



# Midwest Association for Public Opinion Research

Winter 2015

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

See the Call for Papers for the 2015 Conference on Page 2.

A summary of the 2014 MAPOR Conference is on Page 4

The MAPOR Fellows Student Paper Competition is open! Details on Page 8

## Important Dates

All abstracts are due **June 30, 2015**

Students whose abstracts were accepted to the conference and who wish to be considered for the MAPOR Fellows Student Paper Competition must submit a full paper by **September 15, 2015**

MAPOR is on Facebook!



## A Message from the President

By Allyson Holbrook, MAPOR President, University of Illinois - Chicago

I am excited to share some of what we have planned for MAPOR in 2015. First, this is the first of our now-quarterly newsletters! MAPOR members asked for more contact and content from our newsletters, so our previously bi-annual newsletter will now be quarterly. We are looking forward to our 2015 annual conference when MAPOR celebrates its 40<sup>th</sup> anniversary.



Our 2014 annual conference, held at the Renaissance Downtown Chicago Hotel, had the highest attendance of any MAPOR conference to date and the highest sponsorship (see the report on the 2014 conference from Past-President Kristen Olson and MAPOR Council member-at-large David Chearo on p. 4) and we are looking forward to continuing these trends into the 2015 conference. As discussed at the business meeting held at the close of the 2014 conference, MAPOR council considered a number of bids for the location of the 2015 conference (including the Renaissance). MAPOR Council voted to move the conference just a few blocks north to the Embassy Suites on North State Street (<http://www.embassysuiteschicago.com/>). This new hotel has the advantage of a great location (west of Michigan Ave. for anyone trying to get to the airport on Saturday) as well as offering suites and a complimentary breakfast for those who stay in the hotel.

*Continued on Page 3*

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



By Matt Courser, MAPOR Conference Chair, PIRE

MAPOR is turning 40! To celebrate this milestone and how far we have come since MAPOR began in 1975, our conference theme focuses on the past, present, and future of public opinion research. We want to highlight trends and changes in opinion and methodology over time (the "past and present" of our theme) but also look to the future by focusing on methodological and substantive challenges facing the field as technology and societal shifts impact how we measure public opinion. Our theme—just like MAPOR itself—is broad and diverse and allows us to address where we have been, where we are, and where we are going as a field.

*Continued on page 3*



## Call for Participation

**40th Annual Conference of the Midwest Association for Public Opinion Research  
November 20-21, 2015**

**\*\*NEW LOCATION!\*\* Embassy Suites Chicago Downtown, 600 N. State Street**

The Midwest Association for Public Opinion Research's 40th annual conference welcomes paper, poster, and panel proposals exploring innovations in public opinion research. Abstracts on any topic related to public opinion research, theory, or methodology are welcome. We are particularly interested in papers that relate to our conference theme:

### **“MAPOR at 40! Celebrating the Past, Present, and Future of Public Opinion Research”**

MAPOR is turning 40! To celebrate this milestone and how far we have come since MAPOR began in 1975, our conference theme focuses on the past, present, and future of public opinion research. We encourage submissions that focus on trends and changes in opinion and methodology over time (the “past and present” of our theme) and especially encourage methodological and substantive submissions that focus on challenges facing the field as technology and societal shifts impact how we measure public opinion (the “future” of our theme). Topics may include, among others: election data; exit and political polling; “big data”; locational or geographic data; media effects on public opinion; public opinion on social, economic, and political issues; data collection issues and strategies; technological and methodological innovations; qualitative research techniques; cross-cultural or special population research; non-response and data-quality issues. In addition to presenting at the conference, authors will have the option to post accepted papers and slides online at [www.mapor.org](http://www.mapor.org) after the conference.

#### **Paper and Poster Presentations:**

Abstracts of 300 words or less can be submitted at <http://www.mapor.org/AbstractSubmission.html>. 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 at this link as well.

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 2015 MAPOR Fellows Student Paper Competition, available at [www.mapor.org](http://www.mapor.org)). When submitting a student paper to the competition, a student will be asked to provide the name and e-mail address of a faculty mentor. The faculty mentor will be asked to send an e-mail 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. In addition, 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 **Midnight CDT on June 30, 2015**. Accepted papers that share a theme will be scheduled for presentation during a paper session. Papers with more individualized topics will be scheduled for presentation during a poster session. MAPOR considers both types equally valuable. All submitters will be notified via e-mail by Aug. 15 of their abstract's acceptance status. For questions or problems with the submission process, please contact the conference chair at: [abstracts@mapor.org](mailto:abstracts@mapor.org).

## President's Column, continued:

*Continued from page 1*

We are looking forward to working with the staff there and see the potential for developing a long term relationship with this hotel such as the one we had for years with the Avenue. See the report starting on p. 1 by Matt Courser and Eulalia Puig Abril, MAPOR's conference chair and associate conference chair for more exciting news about the conference and some of the events we are planning to celebrate MAPOR at 40. Also see the call for papers and student paper award announcement available in this newsletter.

In preparing for the 2015 conference and continuing MAPOR's commitment to providing additional benefits to its members, we recently asked MAPOR members and friends of MAPOR to complete our annual member survey. The results of this survey will be used by Council in planning our upcoming conference as well as other MAPOR events such as webinars and MAPOR happy hours in various cities in the Midwest. Some initial results from this survey are described in the article in this newsletter on p. 5 by Ipek Bilgen, MAPOR's secretary-treasurer and Ashley Kirzinger, MAPOR council-member-at-large.

MAPOR Council is continuing to follow-through on the commitments laid out in last year's strategic plan. Our Communications Chair Patty LeBaron is working to coordinate communications with members via e-mail, newsletters, our website ([www.mapor.org](http://www.mapor.org)), and social media. If you haven't already done so, "like" MAPOR's Facebook page for updates, photos, and more. We will also be continuing to develop MAPOR events beyond the annual conference. Keven Ulrich, MAPOR member-at-large, is chairing a sub-committee tasked with the mission of planning a second "Substance and Methods" webinar during 2015.

We hope to see all of you at the upcoming annual AAPOR conference in Hollywood, Florida from May 13-17. Come visit the MAPOR table at the New Member and All-Chapter Reception to be held on Thursday, May 14 at the AAPOR conference. Visit with other MAPOR members and help introduce new AAPORites to MAPOR!

John Stevenson continues to do an excellent job in his position as MAPOR Sponsorship Coordinator. There are many opportunities for organizations to sponsor MAPOR events and member benefits throughout the year. Please contact John at [stevenso@ssc.wisc.edu](mailto:stevenso@ssc.wisc.edu) to find out about sponsorship opportunities. As always, if you have any thoughts or feedback on anything that you would like to see MAPOR do, please don't hesitate to contact me via email ([allyson@uic.edu](mailto:allyson@uic.edu)) or at a MAPOR or AAPOR event.

## Conference Chair's column continued:

*Continued from page 1*

Although we encourage abstracts that focus broadly on the past, present, and future of public opinion research, topics may include (among others): election data; exit and political polling; "big data"; locational or geographic data; media effects on public opinion; public opinion on social, economic, and political issues; data collection issues and strategies; technological and methodological innovations; social media; qualitative research techniques; cross-cultural or special population research; interviewer effects; non-response and non-response error; and data-quality issues.

The 2015 conference program will assemble papers related to these various topics into their own panels or the poster session. Please see the call for papers included on Page 2 of this newsletter for more information. We also encourage undergraduate and graduate students to submit abstracts to the 2015 MAPOR Fellows Student Paper Competition (see the announcement included on Page 8 of this newsletter for details). All abstracts can be submitted online at [www.mapor.org](http://www.mapor.org). After the conference, authors will have the option to post accepted papers on the MAPOR website.

We have a number of exciting changes in store for MAPOR 2015. We only turn 40 once—so come celebrate with us! We look forward to seeing you at our new location—The [Embassy Suites Chicago Downtown](#) at 600 North State Street in downtown Chicago. Updated information will be available at our website.

# MAPOR 2014 Conference in Review

Kristen Olson, University of Nebraska – Lincoln & David Chearo, University of Chicago

The 39th annual MAPOR conference was a great success and the largest MAPOR conference ever! With a move from our long-term home at the Avenue to a new hotel (the Renaissance Chicago Downtown Hotel), being on the opposite side of the Chicago River, and a new organization of the conference program, we did not know what to anticipate in terms of conference attendance. Luckily, we had more attendees and greater sponsorship fundraising than we ever had before. The 2014 conference had 234 registrants and 111 papers presented.



The changes in 2014 were not without growing pains, however. The Renaissance hotel was significantly more expensive than the Avenue (despite deep discounts given as incentives to bring MAPOR to the Renaissance). Many expenses, including food and AV costs and providing Wi-Fi access to conference participants, were much higher than those in previous conferences. Furthermore, being at a new hotel made it more difficult to anticipate the total conference costs.

As a result of these increased costs and greater-than-budgeted head counts submitted to the hotel for breakfast and snack breaks, MAPOR's 2014 conference ended up not making a profit and requiring a substantial draw from our cash reserves to cover the final hotel bill. The good news is that MAPOR's financial situation going into the conference was quite sound, and the association still has an accumulated surplus of over \$20,000, of which \$10,000 remains set aside as an operating reserve.

In response to our experiences at the Renaissance, MAPOR Executive Council is making a number of changes in 2015 with the goal of continuing to grow the organization and conference while maintaining the long-term financial health of the organization. One such change is the location of the conference. The prices for food and A/V in the bid from the Renaissance for the 2015 conference went up significantly over the 2014 prices. In addition, the space offered to MAPOR by the Renaissance was different than the space used in the 2014 conference.

After an extensive review of potential hotels, MAPOR's Executive Council has voted to move the 2015 conference a few blocks up the street (see the Conference Chair's report about the 2015 conference in this newsletter). In addition, this year, MAPOR's Executive Council is formalizing procedures for interactions with the conference hotel that involve budget implications, such as conference menus and final head counts for our events, requiring sign off confirmation by the President, Secretary-Treasurer, and the Conference Chair. This new set of standard operating procedures fits nicely with MAPOR's strategic plan for documenting the organization's current operating state. It is also taking a larger look at all of MAPOR's activities (and forming subcommittees of council members around all of its primary functions) to ensure that there are multiple people involved in decision-making in all parts of the organization - it's going to be a busy year!

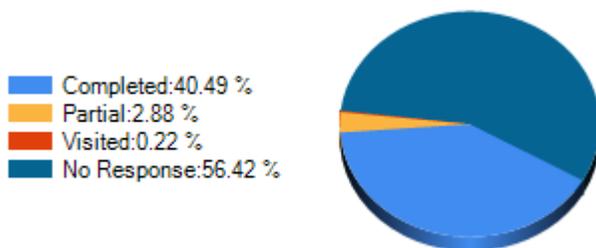
MAPOR's Sponsorship team will also be hard at work this year raising money for MAPOR's meeting, webinars, and other ongoing work. If you are interested in being a MAPOR sponsor, contact John Stevenson at [stevenso@ssc.wisc.edu](mailto:stevenso@ssc.wisc.edu).

# HIGHLIGHTS FROM THE 2015 MAPOR MEMBERSHIP SURVEY

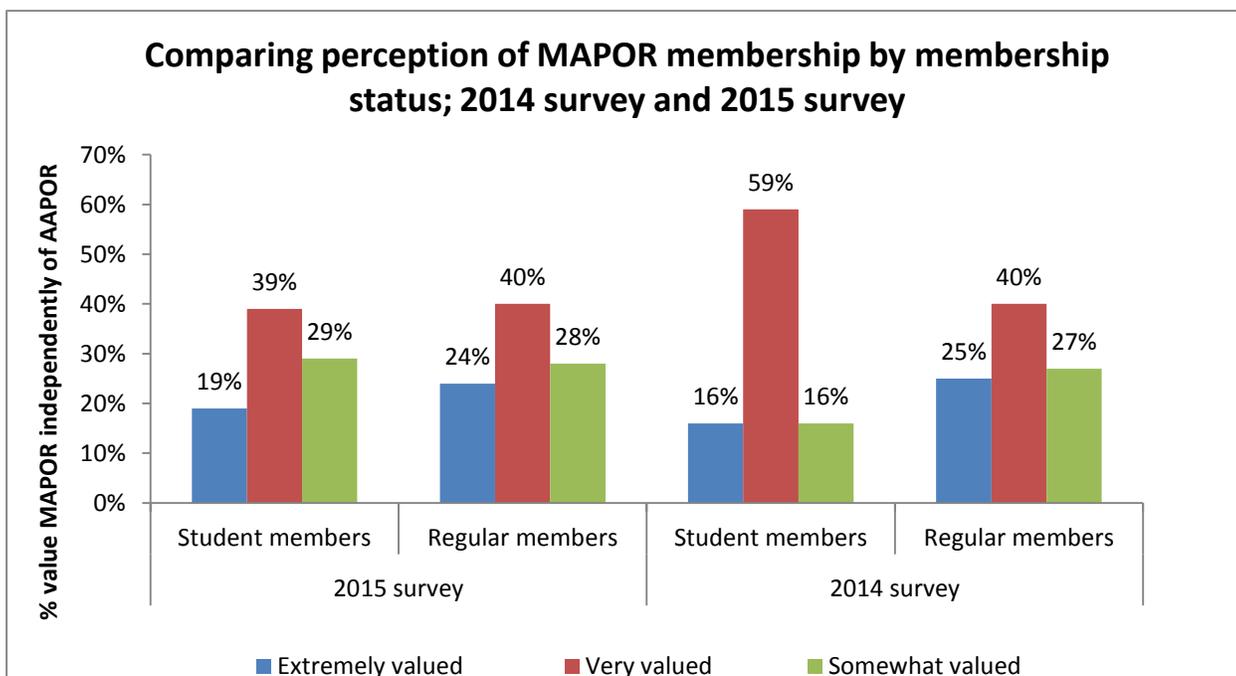
Ipek Bilgen, NORC at the University of Chicago & Ashley Kirzinger, University of Illinois - Springfield

Each year, MAPOR conducts an annual survey to obtain information from its members to serve them more effectively. The MAPOR Membership Survey was specifically important this year to MAPOR’s Executive Council in planning this year’s 40th annual conference and continuing to provide membership benefits beyond the conference. The survey was conducted via web during February 2015 and survey invitations were sent to both 2014 and 2015 MAPOR members. Around 41 percent of the 2014 and 2015 members responded and completed the survey. Among the respondents, 19.4 percent are student members. According to the annual survey, the majority of the MAPOR members who responded to the survey are from a college or a university (56 percent) or from a private, not-for-profit business or organization (27 percent).

**Figure 1. MAPOR Membership Survey Result Codes**

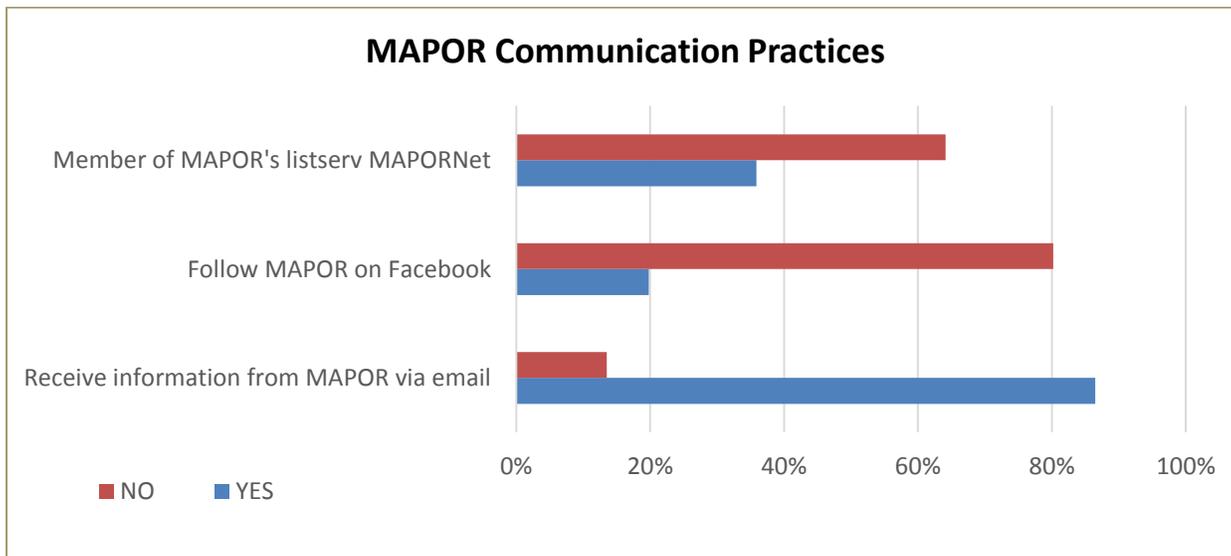


**MAPOR Membership:** One of the major findings of last year’s membership survey was the importance that regular and student members place on MAPOR as a professional organization, independent of national AAPOR. Similarly, the 2014 membership survey found that 65 percent of regular members and 75 percent of student members reported that MAPOR is either very or extremely valued as a professional organization, independent of national AAPOR. As seen in the figure below, the 2015 survey results find that this perception has declined slightly among our student members with 58.1 percent of student members reporting that they believe MAPOR is either very or extremely valued as a professional organization, independent of national AAPOR.



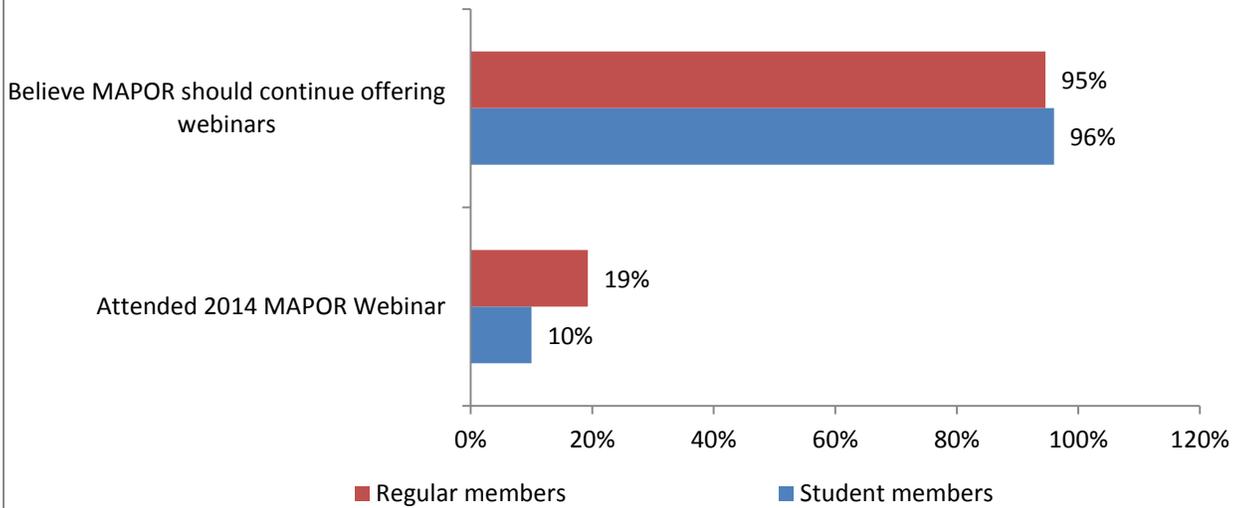
**2014 MAPOR Conference:** According to the 2015 membership survey, 69.3 percent of regular members and 63.9 percent of student members attended the 2014 annual MAPOR conference. The most common reason for not attending the 2014 conference given by survey respondents was “academic or professional scheduling conflict,” with 18.9 percent of those who did not attend reporting that this prevented their attendance. The majority (85.6%) of individuals who attended the conference reported that they were either extremely (20.8%) or very satisfied (64.8%) with the 2014 MAPOR conference. The majority of conference attendees were also involved in various ways either presenting a paper or poster (48.7%), serving as a session chair (8.7%), or a session discussant (13.6%). In addition, 21.7 percent of our student members reported that they served as a student volunteer at the conference. When we look at the likelihood of MAPOR members to attend the 2015 MAPOR Conference in November, 2015, 52.4 percent report that they are either extremely likely (23.7%) or very likely (25.4%) to attend.

**Communications:** MAPOR currently uses direct emails to members, Facebook, and MAPORNet, MAPOR’s new listserv to communicate with its members. The survey results indicate that the vast majority of the MAPOR members receive information from MAPOR via direct e-mail. However, 80% of the respondents indicated that they do not currently follow MAPOR on Facebook and 64% indicated that they are not a member of the listserv. The majority of the individuals who reported not being a member of the MAPORnet indicated that they did not know about the listserv. As a result, in late February MAPOR Council sent out an email to its members which reminded that MAPOR offers MAPORnet listserv subscription to its members for free and have provided instructions on how to sign up for the MAPORnet. MAPOR is constantly looking for new ways to improve its presence on social media and through its listserv. So, any feedback from members are always appreciated.



**Webinars:** In prior annual member surveys, the majority of members stated that they would be interested in attending a talk by an invited speaker outside the conference. Hence, one of MAPOR’s recent initiatives was to offer webinars for its members. The first set of MAPOR webinars occurred in 2014 and featured both methodological and substantive topics. According to the membership survey, 16.5 percent of MAPOR members attended the 2014 MAPOR webinar. When we examine this by membership status, 10 percent of student members attended the webinar as did 19.3 percent of regular members. In addition, the vast majority of survey respondents report that they think should MAPOR should continue to offer to its members. Ninety-five percent of survey respondents (96 percent of students and 94.6 percent of regular members) think that MAPOR should continue to offer these webinars. Following the advice from its members, MAPOR will continue to offer future webinars on professional development, methodological, and substantive topics.

## MAPOR Webinars: Attendance and Attitude



### Meet MAPOR Vice President / President Elect

Trent Buskirk

[TBuskirk@m-s-g.com](mailto:TBuskirk@m-s-g.com)

@TrentBuskirk

Trent D. Buskirk, PhD, is Vice President of Statistics and Methodology at Marketing Systems Group and the Vice President/President Elect for the Midwest Association of Public Opinion Research (MAPOR). Formerly a Research Director for the Nielsen Company and Associate Professor of Biostatistics at Saint Louis University, Dr. Buskirk has been conducting research in survey methodology and statistics for more than 15 years. His research interests include machine learning and survey weighting and design, dual frame weighting for cell phone surveys, as well as mode effects related to smartphone surveys, online and in-person surveys and the use of technology for data collection.

Trent's research work has appeared in various journals including the *Journal of Official Statistics*, *Journal of the Royal Statistical Society*, *Field Methods*, *Social Science Computer Review*, *Survey Practice and Public Opinion Quarterly*. He is currently the Publications Officer for ASA's Survey Research Section and an active member of AAPOR's Address Based Sampling and Future of Telephone Surveys task forces. Trent has also enjoys teaching survey research methods, sampling, smartphone survey designs and basic statistics. When not pursuing academic pursuits, Trent can be found playing resident Prince to his two little girls, ages 8 and 5. Trent is also an avid tennis player and has started to play competitive Pickleball as well.

When I told my 8 year old that I was elected as Vice President/President elect of MAPOR, she asked me, "Baba do we have to move?" I asked her "Where would we move and why?" She quickly replied "To the White House silly- you said you were elected to be the Vice President." I told her "it's not that kind of vice president." Needless to say, I am so happy and excited to serve the MAPOR membership in the coming years. I am super stoked to help make MAPOR the best chapter ever! I love MAPOR! My daughters love it too because they get to dress up in their fancy winter wear and stroll the great Magnificent Mile in Chicago and watch the parade! We have been making the conference a family affair for the past few years. It's definitely the place to be the week before Thanksgiving!



## 2015 MAPOR Fellows Student Paper Competition

40th Annual Conference of the  
Midwest Association for Public Opinion Research  
November 20-21, 2015

**\*\*NEW LOCATION!\*\* Embassy Suites Chicago Downtown, 600 N. State Street**

The Midwest Association for Public Opinion Research invites eligible students to enter the association's 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 2016 AAPOR conference in Austin, TX.

### 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 <http://www.mapor.org/AbstractSubmission.html>. 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 an exemplar abstract will be featured at [www.mapor.org](http://www.mapor.org). Abstracts can be submitted until **midnight CDT, June 30, 2015**. 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 2015 conference can have their papers considered for MAPOR's Student Paper Competition. Full papers must be sent **in Word format** to Tim Johnson ([timj@uic.edu](mailto:timj@uic.edu)) by midnight CDT, September 15, 2015. All papers are capped at **6500 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 Tim Johnson 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.

## **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 (<http://www.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 <http://www.aapor.org/AAPORKentico/Standards-Ethics/AAPOR-Code-of-Ethics.aspx>

# A Word from the MAPOR Corporate Sponsorship Coordinator

John Stevenson, Sponsorship Coordinator

A HUGE THANK YOU TO THE 2014 MAPOR SPONSORS!

## 2014 MAPOR Gold Sponsor

- Nielsen ([www.nielsen.com/content/corporate/us/en.html](http://www.nielsen.com/content/corporate/us/en.html))
- NORC at the University of Chicago ([www.norc.org](http://www.norc.org))

## 2014 MAPOR Silver Sponsors

- Headway ([www.headwaycorp.com](http://www.headwaycorp.com))
- 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))
- University of Chicago Survey Lab (<http://surveylab.uchicago.edu>)
- University of Wisconsin Survey Center (<http://uwsc.wisc.edu>)

## 2014 MAPOR Bronze Sponsor

- Cvent (<https://www.cvent.com>)
- CfMC When Quota Matters (<http://www.cfmc.com/>)
- Indiana University - Center for Survey Research (<http://csr.indiana.edu>)
- The Everett Group (<http://www.everettgroup.com/>)
- Paul J. and Barbara J. Lavrakas
- Research Support Services (<http://www.researchsupportservices.com/>)
- 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 Northern Iowa (<https://www.uni.edu/csbr/>)

Please consider sponsoring MAPOR in 2015 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, call or email me at [stevenson@ssc.wisc.edu](mailto:stevenson@ssc.wisc.edu) or 608-262-9032. Thank you!

# MAPOR 2014-2015 Leadership

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