PAPOR Annual Conference
2022

December 1-2, 2022
Marines’ Memorial Club & Hotel
San Francisco
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12pm - 3:45pm</td>
<td>Registration / Check-in</td>
</tr>
<tr>
<td>11th Floor Foyer</td>
<td><em>Short Course 1</em>: Introduction to Discrete Choice Models: Learning about Conjoint and MaxDiff uses - Aaron Hill, Sawtooth</td>
</tr>
<tr>
<td>12:30pm - 2:00pm</td>
<td></td>
</tr>
<tr>
<td>Crystal Ballroom</td>
<td></td>
</tr>
<tr>
<td>2:00pm - 2:15pm</td>
<td>Break</td>
</tr>
<tr>
<td>2:15pm - 3:45pm</td>
<td><em>Short Course 2</em>: Making the Most of Qualitative Interviews: Moderator Tips and Best Practices - Nick Inchausti, Meta</td>
</tr>
<tr>
<td>Crystal Ballroom</td>
<td></td>
</tr>
<tr>
<td>4:00pm - 5:30pm</td>
<td><em>Panel 1</em>: Methodological Innovations</td>
</tr>
<tr>
<td>Crystal Ballroom</td>
<td></td>
</tr>
<tr>
<td>5:30pm - 6:00pm</td>
<td>Reception and Open Bar</td>
</tr>
<tr>
<td>Crystal Lounge</td>
<td></td>
</tr>
<tr>
<td>6:15pm - 8:30pm</td>
<td><em>Dinner &amp; Plenary</em>: Polling on Highly Charged Issues: How Key Cultural Shifts Will Influence 2024</td>
</tr>
</tbody>
</table>
Friday, December 2

8:00am - 9:00am
11th Floor Foyer

9:00am - 10:30am
Crystal Ballroom

Panel 2: Election Issues in the Western States, Part 1

10:30am - 10:45am
Coffee break

10:45am - 12:15pm
Crystal Ballroom

Panel 3: Election Issues in the Western States, Part 2

12:15pm - 2:00pm
Crystal Lounge

Lunch & Chapter Meeting

2:00pm - 3:30pm
Crystal Ballroom

Panel 4: PAPOR Speaker Series

3:30pm - 3:45pm
Crystal Ballroom

Presidential Address & Conference Close
Thursday Short Courses

Introduction to Discrete Choice Models: Learning about Conjoint and MaxDiff uses
12:30 - 2:00pm, Crystal Ballroom

Learn the best uses for Conjoint and MaxDiff, two advanced quantitative tools that can provide more methodological rigor to your survey analysis.

This short course is taught by Aaron Hill, Vice President of Sawtooth Analytics at Sawtooth Software.

Making the Most of Qualitative Interviews: Moderator Tips and Best Practices
2:15 - 3:45pm, Crystal Ballroom

Learn smart tactics to get the most out of qualitative interviews, even with the most challenging participants.

This short course is taught by Nick Inchausti, User Researcher at Meta.
Panel 1: Methodological Innovations

Thursday 4:00pm - 5:30pm, Crystal Ballroom

Moderator: Jessica Gollaber (CSUS)

Adding Behavioral Variables to Weighting Online Opt-in Samples
Alyssa Haskins (The Harris Poll)

Organizing Respondents into Contrastive Categories via Archetypal Analysis
Jacob Nelson (The Harris Poll)

Recent Innovations in Hybrid Sampling Techniques
Mansour Fahimi (MSG)

A Comparison of MaxDiff, Top Choice, and Rating Scale Ranking Methods
Sam Gutierrez (SurveyMonkey)
Plenary: Polling on Highly Charged Issues:
How Key Cultural Shifts Will Influence 2024

Thursday 6:00pm - 8:30pm, Crystal Lounge

Abortion, education, gun control, and race are perennial hot topics in American society, but perhaps never more than now. Our three plenary speakers will share key findings from their own research and discuss their strategies for polling on these types of issues in the current political environment.

Speaker: **J. Michael Dennis** is a senior vice president at NORC and Executive Director of AmeriSpeak, NORC’s multi-client panel-based research platform.

Speaker: **Liz Hamel** is Vice President and Director of Public Opinion and Survey Research at KFF.

Speaker: **Karthick Ramakrishnan** is professor of public policy at the University of California, Riverside, executive director of California 100, and founder of AAPI Data, a national publisher of demographic data and policy research on Asian Americans and Pacific Islanders (AAPIs).

Moderator: **Jon Cohen** is Chief Research Officer at SurveyMonkey (now Momentive).
Panel 2: Election Issues in the Western States, Part 1

Friday 9:00am - 10:30am, Crystal Ballroom

Commenter: Mark Barabak (LA Times)

The West – a New Battleground, and Is Colorado a New California?
Floyd Ciruli (University of Denver)

California Voters and Their 2022 Ballot Choices
Mark Baldassare (PPIC)

Tracking Voter Preferences in the 2022 Los Angeles Mayoral Election
Mark DiCamillo (Berkeley IGS Poll)

LA Voters and Their Top Election Issues
Brianne Gilbert (StudyLA)
Panel 3: Election Issues in the Western States, Part 2

Friday 10:45am - 12:15pm, Crystal Ballroom

Moderator: Jennifer Franz (JD Franz Research)

Unaffiliated in Utah: Surprisingly Interesting Electoral Dynamics in the 2022 Midterms
Kyrene Gibbs (Y2 Analytics)

New Frontiers in the Last Frontier
Ivan Moore (Alaska Survey Research)

Explicit or Implicit, Which Approach is Closer to Reality
Dean Bonner (PPIC)

Abortion and the Election
Ashley Kirzinger (KFF)
Panel 4: PAPOR Speaker Series

Friday 2:00pm - 3:30pm, Crystal Ballroom

Moderator: Bob Davis (Davis Research)
Kat Dykeman (Amazon)
Mingnan Liu (Meta)
Mira Rao (Slack)
Tom Wells (Uber)

Presidential Address & Conference Close

Friday 3:30pm - 3:45pm, Crystal Ballroom

Rico Neumann
Thank you to our 2022 PAPOR Sponsors

Champions

AmeriSpeak

Ironwood Insights, LLC

Fellows

Contributing Sponsors

Data Force

ReconMR

Davis Research

WestGroup Research

M Institute for Social Research
Survey Research Center
University of Michigan

Goodwin Simon Strategic Research

Corporate Friends

The Harris Poll

UCLA Center for Health Policy Research

Elway Research, Inc.

TechSociety Research

Full Circle Research
Hotel Information & Logistics

Marines Memorial is a Marines Corps hotel dedicated as a “living memorial” to all branches of the U.S. Military.

Wifi password: LIVINGMEMORIAL1946!

Preferred Parking

Olympic Club Garage
665 Sutter Street, (415) 359-1626

Overnight parking is available for Marines’ Memorial Club guests at the Olympic Club Garage at the current charge of $41.00 for standard size vehicles for 24 hours (subject to 14% hotel tax) WITH in and out privileges. Parking is guaranteed for MMC overnight hotel guests only. Oversized vehicles will be charged double (all full size trucks and vans).

Event parking is available for Marines’ Memorial Club guests at the Olympic Club Garage with validation (validation machine is located in the Hotel Lobby) at the current rate of $12.00 per hour for up to 4 hours or $35.00 maximum for up to 12 hours.

Public Transportation

Bay Area Rapid Transit (BART)
From the Powell Street Station, head north for five blocks on Powell St. Turn left on Sutter St. and walk up one block to Mason St. The hotel will be on your left after you cross Mason (at 609 Sutter St.). [www.bart.gov](http://www.bart.gov)