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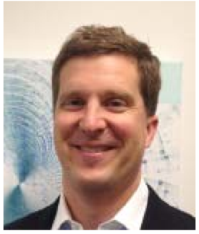
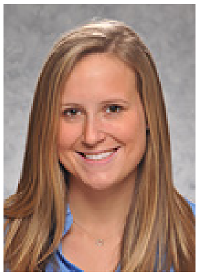


President
Karl Feld, GFK Custom Research
919-525-8422
Karl.Feld@gfk.com

Vice President/President Elect
Victoria Albright, RTI International
919-541-6805
valbright@rti.org

Conference Chair
Chris Jewett, RTI International
919-216-3781
cjewett@rti.org

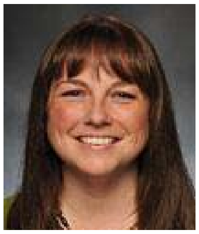
Conference Vice-Chair/Chair Elect
Angelique Uglow, Reconnaissance Market Research
512-757-8116
angel.uglow@reconmr.com



Treasurer
Katrina Ladd, RTI International
919-541-7311
kladd@rti.org

Secretary
Valrie Horton, Abt SRBI
919-317-3703
V.Horton@srbi.com

Graduate Student Representative
Nicole Pankiewicz , University of Virginia
nicolep@virginia.edu



Immediate Past President
Sarah Cook, RTI International
919-541-1236
scook@rti.org

Website and Communications Committee Chair
Shane Trahan, RTI International
919-541-5848
srt@rti.org

Prothro Student Paper Competition Chair
Robert Agans
University of North Carolina at Chapel Hill
919-843-5923
agans@unc.edu

Times and Events

Thursday, October 1, 2015	
8:00 a.m.—9:00 a.m.	**Registration Open**
8:00 a.m.—9:00 a.m.	**Breakfast** (conference meal)
9:00 a.m.—10:45 a.m.	**Session 1: Research Methodology**
10:45 a.m.—12:00 p.m.	**Session 2: Current Issues**
12:00 p.m.—1:00 p.m.	**Lunch** (conference meal)
12:00 p.m.—3:00 p.m.	**Registration Open**
12:15 p.m.—1:15 p.m.	**Keynote Address: Public Understanding of Social Science and Why It Matters** Brian Southwell, RTI International, and host of radio show "The Measure of Everyday Life: Stories from Social Science"
1:15 p.m.—2:30 p.m.	**Session 3: Political Opinions**
2:30 p.m.—3:45 p.m.	**Session 4: Interviewer Performance**
3:45 p.m.—5:00 p.m.	**Session 5: Values Research**
5:00 p.m.—8:00 p.m.	**Social Hour/Dinner Offsite**
Friday, October 2, 2015	
8:00 a.m.—9:00 a.m.	**Registration Open**
8:00 a.m.—9:00 a.m.	**Breakfast** (conference meal)
9:00 a.m.—10:30 a.m.	**Session 6: Europe and Asia**
10:30 a.m.—10:45 a.m.	**Refreshment Break**
10:45 a.m.—11:45 a.m.	**Panel Session: Institutional Research Panel—Who We Are and What We Do** This panel will discuss the ways opinion research is used in universities and colleges to meet institutional research needs to support operational improvement and fundraising efforts. Specific methodological challenges of working with university target populations will be addressed. Representatives from one large public school, one private school, and one public community college will provide different perspectives on this area of applied opinion research.
11:45 a.m.—12:45 p.m.	**Lunch** (conference meal)
12:45 p.m.—2:15 p.m.	**Panel Session: Hiring in Public Opinion Research** Representatives from six major firms in this area will discuss what they are looking for in new employees and career trajectories in their firms.
12:00 p.m.—3:00 p.m.	**Registration Open**
2:15 p.m.—3:45 p.m.	**Session 7: Research in a Mobile World**
3:45 p.m.—4:00 p.m.	**Closing Remarks and Passing the Gavel**

Schedule of Sessions and Panels

Thursday, October 1, 2015	
Session 1: Research Methodology	
9:00 a.m.—10:45 a.m.	**Welcome and Announcements** **Applying Quality Standards to Qualitative Research: A Total Quality Framework Approach** Margaret R. Roller* and Paul J. Lavrakas, Roller Research **Piloting Self-Administered Modes for an Ongoing National Field Study: Processes, Lessons Learned, and Considerations for PAPI versus Web Modes** Kristine Wiant, Ashley Richards, and Megan Waggy*, RTI International **Quantifying Non-Ignorable Differences Between Probability and Non-Probability Web Surveys** Andrew Mercer, Scott Keeter, Kyley McGeeney, and Nick Hatley*, Pew Research Center **Recruitment Emails in Survey Research: Testing Design and Procedures** Suzanne Crockett* and Catherine Kurilla, NC State University **Respondent Screening and Revealed Preference Axioms: Testing Quarantining Methods for Enhanced Data Quality in Web Panel Surveys** Michael S. Jones*, Lisa A. House, and Zhifeng Gao, NC State University **Chair:** Chris Ellis, RTI International
Session 2: Current Issues	
10:45 a.m.—12:00 p.m.	**Public Opinion on Drones: A Multimodal Analysis** Jonathan Evans*, Ryan Gordon, Katrina Ladd, and Joseph Eyerman, RTI International **Persistent Geographic Concentration of Worldwide Terrorism (1970–2013)** Sofia Pinero Kluch[1]*, PhD, and Alan Vaux[2]*, PhD [1]Gallup, Inc., [2]Southern Illinois University **Foundations of Public Opinion on the Affordable Care Act** Robert Richards, Duke University *Winner of the 2015 James W. Prothro Student Paper Competition* **Perceptions of School Safety: Exploring the Contributing Factors of Adolescents' Likelihood of Running Away from Home** Monica S. Bixby, NC State University **Chair:** Jennifer Hunter Childs, U.S. Census Bureau
Keynote Address	
12:15 p.m.—1:15 p.m.	**Public Understanding of Social Science and Why It Matters** Brian Southwell, RTI International, and host of radio show "The Measure of Everyday Life: Stories from Social Science"

Thursday, October 1, 2015	
Session 3: Political Opinions	
1:15 p.m.—2:30 p.m.	**The Southern Voice: The Political Consequences of a Regional Accent** Jason Husser, Kenneth Fernandez*, and Carrie Eaves, Elon University **Politics, Efficacy, and the Psychology of Mindsets: Evidence from Online NC and U.S. Panels** Martin Kifer and Brian McDonald*, High Point University **Partisanship or Real-Life Experience? Determinants of Mass Opinion on Climate Change at the County Level** Jacob Smith, UNC-Chapel Hill **Partisan Interpretations of Consumer Confidence and Religiosity Upon Social Welfare Preferences** Charles Dahan, University of Florida **Chair:** Mike Lawrence, GFK Custom Research
Session 4: Interviewer Performance	
2:30 p.m.—3:45 p.m.	**Identifying the Best (and Worst) Interviewers by the Numbers: Evaluating a Contractor's Interviewing Team and Reducing Quality Control Risk** Sofia Pinero Kluch, PhD, Gallup, Inc. **Predicting a Field Interviewer Candidate's Job Performance: Is It Possible?** Stephen M. King* and M. Christopher Stringer, RTI International **Methods for Increasing Efficiency and Quality of an Interviewer's Ability to Gain Cooperation and Convert Initial Refusals** Dakisha Locklear*, Lynda Tatum, McKinlay Jeannis, Tamara Terry, and Guernardo Smith, RTI International **Using Anti-Tedium Objects to Reduce Call Center Interviewer Fatigue** Yesenia Merino*, P. Saha, T. Egan, K. Liao, and R. Agans, UNC Chapel Hill **Chair:** Stacey Weger, RTI International
Session 5: Values Research	
3:45 p.m.—5:00 p.m.	**Moral Acceptability Across Cultures** Alan Vaux, Ph.D*[1]. and Sofia Pinero Kluch, Ph.D[2] [1]Southern Illinois University, [2]Gallup, Inc. **The Religious Characteristics of States' Datasets: New Data on Religious Demographics** Davis Brown, Maryville University of St. Louis **The Clergy Health Initiative: Major Findings and Key Methodological Challenges** David Eagle* and Rae Jean Proeschold-Bell, Duke University **Who Overreports Religious Attendance? Why? And What Can We Do About It?** Steven Snell, PhD, Duke University **Chair:** Charles Dahan, University of Florida

Friday, October 2, 2015	
Session 6: Europe and Asia	
9:00 a.m.—10:30 a.m.	**Non-Response in a General Population Survey of Well-Being in Norway** Sofia Pinero Kluch*, PhD and Ken Kluch*, Gallup, Inc. **European Union Prescription Medication Study: Design and Field Procedures** Scott Novak, Victoria Albright*, Frank Mierzwa, and Thomas Walker, RTI International **Balancing Mobile and Landline Samples: Maximizing Response Rate and Representativeness in Western European National Samples** Ken Kluch* and Sofia Pinero Kluch, PhD, Gallup, Inc. **Does ASEAN Work? Analyzing the Future of ASEAN in Mitigating Disputes in Asia** Nalanda Roy, PhD, Armstrong State University **Demographic and Opinion-related Distinctions Among Respondents' Self Classifications as Mobile Only, Mobile Mostly, Equally Mobile and Landline, Landline Mostly, and Landline Only for 20 Western European Countries** Sofia Pinero Kluch*, PhD and Ken Kluch*, Gallup, Inc. **Chair:** Mandee Foushee Lancaster, Center for Survey Research, East Carolina University
Morning Panel Session	
10:45 a.m.—11:45 a.m.	**Panel Session: Institutional Research Panel—Who We Are and What We Do** This panel will discuss the ways opinion research is used in universities and colleges to meet institutional research needs to support operational improvement and fundraising efforts. Specific methodological challenges of working with university target populations will be addressed. Representatives from one large public school, one private school, and one public community college will provide different perspectives on this area of applied opinion research.
Afternoon Panel Session	
12:45 p.m.—2:15 p.m.	**Panel Session: Hiring in Public Opinion Research** Representatives from six major firms in this area will discuss what they are looking for in new employees and career trajectories in their firms.

Friday, October 2, 2015	
Session 7: Research in a Mobile World	
2:15 p.m.—3:45 p.m.	**Differences in Health Risks and Health Conditions by Household Telephone Status: Evidence from the 2014 North Carolina Behavioral Risk Factor Surveillance System** James W. Cassell, NC Department of Health and Human Services **Assessing the Use of Cell-Wins to Screen Nonworking Cellphone Numbers in Ohio** Marion Schultz, T.J. Nesius, Tamara Terry, Marcus Berzofsky, Kimberly Peterson, Bo Lu, and Sabrina Bethea*, RTI International **Do 15- to 20-Year-Olds Utilize Smartphones to Complete Surveys? Evidence from a Multicommunity Study of Underage Alcohol Use** Kathleen L. Egan*, Beata Debinski, Cynthia K. Suerken, Erin L. Sutfin, PhD, Beth A. Reboussin, PhD, Kimberly G. Wagoner, DrPH, and Mark Wolfson, PhD, Wake Forest School of Medicine **Use of a Reimbursement to Increase Cooperation Rates on a Cell Phone Sample Frame** Timothy Nesius, Marion Schultz, Marcus Berzofsky, Tamara Terry, Tim Sahr, Bo Lu, and Dakisha Locklear*, RTI International **The Use of Electronic Incentives: The Increased Use of Electronic Incentives Evidences as a Viable Means of Reciprocity in Survey Research** Michael Prince, McKinlay Jeannis, Tamara Terry, Timothy Nesius, Adam Kaderabek*, and Kimberly Peterson, RTI International **Chair:** Christina Touarti, RTI International

Presentation Abstracts

SESSION 1: RESEARCH METHODOLOGY

Applying Quality Standards to Qualitative Research: A Total Quality Framework Approach

Margaret R. Roller and Paul J. Lavrakas,* Roller Research, rmr@rollerresearch.com

Research involving human beings cannot be anything but complex. Delving beyond the obvious is necessary for understanding how one facet of something adds meaning to some other facet. Making these connections is why many public opinion researchers use qualitative methods in their mixed-methods designs and cognitive interviewing research.

The complexities inherent in qualitative research present unique challenges to public opinion researchers who strive for rich contextual qualitative data while incorporating quality measures that maximize the usefulness of their research. This may be why *quality-design issues*—such as coverage, nonresponse, and researcher bias—are the subject of relatively modest debate among qualitative researchers.

There is a new approach that brings rigor to qualitative research without stifling researchers' creative methods and interpretations. This is the Total Quality Framework (TQF), an approach developed by Roller and Lavrakas and the focus of their 2015 book *Applied Qualitative Research Design: A Total Quality Framework Approach* (Guilford Press).

Integral to the TQF is the idea that all qualitative research must be: *credible, analyzable, transparent, and useful*. These four components are fundamental to the TQF and its ability to help researchers identify the strengths and limitations of qualitative studies (their own and those of other researchers) and the methods used to gather and interpret data.

This presentation will introduce the TQF as a comprehensive and principled approach for conceptualizing, conducting, analyzing, and interpreting qualitative research—one that is likely to maximize data quality and help instill users' confidence in the research outcomes.

Margaret R. Roller, MA, has been a research professional for more than 40 years. She is currently in private practice (www.rollerresearch.com) where she works with U.S. and global commercial and nonprofit organizations to develop and execute qualitative and quantitative research. Her work in qualitative research includes designing and conducting thousands of qualitative studies utilizing a variety of methods. Margaret has also published numerous articles on qualitative research design—including on her widely read blog *Research Design Review*—and she is the lead author of *Applied Qualitative Research Design: A Total Quality Framework Approach* (Roller & Lavrakas, 2015). Margaret earned her BA in psychology from California State University, and her graduate degree in psychology from the New School for Social Research, Graduate Faculty of Political and Social Science.

Notes:

Piloting Self-Administered Modes for an Ongoing National Field Study: Processes, Lessons Learned, and Considerations for PAPI versus Web Modes

Kristine Wiant, Ashley Richards, and Megan Waggy, RTI International, mwaggy@rti.org*

In the face of increased pressure on federal budgets, there is increasing interest in converting ongoing surveys from more expensive face-to-face methods of data collection to self-administered modes. The Residential Energy Consumption Survey Cities pilot is the first of two planned pilot studies that explore how best to convert this survey from face-to-face administration to a multimode (paper and web) self-administered survey. The Cities pilot was conducted in five cities from April through July of 2015. Cities were selected based on geographic and demographic diversity, including factors related to expected energy usage and relationships with utilities. A broad array of outcomes from this pilot will inform the development of the second and larger pilot to be conducted nationwide.

In this presentation we will discuss the process for developing and testing the self-administered questionnaire and identify key design decisions for format and layout of the PAPI and web versions to enhance cooperation and usability. We then present trade-offs from lessons learned in encouraging web versus PAPI participation including considerations of data quality and cost, feedback from respondents following invitations to complete the web-version, and PAPI respondents' reasons for choosing to participate via PAPI rather than web. Finally, we discuss how these and other considerations were used to inform the design for the second of two pilot studies to be fielded in fall 2015.

Megan Waggy holds a BA in psychology and an MA in industrial/organizational psychology. She worked in the psychology labs at the University of Kansas and in the Center for Survey Research at East Carolina University prior to joining RTI International in fall 2014. She is interested in adapting methods of survey methodology to modern populations, while still preserving traditional protocols and objectives. She is also interested in incorporating and making use of public opinion research on work that is primarily focused on compliance and reporting.

Notes:

Quantifying Non-Ignorable Differences Between Probability and Non-Probability Web Surveys

Andrew Mercer, Scott Keeter, Kyley McGeeney, and Nick Hatley, Pew Research Center, NHatley@pewresearch.org*

For probability and non-probability samples alike, the ability to draw valid statistical inferences requires the assumption that no unobserved variables exist associated with both responding to the survey and outcome measures. Probability surveys attempt to satisfy this requirement using random selection and nonresponse adjustment. Non-probability samples use other methods such as quotas, matching, and weighting to achieve a comparable result. When unobserved factors influence inclusion in ways that are associated with the outcomes, the result is non-ignorable selection bias. In spring 2015, the Pew Research Center commissioned six identical web-surveys that were administered to non-probability samples obtained from six different providers. These data are combined with a set of shared measures from the American Trends Panel, Pew's probability-based web panel. Our goal was to evaluate whether differences between these samples are consistent across providers, both overall and for demographic subgroups. We use machine learning and causal inference methods to quantify the degree to which the observed differences between these samples are ignorable, and whether non-ignorable differences vary systematically across sample providers and for demographic subgroups. This also allows us to determine the extent to which these differences can be reduced through weighting.

Nick Hatley studied political science with a focus on survey methods at North Carolina State University (NCSU). He was student leader of PackPoll, a student-polling group that conducted representative surveys of the NCSU undergraduate student population. Currently, he is with the Methodology team at the Pew Research Center as a Research Assistant. His research interests include research on non-probability samples, surveys on mobile devices, and web survey methodology.

Notes:

Recruitment Emails in Survey Research: Testing Design and Procedures

Suzanne Crockett and Catherine Kurilla, NC State University, sacrocke@ncsu.edu*

For the sheer amount of solicitation for survey participation that is conducted online via email, there is a surprising dearth of context-specific research on the optimal design of recruitment letters and procedures for sending them out. The present paper investigates a series of experiments on invitation and follow-up emails and the effects of these manipulations on response rates in a survey of incoming freshmen and a survey of incoming transfer students at a large public university in North Carolina. College students are a unique population for recruitment in survey research due to their lifestyle and close affiliation with the solicitor—their institution.

In this paper, we examine the effects of three manipulations on survey response rate: (1) time of day that the initial invitation email and the first follow-up reminder email are sent out, (2) content of the initial invitation email subject line and first follow-up reminder subject line, and (3) type of incentives.

Suzanne Crockett is a Coordinator for Survey Research in the Office of Institutional Research and Planning at NC State University. She holds a master's degree in psychology, with a specific interest in social psychology. In her current position, she conducts surveys of students, faculty, alumni, and staff to inform institutional decision making and strategic planning and provides Qualtrics support to the campus community. She is interested in survey recruitment, survey development, data reporting, and data visualization.

Catherine Kurilla has an MA in psychology and is a Coordinator for Survey Research at NC State University in the Office of Institutional Research and Planning where she works on various student, alumni, staff, and faculty surveys. Catherine's career in higher education began as a Senior Research Analyst at SUNY Binghamton. During this time, she worked on many local university surveys as well as national surveys, including the NSSE. Catherine then worked as a Research Specialist at the University of Illinois and then as a Senior Research Analyst in IR at Central Piedmont Community College before coming to NC State University.

Notes:

Respondent Screening and Revealed Preference Axioms: Testing Quarantining Methods for Enhanced Data Quality in Web Panel Surveys

Michael S. Jones, Lisa A. House, and Zhifeng Gao, NC State University, msjones2@ncsu.edu*

Online survey methods and online access panels are commonly used in both academic and private industry research. However, many industry reviews indicate the presence of fraudulent and inattentive online panel participants who pose a threat to data validity, with estimates of 8–25 percent of the sample being impacted. Although these challenges are not unique to online surveying, the nature of online panels may offer possibilities to improve data quality through real-time filters, rather than in data analysis. In this study, we retain all panel respondents passing and failing common web-survey quarantining methods to directly analyze filtering results on data quality. Through a choice experiment, we build a mathematical model to measure respondent irrationality through the classic strong axiom of revealed preference (SARP), which serves as the primary data-quality metric to test the efficacy of quarantining methods. We show that inattentive respondents failing "trap" or "red herring" questions, as well as fraudulent respondents heavily selecting low-probability screening questions, have significantly lower data quality compared to passing respondents. Removing failing respondents significantly improves data quality when filters are strategically executed. We also simulate the data-quality benefits of real-time filtering techniques during web-data collection. We conclude by advocating the use of low-probability filters as qualifiers as well as strategic placement of trap questions just before the most crucial sections of a survey. This full article is available in Advance Access with Public Opinion Quarterly at:
http://poq.oxfordjournals.org/content/early/2015/06/02/poq.nfv015.full.pdf+html.

Mike Jones is a doctoral student in the Department of Agricultural and Resource Economics at NC State University. While primarily interested and working in biotechnology and international agricultural development, he had a brief foray into the world of survey research as a Research Associate at the University of Florida in 2013–2014. This work focused on the controversial use of engagement or quarantining metrics in online surveys and ultimate effects on discrete choice experiment estimates. This experience has underscored to him the practical importance of communicating survey research advances to all fields, especially the willingness-to-pay research community.

Notes:

SESSION 2: CURRENT ISSUES

Public Opinion on Drones: A Multimodal Analysis

Jonathan Evans, Ryan Gordon, Katrina Ladd, and Joseph Eyerman, RTI International, jevans@rti.org*

Small unmanned aerial systems (UAS), or drones, are quickly being developed for public service, commercial, hobbyist, and research applications as technological advancements reduce costs, expand sensor options, and simplify the flying process. Estimates vary, but perhaps half a million drones have been sold in the last 3 years, Amazon was selling 10,000 UAS monthly by December 2014, and the Consumer Electronics Association predicts a minimum global market of $1 billion for consumer drones by 2018. UAS are rapidly becoming mainstream and are no longer part of a niche market.

In the face of this expanding market, our research has analyzed sentiment toward nonmilitary drone use between 2013 and 2015. RTI has conducted four sentiment analysis projects in the past 3 years, including two surveys, social media analysis, and news media analysis. The research has covered government, private, and academic use of UAS. Our data demonstrate unexpected trends and shifts in opinions and perspectives. The presentation will summarize these trends.

Jonathan Evans has worked in RTI International's Survey Research Division since mid-2014. He has a wide range of professional experience, including survey administration, document coding, and data analysis. Much of his recent work has focused on countering violent extremism, technology adoption, and household energy use. His academic background is in political science, particularly European affairs and democratic transitions. He holds a master's degree from Georgetown University and a bachelor's degree from Brigham Young University.

Notes:

Persistent Geographic Concentration of Worldwide Terrorism (1970–2013)

Sofia Pinero Kluch[1], PhD, and Alan Vaux[2]*, PhD, Sofia_Kluch@Gallup.com*

[1]Gallup, Inc., [2]Southern Illinois University

The geographic concentration of terrorism, its persistence, and its effects were examined using the Global Terrorism Database (GTD) and Gallup World Poll (GWP) data. GTD was designed to log all terrorist incidences worldwide using open source media and, for 1974 to 2013, contains over 125,000 incidents occurring in over 200 regions and countries. GWP is a nationally representative global study beginning in 2006 that includes data for 160 countries.

Terrorism is geographically concentrated. Between 1970 and 2013, 2 of 13 world regions accounted for almost 45% of terrorist incidents. In a given year, half of all terrorism occurred in just a few countries.

Moreover, some countries show persistent terrorism, measured as the number of years (0–43) in which a country met a criterion for elevated terrorism: (a) 5+ terrorist incidents, (b) 1+ incident involving 10+ deaths, or (c) 5+ incidents involving bombs/explosives. Of 208 countries and regions, 51 never met any of the criteria for annual elevated terrorism. Yet, 36 countries had 20 or more years in which 5+ incidents occurred, nine had 20 or more years with at least one incident in which 10+ people died; and 26 had 20 or more years in which 5+ bombings occurred.

Comparison of three groups of countries that experienced no elevated terrorism, intermittent elevated terrorism, or persistent elevated terrorism (10+ deaths criterion) failed to show some predicted differences (e.g., percentage of population who were thriving), but did show differences in experience of anger, lethality of terrorism, religiosity, and religious service attendance.

Sofia Kluch, PhD, Regional Director for Western Europe, manages Gallup's World Poll research efforts in 20+ countries including coordination, training, quality control, and analyses. She focuses on advanced analytics and research design for Gallup clients, consulting on quantitative and qualitative methodology, instrument development, and analytics. Prior to 2012, she was the Associate Director of the Gallup Center for Muslim Studies, a nonpartisan research center dedicated to providing data-driven analysis, advice, and education on the views of Muslim populations around the world. Prior to joining Gallup, she served as a Research Psychologist within the Central Intelligence Agency. Earlier, she has served as an Assistant Professor of psychology at Pfeiffer University. Dr. Kluch received her master's and doctorate degrees in applied psychology from Southern Illinois University.

Notes:

Foundations of Public Opinion on the Affordable Care Act

Robert Richards, Duke University, robert.richards@duke.edu

Winner of the 2015 James W. Prothro Student Paper Competition

Despite some preliminary research on the nature of public opinion regarding the Patient Protection and Affordable Care Act of 2010 (ACA), there is still work to be done in understanding how people form and change their opinions of this important policy, as well as how analysts should interpret those opinions. For example, do people judge the ACA based on provisions contained in the law itself? If encouraged to think in this manner, are they capable of doing so, and does this change their opinions in any way? This paper reports results of a survey experiment fielded in late November 2014 designed to give insight into the underpinnings of public opinion on the ACA. Respondents, recruited using Amazon's Mechanical Turk, were asked a series of questions about the ACA and about specific provisions within the reform law, with the order of some questions varied randomly to create a priming effect. Based on this study, I find that both favorability toward the ACA and correlates of ACA opinion vary according to the kind of information with which a respondent is primed. Priming different policies elicits different patterns of change in opinion distributions. It seems that not only is public opinion on the ACA responsive to the kinds of information presented to respondents, but the ways in which opinions are formed may also be malleable. Future work could explore these ideas further, but this survey experiment represents progress in our understanding of public opinion on the ACA.

Robert Richards is currently a PhD student at the Sanford School of Public Policy, Duke University. He received a BA in political science from Brigham Young University (BYU) in 2013. His current research focuses on health politics and the representation of public opinion in American public policy. Robert has worked on various survey projects, including the 2012 Utah Colleges Exit Poll, various waves of the BYU Center for the Study of Elections and Democracy's Utah Voter Poll, the National Longitudinal Study of Adolescent Health (Add Health) Parent Study, and various smaller surveys and survey experiments. He currently works with Sunshine Hillygus at the Duke Initiative on Survey Methodology.

Notes:

Perceptions of School Safety: Exploring the Contributing Factors of Adolescents' Likelihood of Running Away from Home

Monica S. Bixby, NC State University, msbixby@ncsu.edu

While past research shows that unsafe schools are linked to difficulties concentrating at school, truancy, and academic difficulties, little work has examined how students' perceptions of school safety influences other aspects of their lives, such as running away from home. Using the National Longitudinal Survey of Youth (1997), I examine the effect of perception of school safety, school capital, and family capital predicting a cohort of adolescents' likelihood of running away from home. I find that school safety is an important resource for preventing adolescents from running away from home; that is, adolescents who perceived their schools as unsafe were more likely to run away from home compared to adolescents who perceived their schools as safe. I also find that attending parochial schools, schools where parents were involved, and schools with higher levels of social capital reduced adolescents' likelihood of running away from home. Family capital, including higher levels of family income and residing with two biological parents also reduced one's likelihood of running away from home. Testing the interaction effect of school safety and family financial capital, I find that adolescents with higher levels of family financial capital at home who attended safe schools were less likely to run away from home compared to adolescents with similarly high levels of family financial capital who perceived their schools as unsafe. This suggests that multiple social systems, such as the family and the school, may work together to reduce the likelihood of adolescents running away from home.

Monica Bixby has an MA in sociology from North Carolina Central University and is currently a third-year doctoral student in the Department of Sociology at NC State University. She has research interests in sociology of the family, crime, deviance, and social control, school-based victimization, and safety. She is also a Graduate Research Assistant at NC State's Office of Institutional Research and Planning.

Notes:

SESSION 3: POLITICAL OPINIONS

The Southern Voice: The Political Consequences of a Regional Accent

Jason Husser, Kenneth Fernandez, and Carrie Eaves, Elon University, kfernandez@elon.edu*

Dixie has long captured a major place in American life and in social science discourse. Scholars continually ask, “How different is the South?” Answers to this puzzle typically use national surveys where residents of the 11 former Confederate states are assigned a specific value in a dichotomous variable. However, we argue this approach underestimates just how distinctive opinions of many Southerners are from the country as a whole and, at the same time, underestimates the level of variation within the South. Traditionally accents have been seen as a proxy for other factors that social scientists usually examine, such as urban or rural area, level of education, and social class. We agree that Southern accents are likely to be associated with such indicators, but also posit that the “Southern accent” represents an important part of regional identity, in that the accent can represent not only a prolong exposure to the region, but also represents a characteristic strongly associated with a certain cultural identity, a Southern identity.

Using several statewide polls of North Carolina, we examine how the attitudes of respondents with and without Southern accents differ in political attitudes, while controlling for individual socio-economic factors (e.g., age, education, income, race, gender, religion) as well as geographic differences (e.g., urban/rural, distance from urban center, percentage of zip code population under the poverty level, and percentage of population in zip code that is black). We find that those with distinct Southern accents hold a markedly distinct worldview from other Americans as well as other residents of the Southern states. We conclude with a discussion of what accents may represent socially, culturally and politically, as well as how it is connected with being “Southern.”

Dr. Kenneth Fernandez is an Assistant Professor in the Department of Political Science and Policy Studies at Elon University and Director of the Elon University Poll. He earned his PhD in political science from the University of California, Riverside.

Notes:

Politics, Efficacy, and the Psychology of Mindsets: Evidence from Online NC and U.S. Panels

Martin Kifer and Brian McDonald, High Point University, bmcdonal@highpoint.edu*

There is no shortage of studies on political efficacy—i.e., how people feel about their ability to make a difference in politics. Links between the feelings of efficacy people have (whether internal or external) to their civic and political behavior have been the object of significant and substantial analysis. There is a growing, though still limited, literature bringing attention to a new dimension of that concept, what has been called Epistemic Political Efficacy (EPE)—how confident voters are in their ability to determine truth about political issues (Pingree, 2011). And there is a well-established literature on the effects of the mindsets people hold—e.g., "growth" or "fixed" mindsets as elaborated by Dweck (2006) and others—on how they behave, though primarily in educational and developmental contexts. There has been thus far limited attention to the role that these mindsets might play in the confidence that individuals have about their roles within politics.

This paper examines possible connections between the findings in the literature on these psychological mindsets and the findings of the literature on the role of political efficacy in political action and intention. The data for this project come from two original online panel surveys conducted in May 2015 in North Carolina and the U.S. as a whole. Exclusive access to this data provides us with a unique group of variables, including not only standard political campaign interest and knowledge, media use and interest, evaluations of political parties and officials, and mood about the direction of the country, but also measures of mindsets concerning talent and intelligence, EPE, Internal Political Efficacy (IPE), cynicism, and political knowledge. Control variables are available for age, gender, race, income, education, political identification, relationship status, veteran status, and religious identification.

Brian McDonald joined High Point University (HPU) as Assistant Director of HPU's Survey Research Center (SRC) in 2015. He brings more than 10 years' experience in telephone interviewing, survey research, and data analysis to this role. He has worked as a consultant on several projects for the SRC since 2010 such as serving as a resource on the WinCati interviewing system, training key staff, and supervising interviewing staff on the 2012 national postelection survey. Originally from Ohio, he earned his BBA and MBA 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 that collected data on a variety of topics on over 50,000 respondents nationwide. His expertise is in the areas of applying statistical techniques in the collection, preparation, and analysis of data.

Notes:

Partisanship or Real-Life Experience? Determinants of Mass Opinion on Climate Change at the County Level

Jacob Smith, UNC-Chapel Hill, smithjf@live.unc.edu

Despite the scientific consensus on man-made climate change, debate still exists on this issue among both political elites and mass publics. Using publicly available data on mass opinion on climate change at the county level made available in early 2015 from the Yale Project on Climate Change Communication, this paper examines how several potential factors affect belief in man-made climate change. This paper tests several competing hypotheses: (1) that mass acceptance of man-made climate change stems from partisan attachments and (2) that mass acceptance of man-made climate change emanates from the actual change in climate in that geographic area over time. Overall, this paper has the potential to elucidate the strength of partisanship in political attitudes when one is confronted with dissonant life experiences.

Jacob Smith is a fourth-year PhD student in the Department of Political Science at the University of North Carolina at Chapel Hill. Jacob earned a MA in political science from UNC-Chapel Hill in 2014 and a BA, magna cum laude, in political science from Kenyon College in 2012. His dissertation, entitled "Attainability, Value, and the Battle for Legislative Majority Control," is in progress. Jacob's research focuses on congressional elections, Congress, political parties, public opinion, and public policy. Within the area of public opinion, his past research has examined how advertising and priming affects mass opinion and, ultimately, electoral outcomes. Going forward, Jacob is interested in looking at how public opinion relates to issues of public policy.

Notes:

Partisan Interpretations of Consumer Confidence and Religiosity upon Social Welfare Preferences

Charles Dahan, University of Florida, cdahan@ufl.edu

Retrospective models of voter behavior contend voters make decisions about candidates based on economic performance. Additionally, elite cues and ideology assist voters in connecting their preferences to a candidate choice, while taking into account their evaluations of the performances of the candidate and his or her party. While retrospective evaluations assist voters in choosing candidates, those evaluations do not provide voters much assistance in formulating opinions about future policy questions. Public opinion regarding policy choices should be connected with prospective predictions about candidate performance and, in particular, economic performance. Moreover, what should matter for individuals is economic perceptions, rather than actual models of economic performance—macro-level models of the future of the economy may play a role as sophisticated voters formulate predictions about the economy, but prospective consumer confidence—a personal prediction about future economic performance—should be the variable that affects how individuals formulate preferences regarding future government expenditures. In addition to prospective economic confidence, policy evaluations are affected by ideology and one's social network and participation—in the United States, the role of religiosity serves as the dominant form of social participation.

This paper incorporates perceptions of economic conditions, as measured by Consumer Confidence in a Florida Bureau of Economic and Business Research monthly representative sample for the state of Florida, measured both retrospectively and prospectively, to demonstrate that optimistic perceptions of future economic conditions decreases support for social welfare expenditures, specifically nutritional assistance. A series of nested regression models demonstrate party identification, prospective consumer confidence, individualistic ideology, and religiosity all affect support for food stamp expenditures. Interestingly, while religiosity is being significantly associated with preferred lower levels of food stamp expenditures, religious priming results in higher levels of preferred expenditures.

Charles Dahan is a PhD candidate in the Department of Political Science at the University of Florida. His research focuses on framing and priming effects, particularly regarding public opinion of public health expenditures. Additionally, his research and teaching experience includes religion and politics, consumer confidence and financial forecasting measurement, and new methods for economic measurements using Amazon's Mechanical Turk. Charles also works as the survey methodologist and research director at Votenet.com, an online voting platform.

Notes:

SESSION 4: INTERVIEWER PERFORMANCE

Identifying the Best (and Worst) Interviewers by the Numbers: Evaluating a Contractor's Interviewing Team and Reducing Quality Control Risk

Sofia Pinero Kluch, PhD, Gallup, Inc., Sofia_Kluch@Gallup.com

As an employer of hundreds of interviewers in the United States, Gallup has carefully studied the best methods for selecting, training, and evaluating interviewers to ensure consistently high quality and performance. Evaluation methods naturally adapt when the interviewers considered are not our employees, but the employees of a subcontractor, partner, or vendor. The Gallup World Poll is largely completed around the globe with external interviewing teams who are trained by Gallup team members, but complete data collection as local teams under subcontracting agreements. As evaluation and quality continue to dominate our need for reliable valid data, this paper explores several methods used for evaluating CATI interviewers from Western Europe.

In addition to standardized Gallup interviewer evaluations that are completed per interviewer and 15% validation of each Gallup World Poll interviewer, there are indications in the metadata that identify weak and strong interviewers among a team. This study examined four metadata metrics: response rate, refusal rate, call time, and recontact data—the extent to which a respondent was willing to participate in a future study at the conclusion of the current interview. Twenty interviewing teams were evaluated, identifying the performers on each of four metrics, and then took into account the variance within each team. The within-team variance was the most illuminating finding. The most inconsistent teams created the greatest potential for bias in the study results. The findings suggested future best practices that were implemented in the 2015 World Poll data collection including modified training and monitoring.

Sofia Kluch, PhD., Regional Director for Western Europe, manages Gallup's World Poll research efforts in 20+ countries including coordination, training, quality control, and analyses. She focuses on advanced analytics and research design for Gallup clients, consulting on quantitative and qualitative methodology, instrument development, and analytics. Prior to 2012, she was the Associate Director of the Gallup Center for Muslim Studies, a nonpartisan research center dedicated to providing data-driven analysis, advice, and education on the views of Muslim populations around the world. Prior to joining Gallup, she served as a Research Psychologist within the Central Intelligence Agency. Earlier, she has served as an Assistant Professor of psychology at Pfeiffer University. Dr. Kluch received her master's and doctorate degrees in applied psychology from Southern Illinois University.

Notes:

Predicting a Field Interviewer Candidate's Job Performance: Is It Possible?

Stephen M. King and M. Christopher Stringer, RTI International, stephenking@rti.org*

One of the most expensive aspects of any field data collection effort is recruitment and training of qualified field interviewing staff. The overarching objective of recruitment is hiring field staff capable of achieving target response rates and collecting high-quality data cost-effectively. Hiring field interviewing staff who will meet this objective saves resources and effort later by reducing the need for retraining, supplemental observations, and additional recruiting due to attrition. However, field staff hiring practices often are not informed by personnel selection research that can improve the hiring process. For instance, one area of research that could be useful pertains to predicting job performance from data gathered during the recruitment and interviewing process. Surprisingly few studies have tried to predict a field interviewer's job performance based on information gathered during the recruiting process. This presentation will investigate how well metrics collected during the recruitment and hiring process predict interviewer performance across a range of job performance indicators. Specifically, we evaluate the relationships between applicants' standardized, scored job interviews gathered during recruitment and end-of-project performance measures such as productivity, quality of work, and cost efficiency. The goal of this study is to improve the chances of identifying job applicants who are most likely to succeed as a field interviewer.

Data were collected from 24 field interviewers hired to work on a national field study consisting of in-home CAPI, biospecimen collection, and anthropometric measurement collection. Field staff conducted approximately 5,000 interviews over an 11-month period.

Stephen M. King is a research survey scientist at RTI International with 7 years of experience in survey research. His areas of interest include field data collection efforts, the psychology of non-response, and personnel selection. He is additionally interested in applying knowledge and research methods from the field of industrial/organizational psychology to the field of survey research. Stephen has a master's degree in industrial/organizational psychology from Western Kentucky University.

Notes:

Methods for Increasing Efficiency and Quality of an Interviewer's Ability to Gain Cooperation and Convert Initial Refusals

Dakisha Locklear, Lynda Tatum, McKinlay Jeannis, Tamara Terry, and Guernardo Smith, RTI International, dlocklear@rti.org*

Participant cooperation is critical to the success of all survey research projects. The quality of interviewers is one of the biggest components in ensuring cooperation is achieved. Despite the challenges of gaining cooperation, previous studies have shown that the tools provided to interviewers as well as the qualities and characteristics interviewers possess will assist in providing a positive effect on participant cooperation (Steve, Burks, Lavrakas, Brown, Hoover, 2008). The benefits of having interviewers with these qualities will assist with ensuring accuracy of data collected, encouraging participation in future studies, and having the ability to directly affect the participant's overall study experience.

Our presentation will assess the qualities that successful interviewers possess and methods used to gain participant cooperation. We will measure characteristics such as interviewer confidence, tone, and preparedness during front-end and initial contact and how this may assist with addressing reluctant respondents. Based on a sample of 100 recorded front-end interactions where participants were reluctant in completing the interview, we will analyze the interviewer's rebuttal, tone, and effective use of project-specific resources to gain participant cooperation.

We also plan to gauge the quality of initial contact, refusal aversion, and conversion techniques used by interviewers in order to successfully increase overall response rates. RTI's proprietary monitoring system QUEST will be used as a quality control tool to measure the efficiency and quality characteristics of interviewers.

Dakisha Locklear is a Project Supervisor in the Research Operations Center (ROC) at RTI International. She has 10 years of experience in managing large complex projects with multiple components. She has managed large ABS, RDD, postsecondary education, and social science projects. Her expertise includes planning survey projects, providing technical feedback, making recommendations regarding project training programs, and monitoring costs. She also is instrumental in the development and implementation of data collection protocols and procedures, sample management and case flow strategies, queue management, and testing of the computer-assisted telephone interview (CATI) and various instrumentation systems. She manages the project data collection workflow by assisting project leaders with the development of data collection protocols and procedures, sample management, and case flow strategies. She serves as the primary contact for data collection efforts in RTI's ROC.

Notes:

Using Anti-Tedium Objects to Reduce Call Center Interviewer Fatigue

Yesenia Merino, P. Saha, T. Egan, K. Liao, and R. Agans, UNC-Chapel Hill, ymerino@live.unc.edu*

Background: Call centers are an essential part of survey research. Boredom, physical tiredness, emotional tiredness, and sleepiness can cause general interviewer fatigue, which may dramatically decrease the productivity of interviewers. Finding effective ways to combat interviewer fatigue is an important part of call center management. The purpose of this study was to determine if providing anti-tedium objects to call center interviewers for use during their shifts can counteract interviewer fatigue.

Methods: Using a repeated measures design, interviewers were randomized at the beginning of each shift to either work their standard shift or select an anti-tedium object to use at their station during their shift. Available objects were either visually stimulating (e.g., sand pictures, ant farms) or interactive (e.g., coloring books, wooden blocks). Interviewers completed a series of preshift questions assessing their baseline levels of fatigue. At the end of their scheduled shift, interviewers were asked about their postshift levels of fatigue.

Results: We used nested data of 185 shifts worked by 25 call center interviewers over the course of six weeks. As predicted, interviewers reported significantly lower levels of fatigue when randomized to an object as compared to when randomized to work their standard shift when controlling for age, shift length, and health at the time of the shift. Additionally, interactive objects were consistently ranked as more effective in combatting fatigue than visual objects.

Conclusion: Providing anti-tedium objects to call center interviewers can be a potentially cost-effective way of offsetting interviewer fatigue throughout a shift, thereby maintaining high levels of staff productivity.

Yesenia Merino, MPH is a PhD student in Health Behavior at the Gillings School of Global Public Health in the University of North Carolina at Chapel Hill with more than 15 years of public health and biomedical research experience. She has been a Graduate Research Assistant at the Carolina Research Lab since 2014, where her primary areas of interest have been in developing methods for reaching hard-to-find and diverse populations. Her areas of research include sexual and reproductive health, social justice, and identity development and health socialization throughout the life course.

Notes:

SESSION 5: VALUES RESEARCH

Moral Acceptability across Cultures

Alan Vaux, PhD[1], and Sofia Pinero Kluch, PhD[2], alanvaux11@gmail.com*

[1]Southern Illinois University, [2]Gallup, Inc.

Moral condemnation is a powerful—often contentious—force in societies. The moral acceptability of five death-related and four sex-related activities was examined through Gallup World Poll data from the UK, France, Germany, and India. Moral acceptance varied across activity: crimes of passion and honor killings were almost universally condemned; in the European countries, abortion was viewed as more acceptable than the death penalty or suicide, while homosexual activity was viewed as more acceptable than extra-marital affairs or viewing pornography. Moral acceptance also varied across country: moral acceptance of all contentious activities except the death penalty was strikingly low in India and often significantly higher in France than other countries. Moral acceptability of activities also varied by gender, income, religion, religiosity, and life evaluation. Men and women differed relatively little but, when they did, men were more accepting of contentious activity (except homosexual activity). Moral acceptance in the European countries varied across age groups, although—except for homosexual activity—rarely in a simple progressive fashion: in many instance it was the middle cohorts (especially 30- to 45-year-olds) that were most accepting. Moral acceptance of contentious activity tended to grow from low- to high-income quintiles, except for the death penalty where it shrank. A similar pattern was observed for education: those with higher levels of education tended to view contentious activities as more morally acceptable. Religiosity too shaped views: those for whom religion was important tended to view various contentious activities as relatively less morally acceptable. Implications for liberalism are discussed.

Alan Vaux, PhD, FAPA, FAPS, is Emeritus Professor of Psychology at Southern Illinois University. There, for three decades, he taught, served in administrative roles, and conducted and published research principally in the area of Community Psychology. Also, he was Director of Applied Research Consultants. Currently, he lives in Chapel Hill, NC, is an independent scholar and consultant, and collaborates on disparate public opinion research projects with Sofia Pinero Kluch, Regional Director Europe, Gallup, Inc.

Notes:

The Religious Characteristics of States' Datasets: New Data on Religious Demographics

Davis Brown, Maryville University of St. Louis, dbrown7@maryville.edu

Many variables have been tested empirically for correlations with political outcomes. However, the characteristic of religion has been understudied. This is due in large part to a lack of a dataset on the religious characteristics of states which (1) goes back far enough in time, (2) can be merged readily with other datasets, and (3) reports on minority religions consistently. Existing datasets do not satisfy these three critical needs.

This paper introduces the first phase of a new dataset, Religious Characteristics of States (RCS). The dataset reports annual populations and percentages of 94 religious denominations in 202 countries, plus 22 selected nonstate political entities, from 2010 back to 1900 and, for many countries, 1800. RCS is the largest and most comprehensive dataset of its kind on religious demographics of countries of the world. Data are provided for many subdivisions within Christianity, Islam, and Buddhism, along with several complex categories such as "Western Christianity." RCS features annual data on over 32,000 country-years, for a total of over 6.7 million datapoints.

As a reference tool with consistent country-year estimates, RCS provides public opinion researchers with baseline measurements of religious demographics for use in deriving sample sizes, weighting researchers' own data, and predicting growth trends.

The paper and presentation will provide further detail on the coverage and methodology of RCS Phase 1, and offer a few illustrations of its application.

Davis Brown is an Assistant Professor of political science at Maryville University of St. Louis. He earned his doctorate in international relations in 2012 at the University of Virginia. Prior to that he was an attorney in the U.S. Air Force JAG corps and then in private practice. Dr. Brown is the author of *The Sword, the Cross, and the Eagle: The American Christian Just War Tradition* (Rowman and Littlefield, 2008), and was an NGO delegate to the International Criminal Court. His areas of expertise include international security studies, just war theory, international law (especially jus ad bellum and jus in bello), and religion in international relations.

Notes:

The Clergy Health Initiative: Major Findings and Key Methodological Challenges

David Eagle and Rae Jean Proeschold-Bell, Duke University, david.eagle@duke.edu*

The Clergy Health Initiative was instituted in 2008 to address the poor health of United Methodist clergy (N~1780) in North Carolina. United Methodist clergy have been found to have higher than average rates of obesity, diabetes, asthma, arthritis, and high blood pressure. The major components of the Clergy Health Initiative include a 5-wave longitudinal panel study conducted every two years and a randomized control trial of a health intervention designed to help reduce cardiovascular disease risk and improve mental health. In this paper, I discuss the major findings of this project, including the modest improvements in cardiovascular disease risk observed through the health intervention. I also discuss the challenges that this population presents for survey researchers. Clergy tend to report much better scores on mental and physical health than their disease burden suggests. They also react differently to questions about happiness, social support, and meaning and purpose in life than would a representative sample of the U.S. population. This study has implications for others who study groups with unique occupational characteristics.

David Eagle is a postdoctoral research associate at the Center for Health Policy and Inequalities Research at Duke University in Durham, NC. He received his PhD in sociology from Duke in May 2015. His research focuses on the social organization of religion, the occupational determinants of health, and quantitative methods. Methodologically, he is interested in panel conditioning in repeated surveys, the use of Bayesian methods to improve survey data analysis, and in the issues involved in the collection of social network information.

Notes:

Who Overreports Religious Attendance? Why? And What Can We Do About It?

Steven Snell, PhD, Duke University, steven.snell@duke.edu

Modern polling has a long interest in measuring the religious affiliation, commitment, and involvement of the American public. Nevertheless, though there has been a sustained effort over the last 25 years to update measures of religious affiliation, there has been markedly less work to validate and improve ubiquitous measures of religious attendance—this despite strong evidence that Americans routinely overstate the frequency of their attendance. Furthermore, recent work on religious attendance has focused on obtaining accurate estimates of aggregate attendance rather than trying to understand and mitigate the sources of bias at the individual level. The present work addresses this shortcoming in the literature, leveraging multiple survey experiments in order to better understand the sources of overreporting with regards to religious attendance. Primarily, I draw on a question order experiment that primes religious identity in order to determine the extent to which overreporting is driven by the respondent's self-conception as a religious person, and a question wording experiment to determine the extent to which overreporting may be mitigated through standard techniques to alleviate social desirability bias. Finally, I show how these manipulations map onto various large, national surveys and I reevaluate religious attendance figures from the same surveys in light of these experimental findings.

Steven Snell is a postdoctoral fellow at the Duke Initiative on Survey Methodology at the Social Science Research Institute. He holds a PhD in politics from Princeton University, where he was a student fellow at the Center for the Study of Democratic Politics and the Center for the Study of Religion. His dissertation research uses multiple original surveys, including online and exit poll surveys, to understand how social pressures within religious congregations shape the political behavior of congregants. More broadly, his research focuses on how social and psychological forces shape Americans' political behavior and public opinion.

Notes:

SESSION 6: EUROPE AND ASIA

Non-Response in a General Population Survey of Well-Being in Norway

Sofia Pinero Kluch, PhD, and Ken Kluch*, Gallup, Inc., Sofia_Kluch@Gallup.com*

Using Gallup World Poll, this study examined non-response of potential participants from a randomly selected general population mobile sample in Norway. Drawing on public databases, the Norwegian general population sample provides detailed demographic information. Different response and refusals patterns were explored by demographics to better understand non-response.

The mobile sample data were compared to final study completes and Norway census data to evaluate the representativeness of the sample, study completes, and outcomes of each call attempt on the total sample.

Findings from the non-response bias analyses indicate no significant differences in completes based on age or gender. There is a significant difference in refusals among older respondents (60+) as they are more likely to refuse to complete the study compared to the middle-aged (30–59) and the younger (15–29) individuals. There is also a significant difference in no answers, with the youngest group more likely to not answer compared to older potential respondents. Men and women completed and refused to participate at equal rates. When the sample population, respondent population, and census population for the country were compared, differences between the study population and the census population were largely explained by the differences introduced in the sample. The sample was randomly generated yet overrepresented older potential respondents and males. Although the response rates for males equated themselves between the sample and the respondents, the impact of the underrepresented youngest respondents yielded a response skew in the final dataset, with the percentage responding proportional to the sample, but not the census.

Sofia Kluch, PhD, Regional Director for Western Europe, manages Gallup's World Poll research efforts in 20+ countries including coordination, training, quality control, and analyses. She focuses on advanced analytics and research design for Gallup clients, consulting on quantitative and qualitative methodology, instrument development, and analytics. Prior to 2012, she was the Associate Director of the Gallup Center for Muslim Studies. Prior to joining Gallup, she served as a Research Psychologist within the Central Intelligence Agency.

Ken Kluch is a Senior Research Consultant with Gallup, working with World Poll and government clients. He is responsible for meeting research objectives through questionnaire design, data analysis, and reporting. Additionally, Ken works with internal Gallup teams in the areas of data weighting and quality control. Prior to his current role, he was the data and research coordinator for the Abu Dhabi Gallup Center.

Notes:

European Union Prescription Medication Study: Design and Field Procedures

Scott Novak, Victoria Albright, Frank Mierzwa, and Thomas Walker, RTI International, valbright@rti.org*

PURPOSE: Traditional epidemiological studies typically seek to develop nationally representative prevalence estimates based on samples of randomly selected participants located across large, geographic areas (e.g., states/regions). Reaching participants, recruiting them, and collecting data on them is costly and time consuming, particularly when a large sample (e.g., 2,000 or more cases) is needed to generate prevalence estimates for rare outcomes. This paper describes the main features and benefits of a more cost-effective approach and its application to determine prevalence estimates of drug misuse/abuse in five countries for youth (aged 12–17).

METHODS: Youths were selected from preexisting "house lists" maintained by 30 in-country market research firms located in the largest population centers in the five countries. Bin sampling was conducted to ensure equal numbers of males and females in each of the age groups 12 through 17. Survey data were weighted to match the sample to known demographic characteristics in each country. Estimates were compared to estimates produced through traditional survey designs. Data were collected between May and October of 2014.

RESULTS: 2,200 surveys were conducted in five countries. The overall average cost per completed interview was approximately $250 USD. Data collection costs were substantially lower compared to traditional community-based methods with sampling from enumerated sampling frames. The estimates compared favorably to benchmarks.

CONCLUSION: In the era of declining research budgets, the method outlined here demonstrates a satisfactory and robust approach that can yield timely and policy-relevant information within realistic budget constraints.

Victoria A. Albright is a Senior Research Specialist with more than 25 years of experience managing and conducting major social science research and data collection projects. She has worked for a decade each at RTI International and Westat, plus another decade preparing survey-based statistical evidence for expert witness testimony. Ms. Albright is, by training and experience, a specialist in research methodologies and has applied a wide range of sampling and data collection techniques, survey methods, and evaluation designs in diverse subject areas. The project Ms. Albright is here to talk about today comes from her portfolio of projects related to measuring levels of substance abuse, in this case specifically about the abuse of the drugs prescribed to minors to treat the controversial diagnosis of attention deficit hyperactivity disorder.

Notes:

Balancing Mobile and Landline Samples: Maximizing Response Rate and Representativeness in Western European National Samples

Ken Kluch and Sofia Pinero Kluch, PhD, Gallup, Inc., Ken_Kluch@Gallup.com*

The use of a dual-frame sample design is well established but the exact cellphone and landline distribution varies widely depending on the population and requires constant evaluation and adjustment to ensure that the sample provides an accurate and balanced representation of important demographic groups. This paper explores the sample allocation to mobile and landline numbers in 20 Western European countries as used for the Gallup World Poll. Examined country-by-country, the findings illustrate the need, or lack thereof, for dual frames and identify which demographic groups are most vulnerable to underrepresentation in these sample types.

Findings indicate that while some countries maintain a healthy balance of landline and mobile phone ownership (according to the Eurobarometer), their populations are more uniform, with less dramatic differences in the demographic characteristics of mobile and landline users. In other countries, there are more pronounced differences that require a more strategic balance of landline and mobile users. Similarly, other countries show less balanced phone ownership, yet still yield similar demographics among the samples reached on mobile and landline phones, illustrating the complex and country-specific requirements and needs of dual-frame samples globally. Findings from the one country that Gallup has conducted with a mobile-only sample will be shared with an eye towards the future of mobile-only phone sampling.

Ken Kluch is a Senior Research Consultant with Gallup, working with World Poll and government clients. He is responsible for meeting research objectives through questionnaire design, data analysis, and reporting. Additionally, Ken works with internal Gallup teams in the areas of data weighting and quality control. Prior to his current role, he was the data and research coordinator for the Abu Dhabi Gallup Center, a research center focused on the world’s Muslim societies. Prior to joining Gallup, Ken worked for multiple organizations in the areas of marketing and communication. Ken earned his bachelor’s degree in marketing and his master’s degree in business administration from Southern Illinois University-Carbondale.

Notes:

Does ASEAN Work? Analyzing the Future of ASEAN in Mitigating Disputes in Asia

Nalanda Roy, PhD, Armstrong State University, nalanda.roy@armstrong.edu

Southeast Asia has long been of significant interest to scholars and its importance tends to grow not just politically and economically but also militarily. Besides being an important engine for global economic growth, Southeast Asia has also witnessed a plethora of important political changes and the emergence of new security threats. The end of the Cold War and the Cambodian conflict, the birth of ASEAN (Association of Southeast Asian Nations), closer relations between Vietnam and ASEAN members, and the tentative rapprochement between Vietnam and China may have set the stage for a positive regional security relationship. However, historical mistrust, enduring territorial disputes, and competing maritime claims have combined to weaken a partially successful regional security structure.

This paper weighs the role of ASEAN in the development and functioning of Asia-Pacific multilateralism, and the extent to which ASEAN has been successful in creating a sense of regional community and addressing maritime disputes in Asia (especially the South China Sea). The 1967 Bangkok declaration laid the establishment of an Association for Regional Cooperation in Southeast Asia. Its objectives were accelerating economic growth, social progress, and cultural development through joint endeavors and to promote regional peace and stability. Responding to the growing potential for conflict and the assertiveness of China's territorial claims in the South China Sea, the ASEAN foreign ministers adopted the ASEAN Declaration on the South China Sea in July 1992. The Declaration called for the peaceful resolution of "all sovereignty and jurisdictional issues pertaining to the South China Sea. However, the relationship between ASEAN and China appeared to draw even closer with the signing of a revised Declaration on the Conduct of Parties in the South China Sea in November 2002.

ASEAN and China have established a significant and continuing relationship through summits, ministerial meetings, meetings between senior officials, and meetings of experts, etc. But things don't look fair quite often and ASEAN is criticized for being "resting in peace" and doing nothing especially in resolving maritime disputes in Asia. Despite such criticisms and potential challenges, there is hope that China and ASEAN will resolve their differences. In fact, some of the multilateral proposals from ASEAN states such as the second round of competition for projects for the cooperation fund or the 2015 the "ASEAN-China Year of Maritime Cooperation," etc., would not only create favorable conditions for better maritime cooperation but would also shape a new pattern of diplomatic relations with neighboring countries and an image building for ASEAN.

Dr. Nalanda Roy is an Assistant Professor at Armstrong State University (ASU) in Savannah, Georgia. Nalanda has her PhD from Rutgers-The State University of New Jersey in global affairs and master's in sociology from the University of Toledo at Ohio. Nalanda also did her master's and MPhil in international relations from India. Her expertise lies in the fields of global affairs, international security, Asian politics, Asian diaspora, and comparative politics.

Demographic and Opinion-related Distinctions Among Respondents' Self Classifications as Mobile Only, Mobile Mostly, Equally Mobile and Landline, Landline Mostly, and Landline Only for 20 Western European Countries

Sofia Pinero Kluch, PhD, and Ken Kluch*, Gallup, Inc., Sofia_Kluch@Gallup.com*

Combining data from the 2014 and 2015 Gallup World Poll, this paper reports on the respondents from a dual frame general population survey to measure and track their self-reported phone use for personal telephone calls. Respondents were classified as mobile only if the respondent completed the interview on a mobile phone and indicated they did not have a landline phone. Similarly, respondents are categorized as landline only if they completed the interview via a landline device and reported they did not have a mobile device. Respondents with both devices were asked about their use of these devices to classify respondents as mobile only, mobile mostly, use both equally, landline mostly, or landline only. Study populations were then examined by both demographic characteristic including average age, gender, and education, and employment, to determine differences in the five user groups.

The analyses also used specific items related to leadership approval, life evaluation, current economic conditions, and confidence in the government to determine potential differences in topical issues based on phone user status. Results are presented overall and by country allowing for additional comparisons between true RDD samples and samples generated from a registered list. Findings suggest that in addition to the expected demographic differences, there are substantial differences in opinions among these user-types, suggesting the need for each group's inclusion in specific country samples and the readiness of other countries to move to a mobile only sample.

Sofia Kluch, PhD, Regional Director for Western Europe, manages Gallup's World Poll research efforts in 20+ countries including coordination, training, quality control, and analyses. She focuses on advanced analytics and research design for Gallup clients, consulting on quantitative and qualitative methodology, instrument development, and analytics. Prior to 2012, she was the Associate Director of the Gallup Center for Muslim Studies. Prior to joining Gallup, she served as a Research Psychologist within the Central Intelligence Agency.

Ken Kluch is a Senior Research Consultant with Gallup, working with World Poll and government clients. He is responsible for meeting research objectives through questionnaire design, data analysis, and reporting. Additionally, Ken works with internal Gallup teams in the areas of data weighting and quality control. Prior to his current role, he was the data and research coordinator for the Abu Dhabi Gallup Center.

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SESSION 7: RESEARCH IN A MOBILE WORLD

Differences in Health Risks and Health Conditions by Household Telephone Status: Evidence from the 2014 North Carolina Behavioral Risk Factor Surveillance System

James W. Cassell, NC Department of Health and Human Services, james.cassell@dhhs.nc.gov

Dual-frame RDD samples were implemented to minimize coverage bias as more people migrated from landline to wireless/cellphones. Research has shown that different groups, based on household telephone status, differ on substantive variables as well as demographics. In this paper, respondents to the 2014 North Carolina Behavioral Risk Factor Surveillance System (BRFSS) survey were classified as having only a landline phone, both a landline and cellphone, or only a cellphone. These three groups were compared on demographic and geographic variables as well as multiple health risk conditions. These groups were found to differ in terms of perceived health, health risks, and prevalence of various chronic health conditions.

James Cassell heads the Survey Operations unit of the State Center for Health Statistics in the North Carolina Division of Public Health. He oversees two CDC-affiliated health surveys, the Behavioral Risk Factor Surveillance System and the Pregnancy Risk Assessment Monitoring System (PRAMS), and North Carolina’s Child Health Assessment and Monitoring (CHAMP) survey. A sociologist by training, James has over 20 years of experience in the collection and analysis of survey data.

Notes:

Assessing the Use of Cell-Wins to Screen Nonworking Cellphone Numbers in Ohio

Marion Schultz, T.J. Nesius, Tamara Terry, Marcus Berzofsky, Kimberly Peterson, Bo Lu, and Sabrina Bethea, RTI International, sbethea@rti.org*

In recent years, most surveys have introduced a dual-frame component with the inclusion of cellphone numbers. However, due to a number of challenges, including the restrictions in how cellphone numbers can be dialed, it can be more expensive to complete cellphone interviews and often, for this reason, the proportion of the total sample that comes from the cellphone frame has been kept artificially small (e.g., 25% of the sample) to reduce data collection costs. Conversely, as more people shift to cellphones this percentage needs to increase from both a representation standpoint and to minimize variance. For example, in the State of Ohio, in 2012, 52.6% of persons were cellphone only or cellphone mostly users (Blumberg et al., 2013). These persons also tend to be younger, more likely to have children, and be minority (Lu et al., 2014). Sample vendors have recently made improvements to the cellphone frame to help improve performance including the Cell-Wins service provided by Marketing Systems Group (MSG) to identify if a cellphone number is actively being used by a person at the time the flag is applied. If accurate, this flag could greatly reduce data collection costs by identifying nonworking numbers prior to data collection. However, a sampled telephone number may be called over a several week period. Whether, that flag remains accurate over that time is not known. An assessment of this flag in the State of Ohio conducted for the 2015 Ohio Medicaid Assessment Survey will be presented that includes a the cost-benefit analysis between potentially excluding working telephone numbers and reducing cost through the exclusion of numbers M-S-G flags as inactive and an assessment of the accuracy of the flag over time.

Sabrina Bethea is an Assistant Project Supervisor in the Research Operations Center (ROC) at RTI International and has more than 5 years of experience in data collection. Her wide range of experience includes work on numerous complex social science projects with multiple stages, modes and sampling frames, including Address-based (ABS), Random Digit Dialing (RDD), listed, and targeted population types. Her expertise includes planning and executing survey projects, providing technical feedback, interviewer training, and monitoring performance and quality. She is also is instrumental in the development and implementation of data collection protocols and procedures, sample management, queue management, and testing of the computer-assisted telephone interview (CATI) and various instrumentation systems.

Notes:

Do 15- to 20-Year-Olds Utilize Smartphones to Complete Surveys? Evidence from a Multicommunity Study of Underage Alcohol Use

Kathleen L. Egan, Beata Debinski, Cynthia K. Suerken, Erin L. Sutfin, PhD, Beth A. Reboussin, PhD, Kimberly G. Wagoner, DrPH, and Mark Wolfson, PhD, Wake Forest School of Medicine, kegan@wakehealth.edu*

The objective of this study is to examine the extent to which, and characteristics of, 15- to 20-year-olds utilized a smartphone to complete the Millennial Youth and Young Adult Survey ("MYSurvey").

The MYSurvey is part of the Evaluating Community-Driven Strategies to Prevent Underage Drinking Parties research study that has been implemented in 24 U.S. communities. The survey utilized a repeated cross-sectional design and address-based sampling approach. Each wave, a targeted, random sample of households expected to have at least one 15- to 20-year old was obtained from Marketing Systems Group. Eligible participants were directed to the web-survey via mailed invitations that contained a URL and QR code. The survey has been fielded twice—summer 2013 and summer 2014; a third wave is currently in the field.

Participants indicated the device primarily utilized for completing the survey. Across all three waves, most participants utilized a laptop computer (54%, 51%, and 46%), followed by a desktop computer (29%, 26%, and 24%). Smartphone utilization increased each year (9%, 16%, and 21%). Use of tablets has been consistent across the three years with approximately 7% reporting use.

Once data collection for the current wave has been completed, we will identify correlates of smartphone usage including gender, race/ethnicity, socioeconomic status, educational status, etc., break-offs, and time to completion. Use of QR codes will also be reported. This study will contribute to the emerging research on mobile technologies by assessing characteristics of participants who complete online surveys via smartphones.

Kathleen Egan is a Research Associate within the Department of Social Science and Health Policy at Wake Forest School of Medicine. Her research interests involve utilization and evaluation of strategies to prevent substance use problems in communities, with a focus on prescription drug abuse. She has been involved in conducting multiple surveys of youth and young adults, college students, community coalition members, and law enforcement personnel. Additionally, Ms. Egan is the Principal Investigator for a research study that evaluates the use of prescription drug disposal in Kentucky. Ms. Egan earned her Master of Science in clinical and population translational science at Wake Forest School of Medicine, and is currently working on her PhD in public health education at the University of North Carolina at Greensboro.

Notes:

Use of a Reimbursement to Increase Cooperation Rates on a Cellphone Sample Frame

Timothy Nesius, Marion Schultz, Marcus Berzofsky, Tamara Terry, Tim Sahr, Bo Lu, and Dakisha Locklear, RTI International, dlocklear@rti.org*

As more persons move to using cellphones for their sole or primary telephone source, survey methodologists need to increase the percentage of respondents that come from a cellphone frame. At the same time, in order to reduce cellphone costs, many cellphone users are moving away from the traditional contract-based service plan to more flexible plans that are based on a prepaid amount of minutes or pay-as-you-go arrangements (e.g., Tracfone). In states such as Ohio, it is estimated that approximately 36% of cellphone users are on such an alternative plan. Persons on these plans may be less likely to participate in a survey for fear of running out of monthly minutes that may result in extra costs for the respondent, thus potentially decreasing participation rates and requiring more telephone calls per completed interview. Moreover, prepaid cellphone plan respondents may be different than contract-based cellphone respondents both in terms of their demographics and the amount of effort it takes to recruit them into the study. While many surveys do not traditionally provide incentives or reimbursements for participation, the 2015 pilot study for the Ohio Medicaid Assessment Survey (OMAS), which included 300 cellphone respondents, experimented with a $10 reimbursement to determine if it offset some of these concerns. This presentation discusses the results of a split-sample experiment that tested if such a reimbursement: (1) increased cellphone participation by compensating for increased minutes an interview caused respondents; (2) reduced the average number of call attempts per completed interview to negate the cost of the incentive; (3) increased the proportion of respondents that are on alternative cellphone plans; and (4) increased the rate of response from impoverished families with a child in the household. The research on this aspect of cellphone reimbursement is limited and results will better inform operational planning decisions for future surveys.

Dakisha Locklear is a Project Supervisor in the Research Operations Center (ROC) at RTI International. She has 10 years of experience in managing large complex projects with multiple components. She has managed large ABS, RDD, postsecondary education, and social science projects. Her expertise includes planning survey projects, providing technical feedback, making recommendations regarding project training programs, and monitoring costs. She also is instrumental in the development and implementation of data collection protocols and procedures, sample management and case flow strategies, queue management, and testing of the computer-assisted telephone interview (CATI) and various instrumentation systems. She manages the project data collection workflow by assisting project leaders with the development of data collection protocols and procedures, sample management, and case flow strategies. She serves as the primary contact for data collection efforts in RTI's ROC.

Notes:

The Use of Electronic Incentives: The Increased Use of Electronic Incentives Evidences as a Viable Means of Reciprocity in Survey Research

Michael Prince, McKinlay Jeannis, Tamara Terry, Timothy Nesius, Adam Kaderabek, and Kimberly Peterson, RTI International, akaderabek@rti.org*

The use of monetary incentives is a common practice to increase respondent participation and reduce non-response in survey research. (Bailey, Lavrakas, Bennett, 2007). There are two types of monetary incentives; cash and cash equivalents (anything of value other than cash) that are predominantly provided to survey respondents. On a statewide health survey and a national education based population survey, RTI recently introduced the use of electronic incentives to survey participants that complete a telephone interview. Findings suggest that electronic incentives are becoming a more accepted form of compensation among respondents within certain socio-economic and demographic groups.

Our presentation seeks to:

(1) Determine if there are benefits and cost impacts to implementing an electronic incentive system

(2) Identify particular population demographics that currently are more likely to accept an electronic incentive

(3) Present findings on the distribution of electronic incentives in the form of gift codes within a statewide health survey

(4) Analyze disparities between acceptance and nonacceptance of electronic incentives.

Our findings suggest that electronic incentives are quickly becoming a viable way to incentivize survey respondents within many socio-economic and demographic groups. While most postpaid incentives have traditionally been issued in the form of check, we predict that electronic incentives with their immediacy should have nearly the same effect as "cash" thus potentially improving response rates.

Adam Kaderabek has a BA in sociology from the University of Wisconsin—Eau Claire and an AS in digital arts and multimedia from Rochester Community & Technical College. His professional interests include the use of technology in survey research and technological and media literacy as it relates to mass communication and social media. Adam has been working with RTI International for 1 year as a Survey Support Supervisor in Survey Fulfilment and Data Capture. Primary operations assist with both physical and electronic survey distribution and receipt with additional efforts to support field studies through the supply of study-related materials and logistics. He also leads the RTI incentive program for rewarding respondents for their participation, utilizing cash, checks, gift cards and electronic incentives.

Notes:

KEYNOTE ADDRESS Thursday, October 1, 12:15 to 1:15 p.m.

Public Understanding of Social Science and Why It Matters

Brian G. Southwell, PhD, RTI International, Duke University, and UNC-Chapel Hill, bsouthwell@rti.org

We live in a paradoxical moment in which social science results regularly enter into popular culture while at the same time specialized researchers working in various social science disciplinary areas are far from being widely known. Moreover, many people worry that sensationalized news headlines gloss over important details, that news coverage and social media content equate various studies that vary widely in study design quality, and that many of the most rigorous studies and thoughtful articles receive inadequate attention due to marketing insufficiencies on the part of the peer-reviewed outlets in which results initially appear. Scholars also worry that many policymakers and individual citizens based their decision-making not on optimal social science evidence but rather on other considerations. How did we get here? What might we do about it? A first step for us is to recognize the myriad constraints those attempting to popularize understanding of social science research face. We must better grasp the nature of the contemporary information landscape as well as audiences we would like to engage. We know news organizations tend toward certain types of reporting because of perceptions about what audiences want or can handle, that social diffusion among social networks tends to favor certain types of content, and that many academic outlets are out of reach structurally for many citizens. There are steps we can take to bridge these gaps, but they will require more effort from social scientists to engage public forums than we typically put forth.

Dr. Brian Southwell is Director of the Science in the Public Sphere Program in the Center for Communication Science at RTI International. He also is Research Professor (of mass communication) and Adjunct Associate Professor (of health behavior) at the University of North Carolina at Chapel Hill, as well as Adjunct Professor with Duke University's Energy Initiative. Southwell previously served for almost a decade at the University of Minnesota where he won the Motley Award for exemplary teaching. His award-winning contributions appear in more than 70 journal articles and chapters and, in 2013, Johns Hopkins University Press released his book *Social Networks and Popular Understanding of Science and Health*. He has served as senior editor and as editorial board member for 10 social science publication outlets and has co-edited two special issues. He also is host of a public radio show called The Measure of Everyday Life: Stories from Social Science, produced by WNCU (90.7 FM).

Notes:

PANEL SESSION 1 — Friday, October 2, 10:45 to 11:45 a.m.

Institutional Research Panel—Who We Are and What We Do

Institutional Research as a management function in higher education is a collection of activities designed to support the information and planning needs of the higher education community. Its scope of work—as with most businesses—depends on its size, resources, and focus. This panel will try to give you a flavor of the variety of issues facing IR offices from the varying perspectives of a large public research institution, a large community college, and a small private university. Each has different priorities, but each must provide the information and analyses needed by their institutions to stay competitive.

At a large public land-grant university like NC State, research is conducted in a complex regulatory environment characterized by burgeoning demand for high-quality, survey-based information in support of both institutional effectiveness initiatives and academic research interests. A key challenge is to ameliorate the impact of survey fatigue on the ability of the university and its constituent units to use survey data to provide sound metrics for accreditation, strategic planning, program evaluation, and learning assessment. The discussion will include a brief description of analyses we have conducted to evaluate the effect on participation and response rates as the office shifts to online and mobile delivery of data collection instruments to keep pace with campus information needs.

At a small private university like Methodist, we are frugal with our limited resources and focus our research on identifying potential programs, assessing the effectiveness of our programs, and providing analyses that give insight to our planning process. We engage in a mix of both external and internal survey research projects. We face similar challenges as our colleagues from the other sectors regarding obtaining quality data with a target population constantly bombarded by surveys and focus groups.

At a large urban community college like CPCC, the role of institutional research changed over the last ten years due to “data-driven” initiatives, the push for student success/completion, expectations that colleges will use data to demonstrate their accountability, and increased interest in longitudinal studies and data analytics. Less time is spent on compliance and more time on data analysis, cohort tracking, coordinating data teams, and participation in educational reform. The changing role of institutional research has often left managers without adequately trained staff and looking to fill positions for which there are few skilled applicants.

These varying perspectives will be discussed by a panel of IR professionals to give participants an introduction to IR as a research discipline with its unique measurement challenges and its distinctive audience for survey products and analytic results. Time will be available for Q&A with the presenters and session attendees.

Bobbie Frye has worked in institutional research for 14 years. She is currently the Director of Institutional Research at Central Piedmont Community College (CPCC). She conducts research within higher education in order to provide information that supports planning, policy formation and decision making. Bobbie also serves as IR consultant for CPCC's Center for Applied Research. Her current work involves developing and implementing an IR data-mart solution at community colleges across the country and in increasing the research capacity of IR in the community college sector. Bobbie earned a doctorate in education from North Carolina State University.

Michael D. Hadley has been in institutional research for21 years. He is currently the Director of the Office of Institutional Research and Effectiveness at Methodist University where he has been for the last 15 years. Before that he worked in institutional research at Coastal Carolina University (1997–2000) and Francis Marion University (1994–1997). He has a BS in political science and an MBA from East Carolina University.

Mary Lelik is currently Senior Vice Provost in the Office of Institutional Research and Planning at North Carolina State University. Prior to NC State, she served as Associate Vice Provost and Director of Institutional Research at the University of Illinois-Chicago. Mary is active in the Association for Institutional Research having served as both director and faculty of advanced practice institutes for the organization. She has presented and facilitated at national and regional institutional research and administrative computing technology conferences on a variety of topics including strategic enrollment management, organizational effectiveness, project management, and research design. Mary holds a doctorate in higher education and organizational change and her research interests include resource management methodologies in higher education and the role of the institutional research function in organizational self-learning.

Notes:

PANEL SESSION 2 — Friday, October 2, 12:45 to 2:15 p.m.

Hiring in Public Opinion Research

Nicole Jones began her career at SAS in 1997 after receiving her Master of Statistics and Operations Research from North Carolina State University. Currently, she is a Senior Manager of Analytics Testing at JMP, a business unit of SAS. She manages a team of analytics testers who validate statistical features, functionality, and usability of JMP and JMP Pro statistical discovery software. Nicole has worked in JMP Research and Development for almost 20 years advocating for quality in JMP products and processes.

Charles Knott is a senior director at RTI International. He is responsible for strategic planning, partnerships, and business development; identifying business opportunities; leading capture and proposal efforts; securing competitive funding; and implementing studies. Charles identifies new or adjacent business markets; meets with prospective clients; identifies strategic opportunities; leads complex research projects; mentors staff in project leadership; develops and implements strategic goals that improve survey research and business development activities; and leads and contributes to organization improvement efforts. He has 28 years of health research experience and is a certified Project Management Professional (PMP). One of his primary functions is serving as key senior technical advisor for the public health and survey operations resource matrix teams of transdisciplinary professionals managing health and survey research projects.

Jeff Scagnelli is a Research Manager in the Buy Behavioral Methods unit at Nielsen. He has been a research methodologist with Nielsen since 2005. In this time he has worked with a variety of qualitative and quantitative data collection techniques to both support existing Nielsen products as well as to develop new offerings for clients. His experience has spanned media, digital, consumer, and retail measurement. For the past few years, he has specialized in the effective use of emerging data collection techniques and technologies for hard to reach populations, with a focus on global services. He received his BA in applied sociology from the University of Tampa in 2005 and has been an AAPOR member since 2007.

Mark Schulman, PhD, is founding partner and Research Chief of Abt SRBI. His work has spanned market and public policy research for government, the media, foundations, transportation agencies, major corporations, and financial institutions. He was 2002-2003 president of the American Association for Public Opinion Research (AAPOR). He was AAPOR conference chair in 2000. He is a past president of the New York Chapter of AAPOR, receiving the chapter's 2004 Achievement Award. He has also served on the editorial board of Public Opinion Quarterly and as coeditor of the journal's Poll Review Section. Prior to cofounding SRBI, Schulman was senior vice president of Louis Harris and Associates. He has taught at several universities and directs all SRBI public opinion polling for *Time* magazine and other media.

Michelle Seifert has spent more than 25 years in various business development/sales and leadership roles. Her career has been primarily spent in some sector of healthcare, but most recently has focused on general business verticals. She possesses an understanding of the U.S.

healthcare delivery system, pharmaceutical and medical device development/lifecycle, domestic and global market research, electronic health/medical records, and general business markets. As Director of Sales for the Southeast and Mid-Atlantic at Survey Sampling International, she is responsible for a team of account executives in a region with $10 million in revenue. Michelle holds a BS in dietetics from Indiana University. She lives and works remotely from Greensboro, North Carolina, where she lives with her husband and son while her daughter attends Ole Miss in Oxford, Mississippi.

Bryan Shepard recently joined JMP as a Statistician Tester. He has over 10 years of applied quantitative research experience in a variety of industries, including consumer packaged goods and pharmaceutical marketing, health, higher education, and government research. He previously worked as a research methodologist and assistant project director at RTI International. Prior to that, he developed analytic solutions for the marketing, finance, and health industries for The Futures Company. He received his PhD from the University of Texas in 2007.

Christine Wilkerson is a Senior Manager HR Business Partner at RTI International. She has worked for RTI for over 13 years in Human Resources and has 20-plus years in the Human Resources field. Christine's role is a strategic HR partner to the Social, Statistical and Environmental Sciences group (SSES). She provides value-added support to a segment of the SSES group in many areas of HR. Christine has gained the support of her customers by providing sound consultative advice as well as excellent customer service. Christine has been instrumental to the HR team by acting as a liaison to the SSES group to ensure HR compliance; working collaboratively with all functions of HR to establish best practices within SSES; leading an HR team to streamline processes and policies for RTI including the ADA and separation processes and policies; and providing RTI-sponsored training as well as SSES-specific training to employees.

Notes: