



Midwest Association for Public Opinion Research

Fall 2016

Visit our website for the latest news!

<http://www.mapor.org/>

The **41st Annual MAPOR Conference** is November 18th and 19th

Registration is open! Early bird registration continues through **October 28th**. Register [here!](#)

The preliminary conference [program](#) is available!

[Book](#) your hotel room at the conference rate today

Information on the upcoming **MAPOR Webinar** is on Page 3

The MAPOR elections will be held in mid-October so please stay tuned for an email link to cast your vote. Voting will remain open for two weeks.

Like **MAPOR on Facebook!**



A Message from the President

Trent Buskirk, MAPOR President, Marketing Systems Group

Of all the seasons, Fall is by far my favorite. Winding down from summer fun, changes in the weather with cooler temperatures and of course, the glorious colors! As MAPORites we are also about to enter into a very exciting season of change ourselves – the election of a new council and our annual conference. Your current MAPOR executive council has been very busy this summer making preparations for our annual conference. We just completed the abstract review process and many of you have recently received word inviting you to participate in our conference.



On behalf of the council I would like to take a moment to thank each one of you who submitted an abstract and to also thank each of you who have agreed to participate in the conference. We are preparing what looks to be another great conference this year and it could not be possible without contributions from our membership, friends and colleagues. Our special keynote speaker will be none other than the most recent recipient of the AAPOR Exceptionally Distinguished Achievement Award, Dr. Scott Keeter! Our current conference chair, Eulàlia Abril, will surely have more great information in her column inside this newsletter, so please be sure to check that out below.
Continued on Page 2

MAPOR 2016: Small and Big Data in a Time of Change

Eulàlia Abril, 2016 MAPOR Conference Chair, UIC



We are almost 60 days away from our 2016 conference: “Small and Big Data in a Time of Change.” The excitement is in the air for the upcoming conference to be held again at the Embassy Suites Downtown Chicago! We are pleased to present the MAPOR 2016 preliminary conference program! Our conference will feature a short course by Scott Crawford, the founder of SoundRocket on The Internet of Things, a keynote by Scott Keeter of Pew Internet Research on politics, surveys and the internet, and a pedagogy hour led by Sherry Emery from the Health Media Collaboratory at NORC on how to sample and use social media data rigorously. In addition, we have an R coding hour for attendees where folks can bring their laptops to the session and we will learn an R package together! We offer excellent panels and exciting paper sessions that cover some of the most important topics in public opinion research. We also are very pleased that conference registration rates and MAPOR membership rates did not increase this year.

Continued on Page 2

President's Column, con't

For now, please mark your calendars for Friday and Saturday November 18th and 19th, 2016 for our conference which will take place again this year at the Embassy Suites.

We have also been busy preparing for the upcoming elections. For those of you who are MAPOR members you recently received an email from me seeking nominations for the upcoming 2016-2017 MAPOR council. I wanted to thank each person who submitted nominations. We are preparing the final ballot now and voting will begin shortly. Please note that as a result of recent changes in our bylaws, student members can cast a vote in our elections. I would like to encourage students and regular members alike to cast your ballots (think of it as a warm up for the November national elections!)

Our fall webinar is right around the corner and will be offered in October. More details about the webinar can be found inside this newsletter. I want to thank Kevin Ulrich for continuing to organize and oversee our webinars! And finally, the council has also been busy making preparations for the future of MAPOR. We recently entered agreements with the Embassy Suites to secure the hotel for our conference until 2019!

In closing I would also like to keep with the theme of “change” and announce that we are seeking suggestions for a new, refreshed MAPOR logo from our friends and members. While not a formal contest, we would like to seek design elements, suggestions and possible renderings of a new logo for MAPOR. While our current logo serves us well, we would like to consider a possible refresh of the logo to facilitate its use digitally for both MAPOR websites as well as AAPOR Chapter websites. If you have suggestions for design elements for a new logo, please forward them to me directly at tdbuskirk@gmail.com. More details about our logo crowdsourcing efforts are also included inside this newsletter!!

It is certainly an exciting time of year. Change is in the air and so is progress! I am really excited about our upcoming conference and about the elections! Please take a moment to register for the conference and please be on the lookout for the ballot – and take a moment to cast your vote! We cannot be great without GREAT members and participants! Let's GO MAPOR!

Conference Chair Column, con't

You can [register now](#) and enjoy an **early bird rate until October 28**. When attendees register online, they can sign up for our third annual networking luncheon at the conference. This plated luncheon will allow you to connect with colleagues, make new connections, and discuss topical issues that impact your work. We have a few surprises this year, such as dining with MAPOR's president or meeting students who are coming to MAPOR for the first time!

This year we return to the Embassy Suites at 600 North State Street in downtown Chicago, and they have offered us a great rate of \$194/night for single or double occupancy with a full breakfast and in-room internet access included. Our conference meeting rooms, along with the luncheon and reception rooms, will all be located on the second floor of the hotel, making it easy to get to and from sessions and events. The room block closes on October 28, 2016, so [please make your room](#) reservation today.

Please consider booking your reservation at the Embassy Suites—it supports MAPOR by helping us fill our room block, which helps us keep conference costs low. We are looking forward to seeing old and new friends as we celebrate 41 years! Questions? You can reach out to me at eulalia@uic.edu or abstracts@mapor.org.

MAPOR Summer Mixer

MAPOR hosted a Summer Mixer at Chuck's in Chicago on July 29th. It was a great event to mingle with colleagues and discuss new events in the field. The date of the event was set to coincide with visitors to Chicago for the 3MC and JSM conferences. About 35 people attended and a good time was had by all! MAPOR provided snacks and held a raffle for free attendance to the upcoming MAPOR webinar on October 12th. The lucky winners were Salima Douhou and Janine Pixley.

Thanks to all who attended and we hope to see more of you at future MAPOR social events! Special thanks go to Tiana Pyer-Pereira for scheduling the mixer.

MAPOR 2016 Webinar Series

The next MAPOR webinar will be held October 12th and is entitled, "Pretesting Multilingual Questionnaires: Achieving Quality Outcomes Using Qualitative Methods". The webinar will be co-instructed by [Margaret Roller](#) and [Mandy Sha](#) with an introduction from MAPOR fellow Paul Lavrakas.

This Webinar will focus on the use of quality criteria to maximize the credibility, analyzability, transparency, and ultimate usefulness of qualitative research. Specifically, we discuss the application of the Total Quality Framework (TQF) to multilingual questionnaire pretesting, which is often based on qualitative data from cognitive interviewing, usability testing, focus groups, translation, and expert review. The Webinar is of interest to survey and public opinion researchers who would like to improve questionnaire design and evaluation in multiple languages, comply with AAPOR's transparency initiative disclosure elements, and better manage quality on small or large qualitative research studies even when they do not speak multiple languages. For more information, go to:

http://www.mapor.org/documents/MAPOR_2016_October_Webinar_Flyer.pdf

[Register](#) to win an autographed copy of *Applied Qualitative Research Design: A Total Quality Framework Approach!*

JOIN OUR WEBINAR



Pretesting Multilingual Questionnaires: Achieving Quality Outcomes Using Qualitative Methods

with an introduction from MAPOR Fellow Paul J. Lavrakas

led by instructors:



Margaret Roller,
lead author of Applied Qualitative Research Design: A Total Quality Framework Approach (Guilford Press, 2015)



Mandy Sha,
senior survey methodology methodologist at RTI International and co-chair of AAPOR cross-cultural and multilingual research affinity group

Wednesday Oct. 12 from 12-1 p.m. (central time)
\$10 Students | \$40 non-student MAPOR members | \$50 non-MAPOR members
for more information visit: [mapor.org](http://www.mapor.org)

MAPOR Crowdsourcing New Logo

MAPOR is in search of a new or updated logo! Our current logo, found on the front page of the newsletter, has served us well over the years. However, we are seeking a fresh face! Apply your graphic design skills and creativity and submit logos or ideas for consideration by October 15th. Submissions should be sent to Trent Buskirk at tdbuskirk@gmail.com.

Photos from MAPOR's Summer Mixer

Pictured (Clockwise): Hillary Hanson, Marissa Bokhari, Trent Buskirk (MAPOR President), Emilia Peytcheva, Matt Jans, Patty LeBaron, Ned English, Mario Callegaro



A WORD FROM THE MAPOR CORPORATE SPONSORSHIP COORDINATOR

A HUGE THANK YOU TO THIS YEAR'S SPONSORS:

2016 MAPOR Gold Sponsors

- Abt SRBI (<http://www.srbi.com>)
- Nielsen (www.nielsen.com/content/corporate/us/en.html)
- NORC (<http://www.norc.org/Pages/default.aspx>)
- The Friedman Foundation for Educational Choice (www.edchoice.org/)

2016 MAPOR Silver Sponsors

- RTI International (www.rti.org)
- Marketing Systems Group (www.m-s-g.com/Web/Index.aspx)
- University of Chicago Survey Lab (surveylab.uchicago.edu)
- University of Michigan Program in Survey Methodology (<http://psm.isr.umich.edu>)
- University of Michigan -- Survey Research Operations, Survey Research Center (<http://www.src.isr.umich.edu>)
- University of Nebraska, Gallup Research Center/Survey Research & Methodology Program (sram.unl.edu)
- University of Wisconsin Survey Center (uwsc.wisc.edu)

2016 MAPOR Bronze Sponsor

- Cvent (www.cvent.com/)
- Indiana University - Center for Survey Research (csr.indiana.edu)
- Michigan State University Office for Survey Research (ippsr.msu.edu/osr)
- Research Support Services, Inc. (www.researchsupportservices.com)
- UConn Graduate Program in Survey Research (surveyresearch.uconn.edu/)
- University of Illinois at Chicago - Survey Research Lab (srl.uic.edu)
- University of Northern Iowa (www.uni.edu/csbr/)

Support from organizations like yours help keep costs down for young researchers, and helps keep MAPOR conference attendance high. In return, your sponsorship increases the visibility of your organization, both to future customers and to future hires of survey professionals.

Please join me in Welcoming in Ron Langley from The University of Kentucky as the Corporate Sponsorship Coordinator! Ron has been serving MAPOR for many years, and we welcome him back on to council and thank him for his tireless support of the organization!

Please consider supporting MAPOR. We offer the following levels of support:

MAPOR Bronze Sponsor

- For contributions under \$1,000
- Half page ad in the conference program
- Link on the MAPOR Website (see <http://www.mapor.org/sponsorship.html>)
- Mention in the quarterly newsletters

MAPOR Silver Sponsor

- For contributions between \$1,000-\$2,000
- MAPOR lunch and conference registration for 1 participant
- Full page ad in the conference program
- Large placard featuring your organization displayed at a major conference event (e.g. meal, break, pedagogy hour)
- Link on the MAPOR Website (see <http://www.mapor.org/sponsorship.html>)
- Mention in the quarterly newsletters

MAPOR Gold Sponsor

- For contributions above \$2,000
- MAPOR lunch and conference registration for 2 or more participants (depending upon amount)
- Full page ad in the conference program
- Large placard featuring your organization displayed at a major conference event (e.g. meal, break, pedagogy hour)
- Link on the MAPOR Website (see <http://www.mapor.org/sponsorship.html>)
- Mention in the quarterly newsletters

For more information or to become a sponsor, call or email John Stevenson at stevenson@ssc.wisc.edu (608-262-9032) or Ronald Langley at langley@uky.edu (859-257-4685) for more information.

Thank you for your help!

John Stevenson & Ron Langley
MAPOR Corporate Sponsorship Coordinators

MAPOR 2016-2017 Leadership

Trent Buskirk, President
tbuskirk@m-s-g.com

Matthew Courser, Vice President / President Elect
mcourser@PIRE.org

Allyson Hollbrook, Past President
Allyson@uic.edu

Eulàlia Abril, Conference Chair
eulalia@uic.edu

Ipek Bilgen, Associate Conference Chair
Bilgen-ipek@norc.org

Ned English, Secretary Treasurer
English-ned@norc.org

Jolene Smyth, Associate Secretary Treasurer
Jsmyth2@unl.edu

Patty LeBaron, Communications Chair
plebaron@rti.org

Josh Pasek, Member-at-Large
josh@joshpasek.com

Dana Garbarski, Member-at-Large
dgarbarski@luc.edu

Martha Van Haitisma, Member-at-Large
mvanhai@uchicago.edu

Ashley Kirzinger, Member-at-Large
AshleyK@kff.org

John Stevenson, Corporate Sponsorship Co-Coordinator
stevens@ssc.wisc.edu

Ron Langley, Corporate Sponsorship Co-Coordinator
langley@uky.edu

Kevin Ulrich, Member-at-Large
ulrichkv@uchicago.edu

Mandy Sha, Webmaster
msha@rti.org

Colleen McClain, Student Liaison
camclai@umich.edu