



# Midwest Association for Public Opinion Research

Fall 2017

Visit our website for the latest news!

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

The MAPOR 42<sup>nd</sup> Annual Conference is November 17<sup>th</sup> & 18<sup>th</sup>.

Keep an eye out for details on the next MAPOR Webinar!

Details of the conference program are found on **Pages 2 and 3**.

MAPOR Registration is open!

Don't miss the election! MAPOR Candidate Profiles are on **Page 14**

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## A Message from the President

*Matt Courser, MAPOR President, PIRE*

Happy Fall, MAPOR! As we enter Fall, your Executive Council is busy preparing for our upcoming 2017 conference. We have an exciting conference planned and our theme, "Taking Charge of Change: Shaping the Future of Public Opinion, Communication, and Survey Research," highlights both the challenging environment we all face as public opinion researchers and the reality that we are strongest when we come together across disciplines to navigate these challenges. I am profoundly grateful to our Conference Chair, Ipek Bilgen, our Associate Conference Chair, Ned English, and to our 2017 MAPOR Conference Committee for all of their hard work. We have a great conference planned for you—please plan to come and be part of it!



Conference registration is open—be on the lookout for emails and social media posts about the conference! As you plan your travel for the conference, please consider staying at the Embassy Suites. We have a great rate of \$200/night for a king suite and \$230/night for a double suite (these rates are very good given the going rates for lodging in downtown Chicago). The rooms include a full breakfast and a nightly reception with beer and wine.

*Continued on Page 2*

## MAPOR 2017: "Taking Charge of Change: Shaping the Future of Public Opinion, Communication, and Survey Research"



*Ipek Bilgen, 2017 MAPOR Conference Chair, NORC at the University of Chicago*

I am excited to announce that the 2017 MAPOR Annual Conference registration website is open! Special thanks to Jolene Smyth who programmed the registration website this year. Please note that the **early bird registration ends October 30th** (11:59 PM CST). Do not miss the early bird rates and register today! You can find the conference registration website [link](#) at MAPOR website home page ([www.mapor.org](http://www.mapor.org)).

The 42nd Annual MAPOR Conference will take place November 17-18, 2017 at the Embassy Suites Downtown Chicago (600 N. State Street). We are working closely with the hotel to ensure an enjoyable conference experience and I am happy to report that we have reserved a room block for our conference attendees. *Continued on Page 2*

### ***President's Column, con't***

We need to fill our room block—doing so allows us to use the Embassy Suite's meeting space at no cost, allows us to keep conference costs low, and helps us sustain MAPOR as an organization. As the conference approaches, we will be providing regular updates on where we are related to the room block.

In addition to the conference, your Council has been hard at work. We have completed a number of important milestones this year, including:

- Ensuring that our credit card payment systems protect your information and are in compliance with financial industry best practices.
- Preparing to transition MAPOR's website to a new hosting platform (for many years, MAPOR Fellow Steve Everett has hosted MAPOR's site for us). Look for this change to happen in December, and with it a refreshed and redesigned website.
- Establishing a MAPOR Twitter account to increase the number of ways we can communicate with our members (improving communication was a key need that emerged from this year's Member Survey).
- Reviewing our bylaws to clarify confusing language and to ensure that our Council terms provide both the expertise needed (particularly in the Treasurer role) and the ability to regularly refresh our Council with new Council Members and ideas.
- Meeting face-to-face in August to begin the process of updating our 2014 Strategic Plan.
- Planning for a second webinar—stay tuned for upcoming details.

We will be providing additional details about this work at our November Member Meeting.

Thank you for the opportunity to continue to serve MAPOR! I—and the rest of Council—welcome your ideas, feedback, partnership, and suggestions. Please do not hesitate to reach out to me at [mcourser@pire.org](mailto:mcourser@pire.org). We are here to serve you!

### ***Conference Chair Column, con't***

The special room rates will be available until **October 30th (11:59 PM CST) or until the group block is sold-out**, whichever comes first.

MAPOR Conference Committee has been preparing a fun packed conference program! This year's annual MAPOR Conference theme is: *Taking Charge of Change: Shaping the Future of Public Opinion, Communication, and Survey Research*. The theme celebrates change, including political and societal changes on national and global levels. The conference will feature many interesting paper, poster, and panel sessions with diverse topics related to media, communication, public opinion, and methodology. Additionally, I am pleased to report that 2017 MAPOR Conference Pedagogy Hour Speaker is Dr. [Mollyann Brodie](#) from the Kaiser Family Foundation. Mollyann will talk about Health Care Polling in her Pedagogy Hour presentation. Mollyann is a former President of the American Association of Public Opinion Research (AAPOR). She also served as the president of AAPOR's Pacific Chapter, PAPOR. We are also hosting speakers from outside of the U.S. at this year's annual conference! Our Keynote Speaker will be Dr. [Mario Callegaro](#) from Google UK, London. Mario will talk about the role of surveys in the era of "Big Data" in his keynote speech. Our Short Course Instructor will be Dr. [Ana Villar](#) from City University of London. Ana's short course will be on question design for cross-cultural surveys. Both Ana and Mario have been MAPOR members and attended several MAPOR conferences in the past.

This year, we will have two working group sessions that will take place on Friday, November 17th from 8:00am-10:00am at the annual conference. The first is the *Interviewer-Respondent Interaction Working Group* which 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. Please email [dgarbarski@luc.edu](mailto:dgarbarski@luc.edu) with your suggestions on the discussion items. The second is the *Machine Learning in Survey Sciences (MMLSS) Working Group* which will discuss practical applications of Machine Learning Methods within the survey research process. Dr. Trent Buskirk is the organizer of this working group. Please email [Trent.Buskirk@umb.edu](mailto:Trent.Buskirk@umb.edu) to suggest discussion items and topics of interest. Both working sessions are free and open to anyone who is interested in these areas. You will be able to register to these sessions when you are registering for the conference.

Moreover, we continue with the networking lunch tradition this year. In addition to enjoying a delicious gourmet fajita buffet, you will get to network with your colleagues and discuss a topic of your interest. You will be able to choose your topic of interest at the registration desk during the conference. Some of the proposed discussion topics include but not limited to: “Big data” and Machine Learning; 2016 US Presidential election; How to move from conference paper to publication, etc. You will be able to propose a topic and register for lunch via our registration website.

The conference committee is vigorously working on the conference program. The preliminary conference program will be available through MAPOR’s website by October 6<sup>th</sup>. I will also send out more information about the sessions (including session date, time, and name) to the presenters early October. Currently, we are working on assigning moderators and discussants to the sessions. Thank you to those who has already volunteered to be a moderator or a 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, please do not hesitate to email me at [bilgen-ipek@norc.org](mailto:bilgen-ipek@norc.org) along with your area(s) of research.

Our conference planning committee is hard at work and we will continue providing regular updates about our conference plans via our email list, MAPORnet, AAPORnet, and through our social media pages (Facebook: @MidwestAPOR; Twitter: @MidwestMAPOR). If you have any suggestions and feedback about the conference, please do not hesitate to contact me! I am all ears.

## **MAPOR Executive Council Meeting**

MAPOR’s Executive Council meets each month to discuss pressing topics and next steps for MAPOR. Once a year, Council holds an all-day in-person meeting, allowing for in-depth discussion of the forthcoming conference and more. This year’s in-person meeting was held at RTI International’s Chicago office on August 22<sup>nd</sup>. We had a full agenda to cover during the meeting. We discussed how to best create and host MAPOR’s new website. We also thoroughly reviewed and discussed the bylaws and discussed the term of service for Secretary Treasurer. We reviewed the conference program and budget, our need for volunteers, and thought about how to best serve our conference sponsors. We discussed MAPOR’s strategic plan and thought about how to evolve communication with MAPOR’s members and friends. We emerged from the meeting with many action items and a new Twitter handle!

## Proposed MAPOR Bylaws changes

During the in-person Executive Council discussion of the bylaws, two separate issues arose which would require a change. The first involved the length of the term of the Secretary-Treasurer (S-T) and Associate Secretary-Treasurer (AS-T). The S-T position requires a good deal of knowledge about various accounts, regulations, and CVENT software. By the time she or he really gets the knowledge down, his/her term is up. Also every time the S-T changes new forms need to be signed on our accounts and the accounts may need to be moved to a new bank. It makes more sense for the S-T to serve a full two year term. That said, the AS-T only needs a one year term to learn the ropes to take over after the S-T term ends. Also there is a concern that agreeing to run for AS-T when it is essentially a four year commitment may discourage people from running. We are proposing changing the S-T to a full two year term, but the AS-T would only be for one year to coincide with the S-T's second year. Thus we would only elect the AS-T every other year.

The second issue involves the election process. It is at times difficult for the Executive Council to find two members eligible and willing to run for each office as required by the current bylaws. We agree that providing the members with a slate of at least two candidates for each office is desirable, but it may be that it will not always be possible. We are proposing new language that allows the council to put forward only one candidate for an office *if two cannot be found*. We also propose adding language to codify the current practice of putting out a call for nominations from the membership early enough to be consider by the council to put on the slate. Also involving the election process, the current window of 5 days (60 – 65 days before the annual meeting) to submit the slate to the membership can be problematic, especially if people are traveling or if it were to span a weekend. We propose loosening the window to 10 days (60 – 70 days before the annual meeting).

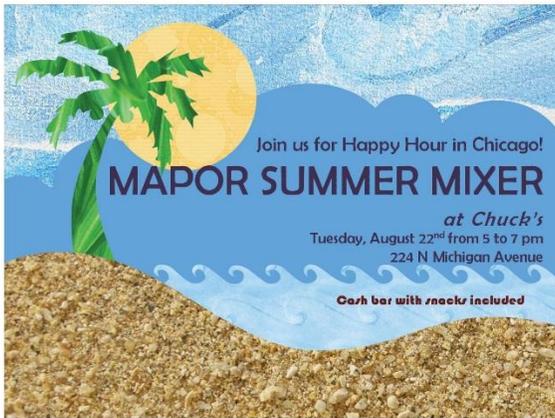
These proposed changes will be voted on by the membership at the annual meeting.

## Student Volunteers Needed!!

MAPOR is in search of five student volunteers to help with the registration desk and other related tasks at this year's conference. This is a great way to get a little more involved with MAPOR and also to meet people in the field (pretty much everyone comes to the registration desk at least once during the conference!!). In addition, MAPOR will be happy to reimburse your registration fee for the conference. If you are interested in volunteering, please contact Jolene Smyth at [jsmyth2@unl.edu](mailto:jsmyth2@unl.edu).

## Summer Mixer

MAPOR held a summer mixer on August 22<sup>nd</sup> in Chicago. For the second consecutive year the mixer was held at Chuck's on Michigan Avenue. Participants talked shop, discussed recent events, and shared their summer plans. A good mix of MAPOR members and friends of MAPOR attended. A good time was had by all!



## MAPOR's 2017 Election—Candidates Announced

For the 2017 election, we are very pleased to have a slate of three very talented candidates for both of our offices up for election (Associate Conference Chair and Vice-President/President-elect). These candidates reflect deep experience with MAPOR and with public opinion research, a wide variety of backgrounds, and employment in academia and private industry. Brief biographies and pictures of the candidates follow below. Our website ([www.mapor.org](http://www.mapor.org)) includes the full biographical statements from each candidate.

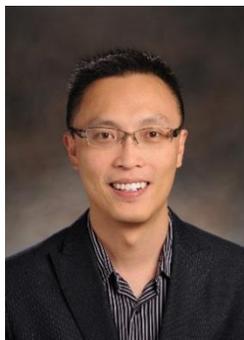
Associate Conference Chair

Dana Garbarski, Ph.D.



Dana Garbarski has been an Assistant Professor in the Department of Sociology at Loyola University Chicago and has been serving on MAPOR Council as a member-at-large since November 2015. In addition, she is a member of the MAPOR Conference Committee and is working on the 2017 MAPOR Annual Conference.

Y. Patrick Hsieh, Ph.D



Y. Patrick Hsieh is a survey methodologist and digital sociologist in the Survey Research Division at the RTI International. Patrick's dissertation has won the best student paper award of MAPOR in 2013 and he has been attending MAPOR since then. He is currently coordinating the webinar series for MAPOR.

Sara Walsh, MA



Sara Walsh, MA. Sara is a Research Director at NORC at the University of Chicago with experience in in-person, web, phone, and large field data collection with an especial focus in biomeasure data collection. Sara currently volunteers on the AAPOR Membership and Chapter Relations committee.

## Vice-President/President-Elect

Ipek Bilgen, Ph.D.



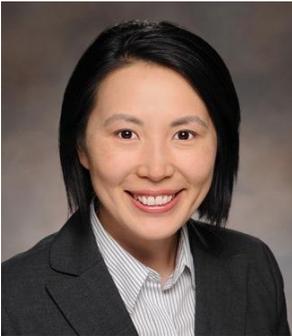
Ipek Bilgen, PhD, is a Senior Research Methodologist at NORC at the University of Chicago. Ipek is currently serving as MAPOR's Conference Chair. She has served as MAPOR's Secretary Treasurer and has been a member of MAPOR's Executive Council since 2014. She has been regularly presenting at annual AAPOR conferences since 2006. She is currently a member of AAPOR's Standards Committee and served in AAPOR's membership and chapter relations committee.

Josh Pasek, Ph.D.



Josh Pasek is Assistant Professor of Communication Studies, Faculty Associate in the Center for Political Studies, and Core Faculty in the Michigan Institute for Data Science at the University of Michigan. Josh has also been active in both MAPOR and AAPOR. He has served as a member of the MAPOR council since 2015 and has served on two AAPOR task forces.

Mandy Sha, MA



Mandy Sha has served on the MAPOR Executive Council since 2013 and participated in the first MAPOR strategic plan development in 2014 that set the stage for MAPOR's growth. In addition to being an active MAPOR member for more than a decade, she has contributed in official capacity to the planning and programming of 10 AAPOR conferences and serves on the Transparency Initiative (TI) Coordinating Committee. Mandy is senior survey methodologist and business development lead at RTI International.

**In keeping with our bylaws, MAPOR's election will open by October 18, 2017 and run through October 27, 2017. Be on the lookout next month for an email with the link to your electronic ballot!**

# A WORD FROM THE MAPOR CORPORATE SPONSORSHIP COORDINATOR

A HUGE THANK YOU TO MAPOR 2016 SPONSORS. OPPORTUNITIES FOR 2017 ARE STILL AVAILABLE FOR THOSE INTERESTED

## 2016 MAPOR Gold Sponsors

- Abt SRBI (<http://www.srbi.com>)
- Nielsen ([www.nielsen.com/content/corporate/us/en.html](http://www.nielsen.com/content/corporate/us/en.html))
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- University of Michigan Program in Survey Methodology (<http://psm.isr.umich.edu>)
- University of Michigan Institute for Social Research -- Survey Research Center, Survey Research Operations (<http://www.src.isr.umich.edu>)
- University of Nebraska - Lincoln, Survey Research & Methodology Program ([sram.unl.edu](http://sram.unl.edu))
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## 2016 MAPOR Bronze Sponsor

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- Indiana University - Center for Survey Research ([csr.indiana.edu](http://csr.indiana.edu))
- Michigan State University Institute for Public Policy and Social Research, Office for Survey Research ([ippsr.msu.edu/osr](http://ippsr.msu.edu/osr))
- Research Support Services, Inc. ([www.researchsupportservices.com](http://www.researchsupportservices.com))
- University of Connecticut Graduate Program in Survey Research ([surveyresearch.uconn.edu/](http://surveyresearch.uconn.edu/))
- University of Illinois at Chicago - Survey Research Lab ([srl.uic.edu](http://srl.uic.edu))
- University of Illinois at Chicago - Department of Communication ([comm.uic.edu/](http://comm.uic.edu/))
- University of Northern Iowa Center for Social & Behavioral Research ([www.uni.edu/csbr/](http://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 consider supporting MAPOR in 2017. 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 Ronald Langley at [langley@uky.edu](mailto:langley@uky.edu) (859-257-4685) for more information.

Thank you for your help!

Ron Langley  
MAPOR Corporate Sponsorship Coordinator

# MAPOR 2016-2017 Leadership

Matthew Courser, President  
[mcourser@PIRE.org](mailto:mcourser@PIRE.org)

Josh Pasek, Member-at-Large  
[josh@joshpasek.com](mailto:josh@joshpasek.com)

Ron Langley, Vice President / President Elect  
[langley@uky.edu](mailto:langley@uky.edu)

Dana Garbarski, Member-at-Large  
[dgarbarski@luc.edu](mailto:dgarbarski@luc.edu)

Trent Buskirk, Past President  
[Trent.buskirk@umb.edu](mailto:Trent.buskirk@umb.edu)

Mandy Sha, Member-at-Large  
[msha@rti.org](mailto:msha@rti.org)

Ipek Bilgen, Conference Chair  
[Bilgen-ipek@norc.org](mailto:Bilgen-ipek@norc.org)

Eulàlia Abril, Member-at-Large  
[eulalia@uic.edu](mailto:eulalia@uic.edu)

Ned English, Associate Conference Chair  
[English-ned@norc.org](mailto:English-ned@norc.org)

Ron Langley, Corporate Sponsorship Coordinator  
[langley@uky.edu](mailto:langley@uky.edu)

Jolene Smyth, Secretary Treasurer  
[Jsmyth2@unl.edu](mailto:Jsmyth2@unl.edu)

Patrick Hsieh, Webinar Coordinator  
[yph@rti.org](mailto:yph@rti.org)

Kevin Ulrich, Associate Secretary Treasurer  
[ulrichkv@uchicago.edu](mailto:ulrichkv@uchicago.edu)

Colleen McClain, Student Liaison  
[camclai@umich.edu](mailto:camclai@umich.edu)

Patty LeBaron, Communications Chair  
[plebaron@rti.org](mailto:plebaron@rti.org)