

Autumn 2012

The Midwest Association for Public Opinion Research holds its 37<sup>th</sup> Annual meeting November 16-17 at the Avenue Hotel in Chicago.

Keynote address by **Marjorie Connelly** of the New York Times and AAPOR Communications Chair.

Pedagogy Hour by **Nora Cate Schaeffer** of the University of Wisconsin-Madison.

**Ned English** of NORC will teach “Sampling for Single and Multi-Mode Surveys Using Address-Based Sampling” at the short course on Friday.

Registration is open for **MAPOR 2012**. Save \$30 if you sign up by November 1 ([www.mapor.org](http://www.mapor.org)).

More than 120 presentations and posters on public opinion research and survey methodology.

**Elections for MAPOR** vice president/president elect and conference co-chair are underway.

### ***MAPOR: A Message from the President***

By Michael Traugott, MAPOR President, University of Michigan



**T**he Fall is always an exciting time for MAPOR,

primarily because of our annual conference. You will find a conference update from Kristen Olson in this newsletter that focuses on the exciting program she and Allyson Holbrook have put together. I want to tell you that

it looks like we are going to have another record attendance, based upon the fact that our original hotel room allocation as well as a small supplement has been exhausted. Of course we won't have the final numbers to announce until lunch on Friday, but it currently looks good for more than 200 attendees.

I am also looking forward to the Friday luncheon. We will get a postmortem on the 2012 presidential election – on the reporting as well as the polls – from Marjorie Connelly of *The New York Times*. Marjorie is an editor at the paper's News Surveys & Election Analysis Desk where she shapes all phases of polling, from questionnaire

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### ***MAPOR 2012: Innovations in Understanding and Measuring Public Opinion***

By Kristen Olson, University of Nebraska-Lincoln



Leaves are falling, a chill is in the air, and the annual MAPOR conference is just around the corner! The conference kicks off the program with a Friday morning short course - “Sampling for Single and Multi-Mode Surveys Using Address-

Based Sampling” - by Ned English from NORC at the University of Chicago. A link to the full description of the course can be found on the MAPOR home page. The course is only \$50 for MAPOR members. Seats are limited, so register early!

The conference program has 120 papers, panels and posters on a broad set of topics. The conference theme is Innovations in Understanding and Measuring Public Opinion, and the papers, panels and posters explore new ways of finding respondents, asking questions, analyzing data, and understanding influences on attitudes and behaviors.

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## ***Where are they now? 2011 MAPOR Fellows Student Paper Competition Winners.***



Brian Wells, author of ***Accounting for Nonresponse Bias in the Nebraska Behavioral Health Consumer Survey***, completed his master's degree in Survey Research and Methodology at the University of Nebraska - Lincoln this spring. He recently began his Ph.D. in Survey Methodology from the University of Michigan. He is currently working on a variety of projects focusing on nonresponse bias, mixed mode surveys, and outlier detection and mitigation.



David Wise is working toward his Ph.D. at the University of Wisconsin-Madison School of Journalism and Mass Communication. He is co-author of *Testing the "God Strategy": How Religious Discourse Interacts with Voter Religiosity*.

David's research interests focus on media effects and journalistic norms and practices in the areas of politics and science. He earned his M.A. from the University of Wisconsin-Milwaukee. He also writes for WisPolitics.com, a Wisconsin political news service.



Bryan McLaughlin is working toward his Ph.D. at the University of Wisconsin-Madison School of Journalism and Mass Communication. He is co-author of *Testing the "God Strategy": How Religious Discourse Interacts with Voter Religiosity*.

Bryan's research focuses on political campaigns, elections, and media effects. He is particularly interested in examining the role social identity plays in these

political processes. Other interests include health communication and the psychosocial benefits of online support groups. He earned his M.A. in Communication at University of Illinois, Chicago.

**President's column continued:**

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design and data interpretation to the reporting and editing of the findings. She coordinates multi-platform survey coverage with editors and interactive graphic artists, and she guides reporters and columnists on the proper use of public opinion data while vetting outside surveys considered for publication. We will also have a number of awards to announce, including the newest MAPOR Fellow and the Student Paper competition winners.

Fall is also the time for MAPOR elections, and we are using a new electronic voting system managed by Votenet.com for the first time. We have a ballot with two offices – Vice President and President-elect as well as Associate Conference Chair. We have a terrific pairing for each office, and the Votenet ballot will provide a space for write-ins if you like. This system is secure, and the service will also provide you with a paper receipt for your ballot if you like. You will find a biographical statement from each candidate associated with the ballot. We will keep the (other kind of) polls open for two weeks, although we expect that most of the votes will come in quickly given the ease of using this system. When the polls close on November 7, we will have an immediate and accurate tally of the votes cast for each office. We will announce the results by email and again at the Friday luncheon at the conference.

I encourage you to save time for the Business Meeting at the conference on Saturday afternoon. We have a set of small further changes to the Bylaws to discuss and vote on that will formalize two actions the Council has discussed. One is to formalize the position of Associate Secretary Treasurer so that we can have more continuity in the management of MAPOR's business and financial accounts that incorporates a learning period for the understudy. That means that, if approved, we will have three offices to fill each year in our elections, starting with Fall 2013.

Under Article 4, Section 4, the MAPOR Executive Council has the ability to appoint its own members under certain conditions. The Executive Council considered at its Spring meeting ways to use this authority to appoint a non-voting student member to the body. We would like to discuss this at the Business Meeting and subsequently by email to obtain a sense of the members' views on this matter and to gather advice on how to proceed to implement such a plan if there is support for it. The Executive Council meets essentially once a year, and this process would ask the student member to participate in that meeting – to learn about how MAPOR operates and to present any matters of specific interest to any or all of our student members. I look forward to seeing you in Chicago next month.



**Conference Chair's column continued:**

Paper topics include using Twitter to gauge public opinion, the effects of discussion on attitudes, new modes of survey data collection, innovations in questionnaire design, international public opinion, and much more. The preliminary program is at <http://www.mapor.org/>.

In addition to the short course, the Friday program features the luncheon keynote address by Marjorie Connelly of the New York Times, a pedagogy hour talk by Nora Cate Schaeffer of University of Wisconsin-Madison, a book raffle for MAPOR's student members during the poster session and cocktail hour, and the President's dinner. Saturday is packed with paper sessions and the annual business meeting. And, as always, there will be plenty of time to see old friends and colleagues and make new ones.

For the second year in a row, we will give all MAPOR authors the opportunity to post their papers after the conference. Links to the abstracts will be posted online before the meeting, and links to the slides and papers will be posted in December.

This year's MAPOR conference is on November 16-17 in the Avenue Crowne Plaza Hotel and Suites in Chicago. I look forward to a great conference in Chicago this November!

Kristen

Brief biographies of the candidates for vice president/president elect and conference-co-chair follow.

### **Vice President/President Elect Candidates**

#### **Kristen Olson**

Kristen Olson is an Associate Professor of Sociology and Survey Research and Methodology at the University of Nebraska-Lincoln. Her areas of research include nonresponse bias and nonresponse adjustments, the relationship between nonresponse and measurement errors, and interviewer effects. Her research has appeared in *Public Opinion Quarterly*, *Social Science Research*, *Survey Research Methods*, the *Journal of Official Statistics*, the *Journal of the Royal Statistical Society Series A*, *Sociological Methods and Research* and *Field Methods*. She is currently co-principal investigator on an NSF-Census Research Node investigating the use of paradata as a diagnostic tool for measurement error in surveys and is conducting research for the U.S. Department of Agriculture with the National Science Foundation. Kristen is editor of the Research Synthesis section of *Public Opinion Quarterly*, and an associate editor for the *Journal of Official Statistics* and *Survey Methods: Insights from the Field*. She has taught short courses on nonresponse bias studies for AAPOR, DC-AAPOR, JPSM, and SAPOR. Kristen first started attending MAPOR while she was a Ph.D. student at the University of Michigan. Her involvement continues in her current position, bringing SRAM students to MAPOR each November. Kristen earned her B.A. in Mathematical Methods in the Social Sciences and Sociology from Northwestern University, her M.S. in Survey Methodology from JPSM at the University of Maryland, and her Ph.D. in Survey Methodology from the University of Michigan.

#### **Trevor Tompson**

Trevor Tompson is a principal research scientist with NORC at the University of Chicago, where he is director of The Associated Press-NORC Center for Public Affairs Research. Prior to joining NORC he was global director of polling for The Associated Press and director of surveys at Voter News Service. He is an experienced political analyst and continues to represent AP on the steering committee of the National Elections Pool, the consortium of the major media organizations that does exit polling in U.S. elections.

Trevor started his career in the survey research centers at Northwestern and Ohio State Universities. Over more than 15 years in the field, Trevor has conducted hundreds of surveys in more than a dozen countries, on everything from elections to baseball, terrorism to the weather. His research has been published both by media around the globe and in leading academic journals. Trevor currently serves on the executive council of the World Association for Public Opinion Research and the standards committee for AAPOR. He is also on the coordinating committee for AAPOR's Transparency Initiative.

Trevor's involvement in MAPOR dates back to his time as a graduate student, when Paul Lavrakas invited his media polling class to attend the 1994 conference. Trevor has been at almost every MAPOR conference since and says he might not have been inspired to seek a career in the field if it weren't for that first conference. He welcomes this opportunity to give something back to an organization he cares so much about.

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# **MAPOR Officer Candidate Biographies Continued**

## **Conference Vice Chair Candidates**

### **Lindsay Hoffman**

Lindsay Hoffman (Ph.D., 2007, The Ohio State University) is an assistant professor at the University of Delaware in the Department of Communication, with a joint appointment in the Department of Political Science & International Relations. Hoffman's research examines how citizens use technology to become engaged with politics and their communities. She also studies individual and contextual effects of media on individuals' perceptions of public opinion; the effects of viewing political satire on knowledge and participation; emotion and politics; and factors leading to news use. Her research also examines the components of mediated messages that encourage individuals to participate in -- or distance themselves from -- political activities such as voting, news viewing, or simply expressing opinion. She has been published in *Communication Research*, *Journal of Broadcasting & Electronic Media*, *New Media & Society*, *Mass Communication & Society*, and *Journal of Information Technology & Politics*, among others. Dr. Hoffman teaches undergraduate and graduate courses in political communication, politics and technology, media effects, and research methods.

Hoffman has been an active member of MAPOR since 2003, when she submitted her first paper as a Master's student. She has attended nearly every MAPOR since, and always looks forward to the open dialogue and constructive criticism that takes place at the conference. She brings promising undergraduate students to MAPOR to learn about related top graduate programs in political communication and public opinion and to get a great first-conference experience. Hoffman also served on the MAPOR Executive Board from 2008 to 2010.

### **James Wagner**

James Wagner is an Assistant Research Scientist at the University of Michigan's Survey Research Center. James completed his PhD in Survey Methodology in 2008 at the University of Michigan. His research is in the area of nonresponse. Recently, he has been examining indicators for the risk of nonresponse bias and how they might be used to improve data collection. In addition, he is interested in responsive design techniques aimed at improving the quality of survey data. He has published articles in a variety of journals including *Public Opinion Quarterly*, *Statistics in Medicine*, the *Journal of Official Statistics*, and others. He also has a great deal of experience with sample design and has worked on a large variety of samples. He is currently the Chief Mathematical Statistician for the National Survey of Family Growth.

In his free time, he loves to read and spend time with his two awesome kids. He first attended the MAPOR conference in 2005 and has enjoyed its comfortable atmosphere and engaging presentations. It is a great opportunity to see old friends and meet new people.

### ***Students attending MAPOR 2012 could win a copy of one of these books, written by MAPOR members!***

*News on the Internet: Information and citizenship in the 21st century* by David Tewksbury and Jason Rittenberg, Oxford University Press, 2012.

*Handbook of Survey Research* edited by Peter V. Marsden and James D. Wright, Emerald Group Publishing, 2010.

*Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method* by Don A. Dillman, Jolene D. Smyth, and Leah Melani Christian, John Wiley & Sons, 2009.

*Cross-Cultural Survey Methods* by Janet A. Harkness, Fons J. R. van de Vijver, Peter Ph. Mohler, John Wiley & Sons, 2009.

## Conference Overview

### Friday, November 16

7:30 AM – 8:30 AM	2 <sup>nd</sup> Floor Lobby	Registration for Short Course Participants
8:00 AM – 10:00 AM	Grand Avenue C	Short Course: Sampling for Single and Multi-Mode Surveys Using Address-Based Sampling (registration required)
8:30 AM – 4:30 PM	2 <sup>nd</sup> Floor Lobby	General Registration
8:30 AM – 10:00 AM	2 <sup>nd</sup> Floor Lobby	Continental Breakfast
10:15 AM – 11:45 AM	Grand Avenue A	Public Opinion and Identities
	Grand Avenue B	Twitter and Public Opinion
	Grand Avenue C	Questionnaire Design of Ratings and Evaluations
	Michigan Avenue	Panel: Understanding Extremes in Partisanship and Public Opinion
12:00 PM – 1:30 PM	Park Avenue	Luncheon (ticket required)
2:00 PM – 3:00 PM	Grand Avenue A	Pedagogy Hour
3:15 PM – 4:45 PM	Grand Avenue A	Science, Citizen Protests and Sex Scandals
	Grand Avenue B	Who's Missing? Unit and Item Nonresponse in Surveys
	Grand Avenue C	Visual Design and Sensitive Questions
	Michigan Avenue	Deliberation and Discussion
5:00 PM – 6:00 PM	2 <sup>nd</sup> Floor Lobby	Poster Session and Cocktail Hour
5:30 PM	2 <sup>nd</sup> Floor Lobby	Student Book Raffle
6:30 PM	1 <sup>st</sup> Floor Lobby	President's Dinner (Dutch Treat)

### Saturday, November 17

8:00 AM – 3:00 PM	2 <sup>nd</sup> Floor Lobby	General Registration
8:00 AM – 10:00 AM	2 <sup>nd</sup> Floor Lobby	Continental Breakfast
8:30 AM – 10:00 AM	Grand Avenue A	New Media and Public Opinion
	Grand Avenue B	Statistical Approaches to Survey Inference
	Grand Avenue C	Issues in Web Surveys
	Michigan Avenue	International Public Opinion
10:15 AM – 11:45 AM	Grand Avenue A	Cookies, Consumers and Partisanship
	Grand Avenue B	Panel: America's Broken Education System: Why are the Solutions Not Working?
	Grand Avenue C	Innovations in Survey Modes
	Michigan Avenue	International News
1:30 PM – 3:00 PM	Grand Avenue A	Affect and Opinion
	Grand Avenue B	Public Opinion on Climate Change and Nuclear Power
	Grand Avenue C	Survey Recruitment Strategies
	Michigan Avenue	Agenda Setting and Media Use
3:15 PM – 4:45 PM	Grand Avenue A	New Media and Political Behaviors
	Grand Avenue B	Science and Health
	Grand Avenue C	Survey Development and Measurement Errors
	Michigan Avenue	News Makers and News Takers
5:00 PM – 6:00 PM	Grand Avenue C	Business Meeting

