



Issue 3 Fall 2018 MAPOR Newsletter

Midwest Association
for Public Opinion Research



MIDWEST IS A STATE OF MIND

EDITOR: VANESSA FLOWERS

MAPOR Refreshed - A Time of Continuity and Opportunity

by Ron Langley, President

Greetings MAPOR! I hope your autumn is starting well. It's my favorite time of year – a time of change, renewal and anticipation of the annual MAPOR meeting! This our last newsletter before our conference, and I would like to update you on what your Executive Council has done during the summer. As you may know, MAPOR members have overwhelmingly approved amendments to our bylaws and voted to choose our new MAPOR logo. Additionally, our communications team has been working to update our communications strategy and presence on social media. Thanks to Mandy Sha and Vanessa Flowers for their efforts!

We have also been working hard planning for [MAPOR's 43 Annual Conference "Embracing a Diverse Future in Public Opinion Research"](#) (November 16-17) led by Conference Chair, Ned English, and Associate Conference Chair, Dana Garbarski. The conference committee (Ned, Dana, Sara Walsh and Colleen McClain) and other Council members met in Chicago on September 20 to work on the conference. It promises to be an outstanding meeting and you can read more about it in Ned's column. Registration is now open, including room reservations at the conference hotel, the Embassy Suites. Please consider staying there – filling our room block allows us to use the hotel's meeting space at no cost and helps keep conference costs down. Besides, you cannot beat the price of \$206/night for a King suite or \$236 for a Double in downtown Chicago, especially considering the rate includes a full breakfast and a nightly open bar Happy Hour reception for guests.



Ron Langley, Colleen McClain, Ipek Bilgen and other MAPOR members at AAPOR

Aside from the conference, MAPOR is sponsoring and involved in a couple of events this fall. Our webinar coordinator, Patrick Hsieh, has arranged another webinar on 'Text Message Interviewing' to be presented by Michael Schober on October 17. See more about that below. Also, AAPOR Education Committee's Diversity Subcommittee is putting together a one-day conference called [SurveyFest](#) for undergraduate and graduate students. The conference aims to introduce students to careers and programs in the fields of public opinion and survey research. The event will be held on November 3, 2018 at the University of Illinois at Chicago in Chicago. Several current and former MAPOR Executive Council members are involved in organizing the event as well as being a part of the conference program. Among the current MAPOR Council members, Ipek Bilgen will attend as a panelist and Patrick Hsieh will organize and moderate a panel. Several MAPOR members will be in attendance and talking to students about MAPOR! Finally, we have some outstanding candidates to serve you on MAPOR's Executive Council next year. The election, open to all MAPOR members, will take place starting October 26 and closing

November 5, 2018. Candidate biographies can be seen below. Thanks to all who agreed to run!!

It has truly been a highlight of my career to serve you as MAPOR President and I look forward to seeing you in November. I, and the rest of council, will continue to work for you through the conference. If you have any ideas, feedback or suggestions for how we can better serve you, please do not hesitate to contact me at president@mapor.org.



MAPOR 2018 “Embracing a Diverse Future in Public Opinion Research”

As the calendar turns to October we are reminded that MAPOR 2018 is just around the corner! I am pleased to announce that the conference registration website is [open](#), thanks to the hard work of Secretary-Treasurer Jolene Smyth and her team of testers. **Please note that early bird registration ends October 29th (11:59 PM CST)**, and so we ask you to register today to take advantage of the best rates. The registration link is on the MAPOR homepage www.mapor.org.

The 43rd Annual MAPOR Conference will take place November 16 and 17, 2018 at the Embassy Suites Downtown Chicago (600 N. State St.), as we have since 2016. We are in close contact with the hotel staff and have been reviewing feedback from last year's attendee survey for a great conference experience. As we did last year, we've reserved a room block for our conference attendees to secure the best hotel rate. So, please reserve your room at the following [link](#) as soon as you are able to or prior to 10/31.

Our conference committee has been hard at work planning an exciting program following the theme ***Embracing a Diverse Future in Public Opinion Research***, with the preliminary program now available on the [website](#). This year, our conference theme considers diversity in the broadest sense, including but not limited to gender, gender identity, race/ethnicity, age, socioeconomic status, sexual orientation, disability status, religion, and national origin. As in prior years we will have many interesting paper, panel, brief, and poster sessions on a variety of topics related to public opinion, survey methodology, media, and communication. We actually received considerably more submissions this year than in prior years and so have made some small changes to accommodate the additional presentations. First, we have added posters to the Friday evening session. Second, we have three “briefs” sessions this year, a format also used by AAPOR. Our goal was to include as many high-quality papers as possible while following our mission of supporting students and researchers at all levels.

In addition to our presentations we have excellent featured speakers this year, starting with our short course by [Dr. Stephanie Eckman](#), a Survey Methodology Fellow at RTI International. Stephanie's course will be focused on collecting and using location data in surveys, a topic of relevance to researchers across disciplines in our field. Stephanie is currently AAPOR Standards Chair, a past MAPOR attendee, and has a diverse and varied research background. I am also excited to present our keynote speaker [Jennifer Agiesta](#), Director of Polling and Election Analytics at CNN. As our conference is shortly after the upcoming midterm elections, Jennifer's presentation will be very timely. Jennifer is also AAPOR Communications Chair and a long time AAPOR member. Finally, our Pedagogy Hour Speaker is Dr. [Colm O'Muircheartaigh](#) of NORC at the University of Chicago and the Harris School of Public Policy Research at the University of Chicago. Colm has an unparalleled background in inter-disciplinary social science research and has attended and presented at several MAPOR conferences in the past.

Consistent with last year we will have a working-group session on Friday, November 16th from 8:00-10:00am on Interviewer-Respondent Interaction. This working group will discuss issues involving recording, transcribing, coding, analyzing, and interpreting interaction between interviewers and respondents. Dr. Dana Garbarski is the organizer of this working group, and please email her at dgarbarski@luc.edu with any suggestions on the discussion items. You will be able to sign-up for this session during conference registration, and there is no fee for doing so.

Also consistent with last year is the networking lunch tradition. In addition to enjoying a delicious gourmet buffet, you will get to network with your colleagues and discuss a topic of your interest. Example proposed discussion topics include: First Time MAPOR attendees; Career Networking with Potential Employers; Meet Other Graduate Students; “Big data” and Machine Learning; How to move from conference paper to publication. You will be able to propose any other topic and register for lunch via during registration.

I will be sending out more information about the sessions (including session date, time, and name) to the presenters soon. We are currently also working on assigning moderators and discussants to the sessions, and so many thanks to those who have volunteered to be a moderator or discussant. If you did not get a chance to volunteer but would like to be a discussant or a moderator at this year's conference feel free to email me at english-ned@norc.org along with your area of expertise.

In summary, our conference planning committee is hard at work and we will continue providing regular updates via our email list, MAPORnet, AAPORnet, and through our social media pages (Facebook: [@MidwestAPOR](#); Twitter: [@MidwestMAPOR](#)). I look forward to seeing you in Chicago next month. If you have any questions and feedback about the conference, please do not hesitate to contact me directly at English-ned@norc.org.

Text Message Interviewing: Data Quality, Efficiency, and Design Considerations

With Michael Schober, Professor of Psychology and Vice Provost for Research at [The New School for Social Science Research](#)

With the increasing adoption of text messaging for daily communication worldwide, collecting survey data using text messaging—for inviting respondents, asking questions, and recording answers—is an increasingly viable option for social researchers. This presentation introduces the special characteristics of text messaging and the potential benefits of the mode. Text messaging gives respondents time to think carefully about their answers, consult records when necessary, and answer while they are mobile and multitasking, while experiencing greater social distance from interviewers or automated interviewing systems, potentially increasing privacy.

The talk presents evidence to date from experimental studies demonstrating advantages of text message interviewing compared to voice (phone) interviewing: less satisficing, more disclosure, and greater satisfaction. Conversely, potential disadvantages of this mode include increased breakoffs and longer interviews, though interview length is more than offset by the shorter contact period. The presentation further explores factors that should be considered in designing questions and response formats for text message surveys, including designing for respondents who might not use smartphones or have high-speed network connections, whether to allow full free-text responses or only single-character responses, and how many questions are realistic to ask. It also presents current evidence on the efficiency of texting: contact time, time to complete the sample, possibility of conducting multiple text interviews simultaneously, and benefits of automated vs. human-administered texting.

MAPOR Webinars are recorded and available to all registrants. If you cannot attend the live Webinar, register to receive the recording!



MAPOR 2018 WEBINAR SERIES



October 17th, 12-1 PM Central time

Register online:

<http://www.mapor.org/webinars/webinar-registration/>

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

FOR MORE INFORMATION

MAPOR Webinars are recorded and available to all registrants. If you cannot attend the live Webinar, register to receive the recording! For information about past MAPOR webinars, please visit <http://www.mapor.org/webinars>.

2018 MAPOR Election Candidates for Vice President/ President Elect



Mary Losch is a Professor of Psychology and Director of the University of Northern Iowa (UNI) Center for Social and Behavioral Research (CSBR). The Center conducts applied research utilizing numerous types of survey and other quantitative and qualitative methods to support academic research, evaluate programs and inform policy decision-making at the local,

state and national level. Mary received her PhD at the University of Iowa (UI) studying attitudes and psychophysiology with John Cacioppo and then entered the private sector as a survey research analyst. From 1988-1998 she was the Program Director at the UI Social Science Institute. At UI, she served as vice-chair of the social science IRB and served on the Ad Hoc Conflict of Interest Committee. In 1998, she joined the faculty at UNI and became Assistant Director of the Center for Social and Behavioral Research where she was named Director in 2014. Mary's service at UNI has included chairing the IRB committee from 2001-2006. In 2008, she served on the steering committee to establish the Association of Academic Survey Research Organizations (AASRO). Mary has directed dozens of survey and applied research projects in the areas of public policy, health behavior, and program evaluation among others. She serves as a reviewer for a several academic journals including Public Opinion Quarterly and has contributed to Survey Practice and many other social science and public health journals. Mary has been an active member of MAPOR since 2014 and a member of AAPOR since 1991. Mary has served the AAPOR organization in a variety of roles. At annual meetings, she has been a conference presenter, session chair, and discussant. She has served two terms on AAPOR's Executive Council and on numerous committees. On the Executive Council, she has served as Standards Chair (2008-2009) and in 2014-2015 as Secretary-Treasurer. As a member of the Standards Committee (2001-2009), she chaired the IRB Task Force and led the effort to revise and update the AAPOR Statement to IRBs. While Secretary-Treasurer, she also served on the Conference Steering Committee, Development Committee, Financial Oversight Committee, Investment Committee and Ad Hoc Sustaining Sponsorship Committee. Other AAPOR service includes chairing the Ad Hoc Committee to Review the Code of Professional Ethics and Practice (2009-2010) and serving as a member of the same committee in 2014-2015. During 2014-2015 she served as a member of the Ad Hoc TCPA Committee and served on the AAPOR Transparency Initiative Coordinating Committee 2012-2018. She was a member of the AAPOR Award Committee in 2014-2015 and a member of the 2018 Policy Impact Award Committee.



Ned English is a Senior Research Methodologist at NORC at the University of Chicago. He is also a lecturer at the Harris School of Public Policy Research at the University of Chicago, teaching Geographic Information Systems (GIS) Applications in the Social Sciences. Ned earned his M.S. in Geography from the University of Wisconsin-Madison and his B.S. in

Geography from McGill University. Ned is currently serving as MAPOR Conference Chair, having been Associate-Conference Chair during the prior year. He also served as MAPOR Secretary-Treasurer and Associate Secretary Treasurer from 2015-17. Ned co-taught a short-course on Address-Based Sampling with Colm O'Muircheartaigh at the 2012 conference. He is involved in AAPOR as well, presenting regularly and is currently the chair of the Standard Definitions Committee. In addition, Ned is a past member of the AAPOR Address-Based Sampling (ABS) Taskforce, past chair of the Chapter Liaison Subcommittee of the Membership and Chapter Relations Committee, and past member of the AAPOR Communications and Standards Committees. Ned's primary research interest is the use of GIS and spatial analysis in survey research, focusing on sample design, hard-to-reach populations, address geocoding, linkage to extant social and environmental data, and non-response analysis. Ned was involved with some of the key early research on ABS designs and continues working in this area. His research has been published in journals including Public Opinion Quarterly, Journal of Survey Statistics and Methodology, Survey Practice, Field Methods, the Journal of Gerontology, and the American Journal of Public Health. Now a proud Midwest transplant, Ned made the journey from Boston to Chicago (via Montreal and Madison) 17 years ago. When not conducting survey research he enjoys music, travel, and running.

2018 MAPOR Election Candidates for Associate Conference Chair



Ashley Hyon is currently the Vice President of Research & Survey Methods at Marketing Systems Group. She provides high level consultation on survey methodology and recruitment strategy. She is keenly familiar with all sampling techniques for both quantitative and qualitative research and works closely with

clients to determine the best survey design while establishing and maintaining excellent collaborative partnerships. She graduated in 1994 with a Dual Major BBA in Marketing and International Business from Temple University and has recently completed her Masters in Survey Research at University of Connecticut. Moreover, she is active in various professional organizations and is continuously identifying upcoming trends in survey research to provide insight on the development new products and services.

She is also the Past President of PANJAAPOR and has served on the board for 5 years as the Associate Chair and then Chair of the Program Committee followed by the various stages of presidency. Ashley also volunteers at the national AAPOR conferences any way she can. In previous conferences she volunteered for various roles such as a student poster judge, a docent and ran the 2018 Speed Networking Event in Denver.



Sara Walsh is a Research Director with NORC at the University of Chicago. Sara started her survey research career as a graduate student working part-time at the University of Chicago Survey

Lab as a field interviewer then research assistant and project coordinator. After gaining experience and exposure to a variety of interesting and exciting research projects and data collection methods, Sara was hooked. Sara has worked at NORC now for over five years as a research director specializing in field data collection methods, with specific expertise in anthropometric and biomeasure collections. Sara has served on the AAPOR Membership and Chapter Relations committee for the past two and a half years, and recently joined the MAPOR Council in 2018. Sara has thoroughly enjoyed her work on the MAPOR Conference Support Committee for the 2018 MAPOR Conference and looks forward to continuing her MAPOR service as Associate Conference Chair.

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MAPOR Executive Council



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Ron Langley
University of Kentucky
president@mapor.org



Past President

Matthew Courser
PIRE



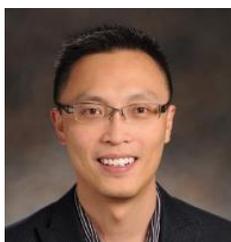
Associate Conference Chair

Dana Garbarski
Loyola University Chicago
dgarbarski@luc.edu



Associate Secretary-Treasurer

Kevin Ulrich
University of Chicago Survey
Lab
ulrichkv@uchicago.edu



Webinar Coordinator

Y. Patrick Hsieh
RTI International
yulihsieh2012@u.northwestern.edu



Corporate Sponsorship Coordinator

Allison Sullivan
Civis Analytics
asullivan@civisanalytics.com



Communications Committee Member

Vanessa Flowers
NORC at the University of
Chicago
flowers-vanessa@norc.org



VP/President Elect

Ipek Bilgen
NORC at the University of
Chicago
Bilgen-Ipek@norc.org



Conference Chair

Ned English
NORC at the University of
Chicago abstracts@mapor.org



Secretary-Treasurer

Jolene Smyth
University of Nebraska-Lincoln
secretary@mapor.org
info@mapor.org



Communications Chair

Mandy Sha
Independent Consultant
mandy@mandysha.com



Webmaster

Josh Pasek
University of Michigan
admin@mapor.org



Member-at-Large

Sara Walsh
NORC at the University of
Chicago
walsh-sara@norc.org



Student Liaison

Colleen McClain
University of Michigan
camclai@UMICH.EDU