PAPOR
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

President's Letter

Hello PAPOR members,

To begin, I would like to acknowledge the leadership and dedication of past presidents and previous councils for providing an organization stable enough to weather the storm of 2020.

I want to also thank our past president, Jessica Gollaher, for her ability to guide the 2020 council through a year unlike any other. In addition, thank you to the 2020 council for their adaptability, creativity, and inspiring positivity as they took our traditional events and turned them into virtual ones.

Last, but certainly not least, I want to send our gratitude to our members and 2020 sponsors. Our organization's success is directly related to your generous support!

For 2021, we are fortunate to have many members remain on council, but we are welcoming some new faces as well. I'm so grateful for those who've continued their service and those who have joined! With the first three meetings under our belt, I appreciate the excitement and innovation brought by my fellow council members this year.

Throughout 2021, we look forward to hosting several events, and participating in others!

On April 21, watch for our very first **PAPOR Speaker Series: Profiles in Research**. It's a twist on our usual short course that instead offers students and early career members, as well as everyone else, a look into the professional lives of those in the Public Opinion Research field. (More info on p. 2)

In May, we will have many members participate in the annual AAPOR Conference. Join PAPOR at the two social events on May 11th and May 12th! (More info on p. 4)

Then, on June 25th, we will have the PAPOR Mini Conference. (More info on p. 3) You can also find more information about all of our events at PAPOR.org.

If you have any ideas or suggestions for PAPOR, I would love to hear them. Please send your thoughts to president@papor.org. In addition, if you're interested in sponsoring PAPOR in 2021, start here for more information.

Cheers to a successful and enjoyable 2021!

Samantha Finley, PAPOR President
president@papor.org

Renew your PAPOR Membership today!

2021 PAPOR Speaker Series: Profiles in Research

This will be a lunchtime Zoom panel that features speakers from the Public Opinion Research world. Each speaker will share their personal story, including:

-*What they are working on*

-*How they got to this point in their career*

-*What they have learned along the way.*

After we have heard from each speaker there will be time for questions and answers.

Cost: First session is free to all; future sessions will be free to members and students!

When: 12-1pm Pacific

Wednesday, April 21, 2021

How: Zoom session— Moderated by Bob Davis

After each session, a copy of the slides and a recording of the webinar will be available for free for all 2021 PAPOR members. Contact PAPOR council member Bob Davis (shortcourse@papor.org) for more information.

Who:

Shakari Byerly - Managing Partner and Lead Opinion Researcher, EVITARUS, Doctoral Candidate, Department of Political Science, MS Candidate Department of Statistics UCLA

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Jill Darling – Survey Director at University of Southern California Dornsife Center for Economic and Social Research (CESR). Former PAPOR president

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Don Dillman – Professor, Departments of Sociology and Rural Sociology at Washington State University. Former AAPOR president

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2021 PAPOR Mini-Conference: PAPORdy!

Not able to attend this year's virtual AAPOR Conference? Want to see familiar faces and learn what PAPOR members and the broader AAPOR community have been working on in the past year? If so, please join us for this year's PAPOR Mini-Conference! The virtual event will feature byte-sized presentations on timely methodological and public opinion research, along with an interactive game of PAPORdy! (Jeopardy! adapted for PAPOR).
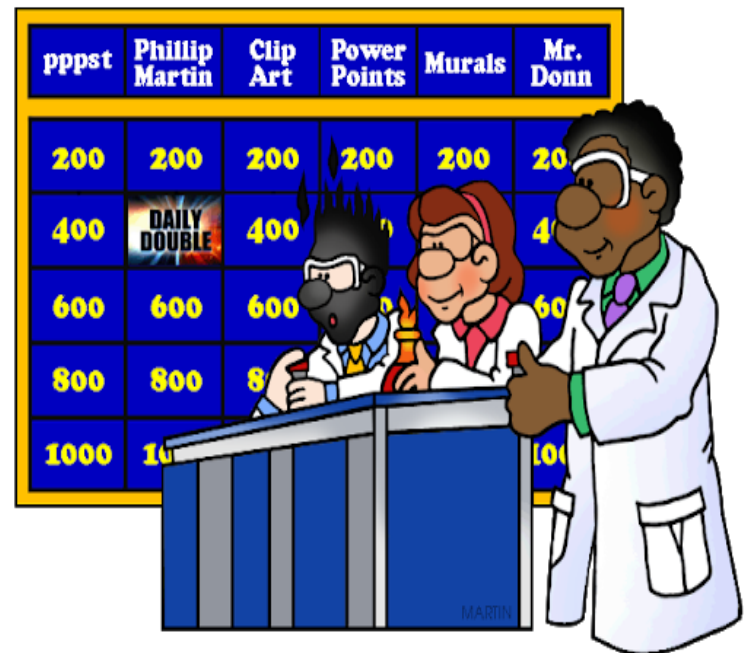
Save the date: June 25, 2021

More information coming soon!

Contact Alyssa Dykman (miniconf@papor.org) if you have any questions.

PAPOR Chapter Mixer and Coffee Break

Chapter Mixer

Please join us on Tuesday, May 11th, for our annual chapter mixer! The mixer will begin at 6pm Eastern Time (3pm PT). The mixer will run for about an hour and our chapter will have a representative speak. Mark your calendar for this fun event!

Coffee Break: Ask Your Chapters Anything!

Please join us on Wednesday, May 12th, for the Chapter Coffee Break. The coffee break is scheduled from 12:30-1pm Eastern (9:30-10am PT). You will be able to ask follow-up questions you may have for any of the regional chapters or for AAPOR. Mark your calendars for this informative event!

Check us out!   Twitter LinkedIn

Upcoming 2021 Annual AAPOR Conference

The American Association for Public Opinion Research (AAPOR) will hold its 76th Annual Conference **virtually** from May 3-14, 2021. Short course will be offering during the week of May 3 and the conference presentations will occur May 11-14.

Don't miss this opportunity to participate in the premier forum for the exchange of advances in public opinion and survey research.

The conference theme will be 'Data Collection, Measurement, and Public Opinion During a Pandemic.

The conference will include:

- a mix of live and prerecorded sessions;
- video chatting with exhibitors and fellow attendees;
- a care package mailed to the address of your choice (U.S. attendees only);
- and access to the conference platform, including session recordings, for at least six months following the conference.

Short Course #1

Title: Doing Reproducible Research: Best Practices and Practical Tools for the Social Sciences
Presenter: Alex Cernat
Time: Monday, May 3, 10:00am to 1:30pm Eastern Time

Short Course #2

Title: Designing Survey Experiments when Treatment Effects are Heterogeneous
Presenter: Elizabeth Tipton
Time: Monday, May 3, 2:00pm to 5:30pm Eastern Time

Short Course #3

Title: Transitioning from Interviewer-Administered Surveys to 'Push to Web' with a Focus on Questionnaire Design and Mode Effects
Presenter: Pam Campanelli
Time: Monday, May 4, 10:00am to 1:30pm Eastern Time

Short Course #4

Title: Biosocial Data Collection and Analysis
Presenter: Jessica Faul and Colter Mitchell
Time: Tuesday, May 4, 2:00pm to 5:30pm Eastern Time

Short Course #5

Title: Deepening and Enriching Qualitative Data Collection and Analysis with Creative Methods
Presenter: Nicole Brown
Time: Wednesday, May 5, 10:00am to 1:30pm Eastern Time

Short Course #6

Title: Identifying and Correcting Errors in Big Data
Presenter: Ashley Amaya
Time: Wednesday, May 5, 2:00pm to 5:30pm Eastern Time

Short Course #7

Title: Using (Non-)Probability Sample Surveys for Public Opinion Research
Presenter: Carina Cornesse
Time: Thursday, May 6, 10:00am to 1:30pm Eastern Time

Short Course #8

Title: Tidy Survey Analysis in R using the srvyr Package
Presenter: Stephanie Zimmer and Rebecca Powell
Time: Thursday, May 6, 2:00pm to 5:30pm Eastern Time

Mini-Conference

Data Collection, Measurement, and Public Opinion During a Pandemic

The coronavirus (COVID-19) pandemic has upended data collection and public opinion research in unprecedented ways. The mini-conference sessions offered throughout the conference will explore what we as survey researchers and public opinion professionals have learned and experienced during the pandemic. [Learn more about the mini-conference](#) and [preliminary schedule of events](#).

2021 Annual AAPOR Conference Short Courses

Short Courses

Short Course #1

Title: *Doing Reproducible Research: Best Practices and Practical Tools for the Social Sciences*
Presenter: *Alex Cernat*
Time: *Monday, May 3, 10:00am to 1:30pm Eastern*

Recent years have seen an increase in the amount and complexity of data available in the social sciences. At the same time, the social sciences are facing a reproducibility crisis as previous findings often fail to replicate. Both of these trends highlight the need for improving reproducibility and collaboration practices. This is especially important as reproducible research practices are rarely covered in traditional academic training.

In this course, we will cover the main concepts used in reproducible research as well as the best practices in the field. After a general introduction we will cover some of the tools that researchers can use to help them in this process. More precisely, you will learn how Github and Rstudio projects can facilitate reproducibility in the popular R software. Additionally, you will get hands on experience in the creation of reproducible documents using Knitr. Lastly, you will learn how all these tools can be used together to create a reproducible research workflow.

Short Course #2

Title: *Designing Survey Experiments when Treatment Effects are Heterogeneous*
Presenter: *Elizabeth Tipton*
Time: *Monday, May 3, 2:00pm to 5:30pm Eastern*

Survey experiments have the potential to provide treatment effect estimates that are both causal and generalizable to a clearly defined target population. These treatment effects, however, are averages which can obscure important heterogeneity. That is, it is possible for the average effect to be very, very small and yet for there to exist one or more subgroups for whom the effect is actually quite large. Typical methods for the design of survey experiments, however, focus only on this average, leaving questions of heterogeneity for post-hoc analyses. But what if, instead, survey experiments anticipated this heterogeneity and were planned to study it? In this short course, I will provide the background necessary to do just this. This will include the generation of potential theoretical mechanisms for heterogeneity, the identification and prioritization of hypotheses regarding this heterogeneity, and the development of study designs that allow for these hypotheses to be tested. We will discuss various statistical concerns, including issues of causality with moderators and of statistical power, and examine how studies can be designed to incorporate them. The course will include case studies and group discussion; example analyses will be provided in R, but prior knowledge is not required.

Short Course #3

Title: *Transitioning from Interviewer-Administered Surveys to 'Push to Web' with a Focus on Questionnaire Design and Mode Effects*
Presenter: *Pam Campanelli*
Time: *Monday, May 4, 10:00am to 1:30pm Eastern*

Many researchers have been moving away from interviewer-based surveys due mainly to cost and more recently due to COVID-19 restrictions on face-to-face data collection. This course explores mode differences between interviewer-administered surveys and web surveys with a focus on questionnaire design differences. Over 60 key points will be explored under the themes of interviewer requirements and presence, web survey requirements and options, mode differences between interviewer-administered and web surveys from obvious aspects such as questionnaire length, fieldwork length, cost, and response rate to less obvious issues such as measurement errors due to type and format of question, visual concerns, unsuspected issues with HTML formats and how software that says it caters for smart phones may still can create problems. The course ends with what is "push to web" and why it is useful. Throughout there is a focus on working towards best practice across modes. This course will be highly interactive and is designed to mirror in-person training (including breakout group activities). It is not a webinar.

Short Course #4

Title: *Biosocial Data Collection and Analysis*
Presenter: *Jessica Faul and Colter Mitchell*
Time: *Tuesday, May 4, 2:00pm to 5:30pm Eastern*

Over the last decade there has been a rapid increase in the collection and availability of biological data collected as part of larger investigations in to joint effects of social and biological factors on health and behavior. However, the vast majority of the data collected to date used convenience samples in clinics, labs, and hospitals. Further, as more population-based studies have started collecting biological samples, protocols for moving collections from the lab to the fields have not fully been examined. Finally, appropriate statistical techniques more common in the social sciences are rarely used in biosocial work.

The purpose of this course will be to familiarize survey methodologists with the collection, availability, and analysis of current biosocial data. Hands-on experience with collection, paired with lectures will provide an introductory knowledge of the field. Key goals will be to spur insight and possible examination into the total survey error surrounding biological data collection and analysis. Although some limited survey methodological work has been conducted (and will be addressed), the majority of the time will focus on and overview of the entire collection to analysis process and existing gaps.

2021 Annual AAPOR Conference Short Courses (cont'd.)

Short Courses

Short Course #5

Title: *Deepening and Enriching Qualitative Data Collection and Analysis with Creative Methods*
Presenter: *Nicole Brown*
Time: *Wednesday, May 5, 10:00am to 1:30pm Eastern Time*

The aim of this interactive workshop is to explore creativity within research, to identify opportunities to use creative methods within the research process and to consider analysis in qualitative research with a specific focus on how to treat and deal with data that is not textual, but comes out of the use of creative methods (drawings, paintings, pick-a-card, LEGO models, etc.). We will discuss what creativity is, why we should be creative in research and how we can introduce creativity and creative methods in our existing paradigms and methods. In breakout groups, delegates experience and actively experiment with "diamond 9" and "pick a card" activities, and representations through objects as examples for photo elicitation, and the process of building models and creating representations. These activities and methods have been found particularly helpful in yielding rich qualitative data and thus provide a deeper insight into research participants' experiences. Using the real data from the activities we then explore how analysis of "messy data" can be approached. We consider the principles and process of analysis within qualitative research. We discuss the following questions: Is analysis ever an objective process? Is there a difference between analyzing data from linear texts or visual/sensory data, such as that from building LEGO models, song lists, photographs, videos and the like? How can visual/sensory data be analyzed?

Short Course #6

Title: *Identifying and Correcting Errors in Big Data*
Presenter: *Ashley Amaya*
Time: *Wednesday, May 5, 2:00pm to 5:30pm Eastern Time*

While Big Data offers a potentially less expensive, less burdensome, and more timely alternative to survey data for producing a variety of statistics, it is not without error. But, the construction of, access to, and overall data structure between of Big Data make it difficult to know where to start looking for errors and even more difficult to account or correct for them. In this course, we will walk through the Total Error Framework, an extension of the Total Survey Error framework, which can be applied to all types of Big Data and can serve as a template for researchers to investigate error in Big Data. We will walk through several examples of error and map it onto the framework and provide exercises for participants to come up with their own examples. Finally, we will walk through some best practices in determining whether the use of Big Data is a 'good' choice for various research objectives, how to correct or avoid errors in Big Data, and documenting the strengths and weaknesses of your Big Data source.

Short Course #7

Title: *Using (Non-)Probability Sample Surveys for Public Opinion Research*
Presenter: *Carina Cornesse*
Time: *Thursday, May 6, 10:00am to 1:30pm Eastern Time*

For many decades, public opinion researchers have almost exclusively relied on probability sample surveys when aiming to draw inferences to the general population. However, probability sample surveys are expensive and data collection is often slow. With the rise of the internet in the 21st century, therefore, it became popular to conduct fast and cheap surveys via online panels, which usually rely on web-recruited nonprobability samples. In academic circles, this has led to the reignition of an old debate about whether and under which conditions data from nonprobability sample surveys can produce accurate population estimates. This debate is ongoing and concerns many areas of public opinion research, most prominently the field of election polling. This short course presents the arguments raised in the debate and summarizes the empirical evidence that has been accumulated so far. The short course thus focuses on providing the necessary context that public opinion researchers and survey practitioners need to participate in the debate. Moreover, the short course provides hands-on advice on the conditions under which nonprobability samples may be suitable to answer a particular research question (i.e. "fit-for-purpose" designs) and when it may be necessary to rely on probability samples instead.

Short Course #8

Title: *Tidy Survey Analysis in R using the srvyr Package*
Presenter: *Stephanie Zimmer and Rebecca Powell*
Time: *Thursday, May 6, 2:00pm to 5:30pm Eastern Time*

This course will provide an in-depth introduction to survey analysis in R. We will primarily discuss the R packages `srvyr` and `survey` which allow for analysis of complex survey data using Taylor's Series Estimation or replicate weights for estimation. This will be an interactive class with time for hands-on practice using public use files of common survey data. We will introduce how to specify the sampling design and how to do basic analyses including estimating means, proportions, totals, t-tests, and regressions. This class is appropriate for R users who know the basics of the `tidyverse` including the `mutate`, `group_by`, `summarize`, and pipe (`%>%`) functions. We will provide code for all examples in the course including exercises to do on your own and their solutions.

Upcoming 2021 Annual AAPOR Mini-Conference

AAPOR is introducing a mini-conference related to the theme of Data Collection, Measurement, and Public Opinion During a Pandemic. During each time slot, at least three dedicated live sessions will contain papers or panels submitted as part of the mini-conference. The goal of the mini-conference is to serve as a platform and a forum to bring together experts to collectively understand how the onset of the coronavirus pandemic has affected research practices, data collection, elections, federal statistics, and public opinion.

The coronavirus (COVID-19) pandemic has upended data collection and public opinion research in unprecedented ways. As the world has been facing challenges to public health and safety due to the growing pandemic, many survey organizations, federal statistical agencies, and public opinion researchers have had to immediately pivot to a "new normal" of data collection. Measurement challenges for a new and growing public health problem were exacerbated by uncertain or potentially inaccurate administrative records documenting the pandemic, in addition to different rules for testing and diagnosis across states and localities within states, complicating our reliance on these administrative records. Public opinion and individual behaviors about the pandemic and toward leaders have changed at lightning speeds. Extended stay-at-home orders, subsequent economic crises, and other feelings of discontent, fueled by acts of violence by police and other government actors, exacerbated unforeseen consequences of protest and violence, including violence against journalists, and renewed calls for activism. All of this took place during the precursor months to the 2020 Presidential Election and while the 2020 Decennial Census was being collected. The goal of this theme is to explore what we as survey researchers and public opinion professionals learned and experienced during the pandemic.

This includes, but is not limited to:

1) changes to data collection procedures, including changes to surveys already in the field or planning for surveys going into the field;
2) empirical analyses of changes in field efficiency or success, such as response rates or calling patterns and outcomes;
3) changes in cost structures due to new infrastructure, changed field procedures, or other modifications;
4) the role of survey organizations in providing insights related to contact tracing, antibody testing, and other pandemic monitoring and evaluation methods;
5) explorations of respondents' understanding of question wording on pandemic-related topics, including focus groups, interviews, or experiments;
6) analyses of individuals' opinions and behaviors during the pandemic;
7) examination of predictors and consequences of lockdowns, economic upheaval, and social unrest during the pandemic;
8) assessments of attitudes toward leaders at different levels, including predictors and consequences;
9) potential impact of the pandemic on voting intentions and voting behavior during the 2020 Presidential election;
10) impacts of the pandemic on the 2020 Decennial Census;
11) evaluations of administrative records related to testing, mortality, or other public health resources used during the pandemic; and
12) data linkages between multiple data sources used to understand the pandemic, including survey data, social media data, hospital data, or other administrative data.

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.

2021 Executive Council

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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 February 2021, PAPOR has 108 current Members: 97 regular members, 5 Students, and 6 Honorary Lifetime members.

- **Gender:**
  Male 55%
  Female 45%

- **Race/Ethnicity:**
  Non-Hispanic White 84%
  Other or Multi-Racial 16%

- **Industry:**
  45% For-Profit / Private
  21% Academic
  13% Non-Profit
  8% Government
  5% Consultant
  2% Student
  7% Other/Retired/Not employed

- **Region:**
  57% California; 9% Washington; 6% Oregon; 4% 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.