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- ✓ MAPOR continues to be a student-friendly organization. Almost a third of the annual conference attendees were students.
- ✓ Planning is underway for the 2018 conference scheduled on November 16 & 17.
- ✓ Twenty generous sponsors contributed \$17,450 to MAPOR in 2017.
- ✓ MAPOR Webinar on February 28 to discuss post-election evaluations.

Editor: Mandy Sha, MAPOR Communications Chair

Another Year of MAPOR Success

By Ron Langley, President



Greetings and Happy 2018! MAPOR has just finished a great, productive year. We held our 42nd Annual Conference in November which featured a Keynote Address from Mario Callegaro of Google UK, a short course from Ana Villar of the City University of London, and a Pedagogy Hour with Mollyann Brodie of the Kaiser Family Foundation. The conference included submissions from 46 different institutions (including 4 international). The Midwest truly is a state of mind! We also welcomed a new MAPOR Fellow, John Stevenson of the University of Wisconsin Survey Center and new officers to the Executive Council: Ipek Bilgen - Vice President/President Elect, Dana Garbarski – Associate Conference Chair, and Sara Walsh – Member at Large. I want to give special thanks to Conference Chair Ipek Bilgen and Associate Chair Ned English for a great conference!

During our 2016-17 year, MAPOR also sponsored a successful webinar and during the summer held our second informal Mixer. All of these activities supported MAPOR's mission of bringing public opinion researchers together to learn and to share our work. In new efforts to reach out and support other chapters, MAPOR sponsored the photo booth at the SAPOR reception at the May AAPOR Conference. From an organizational standpoint, MAPOR continues to have financial stability through continued high levels of support from our sponsors, the conference short course, and conference attendance. The Executive Council held a face-to-face meeting in Chicago during the summer to discuss a variety of issues in our strategic plan and to discuss ways to improve MAPOR's value to members. We also started a deep dive reviewing our bylaws about which you will soon hear more. We developed a new information security policy to safeguard credit card information and documented our complex financial management/processing systems and we also began work to transition the MAPOR website from the old platform and now host it ourselves. Thanks to MAPOR Fellow Steve Everett for hosting our site for the past few years! *Continued on Page 2*

2018 Conference Update

By Ned English, Conference Chair



Happy New Year, MAPOR members and friends! As your 2018 Conference Chair I am pleased to be able to update you on current preparations for our annual meeting this November. Even though it seems that MAPOR '17 just ended, you checked out of your hotel room, and got ready for Thanksgiving, council is already hard at work at planning for 2018. Specifically, Associate Conference Chair Dana Garbarski, members of our Conference Support Committee, along with myself are in the process of considering what to maintain and what changes to make. While MAPOR'17 was indeed a major success with respect to attendance and overall satisfaction, we are using the 2017 Membership Survey among other resources to consider tweaks to the program, accommodations, and facilities for the best-possible 2018 experience. *Continued on Page 2*

President's Column, con't

Looking ahead, there are a few changes coming to MAPOR. Our long time Communications Coordinator, Patty LeBaron, has passed the baton to Mandy Sha, and following on the successful experiment of using an informal Conference Committee, we have created a Communications Committee. Joining Mandy is Vanessa Flowers from NORC who will really help us with our social media strategy. We also have a new website which our new Webmaster, Josh Pasek, is in the process of refreshing and updating. In the near future, MAPOR is hosting another webinar which you can read more about in Webinar Coordinator Patrick Hsieh's column, and we will also be circulating proposed amendments to our bylaws (more on that in the coming weeks). As you can read in Conference Chair Ned English's column, work is well under way on the 2018 Conference with some outstanding speakers lined up!

Based on an idea brought up at the conference business meeting, we are also appointing an ad hoc History Committee to create a compendium of MAPOR's history to present at the 2018 conference. This effort will involve our MAPOR Fellows and will be led by Paul Lavrakas, a MAPOR Fellow, with assistance from Mandy Sha, MAPOR Communications Chair. In addition, MAPOR will continue its efforts to support other regional partners and will again sponsor a photo booth at PAPOR's reception in Denver at the AAPOR Conference.

Finally, we are in the process of reviewing the results of the member survey for your thoughts on what we can do to provide you with more value to your MAPOR membership. Thank you to all who participated! If you did not have a chance to complete the survey and have comments or ideas on topics for webinars, conference sessions, networking events, or what more MAPOR can do to support your work in survey and public opinion research, please feel free to contact me at president@mapor.org.

Finally, many thanks to Past President Matt Courser for his outstanding leadership this past year! I am honored to lead MAPOR this year and to work with a fantastic, energetic, and committed new Executive Council and I look forward to serving you in the coming year!

Conference Chair's Column, con't

We can announce at this point that the key speaking roles have been filled for MAPOR 2018, which is exciting. Our keynote speaker will be **Jennifer Agiesta**, Director of Polling and Election Analytics at CNN in addition to being Associate Communications Chair of AAPOR. As 2018 is a midterm election year we felt that it would be timely and relevant to hear about election polling in a complex and changing technological environment, as well as "what it is like" to do polls for a high-profile media company. **Stephanie Eckman** is a Survey Methodology Fellow at RTI International and will be giving our short course, focused on the collection and use of location data in surveys. Stephanie has a very well-respected history of research in our field and is also Associate Standards Chair of AAPOR. Finally, **Colm O'Muircheartaigh** will be giving our pedagogy hour. Colm is a Professor at the Harris School of Public Policy at the University of Chicago and Senior Fellow at NORC at the University of Chicago, in addition to being an ASA Fellow and someone with considerable expertise in all aspects of public-opinion research. MAPOR is fortunate to be able to have such a talented group contribute to our upcoming conference.

In addition, we can also confirm that **the 43rd Annual MAPOR Conference will be November 16th and 17th, 2018 at the Embassy Suites Downtown Chicago (600 N. State Street)** again this year, right on State Street between Ohio and Ontario. Please stay tuned for announcements related to the conference theme and abstract submissions later in the spring via email, social-media, and at www.mapor.org.

If you have any additional suggestions or feedback I would be happy to hear from you directly at english-ned@norc.org.

MAPOR 2017: Conference in Review

Taking Charge of Change: Shaping the Future of Public Opinion, Communication, and Survey Research

By Ipek Bilgen, Vice President/President-Elect and 2017 Conference Chair

The 42nd Annual MAPOR Conference took place at the Embassy Suites Downtown Chicago the weekend before Thanksgiving (November 17-18, 2017). The 2017 MAPOR conference was very well attended. MAPOR brought 221 attendees representing more than 46 institutions and 64 students (almost a third of our attendees).

- The conference featured excellent speakers through 80 papers and 11 poster presentations, three panels (including a coding hour), and two working group sessions.
- The interviewer-Respondent Interaction Working Group returned for a third year and Machine Learning in Survey Sciences (MMLSS) Working Group was new in 2017!
- Networking Luncheon returned for the fourth year in 2017 and gave many MAPORites the opportunity to meet and catch up with their colleagues.

We also kept our traditional events such as Pedagogy Hour, Key Note Address, and Short Course. **Dr. Mollyann Brodie** from the Kaiser Family Foundation was 2017 MAPOR Conference Pedagogy Hour Speaker. Mollyann gave a very engaging talk about Health Care Polling. MAPOR also hosted speakers from outside of the U.S. at the 2017 annual conference! The 2017 Keynote Speaker, **Dr. Mario Callegaro** from Google UK, London, talked about the role of surveys in the era of “Big Data” in his speech. The 2017 Short Course Instructor, **Dr. Ana Villar** from City University of London, presented a well-attended short course on question design for cross-cultural surveys.

Congrats are also in order! **John Stevenson** was named 2017 MAPOR Fellow at the annual conference for having made significant contributions to MAPOR through his service in the past several years. (Click [here](#) to see a list of MAPOR Fellows.) At the awards ceremony, MAPOR also announced that the Student Paper Award for Best Methodology Paper has been renamed the **Allan McCutcheon Student Paper Award**. Felicitas Mittereder from University of Michigan was presented Allan McCutcheon Award for Best Methodology Paper. Yangsun Hong from University of Wisconsin-Madison was presented **Doris A. Graber Award for Best Public Opinion Paper**. Congrats to both of the student paper winners!



[John Stevenson](#), 2017 MAPOR Fellow (left) and Matt Courser, Past President

Each year, the MAPOR Council is working towards making improvements to its annual conference. The 2017 conference was no exception. 2017 was the first year we had professionally designed and color printed conference program. We have also purchased four new projectors in 2017, which decreased the number of technical issues due to misfit equipment. Thanks to our sponsors we have also raised \$17,450 in cash from 20 sponsors—which will enable us to continue improving and expanding as our membership sees fit. Moreover, this was our third year at the Embassy Suites Downtown and this venue is quickly becoming our new home. The hotel staff was very accommodating throughout the conference, we have also took notes regarding what worked and what did not throughout the conference. Over the next months, we will meet with hotel staff to debrief on our collective experience and to identify specific improvements needed for MAPOR 2018.

Lastly, stay tuned for presentations from the 2017 conference—the presentations will be posted on our website in the upcoming weeks. On behalf of your 2017 Conference Chair (Ipek Bilgen) and your conference committee (Ned English, Colleen McClain, and Dana Garbarski), thank you for the opportunity to serve MAPOR.



Photos: MAPORites at the registration desk (left), 2016 MAPOR Fellows Julie Andsager and Joe Murphy with student paper awards recipients Felicitas Mittereder (top right) and Yangsun Hong (bottom right)

2017 Budget Update

By Jolene Smyth, Secretary-Treasurer

In this article we provide an update on MAPOR's financial status, including discussion of the 2017 budget and where we are as we head into 2018.

Our 2017 budget was finalized after year end. **Over the course of the year, we brought in \$43,781.48 in revenue and paid out expenses of \$46,498.54. This represents a net difference of -\$2,717.06.** Typically our goal is to at least break even, but in 2017 Council made a couple of strategic investments meant to improve the organization even though they cost us some money upfront. I want to tell you about a few of those investments because I'm excited about what they will do for MAPOR.

In the past, we have relied on the generosity of a handful of organizations in the Chicago area to loan us projectors for the conference. In 2017 we purchased four projectors of our own. The benefits of having our own projectors started at our 2017 conference. The new projectors worked wonderfully to the benefit of all who attended, and having them saved considerable time and effort for both us and the organizations that have loaned us projectors in the past.

Another investment we made in 2017 was an in-person Council meeting in Chicago. MAPOR bylaws discuss such a meeting, but in the recent past we have not had one every year in part because of associated travel expenses. In 2017 we opted to have the in-person meeting and it proved to be a great success as we worked through a number of important topics for MAPOR (bylaws, website, conference program, sponsorship, strategic plan, etc.).

Finally, in order to promote MAPOR as well as our peer regional chapters, we sponsored the Photo Booth at the SAPOR party at AAPOR. Many MAPOR members attended this party (we have the photos to prove it!!), and from what I've heard, many of us came away with the impression that it was a huge success, creating a lot of buzz for the regional chapters.

Even with these few extra investments, at the end of 2017 MAPOR was in fantastic financial condition thanks to our membership and generous sponsors. **I'm very optimistic about the investments we made in 2017 and about where we are going in 2018.**

Revenue	\$43,781.48	Expenses	\$46,498.54
Membership, conference registration, sponsorships		Hotel expenses	\$28,632.87
Member dues	\$5,860.00	Credit card fees	\$2,926.26
Conference registration	\$17,785.00	Cvent	\$1,070.66
Short course	\$1,050.00	GoDaddy	\$219.62
Lunch tickets	\$2,525.00	Election	\$45.00
Sponsorship	\$16,450.00	AAPOR 2016 Conference	\$877.39
Webinars	\$110.00	Printing and supplies	\$4,501.26
Interest	\$1.48	Guest speakers	\$1,946.66
		Student paper award	\$540.00
		Student volunteers (registration reimbursement)	\$547.00
		Website and Webinars	\$469.85
		Miscellaneous	\$36.00
		Sponsorship/Events	\$1,500.00
		Council Meetings	\$2,061.76
		MAPOR Mixer	\$71.18
		Conference Miscellaneous	\$1,053.03

MAPOR Webinar

Coordinated by Y. Patrick Hsieh, Member-At-Large

Two approaches to validate survey-design-decisions with ground truth

February 28th, 2018
12 - 1 P.M. Central Time

Register online at <http://www.mapor.org/WebinarRegistration.html>

\$10 for students, \$40 for non-student MAPOR members, \$50 for non-members

Recordings of the webinar will be available for those who cannot attend the event live. If interested, please register and you will receive a link to the recording after the event.

The high-profile failure of 2016 presidential polling shocked the industry, eroding the trust to the opinion polls and providing opportunistic politicians and organizations to ignore public opinion that is inconvenient to their political agenda. How can survey researchers cope with this challenge? How do we evaluate the effectiveness of novel approaches? How do we know which methodology is effective and ineffective in reducing errors?

One of the challenges is that it is often hard to access the ground truth. If we could obtain the ground truth, we could measure the direction and the magnitude of bias. Moreover, we could assess the impact of various research design such as weighting schemes, sampling design, and questions on the biases.



Masahiko Aida, Principal survey scientist at Civis Analytics

Civis Analytics consults for party committees and SuperPACs and is one of the largest data collectors in partisan polling spaces. This unique access to a large number of survey responses provides an opportunity to make two kinds of evaluations. For example, we have collected over 170,000 interviews in 2016 from Senate battleground states. In 2017, we have collected data from Virginia and Alabama. Using these datasets, we can conduct post-election evaluation as follows:

- 1) Comparison of individual election turnout from voter list and pre-election survey response and turnout micro-targeting scores. This micro-level validation allows us to analyze, the accuracy of likely voter model (Rogers, Aida, 2013) and partisan dynamics of election turnout as seen in recent Alabama special election.
- 2) Comparison of macro-level election outcomes (ex. precinct or country) and aggregated geographic estimates from pre-election survey data. This macro-level validation allows us to evaluate the impact of different weighting variables, estimation method and sampling design on biases.

In this webinar, speaker asks fellow survey researchers to seek opportunities to test their design-related-decisions whenever possible. The experimentations and external validation are the two tools available for survey researchers to improve our methodology, eventually regaining public trust to our practices. Speaker will illustrate how we at Civis use these tools to improve our methodology and quality of a few of our projects, reflecting on the utility of testing design-related-decisions via experimentations and external validation.

MAPORtraits



Vanessa Flowers

MAPOR became a professional home to me during the 2017 conference. I live tweeted during the whole conference on behalf of NORC at the University of Chicago! As a social media aficionado, I love my current job as a Panelist Operations Analyst focusing on AmeriSpeak panel retention, social media strategy and general communications. I work with MAPOR's VP Ipek Bilgen, who encouraged me to join the MAPOR Communications Committee to reinvigorate MAPOR's social media outreach to our members, sponsors, and the research community in general. Before NORC, I enjoyed a stint as Social Media Strategist at Cardenas Marketing Network, a Latin American-focused concert promotion and advertising agency. Earlier in my career, I also worked at Burrell Communications, Sears and Disney. I received my B.A. in Latin American Studies from Oberlin College. In addition to English, I also speak Spanish and Creole-Portuguese.

Antje Kirchner

MAPOR has been on my conference radar since 2013 when I started my postdoctoral affiliation with the Survey Research and Methodology Program at the University of Nebraska-Lincoln and now as research survey methodologist at RTI International. If you enjoyed the gummy bears from the recent 2017 MAPOR conference, I gladly own up to the "credit" of carrying them all the way from Germany to North Carolina and then with help from Mandy Sha to Chicago!

I love finding solutions to challenges in survey methodology. For example, I've worked and published on ways to examine nonresponse bias using machine learning techniques, eliciting and analyzing answers to sensitive questions, assessing the quality of survey data using administrative data, detecting problems in the respondent-interviewer interaction, and how to improve response quality in web surveys using responsive designs and

paradata. I received my master's degree in Politics and Management from the University of Konstanz, Germany, in 2008 and a doctorate in Statistics with focus on survey methodology in 2013 from the Ludwig-Maximilians University, Munich. Before moving to the US, I primarily worked with survey and administrative data at the Institute for Employment Research which sparked my interest in how to use new technologies and alternative sources of data to improve, supplement or replace data and estimates from complex surveys. While these interests prevail, I have also discovered my passion for German cooking ever since moving to the US. If ever you are in need for an awesome *Kaesespätzle* recipe, please let me know!

My research interests led to a collaboration with Past MAPOR President Trent Buskirk to co-edit a [special issue in the Survey Practice](#) on machine learning techniques that was published in January 2018. Right now, I joined the European Survey Research Association committee to organize the first-ever international conference on **Big Data Meets Survey Science (BigSurv18)** with support from my employer RTI. This 3-day conference will be held October 25–27, 2018, at the Research and Expertise Centre for Survey Methodology at the Universitat Pompeu Fabra in Barcelona, Spain and the conference theme is **Exploring New Statistical Frontiers at the Intersection of Survey Science and Big Data**. The best papers from the conference will be published in an edited volume by John Wiley & Sons or a peer-reviewed special issue of Social Science Computer Review. **There is still time to submit an abstract by February 28!** Click [here](#) to check out details about the conference and my collaborators.



2017-2018 MAPOR Sponsors

MAPOR acknowledges and thanks the following organizations for sponsoring MAPOR this year.

Gold Sponsors

- ed Choice
- NORC at the University of Chicago

Silver Sponsors

- Marketing Systems Group
- RTI International
- The University of Chicago Survey Lab
- The University of Michigan Survey Research Operations, Survey Research Center
- The University of Michigan - Michigan Program in Survey Methodology
- University of Wisconsin Survey Center
- University of Nebraska Lincoln, Survey Research & Methodology Program
- The Nielsen Company
- GfK Knowledge Networks
- PARC by Langer Research

Bronze Sponsor

- Cvent
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- Indiana University Center for Survey Research
- University of Northern Iowa, Center for Social & Behavioral Research
- Civis Analytics
- Michigan State University, Institute for Public Policy and Social Research, Office for Survey Research
- Research Support Services
- University of Illinois at Chicago Survey Research Lab
- Paul J. & Barbara J. Lavrakas
- ReconMR – Reconnaissance Market Research

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. **CLICK [HERE](#) TO DONATE ONLINE!**

Sponsor Benefits	Gold Sponsor For contributions above \$2,000	Silver Sponsor For contributions between \$1,000 - \$2,000	Bronze Sponsor For contributions under \$1,000
MAPOR lunch and conference registration	✓ for 2 or more participants depending on the amount	✓ for 1 participant	
Ad in the program	✓ full page ad	✓ full page ad	✓ half page ad
Large placard featuring your organization displayed at a major conference event	✓	✓	
Link on the MAPOR Website	✓	✓	✓
Acknowledgement in the newsletters	✓	✓	✓

MAPOR Executive Council



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NORC at the University of Chicago



Past President

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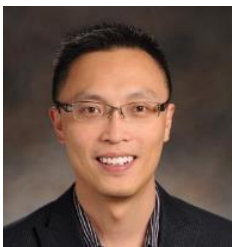
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