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2013–2014 Executive Officers



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Schedule of Events

Session Information	Thursday, October 9, 2014
8:30 a.m. – 9:30 a.m.	Registration Open
8:30 a.m. – 9:15 a.m.	Breakfast (conference meal)
Session 1: Survey Administration Methods	
9:15 a.m. – 10:30 a.m.	<p>Welcome and Announcements</p> <p>Panel Attrition: What's Sex Got to Do With It? Laura Lazarus Frankel, Duke University <i>Winner of the 2014 James W. Prothro Student Paper Competition</i></p> <p>Using the Attentional and Interpersonal Style (TAIS) Inventory to Improve Performance of Development Teams on Survey Projects Brett P. Anderson, RTI International</p> <p>Securing Honesty Among Youth and Teen Survey Respondents in a Group Setting Valrie Horton* and Catherine VonFange, Abt SRBI</p> <p>Address-Based Sampling to Survey Youth and Young Adults: A 24 Community Study Beata Debinski*, Kathleen L. Egan, Erin L. Sutfin, Beth A. Reboussin, Kimberly G. Wagoner, and Mark Wolfson, Wake Forest School of Medicine</p> <p>Chair: Mike Lawrence, GfK Custom Research</p>
10:30 a.m. – 10:45 a.m.	Refreshment Break
Session 2: Using Supplementary Data for Research	
10:45 a.m. – 11:45 a.m.	<p>Is the Batch a Match? Comparing SM-provided Contact Information and Batch Tracing Results Nadia Paoli*, Nicole Tate, and Jeff Franklin, RTI International</p> <p>The Challenges of Data Collection through Medical Records Abstraction Edrina Burnette* and Elena Derzhavina, RTI International</p> <p>Disclosure Avoidance Techniques at the U.S. Census Bureau: Current Practices and Research Amy Lauger*, William Wisniewski, and Laura McKenna, U.S. Census Bureau</p> <p>Chair: Misty Foster, RTI International</p>
11:45 a.m. – 12:15 p.m.	Lunch (conference meal)
12:30 p.m. – 3:00 p.m.	Registration Open
12:15 p.m. – 1:30 p.m.	Keynote Panel Session: Changing Politics; Changing People

Session Information	Thursday, October 9, 2014
Session 3: Political Opinion Research Approaches	
1:30 p.m. – 2:30 p.m.	<p>The Lying Game: Synthesizing Precise Post-election Data on the Actual Electoral Outcomes Sophie Lee, Duke University</p> <p>An Emotional Electorate: The Effects of the Publics' Emotions on Presidential Approval and Vote Choice Mark Yacoub* and Lucie House, UNC Chapel Hill <i>Honorable Mention for the 2014 James W. Prothro Student Paper Competition</i></p> <p>A probabilistic approach to identifying likely voters and learning voter preferences Matt Tyler, Duke University</p> <p>Chair: Gretchen McHenry, RTI International</p>
2:30 p.m. – 2:45 p.m.	Refreshment Break
Session 4: Education	
2:45 p.m. – 3:30 p.m.	<p>A Survey Experiment on Public Opinions of School Choice Dick M. Carpenter II, University of Colorado</p> <p>Is High-Stakes Testing Paying Off? How Race and Gender Affect Opinion in Virginia Farrah Stone Graham, PhD, Virginia Commonwealth University</p> <p>Chair: Christina Touarti, RTI International</p>
Session 5: Attitudes, Beliefs, and Shaping Public Opinion	
3:30 p.m. – 5:00 p.m.	<p>Is Global Warming Happening? Question Format and Response Patterns in an RDD Telephone Survey Sujata Pal^{*1}, Carla Jackson¹, Dr. Anthony Leiserowitz², Dr. Seth Rosenthal², and Geoffrey Feinberg² ¹Abt SBRI, ²YPCCC</p> <p>Religious Traditionalism and the Political Beliefs of Latinos/as Alicia Reyes-Barriénte, Duke University</p> <p>American Citizenship as Self-Reliance: Using Dependency as a Justification for Rights-Restricting Public Policies Nicole Pankiewicz, University of Virginia</p> <p>Regional Parks and Recreation Public Opinion Initiative Mandee F. Lancaster*, Justin M. Raines, and Timothy R. Eason, Center for Survey Research, East Carolina University</p> <p>Chair: Katelan McDaniel, RTI International</p>
5:00 p.m. – 8:00 p.m.	Social Hour/Dinner Offsite

Session Information	Friday, October 10, 2014
8:30 a.m. – 9:30 a.m.	Registration Open
8:30 a.m. – 9:15 a.m.	Breakfast (conference meal)
Session 6: Survey Recruiting Methods	
9:15 a.m. – 10:30 a.m.	<p>Exploring Innovative Outreach Techniques to Engage Urban Respondents Milton Cahoon*, Tina Vera, Amy Kowalski, Lorna Thorpe, and Sharon Perlman, RTI International</p> <p>Exploring the Possible Impact of Using Text Messaging and Emailing on Perceptions of Privacy and Confidentiality Jessica L. Holzberg*, Aleia Clark Fobia, and Jennifer Childs, U.S. Census Bureau</p> <p>Quick Response Codes as a Recruiting Tool for Mobile Surveys Jamie Wescott*, Jeff Franklin, and David Waller, RTI International</p> <p>Polling in Syria: Overcoming Access Barriers Will Hayes, ORB International</p> <p>Chair: Mike Lawrence, GfK Custom Research</p>
10:30 a.m. – 11:00 a.m.	Refreshment Break
11:00 a.m. – 12:30 p.m.	Panel Session: Career Panel
12:30 p.m. – 1:30 p.m.	Lunch (conference meal)
12:30 p.m. – 2:00 p.m.	Registration Open
Session 7: Research with Mobile Devices and Social Media	
1:30 p.m. – 2:45 p.m.	<p>Mobile Data Collection in Surveys and Beyond Joe Murphy, RTI International</p> <p>Social Media: The Newest Frontier in Opinion Research Jennifer Childs, U.S. Census Bureau</p> <p>Visualizing Community Narratives from Social Media for Emergency Management Christopher G. Healey^{1*}, Branda Nowell¹ and AJ Fass² ¹NC State University, ²San Jose State University</p> <p>Using Twitter Data for Research: Issues of Data Retrieval, Management, and Processing Rob Chew*, Annice Kim, Paul Ruddle and Clay Heaton, RTI International</p> <p>Chair: Stacey Weger, RTI International</p>
2:45 p.m. – 3:00 p.m.	Closing Remarks and Passing the Gavel

Presentation Abstracts

SESSION 1: SURVEY ADMINISTRATION METHODS

Panel Attrition: What's Sex Got to Do with It?

Laura Lazarus Frankel, Duke University, laura.frankel@duke.edu
Winner of the 2014 James W. Prothro Student Paper Competition

This research examines the effects of matching interviewer and respondent sex on panel attrition. While the majority of research on matching interviewer and respondent characteristics suggests that matching (homophily) yields higher quality data, little work has examined whether this pattern holds true in the area of panel attrition. Based on social theories of human interaction and exploratory research on panel attrition, I hypothesize that gender homophily yields higher rates of attrition in longitudinal surveys, contrary to its broader effects on nonresponse and data quality. However, while homophily increases attrition propensity, it also reduces bias on certain items, producing a tradeoff for scholars and survey designers. The implications of these patterns and areas for further research are discussed.

Laura Lazarus Frankel is a PhD candidate in political science at Duke University. She focuses on gender and politics, survey methodology, public opinion, and communication. Her dissertation research examines the effects of gender socialization on political engagement, efficacy, and ambition. Laura is pursuing a certificate in survey methodology at UNC and a certificate in feminist studies at Duke. In addition, she facilitates support groups for survivors of sexual assault and intimate partner violence, and works as a community educator for a gender-violence prevention program.

Notes:

Using the Attentional and Interpersonal Style (TAIS) Inventory to Improve Performance of Development Teams on Survey Projects

Brett Anderson, RTI International, bpa@rti.org

In an ideal world, project teams should be assembled based on selecting the best person for each position. However, in many matrix organizations, these teams are built based on the availability of staff and not by who is best suited for each role. Using the Theory of Attentional and Personal Style (Nideffer, 1976a), this paper will examine how system development teams on survey projects can benefit from understanding each individual's personal style of attention and also by teaching team members how to apply alternative styles of attention when needed. Being able to understand and move between attention styles can improve communication and help build stronger and more efficient teams.

Brett Anderson (bpa@rti.org) is a Programmer Analyst II at RTI International and has been with RTI since 1990. He has an MA in Sociology with an emphasis in survey research design and analysis. He originally utilized this background as a Survey Manager in his first 9 years at RTI. During this time, he worked on both small-scale projects and large national surveys. In his current position, he continues to support social science research via systems development, data cleaning and processing, and technical support. Working in both environments for the last 24 years has given Mr. Anderson a unique perspective on the skills utilization, communication, and management of development team members.

Notes:

Securing Honesty Among Youth and Teen Survey Respondents in a Group Setting

Valrie Horton* and Catherine VonFange, Abt SRBI, Horton@srbi.com

Data quality is always a concern and particularly when surveying children about sensitive topics. In a national survey of more than 125,000 youth and teens ages 9–18, two sets of quality control procedures—one for paper booklet and one for Internet data collection—were developed. Surveys were conducted by a national youth organization, and mode varied by geographical location, age, and gender.

Quality control procedures for the internet survey included:

- Verbally reading survey instructions and privacy assurances by adult survey administrators,
- Constructing privacy booths around computer monitors,
- Allowing one respondent per computer, and
- Providing audio (using headphones) so that respondents could have the survey read aloud to them.

Quality control procedures for the paper-booklet survey included:

- Verbally reading survey instructions and privacy assurances by adult survey administrators,
- Allowing adequate space between respondents for privacy,
- Providing paper booklet surveys with a privacy envelope, and
- Securing finished surveys by sealing the survey in the privacy envelope and placing them in a tamper-resistant ballot box.

Our hypothesis was that, by applying quality control procedures specific to each mode, self-reported honesty levels would not be significantly affected by survey mode, age or geographic location. Our findings show that honesty ratings did not significantly differ overall and within youth and teen respondents. Thus, privacy and quality control procedures provided an environment that was conducive to honest participation.

Valrie Horton, a Senior Project Manager with Abt SRBI, has been with the Financial Services division since 2008. While at Abt SRBI, she has managed a number of studies involving children and teens and is experienced in developing surveys for children, both qualitative and quantitative. She has worked with several of the largest youth organizations in the United States and is very knowledgeable about CASRO standards regarding research with children and COPPA requirements/compliance. Valrie has also directed a number of projects in the financial services industry (custom and syndicated), including panel development and segmentation with an emphasis on customer satisfaction, commercial and retail banking, credit cards, loans, mortgages, and insurance.

Notes:

Address-Based Sampling to Survey Youth and Young Adults: A 24-Community Study

Beata Debinski, Kathleen L. Egan, Erin L. Sutfin, Beth A. Reboussin, Kimberly G. Wagoner, and Mark Wolfson, Wake Forest School of Medicine, bdebinsk@wakehealth.edu*

In order to evaluate the impact of community-driven strategies to reduce underage drinking parties, we are conducting a multi-community, randomized community trial (12 Intervention and 12 Delayed Intervention communities). A cross-sectional, web-based survey of youth and young adults residing in the participating communities ("MYSurvey") is one of several tools being used to assess the impact of a comprehensive, community-based intervention. The MYSurvey is being conducted annually, with four waves (baseline, mid-intervention, immediately post-intervention, and 1 year post-intervention). The first and second waves of the survey were fielded in summer 2013 and summer 2014.

The MYSurvey utilizes an address-based sampling approach. Based on a goal of 3,600 completions each wave and assumptions about undeliverable addresses, ineligible households, and completion rate among eligible households, 18,000 households will be invited to participate in each wave of the MYSurvey. Each wave, a targeted, random sample of households expected to have at least one 15- to 20-year-old will be obtained from Marketing Systems Group. A pre-notification letter followed by an invitation letter that includes a URL to the web-survey, password, and instructions will be sent to potential households. Three reminders were sent to non-responders in 2013. The incentive for completing the survey was a \$5 Amazon e-gift card in 2013 and a \$10 Amazon e-gift card in 2014. In 2013, there were 828 undeliverable addresses and 1,150 survey completions.

Results of the 2014 MYSurvey, modifications that were made to enhance the 2014 MYSurvey and implications associated with utilizing this approach for youth and young adults will be discussed.

Beata Debinski is a Research Assistant in the Department of Social Sciences and Health Policy at Wake Forest School of Medicine (WFSM). She works alongside the principal investigator of a multi-site, randomized trial using a community-based participatory research (CBPR) approach, to lead a survey of youth and young adults as a component of the study's evaluation. In addition, she manages a study that assesses opinions on novel tobacco products. Prior to joining WFSM, Beata conducted public opinion research on injury prevention legislation with the Center for Injury Research and Policy at the Johns Hopkins Bloomberg School of Public Health, where she earned a Master of Health Science in 2012.

Notes:

SESSION 2: USING SUPPLEMENTARY DATA FOR RESEARCH

Is the Batch a Match? Comparing SM-provided Contact Information and Batch Tracing Results

Nadia Paoli*, Nicole Tate, and Jeff Franklin, RTI International, npaoli@rti.org

Successfully locating longitudinal sample members on nationally-representative, large-scale survey research studies is critical to their success. Locating transient young adult sample members can present unique challenges that require innovations. On a current study of over 30,000 young adult sample members, locating and contacting has been a challenge despite having used several tried and true tracing methods. We examine the use of three additional batch tracing sources that use proprietary database matching logic to provide new (or confirm existing) sample member contact information. To assess the quality of the contact information provided by each of these sources, we plan to conduct an experiment with completed cases who have provided locating information. We will compare the information provided by the batch sources to the information those survey participants provided.

This presentation discusses the methods and results of an experiment conducted with three different batch tracing sources. We will discuss the experiment results, and reveal decisions made about using each of the three batch tracing sources for unlocated sample members.

Research Questions include:

1. What percent of the cases' batch results matched what the survey participant provided in the survey locating section?
2. How much other contact information did the tracing source give us that was not provided by the survey participant?
3. What was the measurable impact on locate and contact rates by using the additional batch sources?

Nadia Paoli (npaoli@rti.org) is a Research Education Analyst in the Education Studies Division at RTI International. In her 13 years at RTI, she has worked primarily on large-scale data collections for the U.S. Department of Education's National Center for Education Statistics. Ms. Paoli earned her master's degree in sociology from East Carolina University in 2001.

Notes:

The Challenges of Data Collection through Medical Records Abstraction

Edrina Burnette* and Elena Derzhavina, RTI International, eburnette@rti.org

Research studies that use abstraction of medical records data have the potential to face numerous challenges. The solution to these potential challenges depends on the appropriate methodological and managerial approaches.

Medical records provide a unique snapshot of services provided to a patient and are often used to assess the quality of health care services. While medical records provide researchers with objective, “real-world” data, the process of abstracting records carries some risks, such as different interpretations of the records, abstracting the information correctly into the system, and burden on the respondent. This burden may occur due to the time it takes for the medical provider to locate the medical records, as well as copy the records for one or more patients. Burden may also be imposed on the medical provider if one or more pieces of information need to be clarified with that provider. Despite these challenges, best practices can ensure that the information is collected efficiently and accurately. Analyzing abstraction processes from a recent study, this presentation will discuss the advantages of record abstraction, the challenges encountered during record abstraction, and methodological and managerial approaches that can assist in ensuring success.

Edrina Burnette is a Survey Scientist at RTI International. She has more than 9 years’ experience conducting and managing social science research projects. As a graduate student, she managed data collection efforts on small projects. She is continually looking for ways to improve interviewer training and ways to improve operational aspects of surveys for respondents and interviewers’ job experiences.

Notes:

Disclosure Avoidance Techniques at the U.S. Census Bureau: Current Practices and Research

Amy Lauger* and William Wisniewski, U.S. Census Bureau, Amy.D.Lauger@census.gov

The U.S. Census Bureau collects its survey and census data under Title 13 of the U.S. Code, which promises confidentiality to its respondents. The agency also has the responsibility of releasing data for the purpose of statistical analysis. In common with most national statistical institutes, our goal is to release as much high-quality data as possible without violating the pledge of confidentiality. We apply disclosure avoidance techniques prior to releasing our data products publicly to protect the confidentiality of our respondents and their data. This paper discusses the various types of data we release, our disclosure review process, restricted access procedures, current disclosure avoidance techniques, and current disclosure avoidance research, including the expanded use of synthetic data and remote access systems to increase the amount and quality of data we are able to release.

Amy Lauger is a mathematical statistician for the U. S. Census Bureau's Center for Disclosure Avoidance Research. She has a degree in mathematical sciences from Clemson University. In her 10 years at Census, she has worked mainly with the Current Population Survey and the American Community Survey. She has been involved with sample design, questionnaire design and testing, non-sampling error, and disclosure avoidance.

Notes:

SESSION 3: POLITICAL OPINION RESEARCH APPROACHES

The Lying Game: Synthesizing Precise Post-election Survey Data Based on the Actual Electoral Outcome

Sophie Lee, Duke University, Sophie.lee@duke.edu

Many policy think tanks conduct surveys after national elections in order to analyze the electorates. While the majority of the respondents reveal true preferences, studies show that the respondents do not always answer honestly. Two common problems are as follows. First, the ratio in which the randomly selected respondents indicate that they voted is always higher in post electoral surveys because they do not want to be seen as apathetic. Second, most post-electoral surveys exhibit a winner bias where a higher ratio of people answer that they voted for the already elected candidate. These problems hinder precise estimation, distorting the inferred results. Thus, I propose a finite mixture model with a latent variable to disclose this gap. Using the actual electoral outcome publicized, a weight matrix can be constructed to discount the observations that are more likely to have lied. Then, based on the linearly combined distributions from the finite mixture model, I impute a new distribution from the survey data to match the actual population outcome more precisely. Although the multiple imputation method has been used predominantly in dealing with missing values in social science, it should also be useful in correcting dishonest answers to match the actual outcome of the national data. Finally, by comparing several measures, I show that this approach is superior to the conventional method of data analysis.

Sophie Jiseon Lee is a PhD candidate in political science at Duke University. Her PhD dissertation focuses on the strategic differences and mobilization patterns of violent and nonviolent political movements. During her master's program at Duke, she examined the voting patterns of Korean election in her MA thesis. Her research interests include peace and conflicts, East Asian politics, public opinion, and political methodology.

Notes:

An Emotional Electorate: The Effects of the Publics' Emotions on Presidential Approval and Vote Choice

Mark Yacoub* and Lucie House, UNC Chapel Hill, myacoub@email.unc.edu

Honorable Mention for the 2014 James W. Prothro Student Paper Competition

Research on emotions and politics has until now focused almost exclusively on individual-level behavior. As a result, we do not yet know how emotions might influence political behavior at the aggregate level. Do we see patterns of behavior in the aggregate that reflect the relationship between emotions and behavior observed at the individual-level? Or does the role of emotional experience from a macro perspective produce different results for political behavior? Existing macro models provide a foundation for exploring if emotions can explain shifts in presidential approval and vote choice. In this paper, we add to and extend the existing literature on emotions by examining the relationship between emotions and political behavior in the aggregate. This study treats emotional responses as a macro-level concept in which the publics' emotional reactions to the president influence aggregate presidential approval and vote choice. We draw on the individual-level theory of cognitive appraisal to form macro-level expectations for specific emotions. We show that emotions do vary systematically over time in the aggregate, and that they are useful in explaining presidential approval and vote choice when added to traditional macro-level models.

Mark Yacoub is a 5th year graduate student in the Department of Political Science at UNC Chapel Hill. His broad interests are American politics and statistical methodology. More specifically, he is interested in political psychology, political communication, public opinion, experimental and survey methods, and quantitative methods. He is currently working on his dissertation, titled "The Unique Influence of New Media on Issue Framing," which focuses on how the characteristics of new media affect the way issue frames develop, compete, spread, and influence public opinion.

Notes:

A Probabilistic Approach to Identifying Likely Voters and Learning Voter Preferences

Matt Tyler, Duke University, mdt14@duke.edu

Determining how public opinion will translate to public action when participation is variable is a difficult challenge in both academic and commercial endeavors. Predicting who will or will not vote is an important aspect of polling, and the problem itself is often poorly characterized. In this project, I examine likely voter classification standards and outline how they fail to correctly engage the decision theory of the problem, and also how they fail to perform statistically and sometimes produce incoherent results. I then propose a statistical routine for determining likely voters in terms of probabilities, thereby allowing applications of likely voter prediction to extend beyond polls to academic inquiries, such as investigations into the effects of exposure and mobilization on likelihood of voting over time. Finally, the proposed routine is validated through simulation studies and multiple election cycles to demonstrate appositeness to elections of a similar type in multi-year windows.

Matt Tyler is currently pursuing his Bachelor of Science in Statistical Science and Bachelor of Arts in Mathematics at Duke University in Durham, North Carolina, both of which are expected in May 2015. He has been working as a research assistant for the Duke Initiative on Survey Methodology under Prof. D. Sunshine Hillygus, its director, since January 2013. With regards to public opinion research, his primary interests are in election forecasting and in predictive modelling of an individual's likelihood to vote.

Notes:

SESSION 4: EDUCATION

A Survey Experiment on Public Opinions of School Choice

Dick M. Carpenter II, University of Colorado Colorado Springs, dcarpent@uccs.edu

One of the most significant and controversial educational policies in recent decades has been school choice. As the number of choice policies has grown, so too has interest in the public's opinion about it. Despite the growth in polling on choice, however, there remain a number of topics and approaches still not fully explored or understood. This research examined three of them: comparative support for different forms of school choice, the salience of reasons for school choice, and the comparative perceived efficacy of different forms of educational reform, choice included. It did so using a survey experiment administered to a national sample of 1,000 respondents as part of the Cooperative Congressional Election Study. Results indicate that when presented with six different school choice options, respondents most favored tax credits and least favored low-income vouchers, with only trivial differences in support among the remaining types of choice. And when asked to rate the efficacy of choice among other types of reform, results indicated school choice through vouchers was not seen as the most efficacious way to reform education in the United States (that designation belonged to smaller class sizes), but it was also not seen as the least (longer school days was so identified). Turning to reasons for choice, across three different reasons—freedom, competition, and equality—freedom was significantly more salient among participants, but its effect on support for choice was negative. Indeed, all three reasons appeared to reduce support for choice, although differences were generally not significant.

Dr. Dick Carpenter is a professor of leadership, research, and foundations at the University of Colorado Colorado Springs. He has used results from his public opinion research as an expert witness in federal lawsuits, and this work has also appeared in peer reviewed journals. His areas of research interest include public policy and executive leadership.

Notes:

Is High-Stakes Testing Paying Off? How Race and Gender Affect Opinion in Virginia

Farrah Stone Graham, PhD, Virginia Commonwealth University, stonefn@vcu.edu

No Child Left Behind was introduced as a policy solution for ensuring that students meet necessary academic standards and that schools are accountable for student learning. But after more than a decade of No Child Left Behind, how does the public feel about high-stakes testing? Have the benefits been realized or have the costs outweighed the positive impacts? These issues were particularly salient in 2014 as a number of bills were introduced in the Virginia General Assembly to change the number and format of the state's standardized tests.

This study explored these questions through a public opinion survey with Virginia residents in January 2014. While generally partisan identification has been a strong predictor of opinion, it was not the most important factor. We found that there were significant differences of opinion regarding the costs and benefits of Virginia Standards of Learning testing (SOLs) by race and gender. Findings indicate that minorities are more likely to see the benefits of SOLs, including ensuring accountability and improving student achievement, while women are more likely to see the costs in the classroom, like keeping teachers from covering important material and putting too much pressure on students. Understanding these important distinctions is imperative for improving policy decisions and defining the changing landscape of this significant policy issue.

Dr. Farrah Stone Graham is an Assistant Professor in the L. Douglas Wilder School of Government and Public Affairs at Virginia Commonwealth University. In addition to teaching courses in public opinion, survey research methods and Public Administration, Dr. Graham is also the director of the Commonwealth Poll and the Commonwealth Education Poll. Her main research interest is information dissemination and use and its role in decision-making, specifically in education. She received her BA in Government from the College of William and Mary and her Masters of Public Administration and PhD in Public Policy from Virginia Commonwealth University. She began her career at the Virginia Department of the Treasury structuring and issuing debt instruments for the Commonwealth. After her tenure at Treasury she managed the operations of the Virginia State Non-Arbitrage Program, a state-sponsored program providing arbitrage management and investment services for municipal bond proceeds.

Notes:

SESSION 5: ATTITUDES, BELIEFS, AND SHAPING PUBLIC OPINION

Is Global Warming Happening? Question Format and Response Patterns in an RDD Telephone Survey

Sujata Pal^{*1}, Carla Jackson¹, Dr. Anthony Leiserowitz², Dr. Seth Rosenthal², and Geoffrey Feinberg², s.pal@srbi.com

¹Abt SRBI, ²YPCCC

In recent years, global warming and climate change have received much attention in public opinion research. These polls generally concur that Americans are increasingly more aware of global warming as a problem, although most still see global warming as a serious but distant threat (Nisbet and Myers, 2007). Research has also brought to light methodological and measurement issues such as question wording that need further exploration. For example, one study found that framing the question as “global warming” as opposed to “climate change” has differential effect on public opinion based on political persuasion (Schuldt, Konrath, and Schwarz 2009).

In this paper, we analyze responses when asked if global warming is happening using a yes/no question and when measured on a scale. We use data collected by Abt SRBI for the Yale Project for Climate Change Communication (YPCCC) using a random probability sample. This recent telephone survey was conducted nationally and in select states and MSAs. Respondents were asked if they believe global warming is happening in a yes/no question. This was followed up by the question about how sure they are that global warming is happening (or not happening) on a scale from extremely sure to not sure at all. In this paper, we compare responses to these questions and explore whether their conviction in whether global warming is happening (or not) when measured on a scale is associated with opinions reported on other related topics.

Sujata Pal is a Senior Analyst at Abt SRBI. In this role, she manages development and implementation of surveys that collect high-quality quantitative data on a range of environmental issues, including recreational fishing and interaction with marine life, preservation of the quality of aquatic habitats, and resources for use in policy evaluation, planning, and monitoring of natural habitats. She has 7 years of experience in conducting applied social science research, including general population, customer/user and establishment surveys. Most recently she has worked on surveys of recreational fishing behavior for NOAA Fisheries (NMFS), stated preference and establishment surveys for USEPA and public opinion surveys on climate issues for Yale University. She holds a Masters in Applied Social Research from Queens College – CUNY.

Notes:

Religious Traditionalism and the Political Beliefs of Latinas/os

Alicia Reyes-Barriénte, Duke University, alicia.reyesbarrientez@gmail.com

This project aims to understand the future of Latina/o participation in the U.S. political process by examining religion as a potential cleavage between Latina/o Catholics and Latina/o mainline and evangelical Protestants. Specifically, I examine the effect of religious traditionalism on the political beliefs of Latinas/os. The extant literature has identified differences in the political attitudes and behaviors of Latina/o Catholics and Latina/o mainline and evangelical Protestants. While Latinas/os have historically been a predominantly Catholic group, Latina/o Protestants now compose almost a quarter of the overall Latina/o population. Religious diversity in the Latina/o community could present a challenge to Latina/o group cohesion. I use data from the 2007 Pew Hispanic Religion Survey (PEW), and I find that Latina/o Protestants are more likely to be religious traditionalists than Latina/o Catholics, and Latina/o evangelical Protestant are more likely to be religious traditionalists than their mainline counterparts. This paper also finds that religious traditionalism does not affect Latina/o Catholics and Latina/o Protestants (or Latina/o evangelical and Latina/o mainline Protestants) any differently when it comes to partisan affiliation and political ideology.

Alicia Reyes-Barriénte is a PhD candidate in Political Science at Duke University. Her dissertation examines religion as a potential cleavage in the political beliefs and behaviors of Latina/o Catholics and Latina/o Mainline and Evangelical Protestants. Alicia is a recipient of the National Science Foundation Graduate Research Fellowship and the Louisville Institute Dissertation Fellowship.

Notes:

American Citizenship as Self-Reliance: Using Dependency as a Justification for Rights-Restricting Public Policies

Nicole Pankiewicz, University of Virginia, np4pz@virginia.edu

I conduct several survey experiments to examine the extent to which the idea of self-reliance informs Americans' ideas about citizenship as well as how these ideas about self-reliance and citizenship are used to justify restricting the rights of some American citizens. My survey experiments establish that, rather than thinking of citizenship only in legal terms (e.g., being born in the United States or becoming naturalized) or in terms of civic behavior (e.g., voting and political participation), many Americans conceive of citizenship primarily—and implicitly—in terms of self-reliance, thus creating justifications for excluding Americans who depend on others from full citizenship. This exclusion results in rights restrictions. This project expands current understandings of what “good” citizenship is and demonstrates specific instances in which survey respondents support rights restrictions for those who are perceived as falling short of the “good citizen” ideal. My experimental surveys show that citizens who are not self-reliant and thus are not considered “good” Americans—especially those who are not financially self-sufficient, mentally stable, contributing members of society who easily blend in with those around them—are subject to policies that restrict their rights, with little or no objection from their fellow citizens. Such policies are targeted toward minority groups with limited political power and include mandatory drug testing for welfare recipients, bans on same-sex marriage, forced treatment of people with mental illness, institutional indifference to prison sexual assault, and the recent Supreme Court decision allowing local governments to begin public meetings with Christian prayers.

Nicole Pankiewicz is a fifth-year PhD student studying political science at the University of Virginia. Her primary research interests are public opinion and political psychology, especially regarding marginalized groups. Her dissertation explores Americans' understandings of citizenship and rights. The primary question she addresses is why Americans are willing to accept rights limitations for certain citizens. She uses survey research, including survey experiments, to show that underlying ideas about independence and self-reliance inform Americans' evaluations of their fellow citizens. Her research demonstrates that Americans are willing to support policies restricting the rights of citizens whom they perceive as being dependent on others.

Notes:

Regional Parks and Recreation Public Opinion Initiative

Mandee F. Lancaster, Justin M. Raines, and Timothy R. Eason, East Carolina University,
foushees@ecu.edu

The current study aimed to assess public opinion and gain insight regarding parks and recreation opportunities by engaging with residents across a four-county region. The input collected will inform the first phase of an updated 5-year parks and recreation plan and promote regional efforts for community transformation within each county.

East Carolina University's Center for Survey Research (CSR) developed and administered a random-digit dial (RDD) phone survey to a sample of residents within each county. Each survey included several items relevant to all counties, as well as content tailored to reflect the specific needs of each county. In addition to the RDD phone survey, paper and online versions were also made available to increase the opportunity for participation and promote community engagement. Additionally, focus groups were conducted in each county to develop a deeper understanding of community opinions and supplement the survey data.

When partnering with county government entities to gauge public opinion, it is vital to provide as many opportunities as possible for community members to participate. The mixed-method data collection strategy outlined above was used to maximize such opportunities and provide both quantitative and qualitative data. This methodology provides the quantitative data necessary for direct planning regarding parks and recreation programs, activities, facilities, and renovations, as well as the qualitative data required to articulate the voice of the public and personalize insights. This methodology has been favorably viewed by all counties involved in the research and has produced robust and informative results.

Mandee F. Lancaster holds a BA in Psychology, an MA in Industrial/Organizational Psychology, and a graduate certificate in Economic Development, all from East Carolina University. She is the Director of the Center for Survey Research in the Office of Innovation and Economic Development at East Carolina University. The Center for Survey Research provides fee-for-service survey research expertise to ECU faculty and students as well as various agencies, organizations and interest groups in eastern North Carolina and beyond, ensuring access to widely used methods of professional public opinion assessment. Lancaster has led over 100 public opinion projects spanning a diverse clientele. Her expertise includes question and survey development, methodology consultation, strategic sampling, qualitative and quantitative data analysis, needs assessment, focus group facilitation, and program evaluation.

Notes:

SESSION 6: SURVEY RECRUITING METHODS

Exploring Innovative Outreach Techniques to Engage Urban Respondents

Milton Cahoon*, Tina Vera, Amy Kowalski, Lorna Thorpe, and Sharon Perlman, RTI International, mcahoon@rti.org

Survey researchers administering field surveys in large urban environments frequently encounter difficulties in contacting study participants across diverse communities. Demographics such as socioeconomic status, education, and employment can often impact survey response within specific neighborhoods and localities (Galea & Tracy, 2007). Within these distinct geographic areas, field interviewers can also encounter social (e.g., religious, language) and physical (e.g., controlled access) barriers that can make reaching study participants even more challenging (Link, Mokdad, Stackhouse, & Flowers, 2006; Tourangeau, 2004).

This presentation will focus on innovative outreach methods used as a mechanism for gaining cooperation across a diverse population for the New York City Health and Nutrition Examination Survey (NYC HANES). NYC HANES is a large field study conducted in New York City which includes the administration of a Computer Assisted Personal Interview (CAPI), brief physical exam, and biospecimen collection. Due to the diversity of the population in New York City, ensuring the participation of subgroups (e.g., religious communities, neighborhoods) was essential to the success of the study.

We will discuss several approaches used to tailor the NYC HANES message to specific subgroups within the five boroughs of New York City such as use of neighborhood blogs, social media, engagement of local news outlets, and use of pointed micro-neighborhood outreach activities. We will also talk about adapting mailouts to target specific subgroups and neighborhoods, and use of specialized respondent materials.

References:

- Galea, S., & Tracy, M. (2007). Participation rates in epidemiologic studies. *Annals of Epidemiology*, 17, 643–653.
- Link, M., Mokdad, A., Stackhouse, H., & Flowers, N. (2006). Race, ethnicity, and linguistic isolation as determinants of participation in public health surveillance surveys. *Preventing Chronic Disease*, 3(1), 1–12.
- Tourangeau, R. (2004). Survey research and societal change. *Annu. Rev. Psychol.*, 55, 775–801.

Milton Cahoon is a Survey Specialist in the Survey Research Division at RTI International. He earned a BA in Psychology from North Carolina State University in 2007 and an MA in Psychology, with a concentration in Industrial-Organizational Psychology, from East Carolina University in 2009. He has worked on several large-scale studies—most recently a large-scale health-based field study conducted in New York City. He has also worked on large-scale data collections for the U.S. Department of Education’s National Center for Education Statistics, including the National Postsecondary Student Aid Study. Mr. Cahoon primarily serves in a survey support and logistics role on survey projects, with a primary focus on survey operations.

Notes:

Exploring the Possible Impact of Using Text Messaging and Emailing on Perceptions of Privacy and Confidentiality

Jessica L. Holzberg*, Aleia Clark Fobia, and Jennifer Childs, U.S. Census Bureau,
jessica.holzberg@census.gov

As part of its 2020 Census research and planning, the U.S. Census Bureau conducted the 2014 Census Test this summer in the Washington, D.C., metropolitan area. The test explored the feasibility of the use of third party data to connect physical addresses with email and cell phone numbers to encourage self-response by contacting the households by email, mail, and text message. Following the test, we conducted eight focus groups with members of households in the 2014 test sample to learn about the impact of these new strategies on feelings of privacy and confidentiality. Participants in the focus groups differed in whether they responded, did not respond, or responded during nonresponse follow-up, and in whether or not the Census Bureau used email or text messaging to try to contact them. The goal of these groups was to gain a better understanding of public perception of the new contact strategies and the use of third party data from a privacy and confidentiality perspective. This presentation will review preliminary results from these focus groups and suggest directions for future research in privacy and confidentiality.

Jessica Holzberg is a Mathematical Statistician at the U.S. Census Bureau in the Center for Survey Measurement (CSM), where she conducts cognitive interviews, focus groups, and other research for Census sponsored surveys and the decennial census. Jessica received her MS in Survey Methodology in May 2014 from the University of Maryland. Her research interests currently include privacy and confidentiality concerns, methods of questionnaire pretesting, and use of third party data and administrative records.

Notes:

Quick Response Codes as a Recruiting Tool for Mobile Surveys

Jamie Wescott*, Jeff Franklin, and David Waller, RTI International, jwescott@rti.org

In recent years, survey researchers have updated data collection, recruitment, and contacting methods to accommodate the rising market share of mobile phones. However, with the rising market saturation of smartphones and reduction in the use of landlines, researchers conducting web surveys must now contend with mobile phones as sample members' sole method of accessing the Internet. Pew Research recently reported that 83 percent of young adults have a smartphone, and 50 percent of young adults access the Internet primarily using their phone. Therefore, it is imperative to adapt data collection methods to reach sample members on a mobile platform.

This presentation will build upon previous research that examined using Quick Response (QR) codes as a survey recruiting tool. QR codes are printed barcodes that can be scanned using widely-available smartphone applications. Once scanned, the QR code directs the user to a webpage, creating a bridge between hardcopy materials and the web-based survey. On our prior project, we embedded QR codes into hardcopy recruiting materials for a study of recent college graduates and tracked the number of sample members who scanned the code. While our results showed that very few sample members scanned the code, we discovered several additional strategies for more effectively implementing QR codes on future studies. In the current research, we again embedded a QR code into survey recruiting materials, but altered our strategy to incorporate lessons learned during the original project. We will share our experiences with creating and tracking a QR code, review of current results, and a comparison with previous results.

Jamie Wescott is an analyst with the Education & Workforce Development division at RTI International. She works as part of the operations team managing data collection activities. She completed her Bachelor's in Anthropology at the University of North Carolina at Chapel Hill and her Master's in Anthropology at the George Washington University.

Notes:

Polling in Syria: Overcoming Access Barriers

Will Hayes, ORB International, whayes@orb-international.com

While challenging and oftentimes risky, data collection in regions plagued by conflict provides an essential voice to a potentially repressed population. With extensive experience conducting work in hostile environments such as Iraq, Iran, Afghanistan, and Somalia, ORB has made strides in developing techniques to overcome access challenges and ensure quality data collection.

ORB International recently applied some of these techniques in a public opinion poll in Syria. Fielded in May 2014, the poll covered 12 of 14 regions of Syria, covering both government- and opposition-controlled areas. The resulting sample aligned well with the known population statistics on age, education, SES, and other salient demographics.

Results show that three-in-five Syrians support international military involvement in Syria, with those in areas controlled by opposition forces more likely to share this sentiment. Furthermore, the data shows that only one-in-three Syrians believe that President Bashar Al-Assad and his regime best represent the interests and aspirations of the Syrian people—a particularly incriminating result considering the fact that less than a month after the poll was conducted, the Syrian government reported that Al-Assad was re-elected in a landslide poll, winning 89% of the popular vote.

While the results of the poll will be briefly discussed in the paper, the main focus will be on the logistical barriers to conducting the survey, specifically on accessing respondents. As the sample covered both government- and opposition-controlled areas, the paper will focus on the strategies developed to interview respondents in both areas. Brief comparisons from other surveys based on experience in war-torn environments will also be made.

With over 7 years of international research experience, Will has managed multiple quantitative and qualitative studies worldwide, with particular emphasis on Francophone Africa, Afghanistan and the Middle East. Will is experienced in research analysis, sampling design, and data validation with particular expertise in conflict environments and developing countries, including Afghanistan, Iraq, Syria and Libya. As a conversationally proficient speaker of French, Will has extensive on-the-ground experience in Francophone countries such as Niger, Burkina Faso, Mali, Senegal, and Haiti conducting training sessions and overseeing fieldwork. Will has also travelled to Afghanistan, Nigeria, Egypt, Kenya, Bulgaria, Turkey, and the United Arab Emirates multiple times over the past several years to oversee research and data collection operations. Will has a BA from Virginia Polytechnic Institute and State University (Virginia Tech) and a graduate certificate in Survey Design and Data Analysis from The George Washington University.

Notes:

SESSION 7: RESEARCH WITH MOBILE DEVICES AND SOCIAL MEDIA

Mobile Data Collection in Surveys and Beyond

Joe Murphy, RTI International, jmurphy@rti.org

The widespread availability and rapid adoption of mobile devices (feature phones, smartphones, tablets) has broadened both the opportunities and the challenges for collecting opinion, attitude, and behavioral information. It has also changed the ways in which people acquire information and behave. From a measurement perspective, the mobile world is a messy one, with differential coverage and usage across populations and various platforms. Our current state of knowledge about the dynamics of mobile surveys is less advanced than is needed for a complete theory of mobile data collection. Additionally, the fact that mobile adoption rates and the mobile experience are changing so quickly makes it challenging to know how a finding from 3 years ago would apply today, even in the very same population, much less a different population.

In the face of these challenges, extensive development and testing of mobile surveys have been underway for the past several years. Much of this initial work has focused on determining whether and how classic mode effects, question response option effects, and nonresponse effects observed in other modes replicate on mobile devices with smaller screen size, different information displays, and different respondent navigation and response behaviors. From this growing body of knowledge, researchers are able to identify some findings that appear stable and those which require further or continued investigation.

While much of the research to date on the use of mobile technologies for data collection has focused on administering surveys via mobile devices, there are also a wide array of applications and features available on these devices which can augment and, in some cases, even replace survey data. In many respects, smartphones and tablets can be viewed as “multimode” platforms, in the sense that they facilitate more than one form of data collection.

Mobile devices that are currently in use by researchers to extend or replace certain aspects of survey data collection: (1) location/geopositioning, allowing researchers to identify where a respondent is (or has been) and trace the routes they took (rather than rely solely on self-reported information); (2) barcodes/QR codes, which are becoming increasingly common ways of directing respondents to web-based study information; (3) static and dynamic visual media, which can provide researchers with more contextual data about what a respondent has seen or experienced; (4) Bluetooth-enabled devices, which facilitate collection of a wide range of information via specialty devices linked wirelessly to a mobile device for data transmission; and (5) data collection applications or apps, which provide a user-friendly interface and infrastructure for combining multiple elements in more complex or longer-term studies.

These new specialized tools also have their own “rules,” many of which are constantly evolving. These new technologies may work well with some sets of respondents, but not as

well with others. The benefits and challenges for those who study public opinion are explored.

Joe Murphy is Director of the Program on Digital Technology and Society within RTI International's Survey Research Division. His research focuses on the development and application of new technologies and modes of communication to improve the survey research process. His recent work has centered on the use and analysis of social media to supplement survey data. Mr. Murphy also investigates optimal designs for mobile data collection platforms, data visualization, crowdsourcing, and social research in virtual worlds. Mr. Murphy is a demographer by training and survey methodologist by practice. His significant research experience includes the substantive topics of hospitals and health care, substance use and mental health, population registries, and energy.

Notes:

Social Media: The Newest Frontier in Opinion Research

Jennifer Childs, U.S. Census Bureau, jennifer.hunter.childs@census.gov

Social media platforms have proliferated in recent years with a rapid increase in adoption. There are several techniques to *actively* use social media to identify, locate, and collect data from study participants. In the design phase of the survey lifecycle, social media has been used to *inform questionnaire design*. In testing and preparing for data collection, social media has been used for *targeted recruitment* of respondents for pretesting or *surveys themselves* using non-probability sampling methods. In longitudinal studies, social media has been used to actively *locate* sample members through outreach and engagement efforts.

Users of social media platforms can also become research participants when the posts that they share publicly are analyzed by researchers. One of the main benefits of using secondary data is that it is free of respondent burden and from influence of the interviewer and researcher. Another attractive feature of such data is they are often available at no, or a low cost. Importantly, because these contributions are public, it is often assumed that participants do not need to be notified about their inclusion in a study. But there are legal and ethical considerations that must be addressed in this new world of research.

This presentation, based on work conducted by the AAPOR Task Force on Emerging Technologies in Public Opinion Research, discusses the use of social media throughout the survey lifecycle and to supplement or as an alternative to survey research. The presentation concludes with considerations for the future on the role of social media in public opinion research.

Jennifer Childs is a Research Psychologist in the Center for Survey Measurement in the Research and Methodology Directorate of the U.S. Census Bureau. Her expertise lie in questionnaire development, testing, and evaluation. She is currently researching issues surrounding privacy and confidentiality as they relate to government data collection and the use of administrative records for statistical purposes and mobile data collection. She is currently serving as AAPOR's Membership and Chapter Relations Committee Chair.

Notes:

Visualizing Community Narratives from Social Media for Emergency Management

Christopher G. Healey^{1*}, Branda Nowell¹, and AJ Fass²

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We are studying the potential for harnessing social media, both prior to and during emergency events. Specifically, we want to learn how social media can be used to construct community narratives during wildfires. Our goals are twofold: to engage communities under potential threat of wildfire to promote awareness and mitigate risk before an event, and to track a community's concerns and priorities during a wildfire incident. Achieving these goals will allow emergency managers and public information officers in local emergency management offices, state and federal land agencies, and regional and national incident management teams to educate a community about wildfire risks, and to provide targeted information in a timely manner during an incident.

We have selected Twitter as our initial social media source, due to its broad coverage of events, and the real-time access it provides to its social media posts (tweets). We will demonstrate a web-based visualization tool that captures tweets with specific keywords of interest, then analyzes and presents them in numerous ways to provide insight into their content and the discussions they form.

Christopher G. Healey is a Professor in the Department of Computer Science at North Carolina State University. He received a B.Math from the University of Waterloo in Waterloo, Canada, and an M.Sc. and Ph.D. from the University of British Columbia in Vancouver, Canada. He is an Associate Editor for ACM Transactions on Applied Perception. His research interests include visualization, graphics, visual perception, and areas of applied mathematics, databases, artificial intelligence, and aesthetics related to visual analysis and data management.

Notes:

Using Twitter Data for Research: Issues of Data Retrieval, Management, and Processing

Rob Chew, MS^{}; Annice Kim, PhD; Paul Ruddle, MS, MSA; and Clay Heaton, MS, RTI International, rchew@rti.org*

Twitter data is being increasingly used by researchers to monitor and understand emerging issues, consumer opinions, and the diffusion of information across social networks. While studies suggest that Twitter is a promising rich data source, the technical knowledge needed to access and analyze Twitter data may prove challenging to social scientists and survey methodologists not traditionally trained in computational methods. In this session, we will address issues related to Twitter data retrieval, management, and processing, including how to make calls to the Twitter API and the type of software and programming skills needed to access and analyze Twitter data. The goal of the session is to provide attendees with an overview of the steps and skills needed to incorporate Twitter data in their research.

Rob Chew is a Data Scientist in the Division for Statistical and Data Sciences at RTI International. Mr. Chew uses his training in informational retrieval, data management, predictive analytics, text mining, applied econometrics, and big data methodologies to help clients solve complex data problems. Currently he is working with Dr. Annice Kim on mining social media data for public health surveillance and evaluation. Prior to joining RTI, Mr. Chew worked as an environmental economist at Abt Associates specializing in water, energy, and climate change. In addition to conducting cost-benefit analysis for several national-scale Environmental Protection Agency (EPA) regulations, Mr. Chew used his data modeling skills to develop a scenario model for forecasting greenhouse gas emissions for the Massachusetts solid waste sector and contribute to economy-wide input-output models for the U.S. Department of Energy (DOE).

Notes:

PANEL SESSION 1

Thursday, October 9th 12:15 to 1:30 PM

Keynote Panel: Changing Politics; Changing People

SAPOR is located in a part of the United States experiencing rapid population growth and dramatic political and social changes. This panel addresses shifting North Carolinian opinions, attitudes, and political identities leading up to the November mid-term elections. Panel members will explore the changes in the context of their individual research efforts, experience, and perspectives. Presentations include data from several different political tracking polls.

Pearce Godwin is a native North Carolinian and graduate of Duke University. His degree is in Public Policy with minors in economics and business. Pearce spent 5 years in Washington, DC, working on Capitol Hill and conducting voter microtargeting for presidential and statewide campaigns. Public opinion research was the backbone of each microtargeting project. Pearce's primary interests are the opinions of Americans, especially his fellow North Carolinians, in the areas of politics, culture, and faith. He focuses on deriving actionable insights from research that allow clients to understand, connect with, and engage their audience.

Jason Husser has three primary roles at Elon University. He is Assistant Professor of Political Science and Policy Studies, Assistant Director of the Elon University Poll, and the university's Faculty Fellow for Civic Engagement. He researches American politics, specifically with regard to American political behavior and survey methodology. He completed a PhD from Vanderbilt University in 2012.

Tom Jensen has been the director of Public Policy Polling since 2007. He oversees both its public polling, including a monthly North Carolina survey, and its private work conducted for clients. In 2013 he was named by Business Insider as one of the 36 most powerful people in American politics, and in 2010 Campaigns and Elections Magazine named him one of their rising stars working in politics under the age of 35. He is an honors graduate of UNC-Chapel Hill in Political Science and History.

David McLennan (Ph.D., the University of Texas at Austin) is currently a visiting 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), where he started the Political Science major and developed the Raleigh Experience, a cooperative learning program. McLennan's research expertise includes the impact of negative advertising on political attitudes, image restoration for politicians in trouble, and barriers to women's electoral success. His polling experience is in conducting internal polls for political campaigns in Texas and conducting polling on North Carolinian's attitudes about women as political leaders.

Notes:

PANEL SESSION 2**Friday, October 10, 11:00 A.M. to 12:30 P.M.**

Career Panel

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 (BRFSS) 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.

Jennifer Childs is a Research Psychologist in the Center for Survey Measurement in the Research and Methodology Directorate of the U.S. Census Bureau. Her expertise lie in questionnaire development, testing and evaluation. She is currently researching issues surrounding privacy and confidentiality as they relate to government data collection and the use of administrative records for statistical purposes and mobile data collection. She is currently serving as AAPOR's Membership and Chapter Relations Committee Chair.

Dr. Russ Foushee has almost 20 years of experience in virtually all phases of survey research including Computer-assisted Telephone Interviewing (CATI) and face-to-face field interviewing, along with mail and web-based surveys. He is currently the Lead Survey Scientist at SciMetrika, LLC. Previously Dr. Foushee was an Assistant Professor in the Health Behavior Department in the School of Public Health at the University of Alabama at Birmingham (UAB). For 8 years, he was co-director of the Survey Research Unit at UAB. Prior to that experience, he was a Research Associate in the Survey Research Laboratory in the Center for Governmental Services at Auburn University. Dr. Foushee holds a PhD in Social Psychology from the University of Nevada. He is an author on several papers using survey data on topics including health behaviors, epilepsy, alcohol treatment, surge capacity research, physical therapy, PCB exposure, lactose intolerance, organ donation, and women's health.

Teresa Edwards is the Assistant Director for Survey Research at the Odum Institute for Research in Social Science at the University of North Carolina at Chapel Hill. She conducts web and mail surveys for clients within and outside the University, and provides survey design consultation to UNC faculty, staff, and students. She teaches in the Institute's graduate level Certificate Program in Survey Methodology. Ms. Edwards has over 25 years of experience in the survey methodology field, including 14 years at RTI International before joining the Odum Institute in 2003. She holds an MA in Applied Social Research from the University of Michigan.

Carla P. Jackson is currently Vice President of Energy Research at Abt SRBI. Prior to joining Abt SRBI in 1997, she had 18 years of experience in market research and program evaluation at the Tennessee Valley Authority, which is a federal agency that is also the largest public power company in the United States. In her current position at Abt SRBI, she regularly conducts qualitative and quantitative research with both residential and commercial/industrial customers for a variety of energy companies. Her current areas of research interest include energy

efficiency, new products and services, renewable energy, customer loyalty, market segmentation, brand equity, and key accounts. She has presented papers on energy-related topics and survey research methodology at numerous professional conferences. She holds a BS in industrial and labor relations from Cornell University and an MA in sociology from Brown University.

Notes: