

36th Annual SAPOR Conference

Establishing Validity and Avoiding Misinformation in Survey Research

October 5-6, 2017 • Raleigh, NC



BOUNDLESS



Survey the world from new heights

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Times and Events

Times	Thursday, October 5, 2017
8:00 a.m.–4:00 p.m.	Registration Open
8:30 a.m.–9:30 a.m.	Breakfast
9:15 a.m.—9:30 a.m.	Welcome and Announcements
9:30 a.m.–10:45 a.m.	Session 1: Response Rate and Nonresponse
10:45 a.m.–12:15 p.m.	Session 2: Innovative Technological Approaches
12:15 p.m.–1:30 p.m.	Lunch and Keynote Address
1:30 p.m.–3:00 p.m.	Session 3: Instrumentation and Survey Development
3:00 p.m.–3:15 p.m.	Refreshment Break
3:15 p.m.–3:30 p.m.	AAPOR Membership and Chapter Relations
3:30 p.m.–5:00 p.m.	Diversity and Inclusivity Panel
5:00 p.m.–8:00 p.m.	Social Networking Event/Dinner Offsite at Trophy Chicken and Taproom

Times	Friday, October 6, 2017
8:00 a.m.–12:30 p.m.	Registration Open
8:30 a.m.–9:30 a.m.	Breakfast
9:30 a.m.–10:45 a.m.	Session 4: Social Desirability and Sensitive Topic Research
10:45 a.m.–11:00 a.m.	Refreshment Break
11:00 a.m.–12:15 p.m.	Session 5: Survey Techniques
12:15 p.m.–1:00 p.m.	Lunch
1:00 p.m.–2:30 p.m.	Session 6: Politics and Polling
2:30 p.m.–3:00 p.m.	Closing Remarks and New Officers Announced

Schedule of Sessions

*Presenters noted with asterisk

Thursday, October 5, 2017	
Welcome and Announcements (9:15 a.m.–9:30 a.m.)	
Session 1: Response Rate and Nonresponse	
9:30 a.m.–10:45 a.m.	<p>Lessons Learned from Building and Maintaining a Local Opt-in Survey Panel: Moving from Surveys as an Annoyance to Panel Members Actively Engaged Heidi Grunwald, Temple University Institute for Survey Research</p> <p>The Effectiveness of Incentives on Completion Rates, Data Quality, and Nonresponse Bias in a Probability-Based Internet Panel Survey Marshica Stanley*, Jessica Roycroft, Ashley Amaya, Jill Dever, Anup Srivastav, RTI International</p> <p>Nonresponse Trends in Telephone RDD Surveys Nick Hatley*, Courtney Kennedy, Pew Research Center</p> <p>Chair: Brenna Muldavin, RTI International</p>
Session 2: Innovative Technological Approaches	
10:45 a.m.–12:15 p.m.	<p>HERO: A Helpdesk Tracking, Workflow, and Communication Solution Michael Price, RTI International</p> <p>PARC: Knowledge Management Made Easy Gary Langer, Langer Research Associates</p> <p>A Closer Look at a SMS Survey: Representativeness Brian McDonald*, Martin Kifer, High Point University</p> <p>Dual Data Collection Robert Furberg, RTI International</p> <p>Chair: Derek Stone, RTI International</p>
Lunch and Keynote Address	
12:15 p.m.–1:30 p.m.	Lunch
12:45 p.m.–1:30 p.m.	<p>Keynote Address: The De-legitimation of Survey Research, and What We Can Do About It Timothy Johnson, University of Illinois at Chicago Survey Research Laboratory</p>

Session 3: Instrumentation and Survey Development	
1:30 p.m.–3:00 p.m.	<p>How Long is Too Long? The Effects of Survey Length on Speeding, Cheating, and Falsifying in a Web Survey of Youth and Teens Valrie Horton*, Jared Knott, Benjamin Phillips, Rosaella Branson, Elizabeth Fowlkes, Abt Associates</p> <p>The Buddy Study Susan Bullers, University of North Carolina—Wilmington</p> <p>The Brief Political Apathy Scale: Initial Testing and Validation John R. Barner, University of Georgia</p> <p>A Comparison of Emerging Pretesting Methods for Evaluating "Modern" Surveys Emily Geisen*, Joe Murphy, RTI International</p> <p>Chair: Rachael Allen, RTI International</p>
Refreshment Break (3:00 p.m.–3:15 p.m.)	
AAPOR Membership and Chapter Relations (3:15 p.m.–3:30 p.m.)	
Panel Discussion—Diversity and Inclusivity	
3:30 p.m.–5:00 p.m.	<p>Diversity and Inclusivity Strategy Development and Implementation—A Case Study and Lesson Learned from an International Non-profit Research Institute Bucky Fairfax, RTI International</p> <p>Promoting Diversity and Inclusivity Dianne Rucinski, Office of Minority Health, U.S. Department of Health and Human Services</p> <p>Research and Researcher Training Among the Behavioral and Social Sciences at NCCU Robert Wortham, North Carolina Central University</p> <p>Recruitment of Study Participants Who Speak English Less Than “Very Well” for Pretesting Research Anna Sandoval Girón, U.S. Census Bureau</p> <p>Chair: Tamara Terry, RTI International and SAPOR 2017 President</p>
Social Networking Event/Dinner Offsite at Trophy Chicken and Taproom (formerly Busy Bee Café)	
5:00 p.m.–8:00 p.m.	<p>Trophy Chicken and Taproom is a 2-minute walk from the City Club 225 S Wilmington St. Raleigh, NC 27601</p>

Friday, October 6, 2017	
Session 4: Social Desirability and Sensitive Topic Research	
9:30 a.m.–10:45 a.m.	<p>Reducing Social Desirability About Controversial Public Policy: The List Experiment and Body-Worn Police Cameras Daniel E. Bromberg, University of New Hampshire; Étienne Charbonneau, École Nationale d'Administration Publique; Andrew E. Smith*, University of New Hampshire</p> <p>Medical Marijuana: Patterns in Support and Opposition between Tennessee Residents Melody Russell*, Morgan Jones, Kelly Foster, East Tennessee State University</p> <p>Abstinence Only: The Problem with Current Sex Education Policies Jesse Burkhalter*, Jessica Arnold*, Kelly Foster, East Tennessee State University</p> <p>Chair: Sara Yarnell, RTI International</p>
Refreshment Break (10:45 a.m.–11:00 a.m.)	
Session 5: Survey Techniques	
11:00 a.m.–12:15 p.m.	<p>Managing Data Collection in an Institutional Setting when Multiple Field Interviewers Have Full Sample on Their Laptops David Bergeron*, Brett Anderson, Caroline Blanton Scruggs, David Forvendel, Timothy Smith, Ellen Stutts, RTI International</p> <p>Operational Challenges of Conducting an Intercept Survey in Bars and Nightclubs Kristine Wiant*, Wandy Stephenson, RTI International</p> <p>Assessing the Impact of Web Option for Mothers of New Children Using the Tailored Design Method—October Update Kurt Johnson, RTI International</p> <p>Chair: Brian Evans, RTI International</p>
Lunch (12:15 p.m.–1:00 p.m.)	
Session 6: Politics and Polling	
1:00 p.m.–2:30 p.m.	<p>Targeted Issue Appeals: Backlash, Persuasion, and Turnout Kyle Endres, Duke University</p> <p>Perceptions of Numeric Information in Polls and News Media Brian Guay, Duke University</p> <p>Why So Serious?: Survey Trolls and Political Misinformation Sunshine Hillygus, Jesse Lopez*, Duke University</p> <p>Europe Under Duress: Assessing Uncertainty in Vote Choice at European Parliament Elections as an Entropy Measure Magda Giurcanu, East Carolina University</p> <p>Chair: Mande Lancaster, RTI International</p>
Closing Remarks and New Officers Announced 2:30 p.m.–3:00 p.m.	

Presentation Abstracts

SESSION 1: Response Rate and Nonresponse

Lessons Learned from Building and Maintaining a Local Opt-in Survey Panel: Moving from Surveys as an Annoyance to Panel Members Actively Engaged

Heidi Grunwald, Temple University Institute for Survey Research

Surveys in general are increasingly alienating customers and citizens due to the burden on time and the intrusion on our already technology-laden lives. We know response rates to expensive telephone surveys have hit a near bottom at around 9%–10% on a good day and that opt-in panels are here to stay. Temple University has created the country's first municipal panel to (1) create a cost-effective and convenient resource for investigators conducting social science or public opinion research in the city of Philadelphia, (2) create civic engagement tool where Philadelphia residents can have their voices heard through opting-in to participate in surveys pertaining to life in the city of Philadelphia, and (3) conduct survey experiments and better understand the nature of opt-in panel respondent behavior at the local level. This paper will (1) describe what it takes to launch a municipal- or neighborhood-based panel and the challenges we have faced, (2) examine the technology needed in running a panel, (3) compare the ongoing representation of the opt-in members versus the probability-based members in the panel, (4) explore some lessons learned, and (5) discuss the challenges of communicating the complex methodology enterprise that we now face to the lay survey consumer.

Dr. Heidi Grunwald is currently serving as Director of the Institute for Survey Research (ISR) at Temple University and Deputy Director of the Center for Public Health Law Research. She is a trained Quantitative Methodologist from the University of Michigan's ISR and Quantitative Methodology program and is responsible for the leadership, survey research methods, and deliverables of the institute. Dr. Grunwald worked for Nielsen Media Research as a Statistician for 3 ½ years and was trained as a Survey Sampling Statistician at the University of Michigan's CSR. She received her PhD in Higher Education with a concentration in Research, Evaluation, and Assessment from the University of Michigan, Ann Arbor, and holds a Master's Degree in Statistics, a Master's Degree in Mathematics Education, and a Bachelor's Degree in Mathematics.

Notes:

The Effectiveness of Incentives on Completion Rates, Data Quality, and Nonresponse Bias in a Probability-Based Internet Panel Survey

Marshica Stanley, Jessica Roycroft, Ashley Amaya, Jill Dever, Anup Srivastav, RTI International*

Previous research has shown that larger incentives can increase response rates for probability-based, cross-sectional surveys. The effect of increased incentives on web panels, however, has not been extensively studied. The effect on web panels may be different because panelists have previously consented to participate in panels. As a result, the pool of individuals to convert may be small, reducing the effectiveness of the incentive. Additionally, web panelists may become accustomed to the invitation procedure and may not closely read individual invitations, missing unique incentive opportunities. If panelists are unaware of a higher incentive, it cannot effectively increase the overall completion rate. Even if higher incentives for web panelists do improve response, their effect on data quality and nonresponse bias is debatable, with some researchers suggesting higher incentives negatively affect data quality and increase bias while other researchers have found null results. In this paper, we sought to answer the question, “What is the effect of larger incentives in a web panel on (1) response, (2) data quality, and (3) nonresponse bias?” We analyzed data from the 2015 and 2016 National Internet Flu Survey, a survey that uses the GfK Knowledge Panel—a probability-based web panel—as its sampling frame. *T*-tests, regression models, difference-in-difference models, and chi-squared tests were used to compare panel members who received a 5,000-point incentive (the equivalent of \$5) to those who received a 1,000-point incentive (\$1). We found that higher incentives were associated with increased interview completion rates with minimal impact on data quality or bias.

Marshica Stanley is a Survey Specialist who joined RTI International in 2012. She is experienced in social science research and has worked on multiple studies covering a range of topics from law enforcement to hospital care. Ms. Stanley cleans sample files, prepares data collection procedures, and manages the preparation of survey materials. She monitors the day-to-day data collection activities for multiple studies. Ms. Stanley also prepares training manuals and materials, coordinates training activities, and conducts project training.

Notes:

Nonresponse Trends in Telephone RDD Surveys

Nick Hatley, Courtney Kennedy, Pew Research Center*

The Pew Research Center has conducted a number of studies aimed at measuring the impact of nonresponse on telephone surveys. Between 1997 and 2012, the response rate (AAPOR RR3) to the Center's telephone random digit dialing (RDD) surveys declined from 36% to 9%. Most estimates, however, did not show meaningful levels of nonresponse bias when compared to external benchmarks from federal surveys and other sources. This presentation reports the results of a 2016 Pew Research Center study updating this line of research. We update our response rate trend which, contrary to some media narratives, has plateaued around 9% rather than continuing to decline. We also compare trends in weighted telephone RDD estimates to trends from benchmark federal surveys such as the American Community Survey (ACS), Current Population Survey, (CPS), and National Health Interview Survey (NHIS). If telephone RDD methodology is truly falling apart, we would expect to see increasing bias in the unweighted demographic composition of samples and increasing bias in weighted estimates over the past few decades. The data generally do not support that assertion. That said, telephone RDD surveys are not without their limitations. The civic engagement bias documented in previous Pew studies remains a serious challenge, and the 2016 presidential election raised questions about how well all public opinion surveys, including telephone RDD, represent Americans with lower levels of education and/or anti-establishment viewpoints.

Nick Hatley is a Research Analyst at the Pew Research Center where he works on the Methodology team. His team conducts research on emerging research methods and advises other Center researchers on a wide array of substantive research topics. He was born in Charlotte, North Carolina, and studied Political Science at North Carolina State University. He has a wide range of interests in survey methods, statistics, and data science. Recently, his research has focused on trends in nonresponse bias and survey experiments that investigate the impact on the levels of nonresponse bias in different survey designs.

Notes:

SESSION 2: Innovative Technological Approaches

HERO: A Helpdesk Tracking, Workflow, and Communication Solution

Michael Price, RTI International

HERO (Helpdesk Resources Online) is a role-based, centralized communication and workflow tracking tool that combines documentation needs with e-mail, phone, and webchat. HERO serves as a central point of communication for issue and workflow tracking, request processing, and knowledgebase reference. HERO “tickets” are classified and routed based on client-specific criteria, including e-mail addresses, phone numbers, and other information deemed necessary. HERO provides an e-mail interface that allows users to communicate directly from HERO. This process captures the e-mailed information, no longer requiring users to copy/paste or otherwise track communications.

Tickets provide communication to appropriate staff, including management and the HERO agents, who receive automatic e-mail responses with a tracking number. This tracking number allows users to check the updates and status of tickets. Users can also add notes and attach files (documents, spreadsheets, screen captures) to tickets. HERO will keep a running progression of notes and updates from the opening of a ticket through final resolution.

HERO allows users to dynamically search all entry fields and the project knowledgebase as well as to create personal views based on search criteria.

HERO is equipped to create project-specific reports based on all criteria/classifications captured. All entries are timestamped and can be used to create aggregate calculations, such as number of tickets per week/month/year as well as response and resolution times. Many of these reports can be viewed in a standard table-view but also as images, including pie-charts and bar graphs. All reports, including images, are updated in real-time for fast and accurate reporting.

This presentation focuses on the benefits of a single-system solution for streamlining and documenting helpdesk information and workflow activity. A system that incorporates the most widely used technologies—phone, e-mail, and webchat—and communicates with remote users.

Michael Price is a Research Software Applications Programmer/Analyst with RTI International. Mr. Price has been with RTI International for approximately 8 years. He currently resides in Youngsville, North Carolina, with his wife and two children. He enjoys camping in the mountains with his family, playing guitar, and brewing beer.

Notes:

PARC: Knowledge Management Made Easy

Gary Langer, Langer Research Associates

Langer Research Associates offers PARC, a cloud-based knowledge management system for survey research professionals. PARC organizes, searches, and retrieves research materials, including individual questions with topline results or programming instructions, analytical reports, and presentations—with all related files (e.g., datasets, crosstabs, file memos) a single click away.

Find the results of every survey question you've ever asked—any project, any time—and all associated project files. Then quickly construct and export programmed questionnaires with complete, correct instructions and coding.

Flexible and intuitive to use, PARC is invaluable for internal management, client support and retention, and stakeholder or public-facing uses. Join charter subscribers including AP-NORC, SSRS, Public Opinion Strategies, the Marist Poll, FDU-Public Mind, the Center for Social and Behavioral Research at the University of Northern Iowa, and others.

Gary Langer is President of Langer Research Associates, a New York firm that designs, manages, and analyzes research projects for media, foundation, association, academic, and corporate clients. The company directs news polling for the ABC News television network; surveys consumer sentiment weekly for Bloomberg L.P.; conducts in-depth methodological reviews; specializes in research on health care, public policy, politics, and international development; and—through its PARC subsidiary—provides a cloud-based knowledge management system for survey professionals and their clients. Mr. Langer is a board member of the Roper Center for Public Opinion Research and former President of the New York Chapter of the American Association for Public Opinion Research (NYAAPOR). His work has been recognized with 2 news Emmy awards, 10 Emmy nominations, AAPOR's 2010 Policy Impact Award, and a 2015 David R. Ogilvy Award for Excellence in Advertising Research.

Notes:

A Closer Look at a SMS Survey: Representativeness

Brian McDonald, Martin Kifer, High Point University*

Short Message Service (SMS) as a new technology in survey administration is limited by the Telephone Consumer Protection Act (TCPA) requirement to obtain consent from participants before sending them text messages. This study provides an initial understanding of the costs associated with recruiting participants and methodological considerations for administering such surveys. The data for this study were collected from original text message surveys conducted in 2016 and 2017 during which participants either gave verbal consent after being cold-called on cell phones or after completing a dual-frame telephone survey. This presentation gives special attention to how well the demographics of the participants who completed the SMS survey represent the target population.

Brian McDonald is the Associate Director of High Point University's Survey Research Center (SRC), home of the HPU Poll. He has over a decade of experience in telephone interviewing, survey research, and data analysis. Mr. McDonald contributes to the SRC's numerous research projects, including canvassing the state of North Carolina on political and public affairs issues. His expertise includes applying statistical techniques in the collection, preparation, and analysis of data, as well as the principles, processes, and methods of survey research.

Mr. McDonald also works with groups outside the university that conduct market research through the survey center. He trains and supervises students who conduct research in the SRC, offering opportunities for experiential learning outside the classroom, which help to advance their career skills.

Originally from Ohio, Mr. McDonald earned his Bachelor of Business Administration and Master of Business Administration degrees from Kent State University. Before moving to North Carolina in 2008, he was the Program Director of the Survey Research Lab at Kent State University, an 18-station mixed-mode computer-assisted telephone interviewing lab. During his tenure, he managed a staff of undergraduate students who collected data on a variety of topics from over 50,000 respondents nationwide.

Notes:

Dual Data Collection

Robert Furberg, RTI International

Active data collection refers to the acquisition of information from individuals requiring user action or input, such as survey responses. Passive data collection is the acquisition of information from individuals through direct observation of existing technologies, such as sensors resident on mobile devices, including Global Positioning System (GPS) or three-axis accelerometry. Dual data collection refers to the combined acquisition of (active) survey responses with (passive) spatial data from a respondent's mobile device. Conflation of such datasets may enable increased understanding of individual behaviors by providing continuous information on physical activity, motility, and environmental context. Such data may enable both independent quality control (QC) of active responses and provide insight on respondent routines and situational influences. The aim of this exploratory study is to demonstrate the feasibility of dual data collection through the execution of a proof-of-concept pilot.

Data will be collected using three applications. First, participants will download a mobile survey application to gather daily responses to questions about the participant's commute, level of physical activity, and mood. Second, participants will download the Moves application. This program will passively collect data from the mobile phone—time; date; GPS coordinates; activities such as walking, running, or cycling; and vehicular transit. Third, participants will be asked to download Moment, an application that tracks phone usage by recording the number of times a device is picked up daily and how long the phone is in use each time it is handled. Moment outputs total screen time and number of daily pickups and does not record any additional information on application usage, metadata, or location information.

The Dual Data Collection protocol was initiated over 2 weeks in February 2017 in a cohort of 25 participants. No analyses had been completed at the time of submission. Summary statistics of the survey responses, descriptive statistics, and lessons learned will be discussed in this presentation.

Dr. Robert Furberg is a Senior Clinical Informaticist in RTI International's Digital Health and Clinical Informatics program where he conducts future-oriented research on technology-enabled health behavior change interventions. Dr. Furberg has conducted numerous smartphone- and tablet-based interventions across a variety of patient populations for the National Institutes of Health and the Centers for Disease Control and Prevention. His current work explores how sensor-based biometric data and emerging health technologies can be used to support individualized prevention and disease management strategies.

Notes:

SESSION 3: Instrumentation and Survey Development

How Long is Too Long? The Effects of Survey Length on Speeding, Cheating, and Falsifying in a Web Survey of Youth and Teens

Valrie Horton, Jared Knott, Benjamin Phillips, Rosaella Branson, Elizabeth Fowlkes, Abt Associates*

With the growing number of web surveys in the industry, survey length and the role it plays on data quality is of considerable interest—especially when surveying youth and teens. “How long is too long?” is the question we explore in this research.

In this paper, we examine survey length in a web survey context, using the Boys & Girls Clubs of America’s 2016 National Youth Outcomes Initiative (NYOI) member survey. This annual survey of youth and teen members (ages 9–18) measures academic success, good character and citizenship, healthy lifestyles, and club experience. With more than 145,000 online participants and more than 20 module combinations, the NYOI dataset allows for exploration of the impacts of survey length on data quality issues such as speeding, straight-lining and other patterned responses, and falsification.

We utilize various respondent-level data in this analysis. These data include language, age, grade, gender, race, device used for survey completion (computer or tablet), use of an audio component, and an honesty question. Data flags were created post-data collection to identify fast respondents and those who straight-line or exhibit patterned responses. We examine correlation among self-reported honesty, speed of survey completion, and patterned responses.

In addition to survey data, we perform exploratory research on cognitive development and attention span to give advice when surveying youth and teens. Our conclusions shed light on maximum survey length for youth and teens and provide guidance to other researchers.

Valrie Horton has been a market research professional for over 12 years. She manages all aspects of market research projects (quantitative and qualitative), including questionnaire development, field management, and quality control of final analyses for both domestic and international studies. Ms. Horton has worked with several of the largest U.S. children’s organizations and is knowledgeable about standards regarding research with children and Children’s Online Privacy Protection Act (COPPA) requirements/compliance. She has conducted research focused on women’s health issues and other related areas. Ms. Horton has worked with many of the country’s leading public relations firms and high-level corporate communications, government, and association clients.

Notes:

The Buddy Study

Susan Bullers, University of North Carolina—Wilmington

This presentation is an open discussion and invitation for feedback on possible innovations in epidemiological research regarding behavioral and environmental disease risks.

The Buddy Study is a proposed online survey project that will explore environmental and behavioral breast cancer risk factors. The extensive online questionnaire takes a life-history approach to most known and suspected breast cancer risk factors, as well as an extensive health and OB/GYN history.

The online instrument is programmed in Qualtrics (excluding the GIS mapping component) and has been pre-tested and approved by an institutional review board (IRB). The methods of interest in the proposed study include the following:

- Life-course environmental/behavioral reports framed within self-defined “life eras.”
- Life-course exposure reporting focuses on longer-term broader habitual patterns rather than short-term sampling of exposure/consumption, more accurately matching chronic disease causation.
- The study approaches life-course dietary intake through avoidance of foods/food groups rather than consumption of foods/food groups, which may capture more meaningful differences in habitual dietary intake.
- Geographic residence capturing through a GIS mapping application for each life era.
- Participants will be recruited through state breast cancer registries and asked to recruit their own “control” to complete their buddy teams. This “friend study” method is controversial, mostly due to lack of a known sampling frame but also for possible over-matching on key variables. However, the point at which matching becomes a deficit rather than a required benefit is unclear. This method has been used effectively in efforts to identify causal agents in urgent disease outbreaks.

This method has the potential to provide ongoing rapid-turnaround risk factor data collection; new “topic modules” of emerging interest can be introduced at any time through an e-mail invitation to supplement the existing baseline data.

Susan Bullers is a Medical Sociologist in UNC—Wilmington’s Department of Sociology and Criminology. Her teaching interests include quantitative data analysis, research methods, and social psychology. Her research focuses on social determinants of health, with a specific interest in gender and substance use. She is currently exploring a method to collect case/control data on environmental and behavioral risk factors for breast cancer.

Notes:

The Brief Political Apathy Scale: Initial Testing and Validation

John R. Barner, University of Georgia

This paper introduces a new multi-indicator measure of political apathy and describes its development, testing, validation, and initial findings. While political apathy as measured by voting/nonvoting behavior reduces to two dimensions, we argue that voters routinely engage with multiple indicators that then influence eventual voting behavior. This multi-indicator measure, the Brief Political Apathy Survey (BPAS), provides responses for identified factors—including levels of political involvement outside of voting, engagement with political media, real or perceived barriers to political activity, and the “milieu effect” of interpersonal relationships and circumstances that may influence respondents’ attitudes toward the political process, voting, and level of political apathy. The BPAS was developed as an instrument to address respondents’ frequency of voting behavior, civic engagement, and consumption and dissemination of political news. The instrument is composed of eight Likert-scale and rank-ordered questions, and six demographic questions. Initial testing and validation of the BPAS was conducted on participants ($N=362$) in an incentivized online panel provided by Lucid’s Federated Sample. After assessing the reliability and validity of each of the instrument domains, the resulting instrument is robust and tailorable to national surveys of political apathy, voter alienation, and voter bias. These results are positive for the continued refinement of the BPAS as an instrument for measuring voting attitudes among respondents. These future applications show great promise for determining a data-driven profile and substantive explanation of how events (and which events) move the mood of voters as a whole or in part.

Dr. John R. Barner is the Lead Survey Research and Evaluation Specialist in the Survey Research and Evaluation Unit (SRE) of the Carl Vinson Institute of Government at the University of Georgia. Dr. Barner received his PhD in Social Work from the University of Georgia in 2011, a Master’s Degree in Social Work from the University of Minnesota in 2008, and a Bachelor’s Degree in Family Social Science from the University of Minnesota in 2006. At the institute, he directs surveys, consults on sampling issues, and contributes to evaluations. Dr. Barner has extensive expertise and experience with applied research methodology and outreach utilizing survey-based and data-driven informational sources for needs assessments, asset building, and process and outcome evaluations.

Notes:

A Comparison of Emerging Pretesting Methods for Evaluating “Modern” Surveys

Emily Geisen*, Joe Murphy, RTI International

Many surveys are now conducted in whole or in part via self-administered web questionnaires due to low costs, improvements in coverage, and technological advances. Increasingly, respondents choose to complete web surveys on touch-screen mobile devices. Recent estimates show that the proportion of respondents completing a survey on a mobile device can be 30% or more for some surveys (Lugtig, Toepoel, and Amin, 2016; Saunders, 2015). Mobile apps are also being used by survey respondents who are panel members and by interviewers to administer household screening surveys. Because of these technological advances, the ways that respondents and interviewers interact with surveys are changing.

With the pace of change in survey administration, we need to consider whether traditional pretesting methodologies address the types of potential quality concerns these newer modes introduce. For example, modern web surveys support dynamic survey features, such as hover-over definitions, “calculate total” buttons, videos/images, error messages, dynamic look-ups, touch-screen, swiping to navigate, GPS, and other capabilities. Each of these features changes the respondent-survey interaction, which can affect the quality of the data collected.

This paper introduces emerging survey pretesting methodologies and compares these with traditional methods to consider where standard approaches for pretesting can be improved. We begin by discussing the limitations of traditional pretesting methods, such as expert review, cognitive interviewing, and pilot testing for evaluating “modern” surveys. We then provide an overview of emerging pretesting methods—including usability testing, eye tracking, and crowdsourcing. We discuss the advantages offered by these methods—particularly in terms of budget and schedule—and provide empirical examples of how these methods can improve data quality. We conclude with a theoretical mode for the optimal combination of traditional and newer methods for pretesting modern surveys.

Emily Geisen specializes in designing and evaluating survey instruments to improve data quality and reduce respondent burden. She teaches a graduate course on questionnaire design at the University of North Carolina—Chapel Hill. Ms. Geisen published the book *Usability Testing for Survey Research* in March 2017 and has developed a short course on the same topic that was taught at the 2016 AAPOR Annual Conference; the 2016 International Conference on Questionnaire, Design, Development, Evaluation and Testing; and the 2017 European Survey Research Association Conference. She currently serves as the Associate Membership and Chapter Relations Chair for AAPOR. Ms. Geisen received her Master’s Degree in Survey Methodology from the University of Michigan’s program in Survey Methodology where she was an Angus Campbell fellow.

Notes:

SESSION 4: Social Desirability and Sensitive Topic Research

Reducing Social Desirability About Controversial Public Policy: The List Experiment and Body-Worn Police Cameras

Daniel E. Bromberg, University of New Hampshire; Étienne Charbonneau, École Nationale d'Administration Publique; Andrew E. Smith, University of New Hampshire*

Social desirability may often significantly impact polling results, as participants under-report responses they perceive as outside the norm. The impact of social desirability effects in surveys on controversial policy topics is especially problematic as policy makers need to have an accurate assessment of public attitudes to successfully implement policies. The list experiment is a survey design method intended to reveal both overt and true support for contentious topics.

Police body-worn cameras (BWC) have gained popularity in recent years. However, many minimize the complexity of this transparency initiative and elevate the potential benefits. While BWC can promote police accountability, they may also reduce citizen trust in police organizations. For BWC to achieve win-win solutions, police organizations should determine the level of citizen support for specific BWC practices.

The authors employed the list experiment design to measure true citizen support for BWC practices. The results suggest that true citizen support is weaker than public opinion polls state. Decision makers should not rely on public opinion polls as a gauge of true citizen support of BWC use. The findings also support the increased use of list experiments to understand social desirability more generally.

Andrew Smith has been Director of the University of New Hampshire (UNH) Survey Center since 1999 and is Associate Professor of Practice in the UNH Department of Political Science. He has more than 30 years' experience in academic survey research. He is currently Vice President, President Elect of the Association of Academic Survey Research Organizations (AASRO).

Professor Smith and the UNH Survey Center conduct surveys for academic researchers, governments, and not-for-profit organizations. The Survey Center is also known for their polling for media organizations, including the *Boston Globe*, the *Philadelphia Inquirer*, the *Hartford Courant*, *Portland (ME) Press Herald*, *USA Today*, CNN, Fox News, as well as local television stations in Boston, New Hampshire, and Pennsylvania.

Professor Smith has published in multiple journals, including *APSR* and *POQ*, and is co-author with David Moore of *The First Primary: New Hampshire's Outsize Role in Presidential Nominations*, published by the University Press of New Hampshire.

Notes:

Medical Marijuana: Patterns in Support and Opposition Between Tennessee Residents

Melody Russell, Morgan Jones, Kelly Foster, East Tennessee State University*

Tennessee policies and public opinions have been shifting on a number of important social and political issues. One of these issues—the legalization of medical marijuana—involves political, social, economic, and medical arguments. Support or opposition for legalization of marijuana often differs depending on whether it will be used recreationally or medicinally. For this study, we focus our analysis on public opinion of legalization of marijuana for medical use under various circumstances. While marijuana has been shown to alleviate various types of physical and psychological pain, the extent to which people support legalization for conditions less “medicalized” is of interest to us.

In Spring 2017, the Applied Social Research Lab (ASRL) at East Tennessee State University (ETSU) conducted the Tennessee Poll—a statewide public opinion poll to measure Tennesseans opinions on health, education, and quality of life issues. The topics this year included questions about legalization of medical marijuana and the medical conditions under which they would or would not support legalization. Preliminary findings suggest the majority of Tennesseans support the overall legalization of medical marijuana in Tennessee, though the level of support varies depending on the medical condition. Despite some variation in support, a majority of respondents still strongly support—or support the use of—marijuana as a treatment option. We discuss the implications of these findings with respect to current legislation in Tennessee as well as the current socio-political climate.

Melody Russell is a graduate student in her second year of the Applied Sociology program at ETSU. She is currently working with ETSU’s College of Public Health and the ASRL on her final internship project before graduating in May 2018. Melody’s areas of interest include public health and safety, juvenile delinquency, and law enforcement.

Notes:

Abstinence Only: The Problem with Current Sex Education Policies

Jesse Burkhalter, Jessica Arnold*, Kelly Foster, East Tennessee State University*

Sex education in public schools varies widely on how topics are covered and how those topics are presented. Currently, 30½ out of every 1,000 women ages 15–19 in Tennessee will become pregnant, which is significantly higher than the national rate of 22⅓ and makes Tennessee rank 42nd in teen birth rate (CDC, 2015). While the state does mandate education on HIV for all students, it requires abstinence-only sex education only if the pregnancy rate for 15- to 17-year-olds is 19½ or higher. School districts that do not meet the birthrate threshold may choose whether or not to offer abstinence-only sex education. While abstinence-only education is not supported by research as a way to reduce teen pregnancy, it is often supported as a primary sex education tool in many southern states, including Tennessee (Carter, 2012; Stanger-Hall & Hall, 2011). We were interested in examining public opinion on sex education among Tennessee residents and gauging support or opposition for various topics by grade level (K–12). Topics ranged from general sexual health to more sensitive issues like abortion. Our preliminary analysis shows public opinion does not align with current legislation regarding sexual education in Tennessee public schools.

This paper presents data collected for the Tennessee Poll, a statewide public opinion poll conducted by the Applied Social Research Lab (ASRL) at East Tennessee State University (ETSU), in March 2017. The poll focuses on topics that impact health, wellness, and quality of life for residents of Tennessee.

Jesse Burkhalter is currently working on his Master's Degree in the Applied Sociology program at ETSU and will graduate in May 2018. His research interests include lesbian, gay, bisexual, trans, and queer (LGBTQ) studies; sexuality; and gender.

Jessica Arnold works as a Project Manager at the ASRL at ETSU. She graduated from the Applied Sociology Master's Degree program at ETSU in May 2017. Her research interests include at-risk populations, LGBTQ studies, and deviance.

Notes:

SESSION 5: Survey Techniques

Managing Data Collection in an Institutional Setting when Multiple Field Interviewers Have Full Sample on Their Laptops

David Bergeron, Brett Anderson, Caroline Blanton Scruggs, David Forvendel, Timothy Smith, Ellen Stutts, RTI International*

Data collection procedures used in institutional settings (e.g., school, hospital, prison) can differ considerably from those used in households when many interviews must be done simultaneously within a limited period of time. When determining how to ensure all sampled respondents are given the opportunity to participate, a survey manager may elect to have the entire sample available to all interviewers working in a facility. This approach allows each interviewer to interview any sample member, thereby eliminating any need to transfer cases from one laptop to another. The flexibility and efficiency provided by this approach help minimize burden on both the facility and sample members, potentially leading to improved cooperation rates and reduced field costs. However, this approach potentially increases the opportunity for interviewer errors, most frequently resulting in duplicate and/or missing cases. This presentation focuses on how this type of approach benefited a nationwide survey of prison inmates and the challenges of resolving duplicates and/or missing cases. Lastly, we'll discuss the safeguards put in place to ensure the accuracy of the survey data.

David Bergeron, MA, is a Manager in the Research Services Division at RTI International. He has a Bachelor's Degree in Geography and a Master's Degree in Sociology from East Carolina University. Over the last 10 years at RTI International, he has been primarily involved in managing data collection efforts on both field and phone studies. Current research interests include the use of emerging technologies in managing research efforts from a cost and quality standpoint.

Notes:

Operational Challenges of Conducting an Intercept Survey in Bars and Nightclubs

Kristine Wiant, Wandy Stephenson, RTI International*

An intercept survey is a data collection method in which interviewers build the survey sample by visiting a specified location and approaching potential participants. This presentation provides a case study of effective use of intercept survey methods to evaluate the effectiveness of an anti-tobacco media campaign on the smoking attitudes and behaviors of 18- to 24-year-olds in the lesbian, gay, bisexual, transgender (LGBT) community in 24 U.S. cities. Data for the Research and Evaluation Survey for the Public Education Campaign on Tobacco (RESPECT) are collected via a web survey. The first four of seven planned waves of data collection were conducted between Spring 2016 and Fall 2017. At each wave of data collection, former participants were invited to participate in a web survey, and a convenience sample of new participants were recruited. New participants at each wave were recruited either through advertisements posted on social media or through an intercept survey conducted in LGBT bars and other venues that serve a primarily LGBT clientele. In this presentation, we review the intercept survey protocol and discuss the challenges and lessons learned for conducting research in bars, nightclubs, and other social venues. We discuss gaining cooperation from venues, recruiting and supervising field staff, addressing logistical and safety considerations, managing regional variations in efficiency, implementing strategies for training field staff and promoting adherence to protocols, and evaluating approaches to detecting interviewer falsification.

Dr. Kristine Wiant is a Senior Survey Director in RTI's Survey Research Division. With nearly 2 decades of professional experience conducting survey research in a variety of modes, Dr. Wiant specializes in managing large-scale and complex surveys. She currently directs data collection operations for two evaluations of public education campaigns related to tobacco use; both evaluations involve the use of face-to-face interviewing and web surveys. She has a Master's Degree in Applied Social Research from the University of Stirling in Scotland and a PhD in Sociology from North Carolina State University.

Notes:

Assessing the Impact of Web Option for Mothers of New Children Using the Tailored Design Method—October Update

Kurt Johnson, RTI International

This presentation provides updated results from an earlier version of the survey reported on in May 2017. The Tailored Design Method (Dillman, Smyth, Christian, 2014) is a well-established methodology for maximizing response for self-administered mail surveys. Current prevailing adaptations call for a mode first design where the primary mode (mail) is used, with the addition of the option mode (web) as a final contact, and as is often the case—a nonresponse follow-up call attempt. As survey demographics change to those who are more accustomed to digital communications, it is important to continue to test the value of this approach to data collection. To assess, we have developed an experimental design that randomizes the invitation to participate in a web survey across the four primary points of contact (i.e., prenotification, first survey mailing, second survey mailing, and final survey mailing). The population of this study is a cohort of mothers of children born within 2 months of the invitation to participate, and replicates the Centers for Disease Control (CDC) Pregnancy Risk Assessment Monitoring System (PRAMS) methodology closely. The primary goal of the experiment is to introduce the web option to potentially capture more women via self-administered mode before going to computer-assisted telephone interviewing (CATI). Results will indicate the impact of providing a mode-option earlier in the protocol on both cooperation and response, as well as potential selection bias. Because the study uses a population of mothers of newborns, the results will also provide evidence of the effectiveness of mode-option across more hard-to-reach populations.

Dr. Kurt Johnson is a Research Services Manager with RTI International. Dr. Johnson has more than 20 years of experience in design, implementation, and analysis of surveys. Having worked in academics, Dr. Johnson's substantive interests include paradata, survey best practices, mental health, and hard-to-reach populations. He has been an active member in AAPOR and the International Field Directors Conference, and has served as one of the founding members and as President of the Association of Academic Survey Research Organizations (AASRO).

Notes:

SESSION 6: Politics and Polling

Targeted Issue Appeals: Backlash, Persuasion, and Turnout

Kyle Endres, Duke University

In today's data-driven campaigns, presidential targeting strategies rely on detailed perceptions about the political leanings and policy positions of Americans to decide which registered voters to contact and which messages to emphasize in the campaigns' outreach. However, identifying supporters and opponents of a candidate's policy positions is far from foolproof. This reality results in many voters encountering political messages on issues on which they actually disagree with the candidate who is hoping to mobilize or persuade them. Little is known about the impact on turnout and voter choice when campaigns correctly and incorrectly narrowcast policy messages. Examining official contact records from the 2012 presidential campaign of Republican Mitt Romney, combined with survey data and validated turnout records, finds that outreach from phone banks and direct mail produced neither a backlash when his campaign erroneously targeted partisans who opposed his issue position(s) nor persuasion when they correctly identified Democrats who support his position(s). These contacts, instead, had a greater impact on turnout with Democrats who were correctly contacted with a shared issue position and Republicans who were incorrectly targeted, abstaining more often than crossing party lines.

Dr. Kyle Endres is a Postdoctoral Research Associate at the Duke Initiative on Survey Methodology (DISM). Dr. Endres recently graduated from the University of Texas at Austin. Prior to joining DISM, he was a Predoctoral Research Fellow at the Center for Electoral Politics and Democracy at Fordham University. A great deal of Dr. Endres' research focuses on how modern campaigns use data analytics to guide their targeting and outreach, and the implications of these strategic decisions for voting and participation. Beyond voting and elections, he has several ongoing research projects on political consumer behavior in response to corporate political activity. Dr. Endres' research uses a combination of surveys, voter files, and experiments (survey and field).

Notes:

Perceptions of Numeric Information in Polls and News Media

Brian Guay, Duke University

Numeric information about politics is commonplace in the news media—numbers convey important information about spending priorities, budgets, refugees, immigration, war casualties, and other important political phenomena. Polls frequently ask the public to estimate percentages and seek to obtain opinions about budget cuts. While numeric information is widely believed to serve an important role in informing the public, recent research that suggests the public has low levels of numeracy—or quantitative literacy—casts doubt on this assumption. In this study, we ask whether including numeric information in news articles and polling questions about policy proposals influences attitudes toward policies, and whether the content of this numeric information matters. The results of several survey experiments suggest that the influence of numeric information on policy attitudes is weak, and that even dramatic changes in the size of numeric information presented to people (e.g., a \$140-million versus a \$140-billion tax cut) have little effect on attitudes. However, we find that the size of numeric information does matter when a smaller quantity—such as a \$54-billion spending cut—is framed within the context of a larger amount, such as a \$4-trillion budget. These results suggest that quantitative appeals to voters are not as effective in changing attitudes as they are thought to be, and have implications for how pollsters, political elites, and journalists communicate important political information to the public.

Brian Guay is a PhD student in the Department of Political Science at Duke University and a Research Assistant with the Duke Initiative on Survey Methodology. His research interests include survey methodology, American voting behavior, and individual errors in information processing. Prior to Duke, Mr. Guay worked with the federal government as a Business Consultant at Deloitte Consulting in Washington, DC. Mr. Guay received his Bachelor's Degree in Psychology and Political Science from the University of Richmond in 2014.

Notes:

Why So Serious?: Survey Trolls and Political Misinformation

Sunshine Hillygus, Jesse Lopez, Duke University*

Following the 2016 presidential election, there has been growing concern with the prevalence of fake news stories and political rumors, and the consequences these may have on the level of misinformation held by the American public. Most research has assumed that self-reported beliefs in political misinformation are entirely sincere, and while there has been some research on the extent to which reporting belief in misinformation is expressive, most scholars conclude that the American public is genuinely misinformed. We offer another possibility—reported beliefs in political misinformation may be partially the result of measurement error and of respondents deliberately responding in a humorous manner, thus “trolling” the survey. Using original survey data collected in Summer 2017 that included measures of low-incident demographic items, self-reported response insincerity, and a wide variety of political and non-political beliefs, we examine the extent to which estimates of political misinformation are biased by measurement error and survey trolling. Our initial results suggest that while humorous responding and measurement error upwardly bias the level of belief in more recent cases of political rumors and misinformation (e.g., PizzaGate), humorous responding did not affect self-reported beliefs in more longstanding political rumors about former president Obama’s religion or place of birth.

Jesse Lopez is a second-year PhD student in political science, with an emphasis on the Behavior and Identities field. Broadly, his research interests involve political psychology, race and ethnic politics, and survey methods.

Mr. Lopez has received an Associate’s Degree in Social and Behavioral Studies from Santa Monica Community College, and a Bachelor’s Degree in Political Science from the University of California, Berkeley.

Notes:

Europe Under Duress: Assessing Uncertainty in Vote Choice at European Parliament Elections as an Entropy Measure

Magda Giurcanu, East Carolina University

The recent manifestations of the public's disenchantment with the European Union (EU) and the rise in support for Eurosceptic parties (EP) led to a plethora of studies that seek to explain the formation, resilience, and effects of such European attitudes on political behavior in national, supranational, or referendum contests. Such research follows a Downsian spatial model approach and emphasizes that parties' and voters' distances on the EU integration and left-right ideological dimensions are essential in understanding how European attitudes affect voting behavior. This paper engages the debate of when and how European attitudes affect participation and vote choice at EP elections from a methodological perspective. While we agree that the utility of voting for a party in EP elections can be expressed as a function of spatial distances between parties and voters in a multidimensional space, we consider it necessary to account for the level of uncertainty that voters hold with respect to candidates' perceived positions on both the EU integration and the left-right ideological dimensions. We posit that the uncertainty a party triggers depends on the issue on which the party is evaluated. Our expectation is that, on average, parties are rather vague on EU yielding larger measures of uncertainty when compared with the more traditional left-right ideological dimension. Finally, we hypothesize that regional distinctions exist within the EU member states concerning parties' uncertainty along these two dimensions, with parties in the post-communist states displaying—on average—higher levels of uncertainty on both the EU and left-right ideology dimensions.

Dr. Magda Giurcanu received her PhD from the University of Florida. She currently holds a Teaching Assistant Professor position at East Carolina University where she teaches courses on research methods and European politics. Her research looks at the relationship between public attitudes and electoral behavior in European Parliament elections, party development in the EU, the electorate's use of social network sites in democracies and/or autocracies, and voting behavior in transnational legislatures. Dr. Giurcanu has administered her own public opinion surveys in Romania on attitudes towards the EU and has extensively used the European Election Studies surveys in her research.

Notes:

Keynote Address

Thursday, October 5, 12:45 p.m.–1:30 p.m.

The De-legitimation of Survey Research, and What We Can Do About It

Timothy Johnson, University of Illinois at Chicago Survey Research Laboratory

This presentation focuses on both old and new external criticisms of survey research methodology. The keynote will provide an overview of these criticisms, along with consideration of how we should respond as a profession to each.

Dr. Timothy Johnson has been with the Survey Research Laboratory at the University of Illinois at Chicago (UIC) for the past 28 years, and has served as its Director since 1996. He is also Professor of Public Administration at UIC, where he teaches courses in survey methodology and data analysis. Additional responsibilities include serving as Vice Chair of the Social and Behavioral institutional review board (IRB) at UIC and as Deputy Director of the UIC Center for Clinical and Translational Research. Dr. Johnson also currently serves as President of the American Association for Public Opinion Research (AAPOR). He was previously President of the Association of Academic Survey Research Organizations (AASRO) and the Midwest Association for Public Opinion Research (MAPOR). His personal research has focused on measurement and nonresponse errors in surveys, as well as the social epidemiology of health behaviors in disadvantaged populations. Funding for his research has come from the National Institutes of Health, the National Science Foundation, and the Robert Wood Johnson Foundation. He earned a PhD in Sociology in 1988 from the University of Kentucky and coordinated research at the Survey Research Center there for 6 years.

Notes:

Diversity and Inclusivity Panel

Thursday, October 5, 3:30 p.m.–5:00 p.m.

Diversity and Inclusivity Strategy Development and Implementation—A Case Study and Lesson Learned from an International Non-profit Research Institute

Bucky Fairfax, RTI International

Bucky Fairfax is a recognized human resources (HR) leader in international HR and emerging markets with over 20 years of progressive experience as a global human resources leader. He currently serves as the Senior Vice President, Strategic Talent Management, at RTI International and oversees Global Talent Acquisition, Organizational Development and Learning, Talent Analytics, Performance Management, and Diversity and Inclusion. His previous positions at RTI International include Vice President and Senior HR Business Partner, HR and International Offices. He has also held HR leadership and key positions at Conservation International and ChildFund International.

Mr. Fairfax holds a Bachelor's Degree in English from Virginia Commonwealth University, a Master of Business Administration from Averett University, and a graduate certificate for Advanced HR Executives from the University of Michigan. He is also a Senior Certified Professional with the Society of Human Resources Management. Mr. Fairfax is currently pursuing a Doctorate in Business Administration at the University of North Carolina—Charlotte.

Notes:

Diversity and Inclusivity Panel

Thursday, October 5, 3:30 p.m.–5:00 p.m.

Promoting Diversity and Inclusivity

Dianne Rucinski, Office of Minority Health, U.S. Department of Health and Human Services

Dr. Dianne Rucinski has over 25 years of experience in survey research and evaluation. She currently serves as Evaluation Officer in the Office of Minority Health, U.S. Department of Health and Human Services, where she provides strategic planning and guidance, evaluation design and oversight, and results-focused use of data to support the mission of the Office of Minority Health. Prior to joining the Office of Minority Health, Dr. Rucinski was head of the Public Health and Epidemiology Group at Abt SRBI, and Principal Associate in the Health Practice Group at Abt Associates. For over a decade, Dr. Rucinski served as Senior Research Scientist at the Institute for Health Research and Policy, University of Illinois—Chicago, where her work concentrated on monitoring programs designed to improve the health and well-being of vulnerable populations.

Notes:

Diversity and Inclusivity Panel

Thursday, October 5, 3:30 p.m.–5:00 p.m.

Research and Researcher Training Among the Behavioral and Social Sciences at NCCU

Robert Wortham, North Carolina Central University

Dr. Robert A. Wortham is Associate Dean of the College of Behavioral and Social Sciences and Professor of Sociology at North Carolina Central University (NCCU). He has been affiliated with NCCU since Fall 1988. He is the author of numerous articles on W.E.B. Du Bois and American sociology. He has edited three books on Du Bois' early sociological works. Dr. Wortham's most recently edited book, *W.E.B. Du Bois and the Sociology of the Black Church and Religion*, is forthcoming with Lexington Books. Trained as an interdisciplinary scholar (PhD from Emory University), Dr. Wortham's additional research interests include first-generation African American sociologists, the sociology of early Christianity, and population growth and economic development in Kenya.

Notes:

Diversity and Inclusivity Panel

Thursday, October 5, 3:30 p.m.–5:00 p.m.

Recruitment of Study Participants Who Speak English Less Than “Very Well” for Pretesting Research

Anna Sandoval Girón, U.S. Census Bureau

Dr. Anna Sandoval Girón is a Research Sociologist at the Center for Survey Measurement’s Language and Cross-Cultural Research Group at the U.S. Census Bureau in Washington, DC. At the Census Bureau, Dr. Sandoval Girón conducts pretesting of non-English survey instruments and materials in addition to pursuing her research interests on hard-to-survey populations and management of large-scale qualitative research projects.

Dr. Sandoval Girón currently serves as the co-chair of AAPOR’s Cross-Cultural and Multilingual Research Affinity Group. Dr. Sandoval Girón obtained her Master’s Degree and PhD in Sociology from the University of California, Santa Barbara, and her Bachelor’s Degree in Sociology from Oregon State University.

Notes:

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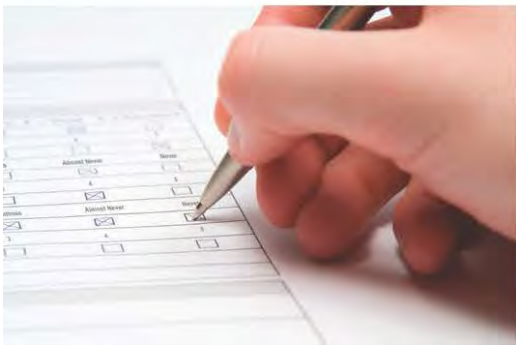


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