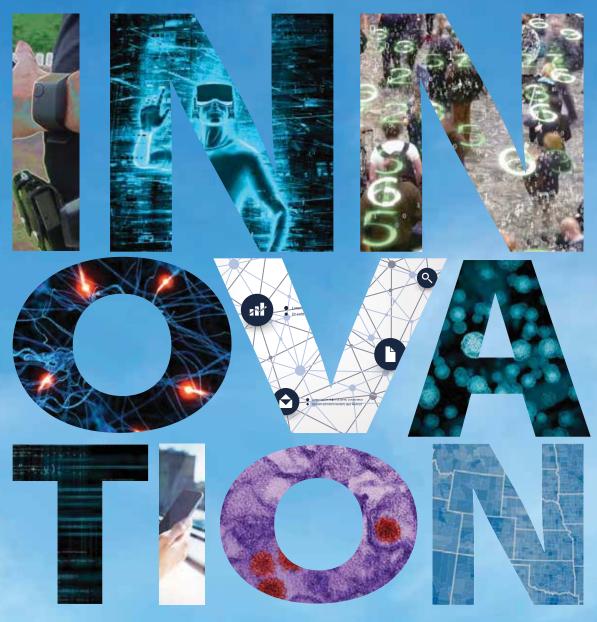# #SAPORSpeaks
Showcasing the Science, Legitimacy, and Diversity in Survey Research

BOUNDLESS

INNOVATION

Survey the world *from new heights*

Contents

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Times and Events

Times	Thursday, October 4
8:00 a.m.–4:00 p.m.	Registration Open
8:30 a.m.–9:30 a.m.	Breakfast
9:15 a.m.–9:30 a.m.	Welcome and Announcements
9:30 a.m.–11:00 a.m.	Session 1: Data Quality and Analysis
11:00 a.m.–12:15 p.m.	Session 2: Survey Formatting and Visual Design
12:15 p.m.–1:30 p.m.	Lunch and Keynote Address
1:30 p.m.–3:00 p.m.	Session 3: Political Research and Voting Behaviors
3:00 p.m.–3:15 p.m.	Refreshment Break
3:15 p.m.–3:30 p.m.	AAPOR Membership and Chapter Relations
3:30 p.m.–5:00 p.m.	Innovative Technologies and Methodologies Panel "What's Next in Survey Research?"
5:00 p.m.–8:00 p.m.	Social Networking Event/Dinner Offsite at Trophy Brewing Tap + Table

Times	Friday, October 5
8:00 a.m.–12:30 p.m.	Registration Open
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9:30 a.m.–10:45 a.m.	Session 4: Response Rates and Nonresponse
10:45 a.m.–11:00 a.m.	Refreshment Break
11:00 a.m.–12:15 p.m.	Session 5: Public Opinion, Attitudes, and Economic Research
12:15 p.m.–1:00 p.m.	Lunch
1:00 p.m.–2:30 p.m.	Session 6: Survey Process Improvements
2:30 p.m.–3:00 p.m.	Closing Remarks and New Officers Announced

Schedule of Sessions

*Presenter noted with asterisk for sessions with multiple names

Thursday, October 4	
Welcome and Announcements (9:15 a.m.–9:30 a.m.)	
Session 1: Data Quality and Analysis	
9:30 a.m.–11:00 a.m.	**An Experimental Assessment of Survey Mode Differences** Kyle Endres*, D. Sunshine Hillygus, Duke University **Training Refinements to Improve Data Quality** Rachael Rosenberg*, Marion Schultz, RTI International **Validating Open Text-Box Responses to a Distance Question with the Google Maps API: A Tale from Burning Man** Morgan Fleming*, Dana Devaul Dominic-Prevost, Black Rock City Census **Trolling Race and Ethnicity: The Only Thing Worse than Item-Nonresponse** Michelle Bailey*, John Barner, University of Georgia **Chair:** Brenna Muldavin, RTI International
Session 2: Survey Formatting and Visual Design	
11:00 a.m.–12:15 p.m.	**Building the Perfect Mailer: Understanding What Resonates in Mailed Recruitment Materials** Stephanie Melton*, Emily Summers, Melissa Rogen, Megan Walsh, Nielsen **Where's My Info? Testing the Use of Visual Design Principles in Cover Letters** Rebecca J. Powell*, Marshica Stanley Kurtz, Emily M. Geisen, Murrey G. Olmsted, RTI International **To Use Emoji or Not? Examining the Impact of Emoji in a Web Survey of Youth and Teens** Valrie Horton*, Benjamin Phillips, Jared Knott, Daniel Herb, Robin Hinchee, Abt Associates **Chair:** Dave Roe, Abt Associates
Lunch and Keynote Address	
12:15 p.m.–1:30 p.m.	Lunch
12:45 p.m.–1:30 p.m.	**Keynote Address: Is "Data Science" Relevant? Solutioning in an Ever-Changing Data World** Michael Link, Abt Associates

Session 3: Political Research and Voting Behaviors	
1:30 p.m.–3:00 p.m.	**The Mobilizing Effects of Police Stops** Jesse Lopez, Jasmine Smith, Arvind Krishnamurthy*, Duke University **Political Polarization and Reddit** Joseph Rodri*, Jason Husser, Elon University **Correcting Numeric Misperceptions About Politics** Brian Guay, Duke University **"You Are Either with Us or Against Us": Coalition-Based Inferences About Opposition Parties** Ida Hjermitslev, Duke University **Chair:** Michelle Vrudhula, ReconMR
Refreshment Break (3:00 p.m.–3:15 p.m.)	
AAPOR Membership and Chapter Relations (3:15 p.m.–3:30 p.m.)	
Panel Discussion—Innovative Technologies and Methodologies	
3:30 p.m.–5:00 p.m.	**Taking a Step Back and a Step Forward: Shifting Trends in Communications and Survey Research** Joe Murphy, RTI International **Machine Learning and Surveys—Separating Hope from Hype** Jason S. Brinkley, Abt Associates **The Mobile Survey Revolution in Low- and Middle-Income Countries** Charles Lau, RTI International **Chair:** Kyle Endres, Duke University
Social Networking Event/Dinner Offsite at Trophy Brewing Tap + Table	
5:00 p.m.–8:00 p.m.	**Trophy Brewing Tap + Table** is a 2-minute walk from the City Club 225 S Wilmington St. Raleigh, NC 27601

Friday, October 5	
Session 4: Response Rates and Nonresponse	
9:30 a.m.–10:45 a.m.	**Does Sponsorship Matter? Lessons Learned from Leveraging a Federal Sponsor in Email Communications** Alyson Miller*, Jeff Franklin, Patrick Tucker, Rebecca J. Powell, Antje Kirchner, RTI International **Setting Incentives Based upon Response Propensities in Mixed-Mode Panel Survey** Kathleen Considine*, Paul Biemer, Brian Burke, RTI International; Kathleen Mullan Harris, Carolyn Halpern, University of North Carolina at Chapel Hill **Gift Card Incentive and Reward Influence on Response Rate for South Carolina PRAMS** Kristin Simpson*, Harley T. Davis, Chelsea Lynes, South Carolina Department of Health and Environmental Control **Will They Hold Out for a Shorter Survey? The Impact of Offering an Initial Abbreviated Survey on Follow-Up Participation Behavior** Nadia Paoli*, Rob Killough, Shauna Yates, RTI International **Chair:** Logan Tice, RTI International
Refreshment Break (10:45 a.m.–11:00 a.m.)	
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11:00 a.m.–12:15 p.m.	**The Impact of Information on Opinions on Redistricting** Robert Oldendick*, Monique L. Lyle, University of South Carolina **Public Opinion on Regulatory Policy Affecting the Integration of Autonomous Vehicles** Joshua Ferno, Elon University **Predicting Expatriate Work Tenure Through Personality Trait Models** Art Barnard, University of Wisconsin—Whitewater **Does China's Middle Class Have the Potential to Become the Agents of Democratization?** Yaoyao Fan, Duke University **Chair:** M. Rita Thissen, RTI International
Lunch (12:15 p.m.–1:00 p.m.)	

Session 6: Survey Process Improvements	
1:00 p.m.–2:30 p.m.	**Planning Security for Health Survey Data** M. Rita Thissen*, Katherine Mason, RTI International **Examining the Use of Redirected Inbound Call Sampling (RICS) After a Natural Disaster. What Did We Learn and What's Next?** David Roe*, Stas Kolenikov, Michael Link, Faith Lewis, Andrew Burkey, Tracy Sernau, Daryl Morgan, Scott Richards, Abt Associates, Reconnect Research **Population Estimates from Mixed Samples: Advantages and the Limitations** Ghada Homsi*, Burton Levine, Matthew Farrelly, James Nonnemaker, Michelle Cavazos, Erik Crankshaw, RTI International **Calibration Adjustment Index a New Measure of Survey Quality for Probability and Nonprobability Surveys** Burton Levine, RTI International **Chair:** Tamara Terry, RTI International
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Presentation Abstracts

Session 1: Data Quality and Analysis

An Experimental Assessment of Survey Mode Differences

Kyle Endres*, D. Sunshine Hillygus, Duke University

As the costs and challenges of face-to-face interviewing have increased in recent years, major government-funded surveys have been increasingly moved online (e.g., American National Election Studies [ANES]). Unfortunately, a growing body of research has found significant mode differences in data quality and population estimates. In this study, we consider the viability of web-based video interviews. We experimentally test for differences between these formats by recruiting subjects to participate in a self-administered survey and a face-to-face follow-up survey. Subjects are randomly assigned to complete the face-to-face interview either via web-video or in-person. The self-administered survey includes many overlapping questions with the face-to-face survey, which allows us to test for both within and between subject differences. Based on preliminary analyses, we find significant differences between the self-administered and face-to-face responses for many frequently used political items, including partisan intensity, feeling thermometers, racial resentment, and candidate likes/dislikes.

Kyle Endres, PhD, is postdoctoral research associate at the Duke Initiative on Survey Methodology (DISM). He completed his PhD in government at the University of Texas at Austin. Prior to joining DISM, Dr. Endres was a predoctoral research fellow at the Center for Electoral Politics and Democracy at Fordham University. He studies how data and technological advancements influence who participates in politics and how they participate. Using a unique combination of data sources that link voter files, proprietary campaign records, original surveys, and field experiments, Dr. Endres' research investigates how targeted policy information drives some individuals away from electoral politics, while motivating non-electoral engagement such as political consumerism. A related area of his research focuses on survey methodology and design.

Notes:

Training Refinements to Improve Data Quality

Rachael Rosenberg*, Marion Schultz, RTI International

Ensuring data quality is an important part of any survey research effort. Previous research has demonstrated that interviewer effect due to lack of adherence to the protocol increases measurement error resulting in unintended differences in estimates (Fowler and Mangione, 1990). To reduce interviewer effect, RTI continuously updates training and quality control procedures to improve supervisors' and project staff's ability to retrain interviewers. Our presentation will focus on three prominent adult learning theories—andragogy, transformational learning, and experiential learning—which informed the refinements made. Training techniques supported by these theories were applied to better accommodate a wide range of learning styles and skill levels. Instructional and programmatic changes were made to include (1) a more comprehensive and engaging orientation model to address different learning styles, as well as using andragogy and transformational learning theory to better engage staff in training and to draw from their previous experiences; (2) a mandatory first shift of dialing to allow staff to apply their training in a controlled environment; and (3) a mandatory follow-up training to reinforce concepts and provide them an opportunity to debrief and critically think through experiences they've had since initial training. This presentation will provide a review of adult learning techniques and how they were applied to the training program on a large (n = 15,000), random-digit dialing (RDD) computer-assisted telephone interviewing (CATI) survey regarding a sensitive topic fielded April 2018–October 2018. Key metrics—such as certification scores, production outcomes, and quality data (e.g., behavioral coding)—will be presented. Results will help inform ongoing training changes for future CATI projects at RTI and to provide continuous understanding of the changing needs of our workforce.

Rachael Rosenberg, a research services supervisor in the Division for Research Services, is the quality control supervisor at the Research Operations Center. Ms. Rosenberg has experience managing multiple aspects of data collection quality management, including conducting software and project trainings, coordinating quality control activities across more than 25 projects, and supervising quality monitoring staff. She also has experience with projects that involve sensitive topics, including training interviewers on sensitivity and handling difficult situations.

Notes:

Validating Open Text-Box Responses to a Distance Question with the Google Maps API: A Tale from Burning Man

Morgan Fleming*, Black Rock City Census

In order to use survey data to estimate CO_2 emissions from driving to the event, we need a reliable estimate of how far respondents drove. Black Rock City Census has collected this information in the form of a text-box with a supplementary list of distances for several years. We checked the validity of these responses by comparing round-trip distances based on respondents' ZIP or postal codes (estimated with Google Maps) to the response to our distance question. We analyzed data for 4,503 respondents who reported driving the whole way to and from the event and for whom we had complete information. Forty-four percent of respondents picked a distance from the list. Evidence showed that respondents did not always pick the correct distance; however, this was rare. When compared with the round-trip estimates produced by Google Maps, 72% of respondents showed strong agreement (less than +/- 10% difference). The average difference between methods for this group was 0.7 mile, with 54% of respondents having picked a distance from the list. The remaining 28% of respondents averaged 220 miles short when compared to a method that should already be too short itself. However, closer inspection revealed that the tool for validating the data was the source of the error due to challenges acute to respondents living more than 1,000 miles away. The discrepancies served to further validate the question, as presented, and offers the lesson, "Trust your respondents to know what they are doing, even if it looks like they don't."

Morgan Fleming is a volunteer researcher and random sampler with the Black Rock City (BRC) Census. He is responsible for developing and validating methods for using BRC Census' transportation data to estimate carbon emissions from people traveling to Burning Man. The BRC Census runs random sampling and post-event surveys in support of the Burning Man Project, which sees roughly 70,000 people traveling to the Black Rock Desert in Nevada to participate in the week-long event each year. Mr. Fleming has a master's of public policy and master's of environmental management from Duke University.

Notes:

Trolling Race and Ethnicity: The Only Thing Worse than Item-Nonresponse

Michelle Bailey*, John Barner, University of Georgia

This study examines aberrant racial and ethnic identifications within self-administered surveys in relation to other self-reported demographics in order to develop a more complete profile of respondents who engage in survey "trolling." With the rise of online surveys and the prevalence of internet trolling, a noticeable trend of aberrant responses is emerging, particularly among demographic questions in anonymous online surveys. While annoying, the frequency of these undesirable responses is typically insignificant and likely ignored or excluded from analysis. For the purposes of this study, we conducted secondary analysis of demographic data collected in a series of anonymous, online, public opinion, community surveys fielded from 2013 through 2018 in the Southeastern United States (N = 9,346). The demographics collected in these surveys included age, gender, race, ethnicity, and sometimes income. Qualitative responses provided for "other" race or ethnicity were first analyzed for legitimacy. Three typologies were constructed to categorize illegitimate responses as (1) CoBRA (color-blind racial attitudes), (2) Exotic Whiteness, or (3) Obnoxious/Hostile Content. These typologies were then compared with the other existing demographics and community-level U.S. Census data. Early results suggest statistically significant differences in trolling behavior by gender and geographic racial diversity; however, multivariate analysis of this data can be inherently difficult to trust and presupposes an honest self-representation in responses to other demographic questions.

Michelle Bailey is a research professional at the University of Georgia and has worked in the Carl Vinson Institute of Government's Survey Research and Evaluation Unit for the past 12 years. She assists in questionnaire development and data collection, analysis, and visualization efforts.

Notes:

Building the Perfect Mailer: Understanding What Resonates in Mailed Recruitment Materials

Stephanie Melton*, Emily Summers, Melissa Rogen, Megan Walsh, Nielsen

Household panel and survey recruitment can be a challenging effort. Much time and cost are involved in identifying and recruiting respondents for probability samples. Techniques such as prenotice mailings can soften the reception of a later in-person recruitment visit, but mailings are useful only if respondents open the mail and engage with the content. In this study, we explored the factors that affect whether mailed materials will be opened, what makes recruitment items stand out among all of the mail households receive, and the specific components that are appealing and encourage participation in research. To understand these factors, we conducted a series of focus groups with 43 participants who represented the general population and used participatory methods—including pile sorts and hands-on creation of "ideal" mailings. This research outlines the key decision points people make in engaging with mailed materials, the components that entice or dissuade potential respondents, as well as discussion of the methods and analysis used to understand these participatory methods. We will present data on preferred external characteristics—including mailing types, carriers, addressing formats, external messaging to gain attention, and data on internal materials and included incentives to keep attention and motivate to action.

Stephanie Melton is a senior data scientist in Behavioral Methods at Nielsen. She is a qualitative researcher who combines mixed methodologies to understand motivation of behavior. Her work applies insights to improving recruitment and retention methodologies to maintain Nielsen panels.

Notes:

Where's My Info?: Testing the Use of Visual Design Principles in Cover Letters

Rebecca J. Powell*, Marshica Stanley Kurtz, Emily M. Geisen, Murrey G. Olmsted,
RTI International

With declining response rates in surveys, researchers are looking for effective ways to spur interest and response. Previous literature recommends branding the survey and contact materials to include the sponsor's logo to increase legitimacy (Groves et al., 2000; Dillman et al., 2014). Additionally, communication principles (Schwarz 1996), which are typically used when designing surveys, should also be considered when designing contact materials. Specifically, researchers should provide short, accessible information when the respondent needs it (Nickson 2017) and the logo should be placed in a prominent location, so respondents see it even if they quickly scan the letter (Walton et al., 2014).

In this research, we expand on this literature by examining the effect of using visual design principles in cover letters for the 2018 Best Hospitals Physician Survey. In previous years, cover letters mentioned "U.S. News & World Report" but did not include the project logo. Additionally, all important information regarding the survey process was in paragraph form and not conducive to skimming. For the 2018 survey, we tested the effect of adding the logo along with other icons to help busy physicians find the sponsor and important information when quickly scanning. We randomly assigned 4,700 physicians to receive either the existing cover letter or the new cover letter featuring the logo and icons. This research compares time to complete, number of nominations, and final response rates between the two groups. Results of this research can be used to inform researchers about best visual design practices for creating contact materials.

Rebecca J. Powell is a research survey methodologist at RTI International. She received her PhD in survey research and methodology from the University of Nebraska at Lincoln. Her research focuses on the visual design of questionnaires and contact materials in an effort to improve response rates and data quality.

Notes:

To Use Emoji or Not? Examining the Impact of Emoji in a Web Survey of Youth and Teens

Valrie Horton*, Benjamin Phillips, Jared Knott, Daniel Herb, Robin Hinchee, Abt Associates

We conducted an experiment to test the use of emoji as a supplement to textual response scales in a web survey of children and teens. The experiment was motivated by the potential for emoji to make the survey more appealing for children and to assist children with limited reading ability to navigate the scale. It was hypothesized that the use of emoji would improve data quality. The Boys & Girls Clubs of America 2017 National Youth Outcomes Initiative (NYOI) member survey, on which the experiment was conducted, 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 162,000 online participants. The emoji experiment was conducted on items about club experiences with a scale of "Not at all true" through "Very true." As we will describe, the use of emoji did not have a meaningful effect on distribution of responses, survey length, self-reported honesty, or straight-lining and pattern responses. Although we failed to falsify the null hypothesis, the lack of effect in an experiment with ample statistical power is of some interest. Web survey responses can be affected by the use of images, and the lack of impact on response distributions suggests that emoji may be a viable supplement for surveys of children where increased visual appeal is desirable. Although no positive impact on data quality was observed, the lack of negative impact is nonetheless encouraging. Our conclusions shed light on the impact of emoji on data quality in our research and provide guidance to practitioners.

Valrie Horton has been a market research professional for over 12 years. She manages all aspects of market research projects (quantitative and qualitative), including questionnaire development, field management, and quality control of final analyses for both domestic and international studies. Ms. Horton has worked with several of the largest U.S. children's organizations and is knowledgeable about standards regarding research with children and Children's Online Privacy Protection Act (COPPA) requirements/compliance. She has conducted research focused on women's health issues and other related areas. Ms. Horton has worked with many of the country's leading public relations firms and high-level corporate communications, government, and association clients.

Notes:

Is "Data Science" Relevant? Solutioning in an Ever-Changing Data World

Michael Link, Abt Associates

The world in which we live is a kaleidoscope of changing informational needs, technological advancements, and methodological developments. The keynote will focus on ways in which new technologies and analytic approaches are both transforming and replacing how we collect, assess, and report data insights.

Michael W. Link, PhD, is division vice president for Data Science, Surveys & Enabling Technologies at Abt Associates. With more than 30 years of experience in the field of data collection, Dr. Link is a past president of both AAPOR (2014–2015) and SAPOR (2001–2002). His research efforts focus on developing methodologies for confronting the most pressing issues facing measurement and data science, including use of new technologies such as mobile platforms, social media, and other forms of Big Data for understanding public attitudes and behaviors. Along with several colleagues, he received the AAPOR 2011 Mitofsky Innovators Award for his research on address-based sampling. His numerous research articles have appeared in leading scientific journals, including *Public Opinion Quarterly, International Journal of Public Opinion Research,* and *Journal of Official Statistics.*

Notes:

The Mobilizing Effects of Police Stops

Jesse Lopez, Jasmine Smith, Arvind Krishnamurthy*, Duke University

Existing literature suggests that citizen contact with the police reduces civic and political engagement. However, in this paper, we explore whether police-initiated interactions may actually prompt political participation among certain groups through the motivational influence of anger. First, using observational data from the 2016 ANES Pilot Study, we find that being stopped by the police within the past year is associated with an increased willingness to engage in politics, and that this relationship is particularly strong for minorities and previous non-voters. Next, we present preliminary findings from a novel experiment that randomized whether study participants were stopped by police before entering the lab. Specifically, we explore the effect that these police-initiated encounters had on black respondents' emotional state and willingness to participate in politics through activism, voting, and financial donations.

Jasmine Smith is a PhD student in the Duke University Political Science Department. She is interested in race and ethnic politics with a focus on the criminal justice system and policing.

Arvind Krishnamurthy is a second-year PhD student in the Political Science department at Duke University. He received his BA in political science from the University of North Carolina at Chapel Hill. His scholarship uses experimental methods to study policing, criminal justice, courts, and public opinion. He is co-author of the book *Deadly Justice: A Statistical Portrait of the Death Penalty (*Oxford University Press, 2017).

Notes:

Political Polarization and Reddit

Joseph Rodri*, Jason Husser, Elon University

A concern of the modern political climate is the perceived increase in polarization, accompanied by the rise in prominence of the internet as a form of interaction, which raises the question of a possible causal relationship between the two. This project analyzes factors contributing to polarization in online communities devoted to political discussion. This is done by comparing the popular mainstream political discussion subreddit r/politics with r/The_Donald, the exclusively pro-president Trump discussion forum. This will be done firstly through a content analysis looking at civility and partisan polarization within each, analyzing which common elements contribute to incivility and anger as the discussion progresses. By finding common variables in these groups, it is possible to find conditions that produce productive political discussion as well as how these two specific communities interact with events reported by the news and with other communities. The overall benefit of this research is to increase understanding of the role that online social communities (OSCs) play in the modern political climate and to discover ways to foster productive discussion in said OSCs.

Joe Rodri is an undergraduate student at Elon University studying Political Science and Policy Studies. His research interests include studying political polarization and discourse, as well as the relationship between politicians and their constituency.

Notes:

Correcting Numeric Misperceptions About Politics

Brian Guay, Duke University

Citizens frequently encounter quantitative information about politics—numbers inform citizens about the state of the economy, indicate the nation's spending priorities, quantify immigration trends and refugee crises, communicate the cost of military conflicts, and allow citizens to evaluate the effects of government policies. Prominent theories of public opinion often assume that citizens can understand such information and that this information influences their policy attitudes and retrospective evaluations of the economy and elite performance. However, research examining how numeric information influences public opinion has largely concluded that this information has little influence on the public's attitudes and policy preferences. Unfortunately, no prior research has sought to explain this behavior. In this paper, several potential explanations will be explored empirically, using data from a series of original survey experiments. Results suggest that political attitudes are unaffected by numeric information because attitudes are causally prior to perceptions of numeric information on most salient political issues.

Brian Guay is a PhD candidate in the Department of Political Science at Duke University and a research assistant with the Duke Initiative on Survey Methodology. His research focuses on political judgment and decision-making, specifically related to how individuals update their beliefs and attitudes in response to political information. He received his BA in political science and psychology from the University of Richmond in 2014; he has worked on various survey projects for the Department of Defense and other governmental organizations.

Notes:

"You Are Either with Us or Against Us": Coalition-Based Inferences About Opposition Parties

Ida Hjermitslev, Duke University

To what extent is the perception of opposition parties altered by the formation of a coalition government? Recent studies have argued that voters in multiparty systems use a coalition heuristic to make inferences about parties' policy positions from coalition formation. I extend this argument to also include opposition parties. I argue that opposition partners are perceived as more different if divided by the current coalition government because voters perceive them as moving in opposite directions away from the government. I test my argument using both pooled survey data from the European Election Study 1989–2014 and original experimental data collected in Denmark in the spring of 2018. I find that coalition formation seems to have an impact on the perception of divided opposition parties that is comparable to the impact on coalition partners.

Ida Hjermitslev is a PhD candidate studying the effects of coalition patterns on voters' perceptions of party positions and policy space. Her research combines insights from fields such as spatial party competition, coalition formation, issue salience, public opinion, and survey methodology. Aside from her dissertation research, she is currently involved in a collaborative project concerning voters' cue-taking from political interest groups. Before coming to Duke, Ms. Hjermitslev graduated from the University of Copenhagen, Denmark, in 2014 with a master's degree in political science.

Notes:

Panel Discussion—Innovative Technologies and Methodologies Thursday, October 4, 3:30 p.m.–5:00 p.m.

Taking a Step Back and a Step Forward: Shifting Trends in Communications and Survey Research

Joe Murphy, RTI International

Joe Murphy is senior survey methodologist in RTI International's Survey Research Division. His research focuses on the application of new technologies to improve the quality, relevance, and efficiency of survey research. In recent years, Mr. Murphy has investigated social media as a supplement to survey data, with a detailed focus on Twitter. He also investigates optimal designs for multimode data collection platforms, data visualization, crowdsourcing, and social research in virtual worlds. His research experience includes the substantive topics of energy, hospitals and health care, and substance use and mental health.

Notes:

Panel Discussion—Innovative Technologies and Methodologies Thursday, October 4, 3:30 p.m.–5:00 p.m.

Machine Learning and Surveys—Separating Hope from Hype
Jason S. Brinkley, Abt Associates

Jason S. Brinkley, PhD, is a senior associate and biostatistician at Abt Associates where he works on a wide variety of data for health services, policy, and disparities research. He maintains a research affiliation with the North Carolina Agromedicine Institute and serves on the executive committee for the Health Policy Statistics Section of the American Statistical Association and the Southeast SAS Users Group. Previously, Dr. Brinkley spent almost 8 years as faculty in the Department of Biostatistics at East Carolina University, teaching and collaborating on a wide range of research in health, education, business, and many other areas. Dr. Brinkley's methodological expertise spans a wide area of the statistical sciences but also encompasses custom data visualization, machine learning methods, and statistical consulting. He runs a monthly blog, *On the Brink: At the Intersection of Data and Health*, through the Journal of Public Health Management and Practice Direct website (www.jphmpdirect.com).

Notes:

Panel Discussion—Innovative Technologies and Methodologies Thursday, October 4, 3:30 p.m.–5:00 p.m.

The Mobile Survey Revolution in Low- and Middle-Income Countries

Charles Lau, RTI International

Charles Lau, PhD, designs and implements surveys in low- and middle-income countries. He directs projects through the survey cycle—including study design, questionnaire development, sampling, interviewer training, data collection, analysis, and reporting. Dr. Lau joined RTI in 2010. He has led surveys in 17 countries in Africa, Asia, and Latin America. In these countries, he has used different modes of data collection—including face-to-face interviewing with tablets, telephone, web, and short message service (SMS). With funding from governments, foundations, and commercial clients, his work has covered various topics such as health, education, politics, and technology. He also publishes research on cross-cultural issues in survey design, interviewer and mode effects, and sampling approaches in developing countries.

Notes:

Does Sponsorship Matter? Lessons Learned from Leveraging a Federal Sponsor in Email Communications

Alyson Miller*, Jeff Franklin, Patrick Tucker, Rebecca J. Powell, Antje Kirchner, RTI International

In recent years, many surveys have experienced a decline in participation rates. As a result, researchers are tasked with developing new contact strategies that may help to counteract this trend. Prior research shows that generally, individuals "are more likely to comply with a request if it comes from an authority" (Groves et al., 1992). This is based on an increased sense of legitimacy for certain research (e.g., the government needs this information) and on trust due to government employees facing high penalties when disclosing provided information (Dillman et al., 2014). This paper describes the process and results of manipulating the survey sponsor in email reminder messages in a web-based mixed-mode survey. Sample members were randomized to receive email messages sent from the data collection contractor, RTI International (@rti.org), or the federal sponsor for the survey (@ed.gov).

Sending emails to sample members from both RTI and our federal sponsor required careful planning and coordination. On the front end, we implemented a process for sending, receiving, and responding to emails sent from each sponsor group. We overcame several challenges in developing the application needed to send the federal sponsor emails and to receive the email responses from sample members. This presentation will lay out this process and share how we overcame challenges to successfully send reminder emails from both the data collection contractor and the federal sponsor. We will also present the results of this experiment that will contribute to the knowledgebase around email contacting strategies.

Alyson Miller is an education analyst at RTI International where she works for the Center for Education Survey Operations on the Data Collection team. She is experienced in social science research and has worked on multiple postsecondary education surveys. Ms. Miller manages preparation of survey contacting materials, coordinates mailings and emails sent to the sample, and monitors the day-to-day data collection activities. Ms. Miller also prepares training manuals and materials, coordinates training activities, and manages incentive payments for the sample.

Notes:

Setting Incentives Based upon Response Propensities in Mixed-Mode Panel Survey

Kathleen Considine*, Paul Biemer, Brian Burke, RTI International; Kathleen Mullan Harris, Carolyn Halpern, University of North Carolina at Chapel Hill

Maximizing respondent cooperation within limited financial resources is an important objective for ongoing longitudinal studies. Given current trends of declining response rates, identifying methods that enhance response while controlling costs is extremely challenging. Using response propensity models applied to prior wave data in longitudinal studies enables researchers to categorize the sample members in propensity groups and employ tailored incentive structures designed to increase response rates. This research tests this tailored data collection protocol on the National Longitudinal Study of Adolescent to Adult Health (Add Health) Study.

The Add Health gathers large amounts of longitudinal data from a nationally representative cohort of adolescents first interviewed in the mid-1990s and followed into adulthood. The most recent wave of Add Health transitioned from a face-to-face interview to mixed-mode web/paper survey. This wave required a 90-minute survey now being conducted by self-administration and shifted all burden of completing the survey to the respondent. To increase response rates, we used propensity modes to estimate the probability that sample members would respond to the survey request. This model classified sample members into three groups: (a) very low propensity to respond, (b) low, and (c) high. Sample members in the propensity Group A received the highest incentive package ($100), Group B received a lower incentive package ($65), and Group C received the lowest incentive package ($55).

This paper presents findings related to the effectiveness of tailored incentive protocol based on our propensity model in increasing response rates by comparing them to response rates for the control group.

Kathleen Considine, a senior survey director, has more than 27 years of professional experience leading complex data collection studies. Ms. Considine has led projects or data collection tasks related to depression in the workplace, homeownership, military studies, environmental exposures, drug abuse, and longitudinal studies. She uses a variety of data collection approaches in her work, such as computer-assisted personal interviewing (CAPI), computer-assisted telephone interviewing (CATI), and audio computer-assisted self-interviewing (ACASI) for in-person and telephone data capture and self-administered web and Teleform interviewing.

Notes:

Gift Card Incentive and Reward Influence on Response Rate for South Carolina PRAMS

Kristin Simpson*, Harley T. Davis, Chelsea Lynes, South Carolina Department of Health and Environmental Control

The South Carolina (SC) Pregnancy Risk Assessment Monitoring System (PRAMS) is a mixed-mode survey that began in 1991 to collect data on maternal behaviors and experiences before, during, and after pregnancy. PRAMS is linked to, and enhances information obtained on, the birth certificate. Women who have recently given birth are sampled monthly from birth records and PRAMS is administered initially through the mail. After three mail attempts, the mother's phone number is shared with the data collector in an attempt to complete the survey by phone. With response rates below the threshold (55%) set by the Centers for Disease Control and Prevention (CDC), PRAMS began offering a $10 diaper voucher as an incentive in the first mailing of the January 2017 sample to increase both mail phase and overall response rates. A $10 reward diaper voucher was also implemented for mothers who complete the survey in either mode. To examine the effect of the incentive and reward program, 2017 mail response rates were compared to unweighted mail response rates for both 2015 and 2016. The mail response rate for 2015 was 27.3% (n sampled = 1874; n completed = 511); for 2016, it was 26.9% (n sampled = 1836; n completed = 493). Thus far in 2017, the mail response rate is 33.7% (n sampled = 837; n completed = 282). These preliminary results show the incentive and reward vouchers have increased mail responses rates. SC PRAMS will continue to monitor the impact of the incentives and rewards.

Kristin Simpson received a dual degree, a master of social work and a master of public administration from the University of South Carolina in 2006. She has been with the South Carolina Department of Health and Environmental Control and PRAMS since 2008. Her role began in 2008 as the PRAMS data manager and was promoted to program coordinator in 2011. Her role as the PRAMS program coordinator includes the collection and analysis of statewide survey data to determine risk factors that impact maternal and child health in the state of South Carolina. She has presented at various conferences at the local, state, and national levels.

Notes:

Will They Hold Out for a Shorter Survey? The Impact of Offering an Abbreviated Survey on Follow-Up Participation Behavior

Nadia Paoli*, Rob Killough, Shauna Yates, RTI International

In recent years, nonresponse rates—and hence the potential for nonresponse bias—have increased significantly. More and more surveys, therefore, offer abbreviated versions of the survey in later phases of data collection as part of a nonresponse conversion strategy to reduce respondent burden and to collect the most critical information from sample members who might otherwise not participate in the survey. However, in a longitudinal setting, offering an abbreviated survey in the initial survey round can potentially be problematic in that it may create an expectation of an abbreviated survey being offered in later phases of the follow-up survey. If this "respondent training" is the case, this can negatively impact data collection costs and efficiency due to increased contacting efforts required as part of the follow-up survey. On the other hand, this can also be informative in that it might be used for a targeted design in which the abbreviated survey could be offered sooner to those respondents who completed the abbreviated survey in prior round(s) to increase efficiencies. For this presentation, I will investigate (1) whether the response rates in a follow-up survey differ for respondents who completed the full survey as opposed to the abbreviated survey in the prior survey, (2) whether respondents who completed the abbreviated survey in the prior round are also more likely to complete an abbreviated survey in the follow-up survey compared to respondents who completed the full survey in the prior round, and (3) whether respondents who completed the abbreviated survey in the prior round waited longer to complete the follow-up survey compared to those respondents who completed the full survey.

To examine these questions, data collected for a national survey of individuals (1) who were currently or recently enrolled in postsecondary education and (2) who received a follow-up survey request 2 years later will be used. Both surveys offered nonresponding sample members an abbreviated version of the survey in later phases of data collection.

Nadia Paoli, a research education analyst, has been with RTI International for 17 years and is in the Education and Workforce Development department. She works primarily as a CATI/web/tracing manager on large postsecondary education survey projects. She holds bachelor's and master's degrees in sociology from East Carolina University.

Notes:

The Impact of Information on Opinions on Redistricting

Robert Oldendick*, Monique L. Lyle, University of South Carolina

Scholars of legislative redistricting have demonstrated that, despite the fact that redistricting is a low-salience issue about which most Americans know very little, American voters make strategic decisions about redistricting, whereby electoral winners oppose redistricting reform and electoral losers support reform. What is less clear, however, is whether thinking and behavior regarding redistricting would be different if individuals were provided with factual information about how legislative districts are drawn and how this effects electoral competition (i.e., if the citizenry were more informed about legislative redistricting). In this study, we examine the effects of providing such information via a random probability survey experiment conducted in a southern state, which measured attitudes about redistricting, satisfaction with electoral competition, and support for redistricting reform after exposing a random half of respondents to factual information about partisan gerrymandering in the state. In addition to demonstrating that support for redistricting reform is not solely the province of electoral losers, results suggest that information can even undermine support for reform among those who would presumably benefit from it most.

Robert Oldendick is a professor of political science at the University of South Carolina. His interests are in public opinion, electoral behavior, and survey research methodology. He is co-author (with Barbara Bardes) of *Public Opinion: Measuring the American Mind,* and his articles have appeared in outlets such as *Public Opinion Quarterly, Journal of Official Statistics, American Journal of Political Science, and Journal of Politics.*

Notes:

Public Opinion on Regulatory Policy Affecting the Integration of Autonomous Vehicles

Joshua Ferno, Elon University

Technological advancements for the production of autonomous vehicles are nearing levels of commercial availability, promising to bring dramatic changes to everyday life. The degree to which these vehicles are integrated into the United States transportation system will be heavily dependent upon regulatory policy. Government actions regarding safety, privacy, the role of humans in their operation, and economic repercussions have potential to hinder or promote the adoption of autonomous vehicles. Public opinion about self-driving vehicle policy will inform those actions. This study seeks to understand the current landscape of public opinion on self-driving cars and how that landscape may develop in the future. The project leverages a series of survey-based randomized and controlled experiments—designed to present varied information about perceived benefits and drawbacks to autonomous vehicle technology—to a nationally representative sample to shed light on the nuance behind correlates of public opinion in this area. Findings offer insight on citizens' attitudes toward the role of government in this emerging technology, as well as contribute to a conversation regarding the perceived value of human autonomy relative to that of the labor-saving benefits of automation. Results hold relevant information for scholars, policymakers, and industry members alike.

Joshua Ferno is a senior at Elon University majoring in policy studies and sociology. An Honors Fellow and a recipient of Elon's Lumen Prize for undergraduate research, he studies public opinion about emerging technologies. He hopes to work in public opinion research, broadly defined, after his graduation in May 2019. He is from Mooresville, North Carolina, and is president of Twisted Measure, Elon's oldest co-ed a cappella group.

Notes:

Predicting Expatriate Work Tenure Through Personality Trait Models

Art Barnard, University of Wisconsin—Whitewater

Expatriate workers are the fastest-growing segment of the global workforce. So-called "expat-preneurs" (EXPs), expatriates that leave their home countries with the purpose of starting their own business overseas, tend to show longer tenure to work in foreign cultures. This analysis uses survey research data to create a model to determine differences between entrepreneurial employees and other assigned expatriates. Findings will aid American multinational enterprises placing talent overseas with increased foreign work tenure, a perennial problem.

- The overall goal was to determine if scores on a modified version of the MPQ-SF personality trait survey (Hofstede 1984) could identify traits differentiating entrepreneurial employees and other assigned expatriates to characterize employees with the potential for longer work tenure or "resilience." Germany was the study site as a middle cultural distance country.

- Use of components of the International Assignee Questionnaire designed specifically to represent potential resilience moderation effects (Arthur, Bennett 1995) have been employed to incorporate the effects of resilience on work tenure. The study population was over 112,000 American civilian expatriates working in Germany. The study sample was drawn from five of the largest American expatriate organizations and distributed to membership through online surveys.

The central focus of the analysis showed that the model displayed differing potential tenure of each group through personality trait ratings. The next step is to track the predictive power of the model over time. The key takeaway from this work is that American multinationals can more effectively predict expatriate employee performance expectations before assigning them overseas.

Art Barnard is currently a doctoral candidate in management at the College of Business and Economics at the University of Wisconsin—Whitewater. He has more than 20 years' experience as a dynamic leader in building and managing marketing and research functions. Mr. Barnard previously served as a senior manager of custom analytics at the Nielsen Company. He has experience with all phases of research—including engaging in multifunctional work with senior management; collaborating with client teams to develop new business; and identifying needs, goals, and objectives. Mr. Barnard is an active educator and creates constant learning environments; he previously taught research classes and continuously works to combine real work with an educational platform for all team members. He has worked on both client and vendor sides, providing unique insights into understanding client needs and communicating those needs effectively.

Notes:

Does China's Middle Class Have the Potential to Become the Agents of Democratization?

Yaoyao Fan, Duke University

Previous research has theoretically identified that authoritarian regimes allow citizens to voice opinions publicly in order to increase institutional responsiveness and improve policies accordingly. However, more possibly, the authoritarian institution feeling unthreatened by the public opinion lacks the incentive to curb it in the initial place. The long-standing modernization theory, which suggests a rising middle class will lead to democratic transition, has been severely challenged by East Asia's experience in recent years. In fact, an extended body of literature has illustrated that middle classes of relatively higher dependence on the incumbent government (e.g., teachers, police, civil servants) show higher support for the current regime. Therefore, this research argues that public opinions are assigned unequal value in the authoritarian regime. The main purpose for the authoritarian regime is to maximize public support from the middle class by stabling its public sector.

The research proves it from the perspective of public-private wage gap. Hypothetically, in places where the size of middle class is proportionally low, the incentive for the regime to attract labor into public sector is low—therefore, the public-private wage gap is low; in places where the size of middle class is proportionally high, the wage premium is high. However, in reality, the fiscal restraint causes an inevitable tradeoff between the size of the public sector and the public-sector premium. Employing data from China General National survey, this research finds that public-private wage premiums increase in the relative size of middle classes, which implies that authoritarian responsiveness to public opinion might be overestimated.

Yaoyao Fan is a second-year graduate student at Duke University, studying analytical political economy. Coming from mainland China, she graduated from the University of Hong Kong; she majored in economics and finance with a minor in mathematics. She has been working as research assistant in Duke's Economics department, helping with dataset compiling and data web-scraping. Her research interests include—but are not limited to—political economy, development economy, and public opinion formation. Currently, she is applying to a PhD program in the field of political economy or computational social science.

Notes:

Planning Security for Health Survey Data

M. Rita Thissen*, Katherine Mason, RTI International

When planning systems for a health survey, technical staff and survey managers must think about how to protect sensitive data from loss, damage, or unwanted release. Most health surveys collect or use personally identifiable information (PII); protected health information (PHI); and other private, descriptive material about individual subjects. Concerns include respecting rights to privacy, ensuring confidentiality, and providing security in compliance with regulations and best practices. Threats may be deliberate or accidental, internal or external. Challenges arise from regulatory or sponsor-requested constraints, cost, degree of availability needed, alternatives for selection of a hosting environment, and more. Excessive protection can impede work, but insufficient protection increases the risk of unplanned disclosure. Choosing wisely among system options for storage and access requires a careful look in advance at the types of data to be collected and housed, who needs access to the information, and what levels of access they need. The authors describe how they assessed the needs of recent projects, the system decisions they made, and the effectiveness of those decisions. These examples can help others learn to maximize security while minimally impeding the authorized flow of data.

M. Rita Thissen, a director of systems and programming, has been with RTI International since 1995 and works in the Research Computing Division. Her education includes a bachelor's of science in chemistry and a master's of science in computer science. She works as a project director, systems analyst, data custodian, and senior SAS and SQL programmer. She has extensive experience with development, oversight, and review of data systems, quality processes, data security, and data management for the social sciences (and previously for clinical trials).

Notes:

Examining the Use of Redirected Inbound Call Sampling (RICS) After a Natural Disaster. What Did We Learn and What's Next?

David Roe*, Stas Kolenikov, Michael Link, Faith Lewis, Andrew Burkey, Tracy Sernau, Daryl Morgan, Scott Richards, Abt Associated, Reconnect Research

Following a disaster, the ability to quickly determine the need for aid and plan the allocation of resources is critical to the success of rescue and recovery operations. Events in Texas, Florida, and Puerto Rico in late 2017 reinforced the importance of a quick response, while unfortunately highlighting the negative impact of delays in the timely allocation of resources. As fit-for-purpose data capture efforts continue to evolve, there are numerous opportunities to explore how new methods for rapid data capture might complement disaster relief efforts. Ideally, these methods could generate data that could be quickly disseminated to any local, state, federal, or aid agencies that feel they will benefit from the results.

Following Hurricane Harvey in August 2017, Abt Associates and Reconnect Research conducted a feasibility experiment focused on using Redirected Inbound Call Sampling (RICS) for rapid telephone data collection across the areas of Texas impacted by the storm. The use of RICS was particularly attractive in this setting due to its ability to produce fast results while minimizing respondent burden. This presentation will provide information on our decision to experiment with RICS along with our experiences in preparing for, and implementing, data collection. In addition to highlighting results, the presentation discusses lessons learned throughout the process, limitations, and suggestions for ensuring an ethical and safe data collection in a very challenging environment.

David Roe is a survey methodologist and research director with nearly 20 years of experience managing various aspects of survey methods research and data collection operations for academic, nonprofit, and private for-profit research organizations. He is currently an associate with Abt Associates' Data Science, Surveys and Enabling Technologies (DSET) Division. As part of DSET's Research Design & Analytics group, he is part of a team that leads innovative work at the intersection of survey research and data science. When not leading projects, he spends time contributing to the division's grasp of the future of survey research—including alternatives to random-digit dialing, fit-for-purpose surveys, nonprobability sampling, mixed-mode data collection, and the use of evolving technologies for data capture.

Notes:

Population Estimates from Mixed Samples: Advantages and the Limitations

Ghada Homsi*, Burton Levine, Matthew Farrelly, James Nonnemaker, Michelle Cavazos, Erik Crankshaw, RTI International

Mixed (from probability and nonprobability) sampling is used in data collection to reduce selection bias and improve the efficiency of the data collection process compared to using a single sampling method, especially for hard-to-reach population groups. As part of evaluating the comprehensive tobacco control program of the Bureau of Tobacco-Free Florida (BTFF), we developed and implemented a mixed sampling method to collect data for adult tobacco users in Florida. We fielded two repeated cross-sectional probability samples of Floridian adults: (1) a dual-frame random-digit dialing telephone sample with computer-assisted telephone interviewing (CATI) recruitment and CATI data collection and (2) an address-based sample (ABS) with mail recruitment and web data collection. To reach the adequate number of tobacco users for our analytical needs, we added a nonprobability sampling method with recruitment of adult Floridian tobacco users through Facebook with data collected via a web survey. We combined data of tobacco users from the three sample sources and calibrated the sampling weights using demographic characteristics and internet use information. This presentation will discuss the weighted estimates for each sample source and the estimates from all sample sources combined. Specifically, we will investigate if including the nonprobability sample will add nonignorable bias to the estimates. This research contributes to the knowledgebase on the advantages and limitations of using mixed samples for estimates of self-reported data.

Ghada Homsi is a research analyst in RTI's Center for Health Policy Science and Tobacco Research. She has experience in the use of quantitative research methods. She also has extensive experience in data management and data analyses for public health studies, including tobacco-related analyses for the Centers for Disease Control and Prevention (CDC)/Office on Smoking and Health, Legacy, and state-level data. Ms. Homsi has analyzed and managed data from several large-scale datasets, including the Population Assessment of Tobacco and Health Study, the Behavioral Risk Factor Surveillance System, the National Health Interview Survey, and the National Youth Tobacco Survey. She served as data manager and key analyst for the CDC's Communities Putting Prevention to Work initiative program and as the lead analyst for the existing surveillance data repository task for the Community Transformation Grants project. She has experience using a variety of statistical packages—including Stata, SAS, and SPSS—to manage data and perform econometric modeling.

Notes:

Calibration Adjustment Index—A New Measure of Survey Quality for Probability and Nonprobability Surveys

Burton Levine, RTI International

We introduce a measure of data quality that is useful in both probability and nonprobability surveys called calibration adjustment index. Calibration adjustment index measures the discrepancy in marginal totals between the survey data and the population for the set of variables used in the calibration. We demonstrate how to construct the calibration adjustment index. Then we apply it to compare three iterations of a nonprobability survey using Redirected Inbound Call Survey methodology with two probability surveys using dual-frame random-digit-dialing methodology. Broad application of this measure and communication of the results can aid in the goal of transparency in the survey community.

Burton Levine is a sampling statistician. He has been at RTI International since 1999. His expertise is in designing telephone surveys, address-based sampling surveys, and list sample surveys in the context of public health. Mr. Levine is currently developing and validating the methodology for Redirected Inbound Calling Surveys, a new type of nonprobability sampling.

Notes:

Acknowledgments

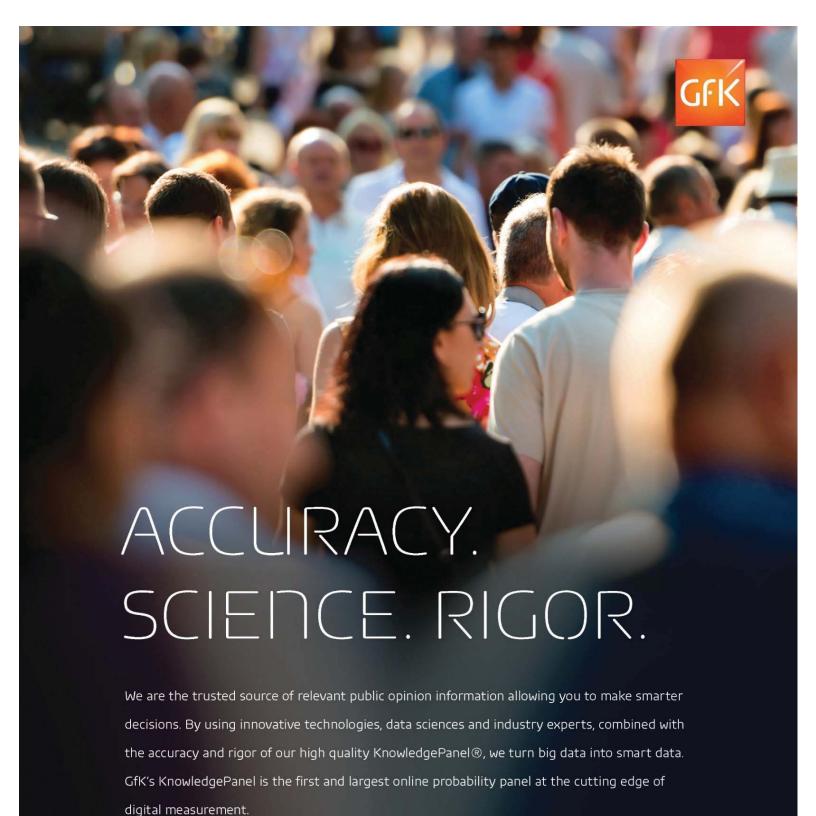SAPOR wishes to acknowledge and thank the following organizations:

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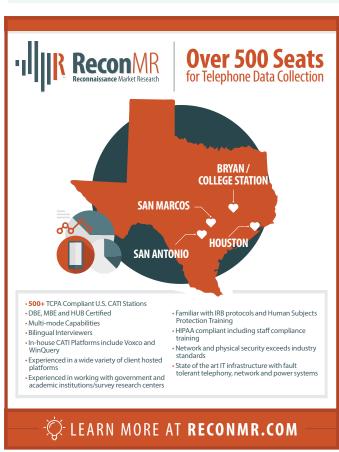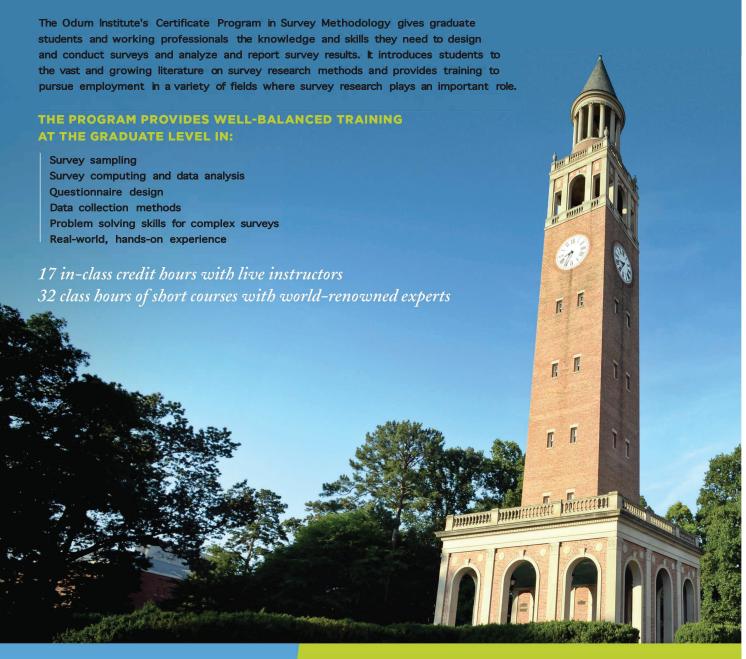Institutional memory is not a system. **PARC** is.

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