Midwest Association
for Public Opinion Research

MAPOR

MAPOR 2026

Navigating Shifting Challenges and Emerging Opportunities in Public Opinion Research

13 – 14
Nov. ’26

Embassy Suites Downtown Chicago
600 N. State St., Chicago, IL 60654



INDUSTRY IDEA EXCHANGE

Is Cash Still King?

An Evolution of Visible Incentive Strategies for Panel Recruitment … Part II



Friday, Nov. 13th

10:45 AM

DePaul Room

SPEAKERS



JAMIE EICHENLAUB

NPC, Inc.
Sr. Account Manager,
Mail-Mode Survey Solutions



NICK BERTONI

Ipsos Public Affairs
Senior Vice President
KnowledgePanel Operations



TIM McKENZIE

NeoCurrency
Vice President
Business Development

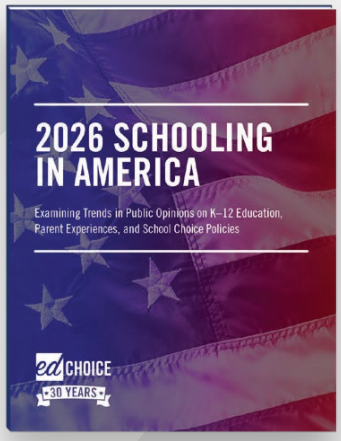
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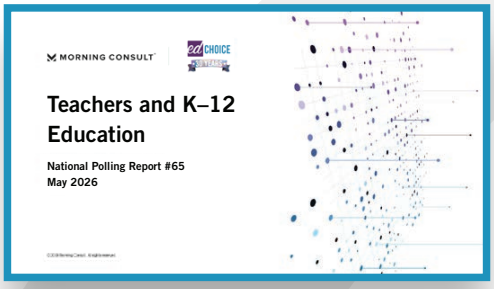
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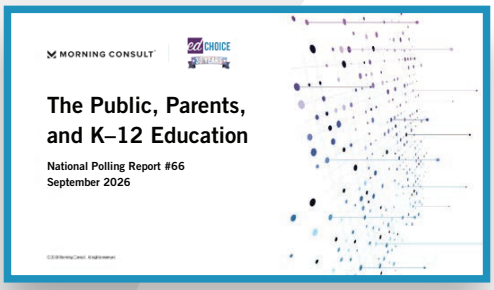




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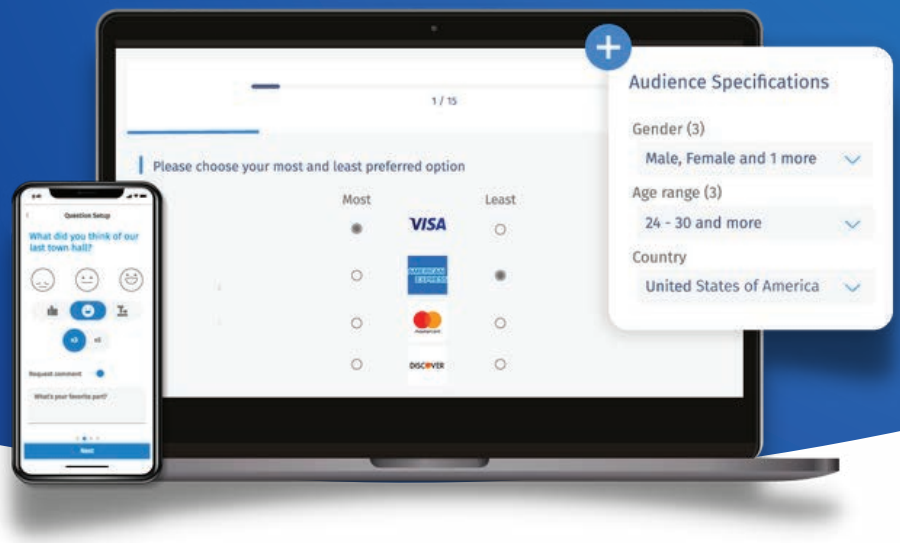




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Conference at a Glance

FRIDAY, November 13

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 – 4:00 PM | Business Center
Sponsor Exhibit

8:30 AM – 10:30 AM | Lincoln Park
Short Course: Prompt & Polish: Using LLMs to Identify and Repair Issues in Question Construction — A Hands-On Workshop

8:30 AM – 4:30 PM | Atrium South
General Registration

10:45 AM – 12:15 PM

Lincoln Park
Rethinking Elections and Ideology

DePaul
Industry Updates- Incentives and AI Voice Agents

River North AB
Social Media, Misinformation, and Digital Influence

River North CD
COMBINED SESSION: Benchmarking AI and Synthetic Research & Conflict, Displacement, and Political Legitimacy

12:15 PM – 1:15 PM | Atrium North
Lunch Buffet (ticket required)

1:30 PM – 3:00 PM

Lincoln Park
Response Styles, Bias, and Measurement Validity

DePaul
Building and Leveraging Probability-Based Online Panels in US Metros

River North AB
New Frontiers in Measurement and Imputation

River North CD
Measuring Identity Across Cultures

Lakeview
Data Quality and Survey Operations

3:00 PM – 3:30 PM

Outside DePaul
Break and Refreshments

Atrium
Networking Coffee Session

3:45 PM – 5:00 PM | River North
Student Paper & MAPOR Fellow Awards

Keynote Speaker: Trent Buskirk, Old Dominion University. *"From Survey to SurvAI: When Does AI's Role Match the Goal?"*

5:00 PM – 6:00 PM | Business Center
President's Reception (Complimentary wine, beer, and soft drinks)

Poster Session (5:10 – 6:00)

Student Conference Registration Raffle

Conference at a Glance

SATURDAY, November 14

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
Mailing and Outreach Experiments

DePaul
Local Matters: Capturing Chicago Through Innovative Survey Research

River North AB
Question Wording and Response Scales

River North CD
Respondent-Centered Survey, Web and Mobile Design

Lakeview
Civic Life, Education, and Political Attitude Formation

10:15 AM – 11:45 AM

Lincoln Park
LLMs in the Research Workflow

DePaul
Special Session to Recognize the Work of Paul Lavrakas

River North AB
Recruitment, Retention, and Engaged Research

River North CD
Open for in memoriam

Lakeview
Food, Health, and Public Understanding

12:00 PM – 1:00 PM
Lunch (on your own)

1:15 PM – 2:30 PM | River North
Pedagogy Hour: Michael Link, Michael Link Leadership Consulting. *"Daily Leadership in an AI-Disrupted World"*

2:30 PM – 2:45 PM | Outside DePaul
Break and Refreshments

2:45 PM – 4:15 PM

Lakeview
AI, Consent, and Research Standards

Lincoln Park
Violence, Tolerance, and Public Response

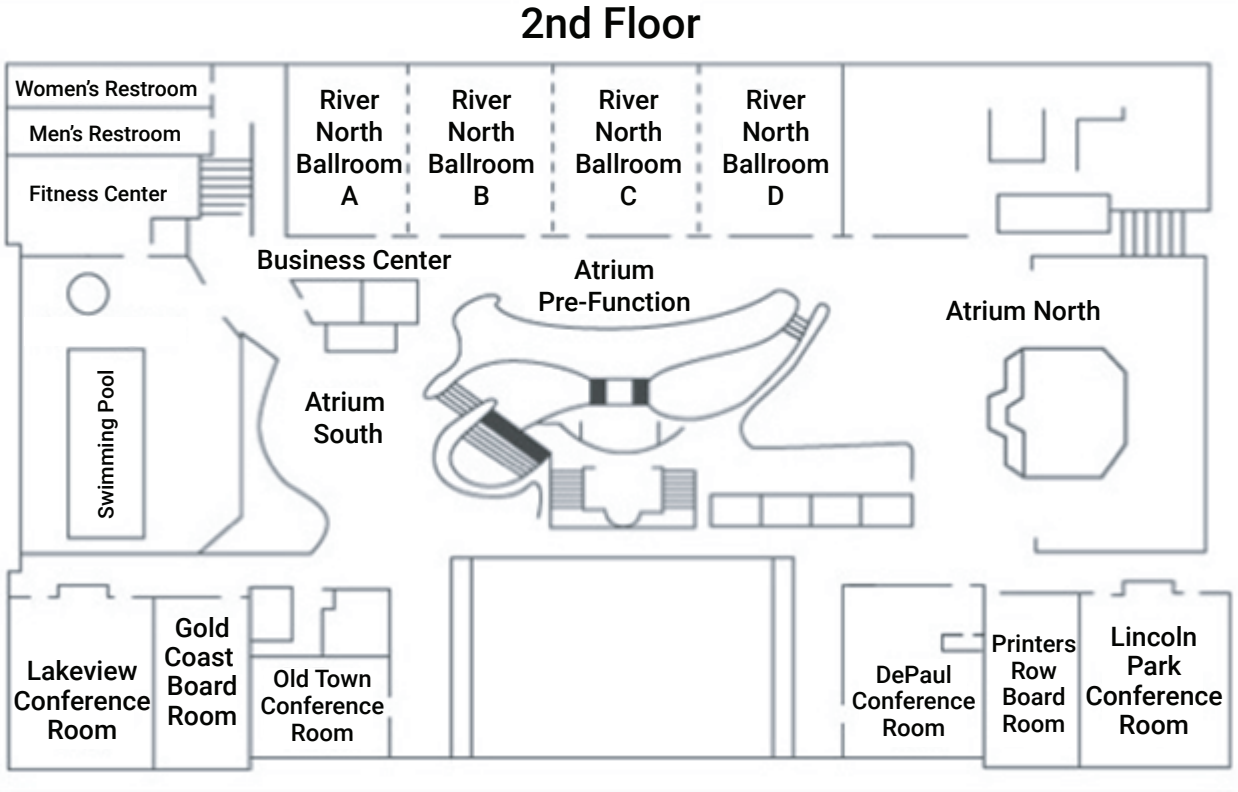
DePaul
Media, Messages, and Public Opinion

River North AB
Mixed Modes, Language, and Participation

River North CD
Hybrid Sampling and Representation

4:30 PM – 5:30 PM | River North CD
Annual Member Meeting

Map of the Embassy Suites



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Detailed Schedule

FRIDAY November 13, 2026

Refreshments | Outside DePaul — **Friday, 8:00 AM – 10:00 AM**

Short Course | Lincoln Park (registration required) — **Friday, 8:30 AM – 10:30 AM**

Short Course: Prompt & Polish: Using LLMs to Identify and Repair Issues in Question Construction — A Hands-On Workshop

Instructors: Ashley Griggs, RTI, Jerry Timbrook, RTI

Evaluating survey questions using established best practices is essential for minimizing respondent burden and error and maximizing data quality. Yet manually identifying and addressing construction issues can require substantial time and expertise. Large language models (LLMs) such as ChatGPT and Claude offer the potential to supplement human evaluation and improvement of survey questions, but questions remain about LLMs' accuracy, limitations, and best practices for use. Building on material from our MAPOR webinar, this hands-on short course will examine how LLMs can be used to identify common question construction issues and generate potential revisions. Participants will: learn practical prompting strategies, evaluate AI-generated recommendations, and gain experience incorporating LLMs into the questionnaire design process while maintaining the critical role of human expertise. Attendees will leave with concrete approaches for using LLMs to enhance survey question development in their own work.

Paper Session 1 — **Friday, 10:45 AM – 12:15 PM**

Rethinking Elections and Ideology | Lincoln Park

Moderator: Brittany Creel

Beyond the Pocketbook: Status Threat, Identity Protection, and the Radicalization of Voters in American Heartlands

Yeowon Lim, University of Illinois Urbana-Champaign

Economic Anxiety in an Age of Contradiction

Jennifer Berg, SSRS

Conflicted Conservatism, Revisited

Elizabeth Coggins, Colorado College

Private Values, Public Opinion: Sexual Values in the United States

Marin Deevers, University of Cincinnati

Beyond the Battlegrounds: Measuring Underrepresented Voices with the Civic Health & Elections Project

Semilla Stripp, NORC at the University of Chicago; David Sterrett, NORC at the University of Chicago; Dan Malato, NORC at the University of Chicago; Emily Alvarez, NORC at the University of Chicago

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Industry Idea Exchange: Updates on Incentives and AI Voice Agents | DePaul

Moderator: Y. Patrick Hsieh

UPDATE from MAPOR 2025: Is Cash Still King? -- An Evolution of Visible Incentive Strategies for Survey Panel Recruitment … Part 2

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

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

Tim McKenzie, NeoCurrency Reward Choice & Gift Cards, Vice President, Business Development

If you attended MAPOR 2025, you may have been a part of the panel discussion "Is Cash Still King? -- An Evolution of Visible Incentive Strategies for Survey Panel Recruitment." The KnowledgePanel director shared results from visible cash incentive and Reward Choice card experiments for mail-mode recruiting. This year's panel will take a refreshed look at this incentive approach and you will also get to see and hear:

- Results from additional cash and card incentive experiments completed by the KnowledgePanel after last year's MAPOR conference
- How one small design change started to move the needle to potentially make this both an economical and effective incentive solution
- Possibilities for using data points you never had before
- And you get an open forum to ask the panel how you could go beyond the dollar bill and utilize this approach to diversify your panel recruitment and data collection strategy using physical digital incentives.

AI Voice Agents in Action: Natural Engagement and Emerging Implications for Survey Interviews

Danny Leybzon, Miravoice, Chief Technology Officer

Are you interested in learning about some of the latest AI driven technology innovations and their empirical implications for survey research, especially given the rapid pace of AI development? One of the most promising areas is the adoption of AI based voice agents for respondent recruitment screening and survey interviewing. Will CATI morph into AATI — or simply give way to it — and will we admit it when it happens?

The CTO from Miravoice will provide an overview and a live demo of its voice AI interviewer in action. Their showcase may help you formulate your own answer to these intriguing questions about the future advancement of survey research.

Social Media, Misinformation, and Digital Influence | River North AB

Moderator: Erin Heiden

Can Individuals Be Inoculated against Fake News: An Experimental Study on a Sample of Egyptian Social Media Users

Mohamed Sabry Amer, Washington University in St. Louis; Mazen Hassan, Cairo University; Asmaa Abd El Khalek, Michigan State University; Sarah Mansour, Cairo University & National Defence College; Zeyad Kelani, Cairo University

Using Content Blocking Software to Estimate the Effects of Social Media Use on Political Polarization

Angus Padley, Massachusetts Institute of Technology

Should Candidates Campaign Like Influencers? Evidence From 16,572 Instagram Reels and Two Generative AI Video Experiments

Yuan Sui, Washington University in St. Louis

Why Users Engage in User Correction on Social Media? X's Community Notes as a Case Study

Yanling Zhao, Northwestern University

COMBINED SESSION: Benchmarking AI and Synthetic Research & Conflict, Displacement, and Political Legitimacy | River North CD

Moderator: Kruti Chaliawala

Gendered Algorithm: Public Perceptions of Gender Inequality in AI and Its Implications for Technology Acceptance

Xinle Jia, Southern Illinois University; Yixuan Zhang, Hitotsubashi University

Promises and Pitfalls of Synthetic Data Analysis: Lessons from Survey Research on Americans' Responses to Food Labels

David Levin, Deloitte Center for Machine Learning and Intelligence; Alison Muckle Egizi, Deloitte Center for Government Insights; Anna Margaret Clyburn, UNC Chapel Hill; Nicole Savia Luis, Deloitte Center for Government Insights; Ipshita Sinha, Deloitte Center for Government Insights

Losing Land, Not Its People: Legacies of Territorial Loss and Co-Patriot Displacement in Post-2023 Armenia

Matej Jungwirth, Northwestern University

Reassurance or Reminder? The Effect of Local Anti-Corruption Reporting on Corruption Perceptions in China

Tianhui Wu, The University of Iowa

Contextual Exposure to Wartime Violence and Support for Democracy: Evidence from a Natural Experiment in Colombia

Daniel Quiroga-Ángel, University of California, Berkeley

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

Response Styles, Bias, and Measurement Validity | Lincoln Park

Moderator: Kelly Elver

The Segment That Wasn't: Response-Style Artifacts in Clustering Solutions
Fred Duong, More in Common

When Agreement Does Not Necessarily Mean Consent: Consent Behavior and Acquiescent Response Style in the Health and Retirement Study
Stephanie Morales, University of Michigan; Sunghee Lee, University of Michigan

Measuring Community Attitudes: Can Bipolar Scales Cause Apparent Acquiescence Bias?
Randall Thomas, AccuSurvey Consulting; Megan A. Hendrich, Ipsos Public Affairs; Frances M. Barlas, AccuSurvey Consulting

Evaluating Proxy and Self-Report Discrepancies in Older Adult Physical Capacity: A Propensity Score Weighting Approach Against Performance Benchmarks
Qichuan Zhou, University of Michigan Ann Arbor; Shengteng Yang, University of Texas Health Science Center at Houston

Building and Leveraging Probability-Based Online Panels in US Metros | DePaul

Moderator: Marin Deevers

Does the Ask Matter? Comparing Direct and Foot-in-the-Door Approaches to Probability-based Panel Recruitment in the Greater Houston Area
Nicole Korp, NORC at the University of Chicago

Finding the Right Number: An Experimental Incentive Analysis to Improve Completion Rates Among Panelists in a Localized Probability-Based Panel
Beverly Batts, NORC at the University of Chicago

From Recruitment to Retention: Building a Probability-Based Panel in Houston
Seth Brohinsky, NORC at the University of Chicago

Linking Survey and Place: Neighborhood Context and Resident Opinion in Local Panel Data
Maria Paula Perez Arguelles, Hobby School of Public Affairs

Two Cities, One Instrument: Cost of Living and Political Outlook in Houston and Chicago
Gail Buttorff, Hobby School of Public Affairs

New Frontiers in Measurement and Imputation | River North AB

Moderator: Matthew Courser

Does Being a Community Health Worker (CHW) Impact My Health? A Mixed-Method Study of CHW Health

Patricia Labellarte, Sinai Urban Health Institute; Esperanza García, Sinai Urban Health Institute; Jessica Bishop-Royse, Rush University Medical Center College of Nursing; Meghan R. Fortune, University of Illinois Chicago; Adlaide Holloway, Sinai Urban Health Institute; Melissa Gutierrez-Kapheim, Sinai Urban Health Institute; Helen Margellos-Anast, Sinai Urban Health Institute; Molly Martin, University of Illinois Chicago

GAMLSS-Based Imputation Approach Under Complex Survey Design

Wenqing Qian, University of Michigan; Yajuan Si, University of Michigan; Trivellore Raghunathan, University of Michigan

Imputation of Item Missingness in Self-Reported Political Identity

Tuba Suzer-Gurtekin, University of Michigan; Zack Winograd, University of Michigan; Zupeng Zeng, University of Michigan; Raphael Nishimura, University of Michigan

Evaluating a Data-Driven Caregiver Network Classification Framework Across Multiple Rounds of the National Health and Aging Trends Study

Shengteng Yang, Department of Management, Policy, and Community Health, UTHealth Houston School of Public Health; Qichuan Zhou, Institute for Social Research, University of Michigan

An Accordion Conjoint Design for Measuring Selective Information Acquisition

Fatih Erol, University of Idaho

Measuring Identity Across Cultures | River North CD

Moderator: Yuan Sui

Expanding the Collection of Race/Ethnicity Data to Include Middle Eastern or North African (MENA) in Illinois – Preliminary Results

Kelsey Cutler, Illinois Department of Public Health; Samantha Saini, Illinois Department of Public Health

Measuring Religious "Nones" in the General Social Survey

Julia Dennis, NORC at the University of Chicago; Benjamin Schapiro, NORC at the University of Chicago; Rachel Sparkman, NORC at the University of Chicago

Cultural Response Style or Preference Falsification? Government Restrictions and the Quality of Religious Self-Reports

Alexandros Christos Gkotinakos, Aristotle University of Thessaloniki

Cultural Values or Response Styles? Racial/Ethnic and Interview Language Differences in Cultural Orientation Scores in a Diverse U.S.-Based Survey Sample

Aryaman Narang, University of Illinois Chicago; Allyson L. Holbrook, University of Illinois Chicago; Timothy P. Johnson, University of Illinois Chicago

Acculturation and Item Nonresponse Among Latinos: Evidence from Unidimensional and Bidimensional Acculturation Frameworks

Isaac Tagoe, University of Wisconsin-Madison

Data Quality and Survey Operations | Lakeview

Moderator: Adela Bautista

Leveraging Interactive Visualizations for Data Quality Control in Longitudinal Establishment Surveys

Lindsay Hiser, RTI International

A Practical Framework for Monitoring Survey Costs Using Dashboards

Joe Murphy, RTI International; Jerry Timbrook, RTI International; Meagan Magar, RTI International; Carlos Macuada, RTI International; Lindsay Hiser, RTI International

Data Entry Errors as an Understudied Processing Error: An Examination of A New Form of Paradata

Kristen Olson, Department of Sociology and Bureau of Sociological Research, University of Nebraska-Lincoln; Amanda Ganshert, Bureau of Sociological Research, University of Nebraska-Lincoln

Homegrown and Unshared: The Absence of Standardized Data Quality Metrics in DIY Survey Research

Brooke Reavey, Dominican University

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 EdChoice | River North — Friday, 3:45 PM–5:00 PM

Presentation of Awards and New MAPOR Fellow Announced

Keynote Address: Trent Buskirk, Old Dominion University

From Survey to SurvAI: When Does AI's Role Match the Goal?

Artificial intelligence is rapidly finding its way into nearly every stage of the survey research process—but where does it actually belong? This keynote explores AI's evolving role across the survey workflow, from assisting and reviewing human work to generating content and acting with greater autonomy. Rather than asking whether AI is simply "good" or "bad" for survey research, the talk considers a more familiar methodological question: Is AI fit for the purpose

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at hand? Drawing on emerging research and practical examples, we will consider when AI can strengthen our work, when human oversight remains essential, and how survey researchers can decide when AI's role truly matches the goal.

President's Reception | Business Center — Friday, 5:00 PM–6:00 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

Measuring Mental Health and Immigration Stress Among International Students: Development of a Culturally Responsive Survey Instrument
Kruti S. Chaliawala, Boise State University

Solidarity or Exclusion? Discrimination Involving Sexuality and Attitudes toward Immigrants in Europe
Jain Choi, University of Florida

TikTok Exposure and the Formation of Social Values and Opinions among College Students
Micaela Guzman, Southern Utah University

Analysis of MMS Reminder Strategies in the RHEA Push-to-Web Survey
John Henson, NORC at the University of Chicago; Chioma Chikezie, NORC at the University of Chicago; Christopher Hansen, NORC at the University of Chicago

From Measurement to Governance: Demographic Translation in Municipal Planning
Alyssa Mugavero, University of Wisconsin-Madison

Visual Framing, Emotion, and Diaspora Political Engagement
Khadijeh Salimi, Hampton University

State of Three Minds: Mapping New Jersey's Regions
Meredith Simms, Rutgers University New Brunswick

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

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

Detailed Schedule

SATURDAY November 14, 2026

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**

Mailing and Outreach Experiments | Lincoln Park

Moderator: Kyle Endres

The Effects of Ineligibility Screening Mail-in Forms in the Reproductive Health and Experiences Access Survey

Cedasia McQueen, NORC at the University of Chicago; Peyton Holleran, NORC at the University of Chicago; Nathaniel Poland, NORC at the University of Chicago; Jennifer Vanicek, NORC at the University of Chicago

Want to Join Our Panel (or Take More Surveys With Us)? Testing the Impact of Invitation Language on Panel Enrollment

Darby Steiger, SSRS; Kyle Berta, SSRS

Signed, Sealed… Ignored? The Role of Envelope Size in a Mail Push-to-Web Survey

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

An Experimental Test of Early Bird Incentives versus Early Interviewer Outreach in the NLSY79

Anthony Washburn, NORC at the University of Chicago; Quentin Brummet, NORC at the University of Chicago; Leah Christian, NORC at the University of Chicago

Local Matters: Capturing Chicago Through Innovative Survey Research | DePaul

Moderator: Ana Genkova

ChicagoSpeaks: The Promise and Challenge of a Sustainable Local Probability Panel

Jacob Stolmeier, NORC at the University of Chicago

Challenges in Nonprofit Survey Research: Pains and Outcomes from Non-Probability to Probability

Micaelan Valesky, Kids First Chicago

Place-Based Survey Research: Financial Health in the Chicagoland Area

Necati Celik, Financial Health Network

Three Years of Insight: What the Medill Survey Reveals About Local News in the Chicago Area
Stephanie Edgerly, Northwestern University

Results of a Round-to-Round Comparison of a One-Time Chicago ABS Survey with a Panel
Vince Welch, NORC at the University of Chicago

Question Wording and Response Scales | River North AB

Moderator: Jain Choi

Presupposing Attitudes: The Effects of Filter Questions and Question Format on Unipolar Rating Scales
Nadia Assad, University of Wisconsin-Madison; Jennifer Dykema, University of Wisconsin-Madison; Isaac Tagoe, University of Wisconsin-Madison; Nora Cate Schaeffer, University of Wisconsin-Madison

Definitions, Examples, and Decomposition in Survey Questions: Experimental Evidence Across Four Behavioral Constructs
Chad Whitzel, University of Wisconsin-Madison; Jennifer Dykema, University of Wisconsin-Madison; Nadia Assad, University of Wisconsin-Madison; Nora Cate Schaeffer, University of Wisconsin-Madison

Effects of Italics and Underlining in the Question Stem: Results from Two Experiments
Ren Holt, University of Nebraska-Lincoln

Response Scale Effects on the Measurement of Doctor-Avoidance Behavior: Binary Versus Graded Frequency Formats
Miranda Kaye, University of Chicago Survey Lab; Grace Bardwick, University of Chicago; James Griffith, University of Chicago

Respondent-Centered Survey, Web, and Mobile Design | River North CD

Moderator: Anna Margaret Clyburn

Mobile-Optimized Survey Design: Evidence from Experiments
Alex Dawahare, Survey 160; Oscar Castorena, Survey 160; Pedro Antenucci, Survey 160; Kevin Collins, Survey 160

Optimizing Attention Check Questions on Web Surveys: A Randomized Embedded Experiment on Item Type and Placement
Jennifer Dinh, HealthPartners Institute; Jeanette Y. Ziegenfuss, HealthPartners Institute; Erica J. Cody, HealthPartners Institute; Inih Essien, HealthPartners Institute; Zeke J. McKinney, HealthPartners Institute; Laura Ross, HealthPartners Institute; Nicole Trower, HealthPartners Institute; Stephanie A. Hooker, HealthPartners Institute

How Accurate Are Shorter Name Lists? Evaluating Relationship Composition in Egocentric Networks
Ziru Dong, Institute for Social Research, University of Michigan; Erik C. Nisbet, School of Communication, Northwestern University

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Outcome-Driven Calibration in Hybrid Designs:

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Simpler is Better?: Designing Better Surveys with the Sociometric Framework
Randall Thomas, AccuSurvey Consulting; Frances M. Barlas, AccuSurvey Consulting; Megan A. Hendrich, Ipsos Public Affairs

Civic Life, Education, and Political Attitude Formation | Lakeview

Moderator: Rene Bautista

From Opportunity to Outcast: Perception Shifts Surrounding International Students in the 21st Century
Ben Alperstein, University of Chicago

Non-attitude Objects or Non-object Attitudes?: Making Sense of Opinions About Topics People Know Nothing About
Hana Kim, University of Michigan, Ann Arbor; Josh Pasek, University of Michigan, Ann Arbor

Understanding the Electorate Beyond the Ballot: The Civic Health & Elections Project
Caroline Labow, NORC at the University of Chicago; Lindsey Witt-Swanson, NORC at the University of Chicago; David Sterrett, NORC at the University of Chicago; Dan Malato, NORC at the University of Chicago; Emily Alvarez, NORC at the University of Chicago

Political Socialization in American Higher Education
Jennifer Lin, Rollins College

Bayesian Uncertainty Quantification for Ranked Choice Voting Polls
Evan Rosenman, Claremont McKenna College; Jason Liang, Claremont McKenna College

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

Open for in memoriam | River North CD

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

LLMs in the Research Workflow | Lincoln Park

Moderator: David Sterrett

Voice AI Interviewers in Telephone Surveys: Further Explorations with a Probability-Based Survey Panel
Danny Leybzon, Miravoice; Shreyas Tirumala, Miravoice; Nishant Jain, 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; Sujal Singh, Miravoice; Anagha Srivatsav, Miravoice

Unlocking Open Ended Data – ANES Like Dislike Classification 2012 – 2024
George Quinn, Rutgers University

Simulating Realistic Focus Group Discussions
Ali Sanaei, University of Chicago; Bei Yi Koh, University of Chicago

Integrating LLMs into Survey Translation Best Practice: Spanish Translation in the 2026 General Social Survey

Alisú Schoua-Glusberg, Research Support Services Inc.; René Bautista, NORC at the University of Chicago; Brian Wells, NORC at the University of Chicago

Special Session to Recognize the Work of Paul Lavrakas | DePaul

Moderator: Peter Miller, Northwestern University

Criminal Justice Research

Dennis Rosenbaum, University of Illinois at Chicago

Telephone Surveys and RDD Sampling

Dan Merkle, ABC News

Political Polling

Mike Traugott, University of Michigan

Total Survey Error

Trent Buskirk, Old Dominion University

Editorial Accomplishments, including Encyclopedia of Survey Research Project

Allyson Holbrook, University of Illinois at Chicago

Looking Ahead: Research That Still Needs to Be Done

Paul Lavrakas

Recruitment, Retention, and Engaged Research | River North AB

Moderator: Brian Wells

Length of Residence and Its Relationship to Panel Attrition and Engagement in a Probability-Based Panel of Chicagoans

Hannah Blythe, NORC at the University of Chicago; Jacob Stolmeier, NORC at the University of Chicago; Nathan Hauger, NORC at the University of Chicago; Azalea Mendoza, NORC at the University of Chicago; Nicole Korp, NORC at the University of Chicago

Imputing Drop Points in Illinois: Evaluating a Schema-Based Approach Using Healthy Illinois 2024 Data

Katie Johnson, NORC at the University of Chicago; Martha McRoy, NORC at the University of Chicago; Ned English, NORC at the University of Chicago

Partners in Analysis: Methods for Meaningful Community Member Engagement in Qualitative Data Analysis

Patricia Labellarte, Sinai Urban Health Institute; Jackie Jacobs, Sinai Urban Health Institute; Lizbeth Garcia, Sinai Urban Health Institute; Kelsey Barnick, Sinai Urban Health Institute; Yasmeen Santana, Sinai Urban Health Institute; Helen Margellos-Anast, Sinai Urban Health Institute

Recruiting Pharmacists for a Survey on Buprenorphine Dispensing Practices: Evidence from a Michigan Pilot Study

Martha McRoy, NORC at the University of Chicago; Erin Fordyce, NORC at the University of Chicago; Olivia Sugarman, Johns Hopkins Bloomberg School of Public Health; Isha K. Desai, Johns Hopkins Bloomberg School of Public Health; Elise Comperchio, NORC at the University of Chicago; Sabrina Avripas, NORC at the University of Chicago; BT Nguyen, NORC at the University of Chicago; Sachini Bandara, Johns Hopkins Bloomberg School of Public Health

Improving Teen Survey Participation in a Household ABS Design: Evidence from the Healthy Illinois Survey

Martha McRoy, NORC at the University of Chicago; Ned English, NORC at the University of Chicago; Amie Conley, NORC at the University of Chicago; Alejandra Kaplan, NORC at the University of Chicago; Samantha Saini, IDPH; Kelsey Cutler, IDPH

Measuring Identity Across Cultures | River North CD

Moderator: Yuan Sui

Expanding the Collection of Race/Ethnicity Data to Include Middle Eastern or North African (MENA) in Illinois – Preliminary Results

Kelsey Cutler, Illinois Department of Public Health; Samantha Saini, Illinois Department of Public Health

Measuring Religious "Nones" in the General Social Survey

Julia Dennis, NORC at the University of Chicago; Benjamin Schapiro, NORC at the University of Chicago; Rachel Sparkman, NORC at the University of Chicago

Cultural Response Style or Preference Falsification? Government Restrictions and the Quality of Religious Self-Reports

Alexandros Christos Gkotinakos, Aristotle University of Thessaloniki

Cultural Values or Response Styles? Racial/Ethnic and Interview Language Differences in Cultural Orientation Scores in a Diverse U.S.-Based Survey Sample

Aryaman Narang, University of Illinois Chicago; Allyson L. Holbrook, University of Illinois Chicago; Timothy P. Johnson, University of Illinois Chicago

Acculturation and Item Nonresponse Among Latinos: Evidence from Unidimensional and Bidimensional Acculturation Frameworks

Isaac Tagoe, University of Wisconsin-Madison

Food, Health, and Public Understanding | Lakeview

Moderator: Matthew Deihl

Adolescent Responses to Food Insecurity: Does SNAP Receipt Modify a Relationship with Youth Work for Pay?

Anna Margaret Clyburn, University of North Carolina at Chapel Hill Gillings School of Global Public Health

ZYN-Fluence on Reddit: A Topic Modeling Approach to Understand Nicotine Pouch Discourse (2023–2024)

Allison Garetto, University of Illinois Chicago-Communication; Utsav Gandhi, University of Illinois Chicago-Communication

When Crunching a Bunch Leads to a Poorly Understood Lunch: The Case of Carrots as a Metric of Processed Foods Misperception Among Americans

Alison Muckle Egizi, Deloitte Center for Government Insights; David Levin, Deloitte Center for Machine Learning and Intelligence; Anna Margaret Clyburn, UNC Chapel Hill; Ipshita Sinha, Deloitte Center for Government Insights; Nicole Savia Luis, Deloitte Center for Government Insights

Peer-to-Peer Framing and Public Acceptance of School-Based Harm Reduction Education

Pamela Ruiz Flores Lopez, Secretariat of Science, Humanities, Technology and Innovation/College of Jalisco; Daniel Zizumbo, Secretariat of Science, Humanities, Technology and Innovation/College of Jalisco

Three Types of Nutrition Information Processors: How Typical Americans Navigate Nutrition Information

Alison Muckle Egizi, Deloitte Center for Government Insights; David Levin, Deloitte Center for Machine Intelligence and Data Science; Anna Margaret Clyburn, UNC Chapel Hill; Nicole Savia Luis, Deloitte Center for Government Insights; Ipshita Sinha, Deloitte Center for Government Insights

Lunch — Saturday, 12:00 PM–1:00 PM

On your own

Pedagogy Hour brought to you by NPC | River North — Saturday, 1:15 PM–2:30 PM

Michael Link, Michael Link Leadership Consulting

Daily Leadership in an AI-Disrupted World

AI is already changing how public opinion and survey research gets done, while where those changes are leading remains uncertain. That makes AI not simply a technology challenge, but a leadership challenge—whether working with students, guiding a project team, or leading a research organization.

Drawing on the disruption framework from Daily Leadership, this interactive session uses AI as a running example to explore four challenges of leading when the ground is shifting: reading what is changing, navigating shifts in expertise and professional identity, maintaining today's work while building tomorrow's capabilities, and creating new stability as practices evolve. Participants will consider what these changes mean for their own work and how they can help others move forward when the path ahead isn't yet clear.

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

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

Violence, Tolerance, and Public Response | Lincoln Park

Moderator: Danny Leybzon

Assassination Attempts, Metaperceptions, and Support for Political Violence in the 2024 Election

Fatima Gaw, Northwestern University; Qin Li, University of Missouri; Robert Bond, The Ohio State University; R. Kelly Garrett, The Ohio State University; Erik C. Nisbet, Northwestern University

Othering and Political Tolerance: Do Individuals Support the Civil Liberties of Groups They Perceive as "Other"?

Fairooz Hafiz, University of New Mexico

Sampling Mode Changes Our Understanding of Support for Political Violence

Miranda Kaye, University of Chicago Survey Lab

Media, Messages, and Public Opinion | DePaul

Moderator: Jolene Smyth

Mobilized but Dealigned? Digital News Consumption, Political Participation, and Partisan Closeness in African Democracies

Joseph Acheampong, University of Illinois Urbana-Champaign

The Role of Polarizing Elite Rhetoric

Aiden McLean, Colorado College; Elizabeth Coggins, Colorado College

Framing Greenland's Sovereignty: A Comparative Analysis of International News Coverage and Arctic Geopolitics

Won Jang, University of Wisconsin at Eau Claire

Do Media Discourses Shape Public Acceptance of Childcare Services? An Analysis of New Media and Personal Narratives in South Korea

Jenni Jung, The University of North Georgia, Hwayoung Song and Han Woo Park, Yeungnam University, South Korea

Mixed Modes, Language, and Participation | River North AB

Moderator: Darby Steiger

When Will a Text Help? Experimenting With Texting Invitation Timing to Increase Response Rates to an ABS Mixed-Mode Survey

Amanda Ganshert, University of Nebraska-Lincoln Bureau of Sociological Research; Kristen Olson, University of Nebraska-Lincoln

Examining Determinants of Mode-Switching in the Young Adult Chitwan Valley Family Panel Study

Ellen Hickman, University of Michigan; William Axinn, University of Michigan; Heather Gatny, University of Michigan; Jennie Williams, University of Michigan

Comparing Question Format Effects Across Modes: Evidence from the RHEA Survey

Peyton Holleran, NORC at the University of Chicago; Anushruta Neupane, NORC at the University of Chicago; Jennifer Vanicek, NORC at the University of Chicago; Christopher Hansen, NORC at the University of Chicago

Survey Completions Among Hispanic/Latino Households and the Role of Primary Language in Survey Materials

Ki Park, University of Northern Iowa; Kyle Endres, University of Northern Iowa; Steven Jokinsky, Murray State University

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Hybrid Sampling and Representation | River North CD

Moderator: Benjamin Schapiro

Pairing Address-Based Sampling with Digital Recruitment for Small-Area Surveys

Cameron Raynor, EveryAnswer

Reddit as a Survey-Recruitment Channel: Targeting Capabilities and Sample Composition

Marcus Macauley, EveryAnswer

Optimizing Sample Design to Balance Representation of Ethnoracial Groups in a National Sample

Colm O'Muircheartaigh, University of Chicago; Juliana Rev, NORC at the University of Chicago; Becki Curtis, NORC at the University of Chicago; Evan Herring-Nathan, NORC at the University of Chicago; Steven Pedlow, NORC at the University of Chicago; Ned English, NORC at the University of Chicago

Outcome-Driven Calibration in Hybrid Designs: A Multi-Study Validation

Luis Tipan, SSRS; Manel Hanafi, SSRS; Cameron McPhee, SSRS; Jonathan Best, SSRS

AI, Consent, and Research Standards | Lakeview

Moderator: James Wagner

Effects of Varying Levels of Disclosure on the Analytical Use of AI on Engagement with Open-Ended Survey Questions

Kenneth Croes, University of Wisconsin Survey Center; Jennifer Dykema, University of Wisconsin Survey Center; Nadia Assad, University of Wisconsin Survey Center; Jacob Boelter, University of Wisconsin Survey Center; Todd Newman, Department of Life Sciences Communication at the University of Wisconsin-Madison

Who Consents to AI Use? The Effects of AI Disclosure on Survey Participation, Data Quality, and Respondent Experience

Steven Jokinsky, Murray State University; Kyle Endres, University of Northern Iowa Center for Social & Behavioral Research; Mary Losch, Lumen Research & Consulting

An Overview of International Standards for Survey Research

Tom Smith, NORC at the University of Chicago

AI Assisted Opinions – Do Different AI Personalities Encourage Better Responses to Open-ended Questions?

Matthew Deihl, The Harris Poll

Harry H. Field: The Founder of NORC and Father of AAPOR and WAPOR

Tom Smith, NORC at the University of Chicago

Annual Member Meeting | River North CD **Saturday, 4:30 PM–5:30 PM**

MAPOR President David Sterrett will lead the annual member and business meeting.

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Our Previous Work

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  Inbound and Outbound AI Telephone Interviewing: A Comparison Using a Probability-Based Panel
  https://miravoice.com/aapor2026-2
- **AAPOR 2026** (co-authored with researchers from ICF):
  AI Voice Interviews for Public Health: A Feasibility Study with the BRFSS
  https://miravoice.com/aapor2026-3
- **AAPOR 2026**:
  Which Voice Works Best? Quantitative Comparisons of Hang-up Rates for an AI Interviewer
  https://miravoice.com/aapor2026-1

Check out more of our research from 2025, including more collaborations with NORC, SSRS and Prof. Trent Buskirk, on our website: miravoice.com/resources

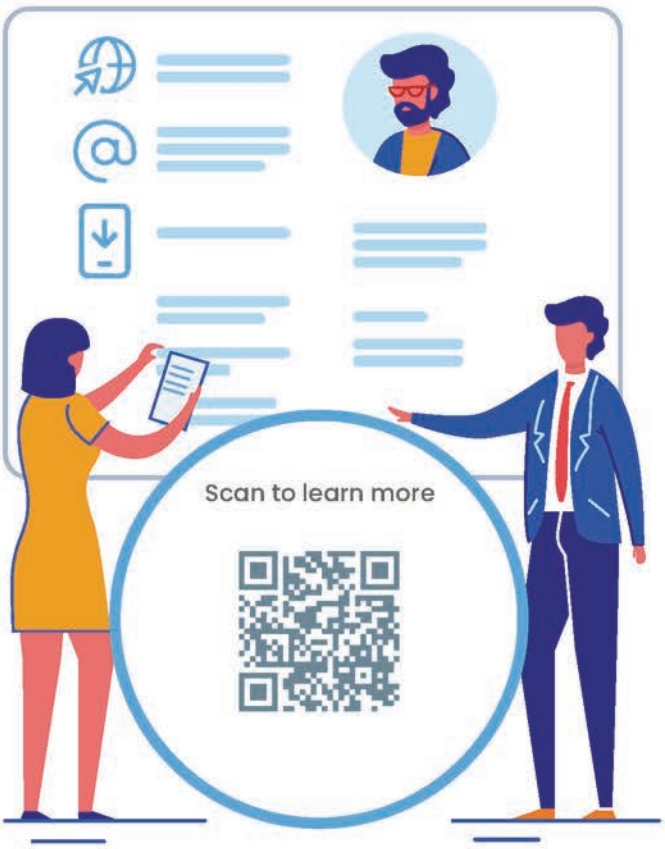
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