



Midwest Association for Public Opinion Research

Spring 2016

Visit our website for the latest news!

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

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

The **Call for Papers** can be found on Page 6. Abstracts are due on June 30th!

The **Doris Gruber Student Paper Competition** announcement is on Page 7. Full papers are due by September 15th.

Information on upcoming **MAPOR Webinars** is on Page 4

Check out Ned English's **MAPORtrait** on Page 5!

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A Message from the President

Trent Buskirk, MAPOR President, Marketing Systems Group

Happy Spring MAPORites! Well at least that's what the calendar is saying - that Spring has Sprung. And that means that many of you will be making preparations for our upcoming national AAPOR conference next month! Speaking of AAPOR I should mention that if you are a MAPOR member who has not yet joined AAPOR, you might want to consider it for many reasons – not the least of which is the local chapter membership dues sharing drive that is going on until May 11 between AAPOR and the local chapters. What this means to you if you have never been an AAPOR member is that you will get \$50 refunded to you after your eligibility has been confirmed and half the dues you pay to become a member of AAPOR will come back to MAPOR. If you are interested here are the two links you will need:

- Go [here](#) first to sign up for an AAPOR membership account.
- Then visit [here](#) to let AAPOR know you are a MAPOR member.

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

Eulàlia Abril, 2016 MAPOR Conference Chair, UIC

MAPOR is excited to announce the 41st Annual Conference that will take place this fall on November 18-19. After a couple of years of moving venues, MAPOR is glad to have some continuation and to hold its Annual Conference at the Embassy Suites Downtown Chicago for another year. Despite this continuation, our context is changing. In effect, as our society advances, changes, and progresses so does public opinion. Moreover, technological and methodological advances facilitate better public opinion tracking. For example, smartphones and other mobile devices afford constant internet access; social media affords users the ability to express and follow opinions by audiences worldwide. While much of the data generated from mobile devices, social media, and other new technological modalities is big, new technologies also afford researchers new digital means of going “small”.

Continued on page 3

President's Column, con't

And speaking of preparations, I am happy to report that your MAPOR Executive Council has been making great strides in preparing for the AAPOR Chapter Reception to be held Thursday from 5:45-7pm in the Austin Grand Ballroom. We are giving away several cool prizes with two raffles – one for students and the other for non-students. If you are at AAPOR please stop by our table to express your support for MAPOR! And if you are presenting a poster, paper or short course at AAPOR, please send the details to Mandy Sha (msha@rti.org) so we can include you in our MAPOR@AAPOR listing!

In addition to preparing for the AAPOR conference, the Council has been steadily working to serve the membership. About two weeks ago we offered the first of two webinars in our "Substance and Methods" series. This webinar was our "Substance" offering was given by Dr. Thomas Johnson at the University of Texas-Austin who explored the Influence of New Media on Political Campaigning. Our second webinar will be offered in the fall. Preliminary details can be found on Page 4. Thanks to Council Member Kevin Ulrich for leading our webinar efforts! We have also been making preparations for our 2016 Annual Conference which will be held again at the Embassy Suites Hotel November 18 and 19. The conference theme is set. The call for papers can be found on Page 6. Our conference chair, Eulàlia Abril, has more information in her column in this newsletter. We encourage you all to submit an abstract for the conference and if you are a student we would love to have you participate in our student paper competition (Page 7)!

We also want to also thank everyone who participated in our Annual Membership Survey. MAPOR received 190 responses to the survey – 130 from regular members, 26 from student members and 34 from non-members. Thank you to each and every respondent for speaking up and entrusting your opinions, ideas and suggestions to the MAPOR council. They are helpful and invaluable and our efforts to learn from you all is ongoing. One suggestion that was made at our last business meeting involves "expanding the reach" of MAPOR to professionals and students from other fields including marketing, political and data scientists among others. As public opinion is being expressed in new and different ways, we are excited to announce a new effort to expand our membership base to bring those who have an interest in all the facets of public opinion research (new, old, big and small) into our tent! Our vice-president/president elect, Matthew Courser, is leading this effort and has more details in his column (Page 4). If you think of other suggestions or have more specific feedback, please don't hesitate to reach out to me personally at tdbuskirk@gmail.com or to any other council members. We are here to serve you!

I want to close with a huge thanks to the MAPOR Council who continues to amaze me with their dedication, hard work and drive to make MAPOR the best regional chapter AAPOR has ever seen. It is such an honor to serve alongside a host of talented council members! I also wanted to congratulate some of our very own MAPOR members who have recently been elected to positions on the AAPOR national council including Dr. Timothy Johnson (Vice President/President Elect) and Dr. Brady West (Associate Education Chair). MAPOR continues to have a very strong presence both regionally and nationally and that is so exciting! Go MAPOR Go!

Conference Chair's Column, con't

Methodologies such as focus groups, message testing, questionnaire evaluation and development, and ethnographies are now beginning to take advantage of some of these new digital pathways. For this reason, our conference theme is "Small and Big Data in a Time of Change."

This year, MAPOR seeks abstracts of studies exploring substantive or methodological approaches that take advantage of big or small data sources or the technological or methodological innovations that generate such data for measuring, quantifying, testing, and exploring public opinion. A wide array of topics covering public opinion are accepted—including, but not limited to, politics, elections, mass media, consumer interests/behavior, cross-cultural, and special populations.

Abstracts of 300 words or less can be submitted at mapor.org/AbstractSubmission. Panel proposals are also accepted and submitted via the same link as abstracts. Panels related to the conference theme are especially encouraged. All the necessary information is contained in the submission site and in the call for proposals in this newsletter.

MAPOR encourages undergraduate and graduate students with accepted abstracts to submit their paper to the Doris Graber Student Competition (formerly, MAPOR Fellows Student Paper Competition; see additional information available at mapor.org/Students and in the call for student papers in this newsletter).

Remember that all abstracts must be posted no later than **Midnight CDT on Thursday, June 30, 2016**. For questions or problems with the submission process, please contact the conference chair at: abstracts@mapor.org. We hope to see new and old friends among the abstracts submitted!

MAPOR @ AAPOR

Ipek Bilgen, NORC at the University of Chicago

Attending the upcoming annual AAPOR conference in Austin, Texas from May 12-15? Join us at AAPOR's New Member and All Chapter Reception on Thursday, May 12, at 5:45pm in the Grand Ballroom Prefunction at the Hilton Austin Hotel. Help introduce new AAPOR members to MAPOR and meet other MAPOR members and council representatives at the reception. We will have MAPOR swag on our table and an opportunity to win great prizes including 2 Fitbits, Letherbee Gin, and Omaha Steak Gift Card! Also, check out our [Facebook Page](#) to see what MAPOR members and council representatives are up to during the conference. Click [here](#) to see highlights of the contributions of MAPOR members!

See you at AAPOR!

MAPOR WEBINAR SERIES



Please join us in the fall for the upcoming MAPOR webinar! The next webinar will take place in October 2016 and will focus on the use of quality criteria to maximize the credibility, analyzability, transparency, and ultimate usefulness of qualitative research. The Webinar will be presented by **Margaret R. Roller** www.rollerresearch.com and **Mandy Sha** of RTI International, with an introduction by **MAPOR Fellow Paul J. Lavrakas** on why high quality qualitative research is important to all MAPOR members, including student members.

If you would like to present a webinar to MAPOR members, contact Kevin Ulrich at ulrichkv@uchicago.edu.

Charting our Next 40 Years: Expanding MAPOR's Reach

Matt Courser, Ph.D., Vice-President and President-Elect

Now that MAPOR has entered its 40s, MAPOR's Executive Council has begun planning for the next 40 years. Some of the questions we are discussing (and will continue to work on) include:

- “How does MAPOR fit within a changing public opinion research environment?”
- “What do MAPOR members value/need and what can MAPOR do to support the work of our members?”
- “What is needed to ensure that MAPOR remains a supportive and constructive place for researchers in the Midwest to gather, network, and engage as a learning community?”

As we planned our 40th Conference in 2015, we spent a significant amount of time reviewing past programs—particularly those from 1976 to 1990. Although these programs reflected different times in many respects, we realized very quickly that a number of organizations that were central to MAPOR’s early development no longer attend the conference or maintain membership in the organization. Two prominent examples are that Sears, Roebuck, and Co. helped sponsor some of our early conferences and the City of Chicago used to be active in organizing panels and in participating in our conferences.

This led to a wider review and a review of our member survey data for the last few years. From that we learned that this also occurred with academic departments and other institutions of higher education that used to attend regularly and now do not. More troubling is that MAPOR’s member survey data suggests that we have a higher-than-expected proportion of members who attend once and never come back. (Some of this, of course, is due to the fact that we welcome students and those students often move on as they graduate and begin their careers). We are continuing to review these data to better understand the trends we are seeing and also to investigate barriers to attendance and continued membership.

A number of MAPOR’s long-time members voiced this exact concern during the Business Meeting at our 2015 Conference. These members highlighted that although our conferences have been excellent in the past few years, they have focused primarily on survey research and less so on broader public opinion research.

An important part of what makes MAPOR unique is our focus on public opinion research writ large. For us to grow and sustain ourselves over the next 40 years, we need to expand our tent. We need to work very hard on engaging

researchers and organizations who used to call MAPOR their professional homes but somehow dropped their membership along the way (including—but not limited to—stitutions of higher education, long-time members, city research offices, qualitative researchers, and market research firms).

For us to be successful in this effort, we need your help. Who haven't we seen in a while? What barriers are out there that we may not be aware of? Who in your communities is conducting public opinion research? Please send your suggestions and thoughts to me (mcourser@pire.org) or to any of our Council members. We will be reaching out personally to these organizations to invite them to consider MAPOR membership.

MAPORtrait

Ned English is a Senior Survey Methodologist at NORC at the University of Chicago, as well as a lecturer at the Harris School of Public Policy Research at the University of Chicago, teaching *GIS (Geographic Information Systems) Applications in the Social Sciences*. Ned earned his M.S. in Geography from the University of Wisconsin-Madison (2001) and his B.S. in Geography from McGill University (1999). While a New Englander by birth, Ned is a Midwestern transplant having made the journey from Boston to Chicago 15 years ago (via Montreal and Madison, making Chicago seem very mild climate-wise).



Ned's primary research interest is the use of GIS in survey research, focusing on sample design, targeting hard-to-reach populations, address geocoding, commercial data, the 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 *Survey Practice*, *Field Methods*, and the *American Journal of Public Health*.

Ned has been an active member of MAPOR for years, and co-taught a short-course on Address-Based Sampling with Colm O'Muircheartaigh at the 2012 conference. He is also involved in AAPOR, presenting regularly, being a member of the AAPOR Address-Based Sampling (ABS) Task Force and the Communications Committee. In the past Ned chaired the Chapter Liaison Subcommittee of the Membership and Chapter Relations Committee, which facilitated communication between AAPOR and the seven chapters, and served on the AAPOR Standards Committee.

Ned is a big fan of MAPOR because of its history as a preeminent professional organization for people in the public-opinion and survey research fields, whether from a methodological or substantive perspective. “Everyone needs a professional organization, and it is hard to find one friendlier or more accessible than MAPOR. I encourage every new person at work to get involved, due to the networking possibilities and research exposure”.

When not conducting survey research, he can be found at the record store supporting physical media or at home practicing bass-guitar to the chagrin of his wife and neighbors.



Call for Participation

41st Annual Conference of the Midwest Association for Public Opinion Research
November 18-19, 2016

Embassy Suites Chicago Downtown, 600 N. State Street

This year, the Midwest Association for Public Opinion Research's (MAPOR) 41st annual conference welcomes paper, poster, and panel proposals exploring public opinion research broadly understood. Abstracts on any topic related to public opinion research, theory, or methodology are welcome. We are particularly interested in papers that relate to our conference theme:

"Small and Big Data in a Time of Change"

As society advances, changes, and progresses so does public opinion. So tracking public opinion about elections, personal preference, or consumer choice as well as understanding how opinions, ideas, preferences, and theories are formed and communicated in a public forum becomes important, especially during times of political transition. Technological and methodological advances facilitate better public opinion tracking. For example, smartphones and other mobile devices afford constant internet access; social media affords users the ability to express and follow opinions by audiences worldwide. While much of the data generated from mobile devices, social media, and other new technological modalities is big, new technologies also afford researchers new digital means of going "small". Methodologies such as focus groups, message testing, questionnaire evaluation and development, and ethnographies are now beginning to take advantage of some of these new digital pathways. Papers exploring substantive or methodological approaches that take advantage of big or small data sources or the technological or methodological innovations that generate such data for measuring, quantifying, testing, and exploring public opinion about a wide array of topics—including, but not limited to, politics, elections, mass media, consumer interests/behavior, cross-cultural, and special populations—are sought. In addition to presenting at the conference, authors will have the option to post accepted papers or slides online at mapor.org after the conference.

Submissions: Abstracts of 300 words or less can be submitted at mapor.org/AbstractSubmission. In addition to a title and abstract, you will be asked to provide the name, institutional affiliation, and email address for **all authors**. References are not required, and exemplar abstracts are featured in the abstract submission site. The same author's name may appear **as first author** on a **maximum of two submissions**. To allow for blind review, please remove all personally identifying information from the abstract's text before submission.

Note to student authors: If all authors are students who will be enrolled in an undergraduate or graduate program at the time of the conference, you may submit your paper to the MAPOR Fellows Student Paper Competition (click [here](#) for additional information). When submitting a student paper to the competition, a student will be asked to provide the name and e-mail address of a faculty mentor. The faculty mentor will be asked to send an email of 25 words or less endorsing the paper **when the full paper is submitted**.

Panel Proposals: Panels focus on a common theme and include 4 or 5 participants. A panel proposal requires a description of 300 words or less discussing the issues to be addressed and their importance. Also, submissions should list the potential panelists, their institutional affiliations, email addresses, and tentative titles of presentations. Panels related to the conference theme are especially encouraged.

Submission Information: All abstracts must be posted no later than **Midnight CDT on Thursday, June 30, 2016**. Accepted papers sharing a theme will be scheduled during a paper session. Papers with more individualized topics will be scheduled during a poster session. MAPOR considers both types of presentation equally valuable. All submitters will be notified via e-mail by August 15 of their abstract's acceptance status. For questions or problems with the submission process, please contact the conference chair at: abstracts@mapor.org.



2016 Doris Graber Paper Competition

41th Annual Conference of the
Midwest Association for Public Opinion Research
November 18-19, 2016

Embassy Suites Chicago Downtown, 600 N. State Street

The Midwest Association for Public Opinion Research invites eligible students to enter the association's Doris Graber Student Paper Competition. Two winning papers, one in public opinion and the other in survey research methodology, will receive an award of \$200, one free conference registration and one free ticket to the Friday MAPOR luncheon. The winning papers also will be accepted for presentation during a session at the May 2017 AAPOR conference in New Orleans, LA.

Eligibility

For the purposes of this competition, a student is someone enrolled in a graduate or undergraduate program at the time of the conference. A paper authored by more than one person is considered a student paper only if all authors are students according to the above definition. Students need not be members of MAPOR.

The topic of the paper must fall under one or both of MAPOR's general areas of scholarship, which are (1) public opinion and (2) research methods in public opinion research. When submitting, the author(s) must indicate the topic for which the paper should be considered. The papers need not be quantitative nor must they report data in order to qualify for consideration in this competition. **Each student can submit only one paper to the competition.**

Procedure

1. Submit an abstract to the MAPOR conference at mapor.org/AbstractSubmission. In addition to a title and abstract, you will be asked to provide the name, institutional affiliation, and email address for **all authors**. References are not required, and exemplar abstracts are featured in the abstract submission site. Abstracts can be submitted until **midnight CDT, June 30, 2016**. Students must provide the name and e-mail address of a faculty mentor when submitting their abstract.

2. Students whose papers have been accepted for the 2016 conference can have their papers considered for MAPOR's Doris Graber Student Paper Competition. Full papers must be sent in **Word format** to Nora Cate Schaeffer (schaeffer@ssc.wisc.edu) by midnight CDT, September 15, 2016. All papers are capped at **6,500 words** (minus title page, abstract, tables, references, and appendices) and must include **all information described on page 2 (under the AAPOR Code of Professional Ethics & Practices)**. All papers must be fully blinded, and the email accompanying the submission must include: (1) the names and email addresses of all authors; (2) the USPS address, phone number, and email address of the contact author; and (3) the name and email address of the faculty sponsor for the paper. **Faculty sponsors are required to send a brief endorsement (25 words or fewer) directly to Nora Cate Schaeffer by the deadline.**

A committee composed of MAPOR Fellows will judge all papers submitted to the competition. Winners will be announced at the Friday Awards Session.

AAPOR Code of Professional Ethics & Practices

All submissions must abide by the AAPOR Code of Professional Ethics & Practices. Manuscripts that make use of survey data must include, at minimum, the information below from Section III-A of the Code:

A.... [I]nclude the following items in any report of research results or make them available immediately upon release of that report.

- 1.** Who sponsored the research study, who conducted it, and who funded it, including, to the extent known, all original funding sources.
- 2.** The exact wording and presentation of questions and responses whose results are reported.
- 3.** A definition of the population under study, its geographic location, and a description of the sampling frame used to identify this population. If the sampling frame was provided by a third party, the supplier shall be named. If no frame or list was utilized, this shall be indicated.
- 4.** A description of the sample design, giving a clear indication of the method by which the respondents were selected (or self-selected) and recruited, along with any quotas or additional sample selection criteria applied within the survey instrument or post-fielding. The description of the sampling frame and sample design should include sufficient detail to determine whether the respondents were selected using probability or non-probability methods.
- 5.** Sample sizes and a discussion of the precision of the findings, including estimates of sampling error for probability samples and a description of the variables used in any weighting or estimating procedures. The discussion of the precision of the findings should state whether or not the reported margins of sampling error or statistical analyses have been adjusted for the design effect due to clustering and weighting, if any.
- 6.** Which results are based on parts of the sample, rather than on the total sample, and the size of such parts.
- 7.** Method and dates of data collection.

All submissions must include the following:

- 8.** The response rate and details of its calculation (if response rate is not appropriate, the refusal rate). Accurate reporting of the response rate requires consulting the AAPOR Standard Definitions (aapor.org), to identify the appropriate response rate definition. If the AAPOR recommendations are not followed, authors should explain why a nonstandard approach was employed.
- 9.** For models fitted to the data, the equations of the models should be presented, including the numerical values of the parameter estimates, the respective standard errors, and goodness-of-fit statistics for the model.

In addition, authors need to agree to make other specific information about the study available within 30 days of any request for such materials. This information is listed in Section III-B of the Code located at aapor.org/Standards-Ethics/AAPOR-Code-of-Ethics

A WORD FROM THE MAPOR CORPORATE SPONSORSHIP COORDINATOR

A HUGE THANK YOU TO THIS YEAR'S SPONSORS:

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- Nielsen (www.nielsen.com/content/corporate/us/en.html)

2015 MAPOR Silver Sponsors

- The Friedman Foundation for Educational Choice (www.edchoice.org/)
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- NORC (<http://www.norc.org/Pages/default.aspx>)
- RTI International (www.rti.org)
- University of Chicago Survey Lab (surveylab.uchicago.edu/)
- UConn Graduate Program in Survey Research (surveyresearch.uconn.edu/)
- University of Wisconsin Survey Center (uwsc.wisc.edu)

2015 MAPOR Bronze Sponsor

- Cvent (www.cvent.com/)
- CfMC When Quota Matters (www.cfmc.com)
- Indiana University - Center for Survey Research (csr.indiana.edu)
- Michigan State University Office for Survey Research (ippsr.msu.edu/osr)
- Paul J Lavrakas and Barbara J. Lavrakas
- Research Support Services, Inc. (www.researchsupportservices.com)
- Survey Research Office of the University of Illinois-Springfield (www.uis.edu/surveyresearchoffice)
- University of Illinois at Chicago - Survey Research Lab (srl.uic.edu)
- University of Michigan Institute for Social Research (www.isr.umich.edu/home)
- University of Nebraska, Gallup Research Center/Survey Research & Methodology Program (sram.unl.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.

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

- 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

Soon our campaign to raise funds for the coming MAPOR year will begin. For more information or to become a sponsor, call or email me at stevenso@ssc.wisc.edu or 608-262-9032 for more information. We'll be reaching out to our current sponsors, and placing notices on distribution lists beginning in June!

Thank you for your help!

John Stevenson
MAPOR Corporate Sponsorship Coordinator

MAPOR 2016-2017 Leadership

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Josh Pasek, Member-at-Large
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Matthew Courser, Vice President / President Elect
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