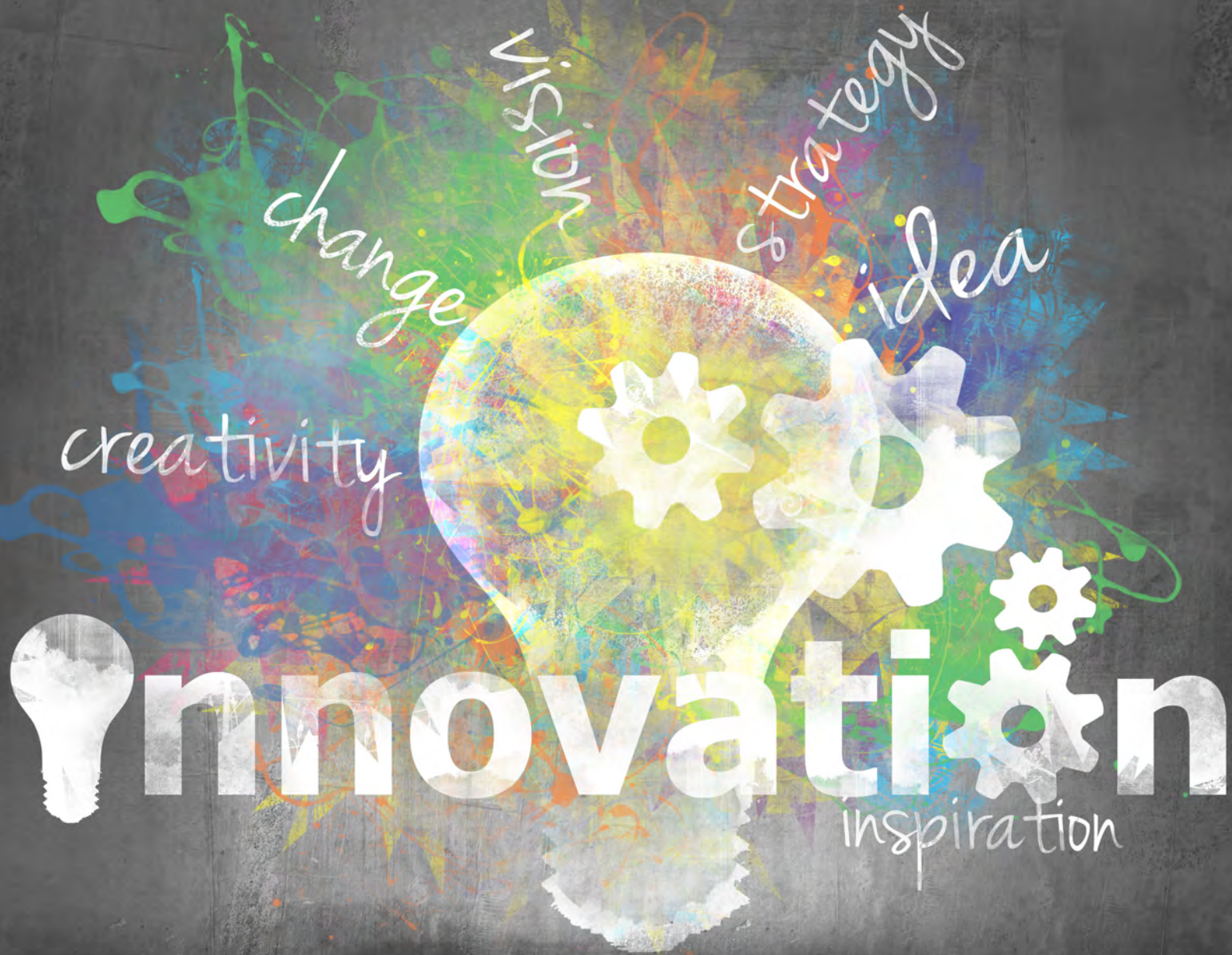


# Public Opinion & Survey Research



## 35<sup>th</sup> Annual SAPOR Conference

October 6–7, 2016  
Raleigh, NC

Promoting Innovation in  
Public Opinion Research





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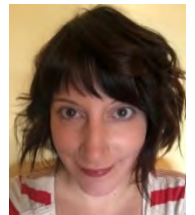
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## Times and Events

<b>Times</b>	<b>Thursday, October 6, 2016</b>
8:00 a.m.–9:00 a.m.	<b>Registration Open</b>
8:00 a.m.–9:00 a.m.	<b>Breakfast</b> (conference meal)
9:15 a.m.–10:15 a.m.	<b>Session 1: Innovative Data Collection Methods</b>
10:15 a.m.–10:30 a.m.	<b>Refreshment Break</b>
10:30 a.m.–12:00 p.m.	<b>Session 2: Research to Improve Data Quality and Informed Consent</b>
12:00 p.m.–1:00 p.m.	<b>Lunch</b> (conference meal)
12:00 p.m.–3:00 p.m.	<b>Registration Open</b>
1:00 p.m.–2:00 p.m.	<b>Keynote Address: “Who Moved My Cheese?” Embracing the Shifting Paradigm</b> Dr. Mark Schulman, founding partner and chief research officer of Abt SRBI
2:00 p.m.–3:15 p.m.	<b>Session 3: Political Persuasion, Apathy, and Public Opinion</b>
3:15 p.m.–4:30 p.m.	<b>Session 4: Religion-Based Research</b>
5:00 p.m.–8:00 p.m.	<b>Social Hour/Dinner Offsite at Mash &amp; Lauter (upstairs from Busy Bee)</b>

<b>Times</b>	<b>Friday, October 7, 2016</b>
8:00 a.m.–9:00 a.m.	<b>Registration Open</b>
8:00 a.m.–9:00 a.m.	<b>Breakfast</b> (conference meal)
9:10 a.m.–12:15 p.m.	<b>Session 5: Human Rights</b>
10:15 a.m.–10:45 a.m.	<b>Intermission—Snack and Refreshment Break</b>
12:00 p.m.–1:00 p.m.	<b>Registration Open</b>
12:15 p.m.–1:15 p.m.	<b>Lunch</b> (conference meal)
12:15 p.m.–1:15 p.m.	<b>Guest Speaker: Tom Jensen of Public Policy Polling</b>
1:15 p.m.–2:15 p.m.	<b>Session 6: Global Issues</b>
2:15 p.m.–3:30 p.m.	<b>Session 7: Medical Research</b>
3:30 p.m.–4:00 p.m.	<b>Closing Remarks and New Officers Announced</b>

## Schedule of Sessions

\*Presenters noted with asterisk

Thursday, October 6, 2016	
Session 1: Innovative Data Collection Methods	
9:00 a.m.–9:15 a.m.	<b>Welcome and Announcements</b>
9:15 a.m.–9:45 a.m.	<b>Strategies to Increase Participation in Prospective Cohort Studies</b> *Mark Bodkin, Social Scientific Systems
9:45 a.m.–10:00 a.m.	<b>Using Short Message Service (SMS) to Explore Survey Recruitment and Response</b> *Brian McDonald, High Point University and Martin Kifer, High Point University  <b>Chair:</b> Michelle Edwards, Texas Christian University
Session 2: Research to Improve Data Quality and Informed Consent	
10:30 a.m.–10:45 a.m.	<b>Big Data, Big Problems: Overcoming Barriers to Consent for Data Linking</b> Kyle Endres, Duke University
10:45 a.m.–11:00 a.m.	<b>Informed Consent and Protection of Human Subjects in Sensitive Topic Surveys</b> *Lisa Carley-Baxter, RTI International; Jessica Williams, RTI International
11:00 a.m.–11:15 a.m.	<b>Examining Data Quality Issues in a Web Survey of Youth and Teens</b> *Jared Knott, Abt SRBI; Valrie Horton, Abt SRBI; Benjamin Phillips PhD, Abt SRBI; Rosaella Branson, BGCA; Elizabeth Fowlkes, BGCA
11:15 a.m.–11:30 a.m.	<b>Strategies to Maintain Current Contact Information for Participants in Prospective Cohort Studies</b> Mark Bodkin, Social Scientific Systems
11:30 a.m.–11:45 a.m.	<b>The Effects of Audio Overlay on Data Quality in a Web Survey of Youth and Teens</b> *Valrie Horton, Abt SRBI; Benjamin Phillips PhD, Abt SRBI; Jared Knott, Abt SRBI; Rosaella Branson, BGCA; Elizabeth Fowlkes, BGCA  <b>Chair:</b> Davis Brown, Baylor University

Keynote Address	
1:00 p.m.–2:00 p.m.	<b>“Who Moved My Cheese?” Embracing the Shifting Paradigm</b> Dr. Mark Schulman, founding partner and chief research officer of Abt SRBI
Session 3: Political Persuasion, Apathy, and Public Opinion	
2:00 p.m.–2:15 p.m.	<b>Mode Differences in the 2012 American National Election Study</b> D. Sunshine Hillygus, Duke University and *Brian Guay, Duke University
2:15 p.m.–2:30 p.m.	<b>A Constituent-Level Analysis of Home Style</b> Patrick Tucker, Washington University
2:30 p.m.–2:45 p.m.	<b>Expectancy Violation and Costly Signaling: An Interactive Framework for Political Persuasion</b> Victoria Dounoucos, Duke University
2:45 p.m.–3:00 p.m.	<b>Framing the Public's Opinion of "Fracking": Science, Politics, and Risk</b> Michelle Edwards, Texas Christian University  <b>Chair:</b> Mallory Grammar, RTI International
Session 4: Religion-Based Research	
3:15 p.m.–3:30 p.m.	<b>Physician-Assisted Death: Religiosity's Impact on Public Opinion in Tennessee</b> *Erin Mauck, East Tennessee State University and Kelly Foster, East Tennessee State University
3:30 p.m.–3:45 p.m.	<b>Patterned Behaviors: Do Childhood Events Impact One's Religious Services Attendance as an Adult?</b> MaKayla Smyth, East Tennessee State University
3:45 p.m.–4:00 p.m.	<b>Quantifying Government Religious Preference: Introducing Phase 2 of RTS</b> Davis Brown, Baylor ISR  <b>Chair:</b> Dydra Virgil, VL Research & Consulting Inc.
American Association of Public Opinion Research (AAPOR)	
4:15 p.m.–4:30 p.m.	Anna Wiencrot, NORC at the University of Chicago AAPOR Membership & Chapter Relations Chair
Social Networking Event: Offsite at Mash & Lauter (upstairs from Busy Bee)	
5:00 p.m.–8:00 p.m.	<b>Busy Bee</b> is a 2-minute walk from the City Club 225 S Wilmington St. Raleigh, NC 27601
Friday, October 7, 2016	
Session 5: Human Rights	
9:00 a.m.–9:10 a.m.	<b>Welcome and Announcements</b>
9:10 a.m.–9:30 a.m.	<b>Understanding Individual and Household Responses to the October 2015 Floods in South Carolina</b> Alexandra Cooper, Duke University; Elizabeth Albright, Duke University; *Clara Wang, Duke University



9:30 a.m.–10:15 a.m.	<b>Police Biometrics During Crisis Situations</b> Robert Furberg, RTI International
10:15 a.m.–10:45 a.m.	<b>Intermission—Snack and Refreshment Break</b>
10:45 a.m.–11:30 a.m.	<b>Victimization of LGBTQ Populations: What We Know and What We Need to Know</b> Tasseli McKay, RTI International; *Jeff Henne, The Henne Group; *Victoria Albright, RTI International
11:30 a.m.–12:15 p.m.	<b>Gender 101: What Survey Researchers Need to Know About the Social Construction of Gender</b> Ashley Golsch, RTI International  <b>Chair:</b> Kurt Johnson, RTI International
<b>Guest Lunch Speaker</b>	
12:15 p.m.–1:15 p.m.	<b>Tom Jensen of Public Policy Polling</b>
<b>Session 6: Global Issues</b>	
1:15 p.m.–1:30 p.m.	<b>Pulling Up the Draw-Bridges: Anti-Globalization, Anti-Immigration, and Nationalism in Western European Countries</b> *Sofia Pinero Kluch, Gallup and Alan Vaux, PhD, FAPA, FAPS, Emeritus Professor of Psychology at Southern Illinois University
1:30 p.m.–1:45 p.m.	<b>Public Understanding of Zika Virus and Social Media Posts: Amplification of Prominent News Rather Than Grassroots Advocacy</b> *Karla Jimenez, RTI International and Suzanne Dolina, RTI International
1:45 p.m.–2:00 p.m.	<b>Domestic vs. Foreign Terrorism Perceptions Among Western Europeans in 2016</b> Sofia Pinero Kluch, Gallup  <b>Chair:</b> Dakisha Locklear, RTI International
<b>Session 7: Medical Research</b>	
2:15 p.m.–2:30 p.m.	<b>Decision Trajectories of Couples Seeking Care for Fertility Problems</b> Tianlin Duan, Duke University
2:30 p.m.–2:45 p.m.	<b>Limited Trust: How Trust in Doctors Impacts Medical Decision-Making</b> Morgan Jones, Applied Social Research Lab
2:45 p.m.–3:00 p.m.	<b>The Effects of Incentive Type on Response Rates in a Survey of Physicians</b> *Marshica Stanley Kurtz, RTI International; Emily M. Geisen, RTI International; Murrey G. Olmsted, RTI International; Joe Murphy, RTI International
3:00 p.m.–3:15 p.m.	<b>Recruiting and Interviewing Health Center Patients: Challenges and Lessons Learned from the Health Center Patient Survey</b> *Mallory Grammar, RTI International; Kathleen Considine, RTI International; Azot Derecho, RTI International; Tina Vera, RTI International  <b>Chair:</b> Vorapranee Mai Wickelgren, RTI International

## Presentation Abstracts

### SESSION 1: Innovative Data Collection Methods

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#### Strategies to Increase Participation in Prospective Cohort Studies

*Mark R. Bodkin\*, Social & Scientific Systems, Inc.; Kate Sisco, Social & Scientific Systems, Inc.; Polly P. Armsby, Social & Scientific Systems, Inc.; Matthew D. Curry, Social & Scientific Systems, Inc.; Richard R. Kwok, National Institute of Environmental Health Sciences; Larry S. Engel, School of Public Health, UNC-Chapel Hill; Dale P. Sandler, National Institute of Environmental Health Sciences*

The Gulf Long-Term Follow-Up Study (GuLF Study) is following a cohort of 32,608 participants to examine health effects associated with the clean-up effort surrounding the 2010 Deepwater Horizon oil spill. Participants enrolled from March 2011 through March 2013. The cohort includes segments that are hard to reach, including young men, racial minorities, and low-income groups. A 30-minute follow-up interview was conducted from March 2013 through July 2015. After sending lead letters and reminder mailings, multiple rounds of calling, offers of \$25 compensation and \$500 prize drawings, batch tracing, and targeted field-based locating, 61% of participants had completed follow-up. To maximize participation and characterize non-responders, a 5-minute questionnaire was developed, which could be completed by mail, web, or telephone. Participants who completed the brief questionnaire were compensated \$25 and entered into \$500 prize drawings.

In an effort to identify optimal methods for contacting participants for future follow-ups, we randomized 11,407 English-speaking participants who initially refused or were lost to follow-up, to receive information about the brief questionnaire using four different contact methods involving mailings, e-mails, and phone calls. Overall, 18% completed the brief interview, increasing the overall response rate to 68%. Participation was highest among those contacted by mail and telephone (28%), followed by those contacted by mail, e-mail, and telephone (27%), e-mail and telephone (24%), and telephone only (21%). The majority of interviews in all approaches were ultimately completed by telephone (78%). Future efforts to maintain contact information will include methods tailored to participants' prior response preferences and will target more costly efforts on difficult-to-reach subgroups.

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Mark Bodkin, MS, (mbodkin@s-3.com) is a Data Manager at Social & Scientific Systems, Inc., where he assists in the collection, cleaning, and maintenance of data for the GuLF Study, a project funded by the National Institutes of Health. This project examines the physical and mental health of clean-up workers and volunteers who responded to the 2010 Deepwater Horizon oil spill. Mark has previous experience in survey research, including survey design, development, administration, and monitoring. Mark received his master's degree in Sociology from North Carolina State University. His current research interests include public health and survey research methods.

#### Notes:

## Using Short Message Service (SMS) to Explore Survey Recruitment and Response

*Brian McDonald\*, High Point University and Martin Kifer, High Point University*

The opportunities new technologies provide for innovative data collection and the threats to validity posed by lower response rates to traditional survey data collection methods encourage survey researchers to test new modes of survey administration. This paper examines data collected from a pilot study using SMS messaging to explore recruitment and survey response. This project tested the feasibility and the relative promise of an SMS text survey platform utilizing texting to supplement telephone survey recruitment and response. The paper further explores the demographics of the original cell phone sample, recruits for the pilot, and those recruits that actually responded. Data for this project come from a non-probability sample using cell phone as the recruitment method. Participants were recruited after completion of a random digit dial telephone survey and supplied consent to send the survey via SMS text.

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Brian McDonald is the Associate Director of High Point University (HPU)'s Survey Research Center (SRC), home of the HPU Poll. He has over a decade of experience in telephone interviewing, survey research, and data analysis. His projects include both quantitative and qualitative research. Brian contributes to the SRC's numerous research projects, including canvassing the state of North Carolina on political and public affairs issues. His expertise includes applying statistical techniques in the collection, preparation, and analysis of data, as well as the principles, processes, and methods of survey research. He plays a crucial role in all aspects of the HPU Poll, now in its 7th year. The poll tracks contested races in the state's dynamic political climate, as well as topics such as teacher pay, health care reform, U.S. foreign policy, holiday spending, and the Ebola virus. The HPU Poll reports the results as a public service. Brian also works with groups outside the university that conduct market research through the survey center. He trains and supervises students who conduct research in the center, offering opportunities for experiential learning outside the classroom, career skills, and experience. Previously, he served as the evaluator on a Race to the Top grant awarded to Guilford County Schools and as the Director of Market and Survey Research at a consulting company serving small private colleges and universities. In that capacity, he moderated focus groups, developed research instruments, and was involved in projects involving market, enrollment, and retention research. Originally from Ohio, he earned his BBA. and MBA from Kent State University. Before moving to North Carolina in 2008, he was the Program Director of the Survey Research Lab at Kent State University, an 18-station mixed-mode computer-assisted telephone interviewing lab. During his tenure, he managed a staff of undergraduate students that collected data on a variety of topics from over 50,000 respondents nationwide.

### Notes:

## **SESSION 2: Research to Improve Data Quality and Informed Consent**

### **Big Data, Big Problems: Overcoming Barriers to Consent for Data Linking**

*D. Sunshine Hillygus, Duke University; Kyle Endres\*, Duke University; Gabriel Madson, Duke University*

In the era of “Big Data,” researchers seek to enrich survey data by merging it with external data. For example, political scientists link to voter files, economists to data about home ownership and assets, and policy researchers to contextual markers of the respondents’ community. Statistical and computing advances increasingly facilitate such matching, but data linkage raises concerns about privacy and informed consent because the process inherently makes use of respondents’ identifying information. Though requesting consent can introduce bias, in which the individuals who agree to have their responses linked differ in important ways from those that do not consent, institutional review boards and data providers often require explicit consent to link. It is thus critical to identify best practices for obtaining consent to pair survey data with external data. Fielding an original survey with an embedded experiment, we explore respondents’ willingness to allow researchers to use their IP address; IP addresses are routinely collected during the administration of online surveys, albeit unknown to most participants. While IP addresses are a relatively unobtrusive identifier (that is, they do not uniquely identify respondents), we find that respondents regard their IP address as sensitive as other identifiers, including name, address, and birthdate. Furthermore, respondents are relatively unwilling to provide consent to use their IP address. We ask whether we can improve this rate of consent when we demonstrate to respondents that we already have the critical information. Randomly assigning respondents to two versions of the linking request—one which simply asks whether we can use their IP address for linking purposes and a second where we make the same request while also displaying to them their IP address—we find that respondents consent at higher rates when they are shown their IP address. Generalizing from this finding, we believe that researchers are likely to achieve higher rates of consent for data linking when they demonstrate that they have the necessary information and simply need consent.

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Kyle Endres is a postdoctoral associate at the Duke Initiative on Survey Methodology (DISM) at Duke University. He studies American politics with a specialization in campaigns and elections, voting behavior, and public opinion. He recently completed his PhD in Government at The University of Texas at Austin, where he was a graduate student affiliate at the Irma Rangel Public Policy Institute. Prior to joining DISM, Kyle was a predoctoral research fellow at the Center for Electoral Politics and Democracy at Fordham University. His dissertation used multiple surveys supplemented with voter files and official contact records from the 2012 election to better understand how presidential campaigns use policy issues to mobilize and persuade voters.

#### **Notes:**

## **Informed Consent and Protection of Human Subjects in Sensitive Topic Surveys**

*Lisa Carley-Baxter\*, RTI International; Jessica Williams, RTI International*

Protection of human subjects is a key responsibility of all social research studies. This responsibility is heightened when conducting surveys with sample members who may need additional protections. Informed consent and human subjects' procedures for sensitive topic surveys, especially those collecting data on violence, also need to be more detailed and customized to protect the sample members. This presentation will focus on evaluating studies for the need for customized human subjects' protections, identifying solutions to the challenges faced on these studies, and provide tips for working with IRBs and OMB on approval of these procedures.

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Lisa Carley-Baxter is a Senior Survey Director at RTI International. She has more than 18 years of professional experience conducting survey research for government, commercial, and academic clients. Her main research interest is violence against women and designing, implementing, and improving surveys on sensitive topics. She is currently leading the National Intimate Partner and Sexual Violence Survey for CDC.

Jessica Williams is a Survey Manager at RTI International. She has more than 14 years of experience conducting and managing social science research projects. Her main research interest is health surveys that focus on sensitive topics and improving data collection methods. She is currently the Data Collection Task Leader for the National Intimate Partner and Sexual Violence Survey for CDC.

### **Notes:**



## **Examining Data Quality Issues in a Web Survey of Youth and Teens**

*Jared Knott\*, Abt SRBI; Valrie Horton, Abt SRBI; Benjamin Philips PhD, Abt SRBI; Rosaella Branson, BGCA; Elizabeth Fowlkes, BGCA*

The increasing prevalence of web data collection has led to considerable interest in data quality issues in web surveys. In this paper, we examine potential data quality issues of particular interest in surveys of teens and youth, using the Boy & Girls Clubs of America National Youth Outcomes Initiative (NYOI) member survey. The NYOI member survey is an annual survey of youth and teen members (ages 9–18) that measures academic success, good character and citizenship, healthy lifestyles, and club experience. With over 130,000 online participants, the NYOI web dataset allows for exploration of particular factors that impact data quality. We look particularly at social desirability bias among youth and teens, and explore evidence that social desirability may have a different meaning among youth and teens than among adults. We examine answer patterns that indicate a potential reverse social desirability bias, its implications for data quality, and suggest avenues for further research on the topic and innovation in data quality control.

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Jared Knott is an Analyst/Project Manager at Abt SRBI with over 4 years of experience in survey research. He has a wide range of professional experience including survey administration, quality control, and data analysis. He has a BS in Biology from Florida Gulf Coast University.

### **Notes:**

## Strategies to Maintain Current Contact Information for Participants in Prospective Cohort Studies

*Mark Bodkin\*, Social & Scientific Systems, Inc.; Katherine Sisco, Social & Scientific Systems, Inc.; Polly P. Armsby, Social & Scientific Systems, Inc.; Matthew D. Curry, Social & Scientific Systems, Inc.; Richard R. Kwok, National Institute of Environmental Health Sciences; Larry S. Engel, School of Public Health, UNC—Chapel Hill; Dale P. Sandler, National Institute of Environmental Health Sciences*

Maintaining current contact information for participants is essential for follow-up data collection in prospective cohort studies. The Gulf Long-Term Follow-Up Study (GuLF Study) is following a cohort of 32,608 participants to examine health effects associated with the clean-up effort surrounding the 2010 Deepwater Horizon oil spill. The cohort includes numerous segments that are hard-to-reach, including young men, racial minorities, and low income groups. Our first attempt to update contact information involved sending multiple letters and e-mails encouraging participants to confirm or update their information on a secure section of the study website. About 25% of the cohort responded. A pilot study with a subgroup of the cohort showed that follow-up calls to non-responders increased responses to more than 60%. However, due to the costs of calling non-responders, we attempted to obtain updates as part of a newsletter mailing. The newsletter included a tear-away card and return envelope, as well as information for responding by phone or web. Among the 17% who responded, 64% mailed in responses, 24% called in, 5% utilized the study website, and 7% responded via multiple methods. Approximately 44% of responses were confirmations of current information and 56% of responses included updates. Only 9% of participants who provided updates were not reached at the first follow-up telephone interview. Future efforts to maintain contact information will include methods tailored to participants' prior response preferences and will target more costly efforts on difficult-to-reach subgroups.

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Mark Bodkin, MS, (mbodkin@s-3.com) is a Data Manager at Social & Scientific Systems, Inc., where he assists in the collection, cleaning, and maintenance of data for the GuLF Study, a project funded by the National Institutes of Health that examines the physical and mental health of clean-up workers and volunteers who responded to the 2010 Deepwater Horizon oil spill. Mark has previous experience in survey research, including survey design, development, administration, and monitoring. Mark received his master's degree in Sociology from North Carolina State University. His current research interests include public health and survey research methods.

### Notes:

## **The Effects of Audio Overlay on Data Quality in a Web Survey of Youth and Teens**

*Valrie Horton\*, Abt SRBI; Benjamin Phillips PhD, Abt SRBI; Jared Knott, Abt SRBI; Rosaella Branson, BGCA; Elizabeth Fowlkes, BGCA*

Increasing prevalence of web data collection mode has led to considerable interest in measuring data quality in web surveys. In this paper, we examine how audio overlay effects data quality in a web survey, using the Boys & Girls Clubs of America National Youth Outcomes Initiative (NYOI) member survey.

The NYOI member survey is an annual survey of youth and teen members (ages 9–18) that measures academic success, good character and citizenship, healthy lifestyles, and club experience. With more than 130,000 online participants, the NYOI web dataset allows for exploration of the impacts of a number of factors on data quality.

We utilize various respondent-level data in this analysis. This data includes the usage of an audio component, demographics, and an honesty question. In addition, we also utilize paradata on the number of survey items answered: accumulated time spent on the survey as a whole, time spent on the survey per section, time of day survey was taken, type of question, and operating system.

Our conclusions help shed light on factors associated with survey response in surveys of youth and teens and also provide guidance to other practitioners.

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Valrie has been a market research professional for more than 11 years, 8 of those with Abt SRBI. She is responsible for managing all aspects of market research projects (quantitative and qualitative), including questionnaire development, field management, report preparation, and quality control of all final analyses for both domestic and international studies. Valrie has managed 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. Valrie has also directed 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 children's organizations in the United States and is very knowledgeable about CASRO standards regarding research with children and COPPA (Children's Online Privacy Protection Act) requirements/compliance. Valrie has also conducted research focused on women's issues, including health and beauty products, and health issues specific to women (breast cancer, osteoporosis, oral contraceptives, skin care, and IBS among women.) Valrie is also skilled in developing surveys for media release. She has worked with many of the country's leading public relations firms as well as with high-level corporate communications, government, and association clients.

### **Notes:**

## SESSION 3: Political Persuasion, Apathy, and Public Opinion

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### Mode Differences in the 2012 American National Election Study

*D. Sunshine Hillygus, Duke University; Brian Guay\*, Duke University; Nicholas Valentinoz, University of Michigan; Kirill Zhirkovx, University of Michigan*

As the cost of conducting face-to-face interviews continues to climb, many large government and academic surveys have turned to alternative survey modes or multi-mode methods. In 2012, the longest-running American political survey-the American National Election Study (ANES) ran parallel, in-person and online surveys and released a single combined dataset. To date, there has been no systematic exploration of any differences between the two samples and much of the scholarly research using the data has used the combined data without consideration to mode. The proposed analysis compares the in-person and online ANES samples across demographic and political variables and evaluates the implications for substantive knowledge claims about political behavior. Initial results find statistically significant and sizeable differences across the in-person and online samples on key demographic, political, and personality variables. Online respondents are less partisan than in-person respondents, more likely to approve of key political leaders, and more likely to vote in primary and general elections. Furthermore, we find that online respondents are able to identify political office holders with greater accuracy and are far less supportive of government spending on a wide range of programs, from education to the environment. We explore differences in attrition, item non-response, and completion time between modes. In light of these results, we make recommendations to the ANES user community.

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Brian Guay is a PhD student in the Department of Political Science at Duke University and a research assistant with the Duke Initiative on Survey Methodology. He received his BA in political science and psychology from the University of Richmond in 2014. His research interests include survey methodology, voter behavior, and individual errors in information processing. Brian has worked on various survey projects for the Department of Defense and other governmental organizations, as well as on academic surveys.

D. Sunshine Hillygus is professor of political science and public policy at Duke University and Director of the Duke Initiative on Survey Methodology. She is co-author of *The Persuadable Voter* (Princeton University Press, 2008) and *The Hard Count: The Social and Political Challenges of the 2000 Census* (Russell Sage Foundation, 2006). She serves on the Scientific Advisory Committee for the U.S. Census Bureau, the board of the American National Election Study, and AAPOR Advisory Committee of Public Opinion Quarterly. From 2003 through 2009, she taught at Harvard University, where she was the Frederick S. Danziger Associate Professor of Government and Founding Director of the Program on Survey Research. She holds a PhD from Stanford University and a BA from the University of Arkansas.

#### Notes:

## **A Constituent-Level Analysis of Home Style**

*Patrick Tucker, Washington University*

While studies of representation often focus on policy congruence between voters and elites, the relationship between the two sets of actors is not limited to ideological alignment. Rather, legislators engage in non-policy activities to win favor with those voters who may be unreachable with respect to policy. By partaking in “home styles” that highlight their most favorable attributes, members of Congress attempt to alter the dimensions of representation on which they are evaluated. Although much work on home style captures how and why legislators engage in their particular strategies, little is understood about how voters react to such behavior. This paper builds upon previous theories to explore how the legislator's presentation of self affects not only the voter's evaluation of the representative, but also the importance of non-policy affect towards the legislator. Using original data from The American Panel Survey, this paper finds that as the frequency and level of intimacy of contact with the legislator increases, citizens' evaluations of the elite improve.

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Patrick Tucker is a PhD candidate in political science at Washington University in St. Louis and a graduate fellow in the Weidenbaum Center on the Economy, Government, and Public Policy. His research focuses on public opinion and Congress. In particular, his research addresses how the interactions between political elites and voters affect perceptions and expectations of representation. His work also makes heavy use of panel data, examining individual change over long periods of time.

**\*\* Winner of the 2016 James W. Prothro Student Paper Competition**

**Notes:**



## **Expectancy Violation and Costly Signaling: An Interactive Framework for Political Persuasion**

*Victoria Dounoucos, Duke University*

Research into political persuasion has primarily focused on either source or message factors, with studies attempting to identify who is persuadable and which messages persuade most effectively. This research has shown that a speaker's credibility is highly important in determining his or her persuasiveness. Trustworthiness and expertise—the primary dimensions of credibility—have been consistently used as measures of persuasion in these studies, defining persuasion to be a shift in speaker evaluations rather than a shift in attitudes or opinions. This paper follows in the footsteps of the source factors research by defining persuasion as a shift in speaker evaluations; however, this paper also expands upon the extant literature by considering the interactive effects of message and source factors. This interaction of source and message effects, particularly in situations in which these combined effects violate expectations, is what makes political displays of unexpected support successful. The presentation will examine this interaction in the political realm by addressing two research questions: How do source and message cues affect an audience's perceptions of a speaker's trustworthiness and expertise? What kind of effect do these cues have on issue opinion formation? Using an original survey experiment, the presenter finds that when individuals are faced with an unexpected message from a political source, they evaluate the source as more trustworthy and credible than the source delivering an expected message. Importantly, this unexpected message also results in a shift in issue attitudes in the direction of the speaker's promoted stance.

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Victoria Dounoucos is a current PhD candidate in Duke University's Political Science program. Broadly speaking, her research areas of interest are American politics, political behavior and identities, and political methodology. More specifically, Victoria's research focuses on political persuasion, the ways in which political elites influence public opinion, and the role and influence of gender and racial attitudes in the shaping of political attitudes and opinions. She is also interested in survey methodology, participating in the Duke Initiative on Survey Methodology as well as UNC-Chapel Hill's Odum Institute on Survey Methodology.

**\*\* Winner of the 2016 James W. Prothro Student Paper Competition**

**Notes:**

## **Framing the Public's Opinion of "Fracking": Science, Politics, and Risk**

*Michelle Edwards, Texas Christian University*

Public opinion on environmental issues has become increasingly politically polarized in the United States (McCright and Dunlap 2011). Perceptions of hydraulic fracturing are no exception with a 2015 Gallup poll showing 66% of Republicans favor hydraulic fracturing as a means of increasing the production of natural gas and oil in the United States, while only 26% of Democrats favor this process. Scholars have examined the politicization of science as one factor that may affect public support of, or opposition to, new energy technologies (Bolsen, Druckman, and Cook 2014), though recent research has demonstrated both liberals and conservatives express distrust in science when it challenges their ideological worldviews, known as the “contextual thesis” (Nisbet, Cooper, and Garrett 2015). Using semi-structured, in-depth interviews, this study explores societal perceptions of hydraulic fracturing to extract unconventional natural gas resources in the Dallas-Fort Worth region of Texas. Results demonstrated that key informants who have been actively involved in the debate over “frac’ing” in this region—both in support of “frac’ing” and in opposition to it—frequently rely on scientific arguments to frame the hydraulic fracturing process as either environmentally safe or risky. Similar to the “contextual thesis,” participants often identified scientific findings, or interpreted the absence of findings, in ways that likely fit their ideological worldviews.

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Michelle Edwards is an assistant professor in the Department of Sociology and Anthropology at Texas Christian University, Fort Worth, TX. She received her PhD in 2013 from Washington State University in Sociology, where she worked with Dr. Don Dillman. Her doctoral research with Don Dillman and Jolene D. Smyth explored the effects of survey sponsorship on mixed-mode survey response (published in *Public Opinion Quarterly*). Her current research interests include research methods, environmental risk, and public perceptions of science. Currently, she is working on a qualitative project examining public perceptions of hydraulic fracturing.

### **Notes:**

## **SESSION 4: Religion-Based Research**

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### **Physician-Assisted Death: Religiosity's Impact on Public Opinion in Tennessee**

*Erin Mauck\*, East Tennessee State University and Kelly Foster, East Tennessee State University*

Oregon, Washington, Vermont, and California have all legalized physician-assisted death, and many other states across the country are considering similar aid-in-dying bills. With legislation pending to legalize physician-assisted death in the state of Tennessee, it is a critical time to understand Tennesseans' opinions on aid-in-dying. This paper examines the impact that religiosity and political ideology in Tennessee have on an individual's opinion of physician-assisted death. The state of Tennessee is considered part of the Bible Belt, a distinct area that is steeped in tradition, family values, and religion. People's religious beliefs not only influence their opinions on end-of-life issues, but also on the types of policies they will or will not support. Research has indicated a strong link between religiosity and political ideology. This paper explores this link using data collected from the Tennessee Poll in which adults were asked questions concerning their religiosity, political ideology, and opinion of physician-assisted death. We find that Tennesseans are influenced by their level of religiosity, and that it is one of the strongest predictors for their opinion of physician-assisted death and the conditions under which it is or is not acceptable.

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Erin E. Mauck has an MA in Sociology from East Tennessee State University and is currently teaching sociology courses at Northeast State and courses for the Office of Medical Professions Advisement at East Tennessee State University. Her areas of interest include medical sociology and bio-sociology with a focus on end-of-life issues and policy reform. For the last 4 years, she has researched Oregon's Death with Dignity Act, as well as the importance of physician-assisted death and its impact on those involved in that area of healthcare. Her current research is focused on the state of Tennessee and the impact religiosity and political ideology have on residents' opinions of aid-in-dying legislation. She plans to attend East Tennessee State University's College of Public Health to pursue her doctorate next fall.

#### **Notes:**

## **Patterned Behaviors: Do Childhood Events Impact One's Religious Services Attendance as an Adult?**

*MaKayla Smyth, East Tennessee State University*

With newer data, researchers are exploring how lifelong behaviors can be formed from childhood trauma and/or events. The purpose of this study is to determine the impact that adverse childhood experiences have on a person's religiosity as an adult. A key element to understanding how to do this is to examine the impact of how a person's childhood experiences have affected day-to-day choices and long-term thinking since the trauma.

This project surveys women within South Central and Southern Appalachia. This is an area where belief in God and religious affiliation is a cornerstone of people's lives. However, the extent to which adverse childhood events (like using alcohol and drugs; witnessing violence or death; or experiencing physical, mental, or sexual abuse) may impact a person's religiosity is a topic of particular interest.

Community health workers, counselors, and treatment centers work hard to create interventions with women that allow them to heal from past experiences. The most significant contribution of this research is that it gives some insight into the impact that these adverse childhood events have on a person's religious commitment. This is particularly salient for individuals who live in the Appalachian region where religion is integrated with virtually all aspects of daily life.

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MaKayla Smyth, BS, is a graduate student at East Tennessee State University and will graduate in May 2017 with her Master's of Sociology. MaKayla's program concentration is in Applied Research and her areas of interest include health and medicine, culture, and social problems. As a second-year graduate student, MaKayla has experience conducting in-person and telephone interviews, collecting qualitative data, and designing questionnaires.

### **Notes:**

## **Quantifying Government Religious Preference: Introducing Phase 2 of RTS**

*Davis Brown, Baylor ISR*

Empirical religion is hindered by the lack of data on religious characteristics of countries that cover far enough back in time, report minority religions consistently, and are readily mergeable with other country-year data. In Phase 1, the Religious Characteristics of States (RCS) dataset project introduced data on countries' religious demographics that fill all three of the previously mentioned needs.

However, data on religious identity alone still does not directly measure the varying relationships of different religions on public preferences and policies of governments. To satisfy that need, Phase 2 of RCS constructs a series of indices that measure establishment of religion, religious education, state support of religion, regulatory burdens on religion, and restrictions on religious practice. A composite index measures countries' Government Religious Preference (GRP) overall. The dataset covers 25 religious denominations for every country from 2015 back to its independence or about 1850, whichever is later.

As a reference tool with consistent country-year estimates, the GRP dataset provides public opinion researchers with baseline measurements of governmental policies favorable or disfavorable to various religions.

The presentation will provide further detail on the coverage and methodology of the dataset's construction.

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Davis Brown is a Fellow at the Baylor University Institute for Studies of Religion. He studies religious war ethics in international relations and is the co-principal investigator of the Religious Characteristics of States dataset project, with Patrick James of the University of Southern California. Davis has published books and articles on religion in international relations, ethics of war, just war theory, and international law. He has a doctorate in international relations from the University of Virginia and two law degrees.

### **Notes:**



## SESSION 5: Human Rights

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### Understanding Individual and Household Responses to the October 2015 Floods in South Carolina

*Alexandra Cooper, Duke University; Elizabeth Albright, Duke University; Clara Wang\*, Duke University; and Anya Bali, Duke University*

Less than a year ago, Hurricane Joaquin caused disastrous flooding in South Carolina. Schools shut down, water went under a boil advisory, and entire buildings washed away. Natural disasters like floods raise concerns as climate change becomes an increasingly influential issue. In order to better prepare for and mitigate such damages, we must uncover the link among the victims' socioeconomic status, post-disaster behaviors, and access to aid.

Our team of undergraduates, graduate students, and professors focused on the coping strategies, resilience, and responses of Columbia, South Carolina, individuals and families in the aftermath of the October 2015 floods. The Duke University ResearchMobile, a state-of-the-art mobile laboratory, was used to conduct surveys and interviews with adults and their children. This retrofitted RV contained four cubicles and a common meeting space, allowing us to conduct surveys and individual interviews about feelings toward, and perceptions of, the floods and the recovery. The ResearchMobile provided us with a prominent and accessible data collection facility.

Data gathered from respondents included demographics, perceived flood causes, experiences with various organizations, and future plans following the flooding. Parent-child interviews attempted to tease out the relationship between language normally used by families when discussing the event and memories of the flood.

Results revealed many Columbia residents' shocking experiences, discontent, and painful recollections. The importance of being heard and helped following disasters like these was made evident through our data. Floods will happen again; thus, it is important to address the personal and economic impacts they cause.

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Clara Wang is a sophomore at Duke University studying economics and statistics. She is interested in studying public opinion about government policy and how policy affects the economy. Clara has expertise working in a mobile research facility, as she did with the responses to the South Carolina Floods project. She is also familiar with data collection tools like surveys and interviews, including the use a heart rate monitor to gain more insight to the interview dialogue.

Anya Bali is a sophomore at Duke University studying psychology and computer science. She is interested in learning about how motivation and public opinion influence large-scale decisions and how human behavior shapes market trends. In the South Carolina Floods project, she worked in a mobile research vehicle, conducted surveys and interviews, and presented findings at the Bass Connections in Education & Human Development showcase.

**Notes:**

## ***Police Biometrics During Crisis Situations***

*Robert Furberg, RTI International*

Existing research has shown that police officers are vulnerable to a variety of stressors and an extensive body of research has demonstrated linkages between stress and a number of deleterious health-related outcomes. Importantly, stress can also manifest itself as impaired decision-making. Given the current national scrutiny on American policing, it is imperative that researchers strengthen the knowledge base about both officer stress and stress management techniques appropriate for police agencies. This presentation describes the use of state-of-the art biometric data collection and novel analytic methods for monitoring stress and emotional arousal in a sample of patrol officers.

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Robert Furberg, PhD, MBA, is a Senior Clinical Informaticist in RTI's Digital Health and Clinical Informatics Program. He has conducted numerous studies on mobile interventions to support health promotion, primary and secondary disease prevention, and treatment adherence across a variety of patient populations. His current work explores the use of sensor-based biometric data to support individualized prevention and disease management strategies.

### **Notes:**

## **Victimization of LGBTQ Populations: What We Know and What We Need to Know**

*Tasseli McKay, RTI International; \*Jeff Henne, The Henne Group; \*Victoria Albright, RTI International*

The political rhetoric used to pass and support North Carolina's "bathroom bill" and similar legislation in other states positions transgender individuals as perpetrators of physical and sexual violence from whom "women" and children need to be protected. The little empirical evidence, however, suggests that transgender persons and other members of LGBTQ communities may be more likely to be victims than perpetrators of violence. This presentation will summarize what the last 20 years of research on victimization in LGBTQ communities tells us and what it does not.

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Jeff Henne is President of The Henne Group, a San Francisco-based research firm specializing in the design, management, and analysis of quantitative and qualitative studies. The firm manages focus group studies as well as large-scale survey research undertakings. Jeff has over 30 years of experience designing and directing research studies for a wide variety of clients, specializing in healthcare, transportation, politics, and social-behavioral university research. His expertise in survey research includes: project planning and management, survey sample design and administration, survey instrument development and cognitive testing, focus group moderation, conducting in-depth interviews with diverse audiences.

Tasseli McKay is a social science researcher with 14 years of experience in public health research, with a focus on violence against women and other issues at the intersection of public health and criminal justice policy. Tasseli's research examines violence against women and other marginalized groups; couple and family relationships in the context of justice system involvement; and intimate partner violence (IPV) prevalence, prevention, and response. Her work appears in various peer-reviewed journals and practitioner-oriented publications, including *Criminology & Public Policy*, *Violence and Victims*, and the *National Council on Family Relations Report*.

Presenting on behalf of Tasseli, Victoria A. Albright is a senior research specialist with more than 30 years of experience managing and conducting major social science research and data collection projects. Ms. Albright began her career preparing survey-based statistical evidence for expert witness testimony in employment discrimination litigation and went on to serve as a Survey Researcher Specialist first at Westat and now at RTI International. Ms. Albright is, by training and experience, a specialist in research methodologies and has applied a wide range of sampling and data collection techniques, survey methods, and evaluation designs in diverse subject areas.

### **Notes:**

## **Gender 101: What Survey Researchers Need to Know About the Social Construction of Gender**

*Ashley Golsch, RTI International*

Ashley Golsch is an openly transgender social scientist, medical anthropologist, and transgender rights advocate. Her presentation, Gender 101, was recently hosted at RTI to over 300 staff members. Drawing on her professional and personal experiences, Ashley talks about the less commonly considered nuances of gender and sex. This presentation provides researchers with social theory and multi-cultural examples of how sex and gender are socially constructed, and how these topics are being operationalized in current research. Additionally, this presentation serves as an introduction to the language and issues surrounding transgender topics and research.

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Ashley Golsch is a medical anthropologist and Public Health Analyst at RTI International. In addition to her work at RTI, Ashley is a graduate student in the Department of Anthropology at the University of Denver. She has focused on the study of ad hoc group formation and communication through new digital media with an emphasis on social platform affordances as cultural catalysts. Her current research is focused on understanding LGBT+ group formation on social media, and how these groups garner, share, and interpret medical “folk” knowledge relating to their intersectional identities. Ashley’s other major research interests include health and community formation of LGBT+ sex workers as well as Late Archaic coastal culture transitions at Southeastern American shell-bearing sites in response to climate change. She employs mixed methods in her work, ranging from typical ethnographic methods to GIS and remote sensing data analysis.

### **Notes:**

## SESSION 6: Global Issues

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### **Pulling Up the Draw-Bridges: Anti-Globalization, Anti-Immigration, and Nationalism in Western European Countries**

*Sofia Pinero Kluch\*, PhD, Gallup and Alan Vaux, PhD, FAPA, FAPS, Emeritus Professor of Psychology at Southern Illinois University*

The narrow but decisive vote in Britain to exit the European Union (EU) has sent political and economic shock waves throughout Europe and resonated in the United States. The vote highlighted sharp divisions regarding the European project, particularly with respect to the free movement of people, globalization of trade, and sovereignty. The *Economist* recently proposed that open-versus-closed might replace traditional left-versus-right as a core political dimension. Anti-globalization/EU, anti-immigrant, and nationalist views are gaining ground in many countries (e.g., Britain's UK Independence Party, France's National Front, Germany's Alternative Deutschland, Freedom Party of Austria, Greece's Golden Dawn, Trump campaign in the United States).

Data from the Gallup World Poll were used to examine these issues. Analyses were conducted using aggregate data for European countries, as well as data from specific major EU countries. During the last decade, disapproval of EU leadership has increased, as it did in the UK and several other EU countries. Over a shorter period, approval of country leadership decreased, increased, or was stable—varying by country. Approval of EU leadership, country leadership, and life evaluation (% population thriving or struggling) differed by country. Broadly, analyses were consistent with an economic security model—the unemployed generally showing less approval of EU and country leadership, as well as less positive life evaluation. Efforts to examine anti-immigrant and nationalist views yielded mixed results, both in aggregate and for specific countries. The potential of such survey data in predicting the rise of closed versus open views—anti-EU, anti-globalization, anti-immigrant, and nationalism—will be discussed.

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Alan Vaux, PhD, FAPA, FAPS, is Emeritus Professor of Psychology at Southern Illinois University. There, for three decades, he taught, served in administrative roles, and conducted and published research principally in the area of community psychology. Also, he was Director of Applied Research Consultants. Currently he lives in Chapel Hill, NC, is an independent scholar and consultant, and teaches in the OLLI Program at Duke University.

Sofia Pinero Kluch, PhD, Regional Director for Western Europe, manages Gallup's World Poll research efforts in 21 countries including coordination, training, quality control, and analyses. She focuses on advanced analytics and research design for Gallup clients, consulting on quantitative and qualitative methodology, instrument development, and analytics. Prior to 2012, she was the Associate Director of the Gallup Center for Muslim Studies. Prior to joining Gallup, she served as a Research Psychologist within the Central Intelligence Agency.

#### **Notes:**

## Public Understanding of Zika Virus and Social Media Posts: Amplification of Prominent News Rather Than Grassroots Advocacy

Karla V. Jimenez-Magdaleno<sup>1,2\*</sup>, Natasha Vazquez<sup>1</sup>, Brian G. Southwell<sup>1</sup>, Suzanne Dolina<sup>1</sup>, Sarah Ray<sup>1</sup>

<sup>1</sup>RTI International, Research Triangle Park, NC; <sup>2</sup>The University of North Carolina at Chapel Hill, Chapel Hill, NC.

As new infectious diseases outbreaks—such as H1N1, Ebola, and Zika viruses—appear in news media coverage, the way in which public opinion develops is a key concern of public health professionals. Social media platforms offer new tools for public opinion research to investigate how public discourse is shaped, and what information people perceive as relevant to emerging diseases. To investigate information-sharing behavior around the Zika virus, we studied the content and nature of Twitter postings that occurred January 1, 2016–June 30, 2016. We identified the topics and analyzed the nature of Twitter comments posted in response to the top four retweeted posts. These four Zika-related posts were retweeted a total of 9,086 times. Among these retweeted posts, fewer than 3% (n=221) of users contributed to the digital dialogue by including an original comment in their retweet. Interestingly, the majority of these comments were unrelated to the article content (n=112; 50.68%), while fewer than 25% of the comments were directly relevant to the content. This finding was consistent with our previous work on online search behaviors regarding Zika-related news, which suggested that Twitter is primarily used for re-posting broadcast information about infectious disease threats rather than a forum for democratic generation of original public discourse. We discuss reasons behind this pattern and implications for public understanding of science and health.

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This study was conducted by a team of RTI researchers from the Center for Communication Science, led by Karla Jimenez-Magdaleno, MPH/MCRP candidate at the University of North Carolina—Chapel Hill; Natasha Vazquez, BA; Suzanne Dolina, MPH; and Sarah Ray, MA. The scientific advisor was Brian Southwell, PhD, who has previously served as an editor for *Public Opinion Quarterly* and *Communication Research*. Members of this team have previously published research on news coverage, online search behavior, and social media patterns around Zika-related content: <https://wwwnc.cdc.gov/eid/article/22/7/pdfs/16-0415.pdf>

### Notes:

## **Domestic vs. Foreign Terrorism Perceptions Among Western Europeans in 2016**

*Sofia Pinero Kluch, PhD, Gallup, Inc.*

Distinct views of foreign and domestic (“homegrown”) terrorism were examined in 10 Western European countries using the Gallup World Poll in 2016. With a number of devastating and highly publicized terrorist attacks over the past year and increased attention on the influx of immigrants into many parts of Western Europe, this research sought to determine if there was a measureable difference in the perceptions of terrorism, either as homegrown or foreign—and if so, which form was deemed as a more serious problem for the country.

Views of terrorism as a serious problem, regardless of type, varied predictably across countries with the overwhelming majority (more than 90%) of the populations of France and Belgium rating both foreign and domestic terrorism as very serious problems, in contrast to Ireland where fewer than 4 in 10 people said the same. The expected difference between foreign and domestic terrorism was not found overall with nearly identical ratings for each form of terrorism. Luxembourg was the only exception with a 7 percentage point difference between foreign and domestic, with more of the population viewing foreign terrorism as a serious problem than domestic terrorism. In addition to terrorism, respondents were asked to evaluate other problems in their country, including domestic violence and the current level of immigration (among others). Discussion points will include comparisons among the seriousness of each and the population’s ratings of each based on demographics, civic engagement, and knowing an immigrant.

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Sofia Pinero Kluch, PhD, Regional Director for Western Europe, manages Gallup’s World Poll research efforts in 21 countries, including coordination, training, quality control, and analyses. She focuses on advanced analytics and research design for Gallup clients, consulting on quantitative and qualitative methodology, instrument development, and analytics. Prior to 2012, she was the Associate Director of the Gallup Center for Muslim Studies. Prior to joining Gallup, she served as a Research Psychologist within the Central Intelligence Agency.

### **Notes:**



## SESSION 7: Medical Research

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### Decision Trajectories of Couples Seeking Care for Fertility Problems

*Tianlin Duan, Duke University*

This project examines how couples make shared decisions and perceive the power differences in decision-making as they explore and (in some cases) pursue treatment for infertility. Using data collected through surveys and interviews with members of 37 couples seeking care for fertility problems from a reproductive specialist throughout the 12-month period following their first scheduled consult, this poster uses both quantitative and qualitative information obtained from each member of these couples to create decision trajectories that not only intuitively present their individual preferences and joint decisions, but also make the hesitations, negotiations, and compromises during the process visible. Based on the trajectories, the poster also explores potential decision patterns among couples facing different levels of financial concerns in their pathway to parenthood, and discusses ways to reconcile contradicting information from different sources of data and what those contradictions tell us about the uncertainties and prioritization involved in the expression of preferences.

While opinions are usually considered and collected in the qualitative form, they can also be expressed and measured as quantitative data. Both forms of opinions have their own characteristics and strengths. On one hand, quantified records of actual steps and corresponding outcomes roughly every 4 months presented the collective and precise part in joint decision making; qualitative data extracted from interview transcripts, on the other hand, offered the individual perspectives and also provided details behind the numbers, such as how factors like financial concerns influenced decisions. This poster illustrates how integrating the complementary, yet sometimes inconsistent, information provided by different sources of data can help generate valuable insights into research questions we have.

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Tianlin Duan is a junior student at Duke University studying Statistical Science and Psychology. For over a year, she has worked with the Social Science Research Institute on campus as a research assistant and has mainly focused on survey design as well as interview and focus group transcript analysis. Especially intrigued by the expression, measurement, and visualization of opinion, Tianlin has explored the topic through several courses, seminars, and projects. This year at SAPOR, Tianlin is honored to present a project advised by Dr. Alexandra Cooper on the shared decision-making process of couples exploring or pursuing infertility treatment and Tianlin will share insights on her research.

#### Notes:

## Limited Trust: How Trust in Doctors Impacts Medical Decision-Making

*Morgan Jones, Applied Social Research Lab*

With the internet and technology becoming more readily available to more people, many researchers have become interested in studying the attitudes and behaviors of people who regularly go online. One group of particular interest is families in Appalachia—a traditionally rural, underserved region of the country. For this study, we were interested in looking at the relationships between internet usage and medical decision-making, trust in physicians, and treatment adherence.

In spring 2016, we surveyed 421 women in rural Appalachia about how they make medical decisions for themselves and others. We asked a series of medical decision-making questions intended to measure behaviors, as well as questions about adverse childhood experiences. For this particular topic, variables include online search habits for different types of medical information and a matrix of questions asking about their personal opinions and trust of doctors. Specifically, we wanted to investigate respondents' possible worries about putting their lives in the hands of doctors, trust that doctors would never mislead them, and their belief that doctors are extremely thorough and careful.

Preliminary findings seem to indicate that...

The most significant contribution of this research is that there are few quantitative studies conducted with this population. In a rural area where there is limited access to doctors, education, and jobs, it is important to know how women are making medical decisions and why—particularly because other studies have shown that women are often gatekeepers of their family's medical care.

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Morgan Jones, MA, is the Assistant Director of the Applied Social Research Lab (ASRL) at East Tennessee State University (ETSU). She also has a master's of Sociology from ETSU with a concentration in applied research. Morgan has experience in questionnaire design, focus groups, web survey programming, data analysis, and statistics. She is responsible for overall project management at the ASRL and works with faculty from various disciplines on research designs and logistics for their projects.

### Notes:

## The Effects of Incentive Type on Response Rates in a Survey of Physicians

*Marshica Stanley Kurtz\*, RTI International; Emily M. Geisen, RTI International; Murrey G. Olmsted, RTI International; Joe Murphy, RTI International*

As response rates for surveys with physicians continue to decline, researchers must determine cost-effective methods for increasing participation. Past research has shown that small monetary incentives (less than \$5) increase participation with physicians (Halpern, Ubel, Berlin, & Asch, 2002). Small non-monetary incentives (e.g., pens) have proven to be less effective than cash incentives, but still effective at increasing response rates on some surveys (VanGeest, Johnson, & Welch, 2007). Although it is clear that a small incentive is better than no incentive, few studies have compared how the use of small monetary incentives and non-monetary incentives may interact to improve response rates. This paper evaluates whether combining small monetary and token non-monetary incentives improves response rates compared to using one method alone.

Our study examined three incentive conditions on a representative sample of 4,700 physicians (1,500 pediatric specialists and 3,200 adult specialists). Physicians were randomly assigned to one of the three experimental incentive conditions (\$2 bill only, pen only, or both \$2 bill and pen). We did not include a no-incentive group because it may have hurt overall response rates based on past research with this population (Geisen, Murphy, Olmsted, & Severance, 2009). The incentive was included in the initial mailing only. Nonresponding physicians received up to three additional follow-up mailings over a three month period.

In this presentation, we compare the three incentive conditions—considering response rates, timing of responses across the survey period, and cost benefits of each incentive condition. The implications of our work may offer researchers more effective methods of increasing response rates while balancing costs for physician surveys.

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Marshica Stanley Kurtz is a Survey Specialist at RTI International. She earned a master's degree in Sociology from the University of North Carolina—Greensboro. After graduating, she worked in multiple academic research fields, including community relations and youth development. Through this work, she gained valuable experience in face-to-face interviews and assessments of minors. She continued work in academics by studying the career paths of librarians. Her current work at RTI International focuses on health-related issues, including research on hospital performance, tobacco use prevention, vaccination uptake, and law enforcement policies. She also studies the use of incentives on elite populations.

### Notes:

## **Recruiting and Interviewing Health Center Patients: Challenges and Lessons Learned from the Health Center Patient Survey**

*Mallory Grammar\*, RTI International; Kathleen Considine, RTI International; Azot Derecho, RTI International; Tina Vera, RTI International*

Community health centers are patient-directed organizations that serve populations with limited access to health care. These include low-income populations, the uninsured, those with limited English proficiency, migrant and seasonal farmworkers, the homeless, and those living in public housing. The 2014 Health Center Patient Survey (HCPS), sponsored by the Health Resources and Services Administration's (HRSA) Bureau of Primary Health Care (BPHC), collected patient-level data from Section 330-funded health centers across the United States. Health centers were selected using a three-stage design: grantees were selected at the first stage, health center sites at the second stage, and patients at the third stage. American Indian/Alaska Natives, Asians, and Native Hawaiians/Pacific Islander, as well as those aged 65 or older were oversampled. A total of approximately 7,000 interviews were conducted in English, Spanish, Chinese, and Vietnamese. This presentation discusses challenges in preparing for data collection, sampling, recruiting patients on-site, gaining cooperation of health center staff, and interviewing patients including linguistic minority groups. Some of the challenges included identifying patients who were eligible for the study, relying on health center staff to sample and recruit patients, and scheduling interviews. Reaching out to patients who were migrant workers or homeless, as well as completing the targets for specific subgroups, proved to be difficult. Our experience in recruiting and interviewing the medically underserved and vulnerable populations can help inform others planning to conduct similar studies.

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Mallory Grammar is a Data Collection Specialist at RTI International with 25 years of experience in survey research. Her area of interest is field data collection efforts, having been involved in a number of studies, including medical use and needs, child development, and drug and mental health studies. She holds a BA in Sociology and a BS in Corrections from Eastern Kentucky University.

### **Notes:**

**KEYNOTE ADDRESS**

**Thursday, October 6<sup>th</sup> 1:00 p.m.–2:00 p.m.**

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**“Who Moved My Cheese?” Embracing the Shifting Paradigm**

*Dr. Mark Schulman, founding partner and chief research officer of Abt SRBI*

The relentless march of new technologies and applications are clearly disrupting “business as usual” in our survey profession. What happens when the “cheese supply” dwindles (in the words of author Spencer Johnson, *Who Moved My Cheese?*)? Do we just allow ourselves to waste away, even become obsolete? Or are “disruptive technologies” providing new research opportunities to be exploited and embraced?

Major transformations—methodological, marketplace, regulatory (TCPA), and technological—are forcing researchers to rethink some of the survey profession's basic premises. Issues to be addressed in this plenary include the following:

- How is the world of big data, administrative data, social network data, digitally generated data, predictive analytics and actual behavior-capture disrupting traditional survey research?
- What are the implications for survey researchers’ long-held data privacy standards?
- What new competitive forces do we face—such as IBM, Salesforce.com, Comcast, Verizon, etc.?

How should we react to change? To “put the handwriting on the wall” (author Spencer Johnson’s words):

- change happens;
- anticipate change;
- monitor change;
- adapt to change quickly;
- enjoy change;
- be ready to change quickly and enjoy it again.

The plenary will explore how we learn to embrace change and exploit the new opportunities it provides.

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

**Notes:**

**Invited Guest Speaker**

**Friday, October 7<sup>th</sup> 12:15 p.m.–1:15 p.m.**

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**Tom Jensen, Public Policy Polling**

As the Director of Public Policy Polling since 2007 in Raleigh, NC, Tom Jensen has seen his fair share of polling craziness. This year promises to raise the crazy bar to new heights. Tom will be sharing his insider knowledge of the political polling scene in 2016 where social media has turned every partisan on the street into a polling expert. He will talk about the rapid changes going on in election polling this year, as well as share observations on the state of the political races nationally, in the South, and in North Carolina.

During his tenure at Public Policy Polling, Tom has overseen more than 2,500 polling projects, covering everything from presidential and Senate races to county commissioner and school board races all over the country. In recognition of his amazing work, *Rolling Stone* magazine named Tom one of the “16 Young Americans Shaping the 2016 Election.” After correctly predicting the winner of every state in the 2012 presidential election, he was named by *Business Insider* as one of the 36 most powerful people in American politics. He has also been named by *Campaigns and Elections Magazine* as one of its “Rising Stars” working in the industry. A frequent guest on TV and radio shows for his expert political commentary, he is an honors graduate of the University of North Carolina—Chapel Hill.

**Notes:**

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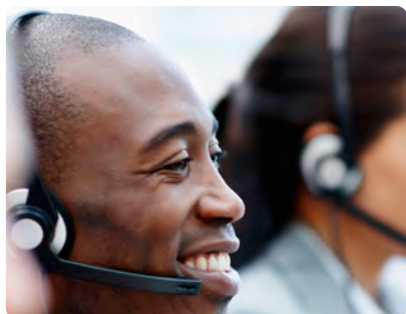
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