48TH ANNUAL CONFERENCE

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

November 17–18, 2023
Embassy Suites Downtown Chicago
600 N. State Street
Chicago, IL 60654
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Friday, November 17, 2023
Saturday, November 18, 2023

5 MAP OF THE EMBASSY SUITES

6 SPONSORS
Gold-Level Sponsors
Silver-Level Sponsors
Bronze-Level Sponsors

7 MAPOR OFFICERS

8 DETAILED SCHEDULE – FRIDAY 11/17
Short Course: “The Mother of Invention: Design of the General Social Survey from 2020–2022 and Beyond”
Paper Session 1
Paper Session 2
Annual Address
President’s Reception
Poster Session
DETAILED SCHEDULE
SATURDAY 11/18

Paper Session 3
Pedagogy Hour
Paper Session 4
Annual Member Meeting

MAPOR FELLOWS

MAPOR PRESIDENTS

NOTES
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

• 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

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
Conference Sponsors

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Benjamin Schapiro, NORC at the University of Chicago

Student Liaison
Curtiss Engstrom, University of Michigan
## Detailed Schedule — Friday, November 17, 2023

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<tr>
<th>Time / Room</th>
<th>Session / Speaker</th>
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</table>
| **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**  
Innovations in Recruitment for Hard-to-Reach Populations  
Moderator: Fiona Weeks  
DePaul | Paper Session 1 |
|  | Partnering with Tribal Entities to Improve Data for Indigenous Populations  
**Fiona Weeks, University of Wisconsin at Madison** |
|  | 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 Eungyuhi 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  
Lincoln Park | |
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<tr>
<th>Time</th>
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<th>Event Title</th>
<th>Presenters</th>
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<tr>
<td>Friday 11</td>
<td>River North A/B</td>
<td>Understanding the Dynamics of Survey Participation and Data Quality</td>
<td>Allyson Holbrook, University of Illinois at Chicago</td>
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<td><strong>Moderator:</strong> Allyson Holbrook</td>
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<td>Predicting Survey-Participation Intentions: Evidence from the Korean General Social Survey</td>
<td>Patricia Moy, University of Washington; Henning Silber, GESIS Leibniz Institute for the Social Sciences; Timothy Johnson, University of Illinois at Chicago</td>
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<td>Measuring Survey Perceptions in the General Social Survey</td>
<td>Xiaoyan Hu, University of Illinois at Chicago; Henning Silber, GESIS Leibniz Institute for the Social Sciences; Timothy Johnson, University of Illinois at Chicago</td>
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<td>Political Orientation, Attitudes Toward Science, and Positivity/Negativity Towards Survey Research</td>
<td>Paul J. Lavrakas, Independent Consultant; Xiaoheng Wang, Wichita State University; Alexandros Christos Ghotinakos, Aristotle University of Thessaloniki</td>
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<td>Understanding Survey Participation and Data Quality: Exploring the Impact of Respondents’ General Enjoyment of Surveys</td>
<td>Allyson Holbrook, University of Illinois at Chicago; Evgenia Kapousouz, NORC at the University of Chicago; Andrew Crosby, University of California Riverside</td>
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<td>Journalism, Media, Communication, and Public Opinion</td>
<td>Kevin Ulrich</td>
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<td>River North C/D</td>
<td>Don’t Speak: Political Behaviors and Attitudes of Disengaged Americans in a High Engagement Context</td>
<td>Aaron S. Veenstra, Florida Atlantic University</td>
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<td>Political Incidental News Exposure Model: Understanding the Role of Obligation to Stay Informed, Serendipity-Related Emotions, Need for Cognition, and Intention for Information Seeking</td>
<td>Yani Zhao, Texas Tech University; Richard M. Perloff, Cleveland State University</td>
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<td>Predicting Film and TV Genre Repertoires</td>
<td>Kimberly Neuendorf, Leo Jeffres, Cleveland State University; David J. Atkin, University of Connecticut</td>
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<td>Talking Ish: The Impact of Signifyn’ Language in Digital Media and Black Youth Political Behavior</td>
<td>Ananda Collins, Syracuse University</td>
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<tr>
<td>12:00 PM – 1:00 PM</td>
<td>Atrium North</td>
<td>Lunch Buffet</td>
<td>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!</td>
</tr>
</tbody>
</table>

**Notes:**
- **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

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**1:15 PM – 2:45 PM**  
**Paper Session 2**

### Industry Idea Exchange  
*DePaul*  
**Moderator:** Jenny Marlar  

The panelists of the Industry Idea Exchange session will discuss the organizational effort on implementing a Diversity, Equity, and Inclusion (DEI) initiative, discuss potential challenges in research operation, and showcase some of the new capabilities of data collection, participant 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  
*Lincoln Park*  
**Moderator:** Erin Heiden

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<tr>
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<th>Authors</th>
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<tr>
<td>Measuring Air Quality with Wearable Devices</td>
<td>Arie Kapteyn, University of Southern California; Htay-Wah Saw, University of Michigan at Ann Arbor; Bas Weerman, University of Southern California</td>
</tr>
<tr>
<td>What Predicts Consent and Full Participation in Three Studies Involving Use of GENEActiv, Fitbit, and Atmotube Wearable Devices?</td>
<td>Arie Kapteyn, University of Southern California; Htay-Wah Saw, University of Michigan at Ann Arbor</td>
</tr>
<tr>
<td>Examining the Utility and Stability of Post-survey Interviewer Observations Over Time in the Health and Retirement Study</td>
<td>Abdelaziz Adawe, Brady West, Chendi Zhao, University of Michigan at Ann Arbor</td>
</tr>
<tr>
<td>Data Collector Preferences for Virtual and In-Person Training Modes</td>
<td>Bethany Vanspronsen, Rebecca Gullotto, Lee Honeycutt, McCaila Ingold-Smith, RTI International</td>
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### Be Authentic: Improving Design for Measuring Race and Gender in Public Opinion Research  
*River North A/B*  
**Moderator:** Leah Dean

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<tr>
<th>Topic</th>
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<tr>
<td>Improving Measurement of Gender in Surveys: Effects of Open Versus Categorical Question Formats on Measurement and Data Quality</td>
<td>Dana Garbarski, Loyola University Chicago; Jennifer Dykema, James A. Yonker, Rosie Eungyuhl Bae, Rachel Rosenfeld, University of Wisconsin at Madison</td>
</tr>
<tr>
<td>How a “Something Else” Response Option for Sexual Identity Affects National Survey Estimates of Associations Between Sexual Identity, Reproductive Health, and Substance Use</td>
<td>Brady West, Curtiss Engstrom, Sean Esteban McCabe, University of Michigan at Ann Arbor; Ty S. Schepis, Texas State University</td>
</tr>
<tr>
<td>Does the Approach to Measuring Sexual Identity Affect Estimates of Identity-Based Health Disparities Differentially by Race/Ethnicity?</td>
<td>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</td>
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<tr>
<td>Evaluating Multiple Survey Measures of Sex and Gender Identity</td>
<td>Richard M. Shafranek, Nielsen</td>
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### Changing Things Up: Experimentation to Optimize Mixed Mode/ABS Design  
*River North C/D*  
**Moderator:** Rebecca Powell

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<th>Topic</th>
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<tr>
<td>The Effects of Spanish-Language Materials in a Local Area ABS Mixed-Mode Survey on Response Rates and Sample Composition: An Experiment</td>
<td>Minshuai Ding, Amanda Ganshert, Kristen Olson, University of Nebraska at Lincoln</td>
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<tr>
<td>The Effects of Alternative Mixed-Mode Household Screening Protocols and Invitation Letter Envelope Types on Participant Recruitment: Evidence from the Health and Retirement Study</td>
<td>Chendi Zhao, Brady West, Heather M. Schroeder, Paul Burton, University of Michigan at Ann Arbor</td>
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<tr>
<td>2:45 PM – 3:15 PM</td>
<td>Outside DePaul</td>
<td>Break and Refreshments</td>
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<td>3:15 PM – 4:45 PM</td>
<td>River North ABCD</td>
<td>Annual Address</td>
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<td>sponsored by MAPOR’s 2023 Gold Sponsors: EdChoice, Marketing Systems Group, NORC at the University of Chicago</td>
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<td>Presentation of Awards and New MAPOR Fellow Announced</td>
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<td>Greg Holyk, Google</td>
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<td>4:45 PM – 6:00 PM</td>
<td>Atrium South</td>
<td>President’s Reception</td>
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<td>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.</td>
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<td>4:45 PM – 5:30 PM</td>
<td>Atrium South</td>
<td>Poster Session</td>
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<td>Contrasting News Framing of the North Korean Missile Crisis in the U.S. and China</td>
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<td>Won Yong Jang, University of Wisconsin at Eau Claire</td>
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<td>Comparison of Classroom Dropout, Gender, and Agricultural Labor Proportions for Evaluating Environmental Education Programs in Madagascar</td>
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<td>Timothy Raxworthy, Charlotte Matik, University of Michigan at Ann Harbor; Lovasoa Razafindravony, Stony Brook University</td>
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<td>Are We Comparing Apples and Oranges? Comparing Population Estimates between a Statewide Survey and National Survey Estimates for a Midwestern State</td>
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<td>Ki Park, Kyle Endres, Erin Heiden, University of Northern Iowa; Eva Aizurua, National Centre for Social Research</td>
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<td>Is Summer the Best Time to Reach Adolescents? Lessons from the CHIS</td>
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<td>Arina Goyle, Margie Engle-Bauer, SSRS; Royce J. Park, University of California at Los Angeles</td>
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<tr>
<td>5:30 PM</td>
<td>Atrium South</td>
<td>Student Conference Registration Raffle</td>
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<td>MAPOR’s student members are automatically entered into a raffle for free registration for next year’s MAPOR conference!</td>
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</table>
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<th>Time / Room</th>
<th>Session / Speaker</th>
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| **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  
*Moderator: Curtiss Engstrom*  
DePaul  
Measures of Rurality and Public Trust in Health Information  
Kristin Schrader, Julie Andsager, University of Tennessee at Knoxville  
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 Itechukwu Agbool, 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  
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? Examining Influences in the Context of Public Opinion Research  
*Moderator: Evgenia Kapousouz*  
River North A/B  
Estimating Consumer Attitude Toward Wildlife Conservation  
Timothy Raxworthy, Cara Teixeira, University of Michigan at Ann Arbor  
Attitudes and Knowledge about Public Opinion Surveys  
Allyson Holbrook, Evgenia Kapousouz, Timothy Johnson, University of Illinois at Chicago; Henning Silber, 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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<tr>
<td>10:30 AM – 12:15 PM</td>
<td>River North A/B/C/D</td>
<td>Pedagogy Hour</td>
<td>Sponsored by MAPOR’s 2023 Gold Sponsors: EdChoice, Marketing Systems Group, NORC at the University of Chicago</td>
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<tr>
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<td>“Broadening the Horizon: Research and Career Development Opportunities for Social and Behavioral Scientists in the Research Industries”</td>
<td>Gina Walejko, Google; Caroline Smith, Morning Consult; Yu-Han Jao, Lundbeck; Erin Spottswood, Allstate/Portland State University</td>
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<td>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.</td>
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<tr>
<td>12:15 PM – 2:00 PM</td>
<td>Lunch (on your own)</td>
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<tr>
<td>1:30 PM – 3:45 PM</td>
<td>Outside DePaul</td>
<td>Break and Refreshments</td>
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### Paper Session 4

**Gold Coast**

#### Open for In Memoriam

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

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<td>2:00 PM – 3:30 PM</td>
<td>Survey Mode Effects on Data Quality</td>
<td>Moderator: Kristen Olson</td>
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<td>15+ Years Later: Revisiting Predictors of Survey Mode Preference</td>
<td>Kristen Olson, Jolene Smyth, University of Nebraska at Lincoln</td>
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<td></td>
<td>Accounting for Mode Effects in a Longitudinal Study When Different Mixed-Mode Designs Are Used across Waves Using HRS 2016 and 2018</td>
<td>Wenshan Yu, Michael Elliott, Trivellore Raghunathan, University of Michigan at Ann Arbor</td>
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<td>Effect of the Survey Mode on Drug Use Reports: Results of a Mixed Method for Data Collection During the COVID-19 Pandemic in Chile</td>
<td>Nicolas Rodriguez, University of Michigan at Ann Arbor</td>
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<td>General Social Survey Volunteered Response Experiments: An Overview</td>
<td>Abigail Norling-Ruggles, Benjamin Schapiro, NORC at the University of Chicago</td>
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#### What Do You Think? Measuring and Analyzing Attitudes in Public Opinion Research | Moderator: Ronald Langley | **Lincoln Park** |
| | 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 | Tom Smith, NORC at the University of Chicago |
| | 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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Implications of Questionnaire Design for Data Quality
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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

Investigating Response Patterns to Non-applicable Items in Social Desirability Scales
Evgenia Kapousouz, NORC at the University of Chicago; Allyson Holbrook, Timothy Johnson, University of Illinois at Chicago

Measuring Campus Climate: Results from Split-Sample Questionnaire Design Experiments to Evaluate and Improve Measurement
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
Moderator: David H. Weaver

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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

Hypocritical and Selfish: Do Ideological Stereotypes Fuel Affective Polarization?
Jeremy Levy, Northwestern University

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

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