

Spring 2014

**The Midwest Association for Public Opinion Research** holds its 39th Annual meeting November 21-22 at the Renaissance Chicago Downtown Hotel

**Papers and panels** on all matters of survey methods and public opinion theory are welcome at MAPOR 2014 (see page 2)

**Student authors** are encouraged to submit to the MAPOR Fellows Student Paper Competition for MAPOR 2014 (see page 3).

**MAPORtraits** look at member appreciation of MAPOR involvement (see pages 5-6).

**Student Paper Competition Winners from 2013** are congratulated (see page 6).

**Patricia Moy** is our newest MAPOR Fellow (see page 8).

**All About MAPOR's New Location** (see page 9)

**Join us at AAPOR** for the All Chapter Reception (see page 9).

**MAPOR Sponsors** are featured on page 10. Become a MAPOR Sponsor today!

**2013-2014 MAPOR Council Members** (see page 10)

## A Message from the President

By Kristen Olson, MAPOR President, University of Nebraska-Lincoln



Happy Spring 2014, MAPOR! MAPOR Executive Council has been busy since November's conference. Following the schedule started by Past-President Joe Murphy, MAPOR Executive Council has had monthly telephone meetings to plan for November's conference and develop additional benefits to offer as part of a MAPOR membership. We are using the results from this year's survey of the membership to guide our planning. We heard from 129 MAPOR members in this year's survey, with an AAPOR RR2 of 51.3%!

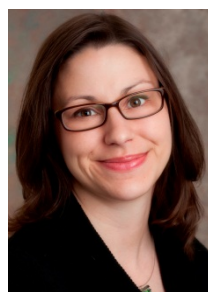
One of the most exciting new benefits to members is the start of MAPORnet. We encourage members to use this resource for assistance on research questions, job postings - especially those in the Midwest, and other announcements that are of interest to the general membership. This is a great way to communicate with other MAPOR members directly.

*Continued on page 6*

## MAPOR 2014:

### Changing Latitudes, Changing Attitudes

Lindsay H. Hoffman, MAPOR Conference Chair, University of Delaware



In honor of MAPOR's change in location, this year's MAPOR conference theme is "Changing Latitudes, Changing Attitudes." Our new location, the [Renaissance Chicago Downtown Hotel](#), is located at 1 West Upper Wacker Drive, which is less than a mile south of our previous location. Technically, the change in latitude is minor; our previous hotel was located at 41.895144 decimal degrees, whereas our new location is at 41.88655. But having been at our previous location (160 E. Huron St.) a total of 33 years (for the first time in 1977, and continually 1991 to 2013), it's a big change for us!

So this year's theme honors that change, and we encourage papers and panels related to change—in public opinion, methodology, theory, and analysis. One change we have noticed that has caused a stir lately is "big data." Whether that refers to paradata, interviewer observational data, social media, or data mining, it's a hot topic. We encourage papers that address these new ways of looking at public opinion through multiple and varied sources of data.

*Continued on page 7*



## Call for Participation

39th Annual Conference of the  
Midwest Association for Public Opinion Research  
November 21-22, 2014

**\*\* NEW LOCATION! \*\* Renaissance Chicago Downtown Hotel, 1 West Wacker Drive**

The Midwest Association for Public Opinion Research's 39th 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:

### **“Changing Latitudes, Changing Attitudes”**

After decades on East Huron Avenue, MAPOR is moving! Our 39th conference theme celebrates this change and encourages abstracts on all facets of public opinion research. 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; qualitative research techniques; cross-cultural or special population research; non-response and data-quality issues. In addition to presentation at the conference, authors will have the option to post accepted papers 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 an exemplar abstract will be featured at [www.mapor.org](http://www.mapor.org).

The same author's name may appear 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 on the MAPOR Fellows Student Paper Competition (see additional information on the 2014 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, 2014**. 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 disposition. For questions or problems with the submission process, please contact the conference chair at: [abstracts@mapor.org](mailto:abstracts@mapor.org).



## 2014 MAPOR Fellows Student Paper Competition

39th Annual Conference of the  
Midwest Association for Public Opinion Research  
November 21-22, 2014

**\*\*NEW LOCATION!\*\* Renaissance Chicago Downtown Hotel, 1 West Wacker Drive**

The Midwest Association for Public Opinion Research invites eligible students to enter the association's MAPOR Fellows 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 2015 AAPOR conference in Hollywood, FL.

### 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) survey research methodology. 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, 2014**. 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 2014 conference can have their papers considered for the MAPOR Fellow Student Paper Competition. Full papers must be sent **in Word format** to Patricia Moy ([pmoy@uw.edu](mailto:pmoy@uw.edu)) by midnight CDT, September 15, 2014. 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 Patricia Moy 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.

# 2014 MAPOR Fellows Student Paper Competition continued

## 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 (<http://www.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 [http://www.aapor.org/AM/Template.cfm?Section=AAPOR\\_Code\\_of\\_Ethics](http://www.aapor.org/AM/Template.cfm?Section=AAPOR_Code_of_Ethics)

# MAPORtraits



## **David Sterrett, University of Illinois at Chicago**

I'm a PhD student in political science at the University of Illinois at Chicago, and my research focuses on public opinion and survey methodology. I have presented papers at the last three MAPOR conferences, and it is my favorite conference because of all it offers graduate students. Every year I am impressed with all the leading public opinion scholars and survey methodologists who attend the conference. The intimate setting, luncheon and cocktail reception provide many opportunities to meet a wide variety of experts and receive research feedback. The conference also has a student paper competition, and MAPOR fellows provide detailed comments on all papers submitted. The fact I was lucky enough to be one of the

winners last year shows anyone has a chance to win, and I would encourage all students to submit papers.

This year I have also had the opportunity to serve as the MAPOR student representative on the executive council. I'm hoping to help the council continue to find ways to provide more opportunities for students. If anyone has ideas, please email me at [dsterr3@uic.edu](mailto:dsterr3@uic.edu). I'm finishing up my dissertation this fall, and plan to pursue a career in survey research.

However, no matter where I work, I will make sure to make it to MAPOR every year.



## **Yuli Patrick Hsieh, Northwestern University**

I am a social scientist and survey methodologist formally trained in communication studies, sociology, and social informatics. My main research interests concern the social implications of information and communication technologies (ICTs). I examine how people use ICTs to maintain their personal networks and engage in public affairs. I have heard great things about MAPOR from my dissertation advisor, Peter Miller, since I started getting my Ph.D. in the Media, Technology & Society program, at Northwestern University's School of Communication. But I did not have any suitable work to submit to MAPOR and did not attend the conference until I wrapped up my dissertation in 2013.

The 2013 annual conference was my very first MAPOR experience, and it was just wonderful. I got a chance to meet many great survey researchers from both academia and industries. I felt very connected with the organization and conference and I am able to keep in touch with a few of the new contacts I met ever since.

I am extremely honored and humbled that my work won the student paper competition in survey research methodology. Basically, my dissertation sought to develop recall aids to improve the most widely-used survey technique for generating personal networks from respondents. This is a necessary step for my research goal in the future because I want to have a better survey technique to collect rigorous personal network data, along with other information about ICT use, from survey participants. Therefore, winning the MAPOR student paper competition really means a lot to me.

More importantly, the tremendously thoughtful feedback that I received from the reviewers and panel discussant was the best part of my MAPOR experience. The suggestions and comments really helped me improve my manuscript and inspired some new ideas for future work. All in all, I cannot find or recommend another better venue than MAPOR for graduate students or newbie survey researchers. I look forward to being involved in various roles in the future.

# MAPORtraits

## Kumar Rao, Nielsen Company

My relationship with MAPOR started in November 2003 when I presented my first poster on "Wireless Surveys," a study investigating the potential of conducting surveys on personal digital assistant (PDA) or any other palm-held device. Yes, this was before iPhone and iPad and it does sound ancient. Since then I have made MAPOR as a yearly pilgrimage, one that I pursue for learning and sharing ideas and networking with fellow researchers. In 2011, I was given the honor of maintaining the MAPOR.org website as a voluntary webmaster. During this time, I redesigned the MAPOR website from scratch and gave the form and shape that exists now. This was my small contribution to the years of knowledge and experience I cherished receiving from MAPOR. I am planning on attending MAPOR for many years to come and I know, just like a great wine, my MAPOR experience would get better and better over time.

I am with the Nielsen Company where I am responsible for developing new statistical and computation techniques for online and mobile business initiatives, supporting both current enhancements and new product development. I am also the co-editor of AAPOR's online journal - Survey Practice ([www.surveypractice.org](http://www.surveypractice.org)). While my recent interest is in Web analytics and online surveys, my previous research has focused on mode effects and analysis of panel data for examining panel attrition, recruitment, and retention. More information on my research work can be found in my website ([www.kumarrao.net](http://www.kumarrao.net)). I have worked previously at the Gallup Organization and Knowledge Networks Inc. and hold a master's degree in Survey Methodology and master's and bachelor's degree in engineering and management.

## Congratulations to the 2013 Student Paper Competition winners!

### Public Opinion Winner:

David Sterrett, University of Illinois at Chicago, "The Self-Interested Public: How Self-Interest Affects Policy Preferences."

### Survey Research Methodology Winner:

Yuli Patrick Hsieh, Northwestern University, "Testing Information and Communication Technology (ICT) Recall Aids for Personal Networks Surveys."

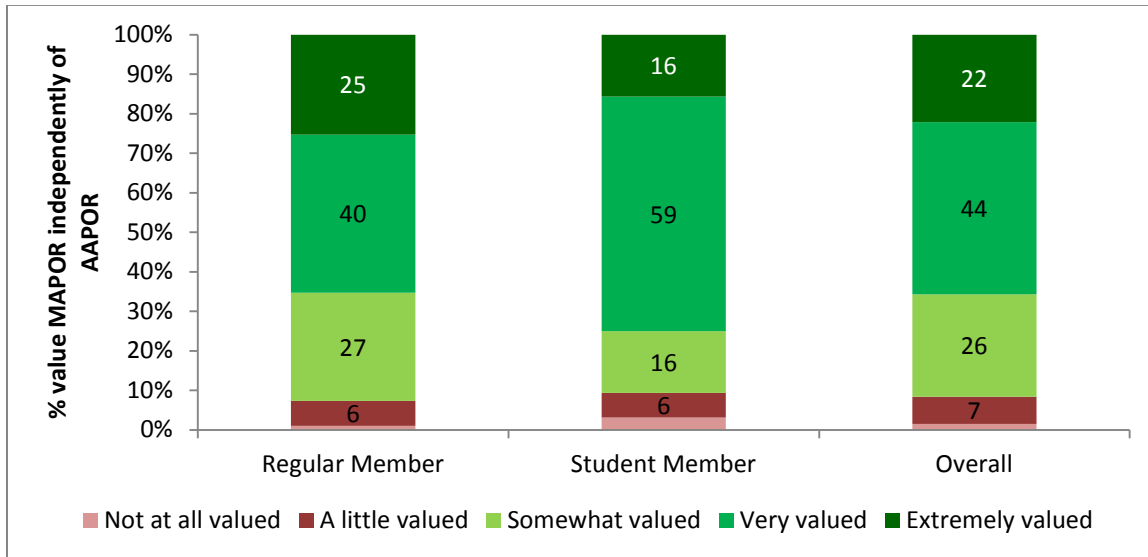
## President's column continued:

*Continued from page 1*

MAPOR Executive Council is also developing a communications strategy. In this year's annual membership survey, MAPOR members reported wanting more frequent communications from MAPOR, including more regular newsletters. We will start having quarterly rather than biannual newsletters, increasing Council's communication with the membership. We are also working on a strategy for communication on MAPOR website (a communication vehicle the membership reported using), via MAPORnet, and via MAPOR's Facebook site. Of course, we will continue to send regular emails to the membership. If you have ideas for MAPOR communications or are interested in being part of a team that develops a communications plan, please let me know!

Also continuing work that started under Joe Murphy's presidency, we are planning a mid-year webinar event for MAPOR members. At-large member Jennifer Dykema was the leader of the mid-year event subcommittee until her recent hospitalization. (We miss you, Jen, and wish you strength in your recovery!) Council is continuing her hard work, and will make an announcement about this event in early summer.

One of the aspects of MAPOR that members – and especially student members - reported in this year’s survey being important to them is providing networking opportunities with other professionals in the field of public opinion research. We are exploring options to increase these networking opportunities for MAPOR members at the annual meeting and beyond. MAPOR members also reported on the value of MAPOR as a professional organization, independent of national AAPOR. Among regular members, 65% reported that MAPOR is either very or extremely valued, independent of national AAPOR – this number grew to 75% among student members (see figure below). We are pleased to see how important MAPOR is to the membership, and will strive to add value to the membership beyond the current offerings.



One of the important new benefits that we have offered for the last few years is the availability of MAPOR conference abstracts, slides and/or papers on the MAPOR website. The 2013 conference slides and/or papers have been posted. Kumar Rao passed the role of webmaster off to Mandy Sha in November. We send a huge thanks to Kumar for all of the work that he has done for MAPOR as webmaster. Since November, Mandy has done an excellent job keeping MAPOR’s website up to date.

If you are attending this year’s AAPOR meeting in Anaheim, please stop by the MAPOR table during the All Chapter and New Member Reception on Thursday evening. We will be giving away MAPOR Post-it notes and have a variety of Midwest food treats to raffle off. Multiple members of MAPOR Executive Council will be there – we’d love to see you in person!

We have an ambitious agenda this year on MAPOR Council – moving to a new hotel for our November conference, increasing communications with the membership, and offering additional benefits. If you have thoughts on any of these issues, or on anything about MAPOR in general, please feel free to email me at [kolson5@unl.edu](mailto:kolson5@unl.edu).

## Conference Chair’s column continued:

*Continued from page 1*

Our theme also captures the importance of geographical context. We know that context often matters in how people view moral, political, and economic issues. How does public opinion vary geographically? How do we measure changes across geographical boundaries and analyze multiple levels of data? How do these geographical differences, if any, add to our understanding of public opinion research, theory, and methodology?

Although we encourage abstracts along these lines, we also welcome abstracts on all facets of public opinion research. Topics may include, among others: election data; exit and political polling; media effects on public opinion; public

opinion on social, economic, and political issues; data collection issues and strategies; qualitative research techniques; cross-cultural or special population research; non-response and data-quality issues. The conference program will attempt to assemble papers related to these various topics into their own panels or the poster session. 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 2014 MAPOR Fellows Student Paper Competition (see the announcement included on Page 3 of this newsletter for details). All abstracts can be submitted online at [www.mapor.org](http://www.mapor.org) and after the conference, authors will have the option to post accepted papers on the MAPOR website.

We have a few other exciting changes in store for MAPOR 2014, and we look forward to seeing you at our new location—The [Renaissance Chicago Downtown Hotel](http://www.renaissancechicago.com) at 1 West Wacker Drive in downtown Chicago! Updated information will be available at [www.mapor.org](http://www.mapor.org).

## **Patricia Moy Selected as the 2013 MAPOR Fellow**

Patricia Moy was named the 2013 MAPOR Fellow at the Friday luncheon during the 2013 conference.

Patricia's involvement with MAPOR began in 1995 with an adventure (unfortunately). She and a fellow doctoral student at the University of Wisconsin-Madison were driving down to Chicago when something suddenly went awry with the car engine. With a presentation that day, what would they do? Fortunately, other MAPOR-bound students spotted them and generously offered to wait for a tow truck to arrive while Patricia and her co-author hitched a ride to Chicago with a truck driver. So if it had not been for the generosity of her colleagues and a stranger, Patricia would not have experienced MAPOR until 1996.

In the past two decades, Patricia has been involved in MAPOR in a number of capacities. Her papers have focused on public opinion and media effects, political and civic participation, and communication and democratic processes. In 1998, she and Dietram Scheufele were the inaugural recipients of the MAPOR Fellows Student Paper Competition award. Patricia has organized a number of special panels at MAPOR and regularly serves as panel chair or discussant. She served as MAPOR president in 2008-2009.

In characterizing her contributions to MAPOR, Past-President Joe Murphy presented Patricia as a continuous resource for Council. Joe also mentioned that: "As a MAPOR President Patricia took on the task of codifying responsibilities and timing of key activities for officers. She paved the way for the introduction of short courses at the conference, led discussions about the opportunities and challenges of the unique talents and mix of our members, and much more that we don't have time to get into right now."

Patricia's service to MAPOR is emblematic of her service to the profession at large. She is currently editor of *Public Opinion Quarterly* and *Oxford Bibliographies in Communication*, and President-Elect of the World Association for Public Opinion Research. She has held key elected positions in the International Communication Association, the Association for Education in Journalism and Mass Communication, and the American Association for Public Opinion Research.

Since leaving Wisconsin in 1998, Patricia has been at the University of Washington, where she currently is the Associate Vice Provost for Academic and Student Affairs, the Christy Cressey Professor of Communication, and adjunct professor in the Department of Political Science. She returns to MAPOR each year, some years with students in tow, but all years, a firm believer that "Midwest" is just a state of mind.



# All About MAPOR's New Location

Lindsay H. Hoffman, MAPOR Conference Chair, University of Delaware



As many of you now know, MAPOR is moving! Our 2014 location is the Renaissance Chicago Downtown Hotel, which won a 2013 TripAdvisor Certificate of Excellence. The hotel overlooks the Chicago River and features spacious rooms with skyline views of the city's architecture. Located at 1 West Upper Wacker Drive, the hotel is less than a block from the State/Lake "L" station, where trains arrive from both O'Hare (via the Blue line) and Midway airports. As with our previous location, you will be steps away from shopping and dining, but much closer to Millennium Park, the Chicago Art Institute, and other attractions. The annual Festival of Lights Parade will still be easily accessible on Saturday evening, but our new location shouldn't cause as many headaches with getting to and from the hotel.

There are several dining options in the hotel. Aroma Café is open for breakfast and lunch, and features Starbucks Coffee, Krispy Kreme donuts, as well as sandwiches and snacks. Great Street, with panoramic views of the city, serves regional and seasonal food for breakfast, lunch, and dinner. Finally, Bar Novo serves American food for lunch and dinner, and offers an extensive wine list and creative cocktails. The hotel also features a Rejuvenation Center with an indoor pool, a gym, and a spa. Our conference meeting rooms, along with the luncheon and reception rooms, will all be located on the fourth floor of the hotel, making it easy to get to and from sessions and events. And there's an added bonus: the six elevators in this hotel go to ALL the floors!

We have negotiated a room rate for Standard or 2 Queen Beds at \$179.00 per night plus taxes, which is just a \$10 increase from our previous location in 2013. Although there is a \$14.95 per day Internet fee in guest rooms, we have arranged to offer it to you for only \$1.00 per day.

We are very excited about this new "change in latitude," and hope you will enjoy your stay at our new location. As always, we will be looking for your feedback on the hotel and conference experience.

**Join us in Anaheim at AAPOR for the New Member and All Chapter Reception**  
Thursday, May 15, at 5:45pm in the Platinum 5 at the Anaheim Marriott Hotel

Come meet other MAPOR members and representatives from our council at the New Member and All Chapter Reception during this year's AAPOR conference in Anaheim. We will have impressive MAPOR swag and an opportunity to win great prizes from the great American Midwest! More conference details are available on the AAPOR website ([www.aapor.org](http://www.aapor.org)).

# MAPOR Sponsorship

To keep conference costs reasonable, MAPOR depends upon the generous sponsorship of outside firms and organizations. Conference sponsors receive exposure through several MAPOR channels and have the opportunity to underwrite some of the special events at each MAPOR conference. Thank you 2013 MAPOR Sponsors!

## Gold Sponsor:

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Survey Research & Methodology Program  
University of Wisconsin Survey Center

If your organization would like to help sponsor MAPOR's 2014 conference, please contact **John Stevenson** for more information (608.262.9032 or [stevens@ssc.wisc.edu](mailto:stevens@ssc.wisc.edu)).

# MAPOR 2013-2014 Leadership

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