

# SAPOR NEWS

JANUARY 2010

SOUTHERN ASSOCIATION OF PUBLIC OPINION RESEARCH

## LETTER FROM THE PRESIDENT

### INSIDE THIS ISSUE:

**LETTER FROM  
THE PRESIDENT** 1

**2009 ANNUAL  
CONFERENCE** 2

**2ND ANNUAL  
MID YEAR EVENT  
IN ATLANTA, GA  
MARCH 25TH  
2010** 3

**CALL FOR  
PAPERS** 4

**CHECK OUT THE  
NEW WEBSITE!!!** 4

**WE WANT TO  
HEAR FROM  
YOU!** 4

**AAPOR REACHES  
OUT TO OUR  
SAPOR CHAPTER** 5

**NEW SAPOR  
OFFICERS** 6

**CONTACT US** 6



Greetings, SAPOR Members!

2010 will mark 32 years since SAPOR was first accepted as a regional chapter of AAPOR. Our members come from private, public, non-profit and government organizations and all have a dedication to furthering the field of survey research. This year SAPOR invites our members to take stock of the past decade's advancements and developments in the field of public opinion and survey research. Our theme for the year, *A Decade in Review*, is intended to facilitate review of societal trends of the last decade as revealed by public opinion and survey research and to identify the key methodological developments that have shaped our research during this time. This theme will shape both our Annual Mid-Year Event and our Annual Conference.

Our 2nd Annual Mid-Year Event will be held in Atlanta, Georgia on Thursday March 25, 2010. The event will include a short course; a cocktail reception featuring an open bar, hors d'oeuvres, and musical entertainment; and a keynote speaker. In keeping with this year's theme, Dr. Mario Callegero will provide a keynote speech entitled, "The decade's most important methodological advances in survey research". Dr. Mansour Fahimi will discuss one of these advances in detail in a short course entitled, "Address-Based Sampling: Merits, Design & Implementation, and Review of Case Studies". For more information about this exciting event, please see page 3 of this newsletter.

Our 29<sup>th</sup> Annual Conference will be held in Raleigh, North Carolina in October, 2010. Look for the call for papers and further details about the event to come out this spring!

With the New Year, we are also launching a new SAPOR website! We invite you to visit <http://southernassociationforpublicopinionresearch.org/> to learn more about SAPOR.

Finally, in 2010 SAPOR is creating a new online journal, *The Journal of the Southern Association for Public Opinion Research*, which will include selected papers from SAPOR's annual conferences along with original materials commissioned by the editorial staff. See page 4 of this newsletter for the call for papers.

The SAPOR Executive Council looks forward to an active year with our members!

Best Wishes,

Kristine Fahrney

2009-2010 SAPOR President

## 2009 ANNUAL SAPOR CONFERENCE

Below is a brief recap of what we thought the highlights were from the conference. First of all, Lauren Cohen, the 2009 Conference Chair and current Vice President, went above and beyond the call of duty in organizing our conference, as did the Conference Vice-Chair, Emily Geisen, and the conference volunteers. Many, many thanks to them!

The conference began with a very engaging short course by Dr. Mark West from UNC Asheville. His short course, Practical Content Analysis for Survey Research, was as informative as Mark was entertaining! Who knew there would be singing and dancing so early in the morning? The presentations at the conference were also engaging and provided timely and actionable information for SAPOR members to take back to their organizations. Our panel discussion, Is the Future of Survey Research Virtual?, started our evening on a lively note. The panel discussants enjoyed being in the hot seat and showcasing a (possibly) new frontier in Survey Research.

As we began our evening activities with the social hour we were pleased to see so many SAPOR members chatting and networking with both old and new colleagues. That truly is one of the best parts about being a member of SAPOR – the people. We were very fortunate to have Dr. Christopher J. Ruhm as our keynote speaker and we think many of us were very interested in his presentation on the often-positive impacts of a bad economy on health outcomes.

We especially want to take a moment to thank our sponsors for the 2009 annual conference. Given the very tough economic conditions with which we faced, and continue to face, we are really grateful for the kindness and support of our sponsors. We'd like to thank RTI and Carl Vinson Institute of Government, both platinum level sponsors, for their dedication to SAPOR. Additionally, SAPOR was pleased to have a new sponsor this year at the gold level, Avar Consulting, with whom we hope to establish a long relationship. Because of our sponsors we are able to offer a high-quality professional conference while trying to minimize the cost to our members. Also, thank you to Mark West who not only taught our short course but also donated the dinner wine in memory of his late mother.

The excitement, dedication, and energy that our SAPOR members brought to the 2009 annual conference can only mean that good things are to come for SAPOR in 2010. We hope to see you all at the mid-year event this spring or the annual conference in the fall. The best is yet to come!

Our  
Mid-Year  
Conference  
will feature

Short Course  
Presenter

Mansour  
Fahimi,  
Ph.D.

And

Keynote  
Speaker

Mario  
Callegero,  
Ph.D.



**\* 2<sup>ND</sup> ANNUAL MID-YEAR EVENT IN ATLANTA, GA \*  
MARCH 25TH 2010**

This year, SAPOR will hold its 2<sup>nd</sup> Annual Mid-Year Event on Thursday, March 25, at the Sheraton Atlanta Hotel in downtown Atlanta, Georgia. A short course will be presented from 2:00–5:00 p.m. A cocktail reception will follow from 5:00–6:00 p.m., featuring an open bar, hors d'oeuvres, and musical entertainment; and a keynote speaker will discuss the decade's most important methodological advances in survey research from 6:00–7:00 p.m.

**\* SHORT COURSE \***

*Address-Based Sampling: Merits, Design and Implementation, and Review of Case Studies*

Mansour Fahimi, Ph.D., Vice President of Statistical Research Services, Marketing Systems Group

Increasingly, researchers are adopting address based sampling (ABS) methodologies to reach the general public for survey administration and related commercial applications. During this short course, we will examine some of the key reasons for this emerging trend, discuss advantages and disadvantages of ABS, evaluate the computerized delivery sequence (CDS) file of the U.S. Postal Service for construction of sampling frames, and review a number of recent studies that have relied on ABS for sampling and survey administration. Moreover, enhancements of the CDS will be discussed.

**Who Should Attend This Short Course:** Researchers who deal with studies where complete coverage and proper representation of the target population are among non-negotiable features of a sample design, researchers looking for innovative sampling alternatives to improve coverage and response rates by employing multi-mode data collection methods, and all other researchers and students who want to stay abreast of the latest developments in survey research.

**\* KEYNOTE ADDRESS \***

*The Decade's Most Important Methodological Advances in Survey Research*

Mario Callegaro, Ph.D., Survey Research Scientist, Quantitative Marketing Team, Google, Inc.

During the past 10 years, the field of survey research has been transformed by a number of important methodological advances. It is no coincidence that during this time, three U.S. university programs established a Ph.D. in survey research, subsequently graduating 20–25 students with doctorates in survey research, and publications in survey research flourished with the introduction of new journals and many new books printed nationally and internationally. In this talk, Dr. Callegaro will offer a critical review of the decade's most important advances in survey research, providing a look at what the next decade might hold, with particular emphasis on the theoretical aspects of survey methods.

**\* REGISTRATION \***

To register for this event, please visit the SAPOR website at  
[http://southernassociationforpublicopinionresearch.org/Registration\\_Open.htm](http://southernassociationforpublicopinionresearch.org/Registration_Open.htm)

<http://www.southernassociationforpublicopinionresearch.org/>



## CALL FOR PAPERS

The Journal of the Southern Association for Public Opinion Research, a new annual online scholarly journal published by the Southern Association for Public Opinion Research, is now seeking papers for our first volume to be published in the fall of 2010. The Proceedings is dedicated to publishing selected material presented at the Association's annual conference along with original materials commissioned by the editorial staff.

### *Submission Process*

All submissions should include a cover letter that contains your name, phone number, email address, and the title of your work. All submissions should be submitted in APA format with a standard 12 pt font. Illustrations and graphs should be camera-ready and in EPS or JPG format. Please do not include your name on the manuscript itself as it will be reviewed by a blind peer-review panel. Manuscripts themselves will not be returned. The deadline for submissions is March 1, 2010.

Email papers and cover letters as separate Word attachments to: Mark West, Editor, JSAPOR, at [west@unca.edu](mailto:west@unca.edu).

Please direct all questions to the editor, Mark West, at [west@unca.edu](mailto:west@unca.edu)

## CHECK OUT THE NEW WEBSITE!!!

We have recently moved our website to a new location and will soon be incorporating such features as online payments, collaboration through forums, calendars and much much more!!! Online Registration to the Mid-Year Event is now available and we look forward to seeing all of you in Atlanta. Information will be posted soon so check the website often for updates and new features. If you have any comments, suggestions or questions about the website please contact Shane Trahan at [srt@rti.org](mailto:srt@rti.org). Come check us out!!!

<http://southernassociationforpublicopinionresearch.org/>

## WE WANT TO HEAR FROM YOU!

We want to know what you are doing! Whether it is teaching a class, writing a book or serving on a committee, we are interested in what SAPOR members are involved in and want to share this information with the rest of SAPOR. If you have something to share with SAPOR, please e-mail Stephanie Stolzenberg at [sjstolz@rti.org](mailto:sjstolz@rti.org). We look forward to hearing what members are involved in!

<http://www.southernassociationforpublicopinionresearch.org/>

## AAPOR REACHES OUT TO OUR SAPOR CHAPTER

**Nancy Whelchel, AAPOR Membership & Chapter Relations Chair**



On behalf of AAPOR, and in particular Membership and Chapter Relations (MCR), I want to thank SAPOR for inviting me to talk with you a bit about AAPOR during the annual meeting in October. One of the primary goals of MCR is to strengthen the relationship between our regional Chapters and the National organization. Having some actual face time is a great way to learn more about how National can provide assistance to our Chapters as well as to showcase the benefits of membership in AAPOR.

As I noted in my presentation, there are opportunities for SAPOR to grow by reaching out to AAPOR members in the region who are not also members of SAPOR. Currently only about one-fourth of AAPOR members in the East, South Central, and South Atlantic are also members of SAPOR. For example, while there are sizeable numbers of AAPOR members in Florida and Texas, only about 10% or fewer of them are members in SAPOR - their closest AAPOR Chapter.

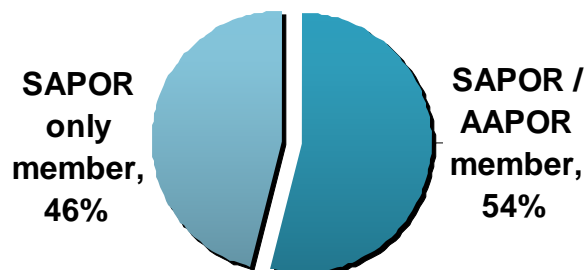
About half of SAPOR members are also members of AAPOR, which is great but I want to encourage those members of SAPOR who are not currently AAPOR members to consider joining by highlighting just a few of the benefits of membership. AAPOR now has over 2,200 members across the globe, providing an enormous support network of people at all stages of their careers working in the fields of public opinion and survey research. Our members-only listserve, AAPORnet, helps to connect our members by allowing them to post and respond to questions about best practices, philosophize on the tenets of our profession, as well as a wide range of other activities. Membership comes along with a subscription to our flagship journal, *Public Opinion Quarterly*, available in print and searchable electronic format.

AAPOR members also get discounted registration for our annual meeting, this year being held May 13-16 in Chicago, IL. In a recent survey two-thirds of our membership said that the AAPOR conference was either less expensive or equal to the cost of other professional meetings they attended. With all the professional development and networking opportunities AAPOR's annual meeting provides, it come at a good value! The theme for the 2010 conference is "Opportunity through Diversity." Registration will open in early February.

Chapter members joining AAPOR for the first time get to take advantage of a \$50 discount off their membership fee. Fees are based on a sliding scale, ranging from absolutely free for the first year for full time students to \$100 (including the \$50 discount).

For more information about the benefits of an AAPOR membership, information about the upcoming conference, or anything else about the organization, please go to the AAPOR website (<http://www.aapor.org>) or contact me at [nancy\\_wchelchel@ncsu.edu](mailto:nancy_wchelchel@ncsu.edu).

**Chart 1: Percent of SAPOR members who are also members of AAPOR (as of July 2009; N = 64 of 119)**





## NEW SAPOR OFFICERS

We are thrilled this year to welcome two new members to the SAPOR Executive Council, Kristin Fuller and Jennifer Marks. Kristin Fuller (RTI International), will be assisting Emily Geisen with the annual conference and Lauren Cohen and Kristen Fahrney with the mid year event held this March. Jennifer Marks will replace Angel Griffin as our new Treasurer. We are excited to have them both on board!!!



**Kristin Fuller** joined RTI International in 2000. She began working in the RTI Call Center and is currently a Survey Manager in RTI's Survey Research Division, with experience focusing primarily in the areas of Data Quality and Panel Maintenance. She has experience in conducting telephone and in-person interviews. She holds a BA in Sociology from North Carolina State University and is currently enrolled in the Certificate Program in Survey Methodology at the University of North Carolina at Chapel Hill. She has been a member of SAPOR since 2003 and has worked as a member of the SAPOR conference planning committee since 2007. She also served on the planning committee for the 2009 SAPOR Mid-Year event. Through service on the executive council, Kristin is primarily interested in expanding chapter visibility and membership as well as increasing member involvement in the mid-year event and annual conference over the next few years.



**Jennifer Marks** has been a SAPOR member since 2004 and an AAPOR member since 2005. While a graduate student at NC State University, she was a research assistant at NC State's office of University Planning & Analysis. In this capacity, and in her subsequent position as a Coordinator for Survey Research, she worked on all facets of multiple routine and ad hoc University-sponsored web and paper surveys of students, faculty, and staff. She received her PhD in Sociology in May 2009. Her dissertation, a comparison of the physical and psychological health of singles, cohabitators, and spouses, was based on both cross-sectional and longitudinal analyses of a nationally representative survey (the Healthcare for Communities survey).

## CONTACT US

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<http://www.southernassociationforpublicopinionresearch.org/>