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November 21-22, 2025

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2025



IS CASH STILL KING?

An Evolution of Visible Incentive Strategies for Survey Panel Recruitment

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SATURDAY, NOV 22



8:30 AM



DEPAUL ROOM

PANELISTS



NICK BERTONI

SVP, Ipsos Public Affairs
KnowledgePanel Operations



ERIC THIEGS

NeoCurrency, Head of Strategy & Growth



JAMIE EICHENLAUB

Senior Account Manager,
Mail-Mode Survey Solutions

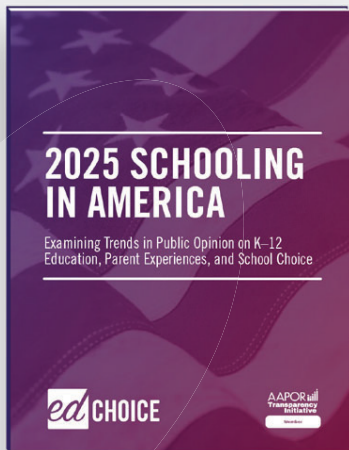
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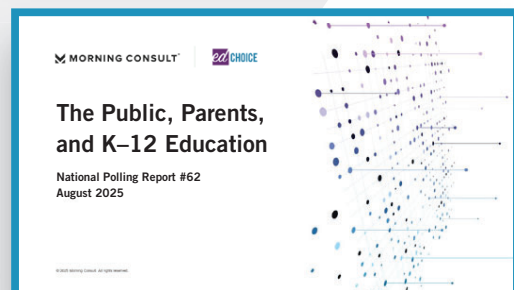
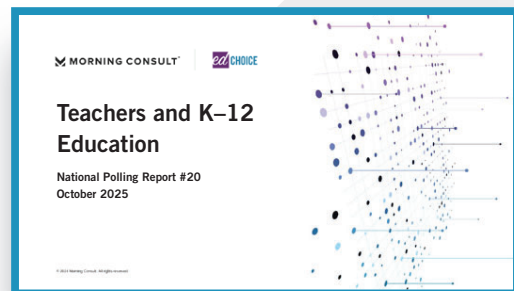
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Conference at a Glance

FRIDAY, November 21

8:00 AM– 8:30 AM	Atrium South	Early Registration for Short Course
8:00 AM– 10:00 AM	Outside DePaul	Refreshments
8:30 AM– 6:00 PM	Business Center	Sponsor Exhibit
8:30 AM– 10:30 AM	River North CD	Short Course - Categorical Analysis of Complex Survey Data in R: A Hands-On Course
8:30 AM– 4:30 PM	Atrium South	General Registration
10:45 AM– 12:15 PM	Lincoln Park DePaul River North AB River North CD	Focusing on Item Level Design Artificial Intelligence Applications in Survey Research Alternative Data Sources in Public Opinion Research Engaging with Hard-to-Reach Populations
12:15 PM– 1:15 PM	Atrium North	Lunch Buffet (ticket required)
1:30 PM– 3:00 PM	Lincoln Park DePaul River North AB River North CD	Politics, Attitudes, and Measurement Intersection of Media, News, and Public Opinion Cross-Cultural Survey Research Innovations in Survey and Questionnaire Design
3:00 PM– 3:30 PM	Outside DePaul Atrium	Break and Refreshments Networking Coffee Session
3:45 PM– 5:00 PM	River North	Student Paper & MAPOR Fellow Awards Keynote Speaker: Robert L. Santos, Former Director of the U.S. Census Bureau. <i>“Consejos del viejito: How using your ‘whole self’ can enhance research insight, build knowledge, and catalyze creativity”</i>
5:00 PM– 7:00 PM	Business Center	President’s Reception (Complimentary wine, beer, and soft drinks) 50 Years of MAPOR—Casual Conversations Poster Session (starting at 5:10 PM) Sponsor Tables Student Conference Registration Raffle

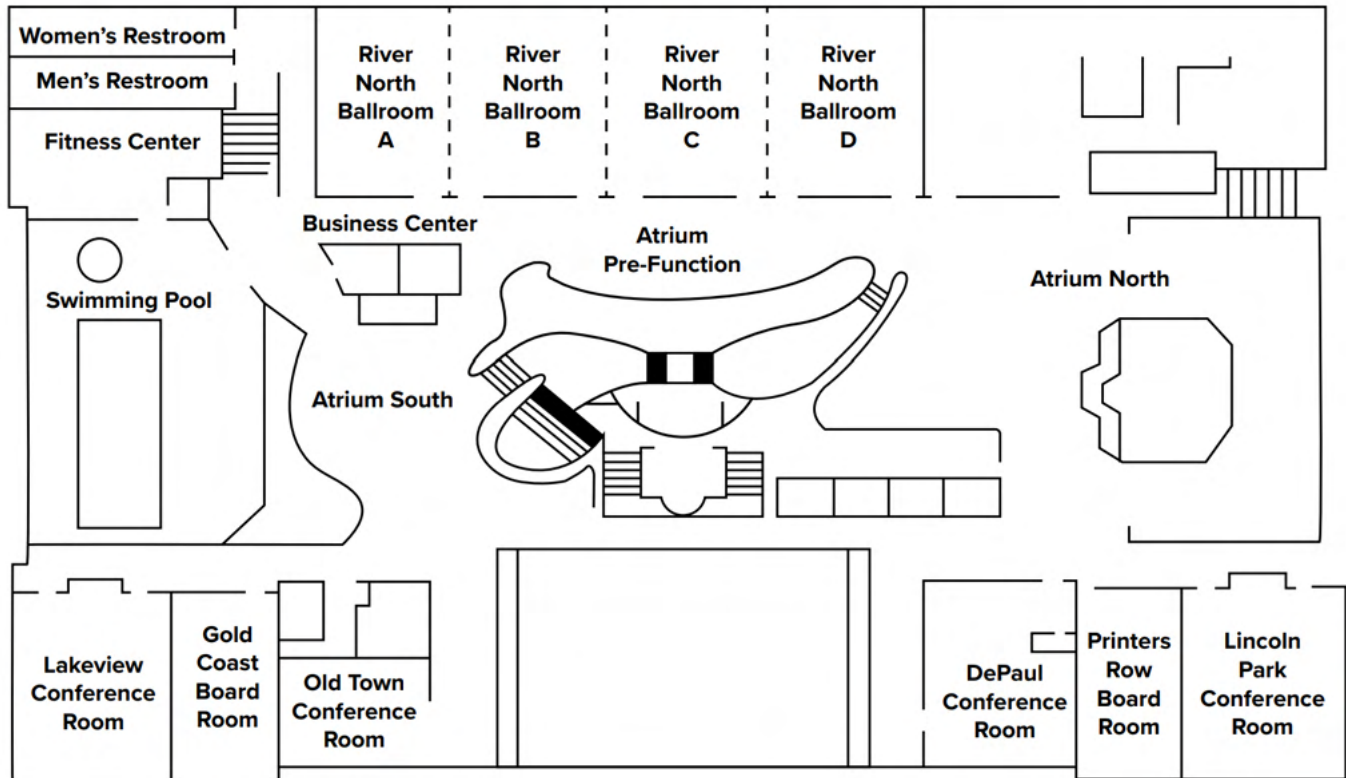
Conference at a Glance

SATURDAY, November 22

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	Lincoln Park DePaul	Measuring Politics and Perception Industry Idea Exchange Panel: Is Cash Still King? – An Evolution of Visible Incentive Strategies for Survey Panel Recruitment
	River North AB River North CD	MAPOR: 50 Years of Survey Research Prompting New Research: Large Language Models and AI
10:15 AM– 11:45 AM	Lincoln Park DePaul	Media and Public Opinion: A 50-Year Retrospective Issues in Survey Recruitment and Retention
	River North AB River North CD	Advances in Sampling: Weighting, and Nonresponse Social Media and Influence
12:00 PM– 1:00 PM		Lunch (on your own)
1:15 PM– 2:30 PM	River North	Pedagogy Hour: Leah Dean, RTI International Timothy P. Johnson, University of Illinois at Chicago, David Weaver, Indiana University, K. Vish Viswanath, Harvard University: <i>“Of constancy and change: A look at five decades of MAPOR, public opinion, and survey research”</i>
2:30 PM– 2:45 PM	Outside DePaul	Break and Refreshments
2:45 PM– 4:15 PM	Gold Coast Lincoln Park	Open for in memoriam Evolution and Enhancement of Select Survey Research Methods during MAPOR’s Existence
	DePaul River North AB River North CD	Improving Web Survey Design and Recruitment Identity and Social Movements Polling, Preference, and Public Opinion
4:30 PM– 5:30 PM	River North CD	Annual Member Meeting

Map of the Embassy Suites

2nd Floor



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Detailed Schedule

FRIDAY November 21, 2025

Refreshments >> Outside DePaul	Friday, 8:00 AM–10:00 AM
Short Course (registration required)	Friday, 8:30 AM–10:30 AM

Short Course >> River North CD

Categorical Analysis of Complex Survey Data in R: A Hands-On Course

Instructors:

Rebecca Powell, Fors Marsh

Isabella Velásquez, Posit

This interactive short course will introduce how to analyze categorical survey data in R. We will cover the R functions needed to create the survey design object to account for the sampling design, obtain weighted proportions from survey data, and conduct chi-square tests and simple regression models. Throughout the course, you will get hands-on experience using data from the American National Election Studies. We will be using Posit Cloud, so you do not need to have R or RStudio preinstalled on your computer. For the best learning experience, we recommend you have prior experience with R and the tidyverse, including familiarity with `summarize()` and `group_by()`.

Paper Session 1	Friday, 10:45 AM – 12:15 PM
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Focusing on Item Level Design >> Lincoln Park

Moderator: Kelly Elver

More Than Words: Replication and Extension of Filter Effects on Attitudinal Measures

Nadia Assad, University of Wisconsin-Madison; Jennifer Dykema, University of Wisconsin-Madison; Nora Cate Schaeffer, University of Wisconsin-Madison

Applying Item Response Theory (IRT) to Shorten Psychosocial Scales in the Health and Retirement Study

Sergio D. Martinez, University of Michigan; Heather M. Schroeder, University of Michigan; Brady T. West, University of Michigan

If we build it, will they be able to respond? Using respondent research to inform new items in a long-running establishment survey

Evan Nielsen, American Institutes for Research

Recovering Informative Estimates in Failed Placebo-Controlled List Experiments

Gustavo Diaz, Northwestern University; Ines Fynn, Universidad Catolica del Uruguay; Veronica Perez Bentancur, Universidad de la Republica; Lucia Tiscornia, University College Dublin

Artificial Intelligence Applications in Survey Research >> DePaul

Moderator: Trent Buskirk

Evaluating the Feasibility of AI-Driven Translation: A Comparative Analysis of ChatGPT-4 and Human Translators in Survey Research

Grace DesJardins, University of Michigan; Andrew L. Hupp, University of Michigan; Raphael Nishimura, University of Michigan; Makenna Harrison, University of Michigan; Meredith House, University of Michigan; Liliana Grueber, University of Michigan

Using AI to Process Paper and Pencil Survey Questionnaire Data

Peyton Holleran, NORC at the University of Chicago; Jennifer Vanicek, NORC at the University of Chicago; Mehmet Celepkolu, NORC at the University of Chicago; Anu Neupane, NORC at the University of Chicago

Evaluation of AI-Assisted Survey Questionnaire Translation

Sunghye Lee, University of Michigan; Joanne Tian, University of Michigan; Stephanie Morales, University of Michigan

Cognitive Interviewing Without Humans? A Comparative Study of AI Silicon Samples and Human Respondents

Xinran Wang, EVITARUS; Junhui Qian, American Board of Internal Medicine

Revisiting the Measurement of Collective Efficacy: Experimental Tests of Researcher and ChatGPT-Drafted Scale Revisions

Tori Olson, Loyola University Chicago

Alternative Data Sources in Public Opinion Research >> River North AB

Moderator: Brady West

How Generalizable Is Imputation-Based Integration of Wearable Sensor Data and Survey Self-Reports? Evidence From a Simulation Study

Deji Suolang, University of Michigan - Ann Arbor; Brady West, University of Michigan - Ann Arbor

Breathing the Truth: Bridging Perception and Reality in Public Opinion on Air Quality

Jennifer Berg, SSRS; Kristen Purcell, SSRS; Darby Steiger, SSRS; James McKinstry, SSRS

Guilty or innocent? The influence of podcasts on public opinion about potential wrongful convictions

Robin Blom, Ball State University; Gunther Dhot, Ball State University

Linking Survey Data and Geospatial Data to Examine Environmental Effects on Health Outcomes among Korean American Adults

Yao Sun, Program in Survey and Data Science, Institute for Social Research, University of Michigan-Ann Arbor; Sunghee Lee, Program in Survey and Data Science, Institute for Social Research, University of Michigan-Ann Arbor

Sampling Episodes in Popular Series: The Goldilocks Approach

Eulàlia P. Abril, University of Illinois Chicago; Sean Pauley, University of Wisconsin-Madison; Allison Garetto, University of Illinois Chicago

Engaging with Hard-to-Reach Populations >> River North CD

Moderator: James Wagner

Others Might Return but I Will Not: Insights from a Survey Experiment Study of Ukrainian Refugees in the Czech Republic

Matej Jungwirth, Northwestern University

Words Have Consequences: Political Rhetoric and Declining Participation in Public Health Surveys by Hispanic Individuals

Matthew Boyce, Texas A&M School of Public Health; Christine Crudo Blackburn, Texas A&M School of Public Health; Aurora Le, Texas A&M School of Public Health; Garrett Sansom, Texas A&M School of Public Health

Missing Voices in the Feedback Loop: How Traditional Survey Methods Systematically Underrepresent Generation Z and LGBTQ+ Communities in Midwest Policy Research

Sara Kay, Carnegie Mellon University; Dr. Timothy Johnson, University of Illinois-Chicago

The Methodological Challenges in Conducting a Representative Survey of U.S. Immigrants

Ashley Kirzinger, KFF; Eran Ben-Porath, SSRS; Cameron McPhee, SSRS; Liz Hamel, KFF

Assessing Recruitment Methods for Convenience Samples for Web Surveys

Brittany Creel, Abt Global; Mathew Stange, Abt Global; Brian Evans, MACH Research, LLC

Lunch Buffet >> Atrium North

Friday, 12:15 PM - 1:15 PM

Make new connections or connect with old friends during our 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!

Paper Session 2

Friday, 1:30 PM – 3:00 PM

Politics, Attitudes, and Measurement >> Lincoln Park

Moderator: Ashley Kirzinger

Changing Partisan Minds, Not Hearts

Dot Sawler, University of Rochester

Intergroup Aversion and Political Unity: From Identity to Behavioral Loyalty

Joshua Corona, Northwestern University

Women Protesters in Democratic Crisis and Public Support for Gender Equality Policies

Alexis Jang, Washington University in St. Louis; Dahjin Kim, University of Notre Dame

Exploring Americans' Perceptions of Poverty and Homelessness

Claire Krummenacher, NORC at the University of Chicago; David Sterrett, NORC at the University of Chicago; Jennifer Benz, NORC at the University of Chicago; Jordyn Yoder, NORC at the University of Chicago

Intersection of Media, News, and Public Opinion >> DePaul

Moderator: Erik Nisbet

The Chat Heard 'Round the World: How ChatGPT Impacted Media Framing, Public Engagement, and Public Opinion with Artificial Intelligence

Yanling Zhao, Northwestern University, Center for Communication & Public Policy; Mandi Cai, Northwestern University, Center for Communication & Public Policy; Ayse Lokmanoglu, Boston University, Department of Emerging Media Studies; Erik Nisbet, Northwestern University, Center for Communication & Public Policy

Measuring Change in The Simpsons' Nutritional Messaging and Food Portrayals

Eulàlia P. Abril, University of Illinois Chicago; Allison P. Garetto, University of Illinois Chicago

The court of public opinion: Hindsight and newspaper coverage of wrongful convictions in Indiana

Robin Blom, Ball State University; Femi Folorunsho, Ball State University; Desiree Thurman, Ball State University

Us vs. Them: How Partisan Media Exposure, Cosmopolitanism, and Collective Narcissism Shape Perceived Deservingness of Immigrants in the United States.

Nalae Hong, Syracuse University, S.I. Newhouse School Of Public Communications; Lars Willnat, Syracuse University, S.I. Newhouse School Of Public Communications; Bixuan Ren, Syracuse University, S.I. Newhouse School Of Public Communications; Jamie N Gentry, Syracuse University, S.I. Newhouse School Of Public Communications; Elena Yifei Zhao, Syracuse University, S.I. Newhouse School Of Public Communications

The Imagined Congress: What Generative AI Models Think U.S. Politicians Look Like

Cantay Caliskan, University of Rochester; Ezgi Siir Kibris, Rochester Institute of Technology; Da Gong, SUNY Geneseo; Andong Yan, The University of Hong Kong

Cross-Cultural Survey Research >> River North AB

Moderator: Emilio Rivera

Who I Am Depends on How You Ask: Valid Measurement of Ethnicity across Space and Time

Avital Livny, University of Illinois, Urbana-Champaign

Race-of-Interviewer Effects and the Moderating Role of Intergroup Contact in Race-Related Survey Responses: Evidence from an Asian American Sample

Qichuan Zhou, University of Michigan Ann Arbor; Brady T. West, University of Michigan Ann Arbor

Examining Acquiescent Response Trajectories Among Diverse Populations: Evidence from the Health and Retirement Study

Stephanie Morales, University of Michigan; Sunghee Lee, University of Michigan

Navigating New Landscapes: Surveying Sexual Health Among South Asian International Students

Kruti S. Chaliawala, PhD, CHES, Boise State University; Rebecca A. Vidourek, PhD, CHES, University of Cincinnati; Keith A. King, PhD, MCHES, University of Cincinnati

Listening to Immigrant Voices: How Immigrant Characteristics Are Associated with Healthcare Experiences and Perceptions

Juniper Shelley, Northwestern University; Allyson Holbrook, University of Illinois Chicago

Innovations in Survey Management and Questionnaire Design >> River North CD

Moderator: Kristen Olson

What Teens Really Hear: Rethinking Survey Design Through Cognitive Interviews

Jania Marshall, SSRS; Kristen Conrad, SSRS; Melissa Silesky, SSRS

Testing an Open-Ended Item Heads-Up Message on STARRS-LS Wave 4

Jeffrey Albrecht, University of Michigan; Ji Qi, University of Michigan; Makenna Harrison, University of Michigan; Meredith House, University of Michigan; James Wagner, University of Michigan

An Open-Ended Pandemic? Political and Behavioral Divisions During the Pandemic

Joshua Clinton, Vanderbilt University; Menglin Liu, The Chinese University of Hong Kong, Shenzhen

Transparency of Method and Credibility of Findings: Addressing Unanswered Questions

Peter Miller, Northwestern University; Timothy Johnson, University of Illinois at Chicago

Creative Uses of AI to Accelerate Research Workflows

Laura Wronski, Google

Break and Refreshments—Outside DePaul

Friday, 3:00 PM – 3:30 PM

Networking Coffee Session

Enjoy freshly brewed coffee, tea, and water, as well as 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!

Annual Address brought to you by NPC >> River North

Friday, 3:45 PM–5:00 PM

Presentation of Awards and New MAPOR Fellow Announced

Keynote Address:

Hon. Robert L. Santos, Former Director of the United States Census Bureau

Consejos del viejito: How using your 'whole self' can enhance research insight, build knowledge, and catalyze creativity

This keynote celebrates the 50th anniversary of MAPOR by drawing stories over a 45-year career to illustrate the power and benefits of bringing one's 'whole self' to the table in your research. Rob uses storytelling to show how each of us has a unique, valuable perspective to offer in all aspects of research, from the development of research questions, to research design, methodology, collection, processing analysis and interpretation of results.

President's Reception >> Business Center

Friday, 5:00 PM–7:00 PM

Join us for complimentary drinks and appetizers. The poster session will be going on, and you can meet some of our sponsors in person.

Poster Session >> Atrium South

Friday, 5:10 PM

1. Framing Disputed Territories: Geopolitical Narratives in Global News Coverage of Asia-Pacific Island Conflicts

Won Jang, University of Wisconsin at Eau Claire

2. The Representation of Marginalized Groups in Social Media Videos: What Predicts Posting Behaviors?

David Atkin, University of Connecticut; Kimberly Neuendorf, Cleveland State University; Leo W. Jeffres, Cleveland State University; Brett Williams, University of Connecticut

3. Effects of Experimental Text Messages on Respondent Behavior

Chioma Chikezie, NORC at the University of Chicago; Nathaniel Poland, NORC at the University of Chicago; Beth Baca, NORC at the University of Chicago; John Henson, NORC at the University of Chicago

4. The Impact of Visual Design Features for Web Surveys

John Henson, NORC at the University of Chicago; Cedasia McQueen, NORC at the University of Chicago; Ryan Bird, NORC at the University of Chicago

5. Envelope Logo Experiment on Web Survey Participation

Cedasia McQueen, NORC at the University of Chicago; John Henson, NORC at the University of Chicago; Nathaniel Poland, NORC at the University of Chicago; Peyton Holleran, NORC at the University of Chicago

6. Envelope Type Experiment on Web Survey Participation

Cedasia McQueen, NORC at the University of Chicago; John Henson, NORC at the University of Chicago; Nathaniel Poland, NORC at the University of Chicago; Jennifer Vanicek, NORC at the University of Chicago

7. Measuring public opinion about the complexity of health and environmental risks: A pilot test of a perceived risk complexity scale

Hoda Fakhari, Northwestern University; Erik Nisbet, Northwestern University

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

Detailed Schedule

SATURDAY November 22, 2025

Refreshments >> Outside DePaul

Saturday, 8:00 AM–10:00 AM

Enjoy refreshments to start the morning.

Paper Session 3

Saturday, 8:30 AM–10:00 AM

Measuring Politics and Perception >> Lincoln Park

Moderator: Avital Livny

Racial Attitudes and Vote Choice

George D Quinn, Rutgers University; Zachary Winograd, University of Michigan

Crime and (Electoral) Punishment: Violence and Voting in the United States

Nolan Siegel, University of Pennsylvania

Winners and Losers: How Quickly Election Results Influence Public Satisfaction with Democracy

Paula Armendariz, SSRS

50 States, 50 Democracies: Understanding Cross-State Variations in Public Conceptions of Democracy

Seongjoon Ahn, University of Iowa

Industry Idea Exchange Panel: Is Cash Still King? – An Evolution of Visible Incentive Strategies for Survey Panel Recruitment >> DePaul

Moderator: Doug Easly, NPC, Business Development Executive, Survey Solutions

Nick Bertoni, Senior Vice President at Ipsos Public Affairs, KnowledgePanel Operations

Jamie Eichenlaub, NPC, Senior Account Manager, Mail-Mode Survey Solutions

Eric Thiels, NeoCurrency Reward Choice & Gift Cards, Head of Strategy and Growth

Recruiting and retaining high-quality survey panelists requires constant and creative recruitment efforts. Using a visible incentive is a common way to show value and trust with

the instant gratification of a tangible reward during mail-mode recruitment. Cash is King has become a common phrase in many walks of life, and that holds true in panel recruitment as well. Cash incentives have been used in mailings for years. But what about visible gift cards? Could these be used as an effective recruiting tool, too?

The Ipsos KnowledgePanel has used non-visible and visible cash incentives for mail-mode recruiting, and recently has begun testing visible Reward Choice cards as a new way to approach panel recruitment. The KnowledgePanel director will share some comparative results from their non-visible and visible cash incentive mailing experiments, add some insight into what sparked a recent move to using Reward Choice card incentives, and some examples of how these mail-mode and gift card vendor partners provide some flexibility with this next wave of visible incentive options.

MAPOR: 50 Years of Survey Research >> River North AB

Moderator: Ron Langley

The Birth of MAPOR, 1975

Tom W. Smith, NORC at the University of Chicago

MAPOR at 50: Subjects, Institutions, Organizations and People

Kimberly A. Neuendorf, Cleveland State University; David H. Weaver, Indiana University - Bloomington; David J. Atkin, University of Connecticut; Leo W. Jeffres, Cleveland State University; Quinn S. Neuendorf, Independent Researcher

What Do We Know About Race of Interviewer Effects in the United States? A Meta-Analysis of Studies Conducted From 1942 to 2012

Stanley Presser, University of Maryland; Ujjayini Das, University of Maryland; Adrienne Bradford

Prompting New Research: Large Language Models and AI >> River North CD

Moderator: Raphael Nishimura

Using Large Language Models to Improve Health Survey Questionnaires

Junhui Qian, American Board of Internal Medicine; Xinran Wang, EVITARUS

Assessing the Potential of LLMs Conditioned on Media Diets to Predict Electoral Outcomes: A Case Study of the 2022 U.S. Gubernatorial Elections

Marcelina A. Przespolewska, Northwestern University

When AI Meets Psychometrics: Integrating Embedding Models and Measurement Error Frameworks into Survey Analysis

Masahiko Aida, Project Applecart

Voice AI Interviewers in Telephone Surveys: A Methodological Evaluation from a Probability-Based Survey Panel

Nishant Jain, Miravoice; Danny D. Leybzon, Miravoice; Shreyas Tirumala, Miravoice; Brian Kitano, Miravoice; Ipek Bilgen, NORC at the University Of Chicago; David Dutwin, NORC at the

University Of Chicago; Ting Yan, NORC at the University Of Chicago; Alyssa Kahle, NORC at the University of Chicago

What Happens When We Prompt the Model, Not the People: LLMs as Survey Estimators

Trent D. Buskirk, Old Dominion University School of Data Science; Josh Lerner, NORC; Aliyah Benson, Old Dominion University

Paper Session 4

Saturday, 10:15 AM–11:45 AM

Media and Public Opinion: A 50-Year Retrospective >> Lincoln Park

David Weaver, Indiana University

Julie Andsager, University of Tennessee

K. Viswanath, Harvard University

Richard M. Perloff, Cleveland State University

This 50-year anniversary panel offers a thoughtful look at some of the important concepts that have been discussed at MAPOR conventions over the past half-century, as viewed through the eyes of MAPOR Fellows who pioneered research in these areas.

David Weaver will talk about the development of agenda-setting research in his various MAPOR papers from 1976 to 2007, beginning with his 1976 paper co-authored with Lee Becker and Max McCombs. Julie Andsager will follow up by exploring news influences on public opinion in classic areas of health, such as vaccines and women's health, examining this from the perspective of framing and health communication-related theories. K. Viswanath will examine the broad, classic knowledge gap hypothesis, one of the first formal propositions in communication that explicitly investigated the role of social stratification and communication inequalities on message effects. He will discuss its implications for contemporary problems and how communication research can contribute to the study and mitigation of societal inequalities. Richard M. Perloff concludes by taking a perceptual approach to media effects, as he critically reviews scholarship on perceptions of media effects and public opinion – the third-person effect and hostile media bias – summarizing what we know about both phenomena. A focus will be the continuing way partisans' perceptions of hostile media bias drive public opinion and efforts toward censorship, a salient issue in Trump 2.0.

Issues in Survey Recruitment and Retention >> DePaul

Moderator: Tim Johnson

Opting Out of Politics—and the Panel? Civic Disengagement and Attrition in Probability-based Online Panels

Alexandros Christos Gkotinakos, Aristotle University of Thessaloniki

Right Message, Right Time: Optimizing SMS Survey Recruitment in a Probability-Based Panel

Emilio Rivera, Gallup

Address-Based Sampling in Puerto Rico: Coverage Gaps and Methodological Lessons

Felix A Baez-Santiago, University of Michigan - Program in Survey and Data Science; Mara Osteld, University of Michigan - Ford Public Policy School

Assessing the impact of a multi-pronged data collection strategy in surveying Medicaid recipients

Kevin Tharp, Indiana University Center for Survey Research; LeeAnn Sell, Indiana University Center for Survey Research; Steph Clampitt, Indiana University Center for Survey Research; Lilian Yahng, Indiana University Center for Survey Research; Ashley Clark, Indiana University Center for Survey Research

Advances in Sampling, Weighting, and Nonresponse >> River North AB

Moderator: David Sterrett

Combining Information from Multiple National Health Surveys: Comparing Hierarchical Bayesian Modeling and the Finite-Population Bayesian Bootstrap

Curtiss W. Engstrom, University of Michigan; Brady T. West, University of Michigan

At Home, Online, and Everywhere Between: Comparing Survey Sampling Alternatives

Mansour Fahimi, Marketing Systems Group; Cameron Raynor, EveryAnswer

Multiple Frame Sample Integration using the Mean Square Error: A Simulation Study and Application of ANES 2024 Weighting

Raphael Nishimura, University of Michigan; Makenna Harrison, University of Michigan

Respondent Correlates of Item Nonresponse in the Self-Administered LHMS

Wenqing Qian, University of Michigan; Mary Beth Ofstedal, University of Michigan; Marina Larkina, University of Michigan; Jacqui Smith, University of Michigan

Social Media and Influence >> River North CD

Moderator: Y. Patrick Hsieh

Platforming Transgressive Publics: The Political Illiberalism of Alt-tech social media users

Fatima Gaw, Northwestern University; Erik C. Nisbet, Northwestern University

Feed-ing Identity: Studying the Influence of Short Video Social Media and Identity

Sarah Elizabeth Hogenboom-Jones, Syracuse University

Mapping Gender-Related Content and Conversations on TikTok under Strong Content Moderation: A Mixed-Methods Descriptive Study

Zhenjing (Gloria) Zhou, University of Michigan; Mao Li, University of Michigan

Measuring change: A policy analysis of nicotine pouch regulations on social media

Allison Garetto, The University of Illinois Chicago

Lunch	Saturday, 12:00 PM–1:00 PM
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On your own

Pedagogy Hour brought to you by EdChoice >> River North	Saturday, 1:15 PM–2:30 PM
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Moderator: Mary Losch, University of Northern Iowa

Panel:

Leah Dean, RTI International
 Timothy P. Johnson, University of Illinois at Chicago
 David Weaver, Indiana University
 K. Vish Viswanath, Harvard University

“Of constancy and change: A look at five decades of MAPOR, public opinion, and survey research”

Join a distinguished panel of MAPOR fellows and past presidents as they engage with a retrospective and prospective look at public opinion, survey research, and MAPOR. Our colleagues will reflect upon their careers, the evolution of the field, and the role MAPOR has played in shaping their professional journeys. From the early days of data collection and descriptive work to the nuanced research in understanding public opinion and innovative methodology, what key changes have we witnessed over the past five decades? Panelists will discuss some significant breakthroughs and challenges of their time, how MAPOR and professional associations have evolved, and what the future may hold for public opinion and survey research. Through personal stories and expert insights, attendees will gain a deeper appreciation for how MAPOR has influenced the panelists’ careers, how far MAPOR has come and evolved over the years, and what might be on the horizon for the next generation of public opinion researchers and the association.

Break and Refreshments >> Outside DePaul	Saturday, 2:30 PM–2:45 PM
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Enjoy freshly brewed coffee, tea, and water, as well as tasty snacks.

Paper Session 5	Saturday, 2:45 PM–4:15 PM
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Open for in memoriam >> Gold Coast

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

Evolution and Enhancement of Select Survey Research Methods during MAPOR's Existence >> Lincoln Park

This MAPOR Fellows session will address how select survey methods have evolved during the half century of MAPOR's existence. Each will discuss a particular topic in this arena and may allude briefly to their expectations of further changes in the domain they are addressing. Time will be reserved at the end for discussion amongst panelists and attendees.

- **Micheal W. Traugott**, Institute for Social Research, University of Michigan, addressing the evolution of methods used for Election Polling
- **Tom Smith**, NORC at the University of Chicago, addressing changes and enhancement in the Usage of Technology for conducting surveys
- **Tim Johnson**, University of Illinois at Chicago, addressing how Cross-Cultural survey methods have evolved
- **Paul J. Lavrakas**, University of Illinois at Chicago, addressing the evolution of methods to address Survey Nonresponse in the past 50 years

Improving Web Survey Design and Recruitment >> DePaul

Moderator: Jolene Smyth

Optimizing Survey Communication: Lessons from National Recreational Boating Safety Survey Cognitive Interviews

Caroline Labow, NORC at the University of Chicago; **Semilla Stripp**, NORC at the University of Chicago; **Lindsey Witt-Swanson**, NORC at the University of Chicago; **David Sterrett**, NORC at the University of Chicago

Mode and device choices among respondents in a long-running panel study of older US adults, and their implications for survey response distributions

Heather M. Schroeder, University of Michigan; **Andrew L. Hupp**, University of Michigan; **Brady T. West**, University of Michigan

Evaluating the Impact of QR Codes on Survey Response Rates: Evidence from a Multi-Mode Health Survey

Martha Mcroy, NORC at the University of Chicago; **Ned English**, NORC at the University of Chicago; **Ben Reist**, NORC at the University of Chicago; **Amie Conley**, NORC at the University of Chicago; **Sam Saini**, Illinois Department of Public Health (IDPH); **Kelsey Cutler**, Illinois Department of Public Health (IDPH),

Considerations and Lessons Learned from a Longitudinal Usability Study

Renée Stepler, US Census Bureau; **Jonathan Katz**, US Census Bureau; **Jessica Holzberg**, US Census Bureau; **Rachel Stenger**, RTI International; **Alisú Schoua-Glusberg**, Research Support Services Inc.

Identity and Social Movements >> River North AB

Moderator: Benjamin Schapiro

Correcting Misinformation in Anonymous Online Communities: Evidence from South Korea
Dahjin Kim, University of Notre Dame

Condemn, Distance, or Stay Silent? Public Reactions to Activist Group Responses to Violence
Jacob Fortier, Northwestern University

Confidence in Vaccine Safety and Effectiveness is Influenced by Vaccine Technology and Risk Communicator
Matthew Boyce, Texas A&M University School of Public Health

The Parents Are Alt Right: Parental Attitudes Toward Transgender Rights
Walker West Brewer, Northwestern University; Taylor J Agajanian, Northwestern University; Ifra Javed, Northwestern University; Nash Jenkins, Northwestern University; Thomas J Billard, Northwestern University

Morality and Support for War: How Perceived Intention and Harm Shape Public Reactions to Civilian Casualties
Yehzee Ryoo, University of Wisconsin-Madison

Polling, Preference, and Public Opinion >> River North CD

Moderator: Curtiss Engstrom

Changing Priorities: The Shifting Way that Health Care Motivates Voters
Ashley Kirzinger, KFF; Liz Hamel, KFF; Mollyann Brodie, KFF

The Consequences of Believing Immigrants Eat Pets: Media Use, Misinformation, and Immigrant Deservingness Perceptions
Bixuan Ren, Syracuse University; Lars Willnat, Syracuse University; Nalae Hong, Syracuse University; Jamie N Gentry, Syracuse University; Elena Yifei Zhao, Syracuse University

Political Rhetoric in the 2024 Presidential Election: Perceptions and Misperceptions of Immigration Trends in the United States
Makayla Seidle-Beach, SUNY Brockport; Susan Orr, SUNY Brockport

Changing Votes Without Persuasion: How Salience Changes Preferences
Thomas Chamberlain, University of Rochester

Annual Member Meeting >> River North CD

Saturday, 4:30 PM–5:30 PM

MAPOR President Y. Patrick Hsieh will lead the annual member and business meeting.

Air Quality. Teenagers. Election Results.

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Our team is at the MAPOR 50th Annual Conference, and we'd love to talk to you about the variety of research topics you care about! Regardless of the subject, SSRS has a solution to meet your research objectives.



Jenny Berg



Jania Marshall



Paula Armendariz



Jordon Peugh

Curious?

Join our speaking sessions to learn more.

Breathing the Truth:
Bridging Perception and
Reality in Public Opinion
on Air Quality

Presented by Jenny Berg
Friday | 10:45AM

**What Teens Really
Hear:**
Rethinking Survey
Design Through
Cognitive Interviews

Presented by Jania Marshall
Friday | 1:30PM

Winners and Losers:
How Quickly Election
Results Influence Public
Satisfaction with
Democracy

Presented by Paula Armendariz
Saturday | 8:30AM

See you there.

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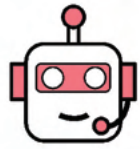
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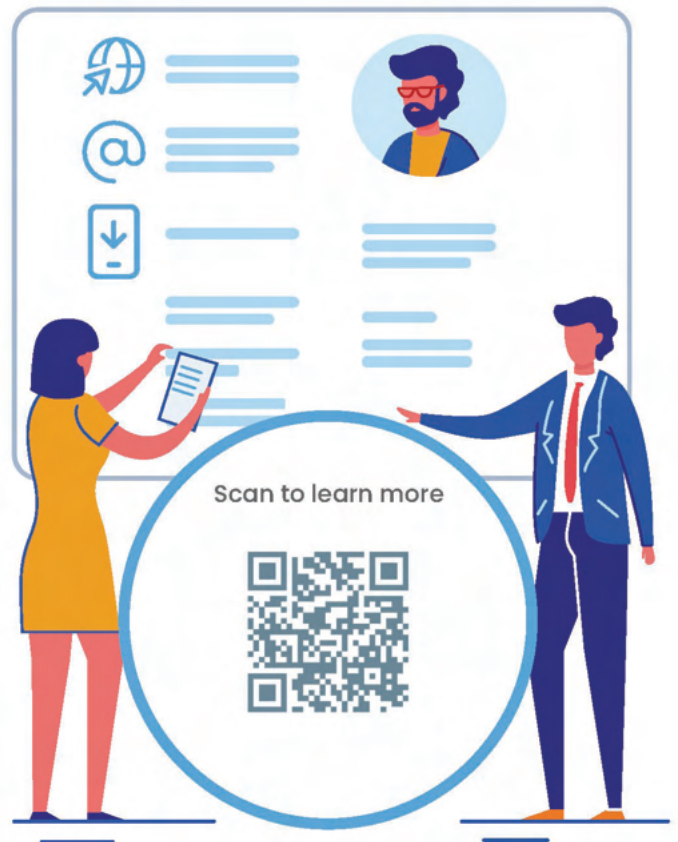
Our Latest Research:

- **AAPOR 2025** (co-authored with researchers from SSRS):
AI Telephone Surveying: Automating Quantitative Data Collection with an AI Interviewer
miravoice.com/aapor2025
- **NLPOR @ COLM 2025** (co-authored with Prof. Trent Buskirk):
Mic Drop or Data Flop? Evaluating the Fitness for Purpose of AI Voice Interviewers for Data Collection within Quantitative & Qualitative Research Contexts
miravoice.com/nlpor2025
- **MAPOR 2025** (co-authored with researchers from NORC):
Voice AI Interviewers in Telephone Surveys: A Methodological Evaluation from a Probability-Based Survey Panel
miravoice.com/mapor2025

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MAPOR Fellows

1988 Doris Graber	2007 Allan L. McCutcheon
1989 George Donahue, Clarice Olien & Phillip Tichenor	2008 Robert M. Groves
1990 Jack McLeod	2010 Albert Gunther
1992 Donna Charron	2011 Stephen E. Everett
1993 David H. Weaver	2012 Peter V. Miller
1994 George Bishop	2013 Patricia Moy
1996 Lee Becker	2014 Tim Johnson
1997 Paul J. Lavrakas	2015 Nora Cate Schaeffer
1998 Leo Jeffres	2016 Julie Andsager and Joe Murphy
1999 Mark Miller	2017 John Stevenson
2000 Cecilie Gaziano	2018 John Loft
2002 Michael Traugott	2019 Tom Smith
2003 Richard M. Perloff	2020 Ronald Langley
2004 Robert P. Daves	2021 Allyson Holbrook
2005 Sharon Dunwoody	2022 Jennifer Dykema
2006 K. "Vish" Viswanath	2023 Kristen Olson
	2024 Mary Losch

MAPOR Presidents

1976–77 Donna S. Charron	1992–93 Robert P. Daves
1977–78 George Bishop	1993–94 Paul J. Lavrakas
1978–79 Gene Telser	1994–95 Richard M. Perloff
1980–81 Doris Graber	1995–96 William Elliott
1981–82 Andrew J. Morrison	1996–97 Ellen M. Dran
1982–83 MariJean Suelzle	1997–98 Fiona Chew
1983–84 Lee B. Becker	1998–99 Sherry Marcy
1984–85 Barbara A. Bardes	1999–00 Stephen E. Everett
1985–86 D. Charles Whitney	2000–01 William Rosenberg
1986–87 David H. Weaver	2001–02 K. "Vish" Viswanath
1987–88 Leo Jeffres	2002–03 Julie Andsager
1988–89 Cecilie Gaziano	2003–04 Allan L. McCutcheon
1989–90 Sharon Dunwoody	2004–05 Douglas Blanks Hindman
1990–91 M. Mark Miller	2005–06 Dietram A. Scheufele
1991–92 Garrett O'Keefe	2006–07 David Tewksbury

MAPOR Presidents, continued

2007–08 Ward Kay

2008–09 Patricia Moy

2009–10 Weiwu Zhang

2010–11 Timothy P. Johnson

2011–12 Michael Traugott

2012–13 Joe Murphy

2013–14 Kristen Olson

2014–15 Allyson Holbrook

2015–16 Trent Buskirk

2016–17 Matthew Courser

2017–18 Ron Langley

2018–19 Ipek Bilgen

2019–20 Ned English

2020–21 Dana Garbarski

2021–22 Kevin Ulrich

2022–23 Justine Bulgar-Medina

2023–24 Leah Dean

2024–25 Y. Patrick Hsieh



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Notes

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