

November 17-18, 2017

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Midwest Association for Public Opinion Research

**42nd Annual
Conference of the
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CONFERENCE AT A GLANCE

FRIDAY, NOVEMBER 17

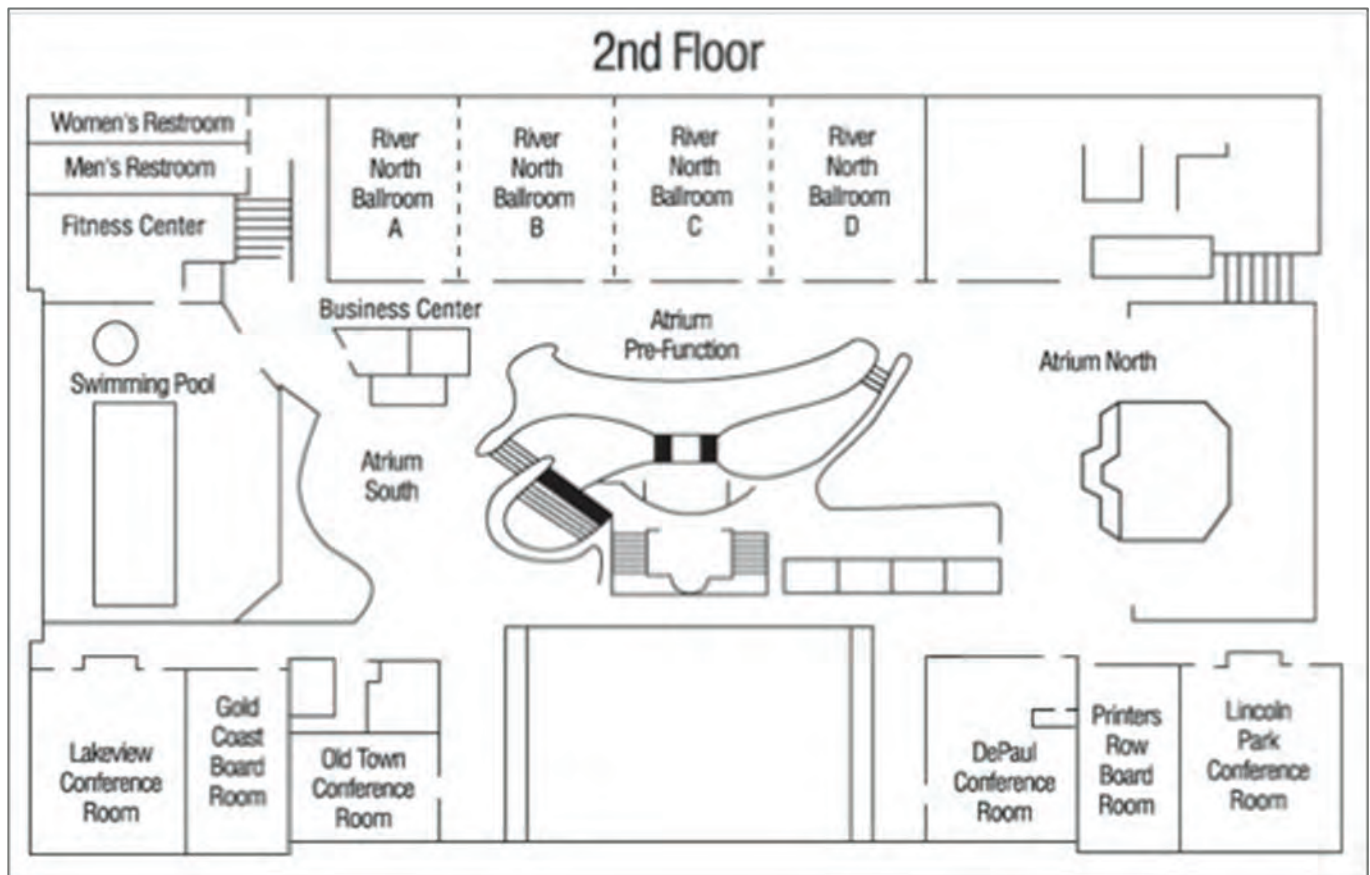
7:30 AM – 8:30 AM	Atrium South	Registration for Short Course Participants
8:00 AM – 6:00 PM	Business Center	Sponsors' Exhibit
8:00 AM – 10:00 AM	Lincoln Park	Short Course Ana Villar, City University of London: Question Design for Cross-Cultural Surveys (registration required)
8:00 AM – 10:00 AM	Lakeview	Interviewer-Respondent Interaction Working Group
8:00 AM – 10:00 AM	DePaul	Machine Learning in Survey Sciences (MMLSS) Working Group
8:00 AM – 10:00 AM	Outside DePaul	Refreshments
8:30 AM – 4:30 PM	Atrium South	General Registration
10:15 AM – 11:45 AM	Lincoln Park Rivernorth A	Time After Time: Considerations for Panel Surveys Faking It or Just Changing Course? New Categories of News
	Lakeview	Is It the Interviewer? New Directions on Interviewer Effects & Behavior
	DePaul	Getting Online, Getting Social: Implications for News Dissemination
12:00 PM – 1:00 PM	Rivernorth BCD	Networking Luncheon: Fajita Buffet (ticket required)
1:15 PM – 2:45 PM	Lincoln Park	New Ways to Engage: Understanding Interactions with Social Media Content
	Rivernorth A	Panel - Community and Business Outlook Surveys: Lessons Learned from Nonrandom Sampling Approaches
	Lakeview DePaul	Money & the Message: Recruiting Respondents From Thinking Out Loud to Artificial Intelligence: Cognitive Pretesting & Questionnaire Development
2:45 PM – 3:00 PM	Outside DePaul	Break and Refreshments
3:00 PM – 4:45 PM	Rivernorth BCD	Student Paper Awards & MAPOR Fellow Announcement Keynote Speaker Mario Callegaro, Google UK, London: The Role of Surveys in the Era of "Big Data"
5:00 PM – 6:00 PM	Atrium	President's Reception (cash bar) Sponsor Tables and Poster Session Student Book Raffle

CONFERENCE AT A GLANCE

SATURDAY, NOVEMBER 18

8:00 AM – 3:00 PM	Atrium South	General Registration
8:00 AM – 10:00 AM	Outside DePaul	Refreshments
8:30 AM – 10:00 AM	Lincoln Park	Assessing the “Why” of Social Media: User Motivations and Consequences
	Rivernorth A	Putting a Pulse on the Public: Opinion in an Electoral Context
	Lakeview	Words Matter: Advances in Questionnaire Wording and Design
	DePaul	Confronting a Web of Problems with Innovation: New Approaches for Online Surveys
10:15 AM–11:45 AM	Lincoln Park	Consider the Source: Navigating the Media Environment
	Rivernorth A	Panel - Resuscitating Framing in a Turbulent Time
	Lakeview	Digging into the Data: The Survey Response Process & Data Quality
	DePaul	Coding Hour - Learning Curve BoostR: An Almost Syntax-Free Introduction to R for Social and Survey Researchers
11:45 AM – 1:15 PM		Lunch (on your own)
1:30 PM – 2:30 PM	Rivernorth BCD	Pedagogy Hour Mollyann Brodie, Kaiser Family Foundation: Polling on Health Care is “Complicated,” Lessons Learned from 25 Years of Research
2:30 PM – 2:45 PM	Outside DePaul	Break and Refreshments
2:45 PM – 4:15 PM	Lincoln Park	Model Behavior: Efficiencies and Advances in Sampling, Recruitment, and Estimation
	Rivernorth A	Prejudice, Perceptions, and Politics: Race and Gender Attitudes
	Lakeview	Public Opinion Around the World
	DePaul	Advances in Survey Methodology
4:30 PM – 5:30 PM	Lakeview	Annual Member Meeting

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DETAILED SCHEDULE | FRIDAY, NOVEMBER 17, 2017

Registration for Short Course Participants	Atrium South	Friday, 7:30 AM – 8:30 AM
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General Registration	Atrium South	Friday, 8:30 AM – 4:30 PM
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Sponsors' Exhibit	Business Center	Friday, 8:00 AM – 6:00 PM
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Refreshments	Outside DePaul	Friday, 8:00 AM – 10:00 AM
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Sponsored by PARC by Langer Research

Short Course (registration required)	Friday, 8:00 AM – 10:00 AM
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Sponsored by the University of Chicago Survey Lab

Ana Villar, City University of London
Question Design for Cross-Cultural Surveys

Lincoln Park

Round Table Discussions	Friday, 8:00 AM – 10:00 AM
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Interviewer-Respondent Interaction Working Group
Organizer: Dana Garbarski, Loyola University Chicago

Lakeview

This roundtable discussion is open to anyone (including students) who is currently studying or interested in the practical details of Interviewer-Respondent Interaction, such as issues involving recording, transcribing, coding, analyzing, and interpreting interaction between interviewers and respondents.

Machine Learning in Survey Sciences Working Group
Organizer: Trent Buskirk, University of Massachusetts-Boston

DePaul

This roundtable discussion is open to anyone (including students) who is currently studying or interested in the practical applications of Machine Learning Methods within the Survey Research process. Examples include applying machine learning methods to make survey data collection more efficient; testing applications of machine learning methods for sample designs; and applying machine learning methods to responsive survey designs.

Time After Time: Considerations for Panel Surveys

Lincoln Park

Moderator: Paul Lavrakas, Independent Consultant

Discussant: Matthew Courser, PIRE

Trends in National Spending Priorities, 1973-2016

Tom Smith, NORC at the University of Chicago

The Effectiveness of Panel Exit Surveys in Providing Feedback for Panel Improvement

Meredith Czaplewski, Nielsen

Adam Gluck, Nielsen

Erin Wittkowski, Nielsen

An Experiment in Panel Recruitment for Spanish Speaking Populations: The AmeriSpeak Case Study

Ilana Ventura, NORC at the University of Chicago

Rene Bautista, NORC at the University of Chicago

David Gleicher, NORC at the University of Chicago

Carolina Milesi, NORC at the University of Chicago

Erlina Hendarwan, NORC at the University of Chicago

Optimal Timing for Incentive Changes in a Long-Standing Panel Survey with High Calling Volume

Iago Santos-Muraro, University of Michigan - Institute for Social Research

Brady West, University of Michigan - Institute for Social Research

James Wagner, University of Michigan - Institute for Social Research

Faking It or Just Changing Course? New Categories of News

Rivernorth A

Moderator: Stewart Coles, University of Michigan

Discussant: Josh Pasek, University of Michigan

How Birds of a Feather Fake News Together

Chris Yim, Loyola University Chicago

Hyun Soon Park, SungKyunKwan University

Inho Park, SungKyunKwan University

Khwan Kim, University of Chicago

Gain Park, SungKyunKwan University

Do People Watch what is not "Mainstream"? A Survey of Ideology and the Mainstream News Label

Megan Duncan, University of Wisconsin-Madison

Network Measures of the Quality of Local News and Information

Brendan Watson, Michigan State University

Conservatives, Underdogs, and the Diffusion of Fake News

Khwan Kim, University of Chicago

Inho Park, Sungkyunkwan University

Gain Park, Sungkyunkwan University

Chris Yim, Loyola University Chicago

Hyun Soon Park, Sungkyunkwan University

Moderator: Jen Durow, American Institutes for Research

Discussant: Ashley Kirzinger, Kaiser Family Foundation

The Impact of Interviewer Effects on Regression Coefficients

Micha Fischer, University of Michigan

Brady West, University of Michigan

Michael Elliott, University of Michigan

Frauke Kreuter, University of Michigan

Does CATI Question Complexity Affect Interviewer and Respondent Contributions to Response Time?

Jerry Timbrook, University of Nebraska Lincoln

Kristen Olson, University of Nebraska Lincoln

Jolene Smyth, University of Nebraska Lincoln

Examining Predictors of Data Falsification in a Face-to-Face Survey

Gabriela Avila, University of Illinois at Chicago

Isabel Farrar, University of Illinois at Chicago

Geoff Parker, University of Illinois at Chicago

Timothy P. Johnson, University of Illinois at Chicago

Memory Retrieval Strategies with Calendar Surveys: A Think-Aloud Procedure

Ben Seloske, University of Nebraska Lincoln

Robert Belli, University of Nebraska Lincoln

Rapport in the Standardized Survey Interview: Responsiveness, Engagement, and Future Participation

Dana Garbarski, Loyola University Chicago

Nora Cate Schaeffer, University of Wisconsin-Madison

Jennifer Dykema, University of Wisconsin-Madison

Ashley Baber, Loyola University Chicago

Ellen Dinsmore, University of Wisconsin-Madison

Moderator: Tim Vance, Murray State University

Discussant: Joe Abisaid, University of Detroit Mercy

Zika Outbreak: Are Social Media Places for Politicizing Public Health?

Christopher Wirz, University of Wisconsin-Madison

Jennifer H. Chung, University of Wisconsin-Madison

Michael A. Xenos, University of Wisconsin-Madison

Dominique Brossard, University of Wisconsin-Madison

Dietram Scheufele, University of Wisconsin-Madison

Presidential Primary Information Seeking in Two Swing States: Beliefs, Attitudes, and Internet Dependency

Lu Wu, University of North Carolina-Chapel Hill

Daniel Riffe, University of North Carolina-Chapel Hill

Martin J. Kifer, Highpoint University

Brian McDonald, Highpoint University

Understanding User Motivations for Joining “Secret” Politically-Oriented Facebook Groups
Carrie O’Connell, University of Illinois at Chicago

Communicating Public Agendas Through Online Comments
Paromita Pain, University of Texas at Austin

Networking Luncheon	Rivernorth BCD	Friday, 12:00 PM - 1:00 PM
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Sponsored by The Nielsen Company

Make new connections, connect with old friends, or network based on different topics and interest groups during a Fajita Buffet. Tables will be marked with topics. Find a table you are interested in to network with other conference attendees!

Paper Session 2	Friday, 1:15 PM – 2:45 PM
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New Ways to Engage: Understanding Interactions with Social Media Content	Lincoln Park
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Moderator: S.R. Gubitz, Northwestern University
Discussant: Keith Zukas, University of Wisconsin-Whitewater

Gauging the Horserace Buzz: How the Public Engages with Election Polls on Twitter
Colleen McClain, University of Michigan
Ozan Kuru, University of Michigan
Josh Pasek, University of Michigan

Who Shared It? How Americans Decide What News to Trust on Social Media
David Sterrett, NORC at the University of Chicago
Dan Malato, NORC at the University of Chicago
Jennifer Benz, NORC at the University of Chicago
Trevor Thompson, NORC at the University of Chicago
Tom Rosenstiel, American Press Institute
Jeff Sonderman, American Press Institute
Kevin Loker, American Press Institute

Mediating the Media: Facebook and the Dissemination of News Online
Paromita Pain, University of Texas at Austin
Victoria Y Chen, University of Texas at Austin

Partisan Evaluation of Political Memes and Its Impact on Willingness to Share
HyungJin Gill, University of Wisconsin – Madison
Moonhoon Choi, University of Wisconsin – Madison



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Chair: Kelly Edmiston, Federal Reserve Bank of Kansas City

By their nature, official economic statistics become available to researchers and policymakers with a lag. Further, official economic statistics often are revised, sometimes multiple times and sometimes significantly. But policymakers and analysts often need much more up-to-date information in order to adequately assess and respond to present economic conditions. Further, they may require information that is not reported in official statistics or through commonly accessed information channels. For example, they may need information about a specific business sector or consumer cohort. To address these concerns, most analysts and policymakers at central banks employ business and community surveys to get near-real-time economic information. Typically these surveys query local business and community leaders, who often are especially well-informed brokers of local economic conditions.

Business outlook surveys have a long history of providing market intelligence. Community outlook surveys have become increasingly important in providing information on economic sustainability in disadvantaged or declining communities. A nearly universal feature of these surveys is that they use nonprobability samples of experts. This approach has yielded a number of benefits: (1) provision of unique economic and community information in real time; (2) validation of the importance of qualitative/textual data in providing policy context, and (3) development of more informed policies and more comprehensive solutions to the local economic challenges that communities face. This panel will describe some of these outlook surveys, how respondent pools are selected, and how the survey data are used. The panel will also explore ways to improve and validate the data and discuss differences and similarities in the performance of the several nonrandom outlook surveys that are presented. Finally, the panel will discuss new methodologies employing hybrid and random sampling frameworks. The panel will end with discussant remarks from a leading public opinion pollster and audience interaction.

Empire State Survey

Jason Bram, Federal Reserve Bank of New York

Business Conditions Survey

Daniel de Munnik, Bank of Canada

Small Business Credit Survey

Claire Kramer, Federal Reserve Bank of New York

LMI Survey

Kelly Edmiston, Federal Reserve Bank of Kansas City

Discussion

Kennon Copeland, NORC at the University of Chicago

Money & the Message: Recruiting Respondents

Lakeview

Moderator: Ned English, NORC at the University of Chicago

Discussant: Kristen Olson, University of Nebraska Lincoln

The Not-So-Lucky Two Dollar Bill: An Experiment that Challenges Standard Protocol

Sarah Mills, University of Michigan Center for Local, State, and Urban Policy (CLOSUP)

Using Noncontingent Incentives in Follow-up Contacts in a Two-Stage Mail Survey

Paul Lavrakas, Independent Consultant
Gerald Dirks, Simmons Research
Lisa Lusskin, Simmons Research
Beth Ponce, Simmons Research
Paul Felstead, Simmons Research

Are Recorded Messages Effective in Persuading Survey Participation?

Heather Schroeder, University of Michigan
Nancy Gebler, University of Michigan

Recruitment of Young Black Men for a Study of Patterns of Violent Victimization

Isabel Farrar, University of Illinois at Chicago Survey Research Laboratory
Timothy P. Johnson, University of Illinois at Chicago Survey Research Laboratory
Henrika McCoy, University of Illinois at Chicago Jane Addams College of Social Work
Emalee Pearson, University of Illinois at Chicago Jane Addams College of Social Work

From Thinking Out Loud to Artificial Intelligence: Cognitive Pretesting & Questionnaire Development

DePaul

Moderator: Robert H. Young, SoundRocket

Discussant: Adam Eck, Oberlin College

Artificial Intelligence - A New Tool for Questionnaire Design?

Scott Crawford, SoundRocket

Findings from Cognitive Testing of the Worker Voice Study

David Gleicher, NORC at the University of Chicago
Tom Kochan, Massachusetts Institute of Technology
Rene Bautista, NORC at the University of Chicago
Angela Fontes, NORC at the University of Chicago

The Development and Testing Journalistic Interviewing Competencies Scale

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

If Pretesting is a Best Practice, Why Are So Few Doing It? An Audit of Medical Education Journals

Colleen Colbert, Cleveland Clinic Lerner College of Medicine of Case Western Reserve University
Judith C. French, PhD, Department of General Surgery, Cleveland Clinic
Alejandro Arroliga, MD, Baylor Scott & White Health

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 Edwards, University of Wisconsin-Madison



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An aerial photograph of a large, diverse crowd of people gathered outdoors, likely at a public event or protest. The crowd is dense and fills the lower half of the image. A green diagonal line separates the top dark grey section from the bottom white section, passing over the crowd.

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Break and Refreshments	Outside DePaul	Friday, 2:45 PM – 3:00 PM
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Enjoy freshly brewed coffee, tea, and water, as well as tasty desserts.

Annual Address	Rivernorth BCD	Friday, 3:00 PM – 4:45 PM
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Presentation of Awards and New MAPOR Fellow Announced

Keynote Speaker: Mario Callegaro, Google UK, London
The Role of Surveys in the Era of “Big Data”

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

Join us for drinks (cash bar) and appetizers and celebrate MAPOR’s 42nd birthday! Posters will be on display, and you can meet some of our sponsors in person.

Student Book Raffle!	Atrium	Friday, 5:30 PM – 6:00 PM
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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:

- Web Survey Methodology
- Newsroom Guide to Polls & Surveys
- The Science of Web Surveys
- Hard-to-Survey Populations
- Social Media, Sociality, and Survey Research
- Handbook of Survey Methodology for the Social Sciences
- Intro to Structural Equation Models using SPSS and AMOS
- Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method

The Poster Session is Sponsored by the University of Wisconsin Survey Center

POSTERS:

1. **The Perception of High School Students in The Gambia Towards The Practice Of F.G.M**
Alieu Sanneh, University of Missouri in St. Louis
2. **Trust, Efficacy and Mode of Participation: Revisiting Gamson Hypothesis in Hong Kong**
Shuning Lu, University of Texas at Austin
3. **Global News Agencies' Coverage of Korean-Japanese Territorial Disputes**
Won Yong Jang, University of Wisconsin at Eau Claire
4. **Exploring Perceptions of the "Moveable Middle" towards Genetically Modified Food**
Erica Ballmer, Purdue University
5. **Segmenting Consumers Using the Food Related Lifestyle Instrument and Political Ideology**
Laura Witzling, University of Wisconsin-Madison; Bret Shaw, University of Wisconsin-Madison
6. **Can ehealth Literacy Bridge Health Disparities Among Minorities?**
Fiona Chew, Syracuse University
7. **The Elephant in the Room: Perceptions of Animal Advocacy Videos on Attitudes, and Behavioral Intent**
Joe Abisaid, University of Detroit Mercy; Jason W. Anderson, Minnesota State University—Moorhead
8. **Therapy vs. Enhancement: Purpose of Edit Shapes Public Opinion of Heritable Human Gene Editing**
Emily Howell, University of Wisconsin-Madison; Patrice Kohl, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison; Michael A. Xenos, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison
9. **Qualitative Content Analysis: US. Newspaper Analysis of Terrorist Attacks in Turkey**
Sevgi Baykaldi, Michigan State University
10. **What is Next for the US and Mexico Differences in the Environmental Agenda?**
Diana Paola Penagos Vásquez, Parametria; Jose Alberto Vera, Parametria; Francisco Abundis Luna, Parametria
11. **The Five Pedagogical Approaches to Teaching Journalistic Interviewing Competencies**
Serena Carpenter, Michigan State University; Anthony Cepak, Michigan State University; Zhao Peng, Michigan State University

The Wisconsin Longitudinal Study | The Midlife in the US III Study | Midwest Young Adult Study
 The National Survey of Families and Households | The Behavioral Risk Factor Surveillance Survey
 The School Leadership for Student Achievement Project | The National Health Measurement Survey
 The Wisconsin Moms Study | Outcomes of Women Undergoing Breast Surgery Study | Study of
 the Health of Wisconsin | The Family Health Study | Public Awareness of Nanotechnology Study
 Mental Health and Substance Abuse Services Study | Pregnancy Risk Assessment Monitoring
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DETAILED SCHEDULE | SATURDAY, NOVEMBER 18, 2017

General Registration	Atrium South	Saturday, 8:00 AM – 3:00 PM
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Refreshments	Outside DePaul	Saturday, 8:00 AM – 10:00 AM
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Sponsored by RTI International

Paper Session 3	Saturday, 8:30 AM – 10:00 AM
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Assessing the “Why” of Social Media: User Motivations and Consequences	Lincoln Park
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Moderator: Patrick Hsieh, RTI International

Discussant: Eulàlia P. Abril, University of Illinois at Chicago

A Comparative Account of How Young People Use Social Media Platforms

Pablo Boczkowski, Northwestern University

Mora Matassi, Harvard University

Eugenia Mitchelstein, Universidad de San Andrés, Argentina

Tinder Use, Motivation, and Perception of Date for College Students

Olivia Bruce, University of Wisconsin-Madison

Maggie Doleschy, University of Wisconsin-Madison

Keegan Hasbrook, University of Wisconsin-Madison

Yangsun Hong, University of Wisconsin-Madison

The Enemy of my Enemy Is My Tweet: A Sentiment Analysis of the #NotTheEnemy Movement on Social Media

Kelsey Whipple, University of Texas at Austin

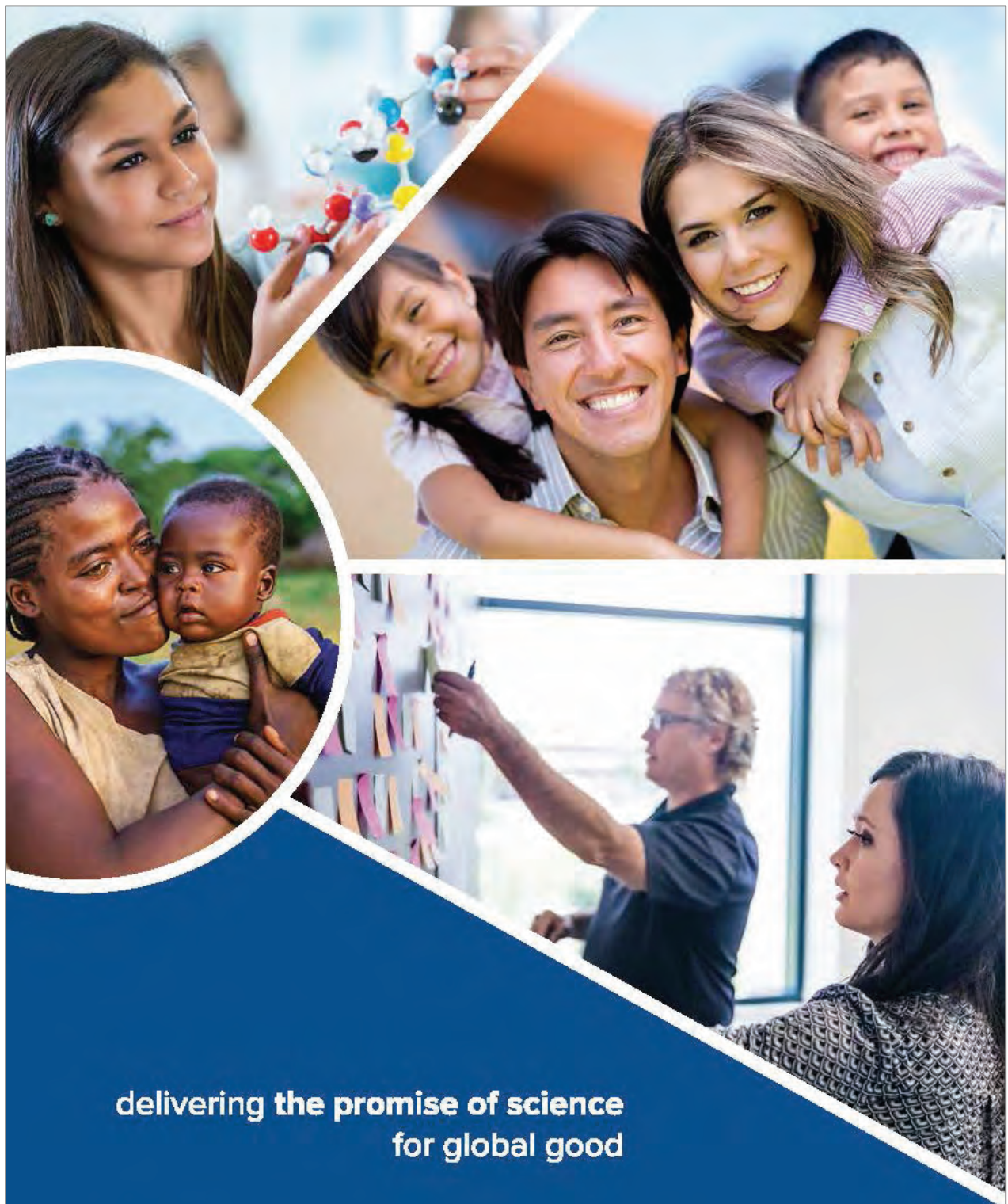
Jeremy Shermak, University of Texas at Austin

Social Media Use and Expressive Participation: Testing a Moderated Mediated Model with Exposure to Disagreement and Self-censorship

Yangsun Hong, University of Wisconsin-Madison

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42nd Annual Conference***

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Moderator: Lee Becker, University of Georgia

Discussant: Ronald Langley, University of Kentucky

Democracy and the “Other”: Outgroup Attitudes and Support for Democratic Institutions

Beyza Ekin Buyuker, University of Illinois at Chicago

Social-Psychological Roots of Trump’s Support in the 2016 Election

George Bishop, University of Cincinnati

Shibboleth of Republican Primary Debates

Tim Vance, Murray State University

Kevin Qualls, Murray State University

Perceptions of Elections in Repeated Exposure to Singular vs Aggregate Evidence of Public Opinion

Ozan Kuru, University of Michigan

Josh Pasek, University of Michigan

Michael Traugott, University of Michigan

How Are You Feeling? The Effects of Emotions on 2016 Political Attitudes

Liz Kantor, NORC at the University of Chicago

Dan Malato, NORC at the University of Chicago

David Sterrett, NORC at the University of Chicago

Marjorie Connelly, NORC at the University of Chicago

Jennifer Benz, NORC at the University of Chicago

Trevor Thompson, NORC at the University of Chicago

Words Matter: Advances in Questionnaire Wording and Design

Lakeview

Moderator: Jerry Timbrook, University of Nebraska Lincoln

Discussant: Patty LeBaron, RTI International

Job Satisfaction vs. Work Satisfaction: A Question Wording Experiment

Tom Smith, NORC at the University of Chicago

Do Closed-Ended Questions Affect Answers to Open-Ended Questions in Mail Surveys?

Kristen Olson, University of Nebraska-Lincoln

Jolene D. Smyth, University of Nebraska-Lincoln

Defining Urbanity: Comparison of Self-Reported Measures to Federal Measures

Ashley Kirzinger, Kaiser Family Foundation

Liz Hamel, Kaiser Family Foundation

Bryan Wu, Kaiser Family Foundation

“Mental Retardation” vs. “Intellectual Disability”: A Mechanical Turk Experiment

Marina Stavrakantonaki, University of Illinois at Chicago, Survey Research Laboratory

Timothy P. Johnson, University of Illinois at Chicago, Survey Research Laboratory

Michael Siciliano, University of Illinois at Chicago

Jerreed Ivanich, University of Nebraska

Georgios A. Skouras, University of Chicago



PROGRAM IN Survey Methodology

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.

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Moderator: Masahiko Aida, Civis Analytics

Discussant: Mario Callegaro, Google UK, London

Technical Considerations for Accessible Web Surveys

Robert H. Young, SoundRocket

Scott D. Crawford, SoundRocket

Julie M. Smith, SoundRocket

Can Previous Response Behavior Predict Future Breakoff in Web Surveys?

Felicita Mittereder, University of Michigan

Should I Stay or Should I Go Now? Adaptive Survey Instruments to Reduce Breakoffs in Online Surveys

Adam Eck, Oberlin College

Antje Kirchner, RTI International

Leen-Kiat Soh, University of Nebraska

Allan L. McCutcheon, University of Nebraska

The WIKI's Not Too Tricky! Comparing Probability and Non-Probability Based Pair-Wise Wiki Surveys

Trent Buskirk, University of Massachusetts Boston, Center for Survey Research

Carol Cosenza, University of Massachusetts Boston, Center for Survey Research

Lauren Cripps, University of Massachusetts Boston, Center for Survey Research

Jacob L Rubinstein, University of Massachusetts Boston



The image shows a logo for Research Support Services (RSS) Inc. The logo consists of a red square with the letters 'rss' in white, followed by a black square with the letters 'inc.' in white. To the right of these squares, the words 'research support services' are written in a large, black, sans-serif font. Below the logo, there is a list of services: 'qualitative • quantitative • survey translation' and 'multilingual • hard-to-reach populations • small business'. At the bottom, there is contact information: '906 ridge ave. evanston il 60202', '847-864-5677', and 'researchsupportservices.com'.

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Consider the Source: Navigating the Media Environment

Lincoln Park

Moderator: Meredith Czaplewski, Nielsen

Discussant: Brendan Watson, Michigan State University

Do Citizens Use The Media More When They Believe The Media Are Free Of Outside Influence?

Lee Becker, University of Georgia

Cynthia English, Gallup

Audris Campbell, Gallup

Tudor Vlad, University of Georgia

How Incivility On Partisan Media (De-)Polarizes the Electorate

S.R. Gubitz, Northwestern University

James Druckman, Northwestern University

Matthew Levendusky, University of Pennsylvania

Ashley Lloyd, Northwestern University

The Role of the Political Self: Implications of Selecting a Non-Traditional Media Environment

Michael Myers, University of Minnesota-Twin Cities

Effects of Fact Checks on Partisan Beliefs and Perceptions of Bias

Albert Gunther, University of Wisconsin-Madison

Lucas Graves, University of Wisconsin-Madison

Yini Zhang, University of Wisconsin-Madison

Ayellet Pelled, University of Wisconsin-Madison

Steven Yidong Wang, University of Wisconsin-Madison

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Organizer: Richard M. Perloff, Cleveland State University

Chair: Leo W. Jeffres, Cleveland State University

Framing is a storied concept. Yet the 2016 election's focus on selective exposure to ideologically-congruent websites and fake news deflected attention from political framing, faddishly suggesting perhaps that the concept is no longer relevant to public opinion. The purpose of this panel is to bring together new streams of research that examine the interface of framing, ideology, and public attitudes, at a time of unprecedented change, in concert with the conference theme. Panel organizer Richard M. Perloff will introduce the topic, calling on an interview with scholar Robert Entman. The first presenter, Dhavan Shah will describe programmatic studies with Douglas McLeod. His talk, entitled "Big Brother Revisited," will highlight research documenting the power of news to render targeted groups suspicious, spurring support for government surveillance. The second panelist, Jiawei Liu, with co-authors, in "New Experimental Framing Findings," will describe research that advances McLeod and Shah's theoretical framework, focusing on new experiments on news frames and public opinion. The next two presenters take a helpful macro turn. Andrew Rojecki, in "Framing and Political Insecurity," will describe a model that links risk exposure perceptions to political action, deriving hypotheses of frame effects for the politics of insecurity. Todd Newman, in "Framing, Ideology, and the Environment," will discuss framing research with Matthew Nisbet, also describing ways ideological arguments are embedded within media climate change frames. Zhongdang Pan, in "Bridge-Building and Frames," will conclude with a broader focus, discussing challenges in forging links among theory, public opinion, and media representations in ways that elide reductionism but emphasize the indispensability of the framing construct.

Big Brother Revisited

Dhavan Shah, University of Wisconsin-Madison

Revisiting the Fragmented Paradigm: A Program for Experimental Framing Effects Research

Jiawei Liu, University of Wisconsin-Madison

Hyesun Choung, University of Wisconsin-Madison

Byung-Gu Lee, University of Wisconsin-Madison

Douglas M. McLeod, University of Wisconsin-Madison

Framing and Political Insecurity

Andrew Rojecki, University of Illinois at Chicago

Framing, Ideology, and the Environment

Todd P. Newman, University of Connecticut

Bridge-Building and Frames

Zhongdang Pan, University of Wisconsin-Madison

Moderator: Fiona Chew, Syracuse University

Discussant: Timothy P. Johnson, University of Illinois at Chicago

Survey Response Effects: Manipulations of Cognitive Ability and Motivation

Allyson Holbrook, University of Illinois at Chicago

Sowmya Anand, University of Illinois at Chicago

Navigating Web Surveys: Experiments with Button Placement and Visual Design

Erin Fordyce, NORC at the University of Chicago

Michael Stern, NORC at the University of Chicago

Ipek Bilgen, NORC at the University of Chicago

An Accessible Survey Option: Who chooses it and does it help?

Julie Smith, SoundRocket

Scott D. Crawford, SoundRocket

Robert H. Young, SoundRocket

Investigating Primacy Effects in IVR Public Opinion Survey Research

Scott Richards, Reconnect Research

Paul J Lavrakas, Independent Consultant

Managing Surveys from Start to Finish

Gary Langer, Langer Research Associates



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Learning Curve BoostR: An Almost Syntax-Free Introduction to R for Social and Survey Researchers

Chairs: Trent Buskirk, University of Massachusetts-Boston
Stas Kolenikov, Abt Associates

R is undoubtedly one of the most popular modern statistical computing environments. While R offers a free implementations of modern statistical methods, there is “no free lunch” as the learning curve for R is often steeper compared to SPSS and Stata. R is challenging to learn because it relies on a command-line interface along with a host of over 10,000 different packages. A successful R user thus has to master not only the basics of the R programming language but also has to learn how to learn new packages on the fly. This Coding Session will help participants learn how to compute descriptive statistics and create graphics available in R using a graphical user interface provided by the R package – Rcommander. This package provides drop-down menu access, similar to SPSS, to common statistical tests, including chi-squared tests and ANOVA, as well as basic graphics including scatterplots, boxplots and histograms. Commands executed via the drop-down menus generate both output as well as R syntax that is pasted into a syntax pane allowing the user to learn syntax quickly.

In this coding session we introduce the Rcommander interface and use it to compute basic descriptive statistics and graphics in real-time. We organize our workflow and capture a running history of our session using the R markdown language which enables reproducible research. We also discuss the basics of the R markdown language with an emphasis on using R within production environments to automate reports. Participants will leave the coding session with immediate experience working within R along with documentation of the session that fuses syntax with output via R markdown. Come and see how you can leverRage the powerR of a gRaphical useR inteRface to climb the leaRning cuRve in R!

Lunch	Saturday, 11:45 AM – 1:15 PM
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On your own

Pedagogy Hour	Rivernorth BCD	Saturday, 1:30 PM – 2:30 PM
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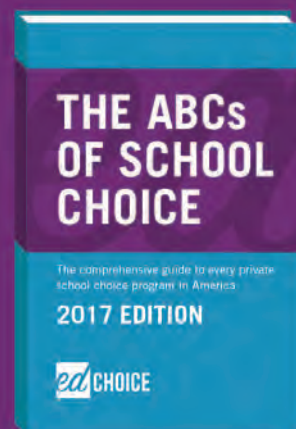
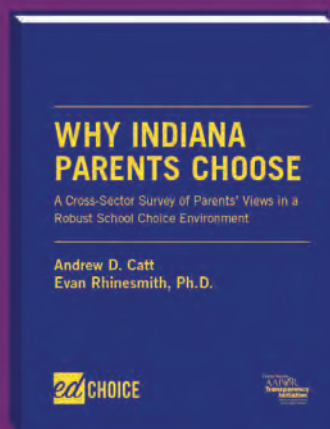
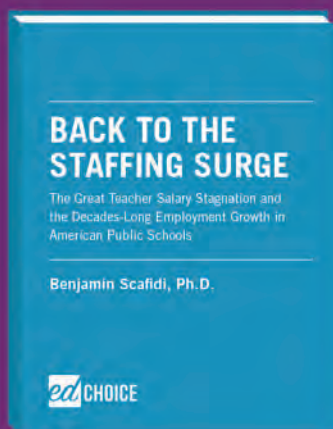
Break and Refreshments	Outside DePaul	Saturday, 2:30 PM – 2:45 PM
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Model Behavior: Efficiencies and Advances in Sampling, Recruitment, and Estimation

Lincoln Park

Moderator: Ilana Ventura, NORC at the University of Chicago

Discussant: Trent Buskirk, University of Massachusetts Boston

Using Missing Data to Impute Missing Data

Micha Fischer, University of Michigan

Felicitas Mittereder, University of Michigan

Response Propensity Modeling to Cost-Effectively Allocate Recruitment Strategies

Paul Lavrakas, Independent Consultant

Gerald Dirks, Simmons Research

Claudette Brazle, Simmons Research

Lisa Lusskin, Simmons Research

Beth Ponce, Simmons Research

Using State-Level Data to Sample Counties

Jen Durow, American Institutes for Research

Melissa Scardaville, American Institutes for Research

Cong Ye, American Institutes for Research

Krishna Winfrey, American Institutes for Research

Cellular RDD - Efficiency Gains through Disproportionate Stratified Sampling

Ashley Hyon, Marketing Systems Group

Small Area Estimation of Presidential Vote Share

Masahiko Aida, Civis Analytics

Prejudice, Perceptions, and Politics: Race and Gender Attitudes

Rivernorth A

Moderator: Ozan Kuru, University of Michigan

Discussant: David Sterrett, NORC at the University of Chicago

Resistance to “Political Correctness” as Moral License to Endorse Racial Prejudice

Alexandra Filindra, University of Illinois at Chicago

Survey Says?: Racial Differences in Perceptions of Policing in Durham, North Carolina

Caroline Efird, UNC Gillings School of Global Public Health

Arshya Gurbani, UNC School of Media and Journalism

Framing Refugee Crises in Mass News Media: An Analysis of Episodic and Thematic Framing

Keith Zukas, University of Wisconsin-Whitewater

Panagiotis Liapis, Carroll University

Measuring Sentiment in Tweets about Feminism and Women’s Rights as a Measure of Culture

William Scarborough, University of Illinois at Chicago

Race and Sex Stereotypes: How Stereotypes of Blacks and Women Erase and Exclude Black Women

Stewart Coles, University of Michigan

Josh Pasek, University of Michigan

Moderator: Liz Kantor, NORC at the University of Chicago

Discussant: Tom Smith, NORC at the University of Chicago

Understanding the Declining Public Opinion of Islam in Muslim Countries

Fatima Al Salem, Kuwait University

Enas Salmeen, Kuwait University

The Rise of Authoritarianism in America: Electoral Behavior in the United States and Mexico

Diana Paola Penagos Vásquez, Parametria

Jose Alberto Vera, Parametria

Francisco Abundis Luna, Parametria

The Roles of Perceived Candidate Honesty and Effectiveness in Voter Choices

Kimberli Conro, Middle Tennessee State University

Ken Blake, Middle Tennessee State University

Jason Reineke, Middle Tennessee State University

How Demographics and Geography Affect Social Trust: Evidence from a Community Survey

Matthew Case, University of Illinois Springfield

Cindy Jones, University of Illinois Springfield



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Moderator: Erin Fordyce, NORC at the University of Chicago

Discussant: Rene Bautista, NORC at the University of Chicago

Multitasking and Data Quality: Lessons from a Statewide Dual-Frame Telephone Survey

Eva Aizpurua, University of Northern Iowa

Ki H. Park, University of Northern Iowa

Erin O. Heiden, University of Northern Iowa

Jill Wittrock, University of Northern Iowa

Mary E. Losch, University of Northern Iowa

Do You Know What I Think You Know? Measuring Political Knowledge in a Mixed Mode Context

Colleen McClain, University of Michigan

Ted Brader, University of Michigan

Matthew DeBell, Stanford University

Lauren Guggenheim, University of Michigan

Validating Relationships across Web and Phone Surveys

Michael Sadowsky, Civis Analytics

Inferring User Location through Multiple Attributes of Twitter Data

Carrie O'Connell, University of Illinois at Chicago

How to Hook Respondents to Take Your Survey

Dan Rangel, Survox

Allen Porter, Survox

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- NORC at the University of Chicago, RTI International, University of Illinois-Chicago Survey Research Lab, and The University of Chicago Survey Lab for providing laptops for the session rooms.
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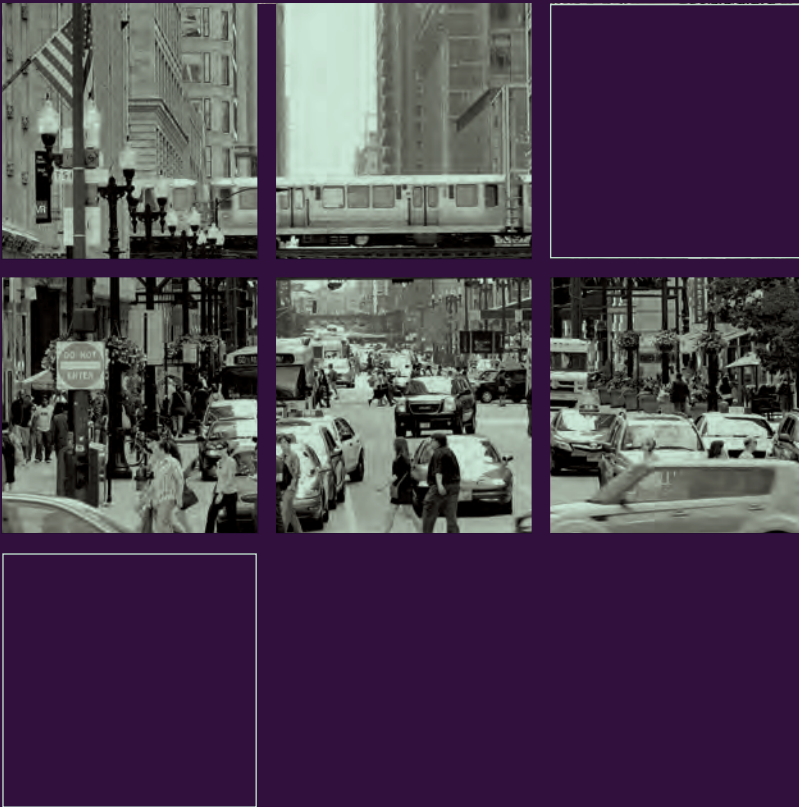
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