



# Midwest Association for Public Opinion Research

Summer 2015

The Midwest Association for Public Opinion Research holds its 40th annual meeting November 20th & 21st at the Embassy Suites in Chicago.

See the Call for Papers for the 2015 Conference on Page 2.

Information on upcoming MAPOR Webinars is on Page 3

The MAPOR Fellows Student Paper Competition is open! Details on Page 7

## Important Dates

All abstracts are due **June 30, 2015**

Students whose abstracts are accepted to the conference and who wish to be considered for the MAPOR Fellows Student Paper Competition must submit a full paper by **September 15, 2015**

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## A Message from the President

*Allyson Holbrook, MAPOR President, University of Illinois - Chicago*

Welcome the second MAPOR newsletter of 2015! We saw many of you in sunny Florida last month for the annual AAPOR conference! MAPOR was well-represented and MAPORites were active – from giving papers and short-courses to service on AAPOR council and committees. See our MAPOR at AAPOR guide [here](#) for some highlights. The Thursday night New Member and All-Chapter Reception was a big success (if a little warm) and MAPOR's 40<sup>th</sup> anniversary decorations helped our table to stand out. Thanks to all of you who visited the table to get your MAPOR nametag banner and say hi!



MAPOR council is continuing to plan for our annual conference and are happy to announce a fantastic line-up of invited speakers this year (see 2015 Conference Chair Matt Courser's update below). The deadline for submitting an abstract for the 2015 conference and for consideration in the MAPOR Fellows Student Paper Competition is the end of this month (June 30). We are excited to celebrate MAPOR at 40 and are planning on celebrating the history of MAPOR in a number of unique ways at the annual conference! We hope to see you there! See our website at [www.mapor.org](http://www.mapor.org) for links to the call for papers as well as details about the MAPOR Fellows Student Paper Competition. We are also working on our 2015 webinars and webinar chair Kevin Ulrich's update can be found on p. 3. As always, if you have any thoughts or feedback on anything that you would like to see MAPOR do, please don't hesitate to contact me via email ([allyson@uic.edu](mailto:allyson@uic.edu)) or at a MAPOR or AAPOR event.



## MAPOR 2015: "MAPOR at 40! Celebrating the Past, Present, and Future of Public Opinion Research"

*Matt Courser, MAPOR Conference Chair, PIRE*

MAPOR at 40! will be held at the Embassy Suites in downtown Chicago from November 20-21, 2015. The conference will highlight trends and changes in opinion and methodology over time but also will look to the future by focusing on methodological and substantive challenges facing public opinion research. Our theme—just like MAPOR itself—is broad and diverse and allows us to address where we have been, where we are, and where we are going as a field. *Continued on page 3*



## Call for Participation

**40th Annual Conference of the Midwest Association for Public Opinion Research  
November 20-21, 2015**

**\*\*NEW LOCATION!\*\* Embassy Suites Chicago Downtown, 600 N. State Street**

The Midwest Association for Public Opinion Research's 40th annual conference welcomes paper, poster, and panel proposals exploring innovations in public opinion research. 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:

### **“MAPOR at 40! Celebrating the Past, Present, and Future of Public Opinion Research”**

MAPOR is turning 40! To celebrate this milestone and how far we have come since MAPOR began in 1975, our conference theme focuses on the past, present, and future of public opinion research. We encourage submissions that focus on trends and changes in opinion and methodology over time (the “past and present” of our theme) and especially encourage methodological and substantive submissions that focus on challenges facing the field as technology and societal shifts impact how we measure public opinion (the “future” of our theme). Topics may include, among others: election data; exit and political polling; “big data”; locational or geographic data; media effects on public opinion; public opinion on social, economic, and political issues; data collection issues and strategies; technological and methodological innovations; qualitative research techniques; cross-cultural or special population research; non-response and data-quality issues. In addition to presenting at the conference, authors will have the option to post accepted papers and slides online at [www.mapor.org](http://www.mapor.org) after the conference.

#### **Paper and Poster Presentations:**

Abstracts of 300 words or less can be submitted at <http://www.mapor.org/AbstractSubmission.html>. 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 at this link as well.

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 (see additional information on the 2015 MAPOR Fellows Student Paper Competition, available at [www.mapor.org](http://www.mapor.org)). 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 e-mail 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. In addition, 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 June 30, 2015**. Accepted papers that share a theme will be scheduled for presentation during a paper session. Papers with more individualized topics will be scheduled for presentation during a poster session. MAPOR considers both types equally valuable. All submitters will be notified via e-mail by Aug. 15 of their abstract's acceptance status. For questions or problems with the submission process, please contact the conference chair at: [abstracts@mapor.org](mailto:abstracts@mapor.org).

## Conference Chair's Column, continued:

*Continued from page 1*

We have an excellent program planned. MAPOR at 40! will feature a short course by **Joe Murphy** of RTI International on social media and emerging technologies, a keynote by **Jon Krosnick** of Stanford University on measurement and accuracy in survey research, and a pedagogy hour led by **Dan Merkle** of ABC News on polling and the 2016 elections.

Abstract submission for MAPOR's 40<sup>th</sup> conference, "MAPOR at 40! Celebrating the Past, Present, and Future of Public Opinion Research," closes **June 30<sup>th</sup>** (a little under a **week** away!)

Please see the call for papers included on Page 2 of this newsletter for more information. We also encourage undergraduate and graduate students to submit abstracts to the 2015 Student Paper Competition (see the announcement included on Page 7 of this newsletter for details).

To submit an abstract, view the call for papers, or to learn additional details about *MAPOR at 40!*, go to <http://www.mapor.org/conferences.html>. If you haven't already submitted an abstract or panel proposal, please do so today!

We are looking forward to seeing you as we celebrate 40 years! Questions? You can reach out to me at [abstracts@mapor.org](mailto:abstracts@mapor.org).

## Upcoming MAPOR Webinars

*Kevin Ulrich, Member-at-Large, University of Chicago Survey Lab*

Have you noticed that some of the most influential members in the survey field are MAPOR members? In keeping with our strong methodological tradition, MAPOR will continue its 'Substance and Methods' webinar series this fall. MAPOR webinars are a convenient and affordable way to learn from some of the most influential experts in the field of survey research.

In September, **Professor Colm O'Muircheartaigh** from the University of Chicago Harris School of Public Policy will present a webinar on survey methods. And in October, **Professor Maria Krysan** from the University of Illinois at Chicago and **Professor David Wilson** from the University of Delaware will jointly present a webinar on racial attitudes. This webinar will be co-sponsored with AAPOR.

Stay tuned for specific dates and topics!



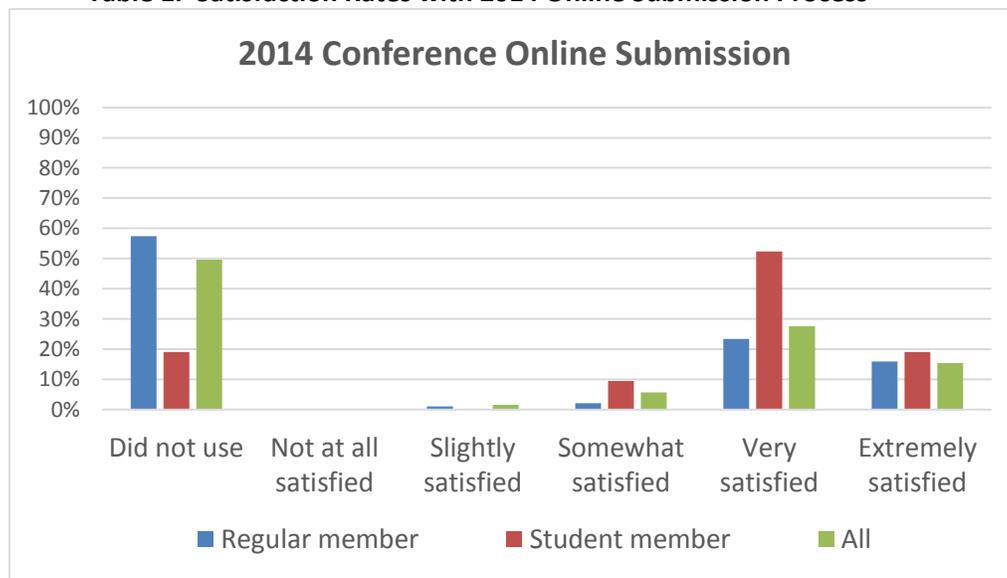
# Getting Ready for the 2015 MAPOR Annual Conference: Findings from the 2015 MAPOR Membership and 2014 Annual Conference Survey

*Ipek Bilgen, Secretary-Treasurer, NORC at the University of Chicago*

Each year, MAPOR conducts an annual survey to obtain information from its members to serve them more effectively. The MAPOR Membership Survey was specifically important this year to MAPOR’s Executive Council in planning this year’s 40th annual conference and continuing to provide membership benefits beyond the conference. The survey was conducted via web in February 2015 and survey invitations were sent to both 2014 and 2015 MAPOR members. In the Spring Newsletter, we reported results on MAPOR member’s perceptions about the 2014 MAPOR conference, MAPOR membership, communications, and webinar. This article provides follow-up results from the 2014 MAPOR annual conference and updates on the 2015 MAPOR annual conference preparations.

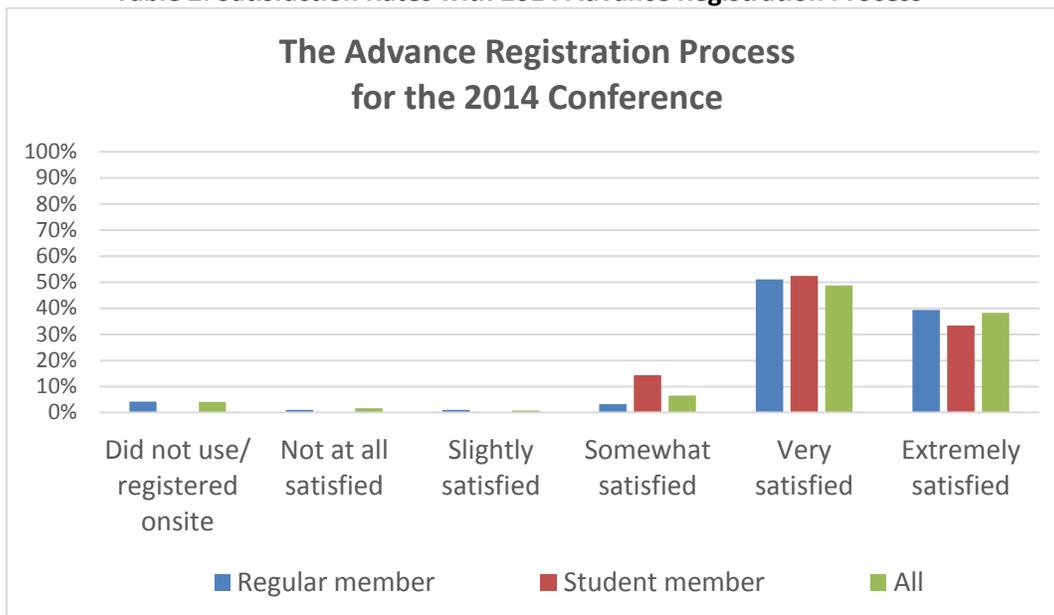
According to the membership survey, almost half of the conference attendees who responded to our survey indicated that they did not use the abstract submission system. While 63% of the conference attendees in 2013 submitted a paper or poster presentation; 50% of the conference attendees in 2014 submitted a paper or poster presentation using the online abstract system. Even though the conference attendance was higher in 2014 in comparison to the 2013 MAPOR annual conference, this may be an indication that while the annual conference is well-promoted, we may need to increase the abstract submission promotions. Accordingly, this year we have been in constant communication with our past and present members, as well as AAPOR members, and have been promoting the abstract submission on a weekly basis during the month of the submission deadline (for further information on how to submit an abstract, please see Page 2 in the newsletter).

**Table 1. Satisfaction Rates with 2014 Online Submission Process**



Last year, the online submission and the advance registration systems were both well received. According to the MAPOR annual survey, the majority of the individuals who submitted an abstract were very satisfied with the conference online submission. Similarly, the majority of the respondents who used the advance registration for the 2014 conference were either very or extremely satisfied with the system. Moreover, according to our conference registration records and survey results, the majority of the conference attendees used the advance online registration process for the 2014 conference rather than the on-site registration.

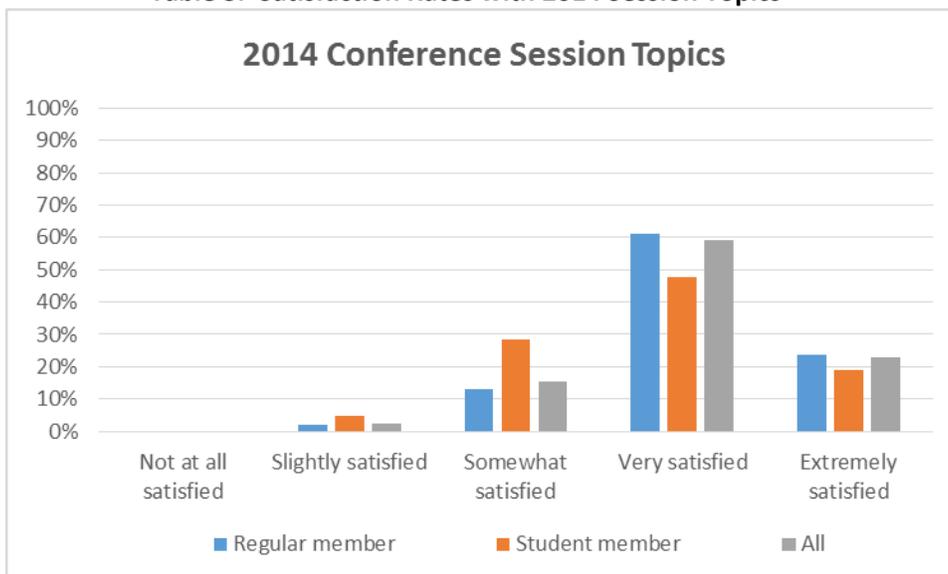
**Table 2. Satisfaction Rates with 2014 Advance Registration Process**



This year we have continued employing last year’s online abstract submission system via Cvent and made minor changes to last year’s system. Currently, we are getting ready to set up the advance registration system in Cvent. Hence, we welcome further feedback on both this year’s abstract submission system for next year’s submission process and last year’s advance registration process for this year’s online advance registration. Please contact [bilgen-ipek@norc.org](mailto:bilgen-ipek@norc.org) for your questions and further feedback on the abstract submission and the advance registration systems.

Last year’s conference session topics included exit and political polling; big data; locational or geographic data; media effects on public opinion; public opinion on social, economic, and political issues; data collection issues and strategies; technological and methodological innovations; qualitative research techniques; cross-cultural or special population research; total survey error; and non-response and data-quality issues. In the past several years the conference committees made a good effort to establish a balance between the methodological and substantive topics among sessions. According to the MAPOR annual survey, the 2014 conference session topics were relatively well received and the majority of the respondents were either somewhat, very, or extremely satisfied.

**Table 3. Satisfaction Rates with 2014 Session Topics**



Lastly, we asked respondents “What event, session, or other conference component not at the 2014 MAPOR Conference would you like to have at the 2015 MAPOR Conference?” The majority of the feedback was related to the format of the conference. One of the highlights from the feedback we received was the suggestion to include events in the MAPOR annual conference which aim to increase the communication between junior and experienced survey researchers, methodologists, and data scientists. We are currently working on incorporating the feedback we have received from MAPOR’s 2015 annual membership survey during the 2015 annual MAPOR conference planning.

## Tips for Preparing a Presentation Abstract

*Patty LeBaron, Communications Coordinator, RTI International*

The MAPOR abstract submission deadline is just around the corner! When working on your conference abstract, keep in mind these tips. A well-written abstract increases the chance that your paper will be accepted to the conference and assists the conference chair in assembling meaningful conference sessions.

- Clearly state your research questions. Abstract reviewers should be able to quickly describe the questions that your research will answer.
- Justify why the issue that your research investigates is important. What will the audience learn and why do they need to know?
- What methods did you use to investigate your research questions? Were they experimental?
- Describe your analysis, as appropriate. Which analytical methods will you use to draw conclusions about your research?
- Findings are not always available at the abstract submission stage. However, if your research findings are available, include these in your abstract.

Don’t forget the 300-word limit! Good luck with your submission!





## 2015 MAPOR Fellows Student Paper Competition

40th Annual Conference of the  
Midwest Association for Public Opinion Research  
November 20-21, 2015

**\*\*NEW LOCATION!\*\* Embassy Suites Chicago Downtown, 600 N. State Street**

The Midwest Association for Public Opinion Research invites eligible students to enter the association's 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 2016 AAPOR conference in Austin, TX.

### 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 <http://www.mapor.org/AbstractSubmission.html>. 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 an exemplar abstract will be featured at [www.mapor.org](http://www.mapor.org). Abstracts can be submitted until **midnight CDT, June 30, 2015**. 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 2015 conference can have their papers considered for MAPOR's Student Paper Competition. Full papers must be sent **in Word format** to Tim Johnson ([timi@uic.edu](mailto:timi@uic.edu)) by midnight CDT, September 15, 2015. All papers are capped at **6500 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 Tim Johnson 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.

# A Word from the MAPOR Corporate Sponsorship Coordinator

*John Stevenson, Sponsorship Coordinator, University of Wisconsin-Madison*

A HUGE THANK YOU TO THE 2014 MAPOR SPONSORS!

## 2014 MAPOR Gold Sponsors

- Nielsen ([www.nielsen.com/content/corporate/us/en.html](http://www.nielsen.com/content/corporate/us/en.html))
- NORC at the University of Chicago ([www.norc.org](http://www.norc.org))

## 2014 MAPOR Silver Sponsors

- Headway ([www.headwaycorp.com](http://www.headwaycorp.com))
- MSG ([www.m-s-g.com/Web/Index.aspx](http://www.m-s-g.com/Web/Index.aspx))
- RTI International ([www.rti.org](http://www.rti.org))
- University of Chicago Survey Lab (<http://surveylab.uchicago.edu>)
- University of Wisconsin Survey Center (<http://uwsc.wisc.edu>)

## 2014 MAPOR Bronze Sponsors

- Cvent (<https://www.cvent.com>)
- CfMC: When Quota Matters (<http://www.cfmc.com/>)
- Indiana University - Center for Survey Research (<http://csr.indiana.edu>)
- The Everett Group (<http://www.everettgroup.com/>)
- Paul J. and Barbara J. Lavrakas
- Research Support Services (<http://www.researchsupportservices.com/>)
- University of Illinois at Chicago - Survey Research Lab (<http://srl.uic.edu>)
- University of Michigan Institute for Social Research ([www.isr.umich.edu/home](http://www.isr.umich.edu/home))
- University of Nebraska, Gallup Research Center/Survey Research & Methodology Program (<http://sram.unl.edu>)
- University of Northern Iowa (<https://www.uni.edu/csbr/>)

Please consider sponsoring MAPOR in 2015 to take advantage of the new increased benefits to you and your organization. Support from organizations like yours help keep costs down for young researchers and help 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. Details on sponsorship levels and benefits can be found on our website (see <http://www.mapor.org/sponsorship.html>).

For more information or to become a sponsor, email or call me at [stevenso@ssc.wisc.edu](mailto:stevenso@ssc.wisc.edu) or 608-262-9032. Thank you!

# MAPOR 2014-2015 Leadership

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