



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 2019

President's Letter



Welcome to Spring!

It took long enough to get here, but much of the region is starting to enjoy some warmer weather. And just in time for the Annual AAPOR Conference in Toronto May 16-19!

Mark your calendars for these key dates:

Thursday, May 16 — AAPOR's New

Member and All Chapter Reception

Come socialize with your PAPOR colleagues and meet AAPOR members from other regions and chapters at AAPOR's New Member and All Chapter Reception at the conference hotel's Grand Ballroom on Thursday evening.

Friday, May 17 — AAPOR Chapter Event

This is a not-to-miss party at The Fifth Social Club (a short walk from the conference hotel). Will there be food and drinks? Absolutely. Will there be music and a much-cooler-than-all-of-us DJ? Of course. Will there be games and a photo booth? It wouldn't be a party without them.

Thursday, May 23 — Sacramento PAPOR social

If you're in the Sacramento area and have had a few days to recover from AAPOR, come to our Sacramento PAPOR social & happy hour! It will be from 4pm to 7pm at Fox and Goose Public House after the 40th Annual Institute on Research and Statistics Conference.

Friday, June 28 -- [PAPOR Mini-Conference](#)

For those of you who couldn't make it to Toronto -- or those who want a refresher -- join us for a day at PPIC to hear takeaways and summaries of key panels at the AAPOR Conference. More details soon!

Look forward to more fun and informative events in the Summer and Fall! Hope to see you at AAPOR!

Mira Rao
2019 PAPOR President
president@papor.org

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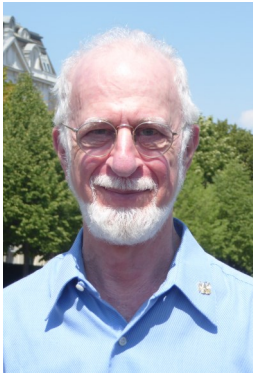
**Sacramento Social—May
23rd at [Fox and Goose](#) in
Midtown Sacramento from
4-7pm**

**Bay Area Social—June 28th
at [Marengo on the Alley](#) in
San Francisco (531 Commercial St.)
from 3:30-5pm**

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

Renew your PAPOR [Membership](#) / [Sponsorship](#) today!

PAPOR Honorary Lifetime Member Spotlight Featuring Hank Zucker



I started out graduate school in an anthropology department but had to switch after my interests centered on what television was doing to our society. Rather than start over in another department, I switched to UC Irvine, which at the time had a social science

college that was not divided into the standard departments. That was a unique resource where students could pursue any social science topic they could convince the faculty was worthwhile.

I wasn't interested in the McLuhan-esque impacts of television just because it was there. I wanted to study what the content was doing to society, because content was potentially changeable, while the presence of television was not. I was shocked to discover that the prevailing academic view in the mid-seventies was that television content had little impact. I was sure that wasn't correct and set out to help change it.

I decided that one reason that media effects studies were not showing stronger effects is that most studies looked for differences between heavy users and light users, and light users are not an adequate control group. They talk to heavier users and so hear about some media content. A better approach would be to compare society as a whole with media content through time.

I focused particularly on television news and theorized that it had the most impact in the areas in which people have the least direct experience. Those are the areas people learn about mainly from the news. I coined the term "obtrusiveness" in my paper "The Variable Nature of News Media Influence" to describe this concept.

I was very pleased to see my 1978 article included in a

2015 German book describing the 25 most important media impact studies. Since I did not pursue an academic career after graduate school, and that paper still gets cited, I think of it as my echo in academia.

My first job after grad school was as a survey analyst in the CBS News Election Unit. I found that work particularly interesting, especially on election night when I helped a reporter develop stories to broadcast. The Unit shrank considerably after the election, and I became Director, News Research of the CBS owned television stations. I was mainly doing marketing research with television news being the primary product. A couple years later I was hired by a San Francisco firm that provided research and consulting services to CBS and other stations. But two years after that the consulting firm moved to Dallas, and I decided to stay in California.

This was in the early days of the IBM PC, and I decided it could be practical to analyze survey data on it, rather than having to timeshare on a mainframe. I developed The Survey System, the first survey analysis software for IBM PCs, and have been working on it and selling it ever since. It has grown into a total survey research solution over the years, including CATI, CAPI and online data collection.

I long ago devoted a section of [my website](#) to educational resources and consider them another contribution to survey research. The most popular is a working sample size calculator, which gets over 1,000,000 visits a year. A page describing correlation gets hundreds of thousands, while pages describing statistical significance and survey design each get tens of thousands. So I have done some education after all.

I have been an AAPOR member since my graduate student days. It is the only scholarly organization I have kept up with over the years. I've always particularly liked the fact that it serves academic, commercial and government researchers. It has been quite a while since I have been able to make it to a national AAPOR conference, but have enjoyed attending many PAPOR events in San Francisco.

Check us out!

[Twitter](#) [LinkedIn](#)



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

(A short 5-7 minute walk from conference hotel at 225
Richmond Street West, Suite 100)

THE FIFTH SOCIAL CLUB



**This event is made possible by
the following generous sponsors
and organizers:**



**Event
Organizers**



Questions? Contact Ginger Blazier, Issues & Answers • 619-724-9727 • GBlazier@issans.com

Resources for Students and Early Career Members

- If you plan to attend the [2019 AAPOR Conference](#), check out these opportunities:
 - [Student and Early Career—Early Arrival Dinner and Meet-up](#)
 - [Student and Early Career Lunch](#)
 - [Exhibit Hall and Book Exhibit](#)
 - [Meet your Docent](#)
 - [New Member and All Chapter Reception](#)
 - [Presidential Address](#)
 - [Speed Networking Session #1](#)
 - [Student and Early Career Dinner](#)
 - [Speed Networking Session #2](#)
- [How to Become a Survey Researcher](#)
- **Resources for Job Hunting:**
 - [AAPOR Career Center](#)
 - [AAPOR Newsletter](#)
 - [Linked In](#)
 - [Indeed.com](#)
- **Resume Building:**
 - [AAPOR Resume Review](#)
- **Professional Organizations:**
 - [AAPOR](#)
 - [American Sociological Association](#)
 - [American Psychological Association](#)
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 - [National Criminal Justice Association](#)
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 - [American Economic Association](#)
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 - [American Society of Journalists and Authors](#)
 - [Society of Professional Journalists](#)
 - [American Educational Research Association](#)
 - [Linguistic Society of America](#)
 - [American Planning Association](#)
 - [National Association of Environmental Professionals](#)
 - [American Statistical Association](#)
 - [American Society for Public Administration](#)
 - [International Social Science Council](#)

AAPOR 2019-2020 Executive Council Election Results

Dan Merkle, Vice President/President Elect

Gretchen McHenry, Associate Secretary-Treasurer

Jessica Holzberg, Associate Communications Chair

Kristen Olson, Associate Conference Chair

Rachel Caspar, Associate Education Chair

Ipek Bilgen, Associate Membership and Chapter Relations Chair

Tim Triplett, Associate Standards Chair

Mary Losch, Councilor-at-Large

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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!

2019 Executive Council

President - Mira Rao

Dropbox
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Vice President/President-Elect - Jessica Gollaher

Sacramento State Public Health Survey Research Program
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Immediate Past President - Bianca DiJulio

Kaiser Permanente Washington Health Research Institute
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Secretary - Rebecca Hofstein Grady

UC Irvine
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Treasurer - Jenny Yeon

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Associate Conference Chair - Erin Pinkus

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Councilor-at-large, Sponsorship - Lynn Stalone

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Councilor-at-large, Student Rep. - Harry Noone

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Councilor-at-large, Webmaster - Brian Wells

UCLA Center for Health Policy Research
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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 2019, PAPOR has 146 current members.

- 92% are regular members
- 5% Student members
- 3% Honorary Lifetime members

- **Gender:**
 Female 48%; Male 52%

- **Race/Ethnicity:**
 Non-Hispanic White 76%
 Multi-Racial 24%

- **Industry:**
 44% For-Profit / Private
 28% Academic
 14% Non-Profit
 5% Consultant
 9% Other (Government, Retired, Not employed, Unsure)

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