Midwest Association for Public Opinion Research MAPOR

48TH ANNUAL CONFERENCE

Of Intersections and Opportunities: Exploring the Potentials of Public Opinion Research

November 17-18, 2023

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Short Course: "The Mother of Invention: Design of the General Social Survey from 2020–2022 and Beyond"

Paper Session 1

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20 DETAILED SCHEDULE SATURDAY 11/18

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Conference at a Glance

Friday, November 17, 2023

7:30 AM – 8:00 AM Outside Old Town

Early Registration for Short Course

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 — René Bautista, NORC at the University of Chicago: "The Mother of Invention: Design of the General Social Survey from 2020–2022 and Beyond" (registration required)

8:00 AM - 4:30 PM Atrium South

General Registration

10:15 AM - 11:45 AM

DePaul Innovations in E-Recruitment for Hard-To-Reach Populations

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Lincoln Park

State of Affairs: Public Opinion on Political Institutions and Policies

River North A/B

Understanding the Dynamics of Survey Participation and Data Quality

River North C/D

Journalism, Media, Communication, and Public Opinion

12:00 PM – 1:00 PM Atrium North

Lunch Buffet (ticket required)

1:15 PM – 2:45 PM

DePaul

Industry Idea Exchange

Lincoln Park

The Role of Interviewers and Emerging Technologies in Data Collection

River North A/B

Be Authentic: Improving Design for Measuring Race and Gender in Public Opinion Research

River North C/D

Changing Things Up: Experimentation to Optimize Mixed Mode/ABS Design

2:45 PM – 3:15 PM Outside DePaul

Break and Refreshments; Networking Coffee Session

3:15 PM – 4:45 PM River North ABCD

Student Paper & MAPOR Fellow Awards

Keynote Speaker — Greg Holyk, Google: "Bridging the Gap between Theoretical Rigor and Applied Research Goals: Reflections of a Survey Researcher in the Tech Industry"

4:45 PM - 6:00 PM Atrium South

President's Reception (complimentary wine, beer, and soft drinks) Sponsor Tables Poster Session Student Conference Registration Raffle

Saturday, November 18, 2023

8:00 AM - 2:00 PM Outside Old Town

General Registration

8:00 AM – 10:30 AM Outside DePaul

Refreshments

8:30 AM - 10:00 AM

DePaul

Feeling the Pulse: Public Opinion Research on Social Issues

Lincoln Park

Texting 123: There's More to Texting Than Pressing Send

River North A/B

Where Are the Influencers? Examining Influences in the **Context of Public Opinion Research**

River North C/D

Research on Opinion Panel Data Collection and Panelist Recruitment

10:30 AM – 12:15 PM River North ABCD

Pedagogy Hour — Gina Walejko, Google; Caroline Smith, Morning Consult; Yu-Han Jao, Lundbeck ; Erin Spottswood, Allstate/Portland State University:

"Broadening the Horizon: Research and Career Development Opportunities for Social and Behavioral Scientists in the **Research Industries**"

12:15 PM – 2:00 PM Lunch (on your own)

2:00 PM - 3:30 PM

DePaul Survey Mode Effects on Data Quality

Lincoln Park

What Do You Think? Measuring and Analyzing Attitudes in **Public Opinion Research**

River North A/B

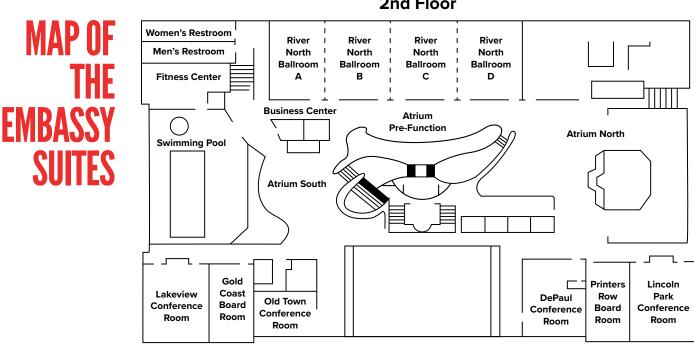
Questionnaire Design: Implications for Data Quality

River North C/D Research on Public Opinion & Political Polarization

Gold Coast Open for In Memoriam

3:45 PM – 4:45 PM River North A/B

Annual Member Meeting



2nd Floor

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Detailed Schedule — Friday, November 17, 2023

Time / Room	Session / Speaker		
7:40 AM - 10:00 AM Outside DePaul	Refreshments		
8:00 AM - 10:00 AM Lincoln Park	Short Course (registration required)		
	Short Course: "The Mother of Invention: Design of the General Social Survey from 2020–2022 and Beyond"		
	Presenter: René Bautista, NORC at the University of Chicago		
10:15 AM - 11:45 AM	Paper Session 1		
Innovations in Recruitment for Hard-to-Reach Populations Moderator: Fiona Weeks	Partnering with Tribal Entities to Improve Data for Indigenous Populations Fiona Weeks, University of Wisconsin at Madison		
DePaul			
	One Size Does Not Fit All Part 2: When Modifications Are Not Enough Debra Rusz, Delicia Solis, Michigan State University		
	Early, Intermediate, and Late Respondents: Associations with Survey Responses, Data Quality, and Sample Quality in a Campus Climate Web Survey		
	Michael S. Topping, Jennifer Dykema, James A. Yonker, Rosie Eungyuhl Bae, University of Wisconsin at Madison		
	Data Quality of a National Survey of Korean Americans Using Web Respondent Driven Sampling		
	Sunghee Lee, Kaidar Nurumov, University of Michigan at Ann Arbor		
State of Affairs: Public Opinion on Political Institutions and Policies Moderator: Zarina Burkadze	How Euro-Atlantic Integration Shapes Popular Attitudes Toward Democracy Zarina Burkadze, Ivane Ketchakmadze, Ilia State University, Georgia/Sakartvelo		
Lincoln Park	Commissioning After College		
	Jennifer Lin, Northwestern University		
	Status Anxiety, Rhetorical Entrapment, and U.S. Foreign Policy Jonathan Schulman, Northwestern University		
	Determinants of Democratic Projection: How Do Americans Predict the Future of Their Democracy?		
	Seongjoon Ahn, University of Illinois at Urbana-Champaign		

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Understanding the Dynamics of Survey Participation and Data Quality Moderator: Allyson Holbrook	Understanding Survey Burden: Survey Request Frequency, Typology, and Impacts on Response Rates Katherine Dentzman, Iowa State University; Don Dillman, Washington State University; Abbey Hammell, University of Minnesota; Kenneth Wallen, University of Idaho				
River North A/B	Predicting Survey-Participation Intentions: Evidence from the Korean General Social Survey Patricia Moy, University of Washington; Henning Silber, GESIS Leibniz Institute for the Social Sciences; Timothy Johnson, University of Illinois at Chicago				
	Measuring Survey Perceptions in the General Social Survey Xiaoyan Hu, University of Illinois at Chicago; Henning Silber, GESIS Leibniz Institute for the Social Sciences; Timothy Johnson, University of Illinois at Chicago				
	Political Orientation, Attitudes Toward Science, and Positivity/Negativity Towards Survey Research				
	Paul J. Lavrakas, Independent Consultant; Xiaoheng Wang, Wichita State University; Alexandros Christos Ghotinakos, Aristotle University of Thessaloniki				
	Understanding Survey Participation and Data Quality: Exploring the Impact of Respondents' General Enjoyment of Surveys				
	Allyson Holbrook, University of Illinois at Chicago; Evgenia Kapousouz, NORC at the University of Chicago; Andrew Crosby, University of California Riverside				
Journalism, Media, Communication, and Public Opinion Moderator: Kevin Ulrich	Don't Speak: Political Behaviors and Attitudes of Disengaged Americans in a High Engagement Context Aaron S. Veenstra, Florida Atlantic University				
River North C/D	Political Incidental News Exposure Model: Understanding the Role of Obligation to Stay Informed, Serendipity-Related Emotions, Need for Cognition, and Intention for Information Seeking Yani Zhao, Texas Tech University; Richard M. Perloff, Cleveland State University				
	Predicting Film and TV Genre Repertoires Kimberly Neuendorf, Leo Jeffres, Cleveland State University; David J. Atkin, University of Connecticut				
	Talking Ish: The Impact of Signifyn' Language in Digital Media and Black Youth Political Behavior Ananda Collins, Syracuse University				
12:00 PM - 1:00 PM	Lunch Buffet				
Atrium North	Make new connections or connect with old friends during our Grand Lunch Buffet. Tables will be set up throughout the hotel mezzanine so that participants will be able to move around and socialize. The lunch is free for all students, and non-students must register for the event!				



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1:15 PM – 2:45 PM	Paper Session 2			
Industry Idea Exchange Moderator: Jenny Marlar DePaul	The panelists of the Industry Idea Exchange session will discuss the organizational effort or implementing a Diversity, Equity, and Inclusion (DEI) initiative, discuss potential challenges research operation, and showcase some of the new capabilities of data collection, particip recruitment, and survey data integration from hybrid samples. Doug Easly and Jamie Eichenlaub, NPC; Christine Carr and Carlye Arcas, RTI International; Angelique Uglow, ReconMR; Mansour Fahimi, Marketing Systems Group			
The Role of Interviewers and Emerging Technologies in Data Collection Moderator: Erin Heiden	Measuring Air Quality with Wearable Devices Arie Kapteyn, University of Southern California; Htay-Wah Saw, University of Michigan at Ann Arbor; Bas Weerman, University of Southern California			
Lincoln Park	What Predicts Consent and Full Participation in Three Studies Involving Use of GENEActiv, Fitbit, and Atmotube Wearable Devices? Arie Kapteyn, University of Southern California; Htay-Wah Saw, University of Michigan at Ann Arbor			
	Examining the Utility and Stability of Post-survey Interviewer Observations Over Time in the Health and Retirement Study Abdelaziz Adawe, Brady West, Chendi Zhao, University of Michigan at Ann Arbor			
	Data Collector Preferences for Virtual and In-Person Training Modes Bethany Vanspronsen, Rebecca Gullotto, Lee Honeycutt, McCaila Ingold-Smith, RTI International			
Be Authentic: Improving Design for Measuring Race and Gender in Public Opinion Research Moderator: Leah Dean	Improving Measurement of Gender in Surveys: Effects of Open Versus Categorical Question Formats on Measurement and Data Quality Dana Garbarski, Loyola University Chicago; Jennifer Dykema, James A. Yonker, Rosie Eungyuhl Bae, Rachel Rosenfeld, University of Wisconsin at Madison			
River North A/B	How a "Something Else" Response Option for Sexual Identity Affects National Survey Estimates of Associations Between Sexual Identity, Reproductive Health, and Substance Use Brady West, Curtiss Engstrom, Sean Esteban McCabe, University of Michigan at Ann Arbor; Ty S. Schepis, Texas State University			
	Does the Approach to Measuring Sexual Identity Affect Estimates of Identity-Based Health Disparities Differentially by Race/Ethnicity? Curtiss Engstrom, Brady West, University of Michigan at Ann Arbor; Ty S. Schepis, Texas State University; Sean Esteban McCabe, University of Michigan at Ann Arbor Evaluating Multiple Survey Measures of Sex and Gender Identity Richard M. Shafranek, Nielsen			
Changing Things Up: Experimentation to Optimize Mixed Mode/ABS Design Moderator: Rebecca Powell	The Effects of Spanish-Language Materials in a Local Area ABS Mixed-Mode Survey on Response Rates and Sample Composition: An Experiment Minshuai Ding, Amanda Ganshert, Kristen Olson, University of Nebraska at Lincoln			
River North C/D	The Effects of Alternative Mixed-Mode Household Screening Protocols and Invitation Letter Envelope Types on Participant Recruitment: Evidence from the Health and Retirement Study Chendi Zhao, Brady West, Heather M. Schroeder, Paul Burton, University of Michigan at Ann Arbor			

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Changing Things Up: Experimentation to Optimize Mixed Mode/ABS Design Moderator: Rebecca Powell	Optimizing Address-Based Sample Outreach: Findings from a Late-Stage Contacting Experiment Katie Johnson, Christopher Scott, NORC at the University of Chicago				
River North C/D	Randomized Experiments with Mail-Recruitment Materials in a Statewide Survey Kyle Endres, Alyssa McCoy, Mary E. Losch, University of Northern Iowa				
2:45 PM – 3:15 PM Outside DePaul	Break and Refreshments				
Outside Der auf	Networking Coffee Session				
	Enjoy freshly brewed coffee, tea, water, and tasty desserts. Students and career professionals who signed up for the networking coffee session will use this time to meet up and chat. Feel free to take your refreshments with you!				
3:15 PM - 4:45 PM	Annual Address				
River North ABCD	Sponsored by MAPOR's 2023 Gold Sponsors: EdChoice, Marketing Systems Group, NORC at the University of Chicago				
	Presentation of Awards and New MAPOR Fellow Announced				
	Keynote Address: "Bridging the Gap between Theoretical Rigor and Applied Research Goals: Reflections of a Survey Researcher in the Tech Industry" Greg Holyk, Google				
4:45 PM – 6:00 PM Atrium South	President's Reception Join us for complimentary drinks and appetizers and celebrate MAPOR's 48th birthday! The poster session will be going on and you can meet some of our sponsors in person.				
4:45 PM – 5:30 PM	Poster Session				
Atrium South	Contrasting News Framing of the North Korean Missile Crisis in the U.S. and China Won Yong Jang, University of Wisconsin at Eau Claire				
	Comparison of Classroom Dropout, Gender, and Agricultural Labor Proportions for Evaluating Environmental Education Programs in Madagascar				
	Timothy Raxworthy, Charlotte Matik, University of Michigan at Ann Harbor; Lovasoa Razafindravony, Stony Brook University				
	Are We Comparing Apples and Oranges? Comparing Population Estimates between a Statewide Survey and National Survey Estimates for a Midwestern State				
	Ki Park, Kyle Endres, Erin Heiden, University of Northern Iowa; Eva Aizurua, National Centre for Social Research				
	Is Summer the Best Time to Reach Adolescents? Lessons from the CHIS Arina Goyle, Margie Engle-Bauer, SSRS; Royce J. Park, University of California at Los Angeles				
5:30 PM	Student Conference Registration Raffle				
Atrium South	MAPOR's student members are automatically entered into a raffle for free registration for next year's MAPOR conference!				



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Detailed Schedule — Saturday, November 18, 2023

Time / Room	Session / Speaker			
8:00 AM - 10:00 AM	Refreshments			
Outside DePaul	Enjoy refreshments to start the morning.			
8:30 AM – 10:00 AM	Paper Session 3			
Feeling the Pulse: Public Opinion Research on Social Issues	Measures of Rurality and Public Trust in Health Information			
Moderator: Curtiss Engstrom	Kristin Schrader, Julie Andsager, University of Tennessee at Knoxville			
DePaul	Exploring the Intersectionality of Religiousness, Psychological Distress, and Adult Marijuana Usage in the U.S.			
	Yorkow Oppon-Acquah, Shammah Omololu, University of Cincinnati; Seye Omiyefa, University of Wisconsin-Madison; Victor Ifechukwude Agboli, Georgia State University; Lauretta Ekanem Omale, National Louis University; Oluwatosin Kayode, Illinois Institute of Technology; Adekunle Ade-Oni, Prairie View A&M University			
	Leveraging Survey Variables to Estimate Response Propensity in Bayesian Adaptive Survey Design: A Simulation Study Yongchao Ma, University of Michigan at Ann Arbor; Peter V. Miller, Northwestern University			
Texting 123: There's More to Texting Than Pressing Send Moderator: Shaun Thompson Lincoln Park	This panel discusses various aspects of texting as a mode of communication and survey data collection, focusing on three main areas: barriers to entry, content requirement, and the launch process. The panelists further provide insights into the complexities and considerations involved in implementing successful texting strategies for survey research.			
	Shaun Thompson, Todd Sheffer, Matt Hayes, Patti Morris, Tele-Town Hall; Andrew Tavani, Aristotle International; Matthew Shelter, Beacon Research			
Where are the Influencers?	Estimating Consumer Attitude Toward Wildlife Conservation			
Examining Influences in the Context of Public Opinion	Timothy Raxworthy, Cara Teixeira, University of Michigan at Ann Arbor			
Research	Attitudes and Knowledge about Public Opinion Surveys			
Moderator: Evgenia Kapousouz	Allyson Holbrook, Evgenia Kapousouz, Timothy Johnson, University of Illinois at Chicago; Henning Silber,			
River North A/B	GESIS Leibniz Institute for the Social Sciences			
	Beyond the Survey: Delving into the Enduring Phenomenon of Book Censorship			
	Makena R. Nail, University of Nebraska at Lincoln			
	Understanding Voter Preferences: Beyond Partisan Labels in Downballot Races Masahiko Aida, Project Applecart			



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Research on Opinion Panel Data Collection and Panelist Recruitment	A Review of Probability-Based Online Panel Surveys for ISSP Research René Bautista, Tom Smith, NORC at the University of Chicago		
Moderator: Brady West River North C/D	Analyzing Potential Non-ignorable Selection Bias in an Off-Wave Mail Survey Implemented in a Long-Standing Panel Study Heather M. Schroeder, Brady West, University of Michigan at Ann Arbor		
	Measuring the Pulse of Wisconsin: Preliminary Results from a Feasibility Study to Develop a State-Based Probability Panel		
	Jennifer Dykema, Nadia Assad, Cameron P. Jones, J. Michael Collins, Stephanie Robert, University of Wisconsin at Madison		
	Examination of Using Big Data Models to Strategically Name Hard-to-Reach Sample Members During Recruiting to a Probability-Based Panel		
	Ipek Bilgen, David Dutwin, Lindsay Liebert, Patrick Coyle, NORC at the University of Chicago		
	When and Why Does Nonresponse Occur? Comparing the Determinants of Initial Unit Nonresponse and Panel Attrition		
	Tiffany Neman, U.S. Census Bureau		
10:30 AM - 12:15 PM	Pedagogy Hour		
River North ABCD	Sponsored by MAPOR's 2023 Gold Sponsors: EdChoice, Marketing Systems Group, NORC at the University of Chicago		
	"Broadening the Horizon: Research and Career Development Opportunities for Social and Behavioral Scientists in the Research Industries"		
	Gina Walejko, Google; Caroline Smith, Morning Consult; Yu-Han Jao, Lundbeck ; Erin Spottswood, Allstate/Portland State University		
	The Pedagogy Hour features a panel of four social scientists working in technology, business intelligence, and biopharmaceutical companies, discussing research opportunities and career paths in various industries.		
12:15 PM - 2:00 PM	Lunch (on your own)		
1:30 PM – 3:45 PM Outside DePaul	Break and Refreshments		

2:00 PM – 3:30 PM Gold Coast	Paper Session 4			
	Open for In Memoriam			
	For those who wish to gather and reflect about MAPOR members lost this year.			
Survey Mode Effects on Data	15+ Years Later: Revisiting Predictors of Survey Mode Preference			
Quality Moderator: Kristen Olson	Kristen Olson, Jolene Smyth, University of Nebraska at Lincoln			
DePaul	Accounting for Mode Effects in a Longitudinal Study When Different Mixed-Mode Designs Are Used across Waves Using HRS 2016 and 2018			
	Wenshan Yu, Michael Elliott, Trivellore Raghunathan, University of Michigan at Ann Arbor			
	Effect of the Survey Mode on Drug Use Reports: Results of a Mixed Method for Data Collection During the COVID-19 Pandemic in Chile			
	Nicolas Rodriguez, University of Michigan at Ann Arbor			
	General Social Survey Volunteered Response Experiments: An Overview			
	Abigail Norling-Ruggles, Benjamin Schapiro, NORC at the University of Chicago			
What Do You Think? Measuring and Analyzing Attitudes in Public	The Impact of the COVID Pandemic on Religion and Spirituality in the United States: The 2020 and 2022 Fetzer Studies of Spirituality in the United States			
Opinion Research Moderator: Ronald Langley	Tom Smith, NORC at the University of Chicago			
Lincoln Park	What Do We Want from Our Schools? A Multi-Wave National Survey of K–12 Education Values and Priorities			
	John Kristof, EdChoice			
	The Effect of Creative Art Experience on Post-COVID-19 Depression: The Moderated Mediation Model			
	Hyojung Lim, New Mexico State University			
	Exploring the Role of Issue Salience in Shaping Immigration Attitudes: A Longitudinal Analysis in the United States			
	Naida Softic, Loyola University Chicago			



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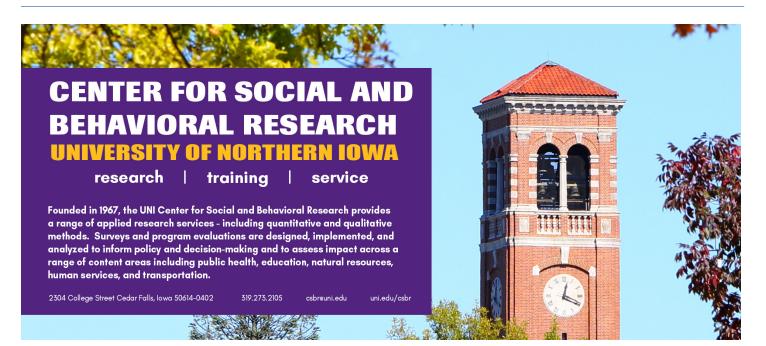
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Illinois at Chicago Measuring Campus Climate: Results from Split-Sample Questionnaire Design Experiments to	Context Effects and Reporting of Depressive Symptoms During an Epidemiologic Study Timothy Johnson, Kathy Rospenda, Judith Richman, Kristin Moilanen, University of Illinois at Chicago; Daniel Lawrence, Kiplin Kaldahl, NORC at the University of Chicago			
	Evgenia Kapousouz, NORC at the University of Chicago; Allyson Holbrook, Timothy Johnson, University of			
Evaluate and Improve Measurement	S			
Jennifer Dykema, James A. Yonker, Rosie Eungyuhl Bae, University of Wisconsin at Madison; Dana Garbarski, Loyola University Chicago; Rachel Rosenfeld, University of Wisconsin at Madison				
(Dis)Incentivizing Responses to Open-Ended Questions in a Statewide Push to Web Survey Erin Heiden, Kyle Endres, Mary E. Losch, Ki Park, University of Northern Iowa				
Experiment on Religious Preference Reporting in the 2022 General Social Survey Jimmy Herdegen, Rachel Sparkman, Benjamin Schapiro, NORC at the University of Chicago				
Research on Public Opinion and Political Polarization The Public and the News Media: Political Polarization, Social Media Use, and Trust in the Media Lars Willnat, Syracuse University; David H. Weaver, Indiana University Moderator: David H. Weaver	ia			
River North C/D Hypocritical and Selfish: Do Ideological Stereotypes Fuel Affective Polarization? Jeremy Levy, Northwestern University				
Partisan News, Public Opinion, and the Hostile Media Effect: A Content Analytic Approach Julie Andsager, University of Tennessee at Knoxville; Weiwu Zhang, Ball State University; Richard M. Perloff, Kimberly Neuendorf, Cleveland State University				
Not So "Affective" After All?: Examining the Salience and Impact of Affective Polarization on Negative American Political Behavior Erik Brooks, Chapman University				
3:45 PM – 4:45 PM River North A/B Annual Member Meeting MAPOR President Justine Bulgar-Medina will lead the annual member and business meeting				



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