

President's Letter



Hello PAPOR members,

I am excited to serve as your PAPOR President for 2020. I have been on the PAPOR council for eight years now and have served in many different positions. PAPOR has a very special place in my heart and I am honored to follow the great leadership of many of our past presidents.

PAPOR is hoping to expand our reach to new members throughout our region. We would like to increase our student and early career members and offer them opportunities to network with our long standing members. As we all know, things in our industry are changing at such a fast pace is often hard to keep up.

Our all-volunteer 2020 Executive council has some new faces this year and we would like to welcome Ran Wei from Facebook (Associated Conference Chair), Annie Weaver from Opinion Dynamics (Student Paper Chair), Cailey Muñana with Kaiser Family Foundation (Newsletter), J Michael Dennis from NORC (Sponsorship) and Rico Neumann (Student Representative). We are also very thankful our continuing council members for their continued service and enthusiasm this year. You can learn more about each of us [here](#).

We had an awesome 2019 and here are some of the highlights:

- ◆ PAPOR was represented at the AAPOR conference in Toronto and we had a wonderful mini conference on June 28th at the Public Policy Institute of California to recap some of the presentations from AAPOR.
- ◆ The short course was presented via webinar in conjunction with the Southern California Insight Association. The course examined the California Consumer Privacy Act and California Assembly Bill 5 (AB5) and its potential impact on research in California and the US.
- ◆ The annual conference was another success thanks to all the hard work of Laura Wronski and Erin Pinkus. The plenary on data collection for the 2020 Census was insightful.
- ◆ The 2019 PAPOR student paper winner Anna Boch gave an excellent presentation of her paper on civil liberties using the General Social Survey.
- ◆ Many smaller networking happy hours throughout the region.

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We are looking forward to a memorable 2020. Here are some of the events we have planned:

- ◆ AAPOR Survey Fest happened on January 25th at Stanford University.
- ◆ The short course will be this spring. Please check out [our website](#) for more details as they come available.
- ◆ The 75th annual AAPOR conference in Atlanta May 14 -17th as well as the new Chapter party on Friday evening at the conference. For more info, please visit the AAPOR [conference website](#).
- ◆ The mini conference this summer will recap some of the presentations at AAPOR.
- ◆ The annual student paper competition
- ◆ The 2020 PAPOR Annual Conference December 10-11 2020 at the Marines Memorial Hotel in San Francisco, CA

Since PAPOR covers so many states we would like to continue to encourage our members to plan casual happy hour events in your areas. If you would like to set one up, we would be happy to send out emails to our members. Please send the information to our membership chair at membership@papor.org.

Last but certainly not least, we want to send our sincere gratitude to our 2019 sponsors and hope you will consider sponsoring us again in 2020.

Jessica Gollaher
2020 PAPOR President
president@papor.org

Renew your PAPOR Membership / Sponsorship today!

2019 Annual PAPOR Conference Report

The 2019 Annual Conference of the Pacific Chapter of the American Association for Public Opinion Research (PAPOR) was held December 5-6 at the Marines' Club & Hotel in San Francisco, California. We had 74 conference attendees in total, including 4 students. The itinerary included 5 panel presentations, as well as a dinner plenary highlighting the 2020 decennial Census.

PAPOR would like to thank all of the conference participants as well as the individuals and sponsors who 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: Heartwired Focus Group Moderation: Digging Deeper in Qualitative Research, led by Amy Simon

This short course explored the Heart-wired methods and techniques for successfully moderating focus groups that center on socially sensitive topics. By focusing on the five heartwired factors, including emotions, identity, lived experiences, values, and beliefs, this short course provided participants with practical steps on how to guide discussion and cultivate a focus group setting that leads to thoughtful conversations for both participants and moderators.



Short Course 2: R for Survey Analysis, led by Jack Chen

This short course walked through the basics of survey data analysis in R, including the generation of summary statistics, calculation of variance, and post-stratification, calibration, and raking. This short course also discussed data cleaning and how to merge datasets.

PAPOR 2019 attendees kicking off the conference on Thursday, December 5, 2019



2019 Annual PAPOR Conference Report

Panel Presentations

Panel 1: Design Choices in Public Opinion Research

Renatta DeFever (Social Policy Research Associates): The Effect of Survey Mode on Responses to Social Connectedness Questions Among Older Adults

Dean Bonner (PPIC): ¿Hablas Español? The Importance of Spanish Language Interviewing Among Latinos

Ashley Kirzinger (KFF) and **Eran Ben-Porath** (SSRS): Address-Based Sampling with a Voter File: Lessons from a 4-State Poll

Monisha Shah and Chuncui Fan (UCSF): Can sequential mixed-mode design help increase response rates? A test of two mixed-mode designs in the California Maternal and Infant Health Assessment Survey

Jeff Petersen (Allman & Petersen Economics): The Implications of Recent Legal Discussions for Survey Methodology in Class Action Wage and Hour Cases

Panel 2: Attitudes on Politics, Policy, and Tech

Matt Lesenyie (Santa Clara University): Attitudes Toward Political Advertising Disclosures

Samantha Finley (EDD): Parents' Attitudes Toward Their Children Using Technology

Anna Boch (Stanford University): Towards a More "European" Tolerance? Attitudes on Civil Liberties Using the General Social Survey, 1996-2018

Mariya Vizireanu (Center for the Study of Los Angeles): Angeleno Optimism for New Food Tech: A Promising Landscape for the Future of Food

Alein Y. Haro (UC Berkeley School of Public Health): Social Capital and Income Inequality Shape Voter Support for Health Insurance Expansion to Undocumented Immigrants

Plenary

2020 Decennial Census, featuring D. Sunshine Hillygus (Duke University), Eric McGhee (PPIC), and Arturo Vargas (NALEO) with Liz Hamel (KFF) as moderator



2019 Annual PAPOR Conference Report

Panel Presentations

Panel 3: Election Issues in the Western States

Floyd Ciruli (Crossley Center for Public Opinion Research): Colorado: From Swing State to Solid Blue?

Mark Baldassare (PPIC): Californians and the 2020 presidential primary context

Mark DiCamillo (Berkeley IGS Poll): Updating voter preferences in California's presidential primary and new poll findings about the possible impeachment of President Trump

Jill Darling (Center for Economic and Social Research, University of Southern California): Voting Red in a Very Blue State: A Look at the California GOP

Gilad Amitai (SurveyMonkey): Key Differences in Opinions in Western States

Panel 4: Polling on Climate Change

Catherine Chen (Stanford University): Trends in American Public Opinion on Climate Change 1997-2018: Testing Predictions of the ACE Model

Lunna Lopes and Cailey Muñana (KFF): Climate Change Attitudes in the American Southwest

Michele Zamora (University of California, Santa Barbara): The Kids Are Alright: Collective Identity and Youth Climate Activism

Alyssa Dykman (PPIC): Who are the Climate Skeptics in California?

Panel 5: Innovations in Survey Methodology

Paul Lavrakas (Reconnect Research): Pilot-testing the Use of Redirected Inbound Call Sampling (RICS) for 2020 Election Polling

J. Michael Dennis (NORC): New Approach to Combining Probability and Nonprobability Samples: Estimating the Attitudes of the American Public and Hard to Reach Populations

Edward Paul Johnson (Dynata): Marriage of Passive Geolocation Measurement and Survey Preference Data in Conjoint Analysis

Bas Weerman (Center for Economic and Social Research, University of Southern California): Do Online Cognitive Tests Stand Up to Face to Face?

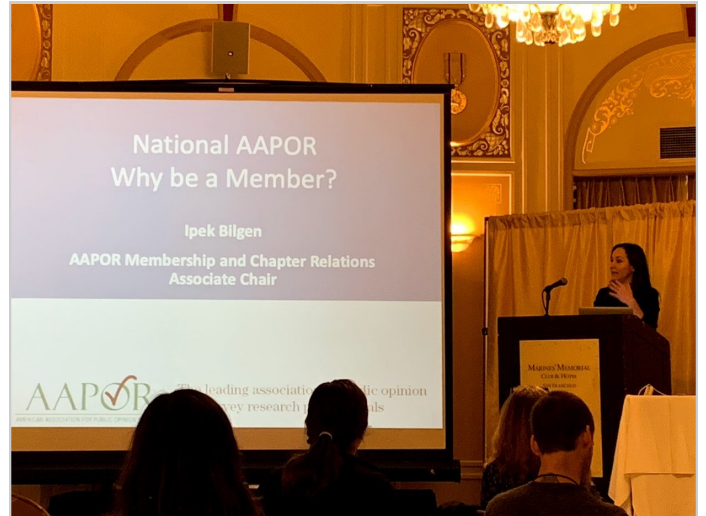
Did you go to the PAPOR Conference?

Share your 2019 PAPOR Conference experience with us by
tagging #papor2019

2019 Annual PAPOR Conference Report



Above: Student paper winners Anna Boch, left (Stanford) and Michele Zamora, right (UCSB) with Danell Brewster



Above: Ipek Bilgen, AAPOR Membership and Chapter Relations Associate Chair



Above: Ashley Kirzinger presenting during Panel 1: Design Choices in Public Opinion Research



Above: Mariya Vizireanu presenting during Panel 2: Attitudes on Politics, Policy, and Tech



Above: Jill Darling presenting during Panel 3: Election Issues in the Western States



Above: J. Michael Dennis presenting during Panel 5: Innovations in Survey Methodology

2019 PAPOR Short Course

In November 2019, PAPOR had a tremendously successful webinar that was co-branded with So Cal Insight Association to discuss the topics of CCPA and AB5. We had over 100 participants listen in on a practical guide to the California Consumer Privacy Act for public opinion research – along with a short overview of Assembly Bill 5. This event was a huge success and we would like to thank So Cal Insights, Stuart Pardau (from the Law Offices of Stuart L. Pardau & Associates), and Stan Stahl (from Secure the Village) for their contribution and leadership to make this happen. A copy of the slides and a recording of the webinar is available for free for all 2020 PAPOR members. Contact PAPOR council member Bob Davis (bob@davisresearch.com) for more information.

Look for another PAPOR webinar in early April covering election polling ethics, legal considerations, and best practices.

A Practical Guide to The California Consumer Privacy Act (CCPA) for Public Opinion Research

**Pacific Chapter of the American Association for Public Opinion Research (PAPOR)
and
Southern California Insights Association**

Stuart L. Pardau, Legal Advisor, Insights Association & Law Offices of Stuart L. Pardau & Associates
and

Stan Stahl, SecureTheVillage & Citadel Information Group

Tuesday, November 19, 2019

Resources for Students and Early Career Members

Tips on your professional headshot
(thank you to [Kirby Partners](#) for the tips!)

[A Few Other Tips](#)

DON'T choose cluttered backgrounds

DON'T use unflattering lighting

DON'T shoot straight on. Use angles in your posture



DO use simple clean Background

DO find good outdoor lighting with sun behind you

DO angle your posture

Don't...

- Take a selfie. Have someone else take the photo for you.
- Use a lot of filters on your photo
- Force your facial expression

Do...

- Pick a photo that looks like you
- Use a high resolution image
- Make sure you are the only person in the photo

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

Thank you to our

2019 PAPOR Sponsors:

Contributing Sponsors



Corporate Friends



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.

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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 January 2020, PAPOR has 115 current members. 103 regular members, 6 Students, and 6 Honorary Lifetime members.

- **Gender:**

Male 50%

Female 50%

- **Race/Ethnicity:**

Non-Hispanic White 88%

Other or Multi-Racial 13%

- **Industry:**

40% For-Profit / Private

22% Academic

18% Non-Profit

12% Government

5% Consultant

2% Other/Retired/Not employed

- **Region:**

69% California; 10% Washington; 5%

Oregon; 3% Utah; 3% Colorado; with the remainder spread across Hawaii, Illinois, Kansas, Montana, Nevada, Pennsylvania, Texas, and Washington D.C.