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CONFERENCE

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#SAPORSpeaks:
Building the Future of Survey Research

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2019- 2020 Executive Officers



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Times and Events

10:00 a.m.–10:10 a.m.	Welcome and Announcements
10:10 a.m.–11:25 a.m.	Session 1: Political Opinion and Research Approaches
11:25 a.m.–12:55 p.m.	Session 2: Data Collection During a Pandemic
12:55 p.m. – 1:05 p.m.	Break
1:05 p.m.–2:25 p.m.	Keynote Address “U.S. Population Diversity and Its Challenges to Survey Work”
2:55 p.m.–3:55 p.m.	Session 3: Current Efforts in Innovative Data Collection Methods
3:55 p.m.–5:15 p.m.	Session 4: Political Attitudes and Public Engagement
5:15 p.m.–5:30 p.m.	Break
5:30 p.m.–6:30 p.m.	Panel: Pivoting during a Pandemic: Collecting Data during COVID-19
6:30 p.m.–6:45 p.m.	Presidents Address/Closing Remarks
6:45 p.m.–7:45 p.m.	Social Networking/ Happy Hour

Schedule of Sessions

10:00 a.m.–10:10 a.m.

Welcome and Announcements

10:10 a.m.–11:25 a.m.

Session 1: Political Opinion and Research Approaches

Does AIIB helps China get more support in foreign policies

ZHIPeng, Wang Duke University

Does Partisanship Trump Privacy A Cross-Sectional Study of Privacy Concerns and Views About the U.S.

Tina Tucker, Duke University

Understanding Terrorism Policy Preferences through Bayesian Model Averaging and Multiple Imputation

Brittany Alexander, Texas AM University

The Receding Waters Edge Political Polarization in US Foreign Policy Opinions during the Social

Ryan C. Tully, IPSOS

11:25 a.m.–12:55 p.m.

Session 2: Data Collection During a Pandemic and Beyond

Using RICS-IVR to Study Reactions to the COVID Pandemic in the USA

Paul J Lavrakas, Independent Consultant

The Importance of Agility in Data Collection During a Pandemic

Kurt Johnson, RTI International

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Pet Ownership Decreased Anxiety and Increased Academic Performance

MacKenzie Allison, William Peace University

Case Study in Adapting an In-Person Longitudinal Research Study to Protect Subjects and Staff from C

Victoria Albright, CamBright Research

12:55 p.m.–1:05 p.m.

Break

1:05 p.m.–2:25 p.m.

Keynote

U.S. population Diversity and Its Challenges to Survey Work

Ana Gonzalez-Barrera, Pew Research

2:25 p.m.–3:55 p.m.

Session 3: Current Efforts in Innovative Data Collection Methods

Increasing Response Rates with Promised Incentives Utilizing Visa Debit Cards A Push-to-the Web Exp

Alexis Wardell, CSRL

Using Online Asynchronous Focus Groups to Test Health Communication Materials

Jennifer Berktoed, Westat

Systematic Evaluation of Respondent Driven Sampling Implementation and Analysis

Ai Rene, University of Michigan

2020 Census The Most Robust Language Program the U.S. Census Bureau has Ever Built

Tatum Tirado, U.S. Census Bureau

3:55 p.m.–5:15 p.m.

Session 4: Survey Formatting and Visual Design

Party Differences and Thermostatic Responsiveness on the Environment 1973-2018

Lindsey Hendren, University of South Carolina

Using RICS-IVR to Study Police and Racial Issues in the USA,
Paul J Lavrakas, Independent Consultant

Current Efforts to Expand Data sources for Federal Statistics

Robert Sivinski, Office of Management and Budget

Just Like the Others: Party Differences, Perception, and Satisfaction with Democracy

Hannah Ridge, Duke University

5:15 p.m. – 5:30 p.m.

Break

5:30 p.m.–6:30 p.m.

Panel Discussion

Sanjay Vrudhula, ReconMR

Deborah Mullen, University of Tennessee at Chattanooga

Jennifer Hunter Childs, U.S. Census Bureau

Craig Hill, RTI International

6:30 p.m.–6:45 p.m.

Presidents Address/ Closing Remarks

6:45 p.m.–7:45 p.m.

Virtual Happy Hour/Networking

Presentation Abstracts

Session 1: Political Opinion and Research Approaches

Does AIIB helps China get more support in foreign policies

ZHIPeng, Wang Duke University

With the raise of its economic power, China has been trying to expand its voice and influence in international affairs over the years, including the launch of the 'One Belt, One Road' initiatives and the Asian Infrastructure Investment Bank. The United States expressed a lot of concerns to the AIIB, arguing that it would be a channel for China to trade aid for foreign policy support, although itself always use IMF or World Bank loans to get foreign policy support. This article uses quantitative methods to testify these concerns and prove that China has not use the AIIB loans to influence other countries' voting in United Nation General Assembly. Compared with IMF, the AIIB is a relatively neutral multilateral development bank.

Zhipeng Wang is a second year graduate school in Political Science Department at Duke. I have worked at Public Opinion Research Institution of China Economic Net, gathering Belt and Road participating nations' public opinion of China on twitter. My primary areas of interest is political economy in international relationships.

NOTES:

Session 1: Political Opinion and Research Approaches

Does Partisanship Trump Privacy? A Cross-Sectional Study of Privacy Concerns and Views About the U.S. Census

Tina Tucker, D. Sunshine Hillygus, Steven Snell, and Carol Sue Haney*

Rarely does the U.S. Census draw widespread attention, but the 2020 Census made headline news as arguments about the Trump administration's proposed inclusion of a citizenship question escalated to the Supreme Court. Building on a political science literature about motivated reasoning among American partisans and research on the relationship between privacy concerns and census participation, we leverage multiple survey datasets across time to explore how attitudes about the Census, including concerns about data privacy and preferences related to data sharing, are mediated by partisanship. Central to this study are public opinion surveys with identical measures that were fielded before the general election in 2016 and again in 2019. We explore privacy concerns and views about the Census, finding that, during this period, Republicans became significantly more willing to share personal data on the census form. This was not the case for Democrats. We conclude that partisanship, not privacy, operates more directly to shape views about and participation in the Census.

Tina Tucker is a PhD candidate in Political Science at Duke University. Her research focuses on political communication and electoral behavior in the US, specifically the use of digital technologies by political campaigns to persuade and mobilize voters. She also examines how privacy concerns moderate voters' willingness to share personal data with political and government entities. Prior to attending Duke, Ms. Tucker worked as a researcher for several public opinion & political strategy firms in Washington, DC. She received her M.A. in political communication from the George Washington University and her B.A. in political science from UCLA.

NOTES:

Session 1: Political Opinion and Research Approaches

Understanding Terrorism Policy Preferences through Bayesian Model Averaging and Multiple Imputation

Brittany Alexander, Texas AM University

We present a Bayesian approach that combines multiple imputation and Bayesian model averaging to model Terrorism policy preferences among American adults using a two-wave probability-based panel from May 2016 and November 2016. Between the two waves, multiple domestic and foreign terrorist attacks occurred, providing a natural experiment for how the occurrence of terrorist attacks affects policy preferences and the perceived likelihood of a terrorist attack. The primary response variables of interest were: the change in perceived likelihood of a terrorist attack across the two waves, the change in support for federal and local spending across the two waves, and support for new terrorism-related policies at both waves and the change between the waves. The dataset had many missing items and contained 28 questions with multiple items, and the goal was to form a parsimonious model. An ordinary least squares (OLS) model without variable selection or imputation returned models with low R^2 and had to ignore many observations due to missingness. In an attempt to create a better model, multiple imputation using the R package *mi* was combined with Bayesian model averaging using the R package *BMA*. These new models were able to explain better the role of social-economic-political variables and psychometric variables in an individual's terrorism policy preferences than an OLS model. We found that terrorism policy support was stable across the two waves and that policies such as increased screening at airports and stricter background checks for gun sales were supported by most of the individuals surveyed.

Brittany Alexander is a third-year Statistics Ph.D. student at Texas A&M University. Her research focuses on Bayesian methodology for public opinion polls and American election modeling. She is a pre-doctoral research associate at the Institute for Science, Technology, and Public Policy at Texas A&M where she works on developing models for public opinion survey data. She expects to graduate in August 2022.

NOTES:

Session 1: Political Opinion and Research Approaches

The Receding Waters Edge Political Polarization in US Foreign Policy Opinions during the Social

Ryan C. Tully*, IPSOS, Randall K. Thomas

Following World War II, US foreign policy was long viewed as the ‘water’s edge’ of partisan politics. While there were disagreements over specific policies, polling data regularly showed overwhelming bipartisan support for general US foreign policy goals. Recent research suggests that ongoing media fragmentation may be producing increasingly polarized partisan views of US foreign policy. Social media is often cited as a primary reason for the current fragmented media landscape (Baum & Potter, 2019). This study examines if partisan foreign policy views significantly changed during the period of rapid social media adoption in the US (2008-2018) and if those changes resulted in more polarized partisan views toward foreign policy issues.

To accomplish this, we analyzed data from annual surveys conducted by the Chicago Council on Global Affairs from 2008 through 2018, which provide repeated measures of attitudes toward general foreign policy goals and support for specific policies. These yearly cross-sectional surveys utilized samples from KnowledgePanel®, the largest probability-based online panel in the U.S. Our analyses evaluated longitudinal trends in foreign policy views across a variety of characteristics, including political ideology, party affiliation, and party extremity. The results show that partisan views on general foreign policy goals and specific policies changed dramatically during this period. The analyses further depict increasingly polarized partisan views of foreign policy issues during the latter half of this period. We discuss our results in the context of how partisan sorting may have produced these more polarized foreign policy attitudes.

Ryan C. Tully is a Director at Ipsos. He has over 10 years of research consulting and execution experience, with a focus on public opinion, public policy, and survey methodology research. At Ipsos, Mr. Tully directs complex, large-scale studies for private, government, and academic clients conducting either publicly released or internal strategic research. Mr. Tully has considerable experience utilizing a variety of study methods, including online, telephone, mixed mode, in-person, and passive data monitoring, in both domestic and international studies.

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Session 2: Data Collection During a Pandemic and Beyond

Using RICS-IVR to Study Reactions to the COVID Pandemic in the USA

Paul J Lavrakas, Scott Richards, and Lindsey Wade*

In March 2020, ReconnectResearch began a series of weekly surveys of USA residents to measure reactions to the Coronavirus. A Redirected-Inbound Call Sampling (RICS) design was used to gather data via Interactive Voice Response (IVR). As described by Levine, Krotki, and Lavrakas (2019), RICS is a new sampling method that selects people who are using a telephone in the USA but who dialed a number that did not reach the party the caller intended. These people are routed to a survey request from ReconnectResearch by the telecom company handling their failed call. This generates a very heterogeneous nonprobability sample that is remarkably effective in including minorities, lower educated, and lower income adults. IVR is a self-administered form of data collection that lends itself especially well to gather data about sensitive topics. Starting March 16 through April 20, 25,951 English-speaking adults were interviewed. The average weekly AAPOR RR1 was 10%. From the first weekly survey through the sixth, it was found that those who identified themselves as Republicans were much more likely than Independents and Democrats to report that (1) they approved of the federal government response to the pandemic, (2) believed the virus already was under control, or (3) that the pandemic would be under control within two months, (4) knew less about how to prevent infection, and (5) their daily lives had changed very little or not at all. It is correct to surmise that these individuals were ones who believed the propaganda from the current federal administration that minimized the threat of the virus. These findings accurately predicted what happened in late spring and early summer with the advancing spread of the virus in areas that are disproportionately Republican. We will discuss these and other findings about the value of the RICS-IVR methodology and also address its limitations.

Paul J. Lavrakas Ph.D., is a research psychologist by training and has specialized in research methodology for 40+ years. He was a Full Professor at Northwestern U. and Ohio State U. (1978-2000) and was the founding faculty director of survey research centers at each university. He served as Nielsen Media Research's chief research methodologist (2000-2007) and has worked as an independent consultant since then. He currently holds research appointments at NORC, the Office for Survey Research at Michigan State U., and the Social Research Centre at Australian National U., as well a teaching appointment at U. of Illinois-Chicago for a graduate course on survey design and operations. Dr. Lavrakas served AAPOR as its President in 2012-2013, and received the AAPOR Award for Exceptional Distinguished Achievement in 2019.

NOTES:

Session 2: Data Collection During a Pandemic and Beyond

The Importance of Agility in Data Collection During a Pandemic

Kurt Johnson*, Kelly Lynn, Amy Conley, Dave Bergeron, Marion Schultz, Ericka Baron-Rajme, Mandeel Lancaster

Worldwide shutdowns caused by the Covid-19 pandemic resulted in unprecedented challenges to standard data collection operational models. With the pandemic, the world of survey research interviewing, either in a bustling call center, or in face-to-face data collection were put into a state of flux that required swift, innovative responses to support business continuity on behalf of survey research projects.

This presentation will highlight some of the barriers, solutions, successes, failures, and lessons experienced as we adapted our operational environments in response to widespread lockdowns across the U.S. In this short presentation we will discuss:

- Technological Approaches
- Staffing Strategies
- Training and Quality Solutions
- Scope of Work Changes
- Coordination for Non-remote Work
- Approaches to Ensure the Safety of Field Staff and Survey Respondents

Kurt Johnson, Ph.D. is a Senior Leader in RTI's Research Operations Center. His role is to manage projects, support operations and to develop new business opportunities associated with multi-modal and phone-based data collection. Having worked in academics for over 20 years prior to his 5 years at RTI, Kurt has a wide range of survey experience. His experiences with addressing the changes required during a pandemic have tapped the full extent of his resources!

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Session 2: Data Collection During a Pandemic and Beyond

Pet Ownership Decreased Anxiety and Increased Academic Performance

Mackenzie Allison, William Peace University

Anxiety levels are currently rising, which is affecting at least 20% of college students globally (Johnson, Vidal, Lilly, 2018). Previous research has demonstrated that anxiety and academic success (i.e., grade point average) are inversely related (Eisenberg, Golberstein, & Hunt, 2009). With the development and rise in mental disorder rates among college-aged adults (Kessler, Berglund, Demler, Jin, Merikangas, & Walters, 2005), it becomes of high interest of researchers to investigate the ways in which anxiety can be alleviated to allow college students to perform their best in the academic setting. The current study aimed to investigate the effects of pet ownership, pet type, and pet proximity on anxiety levels and GPA in an electronic survey. All analyses yielded insignificant results; however, future research should continue to investigate ways in which anxiety levels in a college population may be alleviated to improve academic performance as it may have real life implications on the college population. Additional investigations should continue to view the impact of pet ownership on academic success and anxiety levels through cross sectional and longitudinal studies to view the impact of pet ownership on anxiety and GPA over time as multiple measures may yield more significant results rather than single measure studies for this topic.

My name is Mackenzie Allison, and I am a senior at William Peace University. I am majoring in psychology with a concentration in research. Throughout my time as an undergraduate, I have had the opportunity to be completely immersed in the research process. I got my start by participating in research studies, preparing IRB documentation, and collecting data, and this led all the way to analyzing and presenting survey research findings and conducting an honors thesis. While I have a primary interest in clinical research, I also have a passion for research providing evidence for education reform and the ways in which we can improve the quality and experience of receiving an education.

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Session 2: Data Collection During a Pandemic and Beyond

Case Study in Adapting an In-Person Longitudinal Research Study to Protect Subjects and Staff from COVID

Victoria Albright, Barbara Davis*

March 2020. We were three weeks away from going to the field. We had arranged for 20 interviewers to conduct in-home interviews in 36 locations across the nation. We had the blessing of the Institutional Review Board (IRB). The interviewers had completed their certification for Informed Consent administration and Global Pharmacovigilance Safety Information and Product Quality Complaint Training program. Each interviewer had a shiny, new HP ProBook, a photo ID badge, a supply of urine drug screen kits, and a brand-new roller bag to carry all their materials as they met with study subjects in the subject's home. We heard rumblings about interviewers needing gloves, hand sanitizer, and wipes. No problem. They were already tucked into their roller bags. The 87-page Field Manual was in final form and project-specific training session was 10 days away.

Then we received notice from the Institutional Review Board that all in-person interviewing had been suspended until further notice due to risks associated with COVID-19 infection.

The news was devastating on so many fronts, personal and professional. We had been conducting in-home interviews four times a year since 2015 with a vulnerable population. There is no easy pause button on a longitudinal survey, or simple way to obtain a urine sample over the Internet. Plus, many of our field staff were in the age range that made them extra vulnerable to the infection. All the privacy protections we had built around home visits had to be replaced with on-line security measures. All the "personal touches" that helped us achieve 70% and 80% response rates had to be achieved virtually. And most challenging, how would subjects be able to do the survey online if they did not have a suitable computer or device to view the questions and enter answers.

It took us 5 months to redeploy the study. The new design involved collaboration of IT staff, Field Director, Principal Investigator, research team, cell phone and tablet providers, training from an external IRB, conversion of incentives to reloadable debit cards, and many hours debating what we could accommodate and what we had to ditch. Please join our presentation to learn how we did it and ask questions about how COVID accommodations can keep your research project thriving.

Barbara Davis began her career as an interviewer in 1982 knocking on doors and personally administering phone book sized questionnaire. Barbara went on to manage field interviewers for the leading research firms in the nation on myriad of projects across the nation. With the pandemic plus other pressures to reduce costs, Barbara has led the way in re-configuring field efforts to be conducted over the phone using social media platforms for meetings, subject engagement, and data collection. Always happy to share her wisdom, Barbara advises her staff and clients to keep all eyes focused on the participant and do everything to build trust and positive participant experience. Barbara's hard work and solid reputation (continued on next page)

culminated in the opening her own company, Rising Star Pros, a moniker dedicated to the fabulous interviewers Barbara has had the honor to work with over her career.

Victoria (“Vicky”) Albright is a senior research specialist with more than 30 years of experience managing and conducting major social science research and data collection projects. Vicky acquired a MA degree from the University of Virginia in Research Methodology, the first candidate at UVa allowed to substitute COBAL for the foreign language requirement. Her career began preparing survey-based statistical evidence for expert witness testimony in employment discrimination litigation. Her work support equality initiatives of Ruth Baden Ginsburg. Vicky then served as a Survey Researcher Specialist for 15 years at Westat and 15 more at RTI International. A principal in her own firm now, CamBright Research, she is leading a pharma-university collaboration to convert a nationwide, longitudinal, and in-person study of opioid users to remote access only. 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.

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Session 2: Data Collection During a Pandemic and Beyond

Interviewing Americans from "the Caravan"

David Dutwin*, SSRS

RDS has traditionally been the purview of hidden and/or hard-to-reach populations. Such populations are often defined on legal or behavioral grounds, but of course there are often as well political reasons to stay hidden as well. For these reasons it can be argued that recent immigrants from the Northern Triangle, that is, persons from Guatemala, Honduras, and El Salvador, those of the infamous migrant "Caravan," fit well within the definition of a population that would wish to be hidden once in the U.S. In the summer of 2018 a major study of this population was undertaken on behalf of the Interamerican Development Bank to understand the reasons for migration, familial connections, immigration experience, and remittances to the home country.

This paper will briefly overview the operationalization of the study, including a major formative assessment, pilot study, and evolving field strategies prior to full study execution, as well as review substantive results, and consider the ability of RDS to adequately cover and report on this population. Unlike many RDS target populations, there are available population estimates from the American Community Survey on this population. The paper will document places where the weighted RDS data comport and do not comport with the ACS, and discuss possible reasons for divergences, the potential to weight RDS data to ACS parameters, and the impact such weighting has on the derived survey estimates.

David Dutwin is NORC's senior vice president of strategic initiatives within the Business Ventures and Innovation department. Dutwin provides scientific and programmatic thought leadership in support of NORC's ongoing innovations, ensuring work is disseminated throughout the scientific community. Dutwin is also the chief scientist of AmeriSpeak, NORC's multi-client panel-based research platform, where he directs AmeriSpeak statistics and methods and panel operations, and lends expertise on research design conceptualization, methodological innovation, and product development.

David is a senior fellow of the Program for Opinion Research and Election Studies at the University of Pennsylvania, where he also serves as a lecturer. An avid member of the AAPOR community, Dutwin served as president from 2018-2019. He previously served on AAPOR's Executive Council, was conference chair, and has served full terms on a number of committees. For over fifteen years, he has taught Survey Research and Design, Political Polling, Research Methods, Rhetorical Theory, Media Effects, and other courses as an adjunct professor at University of Pennsylvania and at West Chester University. Dutwin is also a research scholar at the Institute for Jewish and Community Research.

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Session 3: Current Efforts in Innovative Data Collection Methods

Increasing Response Rates with Promised Incentives Utilizing Visa Debit Cards A Push-to-the Web Exp

Ally Wardell, UNC Carolina Survey Research Laboratory*

Declining response rates are a persistent problem in survey research. While it is clear that prepaid incentives are the most effective approach for increasing response rates, little is known about the impact of promised incentives on response rates using Visa debit cards. In this study, a panel of 769 individuals were invited to participate in a web-based survey on current LGBT issues. The panel was randomized into two conditions: Condition 1 promised a \$20 Visa debit card upon completion of the web survey; Condition 2 provided an empty debit card and told panel members that a \$20 incentive would be loaded onto the card once they completed the web survey. Both conditions included promised incentives, but the immediacy of the incentive was higher in Condition 2. Up to three invitation letters were mailed to nonrespondents and included an imbedded link and password to complete the survey online. Results demonstrated that the response rate was significantly higher in Condition 2 (30.10%) versus Condition 1 (22.99%), $\chi^2=4.98$ $p=.02$. When controlling for age, race, ethnicity, education and gender, the only demographic variable that produced a significant response was race, categorized as white vs. nonwhite, $\beta = -0.4558$, $p=0.02$. The odds of a non-white individual responding to the survey request was 0.634 times the odds of a White response. Overall, the implication for survey research is important given the expense of mailing out prepaid incentives, which may or may not reach the intended audience. Including a Visa debit card in the invitation letter may have increased the perceived immediacy of the reward, thereby increasing the response rate without the risk of losing incentive funds among the nonrespondent group. Reaching non-white audiences, appears to be more challenging, regardless of incentive condition.

Hello! My name is Ally Wardell, and I am currently a MS candidate in the Biostatistics Department at the University of North Carolina at Chapel Hill. I graduated from UNC in the Spring of 2020 with majors in Biostatistics and Mathematics. During final year of my undergrad career, I was blessed with the opportunity to complete my incentive study through the Carolina Survey Research Laboratory under Dr. Robert Agans. My research interests include survey methodologies, particularly in incentivization, in addition to, oncology, and cardiology. I am currently working as a graduate research assistant on an oncology study through the UNC Lineberger Comprehensive Cancer Center.

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Session 3: Current Efforts in Innovative Data Collection Methods

Using Online Asynchronous Focus Groups to Test Health Communication Materials

Jennifer Berkold*, Westat

Asynchronous qualitative research has been identified as a useful methodology when cost, time, and access to participants make face-to-face research difficult (Williams, Clausen, Robertson, Peacock & McPherson, 2012). The lack of physicality of the method allows for easier recruitment of difficult-to-reach populations. The time-agnostic aspect introduces efficiencies when testing communication materials that require lengthier viewing or closer review on the part of the participant. Current platforms have moved beyond discussion forums and bulletin boards and allow researchers to engage participants with more visual media, such as asking participants to upload photographs or asking participants to comment on researcher-provided videos or images. We used FocusVision's Revelation, an asynchronous qualitative platform that uses social media-style interactions, to test a series of informational videos on early onset breast cancer with younger women and health care professionals. We found that asynchronous qualitative research has considerable benefits but also challenges that warrant consideration. The paper will discuss factors such as protocol development, the role of the moderator, strategies to increasing active participant engagement, and data quality.

Dr. Jennifer Berkold is a Westat Senior Study Director with more than 20 years of experience in survey research, campaign evaluation, program evaluation, formative research, and health communication message and materials testing. She has designed and conducted more than 40 surveys on public affairs topics with general population, youth, racial/ethnic minorities, and professional audiences and has conducted more than 200 focus groups. She has directed projects on behalf of the FDA, CDC, and NIH on such topics as food and nutrition; direct to consumer prescription drug advertising; influenza, childhood, and adult immunization; and arthritis-appropriate self-management and physical activity programs. She earned her PhD in sociology from the University of Chicago.

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Session 3: Current Efforts in Innovative Data Collection Methods

Systematic Evaluation of Respondent Driven Sampling Implementation and Analysis

Ai Rene Ong, University of Michigan Sunghee, Lee (University of Michigan), R. J., Batas (University of Michigan) Jiangzhou, Fu (University of Michigan)*

Challenges associated with sampling rare, elusive and hard-to-reach population subgroups have made respondent driven sampling (RDS) gain popularity and even adopted for data collection at the federal level. In traditional sampling, methodological terminologies (e.g., area-probability sampling) convey some standardized meaning; and certain reporting elements (e.g., response rates) are required for transparency. In RDS, however, little is standardized; and its implementation may take vastly different forms.

This study attempts to assess the current state of RDS study implementation and analysis methods through a systematic review. We located peer reviewed RDS articles through various search engines. With the located information, we created a database by capturing study characteristics (e.g., target groups), design elements (e.g., mode), and statistical analysis conducted (e.g., estimator types) from each study. We analyzed the database to describe types of the population, modes, seed recruitment, incentive structures and coupon usage currently practiced with RDS. We also examined the prevalence of the usage of the RDS-specific estimators and the prevalence of the reporting of homophily on analysis variables. This will allow us to identify critical areas for assessing data quality and examine their treatment in the RDS literature

Ms. Ong graduated with her Master's degree in Survey Methodology from the University of Michigan. She came to the Michigan Program in Survey Methodology (MPSM) with a background in Psychology also a number of years of relevant work experiences including work in market research with Ipsos Healthcare. As a PhD student, she will be studying the social science emphasis of the program. Her research interest is in sampling hard-to-reach populations, particularly using Respondent Driven Sampling, and measurement issues associated with this method.

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Session 3: Current Efforts in Innovative Data Collection Methods

2020 Census The Most Robust Language Program the U.S. Census Bureau has Ever Built

Tatum Tirado, U.S. Census Bureau*

The language support for the 2020 Census is a significant expansion of the 2010 Census efforts, and is the most robust language program the U.S. Census Bureau has ever built. In 2020, respondents could respond online or directly via phone in English and 12 non-English languages (Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese). The Census Bureau also provides additional language support in 59 non-English languages, those languages spoken by at least 2,000 limited-English-speaking households in the U.S. This additional language support includes both video and print language guides, language glossaries, and a language identification card. Video language guides, narrated in 59 non-English languages, assist respondents in responding online. Print language guides, written in 59 non-English languages, assist respondents in filling out the paper questionnaire. By providing internet and telephone response options in English and 12 non-English languages and language guides in 59 non-English languages, the Census Bureau provided support to over 99% of all U.S. households.

This presentation will provide an overview of the non-English language support materials available online, and provide an in-depth look at the development of both print and video language guides in 59 non-English languages, including how we determined the guidance and visual content needed by respondents, and how the development and review process was designed to ensure quality and consistency across a multitude of concurrent projects.

Tatum Tirado is a survey statistician at the U.S. Census Bureau, working in the Content and Language Branch. The Content and Language Branch manages the content and design of 2020 Census questionnaires and associated non-questionnaire materials and identifies ways to reduce language barriers for limited-English-speaking households. Prior to joining the U.S. Census Bureau, she taught mathematics at the high school and college level, in the U.S. and abroad. She holds a bachelor's degree in mathematics and a master's degree in Educational Leadership. Ms. Tirado is also a Marine Corps Veteran with Operation Enduring Freedom and Afghanistan Campaign Medals.

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Session 3: Current Efforts in Innovative Data Collection Methods

When Email When Phone Randomized Experiments on Community College Survey Nonresponse Bias

Tom Meyer, Consultant*

Given plummeting response rates, when are more expensive phone interviews needed, and when are inexpensive online surveys sufficient?

Two randomized experiments were conducted comparing the results of phone and online methods of administering surveys of community college students. One survey focused on the specialty topic of student interest in possible student housing. The other study focused on general topics for new students, including the reasons they had chosen this community college rather than other institutions and their satisfaction with instruction and with services.

Both studies had much higher response rates for those who were called than for those who were sent an email invitation (without incentives) to an online survey. For the specialty survey, a much higher percentage of email respondents indicated great interest in the specialty topics than the phone respondents. An incentive email condition had intermediate results. In contrast, for the general topics of the new student survey there was little difference between email and phone respondents in the pattern of answers to why they had chosen the community college. Email satisfaction ratings were lower than phone.

Budget-minded decision-makers may get equivalent general information and more honest satisfaction ratings from less-expensive email-to-online surveys than from phone. However, email invitations to specialty surveys can lead to large biases in the responses of interest relative to phone responses, only partially offset by incentives.

Tom Meyer (he/him) is an international consultant in research, evaluation, and statistics based in Salt Lake County, Utah, USA. A major interest is equity and the impact and mitigation of bias in algorithms regarding categories including race/ethnicity, gender, LGBTQ+ identity, ability, age, accent, and migration/refugee status. Tom earned his Ph.D. at Penn State University in psychology, focused on psychometrics, research methods, and meta-analysis. He earned a postdoctoral M.S. in biostatistics at the Columbia University School of Public Health. Tom has been a survey researcher and statistician in higher education, tech market research, and health. For 10+ years he taught physics, chemistry, and Spanish-bilingual math, mostly to immigrant high school students.

NOTES:

Session 4: Political Attitudes and Public Engagement

Party Differences and Thermostatic Responsiveness on the Environment 1973-2018

Lindsey Hendren, University of South Carolina.*

Political scientists have long examined the effects of partisanship in various arenas of political culture in the US and abroad. On the issue of climate change, a scientific consensus exists concerning the presence of anthropogenic climate change and a sense of urgency among these individuals to combat some of its effects is beginning to emerge. However, the struggle climate scientists and those who are concerned about this issue face include individual's reliance on party cues in forming opinions of climate change. Adding to their struggles, most proposed policies are partisan due to the messaging of party elites. This research uses a two-prong approach to provide a comprehensive study of public opinion on the environment evaluating both aggregate and individual level data using the General Social Survey from 1973-2018. Moreover, this research is the first to examine whether the public is thermostatically responsive on issues of the environment. As part of this analysis, differences across background characteristics will be examined to determine if there are particular groups whose opinion on environmental issues are experiencing greater relative change. The results provide support of a thermostatically responsive public on the issue of the environment.

Keywords: partisan, environment, public opinion, thermostat

My name is Lindsey Hendren, and I am a PhD candidate at the University of South Carolina in the Department of Political Science. I have spent my graduate tenure working with public opinion research. Some of my research can be found in American Politics Research "Party differences in Support for Government Spending, 1973-2014" (coauthor: Robert Oldendick). My areas of interest in public opinion research cover environmental concerns, elections, and most social issue domains.

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Session 4: Political Attitudes and Public Engagement

Using RICS-IVR to Study Police and Racial Issues in the USA

Paul J. Lavrakas*, Scott Richards, and Harry Miller

2020 has seen considerable unrest, confrontation, and violence in the USA linked to policing and race. In June of 2020, Reconnect Research and the Roanoke College Poll conducted a US national survey of 1,917 English- and/or Spanish-speaking adults to measure their reactions to police violence and race relations. A Redirected-Inbound Call Sampling (RICS) design was used to gather data via Interactive Voice Response (IVR) for the survey. As described by Levine, Krotki, and Lavrakas (2019), RICS is a new sampling method that selects people who are using a telephone in the USA but who have dialed a number that does not reach the party the caller intended. These people are routed to a survey request from ReconnectResearch by the telecom company handling their failed call. This generates a very heterogeneous nonprobability sample that is remarkably effective in including minorities, lower educated, and lower income adults. IVR is a self-administered form of data collection that lends itself especially well to gathering data about sensitive topics. Data were gathered from June 18-23 with an AAPOR RR1 of 4.3%. Residents were most likely to report that (1) they were satisfied with the performance of their local police department; (2) thought local police were staffed appropriately; (3) their family were more likely to have been helped by police in a dangerous situation vs. having been harmed by police; (4) police were just as likely to use excessive force against Black or White people vs. that police were more likely to use excessive force against a Black person; (5) racial discrimination is a big problem; (6) the anger felt by protestors was justified, whereas looting was not; and (7) race relations are worse since Trump became president. Surprisingly, differences in reported opinions were greater between Republicans vs. Democrats than between Blacks vs. Whites.

Paul J. Lavrakas Ph.D., is a research psychologist by training and has specialized in research methodology for 40+ years. He was a Full Professor at Northwestern U. and Ohio State U. (1978-2000) and was the founding faculty director of survey research centers at each university. He served as Nielsen Media Research's chief research methodologist (2000-2007) and has worked as an independent consultant since then. He currently holds research appointments at NORC, the Office for Survey Research at Michigan State U., and the Social Research Centre at Australian National U., as well a teaching appointment at U. of Illinois-Chicago for a graduate course on survey design and operations. Dr. Lavrakas served AAPOR as its President in 2012-2013, and received the AAPOR Award for Exceptional Distinguished Achievement in 2019.

NOTES:

Session 4: Political Attitudes and Public Engagement

Current Efforts to Expand Data sources for Federal Statistics

Robert Sivinski, Office of Management and Budget.*

Official U.S. statistics use well-tested and documented processes that rely on censuses, sample surveys or administrative records. However, the federal government is facing a number of challenges in supporting informational needs of the future using these traditional methods. To meet the needs of the many stakeholders and policy-makers who depend on high quality, reliable federal statistical data, the statistical agencies must take advantage of new technologies and data sources to both reduce costs and make improvements.

The Interagency Council on Statistical Policy, comprised of the heads of the 13 Principal Statistical Agencies and chaired by the Chief Statistician of the U.S., requested that the FCSM evaluate quality standards for statistical products generated by combining multiple sources of data. The Chief Statistician of the U.S. is also the co-lead for the Federal Data Strategy, a component of the President's Management Agenda that seeks to improve the federal government's stewardship, access, and use of its data resources. The Federal statistical system's success in meeting new demands and adapting to the changing data environment will rely heavily on its ability to acquire, blend, and responsibly disseminate products created from multiple sources of data. This talk will discuss current U.S. efforts to modernize Federal data practices, especially in regards to maximizing the value and reuse of administrative data.

Bob Sivinski is a senior statistician in the Office of the Chief Statistician of the United States, within the Office of Management and Budget. He's a member of the Federal Committee on Statistical Methodology and Chair of the Public Policy Program for the Washington Statistical Society. His work at OMB is focused on increasing the quality of data generated and held across the U.S. government, and advocating for increasing its use in research and policymaking.

NOTES:

Session 4: Political Attitudes and Public Engagement

Just Like the Others: Party Differences, Perception, and Satisfaction with Democracy ***Hannah Ridge*, Duke University***

A robust literature on citizens' satisfaction with democracy argues that system satisfaction is based on the policy outcomes citizens anticipate from electoral results. A tacit assumption in this research is that there are differences between the parties and that citizens are aware of the policy diversity in their political environment. Some citizens, however, fail to perceive these differences. Using a multi-national set of post-election surveys, regression analysis, and propensity score matching, perceived party difference is shown to substantially impact citizens' systemic satisfaction. Those who believe all parties are the same are substantially less satisfied with the functioning of their democracy. The negative effect of perceived party homogeneity is mitigated by individual's closeness to a political party. By manipulating the publics' reserve of democratic satisfaction, this inaccurate perception of partisan homogeneity threatens democratic stability.

Hannah M. Ridge is a PhD candidate specializing in Comparative Politics (Middle East/North Africa). Her research focuses on Middle Eastern politics, public opinion on democracy, and religion and politics. She has a master's degree in Middle Eastern Studies from the University of Chicago.

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Keynote Address

Thursday, October 1, 2020 1:05 p.m.- 2:25 p.m.

“U.S. Population Diversity and Its Challenges To Survey Work”

Ana Gonzalez-Barrera is a senior researcher at Pew Research Center. She is an expert on U.S. immigration, particularly on Mexican immigration to the U.S. and border apprehensions and deportations. She also has extensive experience analyzing and surveying the Hispanic population in the U.S. Before joining Pew Research Center in 2011, she served as director of population distribution at the Mexican Population Council (CONAPO). Prior to that, she worked for over four years at CIDE in Mexico, where she coordinated two rounds of the Mexico and the Americas public opinion survey in 2004 and 2010. She received a MPP from the Harris School of Public Policy Studies at the University of Chicago, where she was a Fulbright-Garcia Robles scholar.

Panel Discussion

Thursday, October 1, 2020 5:30 p.m. – 6:30 p.m.

"Pivoting during a Pandemic: Collecting Data during COVID-19"

Sanjay Vrudhula, ReconMR

Deborah Mullen, University of Tennessee at Chattanooga

Jennifer Hunter Childs, U.S. Census Bureau

Craig Hill, RTI International

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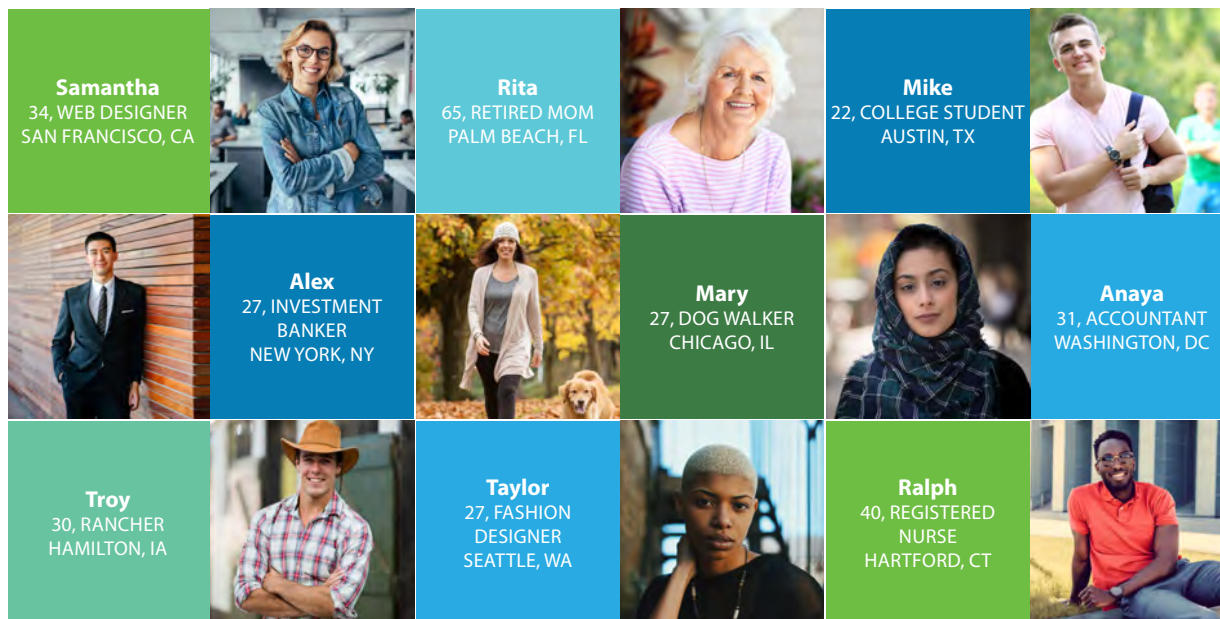


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