



The Pacific Chapter of American Association for Public Opinion Research (PAPOR) is proud to announce the following short course:

## “Sexual Orientation and Gender Identity Measurement: History and Best Practices”

**October 14<sup>th</sup>, 2016 10:00AM – 3:00 PM**

UCLA Center for Health Policy Research | Los Angeles, CA

	Until Sept 24*	Sept 24 until onsite
PAPOR/MRA member	\$45	\$55
Non-PAPOR member (includes 2016 membership)	\$50	\$60
Student	\$20	\$25
Group webinar rate (3+ viewers)*	\$100	\$110

**Live webinar option available (same pricing).**

### Course Preview

Sexual orientation and gender identity (SOGI) have been studied for decades, but they have only recently made their way into large-scale state and federal surveys, and political polls. This course traces the history of SOGI measurement from early (and essentially-flawed) non-probability sample studies like the famous Kinsey studies, to probability-based surveys like the General Social Survey (GSS), the California Health Interview Survey (CHIS), the Behavioral Risk Factor Surveillance System (BRFSS), and the National Health Interview Survey (NHIS). The course will also touches on the related topics of partner sex/gender (i.e., sexual behavior), and their relationship to SOGI. The historical perspective will be bolstered by reviewing the quantitative literature on SOGI questions, including pretesting results, population rates, and rates of item nonresponse (i.e., missing data). Several methods of asking SOGI will be addressed, with commentary on their resulting prevalence rates. These topics will be put into the context of current efforts within the US Federal Statistical System to promote asking SOGI in Federal surveys broadly (e.g., the OMB Interagency Working Group on SOGI Measurement), and current polling and survey research generally. Recommendations for including SOGI questions in surveys of various modes will be discussed, highlighting successes from CHIS, NHIS, and other large-scale interview-based surveys. This course will benefit anyone working with or wanting to collect SOGI data, whether they be academic researchers, policy advocates, or survey researchers/methodologists tasked with adding SOGI questions to their surveys. Open questions in the study of SOGI and the future of SOGI measurement in surveys will be discussed as well. There will be ample time for Q&A.

### Instructor

Matt Jans earned his PhD from the Program in Survey Methodology at the University of Michigan (part of the Joint Program in Survey Methodology, JPSM). He has over 15 years of experience in survey design, implementation, and methodology experimentation. As Survey Methodologist for the California Health Interview Survey (CHIS), he has collaborated with the influential Williams Institute - the UCLA-based LGBT law and public policy think tank - to design and test gender identity questions in CHIS. This work has already begun to influence federal recommendations and practices on SOGI measurement. His work on sexual orientation measurement has been published in the American Journal of Public Health. He is an Adjunct Assistant Professor at JPSM (University of Maryland) and the Graduate Program in Survey Research (UConn) where he teaches data collection. He is a member of AAPOR and PAPOR.

### About PAPOR

PAPOR is the regional chapter of the American Association for Public Opinion Research (AAPOR). Our mission is to bring together professionals in public opinion and survey research to discuss survey methodology as well as public opinion issues. PAPOR has 150+ members.

For more information or to register visit [www.PAPOR.org](http://www.PAPOR.org)

If you have additional questions, please contact Dave Vannette at [dave.vannette@gmail.com](mailto:dave.vannette@gmail.com)

\*The group webinar rate does not include 2016 PAPOR membership.