

### President's Letter



Hello PAPOR members! Welcome to the first edition of the PAPOR trail in 2019! I'm so excited to serve as PAPOR's president this year. The leadership and dedication we have on council is energizing and humbling. I want to extend a huge heartfelt thank you to the entire executive council, and in particular, I want to thank Bianca DiJulio, who, as president last year, launched community-building meetups and happy hours across our region, and Jessica Gollaher and Kelsey White, who planned and coordinated an absolutely fantastic annual conference this past December. Learn more about the current council members on the [PAPOR.org](http://PAPOR.org). We have a lot of exciting things planned for the coming year!

#### Visit us in Toronto!

This year, we look forward to seeing you at the annual AAPOR conference this May in Toronto. We'll also be organizing a party for AAPOR conference attendees — if you're coming to the conference, be sure to come party with us! Stay tuned!

#### PAPOR Mini-Conference

Didn't have a chance to go to the AAPOR conference? Were there some interesting sessions that you might have missed? We have you covered with our usual PAPOR Mini-Conference in June — both in-person and available via video conference — where you can hear summaries and presentations of the panels you might have missed. Alyssa Dykman will be reaching out with more info after the AAPOR annual conference.

#### PAPOR Short Course

Our short course in Los Angeles is a great opportunity to brush up on your skills or learn about a new topic in public opinion research. Keep an eye out for more info from Bob Davis, our illustrious short course coordinator.

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#### PAPOR Annual Conference

PAPOR's biggest event of 2019 is our annual conference — December 5th and 6th at the Marines' Memorial Club and Hotel in San Francisco. The conference is a great venue to present work, learn about current public opinion research, and get to know other folks in the region. We'll also offer 2 short courses where you deep dive and hone your skills. You'll be hearing more in the summer from Laura Wronski, our Conference Chair, and Erin Pinkus, our Associate Conference Chair.

Finally, this organization really relies on the time and energy of these amazing volunteers, and we are always welcoming new ideas on council. Please do reach out to me at [president@papor.org](mailto:president@papor.org) if you have any programming suggestions or are interested in getting involved with the PAPOR executive council. Finally, we are deeply indebted to the contribution and generosity of our 2018 sponsors — thank you so much! We hope you consider continuing to sponsor this organization in 2019! If you or your company is interested in sponsoring PAPOR, at any level, don't hesitate to reach out!

Mira Rao

2019 PAPOR President

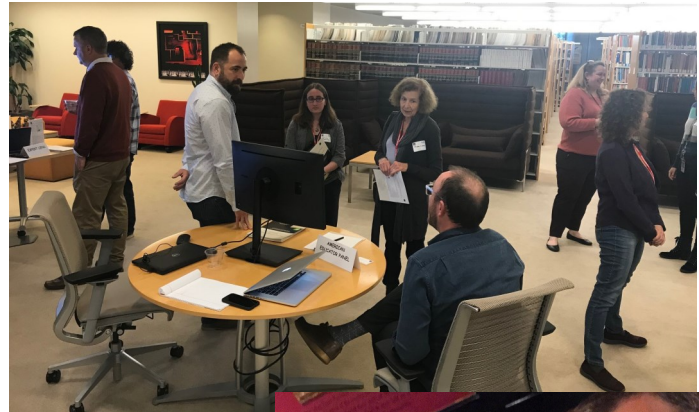
**Share your 2018 PAPOR  
Conference experience with  
us by tagging #PAPOR18!**

**Renew your PAPOR Membership/Sponsorship today!**

## PAPOR Socials

- **Portland** had our first Social Event at Loyal Legion on **October 18th**, 2018 with local members of the Northwest Chapter of Insights Association.
- **Bay Area** had our second Social Event at Coin-Op Game Room on **October 25**, 2018.
- **Los Angeles** had our first Social Event at Ye Olde Kings Head on **November 13th**, 2018 after a mini research presentation at the RAND Corporation headquarters in Santa Monica.

We had great participation at these events and appreciate everyone who came out! We also want to **give a big thank you to our sponsors** for their support!



RAND Corporation headquarters in Santa Monica, CA-LA Social Event Attendees

**Check us out!**

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**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 Lynn Stalone at [sponsorship@papor.org](mailto:sponsorship@papor.org).**

## PAPOR Conference Report

On December 6-7, 2018, we had another successful annual PAPOR conference at the Marines' Memorial Club and Hotel. We had 70 people in the audience this year, including 6 students. The itinerary included two short courses, five panels with 24 presentations, and a dinner plenary.

We would like to thank everyone who participated in this event, and give a special thanks to the individuals and sponsors that made this conference happen. Without your efforts the biggest PAPOR event of the year would not be a success!

### PRE-CONFERENCE SHORT COURSES

#### Short Course 1: *Optimizing Sampling Frames*

Ashley Hyon (Marketing Systems Group): This course discussed the various sampling frames available for both on-line and off-line surveys, then detailed the information that is available in these frames, how it can be utilized for targeting and stratification, and the various ways these frames can be cross referenced and used in conjunction with each other.



Ashley Hyon, Marketing Systems Group

#### Short Course 2: *Best Practices for Surveys of Teens*

Laura Wronski (Survey Monkey): The course covered how a new generation of survey-takers perceives, process, and responds to surveys. More specifically how teens understand surveys, why they decide to participate in surveys, how they take surveys, how teens differ cognitively from adults, and limitations or obstacles that researchers may face when designing surveys.



Laura Wronski, Survey Monkey

### STUDENT PAPER WINNERS



Henry Noone (Runner-up), Danell Brewster (Student Paper Competition Chair), Rebecca Hofstein Grady (Winner)

THURSDAY, DECEMBER 6, 2018

## Panel 1: *Collecting Voter Opinions: Methods and Subgroups*

**Harry Noone (Southern Oregon University)**- Measuring Attitudes Towards National Security Whistleblowers

**Ashley Kirzinger and Eran Ben-Porath (Kaiser Family Foundation and SRSS)**- The Role of Suburban Voters in 2018 and (Perhaps?) 2020

**Dean Bonner (PPIC)**- Proposition Polling à la Mode

**Edward Paul Johnson (Research Now SSI)**- Voters' Love Hate Relationship with Political Advertising



From left to right: Harry Noone, Ashley Kirzinger, Eran Ben-Porath, Dean Bonner, Edward Johnson

## Panel 2: *Data Quality Considerations in Survey Design and Analysis*

**Erin Pinkus (Survey Monkey)**- (Co-authors: D. Sunshine Hillygus & Jesse Lopez) Examining the Relationship Between Survey Trolling and Gender Identity Questions

**Tania Gutsche (Center for Economic and Social Research, University of Southern California)**- 6 Years of Diary Data Collection: From Design to Data Quality

**Stefan Subias (NORC)**- (Co-authors: Ipek Bilgen, J. Michael Dennis, & N. Ganesh) Examination of Nonresponse Follow-up Impact on Amerispeak Panel Data Quality

**Jeff Petersen (Allman & Petersen Economics)**- (Co-author: Phillip H. Allman) Survey Design and Analysis in class Action Wage and Hour Cases

**Rebecca H. Grady (UC Irvine)**- (Co-authors: Ashley J. Thomas & Peter H. Ditto) When only the other side is to blame: Order effects and motivated reasoning in judgments of free speech, inciting violence, and sexual assault allegations



From left to right: Erin Pinkus, Tania Gutsche, Stefan Subias, Rebecca H. Grady, Jeff Petersen

## Panel 3: *Election Issues in the Western States*

**Bryan Wu (Kaiser Family Foundation)**- (Co-authors: Liz Hamel & Ashley Kirzinger) A Health Care Election in Nevada and Colorado? Findings From Two Pre-Election Surveys

**Lunna Lopes (PPIC)**- Interest, attention, and enthusiasm in the California 2018 Midterms

**H. Stuart Elway (Elway Research)**- Red & Blue in the Evergreen State: Shifting Urban, Suburban and Rural Party Allegiances in the Age of Trump

**Kyrene Gibb (Y2 Analytics)**- Keep Utah Weird: Partisan Races and Ballot Issues in 2018

**Alyssa Dykman (PPIC)**- The Partisan Gender Gap among California Voters



From left to right: Bryan Wu, Lunna Lopes, H. Stuart Elway, Kyrene Gibb, Alyssa Dykman



# PAPOR Honorary Lifetime Member Spotlight



## Some thoughts about PAPOR and the last fifty years

By

**Don A. Dillman**

In September, 2018, I began my 50<sup>th</sup> year as a professor at Washington State University (WSU). In some ways, that date seems like yesterday, and in other ways it feels like a very long time ago. When I arrived at WSU in 1969 there was no internet, no fax machines, barely functioning (and smelly) copy machines, and no personal computers or even electric typewriters.

WSU provided me an opportunity to develop mail and telephone data collections in ways that proved quite effective. I set up the “Public Opinion Laboratory” in our Social Research Center (now the Social and Economic Sciences Research Center) that relied on those data collection methods, making it possible to do state and regional household surveys that could not otherwise be done because of the high cost of in-person interviews. What a wonderful feeling it was to explain to city officials that they did not need to rely on national surveys for inferring whether they had a crime or safety problem in their community; they could do their own survey at a reasonable cost.

The book in which I described these innovations, **Mail and Telephone Surveys: The Total Design Method**—is now in its 4<sup>th</sup> edition (2014), with each version being at least a 65% revision. The title of the most recent version, **Internet, Phone, Mail and Mixed-Mode Surveys: The Tailored Design Method**, captures the dramatic, and nearly constant changes that have occurred since the first book was written. The willingness of Social and Economic Sciences Research Center clients to support experiments aimed at and testing new technologies produced a career-long flow of results aimed at improving those methods, and introducing others, that became the core of each edition.

My research efforts have gone through several overlapping phases since my arriving at WSU, fueled by the decreased effectiveness of certain methods and changes in technology.

1969-1980. Creation of procedures for conducting effective mail and telephone surveys.

1980-2000. Experimenting with ways to improve those methods, and applying them nationally as the Census

Bureau’s Senior Survey Methodologist (1991-1995).

1986-Present. Testing how to design and implement mixed-mode surveys effectively in order to improve response rates and data quality.

1993-2010. Conceptualizing and testing how visual (mail and later internet) vs. aural (telephone, IVR and in-person) presentation of questions affects survey responses, finding ways to overcome those differences with unified mode construction.

1996-2014. Development and testing of Internet data collection methods.

2006-Present. Development and testing of web-push data collection methods that combine various contact and response modes as a replacement for RDD telephone surveys.

All of these efforts involved intensive collaboration with dozens of others, including graduate student colleagues, many of whom are now providing survey design leadership for university, private sector, and government organizations. I am grateful to these individuals with whom I have had the good fortune of co-authoring more than 200 survey-related publications aimed at advancing our thinking about what surveys can and cannot do.

Although, Pullman, where Joye Jolly Dillman, my wife of 54 years, and I continue to reside, is more than 600 miles from where PAPOR’s membership is centered, I have enjoyed frequent involvement in its activities. That participation has included presenting several workshops that allowed me to test with PAPOR participants new ideas on various topics—improved internet designs, visual layout principles, and various mixed-mode designs for pushing respondents to the web. PAPOR has also given me the opportunity to pick-up new ideas being developed by its members, especially those working in private sector and nonprofit organizations.

I now spend considerable time trying to understand specific differences in survey challenges across countries. In 2018 I travelled to Germany, Australia, and the United Kingdom for exchanges on how to improve the effectiveness of web-push designs. I also serve on the National Academies of Science, Engineering and Medicine’s Committee on National Statistics, which keeps me abreast of the challenges faced by our federal statistical agencies in conducting high quality surveys.

It is hard for me to imagine a more exciting time in survey methodology, as professional methodologists now work with many different possibilities for tailoring the most appropriate methods to surveys for different survey populations, topics and subjects. I enjoy the energy I feel when hearing others explain what they are trying to do and the reasons, and knowing that PAPOR continues to bring new ideas into the mix of possibilities.

**Plenary:** *The 2018 Mid-Term Elections: Polling and the Media*

**Scott Clement (The Washington Post)**

**Katie Orr (KQED)**

**Moderator: Amy Simon (Goodwin Simon Research)**



From left to right: Amy Simon, Katie Orr, Scott Clement

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AAPOR Representative Tamara Terry

Interested in hosting a  
social event in your local area to  
meet and network with other  
PAPOR members?

**Tell us about it.**

**Panel 4:** *Contemporary Issues in Public Opinion Research*

**Cailey Muñana (Kaiser Family Foundation)-** (Co-authors: Bianca DiJulio, Liz Hamel, & Mollyann Brodie) *Loneliness and Social Media In the United States*

**Warda Ajaz (Oregon State University)-** *Public Support for Building New Power Plants in the West Coast States; Does Proximity Instigate NIABYism*

**Tom Wells (Uber)-** *Gauging User Acceptance of Uber Air*

**Jennifer Franz (JD Franz Research, Inc.)-** *Helping Hands: Using Qualitative Research to Support Quantitative Studies*

**Erin Lin (University of Nevada, Reno)-** (Co-author: Mamyman Marta) *Where are the Social Entrepreneurs Active? The effect of Economic Development and Political-Economic Institutions on the Probability of Starting Social Enterprises*



From left to right: Cailey Muñana, Warda Ajaz, Jennifer Franz, Erin Lin, Tom Wells



From left to right: Lynn Stalone (Councilor-at-large, Sponsorship) and Jessica Gollaher (Conference Chair)



## Panel 5: *International Topics of Public Opinion*

**Francisco Abundis (Parametria)-** (Co-authors: Katia Guzman & Diana Penagos) Andres Manuel Lopez Obrador: The Issue Voting Paradigm

**Joel S. Fetzer (Pepperdine University)-** (Co-author: Brandon Millan) Emigration Attitudes and Public Support for Democracy in Hong Kong

**Mariah Evans (University of Nevada Reno)-** (Co-author: Jonathan Kelley) Envy of the rich is a (moderately important) reason that people favor reducing income inequality: envy, self-interest, party politics, and inequality attitudes in the contemporary USA

**Jonathan Kelley (University of Nevada Reno)-** Quality, Not Quantity, Shapes Public Evaluation of the Welfare State: Actual Social Spending Is Irrelevant For Life Satisfaction In The EU But Quality Of Social Services Is Vital

**Eric Lin (University of Nevada Reno)-** Does an individual's level of worry and fear affect the likelihood of valuing compassion and altruism? A cross-national, multi-level analysis of 60 countries & 85,000 individuals



From left to right: Samantha Bryant, Danell Brewster, Susan Ayres



From left to right: Ginger Blazier, Tamara Terry, Mollyann Brodie



From left to right: Francisco Abundis, Joel S. Fetzer, Mariah Evans, Eric Lin (Jonathan Kelley is not pictured here)

A big thank you to Rick Mason, Public Health Survey Research Program, who took our 2018 PAPOR Conference photos!



Tamara Terry and Angelique Uglow



Enthralled Audience at PAPOR 2018 Conference

*Thank you to our*

## 2018 PAPOR Sponsors:

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### Councilor-at-large, Webmaster - Brian Wells

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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 November 2018, PAPOR has 163 current members. 148 regular members, 11 Students, and 4 Honorary lifetime members.**

### Gender:

Male 52%  
Female 48%

### Race/Ethnicity:

Non-Hispanic White 77%  
Asian/Asian American 8%  
Hispanic White 5%  
Multi-Racial 5%  
Black/African American 3%  
Other 3%

### Industry:

49% For-Profit / Private  
26% Academic  
10% Non-Profit  
6% Government  
5% Consultant  
3% Other or Unsure  
2% Retired/Not employed

### Region:

67% California; 5% Utah;  
5% Washington; 4% Oregon; 3% Nevada;  
with the remainder spread across Arizona, Alberta Canada, Colorado, Hawaii, Illinois, Maryland, Massachusetts, Montana, New Jersey, New Mexico, New York, North Carolina, Pennsylvania, Texas, Virginia, and Washington D.C.