



President's Letter

Hello PAPOR members!

We are less than a week away from our annual conference. Of course, most of our attention has been placed on planning this event. After two years of virtual meetings, we are back in person and hope to see you on Dec. 1 & 2 at the

Marine's Memorial in San Francisco! You can still [register](#).

Laura Wronski and Paul Johnson have worked hard on reaching out to experts in our field, reviewing abstracts, and putting together a highly promising [conference program](#). You'll find more detailed information on the pages to follow, but here's what you can expect in a nutshell:

- Two *short courses* that should be of interest to both quantitative and qualitative researchers
- One *panel on methodological innovations* with contributions from experts working at SurveyMonkey, MSG and The Harris Poll, moderated by Jessica Gollaher (CSUS)
- Two *election-oriented panels* featuring Floyd Ciruli (University of Denver), Mark Baldassare (PPIC), Mark DiCamillo (Berkeley IGS Poll), Brianne Gilbert (StudyLA), Dean Bonner (PPIC), Kyrene Gibbs (Y2 Analytics), Ashley Kirzinger (KFF), and Ivan Moore (Alaska Survey Research), moderated by Mark Barabak (LA Times) and Jennifer Franz (JD Franz Research)
- Our fifth installment of the *Profiles in Research* speaker series focusing on dotcom research, with insights from Kat Dykeman (Amazon), Mingnan Liu (Meta), Mira Rao (Slack) and Tom Wells (Uber), moderated by Bob Davis (Davis Research)
- Last but not least, our *plenary session* "Polling on Highly Charged Issues: How Key Cultural Shifts Will Influence 2024" that features Michael Dennis (AmeriSpeak/NORC), Liz Hamel (KFF) and Karthick Ramakrishnan (AAPI Data), moderated by Jon Cohen (Momentive)

Let's also take this opportunity to congratulate our student paper winners Morgan Wack and Nicolas Wittstock from the Dept. of Political Science at the University of Washington for

In this issue:

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their research paper "*To the loser goes the spoils: Examining the effects of illegitimate election victories in the digital era.*" In their study, they use cross-sectional pre- and post-election survey data from the Global South to examine how illegitimate elections in nondemocratic regimes shape citizen perceptions of public support for the ruling political party vis-à-vis its opposition. Their work makes an important contribution to the role of changing information environments in altering citizens' political behaviors and perceptions of their political environment. Congratulations, Morgan and Nicolas!

Speaking of student achievements, make sure to also take a moment to read our spotlight interview with Devesh Sarda, Michelle Utama and Jessica Chen from the Polling and Open Data Initiative ([PODUW](#)), a nonpartisan student organization at the University of Washington in Seattle, which is spearheaded by PAPOR's student representative Phillip Meng. The interview highlights the growing importance of changing data environments (towards more widely accessible public data and open science) to better understand local communities and contribute to stronger organizations, better policy, and a more informed public.

Before I close, I want to thank everyone on the 2022 Council for all their dedication and contributions this year. It has been an honor to serve our chapter in this capacity and I look forward to continuing to work with many of you on next year's council. Last but not least, many of the programs and events we have offered throughout the year wouldn't be possible without the generous support of [our 2022 sponsors](#). Thank you very much!

Rico Neumann,
2022 PAPOR President

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2022 PAPOR Conference Schedule

Thursday, December 1st

12:00pm - 3:45pm	Welcome + check-in
12:30pm - 2:00pm	Short Course 1: Introduction to Discrete Choice Models: Learning about Conjoint and MaxDiff uses
	<ul style="list-style-type: none"> Aaron Hill, Sawtooth
2:15pm - 3:45pm	Short Course 2: Making the Most of Qualitative Interviews: Moderator Tips and Best Practices
	<ul style="list-style-type: none"> Nick Inchausti, Meta
4:00pm - 5:30pm	Panel 1: Methodological Innovations
	<ul style="list-style-type: none"> Adding Behavioral Variables to Weighting Online Opt-in samples (Alyssa Haskins — HarrisX) Organizing Respondents into Contrastive Categories via Archetypal Analysis (Jacob Nelson — HarrisX) Recent Innovations in Hybrid Sampling Techniques (Mansour Fahimi — MSG) A Comparison of MaxDiff, Top Choice, and Rating Scale Ranking Methods (Sam Gutierrez — SurveyMonkey) <p>Moderator: Jessica Gollaher (California State University, Sacramento)</p>
6:15pm - 8:30pm	Dinner & Plenary: Polling on Highly Charged Issues: How Key Cultural Shifts Will Influence 2024
	<ul style="list-style-type: none"> J. Michael Dennis, Senior Vice President, AmeriSpeak — NORC Liz Hamel, Vice President and Director of Public Opinion and Survey Research — KFF Karthick Ramakrishnan, Founder and co-Director — AAPI Data <p>Moderator: Jon Cohen, Chief Research Officer — SurveyMonkey</p>

2022 PAPOR Conference Schedule

Friday, December 2nd

9:00am - 10:30am	Panel 2: Election Issues in the Western States, Part 1
	<ul style="list-style-type: none"> Floyd Ciruli — University of Denver California Voters and Their 2022 Ballot Choices, Mark Baldassare — PPIC Mark DiCamillo — Berkeley IGS Poll Brianne Gilbert — StudyLA <p>Moderator: Mark Barabak — LA Times</p>
10:45am - 12:15pm	Panel 3: Election Issues in the Western States, Part 2
	<ul style="list-style-type: none"> Explicit or Implicit, Which Approach is Closer to Reality, Dean Bonner — PPIC Kyrene Gibb — Y2 Analytics Abortion and the Election, Ashley Kirzinger — KFF <p>Moderator: Jennifer Franz — JD Franz Research</p>
12:15pm - 2:00pm	Lunch & Chapter Meeting
2:00pm - 3:30pm	Panel : PAPOR Speaker Series
	<ul style="list-style-type: none"> Kat Dykeman — Amazon Mingnan Liu — Meta Mira Rao — Slack Tom Wells — Uber <p>Moderator: Bob Davis (Davis Research)</p>
3:45pm - 5:00pm	Happy Hour!   

2022 PAPOR Conference Speaker Profiles

Short Course #1 (12:30pm-2:00pm)

Introduction to Discrete Choice Models: Learning about Conjoint and MaxDiff



Aaron Hill

Vice President, Client Services

Short Course #2 (2:15pm-3:45pm)

Making the Most of Qualitative Interviews: Moderator Tips and Best Practices



Nick Inchausti

User Experience (UX) Researcher

Panel 1: Methodological Innovations (2:15pm-3:45pm)



Adding Behavioral Variables to Weighting Online Opt-in Samples

Alyssa Haskins

Senior Data Scientist

2022 PAPOR Conference Speaker Profiles (cont'd.)



Organizing Respondents into Contrastive Categories via Archetypal Analysis

Jacob Nelson

Senior Data Scientist



Recent Innovations in Hybrid Sampling Techniques

Mansour Fahimi,

Executive Vice President and Chief Data

Scientist of Advanced Analytics and Methods



Making the Most of Qualitative Interviews: Moderator Tips and Best Practices

Sam Gutierrez, Research Scientist

*Momentive.ai (Formerly Survey
Monkey)*

2022 PAPOR Conference Speaker Profiles (cont'd.)

Panel 2: Election Issues in the Western States, Part 1 (9:00am-10:30am)



Floyd Ciruli

**Director of the Crossley Center for Public Opinion
Research at the University of Denver**



Mark Baldassare

President and CEO of the Public Policy Institute of California



Mark DiCamillo

Director of the Berkeley IGS Poll



Brianne Gilbert

Managing Director at StudyLA

2022 PAPOR Conference Speaker Profiles (cont'd.)

Panel 3: Election Issues in the Western States, Part 2 (10:45am-12:15pm)



PPIC

PUBLIC POLICY
INSTITUTE OF CALIFORNIA

Dean Bonner

**Associate Survey Director and Research Fellow at the
Public Policy Institute of California**



ANALYTICS

Kyrene Gibb

Vice President of Research at Y2 Analytics



Ashley Kirzinger

**Director of Survey Methodology and Associate Director for
Public Opinion Survey Research at Kaiser Family Foundation**

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Membership today!**

2022 PAPOR Conference Speaker Profiles (cont'd.)

Panel 4: PAPOR Speaker Series (2:00pm-3:30pm)



Kat Dykeman

Global Head of Client Measurement at Amazon



Mingnan Liu

Research Manager— Growth at Facebook



Mira Rao

User Experience Lead at Slack



Tom Wells

Senior User Experience Researcher at Uber

2022 PAPOR Conference Dinner and Plenary

Polling on Highly Charged Issues: How Key Cultural Shifts Will Influence 2024



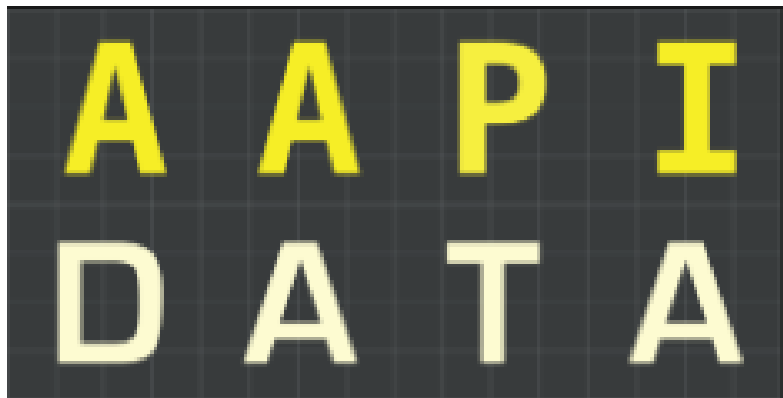
J. Michael Dennis

Senior Vice President in NORC's Business Ventures and Innovation (BVI) unit and Executive Director of AmeriSpeak



Liz Hamel

Vice President and Director of Public Opinion and Survey Research at Kaiser Family Foundation



Karthick Ramakrishnan

Founder and Director at AAPI Data

SPOTLIGHT INTERVIEW

The Polling and Open Data Initiative at the University of Washington ([PODUW](#)) is a student organization that creates public-interest polling and data analytics projects. This spotlight interview features four members of the team: Phillip Meng (Founder/Executive Director), Devesh Sarda (Director of Project Management), Michelle Utama (Project Manager), and Jessica Chen (Project Manager).



Phillip Meng

First of all, thank you all for volunteering to answer a few questions for the fall edition of the PAPOR Trail newsletter. We'd love to learn a little bit more about your backgrounds. Where did you grow up, and what brought you to the University of Washington?

Phillip: I grew up in Washington, so UW offers proximity to family and friends, which is important to me. What attracted me to the university was its scale and breadth of research activity. There is always so much happening on campus!

Devesh: I grew up 30 minutes from campus, and generally spent my summer at UW, taking summer classes, participating in math camps, as well as participating in a high school research program. Thus, when choosing universities, UW was a no brainer.



Jessica Yexuan Chen

PODUW | Polling and Open Data Initiative
at the University of Washington

What do you like about living in Seattle/Washington?

Michelle: Even though I have only lived in Seattle for about one year, I found Seattle a really nice place to live in. I like how it is very close to nature given the number of beautiful parks, mountains, and hiking trails in the Washington area. Coming from a hot, tropical country, Indonesia, I also enjoy the rainy and gloomy days in Seattle with a pretty fall and winter that is not too extreme.

Devesh: Personally, I have really enjoyed the close access to all the amazing access to nature that is around Seattle. There are so many amazing trails not only all around Seattle but also in and around Washington state. Additionally, trips to Olympic National Forest, Mt. Baker and Mt. Rainier mountain ranges make for perfect long weekend trips and have so many outdoor activities ongoing throughout the year.

Jessica: I love Seattle for its beautiful greenery, cozy and introverted atmosphere, and convenient public transportation system.

And what do you like to do in your free time? What hobbies do you have?

Devesh: I am an avid foodie and like to explore different restaurants and cafes all around Seattle during my free time. Even though I am vegetarian, I have found tons of great food and drink options all around Seattle and am always open to the opportunity to try new things.

How did you find your way to PODUW? How did you hear about it?

Phillip: I had been interested in public data and its social sciences applications for some time, but the idea to



Michelle Utama



Devesh Sarda

SPOTLIGHT INTERVIEW

Phillip (cont'd): ... start PODUW really came during the pandemic. I wanted to understand the university community better. At nearly 50,000 people, it is practically a small county. The pandemic made it harder for students to connect and make their voices heard, but polling and data could create a vital link.

Devesh: I was friends with one of the founding members of PODUW, and ran into him working on one of our earlier projects. I was immediately fascinated by not only the technical challenges they were solving but also the impact that the analysis work could bring not only to the university but to the Seattle community at large. After talking with all the team members about their experience as well as hearing about some of the other ongoing projects, I immediately decided to get involved.

What made you decide to get involved with PODUW?

Michelle: I have always found interest in data and analysis, and as a freshman at the time when I first joined, PODUW is a perfect place for me to meet people with interests in data like myself. It also allows me to practice working with data and gain more skills and knowledge of data analytics and visualization through interesting projects and from working with the other members.

Devesh: I think PODUW has always been a place to develop one's skills while doing something meaningful and that was the reason that I decided to get involved in PODUW. I was always fascinated by the field of data science but taking courses on it didn't seem the most appealing. PODUW was an opportunity for me to explore this area in a more practical manner while working with like minded individuals who shared my passion of trying to make our community a better place.

Jessica: I wanted to get involved in PODUW because I wanted to work on projects that are relevant to my local community while putting the skills I learned in university to practice.

Tell us a little about your academic backgrounds and interests. What do you study and what are your research interests? How did you get into public opinion research?

Devesh: I am a computer science major with a minor in physics and mathematics. While those fields seem a little odd at first, they have all taught me the ability to not only solve problems but also how to take on open ended questions and break them down into manageable parts. I had no background in public opinion research until I joined PODUW but was immediately gripped by the problems that PODUW was trying to solve.

Phillip: I'm pursuing majors in Global and Regional Studies, Finance, and Information Systems, and my interest in public opinion had grown out of my interest in politics. I think that sometimes we get into the habit of thinking about polling in the context of "predicting" results but it's so much more than that. It's a knowledge base to inform policymakers, a sophisticated way to communicate citizen preferences, a democratic mechanism in its own right. Early on, I thought that PODUW's first members would be mostly politics nerds like me...but I am so thrilled that we have attracted interest from many different fields of study. There really isn't a "PODUW type"!

What projects or studies are you currently working on at PODUW?

Jessica: Currently, I am working on a project to build Tableau dashboards for Washington State Parks. Some dashboard objectives include looking at state parks assets and rankings, funding allocation, and funding sources. This project is still in its early stages so it's likely that it will see some changes going forward.

Phillip: Another project we're starting is looking at small business health in the Seattle area. Business activity has been hit hard by the pandemic and inflation, and we are interested in looking at lending data and other

SPOTLIGHT INTERVIEW

Phillip (cont'd): ... metrics to see how the recovery is proceeding. We also have a cool project on public safety, which Michelle will tell you more about!

What do you like most about PODUW? And UW as a whole?

Phillip: For me, the best part about PODUW is the incredible team members I've been able to work with. I have learned so much from others, technically and otherwise. It's such a thoughtful and innovative group, and that goes beyond our projects. For instance, when we were thinking about improving our process for organizing new applications, Devesh and Faisal (our now-graduated Director of Technology) designed Slack workflows that automated approval, emails, and so forth. I didn't even know that was an option.

Devesh: I think it has definitely been learning from all the amazing members and alumni of our organization. While I have gotten the opportunity to learn about new technologies, that is not the part I enjoyed learning about most. All of our team members come from a wide variety of backgrounds, both academically and socially, and I have really enjoyed hearing about and learning from all their backgrounds.

What forms of open source data do you use for your research or for PODUW projects?

Devesh: We use a wide variety of reliable and accurate open source data for our research projects. Personally, I am really grateful for the amount of effort and work put into maintaining high quality open source data as PODUW relies on that effort to complete its projects. One source that we end up using for almost all of our projects and analysis is data from the US Census Bureau. The vast treasure trove of data they provide has been really helpful for us to contextualize our analysis in terms of the economic and cultural breakdowns of the communities we are analyzing.

Phillip: We are fortunate to have several exceptional open data repositories in the Pacific Northwest too. The Seattle Open Data Portal and Washington Open Data Portal both provide very clean datasets that are frequently useful for our projects.

What can PAPOR do to support students beginning their career in public opinion research and/or survey methodology?

Devesh: I think that the most useful thing that PAPOR can provide is to teach how to contextualize data. I feel that the biggest challenge doing public opinion research is not to find and perform analysis on public data, but to be able to contextualize the results in terms of "what does this mean" and "why is this relevant". This is definitely a challenging exercise but we have really tried to emphasize the development of these skills when working on our projects as it is the hardest skill to acquire.

Phillip: PAPOR can also help provide leadership on methods for the creation and analysis of data. One of our long-term missions is to help bring methodological knowledge and leadership to our community, but as students, we would benefit from deeper connections with academics and practitioners, and always welcome advice on best practices.

What research projects have you worked or are you working on with open source data?

Michelle: I am currently working with a dataset from the Seattle Police Department that is available in the Seattle Open Data Portal. The data is about crimes in Seattle from 2008 onwards. By analyzing this dataset, we are looking at trends surrounding crimes and public safety in different neighborhoods in Seattle. We hope that the final report will be helpful and insightful for the general public.

SPOTLIGHT INTERVIEW

What open source computer programming language do you use? What made you decide to use that programming language?

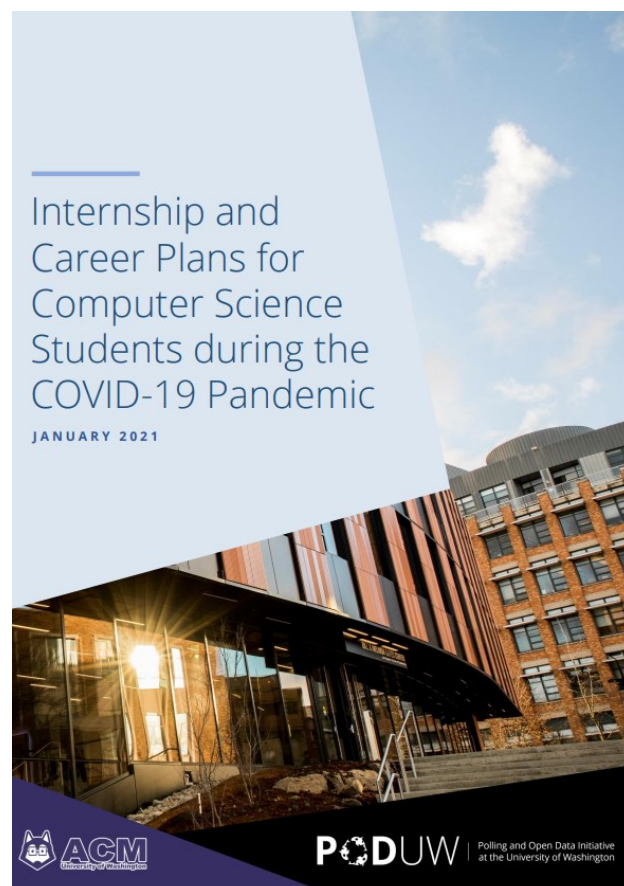
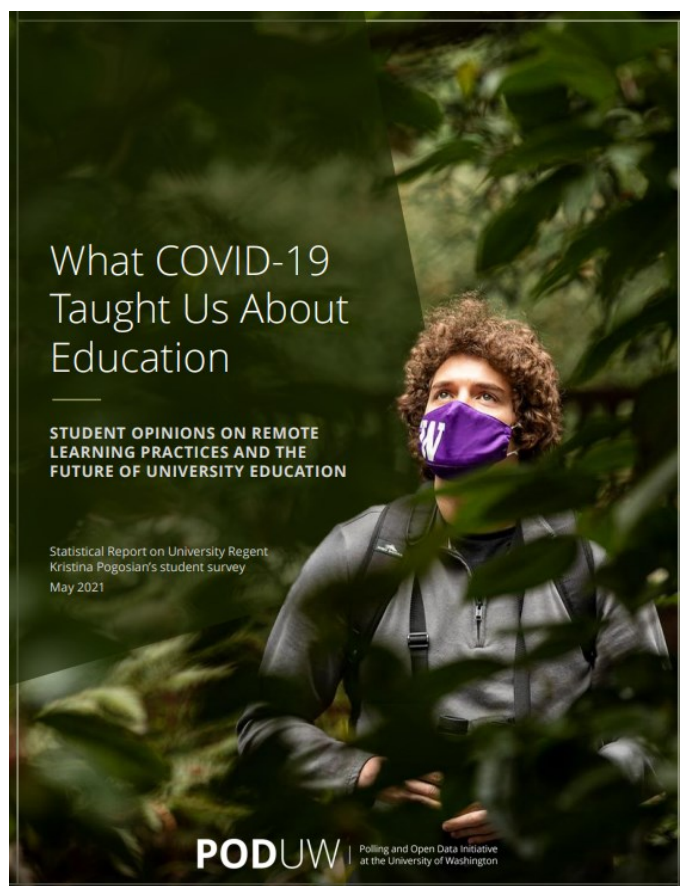
Devesh: My go to programming languages of choice are R and Python for any sort of data analysis work. The reason for choosing these languages is that there have been a lot of amazing libraries that have been released in these languages for all sorts of data analytics and data visualization work. Additionally, given the scope of the datasets that we generally work with, we have to leverage Machine Learning/Natural Language Processing (ML/NLP) tools for our analytics support and these programming languages also have tons of amazing ML and NLP libraries.

What software do you feel is best suited for handling open sourced data, and why?

Phillip: I have a ton to learn, but I am warming up to SPSS: its statistical test functions are so intuitive.

Devesh: Personally I don't think that there's a particular software that's best. I think of software and technology just as a tool, a super powerful tool, to be used to solve problems. Thus, based on not only the dataset(s) we are working with, as well as the problems that are trying to be solved, different technologies might be more or less relevant. I think that data visualization tools such as Flourish are especially relevant in terms of public facing report as they help ensure that the visualizations are not only good looking but also easy to understand.

Michelle, Jessica, Devesh and Phillip: Thank you all very much for taking the time to answer our questions and sharing so many interesting insights about your organization.



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AmeriSpeak is the first U.S. multi-client household panel to combine the speed and cost-effectiveness of panel surveys with enhanced representativeness of the U.S. population, an industry-leading response rate, and the NORC Card, an innovative sample quality report card. Since its founding by **NORC** at the University of Chicago in 2015, AmeriSpeak has produced more than 900 surveys, been cited by dozens of media outlets and become the primary survey partner of the nation's preeminent news service, The Associated Press. AmeriSpeak is the most scientifically rigorous multi-client panel available in the U.S. market.

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[The Harris Poll](#) is a global consulting and market research firm that strives to reveal the authentic values of modern society to inspire leaders to create a better tomorrow. It works with clients in three primary areas: building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. One of the longest running surveys in the U.S., The Harris Poll has tracked public opinion, motivations and social sentiment since 1963, and is now part of Stagwell, the challenger holding company built to transform marketing.



[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 United States. 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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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 November 2022, PAPOR has 144 current Members: 126 regular members, 12 Students, and 6 Honorary Lifetime members.

- **Gender:**
 - Male 49%
 - Female 49%
 - Non-Binary/Non-Conforming/No Answer 2%
- **Race:**
 - White/Caucasian 81%
 - Other or Multi-Racial 19%
- **Ethnicity:**
 - Hispanic 92%
 - Non-Hispanic 6%
 - No Answer 2%
- **Age:**
 - Under 40 years 26%
 - 40 or older 65%
 - Unknown 9%
- **Education:**
 - College or less 24%
 - Master's 44%
 - Doctorate/JD/MD 31%
 - Other 1%
- **Region:**
 - 49% California; 10% Washington; 6% Oregon; 5% Utah; 3% Arizona; 3% Colorado; 2% Hawaii 2% Nevada; with the remainder spread across Georgia, Illinois, Washington D.C., New York, Kansas, Montana, New Jersey, North Carolina, Pennsylvania, Texas, as well as Alberta and British Columbia, Canada.

To stay informed on all the upcoming PAPOR events, make sure to renew your PAPOR Membership today!