profiles in Research — Dot Com Researchers

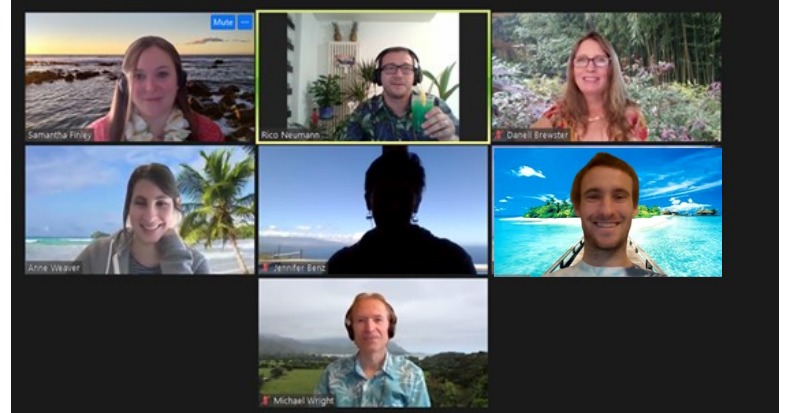


If you missed any of the previous Speaker Series events, or would like to watch future recordings, please check out [PAPORorg](#) on YouTube. You can also find these videos on the PAPOR website under the [Profiles in Research](#) section.



## 2021 PAPOR End of Summer Luau

PAPOR members met on August 19th to celebrate Hawaiian culture by having an end of summer luau. Members created fun research/public opinion related drink names, participated in a round of trivia, and were able to show off their best virtual Hawaiian/Islander background. If you're interested in making some fun cocktails/mocktails for your next get together, here are some ideas:



The **Maui Cruiser** is made with fresh pineapple, orange, guava, passion fruit juice, and is blended with strawberry and mango puree



*Hawaiian Mule*

2 oz **Kōloa Gold Rum**  
2 Tbsp **Roasted Pineapple, Diced**  
3-4 **Mint Leaves, Chopped**  
1 oz **Kalamansi Juice**  
2-3 oz **Ginger Beer**



*Spiced Pineapple Rum Punch*

1 cup **Kōloa Spice Rum**  
.5 cup **Kōloa White Rum**  
2.5 cup **Fresh Pineapple Juice**  
1 cup **Fresh Orange Juice**  
.5 cup **Lime Juice**  
Few Drops **Citrus Bitters**  
1 cup **Ginger Ale**  
1 cup **Lemon Lime Soda**

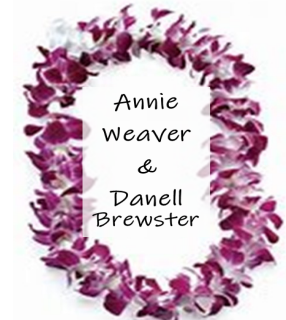
### Prize Winners

**Best Name:**

**Orange Ya Glad  
I Took Your  
Survey**



**Trivia Winner:**



**Best  
Hawaiian/  
Islander  
Background:**



Other fun research related drink names included Passion for Polls, Multivariate Maui, Biased Beer, Mixed-Methods Mule, Big Wave Winery, Sampling Splash, Methodology Mule, Golden Data Passion, Castaway Comment and Summer Survey IPA

# 2021 Student Paper Competition

**Submission Date: October 8, 2021**

The PAPOR Annual Conference is a gathering of professionals from all sectors engaged in public opinion and public policy research, including academia, government, private sector, and non-profit. Undergraduate and graduate student participation is highly encouraged.

PAPOR encourages students (and their faculty) 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. For more information on how to apply, see the [2021 Student Paper Competition \(PDF\)](#) or email the [Student Paper Competition Chair](#).

Papers should focus on survey methods, public opinion, or market research. Topics could include, but are not limited to: substantive findings about public opinion on any subject, statistical techniques or methodological issues, new technologies or methodologies, or theoretical issues in the formation, change, or measurement of public opinion. We encourage entries from any field that employs survey and opinion research, including political science, communication, psychology, sociology, marketing, health studies, and many others.

Submissions should be also authored by graduate or undergraduate students currently attending colleges and universities in PAPOR's geographic region: California, Oregon, Washington, Hawaii, Alaska, Idaho, Montana, Nevada, Utah, Arizona, Colorado, New Mexico, or Wyoming. Student and non-student coauthors are permitted but travel expenses and honorary memberships will go to only one student author.

The submission window closes at midnight PST. The entries will be judged by a panel of researchers selected from PAPOR's membership and should not exceed 30 pages total.

## Student Paper Awards

### First Place Winner:

- ⇒ Cash award of \$250
- ⇒ Opportunity to present the research at the PAPOR 2021 virtual conference
- ⇒ Honorary one-year membership to PAPOR
- ⇒ Recognition in the PAPOR Trail Newsletter
- ⇒ Registration to the 2021 PAPOR virtual conference

### Second Place Winner:

- ⇒ Opportunity to present the research at the virtual conference
- ⇒ Honorary one-year membership to PAPOR
- ⇒ Recognition in the PAPOR Trail Newsletter
- ⇒ Registration to the 2021 PAPOR virtual conference

**PLUS: An opportunity to be mentored by survey and public opinion researchers among PAPOR's membership. Winners are typically invited to present at the National AAPOR Conference in May!**



**SAVE THE DATE**



Pacific Chapter of American Association  
for Public Opinion Research

**ANNUAL CONFERENCE – VIRTUAL**

**DECEMBER 1-3, 2021**

**MORE INFO AT: [WWW.PAPOR.ORG](http://WWW.PAPOR.ORG)**

## Call for Papers: PAPOR Conference 2021

**Call for Participation at the 2021 Annual Conference of the Pacific Chapter of the American Association for Public Opinion Research (PAPOR)**

**December 1-3, 2021**

**Virtual on Zoom**

Submissions for the 2021 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.

We recognize it has been a challenging 2020 and 2021. We are encouraging abstract submissions for projects at **any stage** of the research process and just ask that you prepare a talk that allows you to best share your research with other participants to allow for good discussion in advancing public opinion research.

### **NEW THIS YEAR:**

The 2021 conference will take somewhat of a different form now that we will be connecting virtually, namely, the conference itself will be shorter and feature abbreviated panel sessions to allow for more personalized connections via breakout rooms and we're trying to keep screen time to a minimum. This also means the cost for attendance this year will be reduced. Stay tuned for more details.

Take a look at the agendas from our recent conferences and events on our website for some context on what you can expect: <http://www.papor.org/events/annual-conference/past-conferences/>

### **Abstract Submission Process**

All abstracts must be no longer than 300 words and must be received no later than midnight (PDT) on **October 15, 2021**. Abstracts should be submitted online at this link: [2021 PAPOR Abstract Form](#)

### **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](mailto: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](mailto: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.

### **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](mailto:sponsorship@papor.org) for more information on how to become a PAPOR sponsor.

We look forward to seeing you online!



## Test Your Hawaii Knowledge by Naming That Image



Hint: Hawaii's state bird



Hint: One of the curviest roads in the world

Hint: Hawaii's state fish



Hint: Where Maui captured the sun



Hint: Hawaii's state flower



Hint: This huge maze stretches over 3 acres and mostly consists of...

Hint: Hawaii's biggest city



Hint: One of the most popular Hawaiian dishes



Hint: Hawaii's tallest volcano

The answers to the questions above can be found on page 11, so please keep reading to find out if you were correct!

Check us out!

[Twitter](#)

[LinkedIn](#)



## Thank you to our 2021 PAPOR Sponsors!

### Champions



[NORC at the University of Chicago](#) is an objective non-partisan research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions.

### Fellows



[The UCLA Center for Health Policy Research](#) is one of the nation's leading health policy research centers and the premier source of health policy information for California. The UCLA CHPR is the home of the California Health Interview Survey (CHIS), the nation's largest state health survey and one of the largest health surveys in the United States. Policymakers, researchers, health experts, members of the media, and others depend on CHIS for credible and comprehensive data on the health of Californians. The UCLA CHPR conducts research on a variety of national, state, and local health policy issues, including health insurance, health care reform, health economics, health disparities, and chronic diseases.

### Corporate Friends



[DataForce](#) is an industry-leading data collection company specializing in survey and study management for all business sectors with a focus on mission-driven companies in education, government, and healthcare. We are the next generation of the Survey & Assessment Services Division launched in 2001 by Apperson.



[Davis Research](#) is a market research company that has provided research services to the business community since 1970. We have the experience and research team to successfully execute research projects using leading edge tools and methodologies. Our innovative approach and adaptive ingenuity have given us the reputation of delivering the "Davis Difference" on every project.

**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](mailto:sponsorship@papor.org)**

## 2021 Executive Council

### President - Samantha Finley

California State Employment Development Department  
[president@papor.org](mailto:president@papor.org)

### Vice President/President-Elect - Rico Neumann

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### Immediate Past President - Jessica Gollaher

Sacramento State Public Health Survey Research Program  
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### Secretary - Rebecca Hofstein Grady

Scopely  
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### Treasurer - Danell Brewster

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### Membership Chair - Jennifer Benz

NORC  
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### Conference Chair - Erin Pinkus

SurveyMonkey  
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### Associate Conference Chair - MaryLauren Malone

Scopely  
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### Student Paper Competition Chair - Annie Weaver

Opinion Dynamics  
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### Councilor-at-Large, Mini Conference - Alyssa Dykman

City of Piedmont  
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### Councilor-at-Large, Newsletter - Matthew Foy

California State Employment Development Department  
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### Councilor-at-Large, Short Course Chair - Bob Davis

Davis Research  
[shortcourse@papor.org](mailto:shortcourse@papor.org)

### Councilor-at-Large, Sponsorship - Natalie Teixeira

Westat  
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### Student Representative - Rafi Najam

Oregon State University  
[studentrep@papor.org](mailto:studentrep@papor.org)

### PAPOR.org Webmaster - Brian Wells

UCLA Center for Health Policy Research  
[webmaster@papor.org](mailto: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 September 2021, PAPOR has 133 current Members: 121 regular members, 6 Students, and 6 Honorary Lifetime members.**

- **Gender:**  
 54% Male  
 46% Female
- **Race/Ethnicity:**  
 84% Non-Hispanic White  
 16% Other or Multi-Racial
- **Industry:**  
 45% For-Profit / Private  
 21% Academic  
 13% Non-Profit  
 8% Government  
 4% Consultant  
 2% Student  
 7% Other/Retired/Not employed
- **Region:**  
 57% California; 9% Washington; 7% Oregon; 6% Utah; 3% Arizona; 2% Colorado; 1% Nevada; with the remainder spread across Hawaii, Georgia, Illinois, Washington D.C., New York, Kansas, Montana, New Jersey, North Carolina, Pennsylvania, Texas, as well as Alberta and British Columbia, Canada.

## Test Your Hawaii Knowledge

Bird: Nene

Fish: Reef trigger fish or humuhumunukunukuāpuaʻa

Flower: Hibiscus brackenridgei or Maʻo hau hele or yellow hibiscus

Biggest city: Honolulu

Most popular dish: Ahi poke

Tallest volcano: Mauna Kea or Mauna a Wākea

Curviest road: Road to Hana (Maui)

Captured the sun: Haleakalā (house of sun)

Maze: Pineapple