

President's Letter



Happy 2018 PAPORites!

I'm thrilled to be serving as PAPOR President this year. It's great to take on this role with PAPOR being in such a strong, stable position as an organization thanks to the leadership and dedication of past presidents and previous councils. I hope we can maintain our strong position and continue past-president Benn Messer's efforts to grow our membership and

expand our reach across our region.

The (all-volunteer!) 2018 Executive Council enthusiastically hit the ground running at our first meeting in January. We are lucky to have many returning council members, some of whom are switching to new positions. I'm thankful for their continued service and the continuity it provides the organization. I'm also excited to welcome some new voices to council, including CiCi O'Donnell (Secretary), Samantha Bryant (Newsletter Editor), Lindsay Bayham (Student Representative), and (Past PAPOR President) Bob Davis (Short Course). You can learn more about each of us [here](#).

We have a lot of great things in store for 2018, including some new and exciting events such as a party we're organizing in Denver for AAPOR Conference attendees and an AAPOR webinar that will spotlight PAPOR. We'll also be carrying on our traditional events like the MiniConference, the Annual PAPOR Conference in December, and the Student Paper Competition, among others.

In addition to these more formal networking and educational events, I would also like to help foster more causal get togethers on a local level. While we've only been able to gather the full membership a couple times year, we have many more opportunities to gather locally with fellow PAPOR members who live in similar metro areas. I will be kicking off this effort with a Bay Area happy hour. But, in order to have similar events in other areas, I'll need your help! If you're interested in getting together with local PAPOR members, let me know and I'm happy to assist in getting these more causal connections off the ground. To me, these events could have the double benefit of connecting people in local areas and helping to spread the word to bring more folks into the PAPOR community. I know I personally would enjoy seeing Bay Area PAPOR folks more than two or three times a year!

Last but not least, thanks to our 2017 sponsors! We can't do what we do without our generous sponsors! We hope you will consider sponsoring us again in 2018.

We hope to see you personally or virtually at PAPOR events this year. And, please, help us spread the word and tell your friends about the number of activities we have going on. Follow us on Twitter (@PAPORorg) and LinkedIn, and be sure to share with PAPOR any news, developments, or events from your profession and research, or let us know what we can be doing better (president@papor.org).

Here's to a fun and productive 2018!

Bianca DiJulio, 2018 PAPOR President

PAPOR Conference Report

On December 14-15, 2017, we had another successful annual PAPOR conference at the Marines' Memorial Club and Hotel. We had over 60 people in the audience this year. The itinerary included two short courses, five panels with 19 presentations, a poster session, and a dinner plenary. The plenary was on the Future of General Population Telephone Research., and was presented by Paul Lavrakas, Jill Darling (USC Dornsife Center for Economic and Social Research), and Amy Simon (Goodwin Simon Strategic Research).

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!

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Renew your PAPOR Membership / Sponsorship today!

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The 2018 annual PAPOR conference will be held at the Marines' Memorial Club and Hotel on December 6-7, 2018. We hope to see you there!

PRE-CONFERENCE SHORT COURSES

Short Course 1: *Mixed Mode Surveys*

Leah Christian (Nielsen) The course presented examples of mixed-mode surveys, grounded in contemporary research. It also provided guidance on how to increase the validity and reliability, as well as response rates, and how to optimally use mixed-mode research channels.

Short Course 2: *A Guide to Conducting Web Surveys*

Kyley McGeeney (PSB Research) and Sarah Cho (Survey Monkey). This course included guidance on the timing, mode, and content of invitations and reminders; questionnaire design elements such as mobile optimization, progress indicators, and navigation buttons; and writing questions for the web including topics such as scale length and question types.

POSTER PRESENTATIONS



Alex Kempler, Loyola Marymount University, LA;

Civil Unrest 25 Years Later: A Profile of Los Angeles Public Opinion Using Data from StudyLA's Quinquennial Los Angeles Riots Surveys



Marta Mamyan, University of Nevada, Reno; Governmental Intervention Effects on Charitable Organizations in Post Soviet Armenia (Co-author Adrine Babloyan, Ph.D.)

THURSDAY, DECEMBER 14, 2017

Panel 1: *Sampling, Design and Analysis*

Ashley Hyon (Marketing Systems Group)- Targeted ABS: Methodology and Implementation

Benjamin Messer (Research into Action)- Applying the Tailored Design Method in a Randomized Control Trial Experiment Survey

Bryan Wu (Kaiser Family Foundation)- Polling on Rural America: Differences in Self-reported vs. Administrative Definitions

Paul Johnson (Survey Sampling International)- Creating a Framework for Measuring Coverage Bias in Online Panels by Matching to Voter Files

Rebecca Hofstein Grady (UC Irvine)- What is the best size for matrix-style questions in online surveys?



From left to right: Kelsey White (Panel Chair), Ashley Hyon, Bryan Wu, Benjamin Messer, Edward Johnson, Rebecca Hofstein Grady

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Panel 2: Workshop: Working on Partisan Criticism of Public Opinion Research

Jill Darling (USC Dornsife Center for Economic and Social Research) and Kyley McGreeney (PSB Research)



Jill Darling and Kyley McGreeney

FRIDAY, DECEMBER 15, 2017

Panel 3: The Public's Views of Health Policy, Aging and Quality of Life

Bianca DiJulio (Kaiser Family Foundation)- Polling on Planning for late-life & Serious illness: Key considerations and findings

Ashley Kirzinger (Kaiser Family Foundation)- Polling on Health Care Policy in 2017

Lunna Lopes (PPIC)- Californians and the Affordable Care Act: Shifting and Solidifying

Eric Lin (University of Nevada, Reno)- Does Income inequality reduce the quality of life in the post-Great-Recession era? A multi-level analysis of 87 countries with over 150,000 individuals



From left to right: Ashley Kirzinger, Lunna Lopes, Bianca DiJulio, Eric Lin

Panel 4: Survey Process & Best Practices

Shirley Yang (Dropbox)- Lessons from a Qual First Segmentation

Bob Davis (Davis Research)- Information Security and Data Protection

Jocelyn Landau (Netflix)- Optimizing Mixed Methods Research for Product Innovation

Gary Langer (Langer Research Associates)- Managing Surveys from Start to Finish

Tom Wells (Uber)- Making NPS RIP @ Uber



From left to right: Laura Wronski (Panel Chair), Shirley Yang, Jocelyn Landau, Bob Davis, Gary Langer, Tom Wells

Panel 5: Populism and National Pride

M.D.R. Evans (University of Nevada, Reno)- Reflected Glory? National Pride and subjective well-being in international perspective

Jonathan Kelley (University of Nevada, Reno)- Populism's foundations are widespread across the developed world: Prejudice against immigrants in Europe

Ian Nesbitt (University of Nevada, Reno)- National Pride in International perspective: Multi-level models of influences of individual and national characteristics on facets of pride and pride in general 33 countries. (N > 45,000)



From left to right: Ian Nesbitt, M.D.R. Evans, Laura Stoker (Panel Chair), and Jonathan Kelley

Student Spotlight

2017 PAPOR Student Paper Competition Winners

Annually PAPOR sponsors the annual Student Paper Competition to encourage undergraduate and graduate student participation within the chapter and at our mini conference in December.

Mingnan Liu, PAPOR Student Paper Competition Chair, and three volunteers (Laura Wronski, Danell Brewster, and Paul Johnson) judged the 2017 paper submissions. The committee was very pleased with the quality of all submissions.

The students received their awards at the PAPOR conference last month. The 1st place paper is awarded a cash prize of \$250, conference registration, up to \$250 for travel expenses to attend the conference, an honorary one-year membership to PAPOR and a spot at the 2017 PAPOR conference to present research. This year the first place winner presented in Panel 1. The 2nd place winner receives a paid Conference Registration, an honorary one-year membership to PAPOR, and a spot on the PAPOR conference program. Unfortunately this year, our runner-up was not able to attend the conference.

First Place Winner



Becky Hofstein Grady,
UC Irvine

What is the best size for matrix-style questions in online surveys?

Becky Grady grew up in the suburbs of Chicago before moving to Houston to attend college at Rice University. She received her bachelor's degree in Psychology, studying workplace behavior, stereotyping, and memory. Afterwards, she worked for two years as a psychology research coordinator at a Veterans Affairs hospital, working on helping patients make treatment decisions and improving the usability of patient and doctor forms.

Currently, she is living in Irvine, CA, working towards her PhD in social psychology at the University of California, Irvine with a focus on human biases. Her interest in surveys, decision-making, technology, and user experiences led her to an internship at SurveyMonkey, where she conducted the experiments presented in the paper regarding the use of matrix-style questions in online surveys.

Her goal is to help people have the best experience both designing and taking surveys to ensure that people can make better decisions with the best possible data. <http://gradyr.weebly.com/>

Runner-Up



Heather Hisako Kitada,
Oregon State University
*The Implications of Functional Form
Choice on Model Misspecication in
Longitudinal Survey Mode Adjust-
ments and Consideration of
Underlying Trend*

Heather is originally from Southern California, but has called Oregon home for the last ten years. She completed a Bachelors in Mathematics ('12) from Lewis & Clark College in Portland, Oregon before pursuing graduate studies at Oregon State University in Corvallis, Oregon where she earned a Masters of Science in Statistics ('14) and Graduate Certificate in College and University Teaching ('14).

She currently is a PhD candidate ('18 Expected) in the Statistics Department and graduate teaching assistant for the Graduate School at Oregon State. In addition, she is a Visiting Assistant Professor in the Mathematics Department at Reed College in Portland, Oregon.

Her research focuses on developing statistical adjustments for survey data with estimator instability and data quality issues due to measurement error with specific applications in mode effect. She enjoys being part of the AAPOR community and received a Student Travel Award for the 2016 conference in Austin, TX and was part of the winning Research Hack 3.0 team at the 2017 AAPOR conference in New Orleans, LA.

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Lynn Stalone at sponsorship@papor.org.

If you would like to Support PAPOR by becoming a sponsor, please contact Lynn Stalone at sponsorship@papor.org.

Here's some of the great stuff we've have coming up for you this year.

Two opportunities to visit us in Denver

Since the AAPOR conference in Denver is in our region this year, PAPOR is organizing a party for conference attendees at an off-site venue for **Thursday, May 17 at 8pm**, complete with games, drinks, food, karaoke and photos! Mark your calendar so you don't miss out on the fun!

You can also find us at the AAPOR conference **chapter reception**. We'll be providing some more information about PAPOR's events and a chance to win a nice raffle gift from one of PAPOR's members states. The chapter reception is a fun time to network and connect with other PAPORites.

Mini-conference In case you miss the AAPOR conference in May or, like many attendees, didn't get to see all the sessions you wanted, be sure to sign up for PAPOR's Mini-Conference in late-June. A few PAPOR members who were at the AAPOR conference will present summaries of the various sessions they attended, providing a great opportunity

to learn about topics and studies you may have missed at AAPOR. The MiniConference will be in or near San Francisco, and also available via webinar. PAPOR's Mini-Conference Chair, David Kordus, will provide more details in the spring.

Short Course PAPOR will be offering a Short Course in Los Angeles and via webinar this year. It's a great opportunity to brush up your research skills or learn about a new topic in public opinion research from an industry-leading professional. Bob Davis, the Short Course chair, will be planning and promoting the event. Stay tuned for info!

Student Paper Competition Also in the summer and fall, student members and members who work with students are invited to participate in PAPOR's Annual Student Paper Competition. The lead author of a paper must be a student, and the competition provides a chance to win a cash prize, a slot and funds to present at PAPOR's annual conference, and an annual PAPOR membership. Danell Brewster, the Student Paper Competition Chair, will send out flyers to students and universities this summer, and papers will be due in October, but it's never too early to mark your calendar, spread the word, and

start thinking about a paper to submit.

AAPOR Webinar – PAPOR Chapter Spotlight “Public Opinion of the Affordable Care Act: A Deeply Loved/Hated Law” In July, PAPOR's very own Dr. Mollyann Brodie will discuss the past, current, and future of polling on the controversial Affordable Care Act and how the lessons learned during the past eight years may also prove useful in future polling on the seemingly ongoing health care legislative debates and other controversial laws in highly polarized political climates. We're excited to be partnering with AAPOR on this webinar to feature some of the great work being done in our region! (Full disclosure: I have the pleasure of working with Mollyann on this work!)

Annual PAPOR Conference PAPOR's last event of the year is the Annual Conference at the Marines' Memorial Club and Hotel in **San Francisco, December 6-7**. The conference is a great venue to present and learn about current public opinion research, network with local and regional professionals, and attend the two short courses for professional development. Jessica Gollaher, the Conference Chair, and Kelsey White, the Associate Chair, will start sending out information and requesting papers this summer.

Do you have a job or internship

that you would like to advertise on our social media sites? [Send it in!](#)

PAPOR has an increasing amount of students and early career individuals who would love to know about these opportunities!

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

[Tell us about it.](#)

We will post it on PAPOR social media sites and announce it in the next newsletter!

Share your conference experience with us by tagging #PAPOR17 in your Twitter Posts!

<https://twitter.com/PAPORorg>

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 2018, PAPOR has 139 current members.

- 88% are also members of AAPOR.
- 7% are student members.
- 11% live outside Western region
- Industry:
 - 48% For-Profit / Private
 - 30% Academic
 - 13% Non-Profit
 - 10% Other (Government, Retired, Both, Self-employed)