



President's Letter

Greetings, PAPOR members!

I hope you are enjoying your summer.

If you weren't able to attend AAPOR's annual conference in Chicago, make sure to check out the [awards page](#) and a compilation of [conference photos](#) to see some highlights (and familiar as well as

new faces). Or browse through the [conference abstracts](#) to read about the latest research and connect with authors. PAPOR was again well represented at AAPOR. Some highlights and photos can be found on page 4 in this newsletter.

Our Chapter is especially proud to recognize the 2022 [Student-Faculty Diversity Pipeline Award](#) winners from Willamette University (Oregon): [Dr. Heather Kitada Smalley](#) and Danielle Ayon. Heather is the Albaugh Assistant Professor of Statistics in the Mathematics Department and Danielle is a recent graduate from the new [Data Science program](#) at Willamette University. PAPOR had the opportunity to talk to the winning team. An applied statistician and [accomplished teacher](#) who is passionate about interdisciplinary work, STEM education and integrating technology into the teaching curriculum, Heather has been instrumental in building Willamette's data science program and advising Danielle's data science capstone project.

The interview highlights the crucial role that research advisors and mentors play in introducing students to venues like our associations. It also demonstrates that events like the chapter mixer and getting involved in affinity/interest groups are key to making connections and facilitating enduring research collaborations. The award also serves as a useful reminder that more can (and should) be accomplished with regard to diversity, equity and inclusion by increasing our collaboration with organizations that support students from historically underrepresented communities. You can find the entire interview with both winners on pages 5-7. Congratulations to Danielle and Heather on this wonderful accomplishment!

PAPOR Council is working hard on planning our annual conference, which is slated to be held in San Francisco, CA, December 1-2, 2022. In planning the sessions, we also aim at incorporating the feedback we received from the participants of last year's conference. After two and a half years of virtual encounters (and certainly lots of new ideas and learnings of how to make such events more exciting and interactive), we look forward to holding the [conference as an in-person event](#) at the Marines Memorial Club & Hotel, so mark your calendar!

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Registration opens in September. We hope to see and reconnect with many of you in December!

One of our main goals is to increase student participation and involvement in all our events and activities. Considering recent price developments and the pandemic-related hardships that many students have faced, PAPOR Council therefore decided to increase the conference travel award and extend the call for submissions for our annual student paper competition to those who have graduated within the past two years. Watch out for [more details to come](#), including mentorship opportunities. We particularly encourage faculty members and academic program coordinators to share the call for papers with their current students and recent graduates as we experience time and again that this type of communication is the main source for students to hear about such opportunities.

Another upcoming highlight is the next installment of our *Profiles in Research* speaker series in September. I hope you have had a chance to join one of these lunchtime presentations in which opinion research professionals briefly share their life story and what they've learned along the way. If you haven't been able to attend any of the previous talks, you can find more information, including recordings, on [our website](#) or our [YouTube](#) channel.

Before I close, I'd like to thank once again our all-volunteer Council and our sponsors. Thank you for taking the time to read about our events and activities. If you have any [ideas or suggestions for PAPOR](#) – website contents, webinars, short courses or professional development events for our annual conference, to name but a few – we would love to hear them. Enjoy the rest of your summer!

Rico Neumann,
2022 PAPOR President

Renew your PAPOR Membership today!

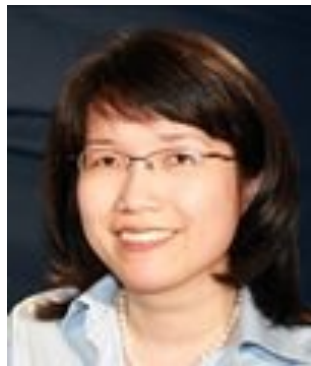
2022 PAPOR Speaker Series: Profiles in Research

The Pacific Chapter of American Association for Public Opinion Research (PAPOR) is proud to invite you to attend **PAPOR Speaker Series: Profiles in Research**.

This online panel discussion features **profiles of AAPOR leadership**, with three colleagues from our public opinion research community — Paul Beatty (US Census Bureau), Patricia Moy (University of Washington), and Tristanne Staudt (AAPOR) — sharing their story. This is a great opportunity for current students or recent graduates interested in networking and learning about career paths in and adjacent to public opinion research. Seasoned researchers will love learning more about their peers.



Paul Beatty: Chief, Center for Behavioral Science Methods at U.S. Census Bureau



Patricia Moy: Associate Vice Provost for Academic and Student Affairs at the University of Washington



Tristanne Staudt: Executive Director for the American Association for Public Opinion Research

To view prior Speaker Series events, check out PAPOR's [YouTube page](#). Contact PAPOR council member Bob Davis (shortcourse@papor.org) for more information.

2022 Student Paper Competition Call for Papers

The *Pacific Chapter of the American Association for Public Opinion Research* (PAPOR) announces the early opening of its **annual student paper competition**. We welcome entries from **students and early-career academics/professionals of any discipline that employs survey and opinion research**, including but not limited to political science, communications, psychology, sociology, public health, statistics, and marketing.

Eligible papers should focus on survey methods, public opinion or market research. Undergraduate and graduate students, as well as those who have completed their degrees in the last two calendar years are eligible to submit. A paper authored by more than one person is considered an eligible student paper only if all authors are students currently attending or recently graduated from an accredited college or university in PAPOR's geographic region: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, or Western Canada (British Columbia, Alberta, Manitoba, Saskatchewan).

Submitted papers should not exceed 30 double-spaced pages including references, tables, and figures. Each student may be an author on only one paper submitted to the competition. Membership in PAPOR is not required. One student author of the winning paper will be invited to present their paper during PAPOR's annual conference in December 2022. The student paper winner will also get a spot in the annual AAPOR conference in May 2023.

1st prize:

- Cash award of \$250
- Up to \$500 in authorized travel expenses to PAPOR's annual conference in San Francisco, Dec 1-2, 2022, which includes one night at the conference hotel
- PAPOR conference registration, recognition in the conference program
- An opportunity to present the research at the conference and be matched with a mentor at PAPOR
- Honorary one-year PAPOR membership

2nd prize:

- PAPOR conference registration, recognition in the conference program
- An opportunity to present the research at the conference and be matched with a mentor at PAPOR
- Honorary one-year PAPOR membership

Students submit papers by email to studentpaper@papor.org, including their current and/or recent affiliation. The entries will be judged by a panel of survey and public opinion researchers selected from PAPOR's membership. If you are interested, you can learn more about the student paper competition and our new mentorship program on www.papor.org or by emailing studentpaper@papor.org.

The deadline for submission is October 14, 2022.

The award for the 2022 student paper competition is sponsored by



Thank you to our 2022 PAPOR Sponsors!



2022 Annual AAPOR Conference Highlights

The AAPOR Annual Conference is the premier forum for the exchange of advances in public opinion and survey research. The Conference allows attendees to network with colleagues, learn the latest updates and trends in the field and make new connections. The meeting highlights innovative research and includes short courses and discussion forums for attendees of diverse disciplines from around the world.

78th Annual Conference
May 11-13, 2022
Sheraton Grand Chicago, Chicago, IL

To view details of the 2022 AAPOR conference, but also take a look at conference details from previous years, check out the [Past Conferences page](#)

Viewing the conference's interactive program in PDF format has never been easier! Check out the [Interactive Program with Presentation Abstracts](#) to see which presentations most interest you. You can also [download the collectible program](#) to see what happened during the annual conference.

[2022 Award Winners](#) can be found by clicking the link or visiting the [AAPOR website](#). PAPOR is proud to recognize the 2022 AAPOR Student-Faculty Diversity Pipeline Award winners from Willamette University. Congratulations to Heather Kitada Smalley and Danielle Ayon for this great accomplishment! The interview with Heather Kitada Smalley can be found on page 5 of the newsletter.

If you didn't attend the conference, wasn't able to view the uploaded videos, or are just interested in looking through some of the highlights from the conference, please check out the [conference photos](#)!

PAPOR Representation at the 2022 AAPOR Conference!

Benn Messer, Laura Wronski, Jessica Gollaher



Ashley Kirzinger



2022 Student-Faculty Diversity Pipeline Award

Danielle Ayon and Heather Kitada Smalley from Willamette University (Oregon) were the 2022 [AAPOR Student-Faculty Diversity Pipeline Award](#) winners. The [winner team](#) was gracious enough to answer a few questions for the summer edition of the PAPOR Trail.



First, we want to congratulate you on winning the 2022 AAPOR Student-Faculty Diversity Pipeline Award! Heather, you have also been named the recipient of the [2022 Renjen Prize for Faculty Excellence](#) earlier this year. Congrats! What a successful year!

We'd love to learn a little bit more about your backgrounds – what brought you to Willamette University, what do you like about living in Salem, Oregon, and how did the two of you start collaborating?

Heather: I'm a West Coast girl! I'm originally from Southern California, but moved up to Oregon for my undergraduate education at Lewis & Clark College in Portland, OR, where I studied mathematics. I did my graduate work at Oregon State University (OSU), earning a Masters and PhD in Statistics, as well as a Certificate in College and University Teaching. I taught statistics at both the Corvallis and Bend campuses of OSU and at Reed College before coming to Willamette in 2019 to build our [new Data Science program](#).

I met Dani when she was a sophomore in my Statistical Learning class in Spring 2020, which was the term that we moved online in the middle of the term due to COVID-19. Dani and I became acquainted when she needed to find a mentor and a project to work on for her senior thesis project in Data Science. I was immediately impressed with Dani's enthusiasm, creativity, and willingness to explore a new topic with me.

Danielle: As a California girl who wanted to go to school away from home but not too far, I decided to look at schools in Oregon. After touring, I fell in love with the beautiful Willamette campus, the ability to study abroad if I wanted to, a very unique on-campus coffee shop, and impressive fast tracked programs for bachelors/masters combos. In Salem, I love visiting local coffee shops to spend early mornings. I switched gears from wanting to study law to studying data science and psychology. In the process of completing my Data Science degree I was given the wonderful opportunity to work with Professor Kitada Smalley for my capstone.

Tell us more about your academic backgrounds. What are your research interests or what did you study as an undergraduate student and as a graduate student?

Heather: When I was in undergrad, I did research in enumerative combinatorics, which falls more into the pure mathematics area. However, when I started my graduate work, I fell in love with data! I love being able to talk with scholars from all disciplines and help them to understand the data they have collected. I have done statistical consulting on many topics from diverse areas.



AAPOR's 2022 opening plenary featured [Robert Santos](#), the Director of the U.S. Census Bureau, who gave a call to action to include more diverse voices in survey research.

This was aligned with the project that Danielle and Heather worked on for Danielle's data science capstone project entitled "*Examining Patterns of Missingness in American Community Survey Across Question Types with a Multilingual Perspective*" in the session [Improving Representation Among Traditionally Underrepresented Groups in Surveys](#).

2022 Student-Faculty Diversity Pipeline Award (cont'd.)

Heather (cont'd): I started learning about the field of survey research while I was working on my masters project. I presented this work at the Joint Statistics Meeting (JSM) in Seattle in 2015 and won a poster award from the Survey Research Methods Section. While I was there, I received support and feedback from members of the survey community, which inspired me to continue doing work in this field. I then continued in this research topic for my PhD dissertation.

Danielle: With my bachelors degree in both Data Science and Psychology, I am interested in research involving people, such as public opinion. I like working with data involving people and their opinions, especially on a micro level.

How did you first get into public opinion research? What interests you about it?

Danielle: Public opinion research feels like research that matters. Plenty of people and news sources are interested in “the numbers” and public opinion research creates those numbers while considering the opinions of varying groups. The faults in public opinion research also inspire me to look for ways that we can do better to create representative data.

Heather: I find public opinion research so fascinating. I love how complicated it is and how many pieces there are to the puzzle. Getting data from human beings is complex because it's pre-processed through psyches and their lens of society, which often result in bias and error. It's a fun problem to solve so that we can harness knowledge from these data. One thing I love about the public opinion research community is that people are so welcoming, passionate, and willing to collaborate with each other across disciplines. This makes for novel and valuable insights.

How did you first hear about AAPOR and PAPOR?

Heather: I first heard about AAPOR in 2015 from my research advisor. I attended my first AAPOR conference in 2016 in Austin, with the aid of a Student Travel Award. I learned about PAPOR at the chapter mixer. In 2017, I was awarded second place in the PAPOR student paper competition.



Danielle: Professor Kitada Smalley introduced me to AAPOR and during the conference I was able to make connections to PAPOR.

What could PAPOR do to better support members of historically underrepresented groups interested in the study of public opinion research and/or survey research methodology?

Danielle: To inform and reassure the safety of the data collected and prioritize privacy, especially for groups who are more conservative about personal details. Safety is the number one priority.

Heather: I love mentoring students and I feel that this is the greatest way we can give back and bring students into the field who may not have thought this was “for them”. Many students self-select out, but we can make a difference in their lives. Reaching out to students and bringing them into your research is empowering and provides transformative, real-world experiences outside of the classroom environment. Thus, while I’ve been very impressed with PAPOR’s efforts to include underrepresented groups, I think even more progress could be made in the area of actively reaching out to students. For example, this might be accomplished by collaborating closely with various organizations that support underrepresented students.

2022 Student-Faculty Diversity Pipeline Award (cont'd.)

What projects or studies are you currently working on?

Heather: I currently have several irons in the fire. I have continued to do statistical consulting as well as survey research. On the survey research side of things, I have become very interested in data quality, particularly as it pertains to representing minority voices. I became interested in this work when I met Mandy Sha and became involved in the [Cross-cultural and multilingual research affinity group](#).

Danielle: As a recently graduated student, I am currently giving myself a break before diving into further research.

Danielle, was this the first in-person AAPOR conference you attended? If so, what did you like the most?

Danielle: Yes. This was my first AAPOR conference, and I really enjoyed the speed networking the most. While there were good connections made, there were also some lack of connections. It reminded me how important it is to know what I am looking for in future positions and research opportunities.

Heather, what piece of advice do you have for first-time conference attendees?

Heather: The advice I would give to first-time conference attendees is to network and spend time getting to meet others, this often results in future collaborations and friendships.

And lastly, for a bit of fun: Could you please tell us something people don't know about you?

Heather: Something fun? I like to dance. I am classically trained in traditional Japanese dance (odori), which I started at the age of three. I started doing hula dancing in college and now enjoy performing in the faculty dance at the Willamette University Lu'au.

Danielle: I have gotten back into crocheting, when I was young I would make plushies and hats. To be able to come back to my younger self and create things that I am proud of now and would have been proud of when I was 11 is super fulfilling.

Thank you both very much for taking the time to answer our questions and sharing your insights. Congratulations again on this remarkable achievement!



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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 August 2022, PAPOR has 132 current Members: 116 regular members, 10 Students, and 6 Honorary Lifetime members.

- **Gender:**
 - Male 49%
 - Female 47%
 - Non-Binary/Non-Conforming/No Answer 4%
- **Race:**
 - White/Caucasian 81%
 - Other or Multi-Racial 18%
 - No Answer 1%
- **Ethnicity:**
 - Hispanic 5%
 - No Answer 3%
- **Average Age: 50**
- **Region:**
 - 53% California; 11% Washington; 7% 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!