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#SAPORSpeaks

43ND ANNUAL CONFERENCE

October 5-6<sup>th</sup>, 2023



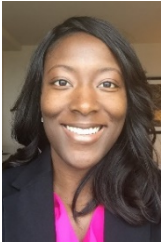
**H** can you  
**O** integrate  
**W** equity and  
inclusion into  
social science  
research?

**SURVEY SAYS...**  
**partner with our team.**

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## 2022-2023 EXECUTIVE OFFICERS



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## TIMES & EVENTS

<b>TIMES</b>	<b>THURSDAY, OCTOBER 5, 2023</b>
9:00am - 4:00pm	Registration Open
9:00am – 10:00am	Breakfast
9:00am - 9:45am	Social Time/SAPOR Candidate Conversations
9:45am - 10:00am	Welcome and Announcements
10:00am - 11:15am	Session 1 – Evaluating Innovative Methods
11:15am – 11:45am	Vendor Spotlight
11:45am - 1:00pm	Lunch and Keynote Address, Sunshine Hilygus, Professor of Political Science and Public Policy, Duke University
1:00pm - 2:15pm	Panel Discussion: Peter Francia (East Carolina University), David McLennan (Meredith College), and Jason Husser(Elon University)
2:15pm - 2:45pm	Refreshment Break/SAPOR Candidate Conversations
2:45pm - 3:15pm	AAPOR Membership and Chapter Relations
3:15pm - 4:30pm	Session 2 – Workforce Development
4:30pm - 5:00pm	Day 1 closeout
5:30pm - 7:30pm	Networking Event (Fullsteam at Boxyard)
<b>TIMES</b>	<b>FRIDAY, OCTOBER 6, 2023</b>
9:00am - 12:30pm	Registration Open
9:00am – 10:00am	Breakfast
10:00am - 10:45am	Vendor Spotlight
10:45am - 12:00pm	Session 3 – Data Collection Experiments
12:00pm - 12:30pm	Lunch
12:30pm - 1:30pm	Industry Discussion Time/Loud Tables
1:30pm - 2:00pm	Closing Remarks and New Officers Announced

# SCHEDULE

## THURSDAY, OCTOBER 5, 2023

\*Presenters noted with asterisk

### Registration Open

*9:00 a.m. – 4:00 p.m.*

### Breakfast

*9:00 a.m. – 10:00 a.m.*

### Social Time/SAPOR Candidate Conversations

*9:00 a.m. – 9:45 a.m.*

### Welcome and Announcements

*9:45 a.m. – 10:00 a.m.*

### Session 1 – Evaluating Innovative Methods

*10:00 a.m. – 11:15 a.m.*

- **Lessons Learned from Actual Use Studies to inform Premarket Tobacco Product Application (PMTA) submissions to the U.S. Food and Drug Administration (FDA)**

Stacey Bell\*, Jennifer Lyden, Michael Feehan, and Chris Freehauf, Cerner Enviza and Oracle Company

- **Web Data Collection: A Comparison of Web Follow-Up Letter Schedules**

David Waller\*, Amber Rumsey, RTI International

- **Conducting Impactful, yet Secure and Compliant, Virtual Qualitative Research for the U.S. Department of Defense**

Karl Feld\*, Eugene L Hill Jr., Victoria Leoni, Roddy Rasti, Andrew Roff

- **Using LLMs to Improve Data Quality in Open-Ended Survey Responses**

Max Allamong\*, Jongwoo Jeong, Paul Kellstedt, Duke University

**Chair:** Michele Pennington, RTI International

## SCHEDULE

**THURSDAY, OCTOBER 5, 2023**

### Vendor Spotlight

**11:15 a.m. – 11:45 a.m.**

### Lunch and Keynote Address

**11:45 a.m. – 1:00 p.m.**

- **Polling in a Time of Polarized Politics**

Sunshine Hilygus, PhD, Duke University

### Panel Discussion

**1:00 p.m. – 2:15 p.m.**

- **An Academic Look at Best Strategies for Survey Research in a Climate of Declining Public Trust**

Peter Francia, Ph.D., Director of the ECU Center for Survey Research, Professor of Political Science, East Carolina University

David McLennan, Ph.D., Professor of Political Science, Meredith College

Jason Husser, Ph.D., Associate Professor of Political Science, Elon University

**Chair:** Peter Francia, East Carolina University

### Refreshment Break/SAPOR Candidate Conversations

**2:15 p.m. – 2:45 p.m.**

### AAPOR Membership and Chapter Relations

**2:45 p.m. – 3:15 p.m.**

# SCHEDULE

## THURSDAY, OCTOBER 13, 2022

### Session 2 – Workforce Development

**3:15 p.m. – 4:30 p.m.**

- **Just to Confirm Evaluating the Reliability and Validity of Survey Questions on Sex and Gender**  
Harper Haynes\*, RTI International, Elise Christopher Ph.D., David Richards Ph.D., Maura Spiegelman Ph.D., National Center for Education Statistics
- **Building Quality Data Collection Teams**  
Jason Fiero\*, Lisa Ratzky RTI International
- **Unveiling the Potential of Hybrid Training Assessing the Impact on Field Interviewer Effectiveness**  
Michelle Pennington\*, Tina Vera, RTI International
- **Perceptions of coaching tailored to religious leaders A qualitative study**  
Glaucia Salgado\*, Rae Jean Proeschold-Bell, Duke Clergy Health Initiative

**Chair:** Jacob Lax, RTI International

### Day 1 Closeout

**4:30 p.m. – 5:00 p.m.**

### Social Networking Event: Fullsteam at Boxyard

**5:00 p.m. – 7:30 p.m.**

FullSteam at Boxyard RTP is located just a short walk across the office park from Frontier RTP.

900 Park Offices Dr

Research Triangle Park, NC 27703

## SCHEDULE

**FRIDAY, OCTOBER 6, 2023**

### Registration Open

**9:00 a.m. – 12:30 p.m.**

### Breakfast/SAPOR Candidate Conversations

**9:00 a.m. – 10:00 a.m.**

### Vendor Spotlight

**10:00 a.m. – 10:45 a.m.**

### Session 3 – Data Collection Experiments

**10:45 a.m. – 12:00 p.m.**

- **Assessing Email Communication Strategies Among North Carolina Manufacturing Firms**  
Jason Kosakow\*, Katrina Mullen, Federal Reserve Bank of Richmond
- **Managing Multiple Devices in a Field Study**  
Carson Hurt\*, Megan Waggy, Melissa Hobbs, Ariana Napier, Jerry Timbrook, Hannah Naehring, Cherese Parker, Sarah Dean, Brian J. Burke, Robert A. Hummer, and Allison E. Aiello, RTI International
- **Applying a Point Ranking System to Pharmacist Recommendations**  
Paul Johnson\*, Harris Poll
- **Are people really “busy” at work? Evaluating calling protocol and dialing times on RDD Cell Phone Samples**  
Silpa Sevakula\*, Randy ZuWallack, Thomas Brassell, ICF
- **Implementing Field Data Collection into Phase 2 of a 3-Phase Longitudinal Study**  
Kendrik Icenhour\*, David Alward, Lisa Carley-Baxter, RTI International

**Chair:** Jason Fiero, RTI International

# SCHEDULE

## FRIDAY, OCTOBER 14, 2022

### Lunch

*12:00 p.m. – 12:30 p.m.*

### Industry Discussion and LOUD Tables

*12:30 p.m. – 1:30 p.m.*

Each table will have a common problem, question, or issue we all face, and this gives us an opportunity to bring these discussions to each other. There will be 5 tables and we will spend 15 - 20 minutes at each table. There will be a virtual component available for virtual attendees.

Loud Table Topics:

- Hybrid Workforce/Training Interviewers
- Texting Respondents
- Experiences with Multi-mode Data Collection
- Contacting Strategies for Increasing Response Rates
- Let's Get Loud!/Open Discussion

**Moderator:** Ellen Causey, RTI International

**Virtual Moderator:** Paul Johnson, Harris Poll

### Closing Remarks and New Officers Announced

*1:30 p.m. – 2:00 p.m.*

# PRESENTATION ABSTRACTS

## SESSION 1 - Evaluating Innovative Methods

### Lessons Learned from Actual Use Studies to inform Premarket Tobacco Product Application (PMTA) submissions to the U.S. Food and Drug Administration (FDA)

Stacey Bell\*; Jennifer Lyden, Michael Feehan, and Chris Freehauf, Cerner Enviza an Oracle Company

Tobacco and nicotine product (TNP) use represents a continuum of risk, with combustible cigarettes presenting the greatest risk for mortality and morbidity. Transitioning consumers away from cigarettes is beneficial to public health and is a priority of the U.S. Food and Drug Administration (FDA). Manufacturers of potential reduced risk TNPs such as nicotine pouches, e-cigarettes, and heated tobacco products require marketing approval through Premarket Tobacco Product Applications (PMTAs) to the FDA prior to sale. In PMTA review, FDA requires scientific evidence that demonstrates the TNP is “appropriate for the protection of public health” and recommends data from actual use studies (AUS) to provide information on the use and potential misuse of the product.

Cerner Enviza has conducted multiple IRB-approved, open-label, prospective observational actual use studies that investigate how adult smokers use potential reduced risk TNPs (Study IP) over a predefined time period in real-life/naturalistic environments. In AUS, participants are surveyed during a baseline period to obtain current TNP use, followed by an observational period during which they are provided Study IP to use, or not use, at their discretion. Periodic interviews or surveys measure changes in consumption of combustible cigarettes and other TNP, in addition to usage patterns of the Study IP. In this presentation we will provide an overview of various AUS designs and data collection methodologies, along with high-level findings and discuss lessons learned in the implementation of such research.



**Stacey Bell** is an Evidence Generation Lead within the Clinical, Real-World Evidence division of Cerner Enviza, an Oracle company. In her role, Ms. Bell facilitates Regulatory and Safety studies and has more than 20 years of experience in managing

data collection for large research studies conducted in multiple modes. Ms. Bell holds a Master's degree in Sociology from North Carolina Central University.



**Jennifer Lyden** is a Senior Evidence Generation Lead within the Clinical, Real-World Evidence division of Cerner Enviza, an Oracle company. Ms. Lyden has more than 20 years of experience managing public health research. Ms. Lyden holds a Certificate in Core Public Health Concepts

and an MPH from UNC-Chapel Hill. She also obtained the Project Management Institute (PMI) Professional Project Management Professional (PMP) certification.

#### Notes:

# PRESENTATION ABSTRACTS

## SESSION 1 - Evaluating Innovative Methods

### Web Data Collection: A Comparison of Web Follow-Up Letter Schedules

David Waller\*, Amber Rumsey, RTI International

Large, national in person surveys have experienced declines in response rates and increases in costs in recent years. An increasing number of national surveys offer a second mode option as part of standard data collection to reach the growing number of respondents who will not or cannot participate in person. With the proliferation of internet access nationwide, a web-based option in particular provides sample members a convenient option to participate and can serve as a complement to other data collection modes like in-person or telephone. Respondents are typically sent a letter or email as an invitation to participate in the web-based version of the survey.

In this presentation we will discuss how varying the frequency and timing of mailings affects response rates and operation costs. We will begin with a literature review on follow up mailings and discuss project considerations when developing a reminder schedule. Our analysis compares the efficacy of the mailout schedules by looking at project needs, cost and response rate trends.



David Waller is a Research Education Analyst at RTI international where he has 13 years of survey data collection experience. David has managed mailout operations for several large nationally representative surveys. He is a graduate of North Carolina State University with a Bachelor of Arts in Political Science and a Masters of Public Administration. David lives in Raleigh North Carolina with his wife and 2 children. He enjoys spending time outdoors, working in his garden and spending time with his family.

**Notes:**

# PRESENTATION ABSTRACTS

## SESSION 1 - Evaluating Innovative Methods

### Conducting Impactful, yet Secure and Compliant, Virtual Qualitative Research for the U.S. Department of Defense

Karl Feld\*, Eugene L Hill Jr., Victoria Leoni, Roddy Rasti, Andrew Roff

Recent privacy and confidentiality methods research has focused on issues of qualitative participant protection in finite professional populations. Protection of the opinions and contributions of junior enlisted personnel in the U.S. DoD environment is particularly important because of the hierarchical nature of military culture. Research with DoD personnel is also complicated by global distances, regulatory requirements, budgetary constraints, organizational complexity, and the need for speed. Information security requirements compound this complexity. The Defense Media Activity (DMA) developed compliant, secure, and efficient methods to effectively protect the confidentiality of junior enlisted participants while rapidly recruiting and conducting focus groups with U.S. multi-service personnel worldwide. We proved these techniques while conducting 22 focus groups from South Korea to Italy with multi-service personnel between October and November 2022. New techniques proved the use of DoD-secured Microsoft products to deidentify participants, generate transcripts at no additional cost, and execute hybrid blending of virtual moderators with in-person participant groups. They also employed unique DoD incentives compliant with federal regulations. This research was conducted by Vistra Communications in the DMA's Data and Assessments Office and reported to DMA's Defense Information School. Results were successfully used by the school to respond to budgetary pressures, increased Service demand for training, and individual Service requirements reported from the field.



Karl brings 15+ years of business leadership and social science evaluation methods knowledge to his career as a customer success and applied data science executive. In his current role as a U.S. DoD SME for Analytics and Applied Research Methods, Karl uses his extensive experience applying data science, Six Sigma performance improvement principles, and global research expertise to evaluations and assessments which analyze enterprise and research data to identify solutions for business management problems and public policy issues. He focuses on strategic communications, media use, and performance evaluation in the 3Ds (public diplomacy, international development, defense public affairs/information operations) and healthcare spaces. Karl is also uniquely experienced at cross-cultural communications, directing cross-functional global teams to formulate and execute complex research and analysis designs, and analyzing and communicating sensitive, data-driven results. Karl holds an MA from Georgetown University's School of Foreign Services and is a certified Lean Six Sigma Black Belt. He is currently in dissertation for his PhD in Communication and Digital Media at North Carolina State University.

**Notes:**

# PRESENTATION ABSTRACTS

## SESSION 1 - Evaluating Innovative Methods

### Using LLMs to Improve Data Quality in Open-Ended Survey Responses

Maxwell Allamong\*, Jongwoo Jeong, Paul Kellstedt Duke University

Open-ended survey questions have been central to public opinion research for decades and are seeing a renewed interest as computing power has increased and as new text analytic methods have emerged. A major challenge in performing text analyses on open-ended responses is that the documents—especially if transcribed or collected through web surveys—often contain misspellings or typos that are not easily corrected in a reliable and systematic manner. This paper provides evidence that large language models (LLMs), specifically OpenAI’s GPT 3.5, can help to reduce this form of measurement error by correct misspellings and typos in open-ended surveys responses. We demonstrate the efficacy of this approach with responses from the 1984-2020 American National Election Studies about the things people ‘like’ and ‘dislike’ about the Democratic and Republican Parties. In comparing the original texts with the GPT-corrected texts, we explore how the corrections change the number of unique tokens, the number of single-use tokens, and the share of words identified as ‘neutral’ through sentiment analysis. Our findings point to LLMs as an effective and low-cost means of improving data quality of open-ended responses.



Max is a Postdoctoral Associate with the Duke Initiative on Survey Methodology and the [Polarization Lab at Duke](#) University. His research focuses on public opinion, survey methodology, and American political behavior, and uses a wide variety of quantitative approaches to answer substantive questions related to political polarization and disaffection. More information about Max’s work can be found [here](#).

**Notes:**

# Keynote Address

## Polling in a Time of Polarized Politics

Sunshine Hilygus, PhD, Duke University

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**Dr. D. Sunshine Hilygus** is Professor of Political Science and Public Policy, founding director of the Initiative on Survey Methodology at Duke University, and co-director of the Duke Polarization Lab. Her research on public opinion and survey methodology has been funded by the National Science Foundation and published in dozens of academic journal articles. She has also served on several efforts including for the Census Bureau, the American Statistical Association (ASA), and AAPOR. She holds a Ph.D. in political science from Stanford University and a B.A. from the University of Arkansas.

**Notes:**

## PANEL DISCUSSION

### Invited Panel

#### Career Panel Discussion - Experienced researchers in the industry sharing their experiences on obtaining research jobs.

Dr. Peter Francia, East Carolina University



**Dr. Peter L. Francia** is professor of political science and director of the Center for Survey Research at East Carolina University. He is the author of several academic books and articles on the subjects of campaign finance, interest groups, public opinion, and American elections.

David McLennan, Meredith College



**Dr. David McLennan** is currently a professor of political science at Meredith College. He has taught American Government, Campaigns and Elections, Political Leadership, Women in Politics and other courses at Texas Christian University, North Carolina State University, and William Peace University (formerly Peace College). A former political campaign consultant, McLennan's research expertise includes: the impact of negative advertising on political attitudes, image restoration for politicians in trouble, political polling methodology and barriers to women's electoral success. His research is widely published in academic and popular outlets and he frequently speaks on these and other issues.

Jason Husser, Elon University



**Dr. Jason Husser** is currently an associate professor of political science and policy studies and director of the Elon Poll at Elon University. He primarily researches American political behavior and survey methodology. Dr. Husser specializes in public opinion, campaigns and elections, polling, as well as North Carolina and southern politics.

**Moderator:** Peter Francia, East Carolina University

**Notes:**

## SESSION 2 – Workforce Development

### Just to Confirm Evaluating the Reliability and Validity of Survey Questions on Sex and Gender

Harper Haynes\*, RTI International, Dr. Elise Christopher, Dr. David Richards, and Dr. Maura Spiegelman, National Center for Education Statistics

Surveys may ask respondents to confirm responses to sex assigned at birth and gender to minimize response errors, which can lead to false categorization of cisgender respondents as gender minorities, inflate population estimates, and yield inaccurate conclusions about transgender individuals. However, probing respondents who report a gender that is different from their sex assigned at birth to confirm this pair of answers has the potential to single out transgender respondents. Asking the same confirmation of all respondents, including those who report the same answer for their sex and gender, does not necessarily reduce that stigma for transgender individuals as they would not know about survey questions administered to other respondents.

We evaluated the necessity of sex and gender confirmation questions in the NPSAS:24 field test by asking the confirmation separately after each question. The field test survey administered: 1) sex assigned at birth question, 2) confirmation of sex assigned at birth, 3) gender question, and 4) confirmation of gender. Respondents were reinterviewed 3 weeks later to confirm their responses. We assess how frequently respondents changed an answer, whether their responses indicate they are cisgender or transgender, and whether they provide the same responses during reinterview. These findings will provide evidence in the utility of confirmation, and specifically whether separate confirmations asked of all survey takers can increase data quality without stigmatizing gender minority respondents.

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Harper Haynes (he/him) is a research education analyst at RTI International, within the Center for Education – Data Integration. With a background in social science research and statistical analyses, Mr. Haynes conducts survey instrument design and analysis, data processing, variable construction, and documentation primarily on large scale postsecondary education studies on behalf of the Department of Education's National Center for Education Statistics.

#### Notes:

# PRESENTATION ABSTRACTS

## SESSION 2 – Workforce Development

### Building Quality Data Collection Teams

Jason Fiero\*, Lisa Ratzky, RTI International

A strong, diverse data collection team provides a culture that allows employees to feel empowered, recognized, and valuable which leads to higher production and overall success while increasing staff retention. Building and maintaining a diverse, quality data collection team not only improves production but also increases efficiency and morale. The steps to better, more efficient data collection teams begin with recruiting with an emphasis on the importance of diversity and the measurement of emotional intelligence (EQ) as a soft skill when making hire decisions. To increase retention after recruiting in 2022, our team began using specifically designed questions to measure applicant EQ. EQ is defined as the ability to understand, use, and manage your own emotions in a positive way to communicate effectively, empathize with others, overcome challenges, and defuse conflict.

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Jason is a Research Data Collection Specialist with 20+ years' experience in leading data collection efforts across multiple projects including household, institutional, and educational studies. His responsibilities include survey design, management, data quality, recruiting and training development.

**Notes:**

# PRESENTATION ABSTRACTS

## SESSION 2 – Workforce Development

### Unveiling the Potential of Hybrid Training Assessing the Impact on Field Interviewer Effectiveness

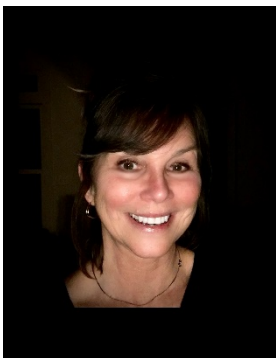
Michelle Pennington\*, Tina Vera, RTI International

Amid the dynamic landscape of modernized training methods, virtual training has gained prominence and emerged as a catalyst for reshaping conventional learning practices (Anderson et al., 2021). The core features of virtual training—flexibility, convenience, and cost-effectiveness—have been closely examined. Yet, a comprehensive exploration of its impact on acquiring project protocols, procedural knowledge, and instrument proficiency merits crucial considerations and analysis (Gross et al., 2022).

A drawback of virtual training is the potential to hinder personalized attention and the trainer's ability to monitor field interviewers closely, particularly in complex instrument interaction and procedural adherence (Singh et al., 2021). While virtual learning offers advantages, the necessity for in-person training to foster hands-on proficiency and interpersonal skills, while equipping Field Interviewers with competencies necessary for face-to-face interactions with respondents, becomes evident.

In pursuit of optimal training outcomes and cost management, researchers may adopt a hybrid approach that integrates online, virtual, and in-person training. It's important to consider that the virtual learning environment may inadvertently create a passive learning atmosphere for field interviewers, affecting their professionalism and perception of training significance. This incites a need to assess the effectiveness and engagement of such methods.

This presentation explores challenges in reintroducing in-person training for field interviewers and the rise of hybrid learning. We will examine the preparation, challenges, outcomes, and lessons learned from in-person training reintegration, and contrast larger and smaller classroom settings.



Michele Pennington is a Regional Supervisor in the Data Practice Area with RTI International. Prior to joining RTI over 6 years ago, Michele has multiple decades of corporate experience in marketing communications, public relations, & business development in global packaging, Healthcare R&D, and wellness industries.

Michele claims that becoming a professional field interviewer, after retirement, was the best job she has ever had largely due to the extraordinary interactions with study respondents, who changed her life for the better, with a lasting impact for many years to come. Michele, and her husband Leon, reside in the beautiful Lowcountry & spectacular Sea Islands, along the coast of Beaufort, SC. They welcome you to visit, relax, and enjoy if you are ever in the area.

**Notes:**

# PRESENTATION ABSTRACTS

## SESSION 2 – Workforce Development

### Perceptions of coaching tailored to religious leaders A qualitative study

Glaucia Salgado\*, Rae Jean Proeschold-Bell, Duke Clergy Health Initiative

**Background and Objective:** Clergy and other religious leaders face high demands at work due to intense working hours, high demands from congregation members, and limited time for self-care. To help with such demands, some clergy turn to coaching session interventions hoping to get support for their work challenges. Although somewhat controversial, coaching outside the religious environment is viewed as a highly effective way to help people deal with stressful situations and achieve positive results. The Duke Clergy Health Initiative identified that one-third (31%) of religious leaders serving in the United Methodist Church participate in coaching interventions. However, little is known about the perceptions of these interventions among its participants. This study aimed to understand the perceptions of clergy who participate in coaching sessions in the United Methodist Church using qualitative inquiry. **Method:** We recruited clergy currently serving the United Methodist Church in North Carolina and who had accessed the Passion in Partnership (PIP) coaching model (approach tailored to clergy's professional context). We conducted individual semi-structured interviews. Interviews were audio recorded and transcripts entered into NVivo software. Emerging themes were identified and subsequently analyzed inductively. **Results:** Nine participants were interviewed. Four were male, 5 female, x white, and x Black). Participants felt that coaching sessions had a positive effect on personal and professional levels. At the personal level, coaching was perceived to lower anxiety, provide coping tools, and help clergy "feel like a real person." At the professional level, participants reported that coaching offered a set of useful skills to navigate church conflicts, increased self-confidence and leadership skills, and fostered a sense of accomplishment. No negative outcomes were reported. **Conclusion:** Coaching tailored to clergy's professional context was helpful to participants because it provided a perspective from someone who understands and has experience in the religious context, and at the same time, provided an opportunity to receive guidance and feel heard.



Glaucia Salgado (she/her/hers) is a research analyst working at Duke Clergy Health Initiative. She holds a Master of Arts degree in Gerontology from Simon Fraser University, Vancouver, Canada and a Master of Science degree in Global Health at Duke University. Her work is focused on physical and mental health promotion and disease prevention in a variety of population groups.

She has presented and published her work in different conferences and journals around the Globe including the United States, Canada, England, and Brazil and has received a thesis award for her thesis on Neighbourhood Houses and mental health promotion of older adult immigrants in Canada.

**Notes:**

# PRESENTATION ABSTRACTS

## SESSION 3 – Data Collection Experiments

### Assessing Email Communication Strategies Among North Carolina Manufacturing Firms

Jason Kosakow\*, Katrina Mullen, Federal Reserve Bank of Richmond

The Federal Reserve Bank of Richmond, like many other institutions, uses email to solicit participation for its online survey panel of businesses. To better understand how to communicate our surveys to businesses, the Bank conducts email experiments to analyze which emails yield the highest open and conversion rates. The Federal Reserve Bank of Richmond has been working on a new communication framework grounded in the benefits businesses gain from being a member of our survey panel. This research assesses how different communication strategies affect a businesses' willingness to open an email and ultimately decide to join a business survey panel.



Jason Kosakow is the Federal Reserve Bank of Richmond's Survey Director and oversees survey research on regional economic issues, coordinates the production of the manufacturing and service-sector business surveys, publishes content on regional economic issues and manages custom survey research efforts.

**Notes:**

# PRESENTATION ABSTRACTS

## SESSION 3 – Data Collection Experiments

### Managing Multiple Devices in a Field Study

Carson Hurt\*, Megan Waggy, Melissa Hobbs, Ariana Napier, Jerry Timbrook, Hannah Naehring, Chereese Parker, Sarah Dean, Brian J. Burke, Robert A. Hummer, and Allison E. Aiello

The *National Longitudinal Study of Adolescent to Adult Health* (Add Health) gathers nationally-representative data critical to understanding health disparities among Americans as they move through life. Sample members have participated in up to six waves of data collection by providing survey and biological data. Wave VI has expanded the design to collect cognitive, physical, and sensory functioning data from a portion of sample members in addition to the standard self-report measures and biological data.

In partnership with the Carolina Population Center (CPC) at the University of North Carolina at Chapel Hill and the Columbia Aging Center (CAC) at Columbia University, RTI International launched a pilot of the Wave VI interview in two states to evaluate the administration of ten cognitive, physical, and sensory tests. 262 sample members were invited to complete an in-person interview including a survey and tests measuring cognitive function, physical function, hearing, vision, and olfactory senses. These tests require two separate tablets, a laptop computer, a tape measure, a dynamometer, headphones, and a booklet.

This presentation provides an overview of conducting a complex interview and sequence of tests that requires multiple devices by analyzing procurement logistics, interviewer training requirements, ease of use in the field, and interview timing data. We also present interviewer- and respondent-reported complexities regarding use of the equipment. Results of this analysis will inform the Add Health Wave VI interview protocol to be implemented nationwide in 2024 and will offer helpful considerations for other field studies planning to implement these types of tests.



Carson Hurt is a Survey Specialist at RTI International in Research Triangle Park, North Carolina where he supports data collection efforts across both institutional and household surveys. Carson's primary roles include data quality monitoring, managing survey mailing logistics, and field interviewer training. During his tenure at RTI International, he has supported multiple large data collection efforts including Add Health, the Annual Surveys of Probation and Parole (ASPP) and the National Post-Acute and Long-term Care Study (NPALS). Carson holds a Bachelor of Arts degree in Public Policy and Political Science from the University of North Carolina at Chapel Hill.

#### Notes:

# PRESENTATION ABSTRACTS

## SESSION 3 – Data Collection Experiments

### Applying a Point Ranking System to Pharmacist Recommendations

Paul Johnson\*, Harris Poll

One important responsibility of media publication is to help inform the public, especially in the health care space. While there are multiple ways to find the “most recommended” brand to help inform consumers, some methods are more robust to smaller sample sizes or in a diverse product set. Historically US News & World Report has measured OTC medicine recommendations from pharmacists with a single select question for each category. However, they were not getting enough differentiation to gain statistical significance, especially as they had a limited sample (350 pharmacists) and a ton of categories (over 80 of them). We show how a transition to a ranking question with points assigned for each rank can lead to greater statistical differences found. We also look at how to communicate this more complicated process in a way that the common person can understand. Those who hear our presentation should be able to learn:

- Difference in the single select to Rank Top 3 question to capture more information per person
- How to use a points system to take the ranking question and summarize it into a single metric
- How to communicate the point ranking system to the public to help them make informed decisions



Paul graduated from BYU with a M.S. in Statistics. He spent 15 years working in market research with a wide variety of experience including phone surveys, online surveys, and passively collected data. He loves finding innovative ways to combine behavioral and survey data with a specialty in discrete choice models. He has volunteered and served on committees in AAPOR at both the local and regional level. His research efforts have been featured at AAPOR, ESOMAR, ARF, Insights Association, and Sawtooth conferences. He is most proud of his wife and two sons and loves playing games with them.

#### Notes:

# PRESENTATION ABSTRACTS

## SESSION 3 – Data Collection Experiments

### Are people really “busy” at work? Evaluating calling protocol and dialing times on RDD Cell Phone Samples

Silpa Sevakula\*, Randy ZuWallack, Thomas Brassell, ICF International

A strategy for reaching survey respondents by telephone is to make multiple attempts on various days and times. The Behavioral Risk Factor Surveillance Survey (BRFSS) protocol for cell phones includes a maximum number of 6 attempts if no contact is made and calling attempts should be increased to 8 if contact is made. Past research on the best call times for cell phone surveys suggests that success of a completed interview is highest on weekdays. There may be confounding factors for the higher success on weekdays. To examine success rates, we conducted an experiment with three conditions: first three calls during weekday, first three calls during evening, and first three calls during weekend. While rotating calls across multiple time-periods is considered best practice to maximize contact success, testing these three extremes improved understanding of the best times to make attempts. The experiment was conducted with 3 ICF states' conducting the BRFSS. Our analysis includes survey success rates and differences in demographic populations across the conditions. We found the daytime extreme had higher completion rates in two states while the weekend extreme had higher success in the third state. All performed worse than a balanced protocol rotating over multiple day parts. Few demographic differences were present between extremes, with males being easier and older adults harder to reach in the weeknights. Results from the pilot confirmed that rotating calls over different days and daypart times is best practice. Dialing protocols should consider increasing daytime and potentially weekend attempts to increase efficiency.



Mrs. Sevakula has 11 years of experience in the area of Survey Research Data Collection. Her expertise include the areas of CATI performance and testing, quality metrics, and data analysis. Her experience includes vast duties in creating and QCing contact materials, project trainings, instrument testing/deployment, and helping facilitate call center and project team working relationships.

**Notes:**

# PRESENTATION ABSTRACTS

## SESSION 3 – Data Collection Experiments

### Implementing Field Data Collection into Phase 2 of a 3-Phase Longitudinal Study

Kendrik Icenhour\*, David Alward Lisa Carley-Baxter, RTI International

The Michigan PFAS Exposure and Health Study (MiPEHS) is a three-phase longitudinal study that researches the association between PFAS exposures via drinking water and health in two Michigan communities. Participants complete questionnaires and provide anthropometric measurements and blood specimens, across three separate office visits that occur every other year beginning in 2020. Phase 1 recruitment included an array of mailings, outbound computer-assisted telephone interviewing (CATI) calls, community events, and social media advertisements. Prior to MiPEHS Phase 2, the decision was made to implement a field data collection component to bolster participation rates of returning Phase 1 participants who were Phase 2 nonrespondents (n=224 households). As a result, 129 households (58%) enrolled in the study, representing 202 individuals scheduling study office appointments.

This presentation covers: (1) how field implementation supplemented traditional MiPEHS data collection efforts, (2) challenges faced while adding field efforts into an established web/mail survey, and (3) how successful field efforts influenced methodological changes on another, similar study.



Kendrik Icenhour (he/him) is a Research Survey Specialist in RTI's Survey Research Division. His work as a Survey Specialist focuses on water contamination and chemical exposure surveys. In his work, he is responsible for designing survey instruments, developing trainings, and managing field interviewers.

**Notes:**

# JAMES W. PROTHRO STUDENT PAPER COMPETITION WINNER

## Does Loneliness Matter to Political Participation?

Suhyen Bae, Duke University

Loneliness has received limited attention in political science research despite the growing policy salience on the loneliness epidemic, as recognized by the U.S. Surgeon General. This paper explores the role of loneliness in politics by examining its relationship with political participation. Building on Langenkamp's (2021b) framework, which was tested in the European context, this study extends its application to examine the association between loneliness and political participation in the U.S. for the first time. Langenkamp proposes that lonely individuals are less likely to participate in individually based acts while more likely to engage in socially based acts that provide more opportunities for social interaction, such as attending protests or working for a campaign. Analyzing multiple large-scale surveys that include measures of loneliness and a variety of political participation measures, I find mixed results regarding the connection between loneliness and voting in the U.S. context. However, consistently positive relationships are observed between loneliness and other forms of political participation. Notably, the study finds robust evidence supporting the positive association between loneliness and engaging in protests, as well as loneliness and making donations. The magnitude of the loneliness coefficient is comparable to that of social interaction, emphasizing the importance of considering loneliness as a significant factor in political behavior. To shed light on these divergent findings, I conclude with suggestions on exploring political attitudinal variables, including political efficacy, trust, and satisfaction with democracy, as potential mechanisms driving the relationship between loneliness and political participation.

The Odum Institute for Research in Social Science at UNC-Chapel Hill sponsors the **2023 James W. Prothro Student Paper Competition in conjunction with the Southern Association for Public Opinion Research (SAPOR) conference**, and recognizes excellence in student-authored research related to public opinion and survey research, broadly defined. The call for papers is announced along with the SAPOR conference announcement each year. From the papers submitted, one winner and as many honorable mentions as appropriate may be selected for presentation at the 2023 SAPOR Conference. A \$250 award is given to the best student paper. The competition is named in honor of the late Dr. James W. Prothro, the noted political scientist who served as director of the Odum Institute from 1967 to 1973.

## ACKNOWLEDGEMENTS

### Thank you so much to our 2023 volunteers!

Ellen Causey, RTI International

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Paul Johnson, Harris Poll

Adam Kaderabek, ICF

Jacob Lax, RTI International

Michele Pennington, RTI International

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SAPOR also extends a special thank you to NPC who was not only a Gold sponsor this year, but also provided sponsorship for 10 students to attend this year's conference. Thank you, NPC, for your ongoing support of SAPOR's commitment to creating a forum for future researchers to learn and grow.

Additionally, we'd also like to thank the Odum Institute's commitment to supporting the James W. Prothro Student Paper Competition for the SAPOR conference.

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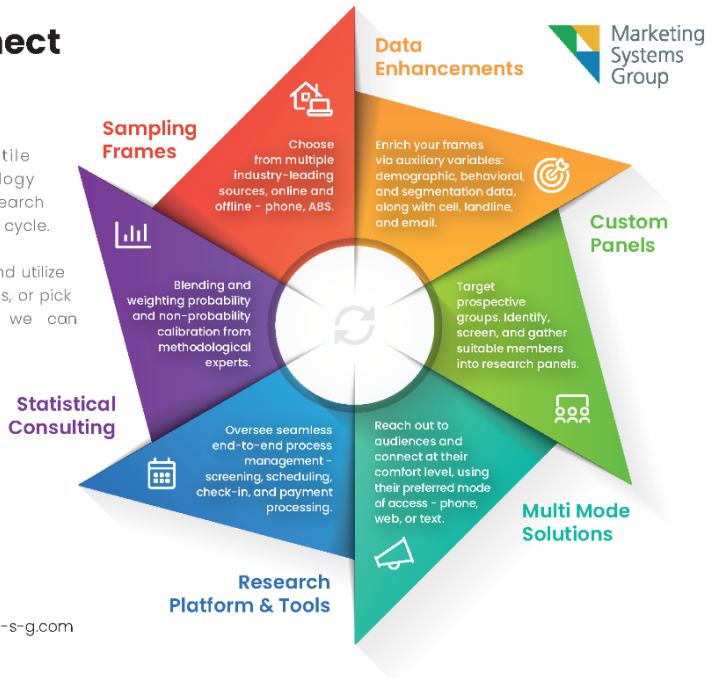
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