



# **PAPOR Annual Conference 2022**

**December 1-2, 2022**

**Marines' Memorial Club & Hotel  
San Francisco**



## Thursday, December 1

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



## Friday, December 2

8:00am - 9:00am 11th Floor Foyer	Light breakfast served
9:00am - 10:30am Crystal Ballroom	<b>Panel 2:</b> Election Issues in the Western States, Part 1
10:30am - 10:45am	Coffee break
10:45am - 12:15pm Crystal Ballroom	<b>Panel 3:</b> Election Issues in the Western States, Part 2
12:15pm - 2:00pm Crystal Lounge	Lunch & Chapter Meeting
2:00pm - 3:30pm Crystal Ballroom	<b>Panel 4:</b> 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

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# Thank you to our 2022 PAPOR Sponsors

## Champions



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## **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)