



# Midwest Association for Public Opinion Research

Spring 2017

Visit our website for the latest news!

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

A summary of the latest **MAPOR Webinar** is on Page 3.

Results from the **MAPOR Survey** can be found starting on Page 4.

MAPOR's **Call for Papers** has been released! See page 8 for details.

Details about the **Student Paper Competition** can be found on page 10.

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## A Message from the President

*Matt Courser, MAPOR President, PIRE*

Happy Spring, MAPOR! Spring, of course, means that many of us are busy



preparing for this month's AAPOR conference in New Orleans (and no one is busier than MAPOR's very own Jen Dykema as this year's AAPOR Conference Chair and Trent Buskirk as this year's Associate Conference Chair!). Your MAPOR Executive Council has been hard at work preparing for the AAPOR's New Member and All Chapter Welcome Mixer and Chef Tasting Party, which will be held on Thursday, May 18 from 6:30 to 9:00. We will be giving away a number of great prizes. If you are at AAPOR, please stop by our table and show your support for MAPOR!

Your Council continues to work hard to serve our membership and to advance MAPOR. Just last week we successfully completed the first of two webinars we have planned for 2017. Our presenter was Dr. Pablo J. Boczkowski of Northwestern University. Dr. Boczkowski's webinar on "Social Network News" focused on preliminary results of an ongoing study of how young people (18-29 years of age) consume news on social media—and discussed what these preliminary results mean for both news consumption and public opinion research. If you missed the webinar, no worries—you can purchase a recording! Just email our webinar coordinator, Patrick Hsieh, at [yph@rti.org](mailto:yph@rti.org).

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## MAPOR 2017 - Taking Charge of Change: Shaping the Future of Public Opinion, Communication, and Survey Research



*Ipek Bilgen, 2017 MAPOR Conference Chair, NORC at the University of Chicago*

MAPOR council is excited to announce that the 2017 MAPOR Annual Conference abstract submission website is now open! The 42nd Annual MAPOR Conference will take place on November 17-18, 2017 at the Embassy Suites Downtown Chicago (600 N. State Street) again this year. For more information, such as the link to the abstract submission website and instructions, please see *Call for Participation* and *Student Paper Competition Announcements* starting on Page 8. Please also note that the abstract submissions are due on June 30<sup>th</sup>.

This year's annual MAPOR Conference theme is: *Taking Charge of Change: Shaping the Future of Public Opinion, Communication, and Survey Research*.

*Continued on Page 2*

### ***President's Column, con't***

In addition, our conference committee is hard at work planning for our 2017 conference which will be held on November 17 and 18 at the Embassy Suites in Downtown Chicago. Our conference chair, Ipek Bilgen, has more information about the conference in her column. Abstract submission just opened—and we encourage you to submit an abstract for the conference or ideas for panels and special sessions. And, if you are a student, please consider participating in our student paper competition. MAPOR's conference exists to bring us all together in a supportive environment to share public opinion research and to explore challenges we all face as the research environment continues to change. Your submissions, ideas, and feedback all are critical and help us make the conference the best it can be.

I also want to thank everyone who participated in our 2017 Membership Survey. We comprehensively reworked the survey this year to reduce length and burden and to help the organization better understand how we are doing and how we can improve. We received 200 responses from the survey—a response rate of 30.8%! Our treasurer, Jolene Smyth, has a report on Page 4 that provides further details on the results from the survey. I want to express my gratitude to everyone who completed the survey. We have just finished processing the data and we have received some very valuable feedback. Some of the feedback already is being acted upon (such as getting contact information for Council posted on the website and reviewing our election process) and other areas of feedback (such as making our website more interactive and easier to update) are things we soon will be working on. Council also will be meeting this summer to work on some of the larger and more complex areas of feedback—this includes updating and better operationalizing our strategic plan and considering the establishment of a “Councilor-at-large” position. Your feedback has been heard and your Council is working hard to use that feedback to improve your experience as members.

Finally, I want to emphasize that MAPOR is an organization that focuses broadly on public opinion research. Simply, our focus on public opinion research writ large is what makes MAPOR valuable and what it is today. MAPOR's unique contribution is that we strive to create a shared space for creative and constructive dialogue between academics and professionals; communication researchers and survey researchers; students and professionals; and quantitative and qualitative researchers. It is not always easy to bring all of these threads together and sometimes we fall short as an organization. I ask for your help and input as we move forward. Some of the key questions your Council has been working on (and in some cases, struggling with) include: how can we better support students? How do we engage researchers and organizations who used to call MAPOR their professional homes but somehow dropped their membership along the way? How do we respond to tight funding environments that often don't support regional conference attendance? How can we help create a platform for sharing qualitative research, research on emerging public opinion topics, and public opinion research from disciplines such as communications, political science, and sociology? I—and the rest of Council—welcome your ideas, feedback, partnership, and suggestions. Please do not hesitate to reach out to me at [mcourser@pire.org](mailto:mcourser@pire.org). We are here to serve you!

### ***Conference Chair Column, con't***

As the theme suggests, this year's conference will be about both global and national political and societal changes. We welcome submissions of diverse topics related to media, communication, public opinion, and methodology. As MAPOR's motto – “Midwest is a state of mind, not geography” – indicates, we also encourage submissions inside and outside of the Midwest as well as the U.S. Incidentally, we are having speakers from outside of the U.S. at this year's annual conference. Our keynote speaker will be Mario Callegaro from Google UK, London. Mario will talk about the role of surveys in the era of “Big Data” in his keynote speech. Our short course instructor will be Ana Villar from City University of London. Ana's short course will be on cross-cultural surveys. Both Ana and Mario have been MAPOR members and attended several MAPOR conferences in the past.

While our theme is all about change, one element that remained the same as last year's conference is the location of the conference hotel. Staying at the same hotel has been advantageous this year during conference planning as we have been learning more about what has worked in the past couple of years and what needs to be improved. We are working closely with the hotel to ensure an enjoyable conference experience and I am happy to report that we have reserved a

room block for our conference attendees. In order to take advantage of the MAPOR room rates, please book your room through the link provided at MAPOR website home page ([www.mapor.org](http://www.mapor.org)).

We have gathered your feedback about last year's conference and suggestions for this year's conference via MAPOR's business meeting and through informal discussions. I am also going through the feedback that you provided via the 2017 MAPOR Conference and Member Survey and will make sure to take your suggestions into account during the conference planning. For instance, one of the changes we had last year was the introduction of the "Coding Hour" which provided a hands-on session aimed at illustrating a popular programming language for statistical computing (R). Among the survey respondents who attended this session, 83% were satisfied with the coding hour so we will bring this event back for this year's conference as well. Additionally, among the survey respondents who attended last year's conference, 39% indicated that they did not attend discussions at the Friday networking luncheon and 7% indicated that they were somewhat dissatisfied with these networking luncheon discussions. Consequently, our conference committee is brainstorming different ways to facilitate the network luncheon at this year's conference. Additional useful feedback we gathered from the survey was that among the attendees who stayed at the conference hotel and completed the 2017 MAPOR survey, 13% indicated difficulty or challenges with the room registration link or the Hilton (Embassy Suites) reservation system. Accordingly, we are working with the hotel for a more smooth experience with the room reservation link.

Our conference planning committee is hard at work and, as it gets closer to the conference, we will provide regular updates about our conference plans in our newsletters. If you have any suggestions or feedback please do not hesitate to email me at [bilgen-ipek@norc.org](mailto:bilgen-ipek@norc.org).

## Summary of MAPOR Webinar

By Y. Patrick Hsieh, Webinar Coordinator

Did you scratch your head and wonder what happened when you learned about the disconnection between the polling results and the outcome of the recent presidential election? The disconnection reflects clearly the methodological challenges to public opinion research and broader social science fields in the era of social and mobile media. However, not only most pollsters, but many big-data-driven analytics produced during the election also came up with the same disconnected insights. How did most pollsters and data scientists get their results off the mark? Did the phenomena of "fake news" or "echo chamber" play any role in shaping people's election news consumption and opinion formation? Even more importantly, did these phenomena mask people's actual opinion in their responses to polling or in their online browsing behaviors during the election?

As a vast volume of newsworthy information regarding public interests and affairs have become more instantaneously available at any given time, it is likely that the ways people engage in the public sphere for civic participation may have become more dynamically complex. Before developing strategies to better assess public opinion in the face of this challenge, we need to better understand the changing media landscape of public opinion and news consumption. To this end, we invited professor Pablo Boczkowski from the Department of Communication Studies at Northwestern University to give a webinar on how young adults consume news on social media .

During the webinar on April 26<sup>th</sup>, Pablo shared the results from his latest research on young adults' patterns of news consumption on social media. The most notable finding from his current analysis is the phenomenon of "Incidentalization of news" or "incidental consumption of news on social media." For the young adults who participated in his study, print and broadcasting media are hardly the source of news. They rely heavily on their smartphone to engage online in their daily routines and social media has become the primary mechanism for them to consume news. Specifically, these young adults were less likely to visit websites of news organizations to keep up with news. Instead, they often came across news reports when they were checking updates or interacting with others on social media.

During the Q&A, Pablo further elaborated how his participants approached information credibility and trust. He found that his participants paid attention to the source (i.e. their friends and contacts) of news sharing, suggesting that they trust the story more if it was shared by the contact they trust instead of being pushed by the platform because it was trending. One notable takeaway from Pablo's talk is the significant role of two-step flow in news consumption and public opinion formation theorized and researched by Paul Lazarsfeld and Elihu Katz. In the age of attention economy,

individuals' interpersonal networks continue to be the influential source of information and trust, the critical ingredients for individuals to develop their opinion about public issues. For public opinion and survey researchers, revisiting the iconic theoretical perspective of opinion research may help spark new ideas to measure and study opinions of individuals and their "personal publics" from social media. In turn, such ideas may help us conduct nuanced research to better understand the general public's opinion about policy issues and newsworthy events.

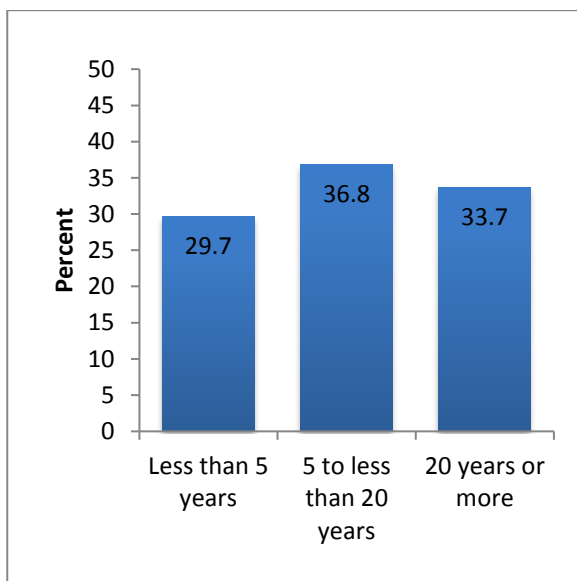
If you missed the webinar but are interested in learning more about Pablo's latest research and his presentation, the webinar recording is available for purchase: \$10 Students, \$40 non-student MAPOR members, \$50 non-members, same as the registration fee. Please feel free to email your inquiry to me at [yph@rti.org](mailto:yph@rti.org).

## Summary of 2017 MAPOR Survey Results

By Jolene Smyth, Secretary Treasurer

The 2017 MAPOR Conference and Member Survey was conducted by web in February and March 2017. The survey was sent to current and past members for the years 2014-2017 (n=650). Among these, 200 responded for an AAPOR RR2 of 30.8%. The response rate among current 2017 members was 48.5% (150/309) and among nonmembers who were previously members in recent years (2014-2016) was 14.7% (50/341). Student members made up 20.5% of respondents.

About 21% of respondents were first time members and 11% have been members for over 20 years. Most respondents were affiliated with a college or university (57%) with those affiliated with private non-profits (19%) and with private for profit businesses (13%) making up the next two largest groups. Figure 1 shows that respondents had varying levels of time spent in Public Opinion Research, with about one third having less than five years, one third having 20 or more years, and one third having between five and 20 years.



**Figure 1: Distribution of Amount of Time in Field of Public Opinion Research**

Just over half of [the survey](#) respondents attended the 2016 MAPOR conference (52.8%). Those who did not attend were asked what prevented their attendance. Figure 2 shows the results. The biggest barriers to attending the conference were scheduling conflicts, funding, and competing conferences. Around a fifth of non-attendees also cited lack of interest in the program and conference content as barriers to attendance. About 37% of those not attending the

conference indicated there is a reason other than those listed here for not attending. Among these, the most common barriers mentioned were personal or family conflicts, scheduling difficulties, and travel difficulties or expenses.

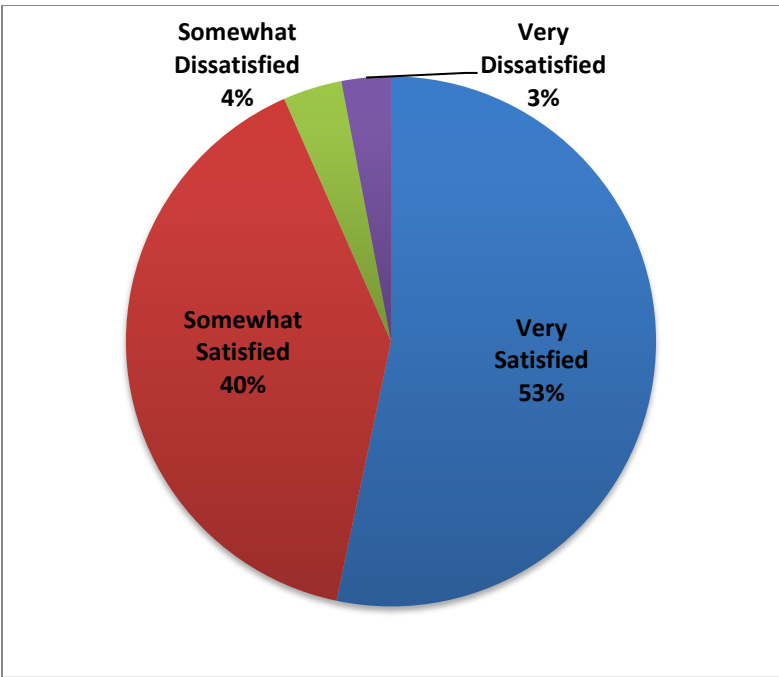


**Figure 2: Barriers to 2016 Conference Attendance**

Those who attended the conference were asked a number of follow-up questions about their experience. Results for these questions, lessons learned, and future plans are discussed in the Conference Chair's column. The rest of this report will focus on what was learned about other non-conference survey themes such as MAPOR communications and MAPOR membership more generally, and non-conference MAPOR events.

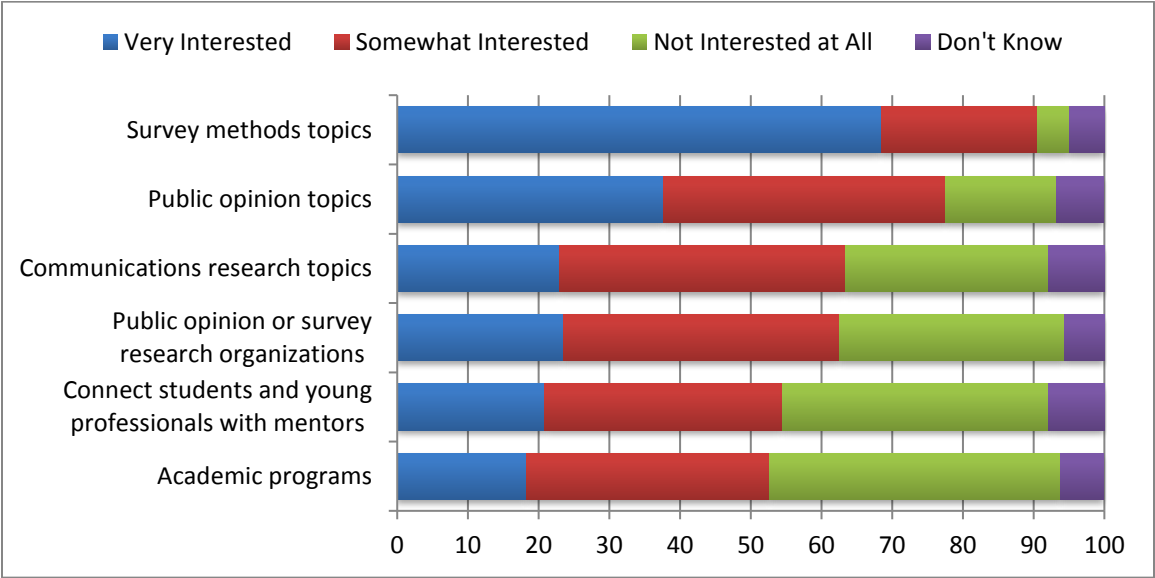
For the last several years, MAPOR Council has been interested in how best to communicate with our members. The survey revealed that 89% of respondents receive direct email communications from MAPOR, 23% follow MAPOR on Facebook, and 45% are members of the listserv MAPORnet. ***If you are not a member of MAPORnet and would like to be, email me and I'll sign you up (jsmyth2@unl.edu).*** Twenty five percent of respondents answered the question asking what other communication methods MAPOR should consider. Of these, 44% (11% of all respondents) indicated no other methods are needed and 15% (3.5% of all respondents) indicated they were not sure. Twitter was suggested by 23% of those responding to this question (5.5% of all respondents). The conclusion I think we can draw from these responses is that most people feel that MAPOR's current communication methods are sufficient and some do not want messaging pushed at them in other ways. If MAPOR were to adopt new communication methods, Twitter would be a logical method to use as it was the most mentioned additional method and would allow people to opt-in to the messaging as they desire.

A number of questions on the survey focused on satisfaction with MAPOR membership and the benefits of membership. Figure 3 shows that the vast majority of member respondents are very or somewhat satisfied with their membership. About three quarters report they are planning to renew their membership. An additional 22% are unsure about renewal, citing non-attendance at the conference, expense, and being located outside the Midwest as reasons for their uncertainty.



**Figure 3: Satisfaction with MAPOR membership**

Among the benefits MAPOR membership offers, networking and educational opportunities seemed particularly valued and desired by respondents. For example, when asked about interest in MAPOR benefits other than the conference, 73% reported being very or somewhat interested in in-person events on public opinion topics, 81% reported the same for in person events on survey methods topics, and 72% reported this level of interest in MAPOR-sponsored networking events. Along these same lines 92% and 95% indicated that MAPOR should continue offering webinars and mixers or other informal networking events respectively. Figure 4 shows interest level in webinar topics. Among respondents, there seems to be the most interest in webinars about survey methods, public opinion, and communications research.



**Figure 4: Interest in Webinar Topics**

Finally, the survey ended with open ended questions about how to improve MAPOR. One such question was asked only of students because the Executive Council felt it was important to hear ideas specifically from students. The most common themes in this question were more mentoring opportunities, connecting with faculty and industry professionals (especially leaders in the field) and networking events in cities other than Chicago. Two of these themes, remaining student-friendly/mentorship focused and holding events in cities other than Chicago, were echoed among the larger set of respondents when asked what could be done to improve MAPOR. Other suggestions included expanding and updating the website, providing Wi-Fi at the conference, focusing on quality of presentations at the conference, finding ways to help new members integrate, finding ways to keep longtime members engaged, developing/supporting multiple substantive foci (i.e., methods, public opinion, communications, public health, etc.) and avoiding becoming too heavy in any one area, and keeping MAPOR around its current size to maintain the friendly MAPOR spirit of the organization and its conference.

This feedback certainly gives the Executive Council lots to think about, which we will be doing in the coming months. We really appreciate everyone's willingness to complete the survey and share their feedback and ideas. We are also happy to receive any additional thoughts people have about MAPOR, what we are doing right, and what we can improve. You can share those at any time with members of the Executive Council via MAPOR President Matt Courser ([mcourser@pire.org](mailto:mcourser@pire.org)).



## Call for Participation

42nd Annual Conference of the Midwest Association for Public Opinion Research  
November 17-18, 2017

Embassy Suites Chicago Downtown, 600 N. State Street

The Midwest Association for Public Opinion Research's 42nd annual conference welcomes paper, poster, and panel proposals exploring innovations in public opinion research. Abstracts on any topic related to public opinion research, communication, or methodology are welcome. We are particularly interested in papers that relate to our conference theme:

### **“Taking Charge of Change: Shaping the Future of Public Opinion, Communication, and Survey Research”**

This year, our conference theme celebrates change and encourages abstracts on all facets of research related to public opinion, communication, and methodology. Topics may include but are not limited to: election data; exit and political polling; “big data”; locational or geographic data; challenges facing the field due to technological and societal shifts; media effects on public opinion; public opinion on social, economic, and political issues; data collection issues and strategies; qualitative research techniques; cross-cultural research; hard-to-reach populations, total survey error, and data-quality issues. In addition to presenting at the conference, authors will have the option to post accepted papers or slides online at [www.mapor.org](http://www.mapor.org) after the conference.

**Submissions:** Abstracts of 300 words or less can be submitted at [mapor.org/AbstractSubmission](http://mapor.org/AbstractSubmission). In addition to a title and abstract, you will be asked to provide the name, institutional affiliation, and email address for all authors. References are not required, and exemplar abstracts are featured in the abstract submission site. The same author's name may appear as first author on a maximum of two submissions. To allow for blind review, please remove all personally identifying information from the abstract's text before submission.

**Note to student authors:** If all authors are students who will be enrolled in an undergraduate or graduate program at the time of the conference, you may submit your paper to the MAPOR Fellows Student Paper Competition (see additional information on the 2017 MAPOR Fellows Student Paper Competition, available at [www.mapor.org](http://www.mapor.org)). When submitting a student paper to the competition, the student submitter will be asked to provide the name and e-mail address of a faculty mentor. The faculty mentor will be asked to send an email of 25 words or less endorsing the paper when the full paper is submitted.

**Panel Proposals:** Panels focus on a common theme and include 4 or 5 participants. A panel proposal requires a description of 300 words or less discussing the issues to be addressed and their importance. Also, submissions should list the potential panelists, their institutional affiliations, email addresses, and tentative titles of presentations. Panels related to the conference theme are especially encouraged.

**Submission Information:** All abstracts must be posted no later than **11:59pm CDT on Friday, June 30, 2017**. Accepted papers sharing a theme will be scheduled during a paper session. Papers with more individualized topics will be scheduled during a poster session. MAPOR considers both types of presentation equally valuable. All submitters will be notified via e-mail by August 15 of their abstract's acceptance status. For questions or problems with the submission process, please contact the 2017 MAPOR conference chair, Ipek Bilgen at: [abstracts@mapor.org](mailto:abstracts@mapor.org).



## **AAPOR Code of Professional Ethics & Practices**

All submissions must abide by the AAPOR Code of Professional Ethics & Practices. Manuscripts that make use of survey data must include, at minimum, the information below from Section III-A of the Code:

A... [I]nclude the following items in any report of research results or make them available immediately upon release of that report.

- 1.** Who sponsored the research study, who conducted it, and who funded it, including, to the extent known, all original funding sources.
- 2.** The exact wording and presentation of questions and responses whose results are reported.
- 3.** A definition of the population under study, its geographic location, and a description of the sampling frame used to identify this population. If the sampling frame was provided by a third party, the supplier shall be named. If no frame or list was utilized, this shall be indicated.
- 4.** A description of the sample design, giving a clear indication of the method by which the respondents were selected (or self-selected) and recruited, along with any quotas or additional sample selection criteria applied within the survey instrument or post-fielding. The description of the sampling frame and sample design should include sufficient detail to determine whether the respondents were selected using probability or non-probability methods.
- 5.** Sample sizes and a discussion of the precision of the findings, including estimates of sampling error for probability samples and a description of the variables used in any weighting or estimating procedures. The discussion of the precision of the findings should state whether or not the reported margins of sampling error or statistical analyses have been adjusted for the design effect due to clustering and weighting, if any.
- 6.** Which results are based on parts of the sample, rather than on the total sample, and the size of such parts.
- 7.** Method and dates of data collection.

All submissions must include the following:

- 8.** The response rate and details of its calculation (if response rate is not appropriate, the refusal rate). Accurate reporting of the response rate requires consulting the AAPOR Standard Definitions ([aapor.org](http://aapor.org)), to identify the appropriate response rate definition. If the AAPOR recommendations are not followed, authors should explain why a nonstandard approach was employed.
- 9.** For models fitted to the data, the equations of the models should be presented, including the numerical values of the parameter estimates, the respective standard errors, and goodness-of-fit statistics for the model.

In addition, authors need to agree to make other specific information about the study available within 30 days of any request for such materials. This information is listed in Section III-B of the Code located at [aapor.org/Standards-Ethics/AAPOR-Code-of-Ethics](http://aapor.org/Standards-Ethics/AAPOR-Code-of-Ethics)



## 2017 MAPOR Fellows Student Paper Competition

42nd Annual Conference of the  
Midwest Association for Public Opinion Research  
November 17-18, 2017

Embassy Suites Chicago Downtown, 600 N. State Street

The Midwest Association for Public Opinion Research invites eligible students to enter the association's MAPOR Fellows Student Paper Competition. Two winning papers, one in public opinion and the other in survey research methodology, will receive an award of \$200, one free conference registration and one free ticket to the Friday MAPOR luncheon. The winning papers also will be accepted for presentation during a session at the May 2018 AAPOR conference in Denver, Colorado.

### Eligibility

For the purposes of this competition, a student is someone enrolled in a graduate or undergraduate program at the time of the conference. A paper authored by more than one person is considered a student paper only if all authors are students according to the above definition. Students need not be members of MAPOR.

The topic of the paper must fall under one or both of MAPOR's general areas of scholarship, which are (1) public opinion and (2) research methods in public opinion research. When submitting, the author(s) must indicate the topic for which the paper should be considered. The papers need not be quantitative nor must they report data in order to qualify for consideration in this competition. Each student can submit only one paper to the competition.

### Procedure

1. Submit an abstract to the MAPOR conference at [mapor.org/AbstractSubmission](http://mapor.org/AbstractSubmission). In addition to a title and abstract, you will be asked to provide the name, institutional affiliation, and email address for all authors. References are not required, and exemplar abstracts are featured in the abstract submission site. Abstracts can be submitted until **11:59pm CDT on Friday, June 30, 2017**. Students must provide the name and e-mail address of a faculty mentor when submitting their abstract.

2. Students whose papers have been accepted for the 2017 conference can have their papers considered for MAPOR's Fellows Student Paper Competition. Full papers must be sent in Word format to Joe Murphy ([jmurphy@rti.org](mailto:jmurphy@rti.org)) and Julie Andsager ([jandsage@utk.edu](mailto:jandsage@utk.edu)) by 11:59pm CDT, September 15, 2017. All papers are capped at 6,500 words (minus title page, abstract, tables, references, and appendices) and must include all information described on page 2 (under the AAPOR Code of Professional Ethics & Practices). All papers must be fully blinded, and the email accompanying the submission must include: (1) the names and email addresses of all authors; (2) the USPS address, phone number, and email address of the contact author; and (3) the name and email address of the faculty sponsor for the paper. Faculty sponsors are required to send a brief endorsement (25 words or fewer) directly to Joe Murphy and Julie Andsager by the deadline.

A committee composed of MAPOR Fellows will judge all papers submitted to the competition. Winners will be announced at the Friday Awards Session.

# A WORD FROM THE MAPOR CORPORATE SPONSORSHIP COORDINATOR

A HUGE THANK YOU TO THIS YEAR'S SPONSORS:

## 2016 MAPOR Gold Sponsors

- Abt SRBI (<http://www.srbi.com>)
- Nielsen ([www.nielsen.com/content/corporate/us/en.html](http://www.nielsen.com/content/corporate/us/en.html))
- NORC (<http://www.norc.org/Pages/default.aspx>)
- Ed Choice ([www.edchoice.org/](http://www.edchoice.org/))

## 2016 MAPOR Silver Sponsors

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- Marketing Systems Group ([www.m-s-g.com/Web/Index.aspx](http://www.m-s-g.com/Web/Index.aspx))
- University of Chicago Survey Lab ([surveylab.uchicago.edu](http://surveylab.uchicago.edu))
- University of Michigan Program in Survey Methodology (<http://psm.isr.umich.edu>)
- University of Michigan Institute for Social Research -- Survey Research Center, Survey Research Operations (<http://www.src.isr.umich.edu>)
- University of Nebraska - Lincoln, Survey Research & Methodology Program ([sram.unl.edu](http://sram.unl.edu))
- University of Wisconsin Survey Center ([uwsc.wisc.edu](http://uwsc.wisc.edu))

## 2016 MAPOR Bronze Sponsor

- Cvent ([www.cvent.com/](http://www.cvent.com/))
- The Everett Group (<http://www.everettgroup.com/>)
- Indiana University - Center for Survey Research ([csr.indiana.edu](http://csr.indiana.edu))
- Michigan State University Institute for Public Policy and Social Research, Office for Survey Research ([ippsr.msu.edu/osr](http://ippsr.msu.edu/osr))
- Research Support Services, Inc. ([www.researchsupportservices.com](http://www.researchsupportservices.com))
- University of Connecticut Graduate Program in Survey Research ([surveyresearch.uconn.edu/](http://surveyresearch.uconn.edu/))
- University of Illinois at Chicago - Survey Research Lab ([srl.uic.edu](http://srl.uic.edu))
- University of Illinois at Chicago - Department of Communication ([comm.uic.edu/](http://comm.uic.edu/))
- University of Northern Iowa Center for Social & Behavioral Research ([www.uni.edu/csbr/](http://www.uni.edu/csbr/))

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.

Please consider supporting MAPOR. 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 quarterly 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 quarterly newsletters

### **MAPOR Gold Sponsor**

- For contributions above \$2,000
- MAPOR lunch and conference registration for 2 or more participants (depending upon amount)
- 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 quarterly newsletters

For more information or to become a sponsor, call or email Ronald Langley at [langley@uky.edu](mailto:langley@uky.edu) (859-257-4685) for more information.

Thank you for your help!

Ron Langley  
MAPOR Corporate Sponsorship Coordinator

# MAPOR 2016-2017 Leadership

Matthew Courser, President  
[mcourser@PIRE.org](mailto:mcourser@PIRE.org)

Josh Pasek, Member-at-Large  
[josh@joshpasek.com](mailto:josh@joshpasek.com)

Ron Langley, Vice President / President Elect  
[langley@uky.edu](mailto:langley@uky.edu)

Dana Garbarski, Member-at-Large  
[dgarbarski@luc.edu](mailto:dgarbarski@luc.edu)

Trent Buskirk, Past President  
[Allyson@uic.edu](mailto:Allyson@uic.edu)

Mandy Sha, Member-at-Large  
[msha@rti.org](mailto:msha@rti.org)

Ipek Bilgen, Conference Chair  
[Bilgen-ipek@norc.org](mailto:Bilgen-ipek@norc.org)

Eulàlia Abril, Member-at-Large  
[eulalia@uic.edu](mailto:eulalia@uic.edu)

Ned English, Associate Conference Chair  
[English-ned@norc.org](mailto:English-ned@norc.org)

Ron Langley, Corporate Sponsorship Coordinator  
[langley@uky.edu](mailto:langley@uky.edu)

Jolene Smyth, Secretary Treasurer  
[Jsmyth2@unl.edu](mailto:Jsmyth2@unl.edu)

Patrick Hsieh, Webinar Coordinator  
[yph@rti.org](mailto:yph@rti.org)

Kevin Ulrich, Associate Secretary Treasurer  
[ulrichkv@uchicago.edu](mailto:ulrichkv@uchicago.edu)

Colleen McClain, Student Liaison  
[camclai@umich.edu](mailto:camclai@umich.edu)

Patty LeBaron, Communications Chair  
[plebaron@rti.org](mailto:plebaron@rti.org)