

Spring 2013

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

**Papers and panels** on all matters of survey methods and public opinion theory are welcome at MAPOR 2013 (see page 2).

**Student authors** are encouraged to submit to the MAPOR Fellows Student Paper Competition for MAPOR 2013 (see page 3).

**MAPORtraits** look at member appreciation of MAPOR involvement (see pages 4-5).

**Student Paper Competition Winners from 2012** are congratulated (see page 5).

**Join us at AAPOR** for the All Chapter Reception (see page 6).

**Peter Miller** is our newest MAPOR Fellow (see page 7).

**Council Members** and 2012 **Conference Sponsors** are featured on page 8. Become a MAPOR Corporate Sponsor today!

## Taking MAPOR to the Next Level

By Joe Murphy, MAPOR President, RTI International



Each year, MAPOR puts on a world-class research conference. We've seen an increase in attendance each of the past two years, with an all-time high of 215 in 2012. During this time, we've added new features to the conference, including short courses, book raffles, and copies of papers online while keeping costs to members reasonable. I believe there's even more we can offer members as an organization.

MAPOR does not currently sponsor any event other than the annual conference. Among AAPOR chapters, ours is the biggest and requires more time of the volunteers who make up MAPOR's Executive Council and members who pitch in. Conference planning takes such time and effort that it can be difficult to even find time to consider expanding our offerings. And with an Executive Council that rotates annually, there is time required each year for the current Council to get up to speed with the procedures involved in conference planning. But there are things that can be done to reduce the re-work we do each year in planning for the "big event."

*Continued on page 6*

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

By Allyson Hollbrook, MAPOR Conference Chair, University of Illinois at Chicago



MAPOR is excited to announce the call for papers for the 2013 MAPOR Conference. This year's conference theme is "Synergies in Measuring and Understanding Public Opinion." Measuring and understanding public opinion are inextricably linked.

Improvements and innovations in measurement affect how we think about and understand what public opinion is, how it is formed, and its impacts. Advancements in public opinion theories help define directions for future developments in measurement. The ways we measure and understand public opinion are both constantly evolving in response to changes in the world in which we conduct research (e.g., falling response rates, innovations in technology, increased racial and ethnic diversity in the U.S., the increasing role of social media).

Examples of synergies between measurement and theory can be seen in many areas of public opinion research, such as between research examining opinions and behavior across cultures, racial or ethnic groups, or countries, and the

*Continued on page 7*



## Call for Participation

**38th Annual Conference of the  
Midwest Association for Public Opinion Research  
November 22-23, 2013**

**The Avenue Crowne Plaza Hotel and Suites, Chicago, IL**

The Midwest Association for Public Opinion Research's 38th 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:

### **“Synergies in Measuring and Understanding Public Opinion”**

Papers and panels that link measurement and substantive understanding of public opinion are especially encouraged. Topics may include, among others: political polling; media influences on public opinion; public opinion on social, economic, and political issues; data collection issues and strategies; qualitative research techniques; cross-cultural or special population research; non-response and survey quality issues. In addition to presentation at the conference, authors will have the option to post accepted papers 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 [www.mapor.org](http://www.mapor.org). In addition to a title and abstract, you will be asked to provide the following information for **all authors**.

- Name,
- Institutional affiliation, and
- E-mail address.

The same author's name may appear 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 on the MAPOR Fellows Student Paper Competition (see additional information 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. Panel proposals can be submitted at [www.mapor.org](http://www.mapor.org). 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 received no later than **Midnight CDT on June 30, 2013**. 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 disposition. For questions or problems with the submission process, please contact the conference chair at: [abstracts@mapor.org](mailto:abstracts@mapor.org).



## 2013 MAPOR Fellows Student Paper Competition

38th Annual Conference of the  
Midwest Association for Public Opinion Research  
November 22-23, 2013

The Avenue Crowne Plaza Hotel and Suites, Chicago, IL

### Conference Theme: “Synergies in Measuring and Understanding Public Opinion”

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 2014 AAPOR conference in Anaheim, CA.

#### 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) survey research methodology. 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.

#### Procedure:

1) Students first need to submit an abstract of their paper, conforming to the 2013 MAPOR Call for Papers (see the call for more information). Deadline for submission is Midnight CDT, June 30, 2013. Abstracts can be submitted at [www.mapor.org](http://www.mapor.org). Students must provide the name and e-mail address of a faculty mentor when submitting their abstract. This faculty mentor will be expected to submit an endorsement of the student’s paper **when the full paper is submitted**.

2) Once students have been informed that their paper has been accepted for the 2012 conference, they will need to submit a full paper electronically to Peter Miller at [peter.miller@census.gov](mailto:peter.miller@census.gov) by September 23, 2013, to be eligible for consideration for the student paper competition. All should be standard letter size (8.5 x 11 pages), single column with Times New Roman 12-point font and one-inch margins, and follow the guidelines in the POQ instructions to authors ([http://www.oxfordjournals.org/our\\_journals/poq/for\\_authors/general.html](http://www.oxfordjournals.org/our_journals/poq/for_authors/general.html)). No hard-copy papers will be accepted. All papers must be accompanied by the names and email addresses of all the author(s), the USPS address(es), phone number(s), and email address(es) of the contact author, and the name and email address of the faculty sponsor for the paper.

3) Student paper submissions must be accompanied by a nomination email of 25 or fewer words from a faculty sponsor endorsing the paper **at the time when the full paper is submitted**.

A committee composed of MAPOR Fellows will make the awards. Winners will be announced at the luncheon.

# MAPORtraits



## **Stas Kolenikov, Abt SRBI**

Compared to most folks at MAPOR, I am a newbie in public opinion research: I just started my job as a Senior Survey Statistician at Abt SRBI about a year ago, in May 2012, and only became the MAPOR member in the fall of 2012 while registering for the conference. Truth be told, I had started preparing for this career way earlier when I took courses at the Certificate Program in Survey Methodology while doing my Ph.D. in Statistics at UNC Chapel Hill in early 2000s. In the first few years after my Ph.D., I did not get to do much of survey statistics/methodology while I was an Assistant Professor at University of Missouri, Columbia, but after my first year with the company, I can definitely say that I like this job way more. I am better suited to helping people with quick turnaround projects than working on endless paper revisions. In the project work that we do, I clearly see what my contribution is, and that it is valuable, which works better for me than the delayed gratification of having your paper accepted (let alone cited). I still find opportunities to pursue, present and publish interesting research ideas, as I have no shortage of methodological challenges in my daily work, in projects on any topic from transportation to health care, in any survey mode imaginable, and in geographies ranging from national to county level.

Abt SRBI has an office in Chicago, and I love the city. My MAPOR conference trips get tripled up with visits to the office to reconnect with my colleagues, and a chance to stroll on the Lake Michigan shore, and may be see the Adler Planetarium for the n<sup>th</sup> time. MAPOR is a perfect size conference: you get to see a lot of great people (both personally and research-wise); you don't drown in seemingly countless concurrent sessions, as you do at larger meetings, yet you have three or four sessions to choose from.

I am looking forward to meeting the old friends and new folks at the 2013 MAPOR Conference! For those interested in some advanced training, I will be teaching a two-day course on Analysis of Complex Survey Data using Stata in Chicago just before MAPOR. Please contact me if you want to find out more about this course ([kolenikovs@srbi.com](mailto:kolenikovs@srbi.com)).



## **Paige Madsen, University of Iowa**

I study health communication and technology as a doctoral candidate in mass communication at the University of Iowa. I attended my first MAPOR conference in 2011. The conference was a weekend of firsts for me - In addition to being my first MAPOR, it was my first conference, and my first conference presentation. I can't speak highly enough about my experience. The annual conference was inviting, informative, welcoming, and even nurturing. The feedback I got on my research helped me expand my study and inspired some new research. In addition to moderating sessions in the two years I've attended the MAPOR conference, last year I volunteered at the registration table and got the change to match up names with faces and to meet and talk to researchers I've been reading since starting my graduate studies. I had the chance to introduce myself to researchers I cited extensively in my master's thesis, I had dinner with MAPOR greats, and I got advice about my studies from all of them.

Overall, my experience with MAPOR has been wonderful, and I'm excited to get involved in a new way this year – as the student voice to the MAPOR Council. I think MAPOR and the annual conference offer students a lot of ways to participate: from attending to presenting, from moderating to volunteering with setup and registration, from breakfast before the conference sessions to dinner with the president on Friday night. I encourage students who are interested in getting more from their membership in MAPOR or from their weekend at the conference in Chicago to seek out those opportunities. Please feel free to contact me with your ideas and suggestions so I have the chance to share that graduate student voice with the Council. [Paige-madsen@uiowa.edu](mailto:Paige-madsen@uiowa.edu)

# MAPORtraits



## **John Loft, RTI International**

I have been affiliated with MAPOR for the last decade or so, as a board member, as conference chair for the 2007 annual conference, and as a presenter and discussant. I suppose the main activities of membership revolve around the conferences, which I have always found enjoyable and interesting. I appreciate the size of the conference— large enough to draw presenters and discussants from a wide range of fields within survey research as well as many national and international locations but small enough to retain an informality that encourages exchange of ideas in a comfortable setting. The conference is valuable as a forum for students and younger members of the profession to gain experience and confidence in presenting the results of their research. The conference also encourages presenters of all levels of experience to present new ideas or recent findings.

Beyond the conference, it has been gratifying to work with other board members and the membership at large. Without exception, I have found MAPOR members to be highly committed to developing technical expertise and maintaining high standards of quality in the profession. Relationships I have developed through MAPOR continue to be intellectually rewarding and plain fun.

RTI's Chicago Office is one of several national and international regional offices of the Institute. MAPOR is important to our staff as a local venue for professional development. I am gratified that many of our staff in Chicago support MAPOR as members and contribute as officers and board members and work on committees.

## **Congratulations to the 2012 Student Paper Competition winners!**

### **Public Opinion Winner:**

Samara Klar, Northwestern University, "The Influence of Competing Identity Primes on Political Preferences"

### **Survey Research Methodology Winner:**

Chan Zhang, University of Michigan, "Speeding in Web Surveys: The Tendency to Answer Very Fast and its Association with Straightlining"

### **Honorable Mention in the Public Opinion category:**

- 1.) Jingxian Wang, Indiana University, "Interaction of Media, Public Opinion and Foreign Policy in China: A Case Study of Nanjing-Nagoya Relation Suspension"
- 2.) Jiyoun Kim, University of Wisconsin, "Selective Attention, Primed-Encoding and the Role of Language in Mediated Scientific Messages Processing"

### **Honorable Mention in the Survey Research Methodology category:**

- 1.) Mahmoud Elkasabi, University of Michigan, "Joint Calibration as a Technique for Dual Frame Sample Estimation"
- 2.) Nuttirudee Charoenruk, University of Nebraska – Lincoln, "The Effect of Visual Designs in Web Surveys on Response Process across Literacy Groups"

## Taking MAPOR to the Next Level, continued

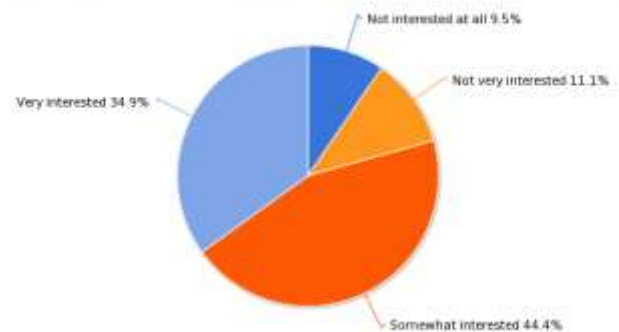
In her 2009 term as MAPOR President, Patricia Moy began paving the way for standard documentation of Council roles and responsibilities, beyond those duties outlined in our bylaws. The current Council is taking this direction further, documenting and storing all important chapter procedures and information in a central electronic repository. We are investigating options for abstract review and registration software and \*gasp\* even accepting credit cards for conference registration! Since December, we've held monthly meetings to discuss priorities, document procedures, and begin looking beyond the conference.

In our annual member survey, the majority of members stated that they would be interested in attending a talk by an invited speaker outside the conference (see figures). With this in mind, we are beginning to think seriously about a mid-year event for MAPOR members that would offer this opportunity at

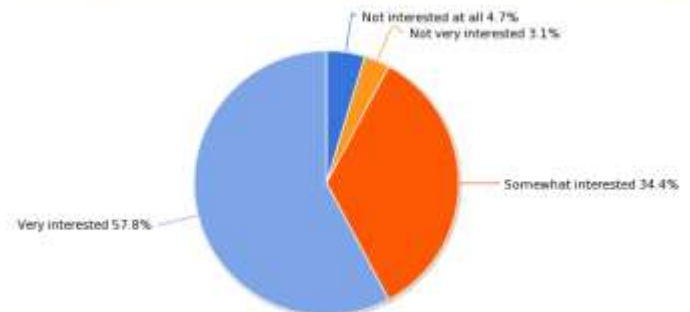
an affordable price. We did not hear from all members in the survey (27% of those sent the invitation completed a survey) and regardless of whether you responded, we are always interested in your thoughts and suggestions. MAPOR is for all of us and it is Council's responsibility to act in the best interest of all members. At the end of this newsletter, you'll find my email address and those of all Executive Council members. We would love to hear from you anytime about your thoughts on taking MAPOR to the next level!

*Many thanks to Lisa Kelly-Wilson and Tim Johnson at the University of Illinois at Chicago Survey Research Lab for donating their time and effort to conduct this year's member survey!*

31. A talk by an invited speaker(s) related to public opinion analysis/theory



32. A talk by an invited speaker(s) related to survey or research methodology



**Join us in Boston at AAPOR** for the New Member and All Chapter Reception  
Thursday, May 16, at 6pm in the Plaza Ballroom at the Seaport Boston Hotel

Come meet other MAPOR members and representatives from our council at the New Member and All Chapter Reception during this year's AAPOR conference in Boston. We will have impressive MAPOR swag and an opportunity to win great prizes from the great American Midwest! More conference details are available on the AAPOR website ([aapor.org](http://aapor.org)).

## **MAPOR 2013: Synergies in Measuring and Understanding Public Opinion, continued**

methods used to conduct this research (e.g., methods for translation, cross-cultural comparability of measures). Similarly, priming, framing, and agenda setting research can be linked to measures of cognitive processes from surveys such as those collected via paradata (e.g., response latencies and gaze tracking). Papers or panels related to the conference theme are particularly encouraged, but we welcome you to submit abstracts on any topic related to public opinion research, theory, or methodology to be presented at the conference. These topics may include, among others: political polling; media influences on public opinion; public opinion on social, economic, and political issues; data collection issues and strategies; qualitative research techniques; cross-cultural or special population research; non-response and data quality issues. One goal in constructing the conference program will be bring together papers into panels that highlight synergies between the measurement and understanding of public opinion. Please see the call for papers included on page 2 of this newsletter for more information.

Students, we will also be accepting submissions to the 2013 MAPOR Fellows Student Paper Competition (see the announcement included on Page 3 of this newsletter for details).

We are also excited to announce that abstracts for the 2013 conference can be submitted via our website. After the conference, authors will have the option to post accepted papers on the MAPOR website.

We look forward to seeing you in Chicago this fall! Look for details and further announcements and information at [www.mapor.org](http://www.mapor.org).

### **Peter V. Miller Selected as the 2012 MAPOR Fellow**

One of the most important tasks for the MAPOR Council is to select a new MAPOR fellow. Peter V. Miller was named the 2012 MAPOR Fellow at the Friday luncheon during the 2012 conference.

Peter's active role as a MAPOR member started during his 28 years on the faculty of Northwestern University. He is a scholar of public opinion and survey methodology, and he presented often at our conference and introduced many students to our field. His research has included work on interviewer and mode effects in surveys and survey nonresponse.

At Northwestern, Peter served at various times as Associate Professor, Van Zelst Research Professor, Director of the Institute for Modern Communication, Chair of the Department of Communication Studies and Associate Dean for External Programs in the School of Communication. He now holds an appointment as Professor Emeritus.

Prior to his service at Northwestern, Peter was an Assistant Study Director in the Survey Research Center at the University of Michigan, where he was also Assistant Professor of Sociology and Communication and Director of the Detroit Area Study. He also has held faculty positions at the University of Illinois, Urbana-Champaign and at Purdue University. He earned his AB and PhD degrees at the University of Michigan.

Since 2011, Peter has been the Chief of the Center for Survey Measurement and Chief Scientist in the Center for Adaptive Design at the United States Bureau of the Census.

Peter has had an exemplary career of service to the profession. He was Editor-in-Chief of Public Opinion Quarterly from 2001 to 2008. He has held several elective offices in AAPOR, most recently serving as President in 2009-2010. He received the Harry W. O'Neill Award for Outstanding Achievement from the New York Chapter of AAPOR earlier in Fall 2012.

Peter now lives in Bethesda, Maryland with his wife, Dianne Rucinski, and daughter, Alyssa.

# MAPOR 2012-2013 Leadership

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## MAPOR Sponsorship

To keep conference costs reasonable, MAPOR depends upon the generous sponsorship of outside firms and organizations. Conference sponsors receive exposure through several MAPOR channels and have the opportunity to underwrite some of the special events at each MAPOR conference.

Thank you 2012 MAPOR Sponsors!

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Survey Research & Methodology Program

University of Wisconsin Survey Center

If your organization would like to help sponsor MAPOR's 2013 conference, please contact **John Stevenson** for more information (608.262.9032 or [stevens@ssc.wisc.edu](mailto:stevens@ssc.wisc.edu)).