

Fall 2013

The Midwest Association for Public Opinion Research holds its 38th Annual meeting November 22-23 at the Avenue Hotel in Chicago.

Keynote address by **Lee Rainie** of the Pew Research Center.

Pedagogy Hour by **Inna Burdein** of the NPG Group.

**Michael Siciliano** of University of Illinois - Chicago will teach "An Introduction to the Measurement and Analysis of Networks" at the short course on Friday.

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

More than 115 presentations and posters on public opinion research and survey methodology.

**Elections for MAPOR** vice president/president elect, conference co-chair, and associate secretary treasurer are underway. Candidate bios on pages 4 – 6.

**Conference Sponsors** are featured on page 8. Become a MAPOR Corporate Sponsor today!

## A Message from the President

By Joe Murphy, MAPOR President, RTI International



As we prepare for another great MAPOR conference this November, I find myself looking back at the last several years and ahead to what's in store for MAPOR in the future. Seven years ago, I was fortunate enough to be invited to join MAPOR's Executive Council as an at large member. I had attended the conference before and enjoyed the opportunity to present, hear about others' research, and get to know a pretty unique cross-section of the public opinion research industry. Being in Chicago, the fact that the conference was just down the street at from me added to the appeal.

After joining the Council, I learned quickly just what a massive undertaking preparing a conference like this can be. MAPOR is an organization that's traditionally had a pretty DIY attitude. We're not run by a management company but by members. That first year, I saw the process unfold—debating about and selecting a conference theme, organizing a call for papers, getting word out about the conference, reviewing and selecting abstracts, notifying authors, finalizing the hotel contract, and selecting the best meal option for a throng of hungry MAPORites.

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## MAPOR 2013: Synergies in Measuring and Understanding Public Opinion

By Allyson Hollbrook, University of Illinois – Chicago



Autumn is here and the 2013 annual MAPOR conference is fast approaching. The conference will start off on Friday morning with the short course "An Introduction to the Measurement and Analysis of Network Data" taught by Michael Siciliano of the University of Illinois at Chicago. Participants in the course will learn how to collect network data and be introduced to some of the analysis techniques used to analyze this data. The course is only \$50 for MAPOR members.

The conference program has more than 100 papers and posters on a broad set of topics. The conference theme is Synergies in Measuring and Understanding Public Opinion, and the papers and posters explore topics like framing, agenda setting, survey nonresponse, sampling, the role of social media in public opinion and survey data collection, public opinion and public policy, questionnaire design, and much more. The preliminary program is at <http://www.mapor.org/>.

*Continued on page 3*

# Introducing...MAPOR's Online Registration System

Patty LeBaron, Secretary Treasurer



For the first time this year, we are proud to introduce a new conference registration and payment system. We have partnered with Cvent to allow MAPOR members and conference attendees to register for the conference online. This online registration also brings the capability to pay with a credit card, receive a receipt for registration costs immediately, and receive automated confirmation emails.

The introduction of this system allows council to streamline our communications with MAPOR friends and members. Future capabilities for the system could include registration from mobile devices, accepting abstract submission and review using this system, and allowing members to pay membership dues throughout the year online. We hope that our members have found this to be an improvement in the registration process. Please let us know if you have any comments on the system. We appreciate your feedback!



## "Birds of a Feather" Lunch Groups

Paige Madsen, Student Liaison

This year's MAPOR conference will offer a new way to connect with others – both professionals and students - who share your research interests. We're proposing that birds of a feather flock together for lunch on Saturday. Each "birds of a feather" group will have a specific topic area, and you'll be able to sign up to lunch with others interested in that area.

**To get things started, we're setting up a few groups including social media and technology and international/cross cultural research. Stop by the registration table to see the sign-up sheets for these and other groups or to propose your own topic area to invite others to join you.**

Each group will have up to six participants, and you're responsible for buying your own lunch. When the conference breaks for lunch on Saturday, meet your group in the mezzanine area to head out to lunch together.

Look for the "Birds of a Feather" sign-up sheets – to join a group or start a new one - near the registration table in the mezzanine at the conference. If you have any questions or want to propose a group before the conference begins, contact [paige-madsen@uiowa.edu](mailto:paige-madsen@uiowa.edu).

## Students Seeking Shared Accommodations

David Chearo, Associate Secretary Treasurer

This year MAPOR is compiling a list of students interested in sharing accommodations at this year's conference in Chicago. When you sign up for room sharing, we'll do our best to put you in contact with other attendees looking to share a room and split costs. Please try to submit your information as soon as possible before November 1 while appropriate room accommodations are still available. If you are interested, please complete the online form at <http://tinyurl.com/mapor2013share>

## **President's column continued:**

*Continued from page 1*

In the subsequent years, I was also fortunate to remain on Council, as Secretary-Treasurer, Conference Chair, and now President. MAPOR has grown during that time and we now have about 300 members, 200 of which come to the conference. We've maintained that mix of public opinion theory, communications, and survey research that made MAPOR pretty unique from my view. We've stayed student-friendly and have opened up to the larger research community a bit by starting to post papers from the conference online and starting one of the billion or so other pages on Facebook. This year, we took a big step in making registration more flexible and efficient by working with Cvent to build an online system and accept credit cards (yes, MAPOR finally accepts credit cards!). I'm pleased that we were able to do this in a way where we maintain control over the process, in the spirit of MAPOR, but don't run ourselves ragged in doing so. Patty LeBaron and David Chearo deserve a huge thanks, in particular, for making this happen.

So what's next? Well, we've talked about going beyond the conference before. In the spring newsletter, we included some results from our member survey that suggest MAPOR members might be game for an additional event every year. We're still thinking through how best to arrange that and welcome input at any time. Jennifer Dykema and John Stevenson have been leading much of the thinking and investigation here and Jennifer writes a bit about this later in this newsletter.

Where else we should be headed? We'd love to hear what you think. Please feel free to reach out to any of the members of Executive Council before the conference (our emails are listed later in the newsletter), at the conference (especially during our Saturday business meeting where all are welcome to attend), or after the conference. And speaking of Executive Council, please don't forget to vote for the 2014 MAPOR officers! Current regular members (those who joined during conference registration last year or through AAPOR this year) were sent personalized links to the online ballot via email on October 8 and voting is open until October 21. The candidate ballots are included at the end of this newsletter.

We look forward to your input on what's next for MAPOR. See you at the conference!

## **Conference Chair's column continued:**

*Continued from page 1*

In addition to the short course, the Friday program features the luncheon keynote address by Lee Rainie, Director of the Pew Research Center's Internet and American Life Project, titled "The Rise of the Networked" as well as a packed schedule of paper sessions. Saturday is a full day with paper sessions, the pedagogy hour featuring Inna Burdein of the NPD Group discussing "Respondent Engagement," and the annual business meeting. Saturday lunch will feature a new networking opportunity "Birds of a Feather" featured in a column in this newsletter from our student representative Paige Madsen.

For the third 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 22-23 in the Avenue Crowne Plaza Hotel and Suites in Chicago. You can register for the conference online at our website at [www.mapor.org](http://www.mapor.org) and we are able to accept payment via credit cards for the first time this year. The Avenue Crowne Plaza Hotel and Suites (<http://www.avenuehotelchicago.com/>) is also now accepting reservations. Make your reservation by telephone (312-787-2900) and mention MAPOR for the conference rate of \$169 per night. I look forward to seeing you all in Chicago this November!

# Elections underway for MAPOR Officers

Elections for MAPOR Officers are open to dues-paying regular members of MAPOR only. Elections will be open through October 21, 2013. Balloting is electronic. If you have paid, but did not receive your ballot, contact Patty LeBaron at plebaron@rti.org. Brief biographies of the candidates for vice president/president elect and conference-co-chair follow.

## Vice President/President Elect Candidates

### **Allyson Holbrook**

Allyson Holbrook is an associate professor of public administration and psychology at the Survey Research Laboratory of the University of Illinois at Chicago and co-Director of UIC's Graduate Concentration in Survey Research Methods. She is an active member of MAPOR and has presented at the conference and served as co-conference chair. She is also a regular attendee and presenter at AAPOR conferences and is currently a member of AAPOR's standards, education, and nominations committees as well as serving on AAPOR's task force on refusal conversions. She teaches primarily in the area of survey methodology and has taught courses on questionnaire design, cognitive pre-testing of survey instruments, survey planning and management, psychological and social processes in surveys, the history of survey research, survey nonresponse, and ethnics in survey research methods. She has research interests both in survey research methodology (in particular issues associated with the impact of questionnaire design and survey nonresponse on survey data quality) and public opinion (including research examining the processes by which attitudes form and change, and when and how attitudes affect behavior, particularly political participation). Her research has been published in journals such as *Public Opinion Quarterly*.

### **Ronald Langley**

Ronald E. Langley has been an MAPOR member and conference participant on and off since 1996. In the past few years he has returned to his Midwestern roots and been a regular attendee of MAPOR's outstanding research conference and is interested in serving MAPOR by devoting time to help continue the work of recent MAPOR Councils taking MAPOR to the next level.

Ron earned his Ph.D. in political science from Michigan State University in 1990 and has served as Director of the Survey Research Center at the University of Kentucky since 1998. He has served as Principal Investigator on over 100 survey projects at UK and has published a variety of articles and book chapters investigating the relationship between public opinion and public policy, particularly macroeconomic and health policy. In addition to his duties as SRC director, he has served on UK's nonmedical IRB for the past eleven years and was a participant at the 2003 and 2005 Ann Arbor "Interviewer Falsification" Summits.

Ron has been an active member of AAPOR for several years, having served on the Conference Committee, the AAPOR Code Review Committee, and is currently in his seventh year on the Standards Committee. While on Standards Committee, he has developed educational resources on AAPOR's web site on topics such as interviewer falsification and federal requirements for human subject protection training, and chaired a group that developed AAPOR's response to the 2011 ANPRM regarding proposed changes to the Common Rule. He is currently serving as a member of AAPOR's Task Force on Refusals.

Ron has also served as the Chair of the National Network of State Polls, is a founding member and past President of the Association of Academic Survey Research Organizations. He would like to continue this history of service on the MAPOR Council.

# MAPOR Officer Candidate Biographies, Continued

## Associate Conference Chair Candidates

### Matthew Courser

Dr. Courser is a Research Scientist in NORC's AP/NORC Center for Public Affairs. He previously was a Research Scientist for the Pacific Institute for Research and Evaluation (2003-2013). Dr. Courser received a master's degree in Political Science from Ohio State University in June of 2000 and in August 2003 finished his Ph.D. at Ohio State University in Political Science. He was trained in survey methodology at the Ohio State University Center for Survey Research.

Key areas of expertise include survey design, survey sampling, quantitative and qualitative data collection, and performance measurement. Dr. Courser's work experience has focused on conducting survey-based evaluation studies with hard to reach populations. He recently managed complex survey-based evaluation projects in El Salvador and Afghanistan and was part of the team that recently completed an evaluation of two adolescent internment units in Sao Paulo, Brazil. In addition, he previously managed a project in Sao Paulo, Brazil that used a complex sampling methodology and a quasi-experimental design to evaluate the long-term impact of D.A.R.E. Dr. Courser currently serves as the PI for a research project funded by the Department of Justice's Office of Juvenile Justice and Delinquency Prevention that seeks to develop and evaluate best practices for mentoring programs related to mentoring training and support.

Dr. Courser attended his first MAPOR conference in 1998, has attended all but three conferences since then, and served as an at-large member of MAPOR's Executive Committee from 2009-2011. He is an active AAPOR member and was a 2013 Burns Roper Fellow.

### Jason Reineke

Jason Reineke, Ph D, is an assistant professor in the College of Mass Communication at Middle Tennessee State University (MTSU). He is also the Associate Director of the MTSU Poll, a twice-yearly survey of Tennessee residents on a variety of political and social issues. In this capacity, Reineke has overseen the polling process and media relations on topics including leader approval, bipartisanship, gun control, the wars in Afghanistan and Iraq, health insurance reform, "birther" rumors regarding President Barak Obama, and Islam and mosque construction in the United States. His academic research is focused on political tolerance, support for censorship, opinion expression, public opinion perception accuracy, leader approval, and health communication.

Jason presented his first conference paper as a graduate student at MAPOR in 2004, and has attended every year since. In 2005 he was the sole-author of the MAPOR top three student paper, and the second author of the MAPOR top student paper. In 2007, he was a MAPOR student conference committee member, which involved working as a session moderator and providing technical support. He was a refereed research session discussant in 2010 and 2011. Today, his involvement with MAPOR is primarily dedicated to working with his graduate students to prepare and refine their research to its best form for presentation at the conference each November.

Reineke recently completed seven years of service at the national level to the Communication Theory and Methodology division of the Association for Education in Journalism and Mass Communication. He began as the division's graduate student liaison in 2006, and finished as division head in 2013. At MTSU, he currently serves at the university level on the faculty senate, and recently completed a stint on the university's graduate studies council.

# MAPOR Officer Candidate Biographies, Continued

## Associate Secretary-Treasurer Candidates

### Ipek Bilgen

Ipek Bilgen is a Survey Methodologist at NORC at the University of Chicago. She has received both her Ph.D. and M.S. degrees from the Survey Research and Methodology Program (SRAM) at the University of Nebraska-Lincoln and her bachelor's degree from the Statistics Department in Hacettepe University. During graduate school, Ipek has worked as a research assistant at the Gallup Research Center (GRC) and was a teaching assistant at the University of Nebraska-Lincoln (UNL). Since graduate school, Ipek has attended MAPOR almost every year, as she enjoys the friendly community of MAPOR.

Currently, Ipek is involved in research projects related to coverage error and frame construction, the role of memory in surveys, and sampling and questionnaire design issues in web surveys. Her broad research interests include Methodological Issues in Public Opinion Research, Questionnaire Design, Survey Communication, and the Use of Web and Technology in Surveys. She has published and co-authored articles in several journals including *Public Opinion Quarterly*, *Survey Practice*, *Quality and Quantity*, and *Journal of Official Statistics*.

To date at NORC, Ipek has prepared budgets for proposals and managed several internal research projects where she has managed finances, kept track of data collection schedule and expenses, and prepared methodological and spending reports.

### Clarissa Steele

Clarissa Steele is currently a survey researcher for the Value-Added Research Center (VARC) in the Wisconsin Center for Education Research at the University of Wisconsin-Madison. She designs, implements, and analyzes surveys in K-12 education, provides professional development training to clients, and manages and creates content for VARC's emerging social media.

Clarissa began her involvement with MAPOR in 2008 as a student in the Survey Research and Methodology program at the University of Nebraska-Lincoln. She has attended, presented, and volunteered at MAPOR as a student and after earning her master's degree in 2010. Clarissa is also actively involved with AAPOR as a member of the Membership and Chapter Relations Committee and as head of the Student Engagement Subcommittee, promoting student involvement and development in the field of public opinion research.

With her experiences at MAPOR as both a student and a young professional, as well as her active involvement in AAPOR, Clarissa has a unique perspective on how MAPOR promotes and supports public opinion research in the Midwest. As Secretary-Treasurer, not only does she want to continue the success of MAPOR, Clarissa also wants to promote student interests on MAPOR's Executive Council.

# Looking Forward, Part 1: A Spring Event for MAPOR!

Jennifer Dykema, At-large Councilor and AAPOR Membership Chair



On September 16th, 2013, I had the pleasure of joining our colleagues at DC-AAPOR for their annual Public Opinion Quarterly Special Issue Conference. This year's issue, co-edited by MAPOR member Nora Cate Schaeffer and myself, focused on "Topics in Survey Measurement and Public Opinion." During the day-long event, ten authors from the special issue, including several MAPOR members, gave 20-minute presentations summarizing the main findings from their published articles. Their presentations featured research on public opinion and attitudes, questions and questionnaires, and interviewers and interviewing. Audience members were given ten minutes to ask

questions after each talk, resulting in a very stimulating and interactive format. The event was held at the Henry J. Kaiser Family Foundation's Barbara Jordan Conference Center in DC and was attended by approximately 100 participants.

DC-AAPOR's Special Issue Conference is one example of the many exciting events AAPOR's regional chapters -- which also include NEAAPOR, NYAAPOR, PANJAAPOR, PAPOR, and SAPOR -- are sponsoring. While each of the regional chapters provides its members with opportunities to share knowledge and experience, each chapter also has its own unique personality, and MAPOR is no exception. Among the many strengths of MAPOR is a membership base that includes numerous substantive, public opinion researchers, early-career survey researchers, and graduate students from both substantively- and methodologically-based departments.

In order to better serve its membership, MAPOR's Executive Council is working to create more opportunities for MAPOR members to meet and interact. We are in the early stages of planning our chapter's first non-conference event, tentatively scheduled for Spring of 2014. To broadly appeal to our diverse membership, we are planning to feature two formal presentations at the event: One that focuses on a substantive topic related to public opinion research, and one that focuses on a methodological topic within survey research. Participants will be invited to join via webinar or onsite at one of the host organizations, the University of Wisconsin-Madison and the University of Nebraska-Lincoln.

We hope this will be the beginning of an annual spring event for MAPOR! If you have ideas for future speakers or events, please contact me ([dykema@ssc.wisc.edu](mailto:dykema@ssc.wisc.edu)) or any other MAPOR council members.

And please keep an eye out for more details about the Spring 2014 event!

## Looking Forward, Part 2: Hotel Change!

Kristen Olson, Vice President

(Updated 11/21/13)

With the 2013 MAPOR conference is right around the corner, MAPOR Council has been working with on arrangements for the 2014 Conference. We have learned that the Avenue Hotel will no longer have space to host professional meetings! MAPOR Executive Council formed a subcommittee of Joe Murphy, Kristen Olson, Allyson Holbrook, Lindsay Hoffman, Trevor Tompson, and Patty LeBaron to investigate new hotel options. MAPOR Council will brief MAPOR members about progress in the hotel search at the conference business meeting, and post updates on MAPOR's website. MAPOR members can voice concerns or other thoughts about this hotel change to MAPOR President Joe Murphy at [jmurphy@rti.org](mailto:jmurphy@rti.org) or MAPOR Vice President Kristen Olson at [kolson5@unl.edu](mailto:kolson5@unl.edu).



# A Word from the MAPOR Corporate Sponsorship Coordinator

John Stevenson, Sponsorship Coordinator

A HUGE THANK YOU TO THIS YEAR'S SPONSORS (SO FAR!):

## 2013 MAPOR Gold Sponsor

- Nielsen ([www.nielsen.com/content/corporate/us/en.html](http://www.nielsen.com/content/corporate/us/en.html))

## 2013 MAPOR Silver Sponsors

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- MSG ([www.m-s-g.com/Web/Index.aspx](http://www.m-s-g.com/Web/Index.aspx))
- RTI International ([www.rti.org](http://www.rti.org))

## 2013 MAPOR Bronze Sponsor

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- University of Illinois at Chicago - Survey Research Lab (<http://srl.uic.edu>)
- University of Michigan Institute for Social Research ([www.isr.umich.edu/home](http://www.isr.umich.edu/home))
- University of Nebraska, Gallup Research Center/Survey Research & Methodology Program (<http://sram.unl.edu>)
- University of Wisconsin Survey Center (<http://uwsc.wisc.edu>)

There is still time for sponsors to contribute to MAPOR and take advantage of the new increased benefits to you and your organization as we extend sponsorship to encompass the entire year. Support from organizations like yours help keep costs down for young researchers, and helps keep MAPOR conference attendance high. In return, your sponsorship increases the visibility of your organization, both to future customers and to future hires of survey professionals. We offer the following levels of support:

### MAPOR Bronze Sponsor

- For contributions under \$1,000
- Half page ad in the conference program
- Link on the MAPOR Website (see <http://www.mapor.org/sponsorship.html>)
- Mention in the fall and spring newsletters

### MAPOR Silver Sponsor

- For contributions between \$1,000-\$2,000
- MAPOR lunch and conference registration for 1 participant
- Full page ad in the conference program
- Large placard featuring your organization displayed at a major conference event (e.g. meal, break, pedagogy hour)
- Link on the MAPOR Website (see <http://www.mapor.org/sponsorship.html>)
- Mention in the fall and spring newsletters

### MAPOR Gold Sponsor

- For contributions above \$2,000
- MAPOR lunch and conference registration for 2 participants
- Full page ad in the conference program
- Large placard featuring your organization displayed at a major conference event (e.g. meal, break, pedagogy hour)
- Link on the MAPOR Website (see <http://www.mapor.org/sponsorship.html>)
- Mention in the fall and spring newsletters

For more information or to become a sponsor, call or email me at [stevenson@ssc.wisc.edu](mailto:stevenson@ssc.wisc.edu) or 608-262-9032. Thank you!



# MAPOR 2012-2013 Leadership

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