



# PAPOR

Pacific Chapter of American Association  
for Public Opinion Research

## 2021 Annual Conference

December 1-3, 2021 | Virtual  
Conference Program



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#### WEDNESDAY, DECEMBER 1, 2021

11:45 am – 12:00 pm Welcome

12:00 – 1:00 pm **Short Course**  
*“Cognitive Interviewing for Better Questionnaire Design”*  
Ashley Grosse, YouGov 

1:00 – 1:15 pm Break

1:15 – 2:15 pm **Professional Development Workshop**  
*“Getting Centered”*  
The Comedy Partners 

#### THURSDAY, DECEMBER 2, 2021

10:45 am – 11:00 am Welcome

11:00 am – 11:45 am **Special Session: The 2021 Recall Election of Gavin Newsom in California**  
... viewed through the polls of two of California’s most experienced pollsters:  
Mark DiCamillo and Mark Baldassare  
Moderated by Floyd Ciruli


11:45 am – 12:00 pm Break

12:00 – 12:45 pm **Paper Session: A Closer Look at Diversity, Equity & Inclusion (DEI)**  
*“The Impact of the Pandemic on LGBT Adults”* by Grace Sparks and Ashley Kirzinger  
*“The Promises and Realities of DEI in Corporate America”* by Gina Cardazone  
*“Framing Inspirational Content in News Media”* by Melissa M. Moore, Melanie C. Green,  
Kaitlin Fitzgerald, and Elaine Paravati  
Moderated by Paul Johnson

12:45 – 1:00 pm Break

1:00 – 2:00 pm **Plenary Panel: Disinformation, Public Health & Public Opinion**  
Brianna Gilbert, LMU StudyLA   
Jennifer Kavanagh, RAND   
Ashley Kirzinger, Kaiser Family Foundation   
Moderated by Laura Wronski, Momentive.AI 

2:00 – 2:15 pm Break

2:15 – 3:00 pm **Professional Development Workshop**  
*“Getting Personal”*  
The Comedy Partners 

## FRIDAY, DECEMBER 3, 2021

10:45 am – 11:00 am	Welcome
11:00 am – 11:45 am	<b>Professional Development Workshop</b> <i>"Getting Bulletproof"</i> The Comedy Partners 🐾
11:45 am – 12:00 pm	Break & Elections
12:00 – 12:45 pm	<b>Paper Session: Advances in Methodology</b> <i>"Isolating Factors Involved in Reputation Management Measurement"</i> by Paul Johnson, Alyssa Haskins, and Jamie Lehr <i>"2021 California Recall Candidate List Experiment"</i> by Austin Pettis <i>"Accuracy and Honesty in Google Searches for Political Election Prediction and Message-Testing"</i> by Skylar White Moderated by Jennifer Benz
12:45 – 01:00 pm	Break
1:00 – 2:00 pm	<b>Speaker Series: Profiles in Research</b> Dean Bonner, Public Policy Institute of California (PPIC) Jon Cohen, Momentive.AI Mark DiCamillo, Berkeley IGS Poll Moderated by Bob Davis
2:00 – 3:00 pm	Closing & PAWPOR Happy Meow-r 🐾

\* Sessions to be recorded

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### **Course Description**

Cognitive Interviewing is the premier tool to pretest questionnaires and assess the validity of survey measures. Cognitive interviews, when done correctly, can help us design better surveys and write better questions. In the past it has been a luxury reserved for projects with large budgets, but technology, and the general population's working grasp of things like zoom has allowed researchers to conduct cognitive interviews with populations that vary by region, languages spoken, and other important demographics that may effect respondent's interpretation of survey questions. In this course, we will go over how to design a questionnaire guide, proper interviewing techniques, and interpreting and learning from cognitive interviews.



**Ashley Grosse, Ph.D.**

Senior Vice President of Client Services  
YouGov

Dr. Grosse works with academics, political consultants, and health researchers to design and execute survey research projects. Grosse has over two decades of experience in survey design and project management. She is YouGov's qualitative expert on cognitive interviewing. She has designed and conducted interviews for government, non-profit organizations, and Fortune 500 companies on far ranging topics such as civic participation, political behavior, sensitive health behaviors, retail choice, use of social media, and anxiety.

She earned her M.A. and Ph.D. from Washington State University. She held an appointment as a Senior Researcher at the Institute for Social Research at the University of Michigan. She has extensive experience managing large, complex, and methodologically demanding survey projects, examples of which include American National Election Studies (NES), the nation's largest and most celebrated time series data set for research on political behavior and attitudes.

**December 1-3, 2021**

**Three-part professional development  
workshop by *The Comedy Partners***



***Getting Centered***

**Wednesday, December 1, 2021, 1.15 - 2.15 PM (PST)**

Awarding-winning coaches and trainers, Gerry Katzman (Netflix, HBO, Comedy Central) and Heather Pasternak (Late Show with Stephen Colbert, New Girl, CBS) introduce a refreshing and interactive training intended to help registrants with skills to reduce anxiety and increase calm prior to presenting, be it at PAPOR, AAPOR, dissertation defenses, or other high-stress environments.

***Getting Personal***

**Thursday, December 2, 2021, 2.15 - 3.00 PM (PST)**

Join us for a second day of training with the award-winning Comedy Partners who will help us to unlock our charisma and likeability through embracing our authenticity and vulnerability. An uplifting, connective end to a powerful day.\*

\*If possible, bring a 30-60 second long story about a moment that changed your life. Ideally this would be a personal story that brings up some emotions (of any kind). Examples could include births, deaths, career-changes, disasters, windfalls, courageous decisions, etc.

***Getting Bulletproof***

**Friday, December 3, 2021, 11.00 - 11.45 AM (PST)**

On our final day of training with the award-winning Comedy Partners you'll learn how to handle challenging questions, difficult audience members and derailing disruptions with time-tested tools that comedians use to stop hecklers in their tracks. Gain confidence and embrace the unknown that comes with any presentation.



**Special Session: *The 2021 Recall Election of Gavin Newsom Viewed through the Polls of Two of California's Most Experienced Pollsters***

An extraordinary amount of attention was paid to the 2021 California gubernatorial recall election by state and national news media, and with it came an unusually large number of polling organizations conducting pre-election poll measures about the possibility that Governor Gavin Newsom would be recalled from office. While all the polls forecast the eventual defeat of the recall campaign, the final poll estimates of the recall's defeat varied widely across pollsters, with most significantly under-representing the size of its defeat. Both on election night and in the days immediately following the election, the commentary of most political observers criticized the collective performance of the polls in the recall election. A factor that appeared to contribute to this criticism was that the magnitude of the recall's defeat appeared to be greater than it actually was due to the fact that the early vote returns were dominated by those who had voted by mail prior to the final weekend, which skewed heavily Democratic. Yet, in the weeks that followed, as more of the late arriving ballots were counted, the size of the recall's defeat -- 38% Yes and 62% No -- was correctly forecast by the polls directed by two of California's most experienced pollsters. Their final polls, conducted using two very different polling methodologies, showed Yes side support in the recall election at 38.5% and 39%, respectively, with very few likely voters undecided. The directors of both polling organizations, the Berkeley IGS Poll and the Public Policy Institute of California, will jointly review the findings from their respective recall election polls, and discuss the factors they believe contributed to their success in accurately gauging the voting preferences of Californians in the gubernatorial recall election.



**Mark DiCamillo**

**Institute of Governmental Studies  
(IGS) at UC Berkeley**

Mark DiCamillo is Director of the Berkeley IGS Poll, a non-partisan survey of California public opinion on matters of politics, public policy and public affairs conducted by the IGS at UC Berkeley. Working under IGS co-directors Eric Schickler and Cristina Mora, he is responsible for overseeing the design and execution of each poll, as well as preparing reports and press releases summarizing its findings to the news media. He has been actively involved in measuring public opinion in California since 1978, when he joined Field Research Corporation, founded by legendary pollster Mervin Field. He worked under Mr. Field as assistant director of the statewide Field Poll for 15 years, and in 1993 succeeded Field to become its director and served in that capacity through 2016. During this period DiCamillo was also Field Research Corporation's Senior Vice President. Since joining IGS he has worked to expand the operations of the IGS Poll, founded in 2011. DiCamillo is a cum laude graduate of Harvard University and holds an M.A. in Business Administration from Cornell University's Johnson School of Business.



**Mark Baldassare**

**Public Policy Institute of  
California (PPIC)**

Mark Baldassare is President and CEO of the Public Policy Institute of California, where he holds the Arjay and Frances Fearing Miller Chair in Public Policy. He is a leading expert on public opinion and survey methodology, and has directed the PPIC Statewide Survey since 1998. He is an authority on elections, voter behavior, and political and fiscal reform, authoring ten books and numerous reports on these topics. He often provides testimony before legislative committees and state commissions, and regularly hosts PPIC's Speaker Series, a public forum featuring in-depth interviews with state and national leaders. Previously, he served as PPIC's Director of Research. Before joining PPIC, he was a professor of urban and regional planning at the University of California, Irvine, where he held the Johnson Chair in Civic Governance. He has conducted surveys for the *Los Angeles Times*, the *San Francisco Chronicle*, and the California Business Roundtable. He holds a Ph.D. in sociology from the University of California, Berkeley.



**Floyd Ciruli**

**Crossley Center for Public  
Opinion Research at the  
University of Denver;  
Ciruli Associates**

Floyd Ciruli will be moderating this panel. He is the Inaugural Director of the Crossley Center for Public Opinion Research. Mr. Ciruli teaches graduate-level courses in survey analysis and methodology to promote the center's focus. Mr. Ciruli, a pollster and political analyst, is Principal at Ciruli Associates, a consulting and public opinion research firm. He holds a law degree from Georgetown University and a B.A. in political science from UCLA. Currently, he is a board member of the Social Science Foundation of the Josef Korbel School of International Studies and the Georgetown Law Alumni Board. He is past president of the Pacific Chapter of the American Association of Public Opinion Research (AAPOR).



**Grace Sparks**  
**Kaiser Family Foundation**

*The Impact of the Pandemic on LGBT Adults*  
(co-authored with Ashley Kirzinger)

There has been little data on how the coronavirus pandemic has impacted the lives of lesbian, gay, bisexual, and transgender individuals (LGBT) in the U.S. Drawing on previous research indicating that LGBT individuals are at greater risk of both COVID-19 health and economic outcomes, this presentation examines the reported experiences from self-identified LGBT individuals from almost a full year of data from the KFF COVID-19 Vaccine Monitor, a probability-based survey project. In the presentation, we will examine the impact of the pandemic on the lives of LGBT individuals, COVID-19 vaccine attitudes and uptake in the LGBT community, and other pandemic-related issues using a series of cross-sectional random digit dial (RDD) surveys as part of the KFF COVID-19 Vaccine Monitor. This analysis finds that LGBT people have experienced the COVID-19 pandemic differently than non-LGBT people. For example, LGBT individuals report high rates of COVID-19 vaccine uptake and report taking certain precautions like social distancing and mask-wearing more often than non-LGBT populations. They also have been disproportionately burdened by economic and health outcomes over the past 18 months, including being harder hit in some areas such as concerns about illness, economic setbacks, and struggles with mental health. The analysis presented here has broader implications for understanding the long-term impact of the COVID-19 pandemic on certain underrepresented, at-risk populations.



**Gina Cardazone**  
**LeanIn.Org**

*The Promises and Realities of DEI in Corporate America*

In the summer of 2020, as protests against racial injustice arose throughout the US, many companies made public promises to increase their focus on racial equity. One year later, employees and company leaders were surveyed as part of LeanIn.Org and McKinsey's 7th annual Women in the Workplace report on a range of topics related to DEI, including questions about whether and to what extent companies fulfilled their commitments to related to racial equity. This year's Women in the Workplace included data from more than 400 companies, including surveys of company leaders and more than 65,000 employees, and interviews with women of various identities and perspectives, including women of color, LGBTQ+ women, women with disabilities, parents, senior leaders, and women deeply involved in DEI work. Employees shared their perspectives on whether and how their company is living up to promises made a year ago, while company leaders from a variety of sectors shared input on what they think works best to achieve DEI-related goals. The collection of data from multiple viewpoints enables us to examine whether companies and employees view company actions in the same light, and make recommendations to ensure that companies maintain focus on DEI.



**Moderator:**  
**Paul Johnson**  
**The Harris Poll**



**Melissa M. Moore**  
**Department of Communication,**  
**University at Buffalo, SUNY**

*Framing Inspirational Content in News Media*  
(co-authored with Melanie C. Green, Kaitlin Fitzgerald, and Elaine Paravati)

Media coverage often construes stories of misfortune as inspirational accounts of individuals overcoming challenges. These reports fail to address the systemic issues that have predisposed these individuals to their current situation, and may have unintended consequences when it comes to collectively addressing these failings as a society. This research examines how audiences are affected by different issue framings by comparing responses to a narrative that has inspirational coverage of a social challenge to one that includes direct acknowledgement of the larger systemic failings. Participants (N=495) were randomly assigned to 1) read an inspirational story about a boy saving money from his after-school job to buy a wheelchair for his friend, 2) read a version of the story that emphasized social responsibility (i.e., the need for increased disability funding/services), or 3) a no-story control group. Both story conditions raised readers' willingness to help people with disabilities. Importantly, emphasizing social responsibility shifted readers' perceptions: readers of the social responsibility story were less likely to believe an individual with a disability was responsible for paying for their medical devices, believed that some collective measures would have higher efficacy, and viewed the situation as less fair. Even though individuals in the social responsibility condition found the story less enjoyable than the inspirational version, readers were equally transported into both versions and were equally likely to want to share the story with others. Our results offer clear guidelines for media practitioners covering individual struggles and systemic issues within society.

**Plenary Panel: *Disinformation, Public Health, and Public Opinion***



**Brianne  
Gilbert**  
**LMU's  
StudyLA**

Brianne Gilbert is the Managing Director for the Center for the Study of Los Angeles (StudyLA) at Loyola Marymount University (LMU). In her role, she leads StudyLA's research on understanding the attitudes and opinions of LA's residents, voters, and leaders. She is a principal investigator on many of the region's largest survey research projects, notably the annual Los Angeles Public Opinion Survey of LA residents and the LA Votes Election Study of LA voters. She also is a senior lecturer at LMU in the departments of political science and urban and environmental studies, teaching courses on political internships, GIS, and geospatial research. Brianne also has served as a consultant in the fields of sociology, anthropology, GIS (geographic information systems), methodology, and public opinion research.



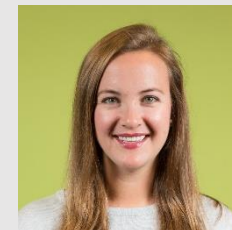
**Jennifer  
Kavanagh**  
**RAND**

Jennifer Kavanagh is Director of the Strategy, Doctrine, and Resources Program in the RAND Arroyo Center and a senior political scientist at the RAND Corporation. Jennifer's research focuses on defense and military strategy, including forward posture, deterrence, military interventions, and basing access. She also leads RAND's Countering Truth Decay initiative, a portfolio of projects exploring the diminishing reliance on facts and analysis in U.S. political and civil discourse. She is a faculty member at the Pardee RAND Graduate School and also teaches research methods courses as an adjunct professor at Georgetown University. Jennifer earned her Ph.D. in political science and public policy at the University of Michigan. She graduated from Harvard University with a B.A. in government and a minor in Russian language.



**Ashley  
Kirzinger**  
**Kaiser Family  
Foundation**

Ashley Kirzinger is Associate Director of Public Opinion and Survey Research at Kaiser Family Foundation (KFF). For the past 18 months she has been working with the team examining attitudes and experiences with COVID-19 vaccines as part of KFF's Vaccine Monitor. She also currently serves as the Standards Chair for American Association for Public Opinion Research (AAPOR). She holds a Ph.D. from Louisiana State University's Manship School, and she cheers on the Tigers with her wife and three dogs in Berkeley, California.



**Laura Wronski**  
**Momentive.AI**  
**(Survey  
Monkey)**

Laura Wronski will be moderating this panel. She is Research Science Senior Manager at Momentive.AI (formerly SurveyMonkey), where she develops best practices in online polling. She works with media outlets and key business partners to generate newsworthy insights from public opinion data. She joined SurveyMonkey in September 2015. Previously, Laura served as an economist with the Bureau of Labor Statistics. She is a member of the American Association for Public Opinion Research and former conference chair for PAPOR.





**Paul Johnson**  
**The Harris Poll**

*Isolating Factors Involved in Reputation Management Measurement* (co-authored with Alyssa Haskins and Jamie Lehr)

Measuring reputation is an important aspect of brand management. With the growth of social media and increased communication between customers it becomes even more important to get people not only familiar, but also recommending your brand. Unfortunately, a lot of extraneous factors can influence recommendation scores.

We created an experimental design to see which factors had the highest impact on recommendation of a social network app to use. The four factors in our research are 1) social network/app being rated, 2) provider for the online sample, 3) slider versus single punch grid, 4) end point wording. We asked around 7,000 respondents across the top online sample providers in June 2021 to see how much changes in measurement or sample would affect the reputation scores of social media networks. Those who hear our presentation should be able to learn:

- Magnitude and risk of switching online providers when measuring reputation
- Effect of making reputation questions more mobile friendly with slider scales
- How changing the end point scales will shift measurement



**Austin Pettis**  
**Momentive.AI**  
(formerly known as SurveyMonkey)

*2021 California Recall Candidate List Experiment*

The 2021 election for the recall of California Governor Gavin Newsom had many candidates vying to make the list of potential new governors if the recall was successful. Momentive used its SurveyMonkey platform to survey California residents leading up to the election, and in the final weeks before the election we randomly presented respondents with one of two lists of candidates for them to pick from. One list contained all 46 candidates who were on the ballot, the second list contained just the top nine candidates plus an "Other specify" open-text option. The question text was the same for both versions of candidate lists, and both had a "No one/will skip" option. This presentation will examine the results from these two different lists, and the impact the different versions had on the pre-election estimates.



**Moderator:**  
**Jennifer Benz, NORC at the University of Chicago**

Jennifer Benz is Vice President for *Public Affairs and Media Research* at *NORC at the University of Chicago* and Deputy Director of *The Associated Press-NORC Center for Public Affairs Research*. Benz is a political scientist whose research includes numerous studies measuring awareness, understanding, and perceptions of public policy issues among the general public and targeted constituencies. Benz also serves as project director for AP VoteCast, a modern approach to election polling developed by AP and NORC. She has a successful track record of distilling and packaging complex research for different audiences including journalists, policy makers, and the mass public. Her work has appeared in a variety of sources from the pages of *Public Opinion Quarterly* to segments on *Last Week Tonight*. Benz earned her Ph.D. from the University of North Carolina at Chapel Hill.



**Skylar White**  
**UnumAI**

*Accuracy and Honesty in Google Searches for Political Election Prediction and Message-Testing*

Over the past several election cycles, state-level polls, commonly misreported in the media and suffering from insufficiencies in sampling representativeness, have fallen short in capturing Republican support. Google Searches, reflecting millions of voter research behaviors over time, have great potential to supplement survey accuracy. People's social desirability and self-desirability biases are reduced when they interact in the privacy of their computers, so they're 'observed' behavior can be better indicators of what they do than what they say. Google Searches also have the advantage of greater honesty on cultural, racial, conspiratorial, and other issue categories that can suffer from social desirability bias.



**Dean Bonner**

**Associate Survey Director,  
Public Policy Institute of  
California (PPIC)**



**Jon Cohen**

**Chief Research Officer,  
Momentive.AI (formerly  
known as SurveyMonkey)**



**Mark DiCamillo**

**Director, Berkeley IGS Poll  
Executive Director,  
Cal Research Associates**

Join us for an intimate online panel discussion featuring speakers from the public opinion research community sharing their story. This is a great opportunity for current students and recent graduates interested in networking and learning about different career paths in public opinion research. Seasoned researchers will love learning more about their peers.



**Moderator:**

**Bob Davis  
Davis Research**

# Many thanks 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 U.S. 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.

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[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.

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