Taking Charge of Change: Shaping the Future of Public Opinion, Communication, and Survey Research

Share your conference experience with us by tagging #MAPOR17 in your Twitter or Facebook posts!

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<td>Registration for Short Course Participants</td>
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<td>8:00 AM – 10:00 AM</td>
<td>DePaul</td>
<td>Machine Learning in Survey Sciences (MMLSS) Working Group</td>
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<td>Refreshments</td>
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<td>10:15 AM – 11:45 AM</td>
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<td>Time After Time: Considerations for Panel Surveys</td>
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<tr>
<td>12:00 PM – 1:00 PM</td>
<td>Rivernorth BCD</td>
<td>Networking Luncheon: Fajita Buffet (ticket required)</td>
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<td>Rivernorth A</td>
<td>Panel - Community and Business Outlook Surveys: Lessons Learned from Nonrandom Sampling Approaches</td>
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<td>Money &amp; the Message: Recruiting Respondents</td>
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<tr>
<td>1:15 PM – 2:45 PM</td>
<td>DePaul</td>
<td>From Thinking Out Loud to Artificial Intelligence: Cognitive Pretesting &amp; Questionnaire Development</td>
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<tr>
<td>2:45 PM – 3:00 PM</td>
<td>Outside DePaul</td>
<td>Break and Refreshments</td>
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<tr>
<td>3:00 PM – 4:45 PM</td>
<td>Rivernorth BCD</td>
<td>Student Paper Awards &amp; MAPOR Fellow Annoucement</td>
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<td>3:00 PM – 4:45 PM</td>
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<td>Keynote Speaker</td>
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<td>5:00 PM – 6:00 PM</td>
<td>Atrium</td>
<td>President’s Reception (cash bar)</td>
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<td>Sponsor Tables and Poster Session</td>
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<td>Student Book Raffle</td>
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<td>Assessing the “Why” of Social Media: User Motivations and Consequences</td>
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<td>Putting a Pulse on the Public: Opinion in an Electoral Context</td>
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<td>Lakeview</td>
<td>Words Matter: Advances in Questionnaire Wording and Design</td>
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<td>DePaul</td>
<td>Confronting a Web of Problems with Innovation: New Approaches for Online Surveys</td>
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<td>Lincoln Park</td>
<td>Consider the Source: Navigating the Media Environment</td>
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<td>Rivernorth A</td>
<td>Panel - Resuscitating Framing in a Turbulent Time</td>
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<td>Digging into the Data: The Survey Response Process &amp; Data Quality</td>
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<td>10:15 AM–11:45 AM</td>
<td>DePaul</td>
<td>Coding Hour - Learning Curve BoostR: An Almost Syntax-Free Introduction to R for Social and Survey Researchers</td>
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<tr>
<td>11:45 AM – 1:15 PM</td>
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<td>Lunch (on your own)</td>
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<td>1:30 PM – 2:30 PM</td>
<td>Rivernorth BCD</td>
<td>Pedagogy Hour</td>
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<td>Lincoln Park</td>
<td>Model Behavior: Efficiencies and Advances in Sampling, Recruitment, and Estimation</td>
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<td>2:45 PM – 4:15 PM</td>
<td>Rivernorth A</td>
<td>Prejudice, Perceptions, and Politics: Race and Gender Attitudes</td>
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<td>2:45 PM – 4:15 PM</td>
<td>Lakeview</td>
<td>Public Opinion Around the World</td>
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<td>2:45 PM – 4:15 PM</td>
<td>DePaul</td>
<td>Advances in Survey Methodology</td>
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<td>4:30 PM – 5:30 PM</td>
<td>Lakeview</td>
<td>Annual Member Meeting</td>
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MAPOR acknowledges and thanks the following organizations for sponsoring the 2017 conference. Your support ensures that MAPOR can continue to offer a successful conference each year!

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<td><strong>Ana Villar, City University of London</strong></td>
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<td><strong>Question Design for Cross-Cultural Surveys</strong></td>
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<td><strong>Round Table Discussions</strong></td>
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<td><strong>Organizer: Dana Garbarski, Loyola University Chicago</strong></td>
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<td>This roundtable discussion is open to anyone (including students) who is currently studying or interested in the practical details of Interviewer-Respondent Interaction, such as issues involving recording, transcribing, coding, analyzing, and interpreting interaction between interviewers and respondents.</td>
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<td><strong>Machine Learning in Survey Sciences Working Group</strong></td>
<td>DePaul</td>
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<td><strong>Organizer: Trent Buskirk, University of Massachusetts-Boston</strong></td>
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<td>This roundtable discussion is open to anyone (including students) who is currently studying or interested in the practical applications of Machine Learning Methods within the Survey Research process. Examples include applying machine learning methods to make survey data collection more efficient; testing applications of machine learning methods for sample designs; and applying machine learning methods to responsive survey designs.</td>
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| **Paper Session 1**                                  | **Time After Time: Considerations for Panel Surveys**                | *Moderator:* Paul Lavrakas, Independent Consultant  
*Discussant:* Matthew Courser, PIRE  
**Trends in National Spending Priorities, 1973-2016**  
  Tom Smith, NORC at the University of Chicago  
**The Effectiveness of Panel Exit Surveys in Providing Feedback for Panel Improvement**  
  Meredith Czaplewski, Nielsen  
  Adam Gluck, Nielsen  
  Erin Wittkowski, Nielsen  
**An Experiment in Panel Recruitment for Spanish Speaking Populations: The AmeriSpeak Case Study**  
  Ilana Ventura, NORC at the University of Chicago  
  Rene Bautista, NORC at the University of Chicago  
  David Gleicher, NORC at the University of Chicago  
  Carolina Milesi, NORC at the University of Chicago  
  Erlina Hendarwan, NORC at the University of Chicago  
**Optimal Timing for Incentive Changes in a Long-Standing Panel Survey with High Calling Volume**  
  Iago Santos-Muraro, University of Michigan - Institute for Social Research  
  Brady West, University of Michigan - Institute for Social Research  
  James Wagner, University of Michigan - Institute for Social Research  |
| **Faking It or Just Changing Course? New Categories of News** |                                                                      | *Moderator:* Stewart Coles, University of Michigan  
*Discussant:* Josh Pasek, University of Michigan  
**How Birds of a Feather Fake News Together**  
  Chris Yim, Loyola University Chicago  
  Hyun Soon Park, SungKyunKwan University  
  Inho Park, SungKyunKwan University  
  Khwan Kim, University of Chicago  
  Gain Park, SungKyunKwan University  
**Do People Watch what is not “Mainstream”? A Survey of Ideology and the Mainstream News Label**  
  Megan Duncan, University of Wisconsin-Madison  
**Network Measures of the Quality of Local News and Information**  
  Brendan Watson, Michigan State University  
**Conservatives, Underdogs, and the Diffusion of Fake News**  
  Khwan Kim, University of Chicago  
  Inho Park, Sungkyunkwan University  
  Gain Park, Sungkyunkwan University  
  Chris Yim, Loyola University Chicago  
  Hyun Soon Park, Sungkyunkwan University |
**Is It the Interviewer? New Directions on Interviewer Effects & Behavior**

**Moderator:** Jen Durow, American Institutes for Research  
**Discussant:** Ashley Kirzinger, Kaiser Family Foundation

**The Impact of Interviewer Effects on Regression Coefficients**  
Micha Fischer, University of Michigan  
Brady West, University of Michigan  
Michael Elliott, University of Michigan  
Frauke Kreuter, University of Michigan

**Does CATI Question Complexity Affect Interviewer and Respondent Contributions to Response Time?**  
Jerry Timbrook, University of Nebraska Lincoln  
Kristen Olson, University of Nebraska Lincoln  
Jolene Smyth, University of Nebraska Lincoln

**Examining Predictors of Data Falsification in a Face-to-Face Survey**  
Gabriela Avila, University of Illinois at Chicago  
Isabel Farrar, University of Illinois at Chicago  
Geoff Parker, University of Illinois at Chicago  
Timothy P. Johnson, University of Illinois at Chicago

**Memory Retrieval Strategies with Calendar Surveys: A Think-Aloud Procedure**  
Ben Seloske, University of Nebraska Lincoln  
Robert Belli, University of Nebraska Lincoln

**Rapport in the Standardized Survey Interview: Responsiveness, Engagement, and Future Participation**  
Dana Garbarski, Loyola University Chicago  
Nora Cate Schaeffer, University of Wisconsin–Madison  
Jennifer Dykema, University of Wisconsin–Madison  
Ashley Baber, Loyola University Chicago  
Ellen Dinsmore, University of Wisconsin–Madison

**Getting Online, Getting Social: Implications for News Dissemination**

**Moderator:** Tim Vance, Murray State University  
**Discussant:** Joe Abisaid, University of Detroit Mercy

**Zika Outbreak: Are Social Media Places for Politicizing Public Health?**  
Christopher Wirz, University of Wisconsin–Madison  
Jennifer H. Chung, University of Wisconsin–Madison  
Michael A. Xenos, University of Wisconsin–Madison  
Dominique Brossard, University of Wisconsin–Madison  
Dietram Scheufele, University of Wisconsin–Madison

**Presidential Primary Information Seeking in Two Swing States: Beliefs, Attitudes, and Internet Dependency**  
Lu Wu, University of North Carolina-Chapel Hill  
Daniel Riffe, University of North Carolina-Chapel Hill  
Martin J. Kifer, Highpoint University  
Brian McDonald, Highpoint University
Understanding User Motivations for Joining “Secret” Politically-Oriented Facebook Groups  
Carrie O’Connell, University of Illinois at Chicago

Communicating Public Agendas Through Online Comments  
Paromita Pain, University of Texas at Austin

Networking Luncheon: Rivernorth BCD  
Friday, 12:00 PM - 1:00 PM  
Sponsored by The Nielsen Company

Make new connections, connect with old friends, or network based on different topics and interest groups during a Fajita Buffet. Tables will be marked with topics. Find a table you are interested in to network with other conference attendees!

Paper Session 2  
Friday, 1:15 PM – 2:45 PM

New Ways to Engage: Understanding Interactions with Social Media Content  
Lincoln Park

Moderator: S.R. Gubitz, Northwestern University  
Discussant: Keith Zukas, University of Wisconsin-Whitewater

Gauging the Horserace Buzz: How the Public Engages with Election Polls on Twitter  
Colleen McClain, University of Michigan  
Ozan Kuru, University of Michigan  
Josh Pasek, University of Michigan

Who Shared It? How Americans Decide What News to Trust on Social Media  
David Sterrett, NORC at the University of Chicago  
Dan Malato, NORC at the University of Chicago  
Jennifer Benz, NORC at the University of Chicago  
Trevor Tompson, NORC at the University of Chicago  
Tom Rosenstiel, American Press Institute  
Jeff Sonderman, American Press Institute  
Kevin Loker, American Press Institute

Mediating the Media: Facebook and the Dissemination of News Online  
Paromita Pain, University of Texas at Austin  
Victoria Y Chen, University of Texas at Austin

Partisan Evaluation of Political Memes and Its Impact on Willingness to Share  
HyungJin Gill, University of Wisconsin – Madison  
Moonhoon Choi, University of Wisconsin – Madison
COMPREHENSIVE END-TO-END CONSUMER INSIGHTS FOR
FASTER, SMARTER, BETTER DECISIONS
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So let's put our heads together. We'll bring our insight to your business and help you grow.
By their nature, official economic statistics become available to researchers and policymakers with a lag. Further, official economic statistics often are revised, sometimes multiple times and sometimes significantly. But policymakers and analysts often need much more up-to-date information in order to adequately assess and respond to present economic conditions. Further, they may require information that is not reported in official statistics or through commonly accessed information channels. For example, they may need information about a specific business sector or consumer cohort. To address these concerns, most analysts and policymakers at central banks employ business and community surveys to get near-real-time economic information. Typically these surveys query local business and community leaders, who often are especially well-informed brokers of local economic conditions.

Business outlook surveys have a long history of providing market intelligence. Community outlook surveys have become increasingly important in providing information on economic sustainability in disadvantaged or declining communities. A nearly universal feature of these surveys is that they use nonprobability samples of experts. This approach has yielded a number of benefits: (1) provision of unique economic and community information in real time; (2) validation of the importance of qualitative/textual data in providing policy context, and (3) development of more informed policies and more comprehensive solutions to the local economic challenges that communities face. This panel will describe some of these outlook surveys, how respondent pools are selected, and how the survey data are used. The panel will also explore ways to improve and validate the data and discuss differences and similarities in the performance of the several nonrandom outlook surveys that are presented. Finally, the panel will discuss new methodologies employing hybrid and random sampling frameworks. The panel will end with discussant remarks from a leading public opinion pollster and audience interaction.

**Empire State Survey**  
Jason Bram, Federal Reserve Bank of New York

**Business Conditions Survey**  
Daniel de Munnik, Bank of Canada

**Small Business Credit Survey**  
Claire Kramer, Federal Reserve Bank of New York

**LMI Survey**  
Kelly Edmiston, Federal Reserve Bank of Kansas City

**Discussion**  
Kennon Copeland, NORC at the University of Chicago

**Money & the Message: Recruiting Respondents**  
Moderator: Ned English, NORC at the University of Chicago  
Discussant: Kristen Olson, University of Nebraska Lincoln

**The Not-So-Lucky Two Dollar Bill: An Experiment that Challenges Standard Protocol**  
Sarah Mills, University of Michigan Center for Local, State, and Urban Policy (CLOSUP)
Using Noncontingent Incentives in Follow-up Contacts in a Two-Stage Mail Survey
Paul Lavrakas, Independent Consultant
Geral Dirksz, Simmons Research
Lisa Lusskin, Simmons Research
Beth Ponce, Simmons Research
Paul Felstead, Simmons Research

Are Recorded Messages Effective in Persuading Survey Participation?
Heather Schroeder, University of Michigan
Nancy Gebler, University of Michigan

Recruitment of Young Black Men for a Study of Patterns of Violent Victimization
Isabel Farrar, University of Illinois at Chicago Survey Research Laboratory
Timothy P. Johnson, University of Illinois at Chicago Survey Research Laboratory
Henrika McCoy, University of Illinois at Chicago Jane Addams College of Social Work
Emalee Pearson, University of Illinois at Chicago Jane Addams College of Social Work

From Thinking Out Loud to Artificial Intelligence: Cognitive Pretesting & Questionnaire Development
DePaul

Moderator: Robert H. Young, SoundRocket
Discussant: Adam Eck, Oberlin College

Artificial Intelligence - A New Tool for Questionnaire Design?
Scott Crawford, SoundRocket

Findings from Cognitive Testing of the Worker Voice Study
David Gleicher, NORC at the University of Chicago
Tom Kochan, Massachusetts Institute of Technology
Rene Bautista, NORC at the University of Chicago
Angela Fontes, NORC at the University of Chicago

The Development and Testing Journalistic Interviewing Competencies Scale
Zhao Peng, Michigan State University
Anthony Cepak, Michigan State University
Serena Carpenter, Michigan State University

If Pretesting is a Best Practice, Why Are So Few Doing It? An Audit of Medical Education Journals
Colleen Colbert, Cleveland Clinic Lerner College of Medicine of Case Western Reserve University
Judith C. French, PhD, Department of General Surgery, Cleveland Clinic
Alejandro Arroliga, MD, Baylor Scott & White Health

Participation in Medical Research: Reasons Provided in Cognitive Interviews of a Diverse Sample
Silvia Valadez, Loyola University Chicago
Dana Garbarski, Loyola University Chicago
Jennifer Dykema, University of Wisconsin-Madison
Dorothy Edwards, University of Wisconsin-Madison
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Break and Refreshments  
Outside DePaul  
Friday, 2:45 PM – 3:00 PM  

*Sponsored by Marketing Systems Group*

Enjoy freshly brewed coffee, tea, and water, as well as tasty desserts.

Annual Address  
Rivernorth BCD  
Friday, 3:00 PM – 4:45 PM  

*Sponsored by NORC at the University of Chicago*

**Presentation of Awards and New MAPOR Fellow Announced**

**Keynote Speaker: Mario Callegaro, Google UK, London**  
*The Role of Surveys in the Era of “Big Data”*

President’s Reception & Poster Session  
Atrium  
Friday, 5:00 PM – 6:00 PM  

*The President’s Reception is Jointly Sponsored by the University of Michigan Survey Research Operations, Survey Research Center and the University of Michigan Program in Survey Methodology*

Join us for drinks (cash bar) and appetizers and celebrate MAPOR’s 42nd birthday! Posters will be on display, and you can meet some of our sponsors in person.

Student Book Raffle!  
Atrium  
Friday, 5:30 PM – 6:00 PM  

*Sponsored by the University of Nebraska Lincoln, Survey Research and Methodology Program*

MAPOR’s student members can enter the raffle at the Registration Desk to win one of the books listed below:

- Web Survey Methodology
- Newsroom Guide to Polls & Surveys
- The Science of Web Surveys
- Hard-to-Survey Populations
- Social Media, Sociality, and Survey Research
- Handbook of Survey Methodology for the Social Sciences
- Intro to Structural Equation Models using SPSS and AMOS
- Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method
The Poster Session is Sponsored by the University of Wisconsin Survey Center

POSTERS:

1. The Perception of High School Students in The Gambia Towards The Practice Of F.G.M
   Alieu Sanneh, University of Missouri in St. Louis

2. Trust, Efficacy and Mode of Participation: Revisiting Gamson Hypothesis in Hong Kong
   Shuning Lu, University of Texas at Austin

   Won Yong Jang, University of Wisconsin at Eau Claire

4. Exploring Perceptions of the “Moveable Middle” towards Genetically Modified Food
   Erica Ballmer, Purdue University

5. Segmenting Consumers Using the Food Related Lifestyle Instrument and Political Ideology
   Laura Witzling, University of Wisconsin-Madison; Bret Shaw, University of Wisconsin-Madison

6. Can eHealth Literacy Bridge Health Disparities Among Minorities?
   Fiona Chew, Syracuse University

7. The Elephant in the Room: Perceptions of Animal Advocacy Videos on Attitudes, and Behavioral Intent
   Joe Abisaid, University of Detroit Mercy; Jason W. Anderson, Minnesota State University—Moorhead

8. Therapy vs. Enhancement: Purpose of Edit Shapes Public Opinion of Heritable Human Gene Editing
   Emily Howell, University of Wisconsin-Madison; Patrice Kohl, University of Wisconsin-Madison; Dietram A. Scheufele, University of Wisconsin-Madison; Michael A. Xenos, University of Wisconsin-Madison; Dominique Brossard, University of Wisconsin-Madison

9. Qualitative Content Analysis: US. Newspaper Analysis of Terrorist Attacks in Turkey
   Sevgi Baykaldi, Michigan State University

10. What is Next for the US and Mexico Differences in the Environmental Agenda?
    Diana Paola Penagos Vásquez, Parametria; Jose Alberto Vera, Parametria; Francisco Abundis Luna, Parametria

11. The Five Pedagogical Approaches to Teaching Journalistic Interviewing Competencies
    Serena Carpenter, Michigan State University; Anthony Cepak, Michigan State University; Zhao Peng, Michigan State University
The Wisconsin Longitudinal Study | The Midlife in the US III Study | Midwest Young Adult Study
The National Survey of Families and Households | The Behavioral Risk Factor Surveillance Survey
The School Leadership for Student Achievement Project | The National Health Measurement Survey
The Wisconsin Moms Study | Outcomes of Women Undergoing Breast Surgery Study | Study of the Health of Wisconsin
The Family Health Study | Public Awareness of Nanotechnology Study
Mental Health and Substance Abuse Services Study | Pregnancy Risk Assessment Monitoring System
Milwaukee Area Renter Study | VA Smoking Cessation Study | City of Madison Smoking Ban Study
| The Badger Poll | Wisconsin DNR Recycling Study | The TEAM Study
The Undergraduate Satisfaction Survey | The Sleep Cohort Study | The VA Prostate Cancer Study
The Dorn Researcher Study | The American Heart Project | The American Diabetes Association Study
The Ford Study of the Family | The Military Health Study | The Veteran's Affairs Study

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### DETAILED SCHEDULE | SATURDAY, NOVEMBER 18, 2017

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<tr>
<td>General Registration</td>
<td>Atrium South</td>
<td>Saturday, 8:00 AM – 3:00 PM</td>
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<td>Refreshments</td>
<td>Outside DePaul</td>
<td>Saturday, 8:00 AM – 10:00 AM</td>
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*Sponsored by RTI International*

| Paper Session 3                           | Lincoln Park     | Saturday, 8:30 AM – 10:00 AM |

**Assessing the “Why” of Social Media: User Motivations and Consequences**

**Moderator:** Patrick Hsieh, RTI International  
**Discussant:** Eulàlia P. Abril, University of Illinois at Chicago

- A Comparative Account of How Young People Use Social Media Platforms  
  Pablo Boczkowski, Northwestern University  
  Mora Matassi, Harvard University  
  Eugenia Mitchelstein, Universidad de San Andrés, Argentina

- Tinder Use, Motivation, and Perception of Date for College Students  
  Olivia Bruce, University of Wisconsin-Madison  
  Maggie Doleschy, University of Wisconsin-Madison  
  Keegan Hasbrook, University of Wisconsin-Madison  
  Yangsun Hong, University of Wisconsin-Madison

- The Enemy of my Enemy Is My Tweet: A Sentiment Analysis of the #NotTheEnemy Movement on Social Media  
  Kelsey Whipple, University of Texas at Austin  
  Jeremy Shermak, University of Texas at Austin

- Social Media Use and Expressive Participation: Testing a Moderated Mediated Model with Exposure to Disagreement and Self-censorship  
  Yangsun Hong, University of Wisconsin-Madison

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*We wish MAPOR a great 42nd Annual Conference*

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RTI INTERNATIONAL

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Putting a Pulse on the Public: Opinion in an Electoral Context

Moderator: Lee Becker, University of Georgia
Discussant: Ronald Langley, University of Kentucky

Democracy and the “Other”: Outgroup Attitudes and Support for Democratic Institutions
Beyza Ekin Buyuker, University of Illinois at Chicago

Social-Psychological Roots of Trump’s Support in the 2016 Election
George Bishop, University of Cincinnati

Shibboleth of Republican Primary Debates
Tim Vance, Murray State University
Kevin Qualls, Murray State University

Perceptions of Elections in Repeated Exposure to Singular vs Aggregate Evidence of Public Opinion
Ozan Kuru, University of Michigan
Josh Pasek, University of Michigan
Michael Traugott, University of Michigan

How Are You Feeling? The Effects of Emotions on 2016 Political Attitudes
Liz Kantor, NORC at the University of Chicago
Dan Malato, NORC at the University of Chicago
David Sterrett, NORC at the University of Chicago
Marjorie Connelly, NORC at the University of Chicago
Jennifer Benz, NORC at the University of Chicago
Trevor Tompson, NORC at the University of Chicago

Words Matter: Advances in Questionnaire Wording and Design

Moderator: Jerry Timbrook, University of Nebraska Lincoln
Discussant: Patty LeBaron, RTI International

Job Satisfaction vs. Work Satisfaction: A Question Wording Experiment
Tom Smith, NORC at the University of Chicago

Do Closed-Ended Questions Affect Answers to Open-Ended Questions in Mail Surveys?
Kristen Olson, University of Nebraska-Lincoln
Jolene D. Smyth, University of Nebraska-Lincoln

Defining Urbanity: Comparison of Self-Reported Measures to Federal Measures
Ashley Kirzinger, Kaiser Family Foundation
Liz Hamel, Kaiser Family Foundation
Bryan Wu, Kaiser Family Foundation

“Mental Retardation” vs. “Intellectual Disability”: A Mechanical Turk Experiment
Marina Stavrakantonaki, University of Illinois at Chicago, Survey Research Laboratory
Timothy P. Johnson, University of Illinois at Chicago, Survey Research Laboratory
Michael Siciliano, University of Illinois at Chicago
Jerreid Ivanich, University of Nebraska
Georgios A. Skouras, University of Chicago
The Michigan Program in Survey Methodology (MPSM) is a program where students learn the science of surveys. Students in the program receive theoretical grounding in all aspects of survey methodology, from sample design and measurement, to modes of data collection, statistical estimation, questionnaire design and probability sampling methods. Students have the opportunity to explore novel ways to develop applications of survey methodology in a wide variety of fields.

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Confronting a Web of Problems with Innovation: New Approaches for Online Surveys

Moderator: Masahiko Aida, Civis Analytics
Discussant: Mario Callegaro, Google UK, London

Technical Considerations for Accessible Web Surveys
- Robert H. Young, SoundRocket
- Scott D. Crawford, SoundRocket
- Julie M. Smith, SoundRocket

Can Previous Response Behavior Predict Future Breakoff in Web Surveys?
- Felicitas Mittereder, University of Michigan

Should I Stay or Should I Go Now? Adaptive Survey Instruments to Reduce Breakoffs in Online Surveys
- Adam Eck, Oberlin College
- Antje Kirchner, RTI International
- Leen-Kiat Soh, University of Nebraska
- Allan L. McCutcheon, University of Nebraska

The WIKI’s Not Too Tricky! Comparing Probability and Non-Probability Based Pair-Wise Wiki Surveys
- Trent Buskirk, University of Massachusetts Boston, Center for Survey Research
- Carol Cosenza, University of Massachusetts Boston, Center for Survey Research
- Lauren Cripps, University of Massachusetts Boston, Center for Survey Research
- Jacob L Rubinstein, University of Massachusetts Boston
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Consider the Source: Navigating the Media Environment  Lincoln Park

**Moderator:** Meredith Czaplewski, Nielsen  
**Discussant:** Brendan Watson, Michigan State University

**Do Citizens Use The Media More When They Believe The Media Are Free Of Outside Influence?**  
Lee Becker, University of Georgia  
Cynthia English, Gallup  
Audris Campbell, Gallup  
Tudor Vlad, University of Georgia

**How Incivility On Partisan Media (De-)Polarizes the Electorate**  
S.R. Gubitz, Northwestern University  
James Druckman, Northwestern University  
Matthew Levendusky, University of Pennsylvania  
Ashley Lloyd, Northwestern University

**The Role of the Political Self: Implications of Selecting a Non-Traditional Media Environment**  
Michaele Myers, University of Minnesota-Twin Cities

**Effects of Fact Checks on Partisan Beliefs and Perceptions of Bias**  
Albert Gunther, University of Wisconsin-Madison  
Lucas Graves, University of Wisconsin-Madison  
Yini Zhang, University of Wisconsin-Madison  
Ayelet Pelled, University of Wisconsin-Madison  
Steven Yidong Wang, University of Wisconsin-Madison
Framing is a storied concept. Yet the 2016 election’s focus on selective exposure to ideologically-congruent websites and fake news deflected attention from political framing, faddishly suggesting perhaps that the concept is no longer relevant to public opinion. The purpose of this panel is to bring together new streams of research that examine the interface of framing, ideology, and public attitudes, at a time of unprecedented change, in concert with the conference theme. Panel organizer Richard M. Perloff will introduce the topic, calling on an interview with scholar Robert Entman. The first presenter, Dhavan Shah will describe programmatic studies with Douglas McLeod. His talk, entitled "Big Brother Revisited,” will highlight research documenting the power of news to render targeted groups suspicious, spurring support for government surveillance. The second panelist, Jiawei Liu, with co-authors, in "New Experimental Framing Findings," will describe research that advances McLeod and Shah’s theoretical framework, focusing on new experiments on news frames and public opinion. The next two presenters take a helpful macro turn. Andrew Rojecki, in "Framing and Political Insecurity," will describe a model that links risk exposure perceptions to political action, deriving hypotheses of frame effects for the politics of insecurity. Todd Newman, in “Framing, Ideology, and the Environment,” will discuss framing research with Matthew Nisbet, also describing ways ideological arguments are embedded within media climate change frames. Zhongdang Pan, in “Bridge-Building and Frames,” will conclude with a broader focus, discussing challenges in forging links among theory, public opinion, and media representations in ways that elide reductionism but emphasize the indispensability of the framing construct.

**Big Brother Revisited**
Dhavan Shah, University of Wisconsin-Madison

**Revisiting the Fragmented Paradigm: A Program for Experimental Framing Effects Research**
Jiawei Liu, University of Wisconsin-Madison
Hyesun Choung, University of Wisconsin-Madison
Byung-Gu Lee, University of Wisconsin-Madison
Douglas M. McLeod, University of Wisconsin-Madison

**Framing and Political Insecurity**
Andrew Rojecki, University of Illinois at Chicago

**Framing, Ideology, and the Environment**
Todd P. Newman, University of Connecticut
Bridge-Building and Frames
Zhongdang Pan, University of Wisconsin-Madison
Digging into the Data: The Survey Response Process & Data Quality

**Moderator:** Fiona Chew, Syracuse University

**Discussant:** Timothy P. Johnson, University of Illinois at Chicago

**Survey Response Effects: Manipulations of Cognitive Ability and Motivation**
Allyson Holbrook, University of Illinois at Chicago
Sowmya Anand, University of Illinois at Chicago

**Navigating Web Surveys: Experiments with Button Placement and Visual Design**
Erin Fordyce, NORC at the University of Chicago
Michael Stern, NORC at the University of Chicago
Ipek Bilgen, NORC at the University of Chicago

**An Accessible Survey Option: Who chooses it and does it help?**
Julie Smith, SoundRocket
Scott D. Crawford, SoundRocket
Robert H. Young, SoundRocket

**Investigating Primacy Effects in IVR Public Opinion Survey Research**
Scott Richards, Reconnect Research
Paul J Lavrakas, Independent Consultant

**Managing Surveys from Start to Finish**
Gary Langer, Langer Research Associates
Learning Curve BoostR: An Almost Syntax-Free Introduction to R for Social and Survey Researchers

**Chairs:** Trent Buskirk, University of Massachusetts-Boston  
Stas Kolenikov, Abt Associates

R is undoubtedly one of the most popular modern statistical computing environments. While R offers a free implementation of modern statistical methods, there is “no free lunch” as the learning curve for R is often steeper compared to SPSS and Stata. R is challenging to learn because it relies on a command-line interface along with a host of over 10,000 different packages. A successful R user thus has to master not only the basics of the R programming language but also has to learn how to learn new packages on the fly. This Coding Session will help participants learn how to compute descriptive statistics and create graphics available in R using a graphical user interface provided by the R package – Rcommander. This package provides drop-down menu access, similar to SPSS, to common statistical tests, including chi-squared tests and ANOVA, as well as basic graphics including scatterplots, boxplots and histograms. Commands executed via the drop-down menus generate both output as well as R syntax that is pasted into a syntax pane allowing the user to learn syntax quickly.

In this coding session we introduce the Rcommander interface and use it to compute basic descriptive statistics and graphics in real-time. We organize our workflow and capture a running history of our session using the R markdown language which enables reproducible research. We also discuss the basics of the R markdown language with an emphasis on using R within production environments to automate reports. Participants will leave the coding session with immediate experience working within R along with documentation of the session that fuses syntax with output via R markdown. Come and see how you can leverRage the poweR of a gRaphical useR inteRface to climb the leaRning cuRve in R!

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<th>Lunch</th>
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<th>Pedagogy Hour</th>
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<td>Sponsored by ed Choice</td>
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**Mollyann Brodie, Kaiser Family Foundation**

*Polling on Health Care is “Complicated,” Lessons Learned from 25 Years of Research*

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<th>Break and Refreshments</th>
<th>Outside DePaul</th>
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<td>Sponsored by GfK Knowledge Networks</td>
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### Paper Session 5  
Saturday, 2:45 PM – 4:15 PM  
**Model Behavior: Efficiencies and Advances in Sampling, Recruitment, and Estimation**  
Lincoln Park

**Moderator:** Ilana Ventura, NORC at the University of Chicago  
**Discussant:** Trent Buskirk, University of Massachusetts Boston

<table>
<thead>
<tr>
<th>Presentation Title</th>
<th>Authors</th>
</tr>
</thead>
</table>
| Using Missing Data to Impute Missing Data | Micha Fischer, University of Michigan  
Felicitas Mittereder, University of Michigan |
| Response Propensity Modeling to Cost-Effectively Allocate Recruitment Strategies | Paul Lavrakas, Independent Consultant  
Gerald Dirksz, Simmons Research  
Claudette Brazle, Simmons Research  
Lisa Lusskin, Simmons Research  
Beth Ponce, Simmons Research |
| Using State-Level Data to Sample Counties | Jen Durow, American Institutes for Research  
Melissa Scardaville, American Institutes for Research  
Cong Ye, American Institutes for Research  
Krishna Winfrey, American Institutes for Research |
| Cellular RDD - Efficiency Gains through Disproportionate Stratified Sampling | Ashley Hyon, Marketing Systems Group |
| Small Area Estimation of Presidential Vote Share | Masahiko Aida, Civis Analytics |

### Prejudice, Perceptions, and Politics: Race and Gender Attitudes  
Rivernorth A

**Moderator:** Ozan Kuru, University of Michigan  
**Discussant:** David Sterrett, NORC at the University of Chicago

<table>
<thead>
<tr>
<th>Presentation Title</th>
<th>Authors</th>
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<tbody>
<tr>
<td>Resistance to “Political Correctness” as Moral License to Endorse Racial Prejudice</td>
<td>Alexandra Filindra, University of Illinois at Chicago</td>
</tr>
</tbody>
</table>
| Survey Says?: Racial Differences in Perceptions of Policing in Durham, North Carolina | Caroline Efird, UNC Gillings School of Global Public Health  
Arshya Gurbani, UNC School of Media and Journalism |
| Framing Refugee Crises in Mass News Media: An Analysis of Episodic and Thematic Framing | Keith Zukas, University of Wisconsin-Whitewater  
Panagiotis Liapis, Carroll University |
| Measuring Sentiment in Tweets about Feminism and Women’s Rights as a Measure of Culture | William Scarborough, University of Illinois at Chicago |
| Race and Sex Stereotypes: How Stereotypes of Blacks and Women Erase and Exclude Black Women | Stewart Coles, University of Michigan  
Josh Pasek, University of Michigan |
Moderator: Liz Kantor, NORC at the University of Chicago
Discussant: Tom Smith, NORC at the University of Chicago

Understanding the Declining Public Opinion of Islam in Muslim Countries
Fatima Al Salem, Kuwait University
Enas Salmeen, Kuwait University

The Rise of Authoritarianism in America: Electoral Behavior in the United States and Mexico
Diana Paola Penagos Vásquez, Parametria
Jose Alberto Vera, Parametria
Francisco Abundis Luna, Parametria

The Roles of Perceived Candidate Honesty and Effectiveness in Voter Choices
Kimberli Conro, Middle Tennessee State University
Ken Blake, Middle Tennessee State University
Jason Reineke, Middle Tennessee State University

How Demographics and Geography Affect Social Trust: Evidence from a Community Survey
Matthew Case, University of Illinois Springfield
Cindy Jones, University of Illinois Springfield
Moderator: Erin Fordyce, NORC at the University of Chicago
Discussant: Rene Bautista, NORC at the University of Chicago

Multitasking and Data Quality: Lessons from a Statewide Dual-Frame Telephone Survey
Eva Aizpurua, University of Northern Iowa
Ki H. Park, University of Northern Iowa
Erin O. Heiden, University of Northern Iowa
Jill Wittrock, University of Northern Iowa
Mary E. Losch, University of Northern Iowa

Do You Know What I Think You Know? Measuring Political Knowledge in a Mixed Mode Context
Colleen McClain, University of Michigan
Ted Brader, University of Michigan
Matthew DeBell, Stanford University
Lauren Guggenheim, University of Michigan

Validating Relationships across Web and Phone Surveys
Michael Sadowsky, Civis Analytics

Inferring User Location through Multiple Attributes of Twitter Data
Carrie O'Connell, University of Illinois at Chicago

How to Hook Respondents to Take Your Survey
Dan Rangel, Survox
Allen Porter, Survox
MAPOR President Matthew Courser will lead the annual member and business meeting.

IN ADDITION TO OUR SPONSORS, MAPOR EXTENDS SPECIAL THANKS TO:

- Cvent for generous partnership in supporting our online registration.
- Steve Everett from the Everett Group for kindly providing hosting of our website.
- Mandy Sha, David H. Weaver, Jolene Smyth, Rene Bautista, Mario Callegaro, Ronald Langley, and Trent Buskirk for donating books for the student book raffle.
- NORC at the University of Chicago, RTI International, University of Illinois-Chicago Survey Research Lab, and The University of Chicago Survey Lab for providing laptops for the session rooms.
- The University of Chicago Survey Lab for providing iPads to support onsite registration.
- NORC at the University of Chicago Desktop Publishing for professionally editing the layout of the program.
## MAPOR Fellows

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<tr>
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<tr>
<td>1988</td>
<td>Doris Graber</td>
</tr>
<tr>
<td>1989</td>
<td>George Donahue, Clarice Olien and Phillip Tichenor</td>
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<td>1990</td>
<td>Jack McLeod</td>
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<td>1992</td>
<td>Donna Charron</td>
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<td>David H. Weaver</td>
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<td>George Bishop</td>
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<td>Lee Becker</td>
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<td>Paul J. Lavrakas</td>
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<td>Mark Miller</td>
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<td>Cecilia Gaziano</td>
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<td>Michael Traugott</td>
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<td>Robert P. Daves</td>
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<td>Sharon Dunwoody</td>
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<td>Kang Lee “Vish” Viswanath</td>
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<td>Allan L. McCutcheon</td>
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<td>Peter V. Miller</td>
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<td>Timothy P. Johnson</td>
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<td>2015</td>
<td>Nora Cate Schaeffer</td>
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<td>2016</td>
<td>Julie Andsager and Joe Murphy</td>
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## MAPOR Presidents

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<td>Lee B. Becker</td>
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<td>Barbara A. Bardes</td>
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<td>D. Charles Whitney</td>
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<td>2015-16</td>
<td>Trent Buskirk</td>
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<td>2016-17</td>
<td>Matthew Courser</td>
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