



Midwest Association for Public Opinion Research

Fall 2015

The Midwest Association for Public Opinion Research holds its 40th annual meeting November 20th & 21st at the Embassy Suites in Chicago.

MAPOR Registration is now open

<http://www.mapor.org/>

Information on upcoming **MAPOR Webinars** is on Page 3

Important Dates

Early Bird Registration Rates End **October 31st**

Discounted Room Rates are also available through **October 31st**

MAPOR's Bylaws are under consideration in light of AAPOR's recent by-laws review and revision. Details will be included in the next newsletter!

Like MAPOR on Facebook!



A Message from the President

Allyson Holbrook, MAPOR President, University of Illinois - Chicago

I am excited to tell you all about the many opportunities for MAPOR members this fall. We just held our first webinar of 2015. In keeping with our 2015 conference theme (Celebrating the Past, Present, and Future of Public Opinion Research), Colm O'Muircheartaigh and Ned English presented about "Single and Multi-mode Surveys using Address-Based Sampling: Past, Present, and Future" (see the article from Kevin Ulrich, MAPOR's webinar coordinator, about the webinar series on p. 3). Our next webinar is coming up in October and is a co-sponsored webinar with AAPOR on racial attitudes in America. The presenters (Maria Krysan and David Wilson) are two imminent scholars on this topic and are going to look at this important and relevant topic both as academics as it relates to policy-making and media coverage. Look for announcements about webinar registration coming soon.



Our annual conference is also coming up the weekend before Thanksgiving (see the conference update from Matt Courser, MAPOR's Conference Chair). You will be seeing (many!) e-mail announcements about conference registration and hotel reservations in the upcoming month (this year's conference will be held at the Embassy Suites on State Street). The conference this year is MAPOR's 40th and we will have a number of special events and surprises to celebrate! We have a great line-up of speakers and presentations and we hope to see you in Chicago in November!



MAPOR 2015: "MAPOR at 40! Celebrating the Past, Present, and Future of Public Opinion Research"

Matt Courser, MAPOR Conference Chair, PIRE

We are less than 60 days away from our 2015 conference: "MAPOR at 40! Celebrating the Past, Present, and Future of Public Opinion Research." We are incredibly excited about the conference and are looking forward to celebrating our heritage and looking toward the future.

Continued on page 2

Conference Chair Column, con't

We have an excellent program planned for MAPOR at 40! Our conference will feature a short course by **Joe Murphy** of RTI International on social media and emerging technologies, a keynote by **Jon Krosnick** of Stanford University on measurement and accuracy in survey research, and a pedagogy hour led by **Dan Merkle** of ABC News on polling and the 2016 elections. In addition, we have excellent panels planned and exciting paper sessions that cover some of the most important topics in public opinion research. A preliminary program can be found at

<http://www.mapor.org/conferences.html>

Conference registration is open. We also are very pleased that conference registration rates and MAPOR membership rates did not increase this year. Early-bird registration rates are \$100 for MAPOR members and \$50 for student members—a great deal for a dynamic, engaging conference. Just be sure to register by October 31, 2015! During the registration process, you also can sign up for our second annual networking luncheon at the conference. This plated luncheon will allow you to connect with your colleagues, make new connections, and discuss topical issues that impact your work.

Our new hotel, the Embassy Suites at 600 North State Street in downtown Chicago, has offered us a great rate of \$189/night for single or double occupancy with a full breakfast and room internet access included. Our conference meeting rooms, along with the luncheon and reception rooms, will all be located on the second floor of the hotel, making it easy to get to and from sessions and events.

The room block closes on October 31, 2015, so please make your room reservation today (see the “conferences” link above and on our home page). Please consider booking your reservation at the Embassy Suites—it supports MAPOR by helping us fill our room block and in turn helps us keep conference costs low.

We are looking forward to seeing you as we celebrate 40 years! Questions? You can reach out to me at mcourser@pire.org or at abstracts@mapor.org.

MAPOR 2015-2016 Executive Council Election

MAPOR council is very excited to announce the slate of candidates for MAPOR Vice-President/President Elect, Associate Conference Chair, and Associate Secretary Treasurer. We have amazing members who are willing to serve on council and contribute to making MAPOR great. Invitations to vote will be sent out to eligible members in mid-October. Profiles of members can be found starting on page 4.



MAPOR Webinars

On September 24th MAPOR successfully hosted its first webinar of 2015 entitled, "Single and Multi-mode Surveys using Address-Based Sampling: Past, Present, and Future". The webinar was co-presented by Dr. Colm O'Muircheartaigh of NORC and the University of Chicago Harris School of Public Policy and Ned English of NORC. Although we do not yet have precise statistics on the number of individuals who viewed the webinar from each purchase, we estimate that over 110 students, MAPOR members, and non-members viewed some portion of the event. We would like to thank Colm and Ned for their willingness to share their time and expertise with the MAPOR community! Their presentation was extremely informative and engaging. If you were unable to attend the webinar but would like to purchase a recording of the event, please go to <http://www.mapor.org/WebinarRegistration.html>.



MAPOR will co-host a webinar with AAPOR on October 27th at noon entitled, "The Elephant is Still in the Room: Racial Attitudes and Public Opinion". The webinar will examine different perspectives on measuring and understanding racial attitudes in surveys of public opinion. The webinar will be co-presented by Maria Krysan, PhD of the University of Illinois at Chicago and David C. Wilson, PhD of the University of Delaware. Stayed tuned for information on registration.

If MAPOR community members are interested in presenting a future MAPOR webinar, please contact Kevin Ulrich at ulrichkv@uchicago.edu.

Candidates for 2015 MAPOR Elections

Candidates for VP/President Elect



Matt Courser, PIRE

Matthew Courser, PhD is a Research Scientist for the Pacific Institute for Research and Evaluation (PIRE) and previously was a Research Scientist in NORC's AP/NORC Center for Public Affairs. He serves on PIRE's Board of Directors and is helping to direct an Institute-wide strategic planning and visioning process. 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 uses survey research and record data to better understand the interplay between parental engagement and mentoring program outcomes.

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.

Josh Pasek, University of Michigan



Josh Pasek is Assistant Professor of Communication Studies and Faculty Associate in the Center for Political Studies, Institute for Social Research, at the University of Michigan. His research explores how new media and psychological processes each shape political attitudes, public opinion, and political behaviors. Josh also examines issues in the measurement of public opinion including techniques for reducing measurement error, improving survey design, and considering when new types of data collection (e.g. nonprobability Internet surveys and Twitter data) may yield inferences consistent with traditional probability surveys. His work has been published in *Public Opinion Quarterly*, the *International Journal of Public Opinion Research*, *Political Communication*, and *Communication Research* among other outlets. He also maintains two R packages for producing survey weights (anesrake) and analyzing weighted survey data (weights).

Photo taken by University of Michigan Photo Services, Austin Thomason.

Candidates for Associate Conference Chair

Ipek Bilgen, NORC



Ipek Bilgen, PhD, is a Research 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, Turkey.

Ipek has been a member of MAPOR since 2005 and has attended annual conferences almost every year since then as she enjoys the friendly community of MAPOR. Ipek is currently serving as MAPOR's Secretary Treasurer and has been a member of MAPOR's Executive Committee since 2014. Additionally, she has been regularly presenting at annual AAPOR conferences since 2006 and is currently a member of AAPOR's membership and chapter relations committee.

Currently, Ipek is involved in research projects related to coverage error and frame construction, the role of memory in surveys, and sampling, recruitment, 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. To date at NORC, Ipek has served as a survey director for several internal research projects where she has managed the data collection activities and expenses, and has prepared methodological and spending reports. She has published and co-authored articles in several journals including *Public Opinion Quarterly*, *Survey Practice*, *Quality and Quantity*, *Field Methods*, and *Journal of Official Statistics*.

Dana Garbarski, Loyola University



Dana Garbarski has been an Assistant Professor in the Department of Sociology at Loyola University Chicago since August 2014. She completed a PhD in Sociology and a Master's in Population Health Sciences at the University of Wisconsin-Madison in 2012, then spent two years as postdoctoral scholar in the Health Disparities Research Scholars program in the UW-Madison School of Medicine and Public Health. Her research interests comprise a mix of substantive and survey methodological questions

related to social inequalities, health, and the life course, and she has published work on these topics in methodological, sociological, and public opinion research journals. Her recent research (with collaborators Nora Cate Schaeffer and Jennifer Dykema) has included presentations at AAPOR conferences and forthcoming publications on interviewer-respondent interaction and rapport, a MAPOR conference presentation in 2014 on the predictors of interviewers' ratings of respondents' health, and an upcoming presentation at this year's MAPOR conference that examines the impact of response option ordering and orientation on the measurement of self-rated health. In addition, her recent service includes organizing a panel at the American Sociological Association annual meeting (2015) on rating and measuring health as well as chairing a departmental committee on speakers and workshops, in which workshops dedicated training undergraduate and graduate students for their careers as scholars and researchers are developed and organized. Dana says about MAPOR "I would be honored to contribute MAPOR as Associate Conference Chair."

Candidates for Associate Secretary-Treasurer

Martha van Haitsma, UC Survey Lab



Martha Van Haitsma is a Sociology PhD who has directed or co-directed the University of Chicago Survey Lab since its inception in 1999. She also teaches graduate level research methods courses. She enjoys the small size of the Survey Lab and its focus on data collection design, local and pilot work as this allows her to keep her hand in conducting personal interviews and moderating focus groups as well as designing standardized surveys across survey modes. She has been a member of AAPOR since 1999 and a member of AASRO since its beginning, serving as AASRO treasurer for the first several years.

Jolene Smyth, University of Nebraska-Lincoln



Jolene Smyth is an Associate Professor in the Sociology Department and Director of the Bureau of Sociological Research at the University of Nebraska-Lincoln where she teaches graduate level courses on data collection methods and questionnaire design for the Sociology Department and the Survey Research and Methodology Program. Her research focuses on improving data collection processes through the reduction of measurement and nonresponse error. More specifically, she has written about, multiple-answer questions, open-ended questions, scalar questions, visual design, Internet surveys, context effects in web surveys, within-household selection, CATI questionnaire design, mode preference, survey sponsorship, and interviewer effects. Her

work utilizes many research methods including surveys, experiments, eye tracking, and behavior coding. Jolene has attended MAPOR and AAPOR for over 10 years, presenting research, chairing and discussing sections, mentoring students, and serving in small service roles when needed (reviewing abstracts, being a docent, etc.). In recent years, she has become an active member of the Association of Academic Survey Research Organizations (AASRO) where she has served as the chair of the Awards Committee, Secretary and Membership Coordinator, and Communications Coordinator.

TSE2015 – A Recap

The 2015 International Total Survey Error Conference (TSE15) took place in Baltimore, MD, on September 20-22, 2015. MAPOR was well-represented with one of the organizers (Brady West) and a short course presenter (MAPOR Vice President / President-elect Trent Buskirk) coming from MAPOR, along with a number of invited and contributed presentations from MAPORites. The sessions covered a broad range of methodological topics. From traditional studies of single survey error sources to simultaneous evaluations of multiple error sources, from experiments to Big Data, from local surveys to cross-national surveys, TSE15 covered some of the latest topics in methodological research. If you didn't get a chance to attend, the abstracts are [online](#), and the papers are well-worth requesting - maybe we'll even see some of the authors at the MAPOR conference in November!

A Word from the MAPOR Corporate Sponsorship Coordinator

John Stevenson, Sponsorship Coordinator, University of Wisconsin-Madison

A HUGE THANK YOU TO THE 2015 MAPOR SPONSORS!

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- The Analysis Factor (<http://theanalysisfactor.com>)
- The Everett Group (www.everettgroup.com)
- Michigan State University Office for Survey Research (<http://ippsr.msu.edu/osr>)
- Survey Research Office of the University of Illinois-Springfield (<http://www.uis.edu/surveyresearchoffice/>)

Sponsorship opportunities for MAPOR in 2015 are still available. Consider sponsoring MAPOR to take advantage of the new increased benefits to you and your organization. Support from organizations like yours help keep costs down for young researchers and help 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. Details on sponsorship levels and benefits can be found on our website (see <http://www.mapor.org/sponsorship.html>).

For more information or to become a sponsor, email or call me at stevenso@ssc.wisc.edu or 608-262-9032. Thank you!

MAPOR 2014-2015 Leadership

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