SMALL AND BIG DATA
IN A TIME OF CHANGE

November 18 – 19, 2016

EMBASSY SUITES DOWNTOWN CHICAGO
600 N. State Street  |  Chicago, IL 60654
<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 AM – 8:30 AM</td>
<td>Atrium</td>
<td>Registration for Short Course Participants</td>
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<tr>
<td>8:00 AM – 6:00 PM</td>
<td>Business Center</td>
<td>Sponsors’ Exhibit</td>
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<tr>
<td>8:00 AM – 10:00 AM</td>
<td>Lincoln Park</td>
<td>Short Course I Scott D. Crawford, SoundRocket: “The Internet of Things—Driving Thing-ovation in Survey Research” (registration required)</td>
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<tr>
<td>8:00 AM – 10:00 AM</td>
<td>Lakeview</td>
<td>Midwest Scholars Interviewer Respondent Interaction Working Group</td>
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<td>8:30 AM – 4:30 PM</td>
<td>Atrium South</td>
<td>General Registration</td>
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<tr>
<td>8:30 AM – 10:30 AM</td>
<td>Outside DePaul</td>
<td>Refreshments</td>
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<tr>
<td>10:15 AM – 11:45 AM</td>
<td>Lincoln Park</td>
<td>The Mobility Paradox: Tiny Screens and Big Opportunities for Surveys</td>
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<td></td>
<td>Rivernorth A</td>
<td>Perceptions About Food and Health</td>
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<td>Lakeview</td>
<td>Tracking Trump: Polling the 2016 Elections</td>
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<td>De Paul</td>
<td>Strategies for Finding Hidden Respondents and for Making Survey Measurement More Efficient</td>
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<tr>
<td>12:00 PM – 1:00 PM</td>
<td>Rivernorth BCD</td>
<td>Networking Luncheon: Taco Buffet (ticket required)</td>
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<tr>
<td>1:15 PM – 2:45 PM</td>
<td>Lincoln Park</td>
<td>On The Out-Groups: Attitudes Toward Minorities</td>
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<td></td>
<td>Rivernorth A</td>
<td>The Scientific Blame Game: Public Opinion Challenges in Science and Technology</td>
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<td></td>
<td>Lakeview</td>
<td>Panel: Rise of the Machines: An Intro to Machine Learning Methods with Applications in Survey Research</td>
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<td>De Paul</td>
<td>From Bad Questions to Bad Answers: Improving the Ways We Ask Survey Measures</td>
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<tr>
<td>2:45 PM – 3:00 PM</td>
<td>Outside DePaul</td>
<td>Break and Refreshments</td>
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<tr>
<td>3:00 PM – 5:00 PM</td>
<td>Rivernorth BCD</td>
<td>Eulogy for Allan McCutcheon</td>
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<td>Student Paper Awards &amp; MAPOR Fellow</td>
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<td>Keynote Speaker I Scott Keeter, Pew Research Center: “Election 2016: A Polling Postmortem”</td>
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<td>5:00 PM – 6:00 PM</td>
<td>Atrium</td>
<td>President’s Reception &amp; Sponsor Tables (cash bar)</td>
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<td>Poster Session</td>
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<td>Student Book Raffle</td>
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### SATURDAY, NOVEMBER 19

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<tr>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 AM – 3:00 PM</td>
<td>Atrium South</td>
<td>General Registration</td>
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<tr>
<td>8:30 AM – 10:30 AM</td>
<td>Outside DePaul</td>
<td>Refreshments</td>
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<tr>
<td>8:30 AM – 10:00 AM</td>
<td>Lincoln Park</td>
<td>Broadcasting Race: The Influence of Racial Perceptions on Media Messages</td>
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<td>Rivernorth A</td>
<td>Strategies for Limiting Measurement Bias and Error</td>
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<td></td>
<td>Lakeview</td>
<td>You Are What You Watch: Media Messages and Public Opinion</td>
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<td></td>
<td>De Paul</td>
<td>Journalists, News, and Social Media: A Tale of Ideals versus Trust</td>
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<tr>
<td>10:15 AM – 11:45 AM</td>
<td>Lincoln Park</td>
<td>Friends, Followers and Connections: Navigating the Political Social Media Environment</td>
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<td>Rivernorth A</td>
<td>The ELM, Media, and Public Opinion: What Do (and Should) We Know After 30 Years?</td>
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<td>Lakeview</td>
<td>Ethics in Polls and Survey Research</td>
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<td>De Paul</td>
<td>Coding Hour: What R You Waiting For? A Quick and Real Time Intro to R</td>
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<tr>
<td>11:45 AM – 1:15 PM</td>
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<td>Lunch (on your own)</td>
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<tr>
<td>1:30 PM – 2:30 PM</td>
<td>Rivernorth BCD</td>
<td>Pedagogy Hour I Sherry L. Emery, NORC at University of Chicago: “Garbage In Garbage Out: Social Data, Opinion Research, and Reporting Standards”</td>
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<tr>
<td>2:30 PM – 2:45 PM</td>
<td>Outside DePaul</td>
<td>Break and Refreshments</td>
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<tr>
<td>2:45 PM – 4:15 PM</td>
<td>Lincoln Park</td>
<td>She Said, He Said: Sex, Gender, and Public Opinion</td>
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<td></td>
<td>Rivernorth A</td>
<td>Issues in Measuring Health &amp; Wellbeing in Survey Research</td>
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<td></td>
<td>Lakeview</td>
<td>Briefs Session</td>
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<td></td>
<td>De Paul</td>
<td>Channeling Our Efforts: Measuring New Forms of Entertainment Media Use</td>
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<tr>
<td>4:30 PM – 5:30 PM</td>
<td>Lakeview</td>
<td>Annual Member Meeting</td>
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The Difference Is Our People

Our expert research and technical staff come to work every day—to the office, to the bench, to field sites around the world—to study complex problems, craft solutions, scale up innovative programs, and evaluate outcomes.
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<td>Roundtable Discussion</td>
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<td>Short Course (registration required)</td>
<td>Lincoln Park</td>
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<tr>
<td>10:15 AM – 11:45 AM</td>
<td>Paper Session 1</td>
<td>Lincoln Park</td>
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</tbody>
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**Refreshments**
Sponsored by RTI International

Mingle, network and connect with some of our Gold and Silver sponsors this year. The following sponsors will be present at the exhibit: NORC at the University of Chicago; RTI International; the University of Chicago Survey Lab; University of Michigan—Program in Survey Methodology; and University of Nebraska-Lincoln, Survey Research and Methodology Program.

**Roundtable Discussion**
Midwest Scholars Interviewer-Respondent Interaction Working Group
Roundtable discussion for scholars currently studying or interested in the practical details of interviewer-respondent interaction, such as issues involving recording, transcribing, coding, analyzing, and interpreting interactions between interviewers and respondents.

**Short Course (registration required)**
Sponsored by the University of Chicago Survey Lab

Scott D. Crawford, SoundRocket
*The Internet of Things—Driving Thing-ovation in Survey Research*

**Paper Session 1**
The Mobility Paradox: Tiny Screens and Big Opportunities for Surveys
*Moderator:* Ipek Bilgen, NORC at the University of Chicago  
*Discussant:* Jolene Smyth, University of Nebraska-Lincoln

Perceptions Versus Reality: Completion Times, Burden, and Mobile Responding in a Web Survey  
Colleen McClain, University of Michigan  
Mick Couper, University of Michigan

Mobile Media and Public Opinion: Using Mobile Diary Apps to Measure Political News Use  
Jason Martin, DePaul University

CSS and User Agent String: Two Methodologies for Mobile Device Capture  
Rob Young, SoundRocket; Scott D. Crawford, SoundRocket; Julie M. Smith, SoundRocket

The Person You Are Trying to Reach Is Unavailable: Optimal Contact Methods for Reaching Panelists  
Meredith Czaplewski, Nielsen; Erin Wittkowski, Nielsen
<table>
<thead>
<tr>
<th>Time</th>
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<th>Details</th>
</tr>
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</table>
| 10:15 AM –   | Perceptions About Food and Health                                                           | **Moderator:** Pinar Istek, University of Texas-Austin  
**Discussant:** Keith Zukas, Carroll University |
| 11:45 AM    | Factual versus Perceived Knowledge and Food Consciousness with GM Attitudes                  | Kathleen M. Rose, University of Wisconsin-Madison; Leona Y.-F. Su, University of Wisconsin-Madison; Wirz, C. D., University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison |
|             | Which Communication Channels Shape Public Opinion Regarding Local Food?                     | Laura Witzling, University of Wisconsin-Madison; Bret Shaw, University of Wisconsin-Madison |
|             | Framing and Risk Related to Innovative Food Technologies: The Case of Pink Slime             | Kristin Runge, University of Wisconsin-Madison; Jennifer H. Chung, University of Wisconsin-Madison; Leona Yi-Fan Su, University of Utah; Dominique Brossard, University of Wisconsin-Madison; Dietram Scheufele, University of Wisconsin-Madison |
|             | Who Told You That? Examining the Agenda Setting Power of Sources in Mainstream and Alternative Media | Paromita Pain, University of Texas-Austin; Vickie Chen, University of Texas-Austin |
|             | Tracking the President: Polling the 2016 Elections                                           | **Moderator:** Lee Becker, University of Georgia  
**Discussant:** David Sterrett, NORC at the University of Chicago |
|             | Perceptions of Polls and Voter Expectations: Competitive Poll Results, Methodology, and Opinionation | Ozan Kuru, University of Michigan; Josh Pasek, University of Michigan, Michael Traugott, University of Michigan |
|             | Complexity of Public Opinion in the Digital Age: Public Perceptions of Diverse Quantifications | Ozan Kuru, University of Michigan |
|             | Intermedia Agenda-Setting: Using Big Data to Study Agenda-Setting and Agenda-Building on Twitter | Leticia Bode, Georgetown University; Ceren Budak, University of Michigan; Jonathan Ladd, Georgetown University; Solomon Messing, Pew Research Center; Josh Pasek, University of Michigan; Lisa Singh, Georgetown University; Stuart Soroka, University of Michigan; Michael Traugott, University of Michigan; Yanan Zhu, Georgetown University |
10:15 AM – 11:45 AM
DePaul

Strategies for Finding Hidden Respondents and for Making Survey Measurement More Efficient
Moderator: Antje Kirchner, RTI International
Discussant: Kristen Olson, University of Nebraska-Lincoln

Rolling the Dice on Survey Design: Response Rates and Completion Mode in a Longitudinal Study
Erin Fordyce, NORC at the University of Chicago

Differing Effect of Incentives by Estimated Response Propensity
Dan Perez-Lopez, US Census Bureau

Effects of Sequential Prepaid Incentives to Increase Participation and Data Quality in a Mail Survey
John Stevenson, University of Wisconsin-Madison; Jennifer Dykema, University of Wisconsin-Madison; Chad Kniss, University of Wisconsin-Madison, Nadia Assad, University of Wisconsin-Madison; Cathy Taylor, Tulane University

How to Recruit for a Multi-Wave Survey: Finding the Optimal Approach for a Recruitment Methodology
Austin Countryman, Nielsen; Robin Gentry, Nielsen; Yelena Pens, Nielsen

The Cross-National Equivalence of Customer Experience and Customer Loyalty
Timothy Gravelle, Wilfrid Laurier University

Regression Power Analysis When Regressors are Matrix-Sampled
Stas Kolenikov, Abt SRBI; Heather Hammer, Abt SRBI
The Michigan Program in Survey Methodology (MPSM) is a program where students learn the science of surveys. Students in the program receive theoretical grounding in all aspects of survey methodology, from sample design and measurement, to modes of data collection, statistical estimation, questionnaire design and probability sampling methods. Students have the opportunity to explore novel ways to develop applications of survey methodology in a wide variety of fields.

For more information:
http://www.psm.isr.umich.edu/
Email: michpsm.isr@umich.edu
12:00 PM - 1:00 PM
Networking Luncheon
Rivernorth BCD
Sponsored by NORC at the University of Chicago
Make new connections, connect with old friends, or network based on different topics and interest groups during a Taco Buffet. Tables will be marked with topics. Find a table you are interested in to network with other conference attendees!

1:15 PM – 2:45 PM
Paper Session 2
Lincoln Park

**On The Out-Groups: Attitudes Toward Minorities**

*Moderator:* Sam Gubitz, Northwestern University  
*Discussant:* Josh Pasek, University of Michigan

**Determinants of Support for Affirmative Action: The Interaction of Self-Interest, Group-Interest, and Race Consciousness with Political Ideology**

William Scarborough, University of Illinois at Chicago; Allyson Holbrook, University of Illinois at Chicago

**You’re (not) Welcome: The Impact of Contact and Group Membership on Attitudes About Immigrants and Immigration-Related Policy**

Rico Neumann, University of Washington; Patricia Moy, University of Washington

**Polling Chicago: A Study of Race And Racism in Public Opinion**

Ashley Kirzinger, Kaiser Family Foundation; Liz Hamel, Kaiser Family Foundation; Mollyann Brodie, Kaiser Family Foundation; Giovanni Russonello, The New York Times

**The Effects of Racial Priming on Food Stamp Preferences**

Charles Dahan, Stanford University

**What is the Structure of Whites Racial Attitudes in the 21st Century?**

Danny Lambouths III, University of Illinois at Chicago
Celebrating 75 Years of Insight, Innovation, and Impact

For the past 75 years, NORC at the University of Chicago has delivered reliable data and rigorous analysis to guide critical decisions on some of the most important issues society has faced. Since its founding in 1941, the organization’s talented staff has conducted groundbreaking studies, created and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Looking forward, NORC will continue to partner with government, corporate, and nonprofit clients around the world to transform increasingly complex information into useful knowledge.

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The Scientific Blame Game: Public Opinion
Challenges in Science and Technology

Moderator: Joseph Yoo, University of Texas-Austin
Discussant: Robin Blom, Ball State University

Scientist & Public Opinion on Synthetic Biology: Risks, Benefits, and Regulation
Emily Howell, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison, Dietram Scheufele, University of Wisconsin-Madison; Mike Xenos, University of Wisconsin-Madison

A Comparative Analysis of American and China Coverage of Climate Talks, 2007-15
Won Yong Jang, University of Wisconsin-Eau Claire; Edward Frederick, University of Wisconsin-Whitewater; Eric Jamelske, University of Wisconsin-Eau Claire

Zika Outbreak: Who Is the Problem and Who Is Being Blamed on Social Media?
Christopher Wirz, University of Wisconsin-Madison; Jennifer H. Chung, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison; Luisa Massarani, RedPOP; Michael A. Xenos, University of Wisconsin-Madison; Andrew D. Maynard, University of Wisconsin-Madison

A Big Fracking Problem: Community Newspaper Coverage of Sandmining in Wisconsin
Keith Zukas, Carroll University

Getting to the Root of A STEM Statewide Survey: Using Historical Paradata to Adapt Sampling Frames over Time
Erin O. Heiden, University of Northern Iowa; Ki H. Park, University of Northern Iowa; Trent D. Buskirk, University of Massachusetts Boston; Jeffrey S. Bareham, Marketing Systems Group; Mary E. Losch, University of Northern Iowa
Big data and machine learning are both quickly becoming ‘big’ buzz words. As data sources continue to provide greater access to person-level data in larger volumes and at greater speeds, survey researchers find themselves wondering about what the future role of traditional surveys will be in this new era of information. But with the increase in the types of information that is available prior to survey data collection as well as with continued advances in the types and quality of paradata that are collected during the survey process, survey researchers now have an unprecedented opportunity to improve the adaptive survey process. As the volume of data increases more quantitative researchers are beginning to rely on machine learning methods to gather insights. In this panel we will discuss four common machine learning methods that can be applied to administrative, frame and other survey paradata to provide insights into both survey design and analysis including random forests, Bayesian additive regression trees, sequential learning methods like recurrent neural networks and LASSO-based techniques for variable selection. Presenters will offer an introductory overview of the machine learning method intended for general audiences and then provide an in depth example of the method applied to survey methodology. Examples to be presented include applications of these methods to survey sample designs, estimation of response propensities, predicting survey outcomes based on observed behaviors during the response process, and estimating population means and proportions from nonprobability samples. This session is intended to provide the attendee with both a general overview of common machine learning methods and very specific examples of how the method can be integrated into the survey research process.

**Chair: Trent Buskirk, University of Massachusetts-Boston**

**Through the Forests We Go: Applying Random Forests for Response Propensity Estimation**
Trent Buskirk, University of Massachusetts-Boston

**The Magic LASSO—Using LASSO Methods to Get to the Truth of Response Model Structure**
Curt Signorino, University of Rochester; Antje Kirchner, RTI International

**Does the Behavior Concur with the Neural Nets that Recur?**
Adam Eck, Oberlin College

**Put some Bayes in your CART: Using Bayesian Additive Regression Trees in Survey Research**
Andrew Mercer, Pew Research Center
1:15 PM – 2:45 PM  
DePaul

**From Bad Questions to Bad Answers: Improving the Ways We Ask Survey Measures**

*Moderator:* John Stevenson, University of Wisconsin-Madison  
*Discussant:* Tom W. Smith, NORC at the University of Chicago

**Effects of a Question Wording Change on Population Estimates of Intellectual Disability in the US**
Marina Stavrakantonaki, University of Illinois at Chicago; Timothy P. Johnson, University of Illinois at Chicago

**Does Probe Wording Encourage Acquiescence and False Alarms in Cognitive Interviews?**
Carolyn Lau, University of Michigan; Fred Conrad, University of Michigan; Johnny Blair, Independent Consultant; Rachel Davis; Timothy P. Johnson, University of Illinois at Chicago

**“During the LAST YEAR, Did You…”: The Effect of Emphasis in CATI Survey Questions on Data Quality**
Kristen Olson, University of Nebraska-Lincoln; Jolene D. Smyth, University of Nebraska-Lincoln

**Learning an Autonomous Interviewer: First Step from Analyzing Computer-Assisted Interviews**
Pooja Ahuja, University of Nebraska-Lincoln; Leen-Kiat Soh, University of Nebraska-Lincoln; Adam Eck, Oberlin College

**What Happens when a Family Member Is Assisting in the Survey Interview Process**
Maichou Lor, University of Wisconsin-Madison
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**Snack Break and Refreshments**
Outside DePaul
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3:00 PM – 5:00 PM
**Annual Address**
Rivernorth BCD
Sponsored by Nielsen

**Short Eulogy for Allan McCutcheon**
Paul Lavrakas, NORC at the University of Chicago; René Bautista, NORC at the University of Chicago

**Presentation of Awards and New MAPOR Fellow Announced**

**Keynote Speaker**
**Election 2016: A Polling Postmortem**
Scott Keeter, Pew Research Center

5:00 PM – 6:00 PM
**President’s Reception & Poster Session**
Atrium
*The President’s Reception is Jointly Sponsored by the University of Michigan, Institute for Social Research-Survey Research Center, Survey Research Operations and the University of Michigan—Michigan Program in Survey Methodology*

Join us for drinks (cash bar) and appetizers and celebrate MAPOR’s 41st birthday! Posters will be on display, and you can meet some of our sponsors in person.

5:30 PM
**Student Book Raffle!**
Atrium
*Sponsored by the University of Nebraska-Lincoln, Survey Research and Methodology Program*

MAPOR’s student members can enter the raffle at the Registration Desk to win one of the books listed below.

- *Top Student, Top School?: How Social Class Shapes Where Valedictorians Go to College* donated by Doug Curriivan
- *Hard to Survey Populations* donated by Mandy Sha
- *The Content Analysis Guidebook* donated by Kimberly A. Neuendorf
- *Digital Research Methods* donated by Joe Murphy
- *Affective Publics: Sentiment, Technology, and Politics* donated by Zizi Papacharissi
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POSTERS:

1. Are Self-Description Scales Better than Agree/Disagree Scales in Mail and Telephone Surveys?
   Jerry Timbrook, University of Nebraska-Lincoln; Jolene Smyth, University of Nebraska-Lincoln; Kristen Olson, University of Nebraska-Lincoln

2. Participation in Medical Research: Reasons Provided in Cognitive Interviews of a Diverse Sample
   Silvia Valadez, Loyola University Chicago; Dana Garbarski, Loyola University Chicago; Jennifer Dykema, University of Wisconsin-Madison; Dorothy Farrar Edwards, University of Wisconsin-Madison

3. Down and out: Depression in College Students
   Jenna Ofenloch, Loyola University Chicago

   Pinar Istek, University of Texas-Austin

5. “This is news worth sharing!” What makes news stories more likely to be shared on social media
   Heloisa Aruth Sturm, University of Texas-Austin

6. Interplay between Media Exposure and Ideology in the Context of Health Disparities
   Chul-Joo Lee, Seoul National University

7. Living in NYC with a Chicago phone number: A taxonomy of incidence and coverage error
   Arina Goyle, SSRS; David Dutwin, SSRS; Phil Benner, SSRS

8. Donald Trump versus the Field and Other Political Issues: A View of News Coverage of Primary Campaign
   Arbela Capas, Cleveland State University; Logan Eskew, Cleveland State University; Alec Kwiat, Cleveland State University; Katrina Tomc, Cleveland State University; Richard Perloff, Cleveland State University

   Pablo Boczkowski, Northwestern University; Eugenia Mitchelstein, Universidad de San Andrés; Celeste Wagner, University of Pennsylvania

10. Cross Twitter and Weibo Information Mining and Analysis
    Weihua An, Indiana University; Xiaozhong Liu, Indiana University

11. The Online/Offline Profile and its Relationship to Attitudes and Enjoyment.
    Kimberly Neuendorf, Cleveland State University; Brian F. Blake, Cleveland State University

12. Using Geographically Weighted Regression to Examine Local Variation in a Model of Gambling in MA
    Ilana Ventura, NORC at the University of Chicago; Katie Archambeau, NORC at the University of Chicago; Ned English, NORC at the University of Chicago
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CENTER FOR SURVEY RESEARCH
8:00 AM – 10:00 AM  
**Refreshments**  
Sponsored by Abt SRBI

8:30 AM – 10:00 AM  
**Paper Session 3**  
Lincoln Park

**Broadcasting Race: The Influence of Racial Perceptions on Media Messages**  
*Moderator:* Rico Neumann, University of Washington  
*Discussant:* Ashley Kirzinger, Kaiser Family Foundation

**The Up(and Down)Side of Solidarity: Race as a Heuristic in Social Movement Messaging**  
Stewart Coles, University of Michigan; Daniel Lane, University of Michigan

**How the Protests in Ferguson and Baltimore were Portrayed in Broadcast News**  
Sam Gubitz, Northwestern University

**Mass Shootings and the News: Local Newspapers’ Influence on Elite Lawmakers’ Discourse**  
Shane Graber, University of Texas-Austin

**Dangerous or Endangered? The Effects of Race and Gender on Support for Public Policies**  
Stewart Coles, University of Michigan; Josh Pasek, University of Michigan

**Newspaper Framing of the Northern Illinois University Shooting: Re-conceptualizing Contextual Framing Analysis**  
Shauna Jungdahl, University of Wisconsin-Whitewater; Edward Frederick, University of Wisconsin-Whitewater
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8:30 AM – 10:00 AM
Rivernorth A

Strategies for Limiting Measurement Bias and Error

**Moderator:** Colleen McClain, University of Michigan
**Discussant:** Allyson Holbrook, University of Illinois at Chicago

Response Scales: Effects on Data Quality for Interviewer Administered Surveys
Mazen Sarwar, University of Nebraska-Lincoln; Kristen Olson, University of Nebraska-Lincoln; Jolene Smyth, University of Nebraska-Lincoln

Does Color in Mail Questionnaires Motivate Respondents to Provide Better Data?
Lindsey Witt-Swanson, University of Nebraska-Lincoln; Jolene Smyth, University of Nebraska-Lincoln; Ricky Hull, University of Nebraska-Lincoln; Jerry Timbrook, University of Nebraska-Lincoln

How do Mismatches Affect Interviewer/Respondent Interactions in the Question/Answer Process?
Jolene Smyth, University of Nebraska-Lincoln; Kristen Olson, University of Nebraska-Lincoln

Using Audit Trails to Evaluate an Event History Calendar Survey Instrument
Jinyoung Lee, University of Nebraska-Lincoln; Ben Seloske, University of Nebraska-Lincoln; Robert F. Belli, University of Nebraska-Lincoln

Comparing Theory and Data Driven Approaches to Recall Error Assessment in the 2010 ATUS
Lissandra Ellyne, University of Nebraska-Lincoln

Memory Gaps in the American Time Use Survey. Are Respondents Forgetful or is There More to it?
Antje Kirchner, RTI International; Caitlin E. Deal, American Institutes for Research; Ana Lucia Córdova-Cazar, University of Nebraska-Lincoln; Robert F. Belli, University of Nebraska-Lincoln
8:30 AM – 10:00 AM

Lakeview

You Are What You Watch: Media Messages and Public Opinion

**Moderator:** Paromita Pain, University of Texas-Austin

**Discussant:** Jason Martin, DePaul University

Partisanship, Local Context, and Canadian Attitudes toward Immigration and Refugee Policy

Timothy Gravelle, Wilfrid Laurier University

News Media Can Be Deceptive and Misleading, But Sometimes it’s Just our Brains Playing Tricks

Robin Blom, Ball State University

Digital Burqa: The Effect of Anonymity of Arab Women’s Political Participation: The Case of Kuwait

Fatima Alsalem, Kuwait University
8:30 AM – 10:00 AM
DePaul

**Journalists, News, and Social Media: A Tale of Ideals versus Trust**

*Moderator:* William Scarborough, University of Illinois at Chicago

*Discussant:* Brendan Watson, Michigan State University

**Conflicts between Ideals and Practices: Young Adults’ Engagement with Digital News**

Dam Hee Kim, University of Michigan; Josh Pasek, University of Michigan

**An Examination of Journalistic Interviewing Competencies**

Serena Carpenter, Michigan State University; Anthony Cepak, Michigan State University; Zhao Peng, Michigan State University

**A New Understanding: What Makes People Trust and Rely on News**

David Sterrett, NORC at the University of Chicago; Liz Kantor, NORC at the University of Chicago; Jennifer Benz, NORC at the University of Chicago; Trevor Tompson, NORC at the University of Chicago; Tom Rosenstiel, The Press Institute; Jeff Sonderman, The Press Institute

**Trends In Public Support for Journalists and the Media**

Lee Becker, University of Georgia; Mengtian Chen, University of Georgia

**Incidental News: A Novel Ideal-Type of News Consumption by Youth on Social Media**

Pablo Boczkowski, Northwestern University; Eugenia Mitchelstein, Universidad de San Andrés; Mora Matassi, Universidad de San Andrés
10:15 AM – 11:45 AM
Lincoln Park

Paper Session 4

Friends, Followers and Connections: Navigating the Political Social Media Environment

**Moderator:** Ozan Kuru, University of Michigan
**Discussant:** Pablo Boczkowski, Northwestern University

An Investigation of Attitudes Toward Social Media Use in Local Government
Xiaoheng Wang, University of Illinois at Chicago; Allyson Holbrook, University of Illinois at Chicago

Social Media as a “Political X-ray Machine” Predicting the Act of Political Unfriending and Hiding
Joseph Yoo, University of Texas-Austin; Margaret Ng, University of Texas-Austin; Thomas Johnson, University of Texas-Austin

When Others “like” it: Hostile Media Effect in the Era of Social Media
Yini Zhang, University of Wisconsin-Madison; Yidong Wang, University of Wisconsin-Madison

Millennials’ Use of Social Media for Political Information and Its Effect on Voting Intentions
Thao Ton, DePaul University; Yeuseung Kim, DePaul University
The ELM, Media, and Public Opinion: What Do (and Should) We Know After 30 Years?

The Elaboration Likelihood Model – the venerable dual-process model of persuasion, with its classic focus on central, peripheral, and other mediating mechanisms, rife with implications for the psychology of public opinion – turns 30 this year, prompting consideration of its contributions and changing contours in an age of social media-based political persuasion. Thirty years ago, in 1986 Petty and Cacioppo published their seminal theoretical chapter in Berkowitz’s Advances in Experimental Social Psychology volume, a testament to the model’s conceptual promise.

The ELM, with other dual-processing approaches, has broad implications for public opinion, both reasoned consideration of policy issues, but also use of prejudicial heuristics, issues that take on resonance in the white-hot presidential campaign. An outstanding cross-disciplinary panel -- communication scholars, psychologists, and political scientists -- examine these questions, drawing on their well-respected work, offering a theoretical foundation consonant with MAPOR’s academic traditions, with special relevance for this year’s technology in a time of change conference theme. With the 30-year vantage point in mind, panelists will assess ELM’s strengths and shortcomings, discuss how persuasive cues function in a social media age, and reflect on closed-minded processing, as well as how heuristics and group identifications influence public opinion.

Chair: Richard M. Perloff, Cleveland State University

Historical overview: Process and Politics
Richard M. Perloff, Cleveland State University

Two Cheers for the ELM: Strengths and Shortcomings After Three Decades
Daniel J. O’Keefe, Northwestern University

Social Media, ELM, and Public Opinion
Julie Andsager, University of Tennesse

Cues, Experts, and Earned Political Dogmatism
Victor Ottati, Loyola University Chicago

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### Ethics in Polling and Survey Research

**Moderator:** Fiona Chew, Syracuse University  
**Discussant:** Matt Courser, PIRE

#### Transparency Tested: How Different Levels of Organizational Transparency Impact Public Perceptions
Derrick Holland, Texas Tech University; Amber Krause, Texas Tech University; Joe Provencher, Texas Tech University; Trent Seltzer, Texas Tech University

#### Lagging Socio-Economic Indicators of the Great Recession
Tom W. Smith, NORC at the University of Chicago

#### Exploring Linkages Between Perceptions of Freedom and Internet Use Globally
Cynthia English, Gallup; Lee Becker, University of Georgia; Tudor Vlad, University of Georgia

#### New Qualitative Comparative Analysis (QCA) for Social Research. Welfare Analysis in Developing and Developed Societies.
Diana Paola Penagos Vasquez, Parametria SA de CV; Jose Alberto Vera, Parametria SA de CV; Francisco Abundis Luna, Parametria SA de CV

#### Examining the Role of Transparency and Disclosure in Today’s Polling Environment
Ashley Kirzinger, Kaiser Family Foundation; Timothy P. Johnson, University of Illinois at Chicago; Tim Triplett, Urban Institute

### QHour: What R You Waiting For?

**Chair:** Trent Buskirk, University of Massachusetts-Boston

#### A Quick and Real Time Intro to R
Josh Pasek, University of Michigan  
Trent Buskirk, University of Massachusetts-Boston

This entire session is dedicated to helping you learn the basics of the R language. We will take you through some of the basics of R and get you up to speed on the power of this free statistical package. Bring your laptop with R and Rstudio installed and be prepared to learn in Real time! Don't Delay —You can Learn R Today
11:45 AM – 1:15 PM
Lunch
On your own

1:30 PM – 2:30 PM
Pedagogy Hour
Rivernorth CD
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Garbage In Garbage Out: Social Data, Opinion Research, and Reporting Standards
Sherry L. Emery, NORC at the University of Chicago

2:30 PM – 2:45PM
Break and Refreshments
Outside DePaul

2:45 PM – 4:15 PM
Paper Session 5
Lincoln Park

She Said, He Said: Sex, Gender, and Public Opinion
Moderator: Stewart Coles, University of Michigan
Discussant: Martha Van Haitsma, University of Chicago Survey Lab
Educate. Empower. Revolt: Framing Citizen journalism as a creator of social movements
Paromita Pain, University of Texas-Austin
Sexuality and Social Attitudes
Landon Schnabel, Indiana University Bloomington
The Bathroom Boogeyman: How the Houston Chronicle Framed the Equal Rights Ordinance
Shane Graber, University of Texas-Austin
Representation of Women Autonomy in the News about China’s Two-Child Policy
Qiwei Wu, University of Illinois at Chicago

Who will provide expert survey consultation, instrument development, data collection, and analysis?
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2:45 PM – 4:15 PM
Rivernorth A

**Issues in Measuring Health & Wellbeing in Survey Research**

*Moderator:* Dan Perez-Lopez, US Census Bureau  
*Discussant:* Mandy Sha, RTI International

**What Activities Count? Using Experimental Data to Understand Conceptualizations of Physical Activity**  
Rachel Cusatis, University of Wisconsin, Milwaukee

**Trust in Medical Researchers: Assessing Measurement Equivalence across Four Racial/Ethnic Groups**  
Ian Wall, University of Wisconsin-Madison; Jennifer Dykema, University of Wisconsin-Madison; Dana Garbarski, Loyola University Chicago; Dorothy Farrar-Edwards, University of Wisconsin-Madison

**Bridging divides: Examining the impact of ehealth literacy and education on health outcomes among seniors**  
Fiona Chew, Syracuse University

**Examining the Validity of Interviewers’ Ratings of Respondents’ Health**  
Dana Garbarski, Loyola University Chicago; Nora Cate Schaeffer, University of Wisconsin-Madison; Jennifer Dykema, University of Wisconsin-Madison

**Needles in a haystack: Recruitment for a study of pregnancy and e-cigarettes using Facebook**  
Alicia Frasier, RTI International; Joe Murphy, RTI International; Y. Patrick Hsieh, RTI International; Jamie E. Guillory, RTI International; David A. Savitz, Brown University
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Lakeview

Briefs Session

Moderator: Derrick Holland, Texas Tech University

News and Politics around the World

The Trust Paradox? Exploring the Differences in User’s Self-Disclosure Between Government, Corporate, and Non-Profit Websites
Thomas Struett, University of Illinois at Chicago; Dmitry Epstein, University of Illinois at Chicago

The 2016 Presidential Election: Studying the Impact of Election Polls on Voter Behavioral Intention
Mark Tatge, University of South Carolina; Jo-Yun, University of South Carolina; Alexander Luchsinger, University of South Carolina

Contemporary Chinese Ethnic Media Journalists and Their Roles
Xinxin Yang, University of Indiana

Fracking on The News: An Environmental Problem or an Economic Solution?
Heloisa Aruth Sturm, University of Texas-Austin

Q&A (10 minutes)

Advances in Survey Methodology

Predicting Break-Offs in Web Surveys
Felicitas Mittereder, University of Michigan

Tracking Question-Wording Experiments across Time in the General Social Survey, 1984-2014
Tom W. Smith, NORC at the University of Chicago; Jaesok Son, NORC at the University of Chicago

How Much Do Email Reminders Help Anyway?
Scott Crawford, SoundRocket; Julie Smith, SoundRocket; Rob Young, SoundRocket

User Experience and Eye-Tracking: Evaluating Visual Website Design for Panel Registration
Jean Guerrettaz, Nielsen; Lauren Walton, Nielsen; Kay Ricci, Nielsen; Tim Oltman, Nielsen

Back to Single-Mode Survey: Reaching Local Government Officials in a Post-Fax Age
Sarah Mills, University of Michigan; Natalie Fitzpatrick, University of Michigan

Q&A (10 minutes)
2:45 PM – 4:15 PM

DePaul

Channeling Our Efforts: Measuring New Forms of Entertainment Media Use

*Moderator:* Timothy Gravelle, Wilfrid Laurier University  
*Discussant:* Kimberly Neuendorf, Cleveland State University

Media Viewership in the Connected World: A Big Data Case Study
Mimi Zhang, Nielsen; Kumar Rao, Nielsen; Jiaquan Fan, Nielsen; Cristina Ion, Nielsen

Who’s on Netflix vs. Hulu vs. Other? A Panel based examination of SVOD users
Shih-Hua Chen, Nielsen; Mimi Zhang, Nielsen; Kumar Rao, Nielsen; Jiaquan Fan, Nielsen

Mobilizing Virtually Networked Nextdoor Neighbors
Brendan Watson, Michigan State University

David vs. Goliath? Is Over-The-Top Challenging Traditional TV? A Case Study
Kamer Toker-Yildiz, Nielsen; Kumar Rao, Nielsen; Cristina Ion, Nielsen; Shihhua Chen, Nielsen

Who’s Watching? A Panel Examination of Over-the-Top Audience
Cristina Ion, Nielsen; Kamer Yildiz, Nielsen; Shih-Hua Chen, Nielsen; Kumar Rao, Nielsen

4:30 PM – 5:30 PM

Lakeview

Annual Member Meeting

MAPOR President Trent Buskirk will lead the annual member and business meeting.

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- RTI International, University of Illinois at Chicago Department of Communication, University of Illinois at Chicago Survey Research Lab, the University of Chicago Survey Lab, and NORC at the University of Chicago for providing projectors and laptops for the session rooms.
- The University of Chicago Survey Lab for providing iPads to support onsite registration.
- Also for providing video and photographic documentation of the conference.
- Myrna Romero of the Liberal Arts and Sciences at the University of Illinois at Chicago for professionally editing the layout of the program.
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