



Midwest Association for Public Opinion Research

Winter 2016

Announcements about the upcoming annual membership survey are on **Page 3**.

Visit our website for the latest news!

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

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

At the 2015 Conference, Natalee Kate Steely's paper, "Virtual vitriol: A comparative analysis of incivility in discussion of forums of online mainstream news outlets and political blogs" received a Student Paper award.

Colleen McClain received a Student Paper Award for her paper, "Identifying psychosocial correlates of response in panel research: Evidence from the Health and Retirement Study."

Congratulations to both authors!

Like MAPOR on Facebook!



A Message from the President

Trent Buskirk, MAPOR President, Marketing Systems Group

Happy 40th Birthday MAPORites! We have made it and are now officially "over the hill!" When I turned 40 a few years ago I remember taking some time to reflect on my own reaching the hill moment. I remember thinking "what have I done in the past 40 years that I really enjoy and love to do and what have I not yet done but would love to try next." And so it is with MAPOR as we transition into the next era of fun.



There is so much to think about looking back over the past 40 years and some of the great things that come to mind are the number of awesome and distinguished fellows we have, the continued involvement of so many student members in our organization, the mix of survey, public opinion and communications and other experts who call MAPOR home, the fantastic conferences (more on that in a minute), the newly established webinar series and of course MAPORnet and how can we forget the MAPORtraits and these more frequent newsletters ☺!

The list can go on, but unfortunately I don't have enough space here. I am also thankful for the successful transition of our conference to the Embassy Suites this year! We heard very positive feedback from many of you all about our new venue and I am happy to say that we will be returning to the Embassy for the 2016 conference and are continuing to work with the hotel to work on a longer term contract.

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MAPOR at 40! Our 2015 Conference in Review

Lali Abril, 2016 MAPOR Conference Chair, UIC

Matt Courser, 2015 MAPOR Conference Chair, PIRE



What a celebration of MAPOR turning 40! The 2015 conference provided a unique opportunity to see MAPORites from our entire 40 years history and to reflect on both where we have been and where we will head for the next 40 years. This experience—described more below and in other columns in this newsletter—positions us for continuing our tradition of providing a collegial place for us to come together to learn from each other about public opinion and the challenges that we all face as public opinion researchers.

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President's Column, con't

I am so excited to be moving forward with MAPOR 2016! We have an awesome slate of council members and I think all of you will benefit from their amazing talents, drive and dedication to MAPOR. As we look ahead to this year we want to keep a lot of the great things MAPOR has offered to its members in the past while also trying some new things. The council has already begun working on an upcoming webinar, the next conference and a new initiative that will reach out to more local marketing and related organizations in an attempt to create more synergies across these organizations and MAPOR. We are also working quickly to prepare our annual membership survey that will be released toward the end of February and we would love to hear your thoughts on the hotel, the conference and MAPOR in general.

So as we embark on 2016, please stay tuned as we try to mix in some new offerings with ones we have all come to love and appreciate from MAPOR. And please reach out with ideas you may have for adding value to MAPOR. And of course, please respond to our annual survey (even if you didn't attend the conference) - we would really love (and need) to hear from you!

Until next time, GO MAPOR GO!

Trent D. Buskirk (TBuskirk@m-s-g.com)

MAPOR President, 2016

Conference Chair's Column, con't

In 2015, we faced a number of challenges, including transitioning to the Embassy Suites. This transition was a huge success in many ways—the new space provided us with modern conference facilities at a cost that is sustainable. We had 215 attendees representing more than 40 institutions and 52 students (24% of our total attendance!). The conference also featured excellent speakers, a short course on social media, two panels, and a respondent-interview workgroup. In addition, the clear highlight for many MAPORites was how we honored Doris Graber, our past Presidents, and our many MAPOR Fellows.

As with any transition, we learned a lot during the 2015 conference that we will use to improve the 2016 conference (which also will be at the Embassy Suites). As examples, we will work to improve the flow and functioning of the poster session and will be working to ensure that the significant technology challenges we experienced during the 2015 conference will not be repeated. We also had challenges filling the networking luncheon. Within the next two weeks, we will meet with hotel staff to debrief on our collective experience and to identify specific improvements needed for the 2016 conference. One way you can help us is by completing the Annual MAPOR Member Survey, which will be sent to our membership in the next few weeks. We are committed to meeting your needs with our 2016 conference but need to hear from you. What worked well? What can we improve?

Lastly, look to see presentations and papers from the 2015 conference up on our website in the coming weeks.

On behalf of your 2015 Conference Chair (Matt Courser) and your 2016 Conference Chair (Lali Abril), thank you for the opportunity to serve MAPOR and to continue the traditions that make us all MAPORites.

2016 ANNUAL MAPOR MEMBERSHIP SURVEY

Hello, everyone! As we transition to an exciting 2016 for MAPOR, we are getting ready to circulate our annual Membership Survey. The survey is an opportunity for you to chime-in about the recent 2015 conference, plans for the upcoming 2016 conference, as well as MAPOR membership in general. As your opinion is highly-valuable please be on the look-out for the survey over the next few weeks.



MAPOR WEBINAR SERIES



Please join us for the next MAPOR webinar from our “Substance and Methods” series. Professor Tom Johnson from the University of Texas at Austin’s School of Journalism will present “From Blowing Sax to Blowing Stacks: The Influence of New Media on Political Campaigning” this spring. Professor Johnson has authored or co-edited five books. His most recent edited book, *Agenda Setting in a 2.0 World: New Agendas in Mass Communication: A Tribute To Maxwell McCombs International Media Communication in a Global Age* (Routledge, 20013), explores agenda-setting

theory in light of changes in the media environment in the 21st century. Professor Johnson has studied the role of the media in each election since 1984. He has 65 refereed journal articles published or in press, 21 book chapters and more than 100 papers at international, national and regional conferences.

If you have interest in presenting a MAPOR webinar, please contact Kevin Ulrich at ulrichkv@uchicago.edu.

AAPOR MEMBERSHIP RENEWAL

Have you renewed your AAPOR Membership for 2016? Don’t forget to renew to continue to enjoy access to AAPORnet, POQ, Webinars, and other AAPOR benefits.



Student Paper Award Announcements

The Midwest Association for Public Opinion Research is honored to announce that the Student Paper Award for Best Public Opinion Paper has been renamed the Doris A. Graber Student Paper Award.



Doris A. Graber and her children pose for a photo following the announcement. Photo Credit: Steve Everett

MAPOR WELCOMES ITS NEWEST FELLOW

At the 2015 MAPOR Conference, Nora Cate Schaeffer was named the 2015 MAPOR Fellow. Nora Cate Schaeffer is a Sewell Bascom Professor of Sociology at the University of Wisconsin, Madison, where she also serves as Faculty Director of the University of Wisconsin Survey Center, teaches courses in survey research methods, and conducts research on questionnaire design and interaction during survey interviews. Join us in welcoming Nora Cate to the esteemed group of MAPOR Fellows!



Nora Cate Schaeffer accepts the award. Photo Credit: Kristen Olson

A WORD FROM THE MAPOR CORPORATE SPONSORSHIP COORDINATOR

A HUGE THANK YOU TO THIS YEAR'S SPONSORS:

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- University of Illinois at Chicago - Survey Research Lab (srl.uic.edu)
- University of Michigan Institute for Social Research (www.isr.umich.edu/home)
- University of Nebraska, Gallup Research Center/Survey Research & Methodology Program (sram.unl.edu)
- University of Northern Iowa (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.

Soon we will begin contacting organizations for 2016. 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

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- 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 me at stevenson@ssc.wisc.edu or 608-262-9032 for more information.

Thank you for your help!

John Stevenson
MAPOR Corporate Sponsorship Coordinator

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