

Midwest Association
for Public Opinion Research



Embracing a Diverse Future in Public Opinion Research

(Interim Program)

**November 16-17, 2018
Embassy Suites Downtown Chicago
600 N. State Street
Chicago, IL 60654**

CONFERENCE AT A GLANCE

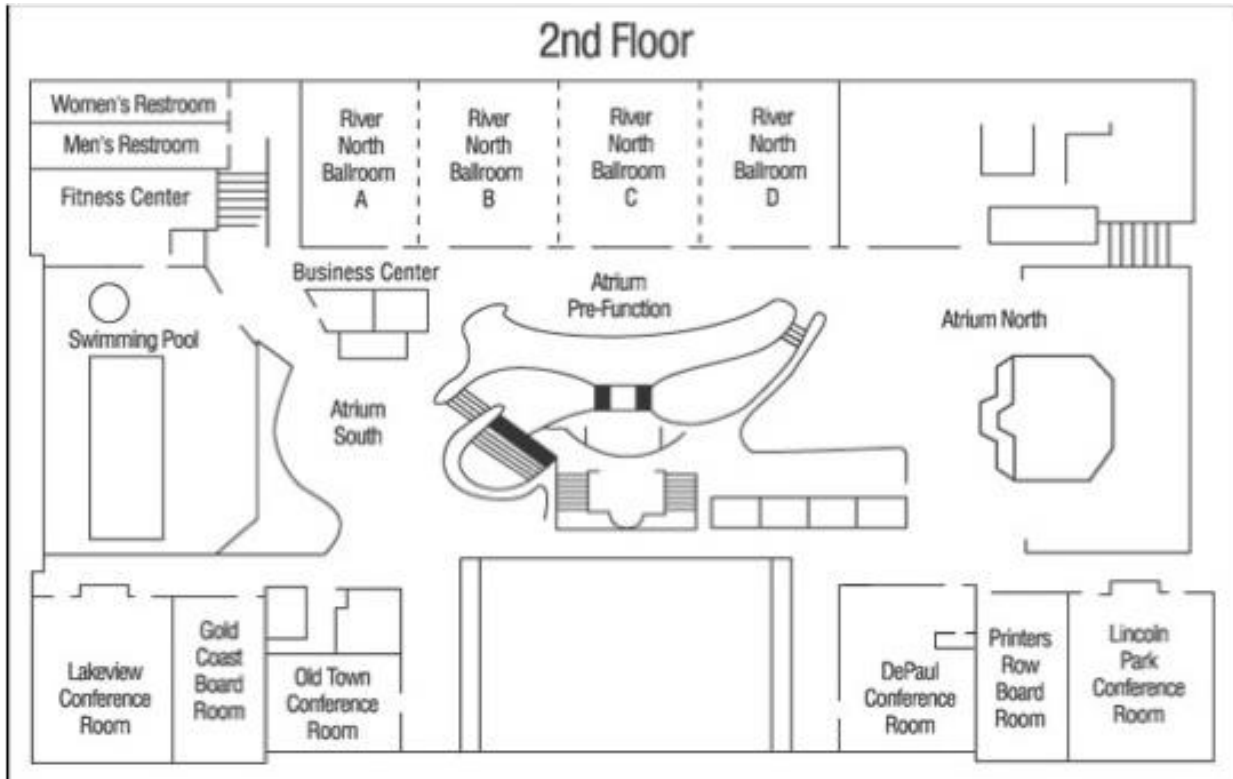
FRIDAY, NOVEMBER 16

7:30 AM – 8:30 AM	Atrium South	Registration for Short Course Participants
7:40 AM – 10:00 AM	Outside DePaul	Refreshments
8:00 AM – 6:00 PM	Business Center	Sponsor’s Exhibit
8:00 AM – 10:00 AM	Lincoln Park	Short Course Stephanie Eckman, RTI International: “Collection and Use of Location Data in Surveys” (registration required)
8:00 AM – 10:00 AM	Lakeview	Interview-Respondent Interaction Working Group
8:30 AM – 4:30 PM	Atrium South	General Registration
10:15 AM – 11:45 AM	DePaul Lakeview Lincoln Park Rivernorth A	Effects of Social Media on Politics and Opinion Panel Women and Leadership in Public Opinion and Survey Research Journalism, Media, Politics, and Public Opinion Research Frontiers in Web and Mobile Surveys
12:00 PM – 1:00 PM	Rivernorth BCD	Networking Lunch Buffet (ticket required)
1:15 PM – 2:45 PM	DePaul Lakeview Lincoln Park Rivernorth A	Measuring and Analyzing Identity and Diversity in Public Opinion From Calling you (Again) to Analyzing the Data: Advances in Survey Methodology Briefs New Methods for Interviewing Respondents and Assessing Interview Quality Message Framing in News Media and Its Social Impacts
2:45 PM – 3:00 PM	Outside DePaul	Break and Refreshments
3:00 PM – 4:45 PM	Rivernorth BCD	Student Paper Awards & MAPOR Fellow Keynote Speaker Jennifer Agiesta, CNN The Numbers in the News: On Polling for the Public
5:00 PM – 6:00 PM	Atrium South	President’s Reception (Cash Bar) Sponsor Tables; Poster Session; Student Book Raffle

SATURDAY, NOVEMBER 17

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	DePaul	Social Media and Social Movements
	Lakeview	Panel Public Opinion and Media in Disbelieving America: Democracy in the Crosshairs?
	Lincoln Park	Briefs Computational, Statistical, and Substantive Advances in Social Science Research
	Rivernorth A	Methodological Advances in Sampling and Analysis
10:15 AM–11:45 AM	DePaul	Matters of Mode: Survey Design Elements and their Effects
	Lakeview	Public Opinion and Communication about Science and the Environment
	Lincoln Park	Measuring Public Opinion and Attitudes
	Rivernorth A	Considering Culture: Cross-Cultural Survey Research
11:45 AM – 1:15 PM		Lunch (on your own)
1:30 PM – 2:30 PM	Rivernorth BCD	Pedagogy Hour Colm O’Muirheartaigh, NORC at University of Chicago and the Harris School of Public Policy Research at the University of Chicago Predicting and Understanding Nonresponse
2:30 PM – 2:45 PM	Outside DePaul	Break and Refreshments
2:45 PM – 4:15 PM	DePaul	Briefs Fake News and Misinformation
	Lakeview	Briefs Advancing our Understanding of Novel Constructs and Designs
	Lincoln Park	Reaching the Hardest to Reach: New Techniques and Tough Questions
	Rivernorth A	Panel Gender Inclusivity in Market Research
4:30 PM – 5:30 PM	Lakeview	Annual Member Meeting

Map of the Embassy Suites



Conference Sponsors

MAPOR acknowledges and thanks the following organizations for sponsoring the 2018 conference. Your support ensures that MAPOR can continue to offer a successful conference each year!

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| KnowledgePanel | NPC | SSI |

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MAPOR Officers

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DETAILED SCHEDULE | FRIDAY NOVEMBER 16, 2018

Refreshments — Outside DePaul **Friday, 7:40 AM – 10:00AM**

Sponsored by KnowledgePanel

Short Course (registration required) **Friday, 8:00 AM – 10:00AM**

Sponsored by the University of Chicago Survey Lab

Stephanie Eckman, RTI International **Lincoln Park**
Collection and Use of Location Data in Surveys

Round Table Discussion **Friday, 8:00 AM – 10:00AM**

Interviewer-Respondent Interaction Working Group **Lakeview**
Organizer: Kristen Olson, University of Nebraska-Lincoln

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.

Paper Session 1 **Friday, 10:15 AM – 11:45 AM**

Effects of Social Media on Politics and Public Opinion **DePaul**

Moderator: Shreenita Ghosh, University of Wisconsin-Madison

What Drives Virality on Social Media?

Aman Abhishek, University of Wisconsin-Madison

News Feeds and Salience: How SNS Use Feeds News Awareness

Benjamin Burnley, Middle Tennessee State University; Jason Reineke, Middle Tennessee State University; Kenneth Blake, Middle Tennessee State University

SNS, Fandom, and New Enjoyment: Can People Love a Celebrity Without Having Pleasure?

Hyunsuk Jang, Sungkyunkwan University

Reaching Diverse Audiences: LGBT Activists on Social Media in Taiwan and India

Paromita Pain, University of Nevada-Reno; Victoria Y Chen, National Chung Cheng University;

The Influence of News Choice, Social Media Use, and Social Media Activism on Political Participation

Dannie Parker, University of Georgia; Matt Binford, University of Georgia;

An Exploration of How Politicians Construct Image on Facebook

Zhao Peng, Michigan State University; Apoorva Joshi, Michigan State University; Soo Young Shin, Michigan State University

Panel: Women and Leadership in Public Opinion and Survey Research

Lakeview

Chair: Dana Garbarski, Loyola University Chicago

The panelists will discuss women and leadership in public opinion and survey research. Topics include paths to leadership, approaches to leadership, the dynamics of gender and leadership in our various fields, and where leadership in these fields is going in the future. The panel discussion is followed by time for audience Q and A.

Panelists:

Jennifer Agiesta, CNN
Patricia Moy, University of Washington
Nora Cate Schaeffer, University of Wisconsin-Madison
Anna Wiencrot, NORC

Moderator: Dana Garbarski, Loyola University Chicago

Journalism, Media, Politics, and Public Opinion

Lincoln Park

Moderator: Laura Brown, Middle Tennessee State University

Democracy and the “Other”: Outgroup Attitudes and Support for Anti- Democratic Norms

Bezya Ekin Buyuker, University of Illinois-Chicago

Unintentional Silencing: Effects of Negative Elite Coverage on Public Deliberation

Jessica Collier, University of Texas-Austin

Mainstream Media Effects and Public Opinion in China

Lu Fan, Southern Illinois University-Carbondale

Attitudes Toward Syrian Refugees: The Compounded Effects of Economic and Cultural Threat

Alexandra Filindra, University of Illinois-Chicago; Rita Nasser, Indiana University-Bloomington; Loren Collingwood, University of California Riverside

“You Will Not Replace Us”: White Backlash to Minority Inclusion in Popular Fiction

Sam Gubitz, Northwestern University; Denzel Avant, Northwestern University

Reciprocity Now, Serenity Later? Journalists’ Attitudes about Audience Engagement

Jason Martin, DePaul University

Moderator: *Brendan Watson, Michigan State University*

Discussant: *Matthew Courser, PIRE*

Trends in College Student Web Surveys: 15 Years of Clicking

Angela Baker, SoundRocket; Scott D. Crawford, SoundRocket; Julie M. Smith, SoundRocket

Enhanced Mobile Optimization: An Experimental Design

Scott D. Crawford, SoundRocket; Dayna S. Wientraub, Rutgers University-New Brunswick; Robert H. Young, SoundRocket; Ronald J. Plunkett, SoundRocket

Unexpected Benefits of Accessibility Options in Web-based Surveys

Jillian A. Hunsanger, SoundRocket; Scott D. Crawford, SoundRocket; Jane Berliss-Vincent, University of Michigan; Katrina Wade-Golden, University of Michigan Office of Diversity, Equity & Inclusion

Feedback in Mixed Device Studies

Katharina Meitinger, GESIS; Henning Silber, GESIS; Jessica Daikeler, GESIS; Christoph Beuthner, GESIS

Evaluating Response Quality in Conference Feedback: An Experiment in Timing of Web Survey Request

Justine Yeo, Nebraska Department of Education; Kunal Dash, Nebraska Department of Education

Sponsored by Question Pro

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

Measuring and Analyzing Identity and Diversity in Public Opinion**DePaul**

Moderator: Debra Rusz, Michigan State University

Diversity, Measures and Samples: What We Miss by Focusing on Macro-level Volume

Joseph Cabosky, University of North Carolina-Chapel Hill

How (Some) Latinos Become White: Phenotype, Racial Prejudice, and Policy Consequences

Eduardo Salinas, NORC at the University of Chicago

Dealing a Race Card: Does It Pay for Black Candidates to Derogate the In-Group?

Tabitha Bonilla, Northwestern University; Alexandra Filindra, University of Illinois-Chicago

Intersectional Policy Frames & Women's Public Opinion

Margaret Brower, University of Chicago

The Measurement of Sexual Attraction and Gender Expression: Cognitive Interviews with Queer Women

Dana Garbarski, Loyola University Chicago; Dana LaVergne, University of Massachusetts-Boston

Diversity in the STEM Workplace: Attitudes and Experiences

Nikki Graf, Pew Research Center

***Moderator:** Jessica Graber, US Census Bureau*

***Discussant:** Kristen Olson, University of Nebraska-Lincoln*

Effects of Statistical Adjustments for Subgroup Differences in Non-Probability Sample Web Surveys

Fernanda Alvarado-Leiton, University of Michigan; Sunghee Lee, University of Michigan

Patient Experience Surveys as a Communication Mechanism

Robert Ksiazek, Ipsos; Libby Snow, Ipsos; Joann Franzen, Ipsos; Randall Goldammer, Ipsos

The Effects of Adding a Mailback Questionnaire to Supplement CAWI Data Collection in an Addressed-Based Sample Survey

Paul Lavrakas, Independent Consultant; Mark Mailloux, University of Wisconsin Extension; John Stevenson, University of Wisconsin Survey Center; Nadia Assad, University of Wisconsin Survey Center; Kelly Elver, University of Wisconsin Survey Center

Cell Phone Call Patterns in the Surveys of Consumers Attitudes

Raphael Nishimura, University of Michigan; Z. Tuba Suzer-Gurtekin, University of Michigan; Grant Benson, University of Michigan

Design-based Approaches to Adjust for Complex Sampling Scheme in Additive Hazards Models

Ali Rafei, ISR-University of Michigan; Yan Li, Joint Program of Survey Methodology-University of Maryland

Moderator: Colleen McClain, University of Michigan

**Using Life History Calendars to Improve Measurement of Lifetime Experience
with Psychiatric Disorder**

Stephanie Chardoul, University of Michigan, Survey Research Center; William Axinn,
University of Michigan, Survey Research Center; Heather Gatny, University of
Michigan, Survey Research Center; Dirgha Ghimire University of Michigan,
Population Studies Center

Observations from Interviewing Refusals: Timing is Everything

Jim Clinton, Nielsen; Megan Walsh, Nielsen

**Interviewers' Observations and Data Quality: Findings from a Dual-frame
Telephone Survey**

Erin O. Heiden, Center for Social and Behavioral Research, University of Northern
Iowa; Ki H. Park, Center For Social and Behavioral Research, University of Northern
Iowa; Eva Aizpurua, Trinity College Dublin; Mary Losch, Center for Social and
Behavioral Research, University of Northern Iowa

**The Effects of Flexible Memory Searches on Data Quality: Event History Calendar
Method**

Jinyoung Lee, University of Nebraska-Lincoln; Robert F. Belli, University of
Nebraska-Lincoln

**Incomplete Timelines in Calendar Interviews: An Audit Trail Analysis of the 2014
SIPP**

Benjamin Seloske, University of Nebraska-Lincoln; Robert Belli, University of
Nebraska-Lincoln

**Misperceptions Matter: Measuring Race-related Attitudes and Perceptions of
Interviewer Race**

Daniel Thaler, Michigan State University Office for Survey Research; Paul Lavrakas,
Independent Consultant; Lin Stork, Michigan State University Office for Survey
Research; Delicia Solis, Michigan State University Office for Survey Research

**Does Partner Presence Affect Estimates of Heterosexuals' Attitudes towards
Homosexuality?**

Jerry Timbrook, University of Nebraska-Lincoln

Moderator: Dannie Parker, University of Georgia

Civic Participation and News Industry Disruption: Assessing Societal Effects of Shifting Business Models

Laura Brown, Middle Tennessee State University; Kenneth Blake, PhD, Middle Tennessee State University; Jason Reineke, PhD, Middle Tennessee State University

Health Frames of E-Cigarettes in Newspapers—A Pilot Study

Chia-I Hou, National Taiwan University; Jiun-Hao Wang, National Taiwan University; Kun-Sun Shiao, National Taiwan University

Impact of Individuals' Media Source Diversity: Evidence from the 2012 and 2016 Presidential Campaign

Xinle Jia, University of Wisconsin-Madison; Zongdang Pan, University of Wisconsin-Madison; Fangjing Tu, University of Wisconsin-Madison

Effects of Anger-inducing Political Messages

Clara Juarez-Miro, University of Minnesota; Michael Myers, University of Minnesota

Beyond the Accessibility Bias: Message Content as the Root of Agenda-Setting, Priming and Framing

Byunggu Lee, University of Wisconsin-Madison; Jiawei Liu, University of Wisconsin-Madison; Hyesun Chong, University of Wisconsin-Madison; Douglas McLeod, University of Wisconsin-Madison

Diffusion, Acceptance, Optimism: Institutional and Individual Antecedents of African Citizens' Opinions about Press Freedom

Jason Martin, DePaul University

Break and Refreshments	Outside Depaul	Friday, 2:45 PM – 3:00 PM
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Sponsored by MSG

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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Sponsored by NORC at the University of Chicago

Presentation of Awards and New MAPOR Fellow Announced

Keynote Speaker | Jennifer Agiesta, CNN
The Numbers in the News: On Polling for the Public

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

Join us for drinks (cash bar) and appetizers and celebrate MAPOR's 43rd birthday! Posters will be on display, and you can meet some of our sponsors in person.

Posters:

Sponsored by the University of Wisconsin Survey Center

1. **The President is in: Public Opinion and the Presidential Use of Twitter**
Paromita Pain, University of Nevada-Reno; Dr. Gina M. Chen, The University of Texas at Austin
2. **Religious Extremism: A Survey on Sectarian Islamic organizations in The Gambia**
Alieu Sanneh, University of Missouri-St. Louis
3. **Gender Inequality in the United States and Mexico. A Contrast From the Perspective of Public Opinion**
Diana Penagos Vasquez, Research Academic Coordination; Francisco Abundis Luna; José Alberto Vera Mendoza
4. **A View from Out of the Blue: The Effects of Unexpected Frames**
Andrew Thompson, Northwestern University
5. **Examining the Effect of Twitter's Social Endorsements on the Partisan Selective Exposure Among Students**
Mohammad Alotaibi, Southern Illinois University-Carbondale
6. **Automated Model Selection within Sequential Imputation of Missing Data for High-Dimensional Data Sets**
Micha Fischer, University of Michigan
7. **Design & Use of a Survey Embedded Secure Upload Portal**
Julie M. Smith, SoundRocket; Robert H. Young, SoundRocket; Kira O. McCabe, Department of Psychology & Human Development, Vanderbilt University; David Lubinski, Department of Psychology & Human Development, Vanderbilt University
8. **You're Killing it: The Portrayal of Females' Fitspo Body Images on Instagram**
Dania Aljouhi, The University of Illinois-Chicago
9. **Exploring Activism: Testing the Theory of Situational Support in Diverse Political Contexts**
Brooke McKeever, University of South Carolina; Robert McKeever, University of South Carolina; Lucinda Austin, University of North Carolina-Chapel Hill
10. **Just Spell the Name Right**
Tim Vance, Murray State University
11. **Examining News Media References of Mental Illness in the Wake of Mass Shooting Events**
Joshua Hollibush, Middle Tennessee State University; Dr. Jason Reineke, Middle Tennessee State University; Dr. Ken Blake, Middle Tennessee State University
12. **Adults With IDD Empower Their Financial Well-Being: A Transformative Mixed Methods Proposal**
Allison D'Aguilar, Virginia Commonwealth University
13. **When Do Sport Starts Shine? The Roles of Placement, Product Category, and Game Result**
Kibum Youn, Colorado State University
14. **A Quantitative Study on the Political Fandom in South Korea**
Namhoon Jeong; Jinhyun Seo

Sponsored by NPC

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

DETAILED SCHEDULE | SATURDAY NOVEMBER 17, 2018

Refreshments	Outside DePaul	Saturday, 8:00 AM – 10:00AM
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Sponsored by RTI International

Paper Session 3	Saturday, 8:30 AM – 10:00 AM
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Social Media and Social Movements

DePaul

***Moderator:** Aman Abhishek, University of Wisconsin-Madison*

News on Social Media: Engaging Readers and Building News Brands

Victoria Y. Chen, National Chung Cheng University, Taiwan; Paromita Pain, University of Nevada-Reno

Agenda and Frame Setting in Social Media Movement - The Case of Science March

Junhan Chen, University of Wisconsin-Madison; Juwon Hwang, University of Wisconsin-Madison; Ran Tao, University of Wisconsin-Madison

The Boomerang Effect for Online Social Movement: A Case Study of #metoo Event

Shreenita Ghosh, University of Wisconsin-Madison; Ellie Fan Yang, University of Wisconsin-Madison

Social Media and Social Movement

Chia-I Hou, National Taiwan University; Jiun-Hao Wang, National Taiwan University; Kun-Sun Shiao, National Taiwan University

Understanding Patient Satisfaction in the Prosumer Age

Qiwei Wu, Texas A&M University

CEO Standing-out on Twitter, is it True to its Name as CEO Activism?

Chris Yim, Loyola University Chicago; Khwan Kim, University of Chicago

Chair: Richard Perloff, Cleveland State University

Democracy is in ideological tatters; there is no center to hold; illiberal democracies without rights and liberties are on the rise; money, media, and masses of people tethered to like-minded partisan social media are destroying the fabric of civil society on which democracies rely to prevent the erosion of civic norms.

These themes, the focus of recent scholarly books, invite thoughtful consideration by experts on media, marketing, and public opinion. This panel, composed of a disciplinarily diverse panel of outstanding Chicago-area scholars, congenial with the conference theme, blends normative issues with empirical research to illuminate the crisis in democracy and public opinion du jour

After a short introduction by Richard M. Perloff, political communication scholar at Cleveland State, DePaul marketing expert Bruce Newman begins with a panoramic view of politics, examining politics in an age of branded imagery, laying out the potential and perils of candidate-branded political marketing. University of Chicago political scientist Eric Oliver follows, calling on his research on Trump's anti-expertise rhetoric in an America rife with increasing public acceptance of false information. He contrasts the dark national political environment with more salutary local elections.

UIC political scientist Alexandra Filindra, with an eye on symbolic politics, reviews her disturbing research-based evidence of how prejudice lacerates egalitarian norms, notably ways that media-primed racial resentment underpins whites' attitudes toward guns. Turning a more micro lens on partisanship, political scientist John Bullock of Northwestern explores the complex dynamics of survey findings on partisanship and real vs. illusory evidence of belief polarization. Ending on perhaps a more hopeful, but certainly multitudinous, note, Northwestern journalism professor Stephanie Edgerly reviews her research on the civic network connections of adolescents and surprisingly diverse political communication repertoires among youth. All this should stimulate thoughtful discussion.

A Scholarly Overview of Democracy's Deficiencies: Real? Overdrawn? Both of the Above?

Richard M. Perloff, Cleveland State University

Democracy in an Era of Manufactured Brand Images

Bruce Newman, DePaul University,

Extremism and Support for Democratic Norms in the U.S.

Eric Oliver, University of Chicago,

Of Regimes and Rhinoceroses: Immigration, Outgroup Prejudice, and the Micro-Foundations of Democratic Decline

Alexandra Filindra, University of Illinois at Chicago

Partisan Bias in Factual Beliefs about Politics

John G. Bullock, Northwestern University

Unequal from the Start? Youth Media Repertoires and the Democratic Consequences

Stephanie Edgerly, Northwestern University

Moderator: Weifeng Zhong, American Enterprise Institute

The Politics of Sexual Harassment & Millennial Evaluations of Politicians

Margaret Brower, University of Chicago

Examination of Profile Data Updates in Probability-based Panel Studies

Qianyin Huang, NORC at the University of Chicago; Ipek Bilgen, NORC at the University of Chicago; J. Michael Dennis, NORC at the University of Chicago

Using Natural Language Processing to classify patient experience comments

Robert Ksiazek, Ipsos; Randall Goldammer, Ipsos; Mark Polyak, Ipsos

What Type of “Truth” is Out There? 'Ground Truthing' Socio-Demographic Predictions from Social Media Data

Colleen McClain, University of Michigan; Zeina Mneimneh, University of Michigan; Lisa Singh, Georgetown University; Trivellore Raghunathan, University of Michigan

Improving Rotation Group Bias in the Current Population Survey Using a Modified Hidden Markov Model

Ali Rafei, Survey Methodology Program, ISR, University of Michigan

Advancing Methods and Substance by Applying the Multi-level, Multi-Source (MLMS) Approach to the 2016 General Social Survey

Tom W. Smith, NORC at the University of Chicago

Comparing Coding of Interviewer Question-Asking Using Recurrent Neural Networks to Human Coders

Jerry Timbrook, University of Nebraska-Lincoln; Adam Eck, Oberlin College

Computational Techniques for Developing Search Strings to Retrieve Discourse, Public Opinion

Brendan Watson, Michigan State University

Moderator: Raphael Nishimura, University of Michigan

How Many Turtles Are in the Pond?: Application of Capture-Recapture Framework for the Analysis of Web Panelists

Masahiko Aida, Civis Analytics; Nick Marchio, Civis Analytics; Allison Sullivan, Civis Analytics

Imputation of Missing Data under a NMAR Assumption – Incorporating Missing Patterns in Covariates

Micha Fischer, University of Michigan; Felicitas Mittereder, University of Michigan

Variance Estimation for Respondent Driven Sampling Data

Ai Rene Ong, University of Michigan; Sunghee Lee, University of Michigan; Michael Elliot, University of Michigan

What is in Play? Applying TSE Framework to a National Probability-Based Sample of Public Playground

Ki Park, UNI-CSBR; Andrew Stephenson, UNI-CSBR; Eva Aizpurua, UNI-CSBR; Mary Losch, UNI-CSBR; Ashley Hyon, MSG

Examining the Effect of Financial Incentives on Item Nonresponse via Propensity Score Analysis

Iago Santos Muraro, University of Michigan/Michigan State University;

Who Optes In to Online Survey Panels?

Allison Sullivan, Civis Analytics

**Matters of Mode: Survey Design Elements
and Their Effects**

DePaul

Moderator: Daniel Thaler, Michigan State University

Discussant: Kevin Ulrich, University of Chicago Survey Lab

Perceived Respondent Burden Differences between Paper and Web Questionnaires

Caitlin Beach, University of Michigan

**Effects of Sequential Prepaid Incentives and Cover Letter Appeals on
Participation and Data Quality**

Vicki Lein, University of Wisconsin Survey Center; Jennifer Dykema, University of Wisconsin Survey Center; John Stevenson, University of Wisconsin Survey Center

**Grids vs. Item-by-Item Design & Visual Design for a Mixed Mode Web Push Survey
on Nondifferentiation**

Kristen Olson, University of Nebraska-Lincoln; Jolene D. Smyth, University of Nebraska-Lincoln

**Exploring the Methodological Tradeoffs of Mixed-Mode Surveys with an
Experimental Design**

David Sterrett, NORC at the University of Chicago; Dan Malato, NORC at the University of Chicago; Ipek Bilgen, NORC at the University of Chicago; Jennifer Benz, NORC at the University of Chicago; Vicki Pineau, NORC at the University of Chicago

Fewer Pages or Respondent-Friendly Design: Which Leads to Higher Response?

Lindsey Witt-Swanson, University of Nebraska-Lincoln; Quan Zhou, University of Nebraska-Lincoln; Jolene D. Smyth, University of Nebraska-Lincoln

**Public Opinion and Communication about Science
and The Environment**

Lakeview

Moderator: Tomoko Okada, University of Wisconsin-Madison

**Poll Trends: U.S. Perceptions of Infectious Disease Outbreaks & Global Health
Threats**

Sarah Clifford, University of Wisconsin-Madison; Christopher D. Wirz, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison; Michael A. Xenos, University of Wisconsin-Madison

**Turn off that Faucet: An Analysis of Conservation and the Integrated Model of
Behavioral Prediction**

Derrick Holland, Texas Tech University

**Proximity (Mis)perception: Public Awareness of Nuclear, Refinery, Fracking and
GM Crop Sites**

Benjamin Lyons, University of Exeter; Heather Akin, University of Missouri; Talia Stroud, University of Texas

From Public Opinion to Private Actions: A Psychological Distance Perspective

Gain Park, Sungkyunkwan University; Jisoo Kim, Sungkyunkwan University; Hyunsoon Park, Sungkyunkwan University

Public Opinion of Evolution: Using Science and Beliefs to Understand the World

Kathleen Rose, University of Wisconsin-Madison; Michael Xenos, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; Dietram Scheufele, University of Wisconsin-Madison

Fish Farming in the Midwest: Public Opinion, Media, and Geography

Laura Witzling, Iowa State University; Shiyu Yang, University of Wisconsin-Madison; Bret Shaw, University of Wisconsin-Madison; Kristin Runge, UW-Extension; Deidre Peroff, UW-Sea Grant; Chris Hartleb, UW-Stevens Point

Measuring Public Opinion and Attitudes

Lincoln Park

Moderator: Jessica Collier, University of Texas at Austin

Predicting Biased Behavior with Implicit Attitudes: Results from a Voting Experiment

Tabitha Bonilla, Northwestern University; Cecilia Mo, University of California-Berkeley

“No Condoms in My Entertainment”: Public Opinion, Government Regs & The Diversity of Preferences

Joseph Cabosky, UNC-Chapel Hill; Kyla Garrett Wagner, UNC-Chapel Hill

Developing a Framework to Measure the Effectiveness of South Korean Propaganda towards the North

Won Yong Jang, University of Wisconsin at Eau Claire; Efe Sevin, Reinhardt University; Kadir Ayhan, Hankuk University of Foreign Studies; Hyelim Lee, Seoul National University

How Much Should We Eat? The Effect of Temporal Distance of the Chemical Intake Recommendations on Risk Perception

Jin Ah Park, Sungkyunkwan University

America’s Image in the Trump Era

Holli Semetko, Emory University; Anup Kumar, Cleveland State University; Yao Sun, University of Pennsylvania; Siqi Zheng, University of Rochester; Emanuel Castro, Columbia University

Reading China: Measuring Policy Change with Machine Learning

Weifeng Zhong, American Enterprise Institute; Julian TszKin Chang, Bates White Economic Consulting

Moderator: Heidi Grunwald, Temple University

Discussant: Nikki Graf, Pew Research Center

Correlates of Differences in Interactional Patterns among Black and White Respondents

Jennifer Dykema, University of Wisconsin Survey Center; Dana Garbarski, Loyola University Chicago; Nora Cate Schaeffer, University of Wisconsin Survey Center; Isabel Anadon, University of Wisconsin-Madison; Dorothy Farrar Edwards, University of Wisconsin-Madison

Constructing Latent Variable Models to Examine Cultural Differences in Question Comprehension

Timothy Johnson, University of Illinois-Chicago; Allyson Holbrook, University of Illinois-Chicago; Young Ik Cho, University of Wisconsin-Milwaukee

Using Apples and Oranges to Judge Quality? Selection of Appropriate Cross-National Indicators of Response Quality in Open-Ended Questions

Katharina Meitinger, GESIS; Michael Braun, GESIS; Dorothee Behr, GESIS

One Size Does Not Fit All: The Application of Multiple Strategies in a Health Disparity Study

Debra Rusz, Michigan State University Office for Survey Research; Delicia Solis, Michigan State University Office for Survey Research

Of Melting Pots and Melting Points: A Meta-Analysis of Response Tendencies of International Students

Lilian Yahng, Indiana University; Jesse Talley, Indiana University; Derek Wietelman, Indiana University

Lunch

Saturday, 11:45 AM – 1:15 PM

On your own

Pedagogy Hour

Rivernorth BCD

Saturday, 1:30 PM – 2:30 PM

Sponsored by ed Choice

Colm O’Muircheartaigh, NORC at the University of Chicago and the Harris School of Public Policy Research at the University of Chicago

Predicting and Understanding Nonresponse

Sponsored by SSI

Enjoy freshly brewed coffee, tea, and water, as well as tasty desserts.

Briefs: Fake News and Misinformation

DePaul

Moderator: Sam Gubitz, Northwestern University

Fake News, the Third-Person Effect, and Epistemic Political Efficacy

Lisa Farman, Ithaca College

Partisan Views on Fake News and Their Influence on Third-Person Perception and Corrective Action

HyungJin Gill, University of Wisconsin-Madison; Moonhoon Choi, University of Wisconsin-Madison

Audiences Are Uninformed Rather Than Misinformed of the Facts Verified by Fact-checking

Jianing Li, University of Wisconsin-Madison; Michael Wagner, University of Wisconsin-Madison

What Do We Mean When Talking About “Trust in Media”?

Ningyuan Ma, University of Wisconsin-Madison

All about them Vids: Achieving Influencer Status on YouTube

Lisabeth Matyash, University of Illinois-Chicago

Revisit of Factual Knowledge in Science Communication: Distinguishing Misinformed from Uninformed

Tomoko Okada, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison; Michael Xenos, University of Wisconsin-Madison

Credibility of Government, Media and Peer Sources on Twitter

Brian Schanen, University of Wisconsin-Whitewater

What Americans and the News Media Do – and Don’t – Understand About Each Other

David Sterrett, NORC at the University of Chicago; Nicole Willcoxon, NORC at the University of Chicago; Dan Malato, NORC at the University of Chicago; Liz Kantor, NORC at the University of Chicago; Jennifer Benz, NORC at the University of Chicago

Fake News, Social Media And The Third-Person Effect in China

Shuo Tang, Indiana University; Lars Willnat, Syracuse University; Hongzhong Zhang, Beijing Normal University

Moderator: Holli Semetko, Emory University

Assessing the Impact of Social Support and ehealth Literacy on the Health Status of Older Adults

Fiona Chew, Syracuse University; Ruo Chen Jiang, Syracuse University

Policy Preferences and Self-Interest on the Affordable Care Act

Leah Dean, University of Cincinnati

Not Just Asking Questions: Effects of Implicit and Explicit Conspiracy Information About Vaccines

Benjamin Lyons, University of Exeter; Vittorio Merola, Stony Brook University; Jason Reifler; University of Exeter

The Discrepancy between 'Giving' and 'Receiving' Attention on Instagram and Psychological Well-Being

Lihong Quan, Sungkyunkwan University

Climate, Motivation, Commitment: Applying Self-determination Theory to Online Communities

So Yun Ahn, University of Wisconsin-Madison; Jia Liao, University of Wisconsin-Madison; Ryan P. Bower, University of Wisconsin-Madison

Methodology of Establishment and Organizational Surveys

Evgenia Kapousouz, University of Illinois-Chicago; Allyson Holbrook, University of Illinois-Chicago; Liz Kantor, NORC at the University of Chicago; Danny Lee Lambouths, University of Illinois-Chicago

Increasing “We Can Do” Perception: The Influence of Other People’s Behaviors on Collective Efficacy

Inho Park, Sungkyunkwan University; Jin Ah Park, Sungkyunkwan University

Why Multiple Measures Are Needed to Study Societal Change

Tom W. Smith, NORC at the University of Chicago

To Tease or Not To Tease? Testing the Use of Teasers on Mail Survey Envelopes

Delicia Solis, Michigan State University Office for Survey Research; Karen Clark, Michigan State University Office for Survey Research; Paul J. Lavrakas, PhD; Daniel Thaler, Michigan State University Office for Survey Research; Lin Stork, Michigan State University Office for Survey Research

**Reaching the Hardest to Reach:
New Techniques and Tough Questions**

Lincoln Park

Moderator: Qianyin Huang, NORC at the University of Chicago

The Other Kind of Hard To Survey: An Online Survey of Reluctant Professionals
Austin Countryman, Nielsen

**Methodological Considerations When Using Survey Data & Biomarkers in an
Evaluation of Drug Treatment in Afghanistan**

Matthew Courser, PIRE; Stephen R. Shamblen, PIRE; Linda Young, PIRE;
Cassandra Shepherd, PIRE; April Schweinhart, PIRE

**Reaching the Hard to Reach with Intermediaries: The Kansas City Fed's LMI
Survey**

Kelly Edmiston, Federal Reserve Bank of Kansas City; Daniel Perez, Federal Reserve
Bank of Kansas City

**What is its Shelf Life?: Testing the Viability of a Convenience Frame of Hard-to-
Reach Households**

Jessica Graber, US Census Bureau; Matthew Virgile, US Census Bureau

**Ni Hao and Hello! Results of an Incentive Experiment and Language Preferences
For Asian Populations in the BeHeardPhilly Panel**

Heidi Grunwald, Temple University Institute for Survey Research; Trent Buskirk,
University of Massachusetts-Boston

A Multi-Mode Investigation of Response Rates for a Hard to Reach Population

Mazen Sarwar, University of Nebraska-Lincoln

Panel: Gender Inclusivity in Market Research

Rivernorth A

Chair: Jennifer Berg, Ipsos

Most surveys follow the same standard format for gathering demographics, asking about age, education, income, household size, race, gender, etc. Largely uncontroversial questions that nevertheless allow researchers to mine valuable insight from the population's varied experiences. While race, another standard demographic question, has been largely discussed and revisited due to its own issues with inclusivity, the gender question has remained largely unchanged. In the United States, the LGBT community has been fighting against discrimination for decades and their voice has only gotten louder as more and more join in to support. But as society's conscientiousness of gender equality rises, market research has stayed behind, with most questions eliciting a response for gender only including the traditional male and female options. Latest estimates say about 1.4 million adults in the U.S identify as transgender, 1.4 million voices with unique opinions and experiences that are being blended into other groups. As one of the leading market research firms, we have the opportunity to pave the way for inclusivity of the transgender community in research and to gain insight on the unique points of view and experiences that this community can bring to

every aspect of when it comes to questions on health care access. Not including the transgender option or an “other” box for gender is just another form of the exclusivity that this community is left to fight against, and a loss to researchers everywhere seeking to understand unique points of view and experiences. Using a variety of survey designs, we hope to showcase the significant impact that adding a transgender option to the gender question on surveys can have on insight gathered.

Willow Kreutzer, Ipsos Public Affairs
Jocelyn Duran, Ipsos Public Affairs
Jennifer Berg, Ipsos Public Affairs
Julia Clark, Ipsos Public Affairs

Annual Member Meeting Lakeview Saturday, 4:30 PM – 5:30 PM

MAPOR President Ron Langley will lead the annual member and business meeting.

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