Midwest Association
for Public Opinion Research

MAPOR

44th Annual Conference

November 22-23

2019

Where Methods and Substance Meet: Reflecting the Present and Shaping the Future of Public Opinion and Survey Research

Final Program

Embassy Suites | Downtown Chicago | 600 N. State Street | Chicago, IL 60654

CONFERENCE AT A GLANCE

FRIDAY, NOVEMBER 22

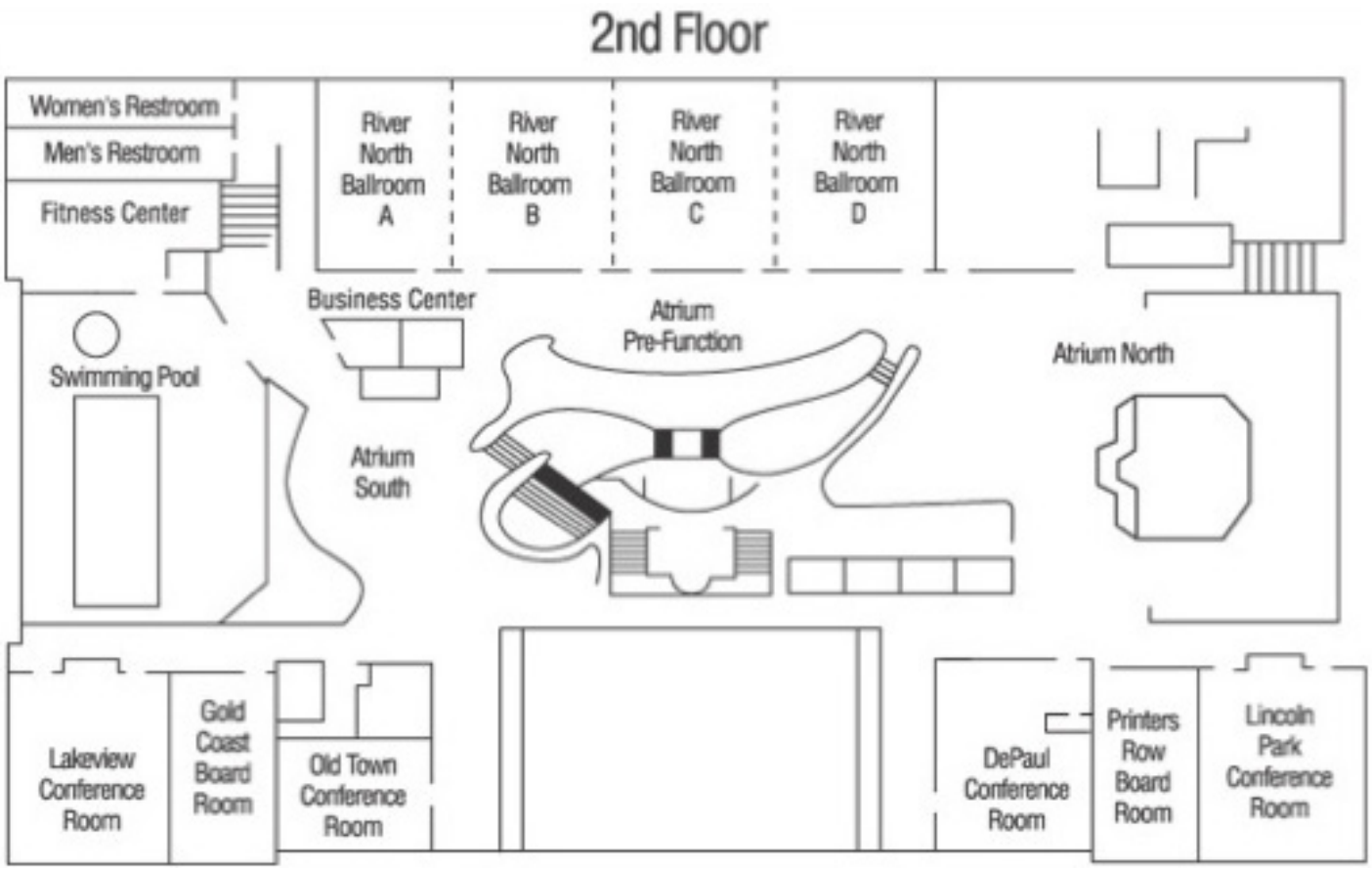
7:30 AM – 8:00 AM	Atrium South	Early Registration for Short Course and Interaction Working Group
7:40 AM – 10:00 AM	Outside DePaul	Refreshments
8:00 AM – 5:30 PM	Business Center	Sponsor Exhibit
8:00 AM – 10:00 AM	Lincoln Park	Short Course | Brady West, University of Michigan: "Survey Weighting" (registration required)
8:00 AM – 10:00 AM	Lakeview	Interview-Respondent Interaction Working Group
8:00 AM – 4:30 PM	Atrium South	General Registration
10:15 AM – 11:45 AM	DePaul	Panel | Paths to MAPOR
	Lakeview	Contacting and Engaging Respondents
	Rivernorth A	Advances in Survey Research through Machine Learning, Data Science, and Big Data
	Rivernorth B	Communication and Public Opinion
12:00 PM – 1:00 PM	Atrium North	Networking Lunch Buffet (ticket required)
1:15 PM – 2:45 PM	DePaul	Panel | Interviewer Pace and Data Quality
	Lakeview	Social Media and Public Opinion 1: User and Platform Characteristics affecting Public Opinion
	Lincoln Park	Measuring Public Opinion on Social Issues and Policy
	Rivernorth A	Sampling
	Rivernorth B	News Session 1: Trust in Media and Politics
2:45 PM – 3:00 PM	Outside DePaul	Break and Refeshments
3:00 PM – 4:30 PM	Rivernorth BCD	Student Paper & MAPOR Fellow Awards Keynote Speaker | Barbara Anderson, University of Michigan: "Privacy, Politics and Data for Policy in U.S. Censuses"
4:30 PM – 5:30 PM	Atrium South	President's Reception (Cash Bar) Sponsor Tables; Poster Session Student Conference Registration Raffle

CONFERENCE AT A GLANCE

SATURDAY, NOVEMBER 23

8:00 AM – 3:00 PM	Atrium South	General Registration
8:00 AM – 10:00 AM	Outside DePaul	Refreshments
8:30 AM – 10:00 AM	DePaul	Questionnaire Design and Survey Implementation
	Lakeview	Social Media and Politics
	Lincoln Park	Measuring and Analyzing Health and Healthcare
	Rivernorth A	Examining New Modes for Surveys
	Rivernorth B	Panel | The New News and Americans' Very Public Opinions: Is Journalism Informing Democracy?
10:15 AM–11:45 AM	DePaul	The Interviewer's Role in Data Collection
	Lakeview	Social Media and Public Opinion 2: Social Contexts Shaping Use and Public Opinion
	Lincoln Park	Measuring and Analyzing Identity and Diversity
	Rivernorth A	Cross Cultural Survey Design
	Rivernorth B	The Politics of Communicating About Science
11:45 AM – 1:15 PM		Lunch (on your own)
1:30 PM – 2:30 PM	Rivernorth BCD	Pedagogy Hour | Justine Bulgar-Medina, NORC at the University of Chicago: "The Measurement of Sexual Orientation and Gender Identity in Surveys"
2:30 PM – 2:45 PM	Outside DePaul	Break and Refreshments
2:45 PM – 4:15 PM	DePaul	Open for in memoriam
	Lakeview	Panel | Interviewers and Data Quality: Interactions, Operations, and Observations
	Lincoln Park	Measuring Work and Finance in Survey Research
	Rivernorth A	Web Surveys and Online Panels
	Rivernorth B	News Session 2: News, Media, and Ideology
4:30 PM – 5:30 PM	Lakeview	Annual Member Meeting

MAP OF THE EMBASSY SUITES



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DETAILED SCHEDULE | FRIDAY NOVEMBER 22, 2019

Refreshments — Outside DePaul — Friday, 7:40 AM – 10:00AM

Sponsored by Ipsos Public Affairs

Short Course (registration required) — Friday, 8:00 AM – 10:00AM

Sponsored by the University of Chicago Survey Lab

Survey Weighting: Everything from Basic Concepts to Advanced Applications — Lincoln Park

Presenter: **Brady West, University of Michigan**

This workshop will provide participants with a variety of practical information about survey weighting. The workshop will begin with a discussion of the basics regarding the construction of survey weights for both probability and non-probability samples, and the development of replicate weights for variance estimation. Issues related to the appropriate use of weights in survey analysis, such as the loss of efficiency in survey estimates when weights are not informative and whether to use weights in regression analysis, will also receive heavy focus. The workshop will then turn to the best practices for the construction and application of survey weights in more advanced settings, including dual-frame designs, panel studies (where attrition can become a serious issue), and multilevel modeling. Participants will be provided with materials and a bibliography, and there will be time for a question and answer session.

Topics will include

- Construction of survey weights to accound for all aspects of a sample design
- Adjusting weights for survey nonresponse
- Using weights appropriately in survey data analysis
- Whether to use weights in regression modeling
- Development of weights for dual-frame designs, panel studies, and multilevel modeling

Round Table Discussion — Friday, 8:00 AM – 10:00AM

Interviewer-Respondent Interaction Working Group — Lakeview

Moderators: **Kristen Olson and Jolene Smyth, University of Nebraska-Lincoln**

In February 2019, interviewers and their roles in survey errors was the focus of a small group workshop in Lincoln, Nebraska. The series of oral and poster presentations sparked several insightful and open discussions. One key part of this workshop was about the relationship between academic journal research findings and the day-to-day practice and implementation of surveys. One of the big gaps identified had to do with interviewer training. This year's MAPOR discussion will pose some open questions that arose during that discussion about this nexus between research on interviewer behaviors and practice in training interviewers. More information available at http://www.mapor.org/interactionworkgroup2019/

PROGRAM IN

Survey Methodology

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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Paper Session 1 — Friday, 10:15 AM – 11:45 AM

Panel: Paths to MAPOR — DePaul

Moderator: **Sara Walsh, NORC at the University of Chicago**

This professional development panel aimed specifically to serve new-to-MAPOR, early career, and student members, will focus on the various paths' folks take that lead them to MAPOR. While MAPOR's background is as a professional organization serving public opinion and survey researchers, our membership consists of a community of researchers and academics from a myriad of disciplines and career paths. In order to highlight and celebrate MAPOR's diverse membership, each panelist will represent a different route taken to MAPOR. For example, the panel will include recent graduates or students preparing to transition to their careers, researchers or professionals from a non-survey or non-public opinion background, and survey operations professionals from non-academic backgrounds. For the first half of the session, panelists will respond to a series of moderator-led questions about their backgrounds, their path to MAPOR, career choices, goals, and mentorship. In the last half of the session, the discussion will be opened up to session attendees to ask questions of and interact with panelists.

Panelists:

- Hillary Hanson, University of Chicago Survey Lab
- Y. Patrick Hsieh, RTI International
- Ashley Kirzinger, Kaiser Family Foundation
- Loren Saulsberry, University of Chicago
- Jerry Timbrook, University of Nebraska-Lincoln

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Contacting and Engaging Respondents — Lakeview

Chair: **Benjamin Schapiro, NORC at the Univeristy of Chicago**

Nonresponse Trends in the American Time Use Survey over 2004-2017
Zeping Tao, University of Michigan-Ann Arbor; Z. Tuba Suzer-Gurtekin, University of Michigan-Ann Arbor

An Experimental Study on the Effects of Sponsor Emphasis and Incentive Packaging on Response
Kim Meiergerd, University of Nebraska-Lincoln; Amanda Ganshert, University of Nebraska-Lincoln; Lindsey Witt-Swanson, University of Nebraska-Lincoln; Jolene Smyth, University of Nebraska-Lincoln

Third Time's a Charm? Analysis of the Effect of Sending a Third Questionnaire for Mail Surveys
John Stevenson, University of Wisconsin-Madison; Lindsey Witt-Swanson, University of Nebraska-Lincoln; Jennifer Dykema, University of Wisconsin-Madison; Nadia Assad, University of Wisconsin-Madison; Brendan Day, University of Wisconsin-Madison

Effect of Pre- and Post-Paid Incentives on Mail Survey Response
Neomi Rao, University of Chicago; Kevin Ulrich, University of Chicago

Using QR Codes as an Alternative Survey Invitation Method
Bob Ksiazek, Ipsos; Joann Franzen, Ipsos

Informed Consent and Non-Coercive Incentive Considerations When Working with Marginalized Populations
Daniela Glusberg, Research Support Services Inc.; Jessie Engel, Research Support Services Inc.; Alisú Schoua-Glusberg, Research Support Services Inc.

Advances in Survey Research Through Machine Learning, Data Science, and Big Data — Rivernorth A

Chair: **Ronald Langley, University of Kentucky**

Taking a Dive in the Big Data Lake: Using Web Scraped Data for Constructing Sampling Frames of Pools
Trent Buskirk, Bowling Green State University; Adam Eck, Oberlin College

Picking Up Drop Points in Address-Based Samples
Cameron McPhee, American Institutes for Research; David Dutwin, SSRS

A Doubly Robust Weighting Approach for Inference in Big Data Using Bayesian Non-Parametric Modeling
Ali Rafei, University of Michigan; Michael R. Elliott, University of Michigan; Carol A.C. Flannagan, University of Michigan

Imputation of Missing Values in High-Dimensional Survey Data via Automated Sequential Model Selection
Micha Fischer, University of Michigan

Facial Recognition Technology: Population Attitudes and Implications for Survey Methodologies
Thomas Carpenter, Ipsos Public Affairs; Laura Mulholland, Ipsos Public Affairs; Alexa Dibenedetto, Ipsos Public Affairs

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Communication and Public Opinion — Rivernorth B

Chair: **Chris Yim, Loyola University Chicago**

Covering Vietnam: International Media Framing of the 2019 North Korea-United States Summit
Won Yong Jang, University of Wisconsin at Eau Claire

The Dynamics of Meaning: A Textual Analysis of the Word "Liberal" in Mass Media
Tim Vance, Murray State University; Candace Vance, Murray State University

Message Fatigue Caused by Message Framing of Anti-Smoking Campaigns: Focus on Psychological Distance
Kibum Youn, Colorado State University; Young Eun Park, Colorado State University; Hyunsang Son, Colorado State University

Communication with Farmers about Conservation: A Systematic Review
Laura Witzling, Iowa State University; Dara M. Wald, Iowa State University

Networking Lunch Buffet — Atrium North — Friday, 12:00 PM - 1:00 PM

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

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

Panel: Interviewer Pace and Data Quality — DePaul

Chair and Discussant: **Jolene Smyth, University of Nebraska-Lincoln**

The pace at which interviewers read survey questions is an important influence on data quality in surveys. Interviewers who read questions too quickly or too slowly may disrupt the cognitive process by which respondents formulate answers. Despite this importance, research on interviewer pace is limited. This panel presents four examinations of interviewer pace. First, Jennifer Kelley examines whether question-level pace measures can be used to detect reading errors in survey questions. Using data from timestamps and behavior codes, this paper examines alternative operationalizations of pace and their relationship to question reading deviations. Second, the consequences of pace interviewer pace on respondents is a fundamentally important question for understanding how interviewers affect data quality. Allyson Holbrook examines whether interviewer pace of question reading is related to the pace at which a respondent answers a question and the quality of answers provided across four racial-ethnic groups. Third, whether different interviewers vary in how they administer different types of questions is relatively underexplored. As such, Dana Garbarski examines how question, interviewer, and respondent characteristics are related to response time on questions related to health, including whether the effects of question characteristics vary by interviewer experience. Finally, a robust finding is that interviewers speed up as they gain experience over the field period, but it is not clear how that speeding up occurs. To address this question, Kristen Olson examines changes in interviewer behaviors over the course of the field period in two telephone surveys, and whether these changes explain the difference in pace. Jolene Smyth will moderate this session and provide a discussion of these papers. Together, this panel provides a robust set of insights into how the pace at which interviewers administer survey questions affects the quality of data from surveys.

Panelists:

- Jennifer Kelley, University of Essex and University of Michigan
- Allyson Holbrook, University of Illinois Chicago
- Dana Garbarski, Loyola University Chicago
- Kristen Olson, University of Nebraska-Lincoln

Social Media and Public Opinion 1: User and Platform Characteristics Affecting Public Opinion — Lakeview

Chair and Discussant: **Y. Patrick Hsieh, RTI International**

The Role of Age, Gender, and Socioeconomic Status in Argentina's Social Media Repertoires
Mora Matassi, Northwestern University; Pablo Boczkowski, Northwestern University; Eugenia Mitchelstein, Universidad de San Andrés

Blackish: Intraracial Perceptions and Attitudes within the African-American Community
Jordan Teske-Harrison, University of Wisconsin-Whitewater; Edward Frederick, University of Wisconsin-Whitewater

Opinion Climate Change: Social Media, Algorithms and Opinion Expression
Benjamin Burnley, Middle Tennessee State University

Personalized News Media, Political Emotion and the Threat to Knowledge
Yan Liu, Sungkyunkwan University; Heejo Keum, Sungkyunkwan University

Platforms as Frames: Examining Social Video Site Attributes' Potential to Influence News Production
Aaron Veenstra, Florida Atlantic University; Lu Fan, Southern Illinois University Carbondale; Mohammad Alotaibi, Kuwait University; Zahedur Arman, Southern Illinois University Carbondale; Mohammed Almistadi, Southern Illinois University Carbondale; Tahereh Rahimi, Southern Illinois University Carbondale

Measuring Public Opinion on Social Issues and Policy — Lincoln Park

Chair: **Rico Neumann, University of Washington**

The Diffusion of an Innovation: The Globalization of Survey Research, 1936-2018
Tom W. Smith, NORC at the University of Chicago

Freedom of Expression: Another Look at How Much the Public Will Tolerate
Kyla Wagner, Syracuse University; Daniel Riffe, University of North Carolina at Chapel Hill

The Cry of a Revolutionary Spirit: Reactions to the Goals of Three U.S. Revolutionary Movements
Dennessa D. Gooden, Cleveland State University; Kimberly A. Neuendorf, Cleveland State University

Predictors of Knowledge about and Attitudes toward Palliative Care Among U.S. Adults
Julie Andsager, University of Tennessee

How to Make a Policy Successful: Effect of Collective Efficacy on Governmental Policy
Inho Park, Sungkyunkwan University

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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 DOT Faculty and Student Commuting Study | The American Mosaic Project | The Puerto Rico Study of the Elderly | The Child Abuse and Neglect Study | Department of Transportation Safety Focus Groups | Wisconsin Forest Landowners Study | UW Library Use Focus Groups | Wisconsin Longitudinal Study | The Midlife in the US 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

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Sampling — Rivernorth A

Chair: **Cameron McPhee, American Institutes for Research**

Benefits of Using a Cost-Constrained Optimal Allocation for Oversample Studies – A Case Study
Rajesh Bhai, Marketing Systems Group; Mark Tucker, Purdue University; Kelly Lin, Marketing Systems Group; Ashley Rice, Purdue University

Blending ABS and Convenience Samples for a Population Health Survey
Urban Landreman, Hennepin County Public Health; Emily Thompson, Hennepin County Public Health

Predicting Contact in National Cell Phone Samples
Raphael Nishimura, University of Michigan

Evaluating Field Strategies Using Response Rate Prediction
Chang Zhao, NORC at the University of Chicago; Holly Hagerty, NORC at the University of Chicago; Ned English, NORC at the University of Chicago; Colm O'Muircheartaigh, NORC at the University of Chicago

Weighing ABS to Trend to RDD
David Dutwin, SSRS

Patterns and Implications of Data Fabrication: Evidence from a National Survey in Venezuela
Oscar Castorena, Vanderbilt University; Mollie J. Cohen, University of Georgia; Noam Lupu, Vanderbilt University; Elizabeth J. Zechmeister, Vanderbilt University

News Session 1: Trust in Media and Politics — Rivernorth B

Chair: **Lee Becker, University of Georgia**

Who Can Spot Fake News? Examining Overconfidence with Survey, Experiment, and Web Traffic Data
Benjamin Lyons, University of Utah; Andrew Guess, Princeton University; Jacob Montgomery, Washington University in St. Louis; Brendan Nyhan, University of Michigan; Jason Reifler, University of Exeter

Why Media Trust Matters in the Era of Fake News
Kwansik Mun, University of Wisconsin-Madison

National Media Systems and Affective Polarization: A Four-Country Comparative Analysis
Sam Wolken, Ohio State University

Media Trust across Societies: Cultural Root or Sincere Belief?
Chuan Liu, University of Wisconsin-Madison

Assessing the Influence of Spatial Indicators on Political Involvement in Rural America
William Bonnell, NORC at the University of Chicago; Nicole Willcoxon, NORC at the University of Chicago; Katie Simmons, NORC at the University of Chicago; Caroline Smith, NORC at the University of Chicago; David Sterrett, NORC at the University of Chicago

Mobilizing the Poor: The Conditional Impacts of Clientelism and Electoral Competition on Turnout
Neil S. Williams, University of Georgia; Tomas Okal, NORC at the University of Chicago

Break and Refreshments — Outside DePaul — Friday, 2:45 PM – 3:00 PM

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

Annual Address — Rivernorth BCD — Friday, 3:00 PM – 4:30 PM

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Presentation of Awards and New MAPOR Fellow Announced

Keynote Address: "Privacy, Politics and Data for Policy in U.S. Censuses"

Barbara Anderson
Ronald A. Freedman Collegiate Professor of Sociology and Population Studies at University of Michigan and former chair of the Census Scientific Advisory Committee

President's Reception & Poster Session	Atrium South	Friday, 4:30 PM – 5:30 PM

Sponsored by University of Michigan Survey Research Operations, Survey Research Center

Join us for drinks (cash bar) and appetizers and celebrate MAPOR's 44th birthday! The poster session will be going on and you can meet some of our sponsors in person.

Student Conference Registration Raffle	Atrium South	Friday, 5:30 PM

Sponsored by the University of Michigan Program in Survey Methodology

MAPOR's student members are automatically entered into a raffle for free registration for next year's MAPOR conference!

POSTERS:

1. **A Text Mining Analysis of the Last Decade of MAPOR Programs**
   Joe Murphy, RTI International; David Weaver, Indiana University
2. **Like Masks in a Carnival Dance, Investigating Role of Interviewer Identification in Phone Survey**
   Alyssa McCoy, University of Northern Iowa; Rod Muilenberg, University of Northern Iowa; Ki H. Park, University of Northern Iowa; Erin Heiden, University of Northern Iowa; Mary Losch, University of Northern Iowa
3. **The Measurement of Sexual Attraction: Comparing In-Depth Interview Data and Cognitive Interview Data**
   Dana LaVergne, Loyola University Chicago; Dana Garbarski, Loyola University Chicago
4. **The Influence of Statistical Presentation on Partisan Perceptions**
   Kathryn Hansen, Loyola University Chicago; David Doherty, Loyola University Chicago
5. **Who Chooses? Exploring Judicial Selection, Abortion Jurisprudence, and Public Opinion in the United States**
   Lauren Morrissey, Loyola University Chicago
6. **Exploring Media Framing of the Confirmation Process of Justices to the United States Supreme Court**
   Ashley Fox, University of North Carolina at Chapel Hill
7. **Examining EMA Response Rates by Respondent Characteristics**
   Kelly Pudelek, NORC at the University of Chicago; Lekha Venkataraman, NORC at the University of Chicago
8. **Exploring How Research Reaches the Public: Uncovering, Understanding, and Utilizing Altmetrics**
   Ann Williams, Georgia State University
9. **Come to Your Senses: How the Format of Data Presentation Shapes Public Engagement**
   Ann Williams, Georgia State University
10. **Disaggregating Public Perception of Aesthetic Surgeons**
    Ikiltezilani Mazehuani, University of Chicago
11. **The Influence of User-Generated Content on Public Decision-Making**
    Yingije Xie, Sungkyunkwan University
12. **The Influence of YouTube Advertising Disclosure on Viewing Intention and Purchase Intention**
    Boya Zhou, Sungkyunkwan University; Ning Feng, Sungkyunkwan University
13. **The Effects of Existing Attitudes on the Harmfulness of Heat-Not-Burn Tobacco on the Choice of Article**
    Young Seok Ju, Sungkyunkwan University

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Marketing Systems Group

DETAILED SCHEDULE | SATURDAY NOVEMBER 23, 2019

Refreshments	Outside DePaul	Saturday, 8:00 AM – 10:00AM

Sponsored by RTI International

Enjoy refreshments to start the morning.

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

Questionnaire Design and Survey Implementation — DePaul

Chair: **Paul Lavrakas, Independent Consultant**

Web Instrument Design Using a Series of Randomized Control Trials
Rishi Guharay, Civis Analytics; Franklin Marsh, Civis Analytics; Masa Aida, Civis Analytics; Angelo Mancini, Civis Analytics

Investigating the Impact of Violations of the Left and Top Means First Heuristic on Response Behavior and Data Quality in a Probability-Based Online Panel
Jan Karem Höhne, University of Mannheim; Ting Yan, Westat

Using Readability Measurement Tools to Predict Data Quality in Self-Administered Surveys
Rachel Stenger, University of Nebraska-Lincoln; Jolene Smyth, University of Nebraska-Lincoln; Kristen Olson, University of Nebraska-Lincoln

Does Third Party Presence Affect Subjective Measures of Health?
Jerry Timbrook, University of Nebraska-Lincoln

Where to Place Sensitive Items in an Experiment? Pre- or Post-Treatment?
Sam Gubitz, Northwestern University; Tabitha Bonilla, Northwestern University; Amanda Sahar d'Urso, Northwestern University

Use of Gamification to Improve Respondent Engagement and Data Quality in Online Surveys
Michael Osher, NORC at the University of Chicago; Ipek Bilgen, NORC at the University of Chicago; Alyssa Kahle, NORC at the University of Chicago; Caroline Tipler, NORC at the University of Chicago; Brad Mason, NORC at the University of Chicago

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Social Media and Politics — Lakeview

Chair: **Yangsun Hong, University of New Mexico**

How Do Social Media affect Political Consumerism? The Role of Efficacy and Gender
Jiwon Kang, University of Wisconsin-Madison

Gaming is Bad for Society? Online Gaming, Social Skills, and Civic and Political Perceptions among Adolescents
Hyerin Kwon, University of New Mexico

Social Media and Political Trust: Vertical and Horizontal Aspects of Changing Social Capital
Sung Woo Yoo, SUNY Cortland

Populist Candidates and Their Messages on Social Media: Factors Influencing Audience Engagement
Heloisa Sturm Wikerson, University of Texas at Austin/Purdue University-Fort Wayne

Channel Tie Strength and Rumor Diffusion in the 2018 Korean Local Government Election
Gain Park, New Mexico State University; Hyun Soon Park, Sungkyunkwan University, Chris M. Yim, Loyola University Chicago

Text-Mining the Deep-Roots of Corruption
Francisco Abundis Luna, Parametría; Katia Guzman Martinez, Parametría

Measuring and Analyzing Health and Healthcare — Lincoln Park

Chair: **Allison Sullivan, Independent Consultant**

Residents' Perceptions of Survey Participation and Methodology: Factors Influencing Response Rates
Colleen Colbert, Cleveland Clinic; Judith French, Cleveland Clinic; Andrei Brateanu, Cleveland Clinic; Amy Nowacki, Cleveland Clinic

Measuring eHealth Literacy: Assessing a Composite Construct Using Self-Rated Health and eHEALS
Fiona Chew, Syracuse University

Perceptual Mapping of Hospital CAHPS Results
Helen Fisun, Ipsos; Yasmin Schnayer, Ipsos; Atisha Amin, Ipsos; Alan Roshwalb, Ipsos

Analyzing Trends in Responses that Require a Heightened Level of Attention across Survey Methods
Thomas Carpenter, Ipsos; Constance Maslan, Ipsos; Atisha Amin, Ipsos; Dominick Hannah, Ipsos; Libby Snow, Ipsos

Evaluating Drug Treatment in Afghanistan Using Multimethod Approaches: Results and Implications
Matthew Courser, PIRE; Stephen A. Shamlen, PIRE; Linda Young, PIRE; April Schweinhart, PIRE; Cassandra Shepherd, PIRE

Examining New Modes for Surveys — Rivernorth A

Chair and Discussant: **Cheryl Wiese, NORC at the University of Chicago**

Mode Comparisons and Concerns for Experience Sampling Method
Benjamin Schapiro, NORC at the University of Chicago; Kelly Pudelek, NORC at the University of Chicago; Gwendolyn Rugg, NORC at the University of Chicago

To Text or Not to Text: Comparing Text Message Surveys, Initiations, and Traditional Survey Modes
Anthony Misiak, Ipsos; Libby Snow, Ipsos

Preferred Contact Mode and Response of Participants Completing Surveys during a Longitudinal Study
Kriston Koepp, NORC at the University of Chicago; Kathryn Gerber, NORC at the University of Chicago

Making the Most of the Tools We've Got: Using Video Communication Technologies to Collect Survey Data
Frederick Conrad, University of Michigan; Kallan Larsen, University of Michigan; Michael Schober, New School for Social Research; Andrew Hupp, University of Michigan; Ai Rene Ong, University of Michigan; Brady West, University of Michigan

What Can We Learn about Data Quality from Video Communication Paradata?
Ai Rene Ong, University of Michigan; Frederick Conrad, University of Michigan; Kallan Larsen, University of Michigan; Michael Schober, New School for Social Research; Andrew Hupp, University of Michigan; Brady West, University of Michigan

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Panel: The New News and Americans' Very Public Opinions: Is Journalism Informing Democracy? Rivernorth B

Moderator: **Richard M. Perloff, Cleveland State University**

The relationship between news and public opinion is complex, controversial, and a central issue for normative theorists of democracy. With the decline of mainstream gatekeepers, ceding of power to affectively centered social media that disdain facts (the journalist's stock-in-trade), public opinion is increasingly fragmented, unmoored, and adrift from classic democratic norms. This panel, composed of highly-regarded scholars in journalism and political communication, will tackle these issues, promising insights in concert with conference themes. After a short overview from panel organizer Richard M. Perloff of Cleveland State University, in "Contours and Normative Goals of the 21st Century News Environment," the five panelists will offer insights and ideas. Dan Berkowitz of Iowa will set the tone in "Journalism: Classic and Contemporary Approaches," viewing classic studies in news, including his own, through contemporary lenses, suggesting how news production and reception must be reframed to understand the rapidly shifting digital world. In an exquisitely contemporary follow-up, University of Illinois scholar Nikki Usher, in "Interactivity and Public Trust in News," will ponder the ways that interactive news reporting, infused with open source culture, can enhance (or impair) public understanding of political issues. Continuing the pivot from journalism to the public, David Weaver of Indiana University and Lars Willnat of Syracuse University, in "Public Views of Journalists and News Media Before and After Trump," describe new research on how the public views journalists and journalists think about their roles in a changing democracy. Finally, Sharon Meraz from University of Illinois at Chicago, in "Networked Gatekeeping in the Age of Trump," squares the circle by applying her scholarship on networked framing and agenda-setting to offer insights on just how news, with the colorful and controversial contours described in previous papers, empowers, disempowers and otherwise influences the public's perspectives on politics.

Panelists:

- Dan Berkowitz, University of Iowa
- Nikki Usher, University of Illinois
- David Weaver, Indiana University
- Lars Willnat, Syracuse University
- Sharon Meraz, University of Illinois at Chicago

Paper Session 4 — Saturday, 10:15 AM – 11:45 AM

The Interviewer's Role in Data Collection — DePaul

Chair: **John Stevenson, University of Wisconsin-Madison**

Question Reading Deviations and Measurement Errors
Jennifer Kelley, University of Essex; Tarek Al Baghal, University of Essex

Examining the Association between Interviewer Pace and Respondent Pace within Telephone Interviews
Angelica Phillips, University of Nebraska-Lincoln; Kristen Olson, University of Nebraska-Lincoln; Jolene Smyth, University of Nebraska-Lincoln

Do Interviewers Accurately Field Code Answers? An Experiment on the Effect of Number of Response Categories
Jolene Smyth, University of Nebraska-Lincoln; Kristen Olson, University of Nebraska-Lincoln

Too Many Irons in the Fire? Investigating Multitasking, Question Comprehension, and Interviewers' Observations
Ki Park, University of Northern Iowa; Erin Heiden, University of Northern Iowa; Eva Aizpurua, Trinity College Dublin; Mary Losch, University of Northern Iowa

Two Weeks and 1,200 Telephone Interviewers: Innovative Approaches Used to Efficiently Train Interviewers
Alicia Frasier, RTI International; Marion Schultz, RTI International; Rachel Tumin, RTI International; Rachael Rosenberg, RTI International

Social Media and Public Opinion 2: Contexts Shaping Use and Public Opinion — Lakeview

Chair: **Sara Walsh, NORC at the University of Chicago**

How News and National Images Shape Perceptions of the Sino-U.S. Trade War
Lars Willnat, Syracuse University; Shuo Tang, Indiana University; J. Shi, Syracuse University; Ning Zhan, Syracuse University

CEO Apology Tweet: How Does it Sound Authentic in a Paracrisis in the Lens of Dialogic Engagement?
Chris Yim, Loyola University Chicago

How is Social Media Redefining Propaganda?
Samipa Khanal, University of Bridgeport

#MeToo in China: Social Movements under Multiple Forces' Control
Yibing Sun, University of Wisconsin-Madison

Authoritarian Attitudes toward Migration: The Case of Central America
Katia Guzman Martinez, Parametría; Francisco Abundis Luna, Parametría

Measuring and Analyzing Identity and Diversity — Lincoln Park

Chair: **Rico Neumann, University of Washington**

Gender Uprising? Populism, Anger, Political Efficacy, and Information Seeking in Trump's America
Deborah Dwyer, University of North Carolina at Chapel Hill; Daniel Riffe, University of North Carolina at Chapel Hill; Martin Kifer, High Point University

How the Urban/Rural Political Divide Plays Out in America's Suburbs
Tomas Okal, NORC at the University of Chicago; David Sterrett, NORC at the University of Chicago

Exploring the Effect of Religious Beliefs and Practices on Political Attitudes
Caroline Smith, NORC at the University of Chicago; William Bonnell, NORC at the University of Chicago; Emily Alvarez, NORC at the University

Reframing Women's Issues: Which Policy Frames Mobilize Women?
Margaret Brower, University of Chicago

Threat, Prejudice, and Attitudes toward Immigrants and Refugees
Rita Nassar, Indiana University

Racial Inclusivity in Survey Research
Temeka Watts, Ipsos; Scarlett Smith, Ipsos; Madeleine Conrad, Ipsos

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Cross Cultural Survey Design — Rivernorth A

Chair: **Matt Courser, PIRE**

Minimizing Comparison Error in Cross-National and Cross-Cultural Surveys by Applying the Total Survey Error Paradigm
Tom W. Smith, NORC at the University of Chicago

Applying Sociolinguistics in Translating Respondent Letters to Encourage Survey Participation
Mandy Sha, Independent Consultant

Improving the Interviewer-Respondent Experience in Non-English Data Collection Instruments
Brianda Perez, U.S. Census Bureau; Lily Kapaku, U.S. Census Bureau

Not a Copy and Paste: Creating Non-English Data Collection Instrument
Lily Kapaku, U.S. Census Bureau; Brianda Perez, U.S. Census Bureau

Measuring Whether Respondents Ask for Clarification on Problematic Questions
Evgenia Kapousouz, University of Illinois at Chicago; Timothy Johnson, University of Illinois at Chicago; Allyson Holbrook, University of Illinois at Chicago

Using a Multidimensional Nominal Response Model to Measure Acquiescence
Fernanda Alvarado-Leiton; University of Michigan

The Politics of Communicating About Science — Rivernorth B

Chair and Discussant: **Robin Blom, Ball State University**

Trust Matters: How Does Social Media Exposure Lead to Public Support for HPV Vaccination-Related Policy?
Sang-Hwa Oh, University of Illinois at Urbana-Champaign; Chul-Joo Lee, Seoul National University

Effects of Vaccine-Related Conspiracy Theories on Chinese Young Adults' Perceptions of the HPV Vaccine
Li Chen, West Texas A&M University; Yafei Zhang, West Texas A&M University; Xianwei Wu, University of Iowa; Rachel Young, University of Iowa; Ge Zhu, University of Iowa

Inoculation Against Third-Person Perceptions? Examining the Role of Public Misperceptions
Robert McKeever, University of South Carolina; Brooke W. McKeever, University of South Carolina

The Effects of Politicization and Inoculation in the Accuracy and Risk Perceptions of Science Issues
Soyoung Kim, Sungkyunkwan University; Heejo Keum, Sungkyunkwan University

Framing, Information, & Norms: Using Motivated Reasoning to Explain Effective Science Communication
Robin Bayes, Northwestern University; James N. Druckman, Northwestern University; Avery Goods, Northwestern University; Daniel C. Molden, Northwestern University

Lunch — Saturday, 11:45 AM – 1:15 PM

On your own

Pedagogy Hour — Rivernorth BCD — Saturday, 1:30 PM – 2:30 PM

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"The Measurement of Sexual Orientation and Gender Identity in Surveys"

Justine Bulgar-Medina
NORC at the University of Chicago

Break and Refreshments — Outside DePaul — Friday, 2:30 PM – 2:45 PM

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DePaul is open to begin to gather and reflect about MAPOR members lost this year.

Paper Session 5 — Saturday, 2:45 PM – 4:15 PM

Open for in memoriam — DePaul

For those who want to gather and reflect about MAPOR members lost this year.

Panel: Interviewers and Data Quality: Interactions, Operations, and Observations — Lakeview

Chair and Discussant: **Jennifer Dykema, University of Wisconsin-Madison**

This panel explores interviewers and data quality from four different, but interrelated, perspectives. Starting with an overview of the initial research on interviewers by Charlie Cannell and his colleagues, Peter Miller, as the author of this paper, will provide insights into how this work continues to influence work on interviewers and the interviewer-respondent interaction today. We then turn to how well interviewers can observe the interviewer-respondent interaction and record these measures in observations. This paper, presented by Brady West, uses latent class analyses to show the utility of these observations in identify data quality. Fundamentally, the interviewer-respondent interaction depends on training interviewers. As such, we then turn to an empirical update to General Interviewer Training, in which Nora Cate Schaeffer uses current research on interviewers and data quality to inform how interviewers should be trained to obtain codable answers. Finally, we turn to an underresearched area where interviewers have great discretion and can have large effects on data quality - decisions to contact a sample unit. Here, Jamie Wescott presents evidence from a telephone survey in which interviewers were assigned to cases and "owned" them throughout the data collection period. This paper documents how interviewers make these decisions and the effect of these decision on nonresponse-related data quality.

Jennifer Dykema will serve as chair and discussant for this panel, providing insights into how these four papers contribute to our understanding of the role of interviewers and data quality in sample surveys.

Panelists:

- Peter Miller, Northwestern University
- Brady West, University of Michigan
- Nora Cate Schaeffer, University of Wisconsin-Madison
- Jamie Wescott, RTI International

Measuring Work and Finance in Survey Research — Lincoln Park

Chair: **Kristen Koepp, NORC at the University of Chicago**

The Structure of Scientific Collaboration in the Pages of Public Opinion Quarterly
Jerry Timbrook, University of Nebraska-Lincoln; Robin Gauthier, University of Nebraska-Lincoln

Individual Innovativeness Revisited and Reconfigured: Generalized Domain Innovativeness
Brian F. Blake, Cleveland State University; Kimberly A. Neuendorf, Cleveland State University; Steven Given, Cleveland State University; Richard LaRosa, California University of Pennsylvania; Michael Horvath, Cleveland State University; Eric Brandt, Cleveland State University

Dollars and Sense: Measuring Financial Health
Jennifer Berg, Ipsos; Julie Wilson, Navient; Sue Berg, Ipsos

What Really Matters to Employees: Predictors and Drivers of Workplace Satisfaction
Katie Russo, Ipsos; Jennifer Berg, Ipsos

Web Surveys and Online Panels — Rivernorth A

Chair and Discussant: **Trent Buskirk, Bowling Green State University**

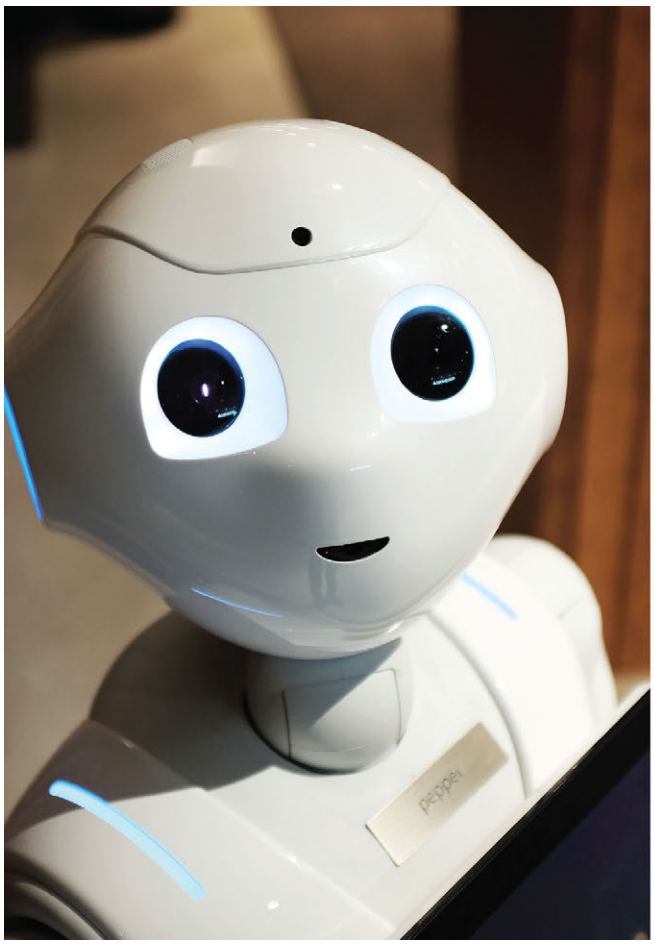
Quality of Commercial Data: Temporal Stability for Targeting Population Subgroups
Paul Burton, University of Michigan; Sunghee Lee, University of Michigan

Crowdsourcing for Recruiting Hard-To-Reach Populations: An Example of Recruiting Military Veterans
Y. Patrick Hsieh, RTI, International; Leyla Stambaugh; RTI International; Herschel Sanders, RTI International; Michael Wenger, RTI International; Jessica Morgan, RTI International

Recruitment Mailing Design Experiments for a Probability-Based Research Panel
Cheryl Wiese, NORC at the University of Chicago; Ipek Bilgen, NORC at the University of Chicago; Lindsay Liebert, NORC at the University of Chicago; Qianyin Huang, NORC at the University of Chicago; Kanru Xia, NORC at the University of Chicago; Roopam Singh, NORC at the University of Chicago

Collecting Online Survey Data: A Comparison of Data Quality among MTurk and Panels
Sherice Gearheart, Texas Tech University; Bingbing Zhang, Pennsylvania State University

Controlling Satisficing on Web Surveys Using Click-Timing Paradata
Franklin Marsh, Civis Analytics; Rishi Guharay, Civis Analytics; Masahiko Aida, Civis Analytics; Angelo Mancini, Civis Analytics



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News Session 2: News, Media, and Ideology — Rivernorth B

Chair: **Chuan Liu, University of Wisconsin-Madison**

The Opioid Abuse Epidemic and Setting the News Media Agenda Nationally and in Four Appalachian State
Justin Kavlie, University of North Carolina at Chapel Hill; Daniel Riffe, University of North Carolina at Chapel Hill

In Spite of Errors: Trust in the Media, Partisanship, and Perceived Journalistic Quality
Tamar Wilner, University of Texas at Austin; Ryan Wallace, University of Texas at Austin; Ivan Lacasa-Mas, Universitat Internacional de Catalunya; Emily Goldstein, University of Texas at Austin

News Choices and Opinion Formation Based on Sourcing, Not Content: An Eye-Tracking Exploratory Story
Robin Blom, Ball State University; Breanna Daugherty, Ball State University; Tim Huang, Ball State University

Extending Definitional Boundaries: South Korean Perspectives on Fake News in Post-Impeachment Era
Hyungjin Gill, University of Wisconsin-Madison; Moonhoon Choi, University of Wisconsin-Madison; Hernando Rojas, University of Wisconsin-Madison

Pledge Type and Partisans' Responsiveness to Campaign Promises in the U.S.
Mine Tafolar, University of Illinois at Chicago

Portrayal of U.S. – Egyptian Relations in the Era of President Trump Focusing on Terrorism
Nermeen Khedr, Cairo University

Annual Member Meeting — Lakeview — Saturday, 4:30 PM – 5:30 PM

MAPOR President Ipek Bilgen will lead the annual member and business meeting.

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