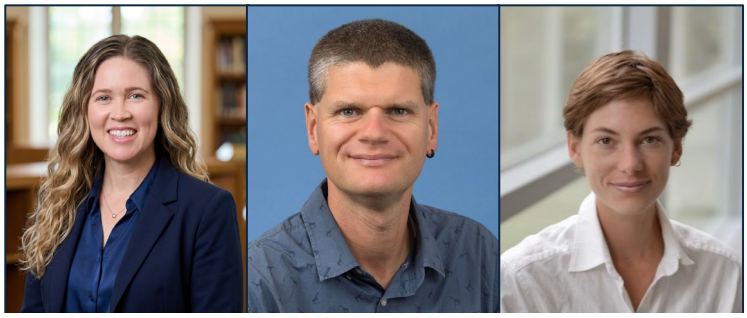
Thank You for a Great 2026 SAPOR Conference!

Thank you to everyone who joined us for SAPOR's 46th Annual Conference on November 5–6! This year's conference brought together 54 attendees representing 35 organizations for two days of research, discussion, networking, and more than a little fun.

With 22 submitted presentations, two special organized sessions, an outstanding keynote, and strong participation from students and researchers across the region, this year's program really reflected the breadth of work happening across the SAPOR community. The conference program spanned survey methodology, public opinion, health research, emerging technologies, mixed methods, data collection, and much more.

Conference Highlights

We opened Thursday with a featured session on **Eye Tracking Research and Applications**, bringing together Nikki Sullivan, Ian Krajbich, and Libby Jenke to explore how eye tracking can help researchers better understand attention, information processing, decision-making, and survey response behavior.



From left to right: Dr. Nikki Sullivan, Dr. Ian Krajbich, Dr. Libby Jenke

Friday featured our virtual keynote from Frauke Kreuter, **"The Future of Survey Methodology and Data Science."** Dr. Kreuter shared her perspective on where our field is headed as survey research increasingly intersects with data science, emerging technologies, new data sources, and new approaches to data integration.



Dr. Frauke Kreuter

The afternoon continued with our invited **Mixed-Methods Research Panel**, moderated by Doug Currivan and featuring Jessica Sperling, Myia Welsh, Lena Stevens, and Lindsey Hendren. The panel focused on the practical opportunities and challenges of integrating quantitative and qualitative approaches in mixed-methods research.



From left to right: Dr. Doug Currivan, Dr. Jessica Sperling, Myia Welsh, MSW, Dr. Lena Stevens, Dr. Lindsey Hendren

A huge thank you to all of our presenters, session chairs, panelists, and attendees who made the program possible!

Celebrating Our Student Scholars

This year's James W. Prothro Student Paper Competition drew 13 submissions, and we were thrilled to feature this year's winners and honorable mentions during our Student Scholars session.



Qualitative Paper Winner
Anna Shelton-Ormond,
University of North Carolina at Chapel Hill
"Justifying 'Old Elitism' as Meritocratic: Neutralizing the Institution and Sentimentalizing Membership Among White Debutante Ball Participants"



Quantitative Paper Winner
Anthony Garove,
University of Maryland
"Comparing Error in Estimates of Election Turnout Across Modes Using Official Voter Records: Live-Text Versus Web Surveys"

Congratulations to Anna and Anthony, as well as our two honorable mentions, Yolanda Yang (Qualitative Honorable Mention), and Marc Etter (Quantitative Honorable Mention).

We also owe a very special thank you to Dave Roe for serving as this year's James W. Prothro Student Paper Competition Chair, and to Luna Vanaman at the UNC Odum Institute for Research in Social Science for her support in organizing the competition on behalf of the Odum Institute.

Connecting Beyond the Conference Room

Of course, SAPOR has always been about more than presentations.

Thursday evening, we headed to Topgolf for our first networking event, with some attendees keeping the evening going afterward with go-kart racing. We closed out the conference Friday evening with another great



gathering at Mez Contemporary Mexican. Both events gave attendees a chance to catch up with longtime colleagues, meet new people, and continue conversations from the conference in a much more relaxed setting. The two official networking events were part of the conference schedule.

A Special Thank You to Shane Trahan



During the Topgolf event SAPOR also recognized Shane Trahan for an incredible **15 years of service as SAPOR's webmaster**!

Fifteen years of volunteer service to an organization like SAPOR represents a tremendous commitment. Shane has helped maintain an important part of SAPOR's connection to its members and the broader research community through years of conferences, leadership transitions, and organizational growth.

Shane, thank you for everything you've done for SAPOR.

Welcome to the 2027 SAPOR Council

As we close out 2026, we're also excited to welcome SAPOR's incoming 2027 Council:

- **President:** Stacey Bell
- **Vice President:** Mechelle Timmons
- **Secretary-Treasurer:** Brandon Marsh
- **Vice Secretary-Treasurer:** Emily McLaughlin
- **Conference Chair:** Emily Hitchner
- **Vice Conference Chair:** Martha Ryals
- **Communications Chair:** Paul Johnson
- **Past President:** Adam Kaderabek
- **Past Conference Chair:** Ilia Richey-Plunkett



From left to right: Ilia Richey-Plunkett, Martha Ryals, Emily Hitchner, Adam Kaderabek, Stacey Bell, Emily McLaughlin, Brandon Marsh, Mechelle Timmons, and Paul Johnson

Thank You to Our 2026 Sponsors

This year's conference was supported by 11 sponsors, and their support helped make everything from student participation and meals to our social events and printed conference materials possible.



Thank you to NPC, ICF, Miravoice, EveryAnswer, Survey 160, Survey Tester, Marketing Systems Group, ReconMR & Siena Research Institute, Noor in Research, UNC Odum Institute for Research in Social Science, and DocuSource of NC!

We are incredibly grateful for their continued investment in SAPOR and in the survey and public opinion research community.

Until Next Year

The 2026 conference was a reminder of what makes SAPOR special: strong research, an engaged community, opportunities for students and established researchers to learn from one another, and plenty of time to build relationships beyond the formal program.

Thank you again to **everyone who presented, attended, sponsored, volunteered, organized, moderated, reviewed student papers, or otherwise helped make this year's conference possible.**

We hope to see you again in 2027!