



Midwest Association for Public Opinion Research

Join us for MAPOR's inaugural Methods and Substance Webinar Series! MAPOR has enlisted two great speakers to kick-off our Methods and Substance Webinar Series. For the first presentation of the series, Jolene Smyth will provide participants with invaluable advice on designing self-administered questionnaires. In the second presentation, Dietram Scheufele will engage listeners with a fascinating look at science, technology, and public opinion.

MAPOR 2014 "Methods and Substance" Webinar Series

*Visual Design in Surveys:
Using Numbers, Symbols, and Graphics
Effectively*

Dr. Jolene D. Smyth
University of Nebraska-Lincoln

Thursday, September 25, 2014
12:00-1:30 CST

Webinar broadcast &
Onsite presentation at the
University of Nebraska-Lincoln

*"Political" Science:
Emerging Technologies at the Intersection
of Media, Politics and Public Opinion*

Dr. Dietram A. Scheufele
University of Wisconsin-Madison

Thursday, October 9, 2014
12:00-1:30 CST

Webinar broadcast &
Onsite presentation at the
University of Wisconsin-Madison

ADMISSION:

Includes both webinars -- a special 2-for-1 offer

\$10 for students; \$15 for non-student MAPOR members; \$20 for non-members

Participation is free at the onsite locations

Click here to register: <http://www.mapor.org/WebinarRegistration.html>

SPEAKER BIOGRAPHIES



Jolene D. Smyth is an associate professor in the Sociology Department at the University of Nebraska-Lincoln where she teaches courses on survey Data Collection Methods and Questionnaire Design. She is also the faculty director of the Bureau of Sociological Research, a survey data collection unit on campus, and coauthor with Don Dillman and Leah Christian of *Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method* and the forthcoming book *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method*. Jolene's research focuses on survey response and measurement. Her current projects explore mode preference, literacy and visual design of questionnaires, mixed-mode surveys, the design of within-household selection techniques in self-administered surveys, CATI questionnaire design, and interviewer/respondent interactions.



Dietram A. Scheufele is the John E. Ross Professor in Science Communication at the University of Wisconsin, Madison, and Co-PI of the Center for Nanotechnology in Society at Arizona State University. Currently, he also co-chairs the National Academies' Roundtable on Public Interfaces in the Life Sciences. His most recent research examines the role of social media and other emerging modes of communication in our society. An elected fellow of the American Association for the Advancement of Science and the Wisconsin Academy of Sciences, Arts & Letters, Scheufele is listed among the ten most cited researchers in the communication discipline. Scheufele has been a tenured faculty member at Cornell University, a Shorenstein fellow at Harvard University, and a DAAD Visiting Professor at the Technische Universität Dresden. His consulting experience includes work for PBS, the World Health Organization, the World Bank, and other corporate and public sector clients in the U.S., Asia, Europe, and the Middle East.