



#SAPORSpeaks

***The New Wave: Adapting Public
Opinion Research in a Dynamic
Social Landscape***

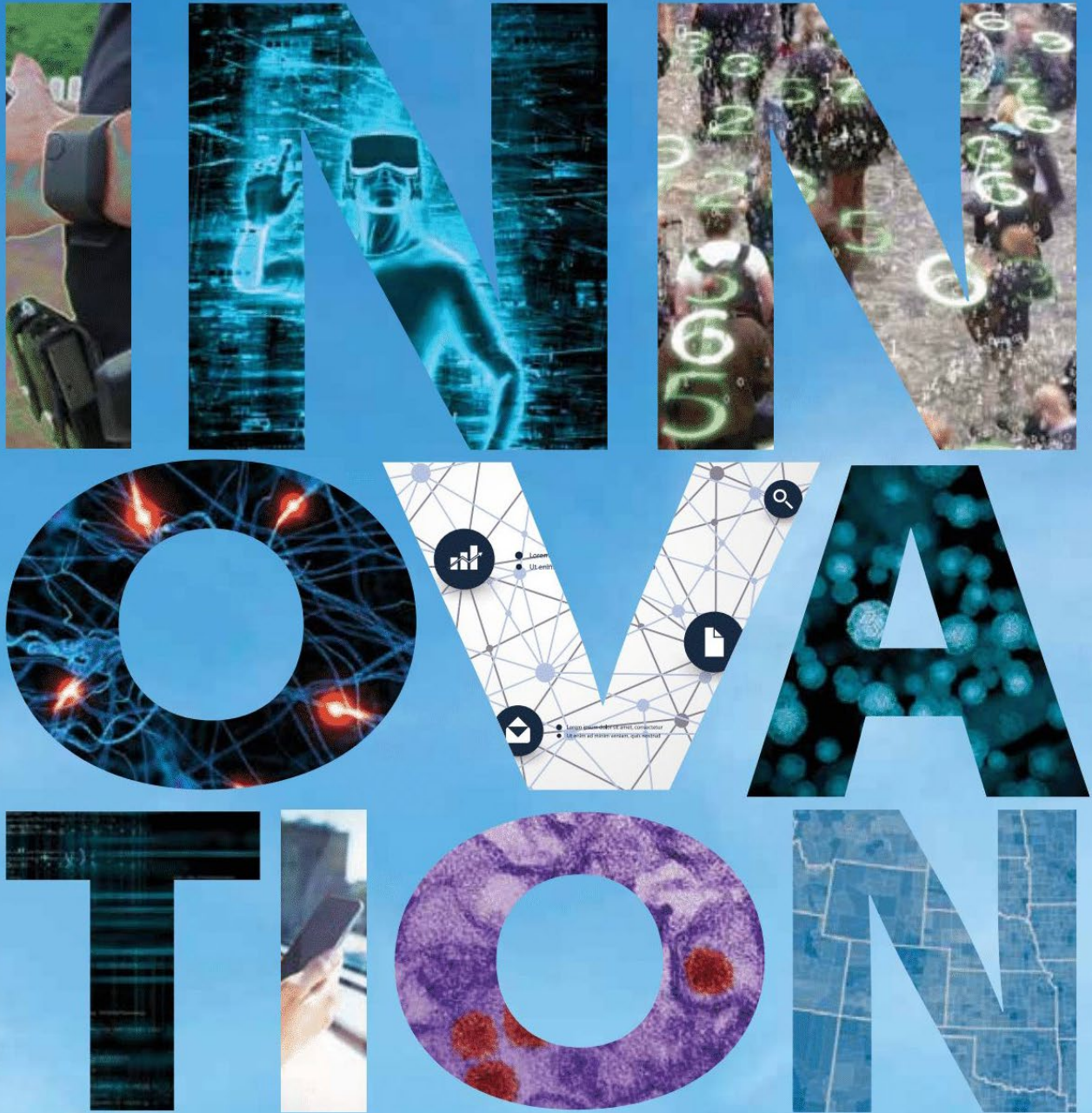
SAPOR

SOUTHERN
ASSOCIATION OF
PUBLIC OPINION
RESEARCH

41ST ANNUAL CONFERENCE

October 14-15th, 2021

BOUNDLESS



Survey the world from new heights

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About SAPOR

The Southern Association for Public Opinion Research (SAPOR) is the chapter of the American Association for Public Opinion Research (AAPOR) which serves the southern United States from Texas to Virginia. SAPOR is nestled in a Southern hotbed of technological and scientific innovation, anchored by top universities and global companies leading research and development in information technologies and the health sciences. Our members enjoy Southern-style hospitality and friendly atmosphere while meeting to discuss the technological, scientific and social change in our field. SAPOR membership is available to research professionals, students, and retirees for \$20 per year. As a member, you will be added to our mailing distribution list and will receive SAPOR newsletters, chapter updates, as well as information about regional chapter events and our annual conference of course.

SAPOR Speaks. “The New Wave: Adapting Public Opinion Research in a Dynamic Social Landscape”

We look forward to showcasing the work of our SAPOR speakers and hearing more about how they blend fundamental research principles with new ideas that keep our industry forward thinking while representing a reliable and inclusive voice of the public. We invite our research community to share their latest survey research findings, operational lessons learned, and experimental methodologies regardless of topic.

2020–2021 EXECUTIVE OFFICERS



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TIMES & EVENTS

TIMES

THURSDAY, OCTOBER 14, 2021

8:00am - 4:00pm	Registration Open
8:30am - 9:30 am	Breakfast
9:15am - 9:30 am	Welcome and Announcements
9:30am - 10:45	Session 1: Covid Effects on Research and Humanity
10:45 - 12:15	Session 2: A Dynamic Social landscape
12:15- 1:30	Lunch and Keynote Address, Tamara Terry
1:30pm - 3:00pm	Session 3: Adapting Survey Methods
3:00pm - 3 :15pm	Refreshment Break
3:15pm - 3:30pm	AAPOR Membership and Chapter Relations, Angelique Uglow
3:30pm - 4:45pm	Data Collection Evolution Panel: Covid 19
5:00pm - 8:00pm	Networking Event and Dinner Offsite

TIMES

FRIDAY, OCTOBER 15, 2021

8:00am - 12:30pm	Registration Open
8:30am - 9:30am	Breakfast
9:30am - 11:00pm	Session 4: Survey Research in Politics
11:00am - 11:15am	Refreshment Break
11:15pm - 12:30pm	Session 5 : Survey Research in the Workplace and Classroom
12:30pm - 1:00pm	Lunch
1:00pm - 1:30pm	Closing Remarks and New Officers announced

SCHEDULE

THURSDAY, OCTOBER 14, 2021

**Presenters noted with asterisk*

Registration Opens

8:00am -4:00pm

Breakfast

8:30am- 9:30am

Session 1: Covid Effects on Research and Humanity

9:30am- 10:45am

- **COVID-19 Guideline Compliance and Mental Health in Texas**
Grant Paul*, Grant Paul
- **When is the Right Time to Survey or Give Up an Approach**
Deborah Mullen*, Deborah M. Mullen and Vinod Vincent
- **Effects of Severe Weather and COVID-19 pandemic on Survey Response Rates and Survey Methods for the Behavioral Risk Factor Surveillance System**
Gary Lerner*, Gary Lerner, M.A., Matthew Anderson, M.A., Dennis Daly (Abt Associates), Justine Gunderson (Florida Department of Health), Justina Slesman (Ohio Department of Health), Dale Goodine (Delaware Department of Health), and Dr. Joseph Grandpre (Wyoming Department of Health)

Session 2: A Dynamic Social landscape

10:45am- 12:15am

- **The Great Awakening Panel Evidence of Racial Attitude Change 2016-2020**
Trent Ollerenshaw*, Trent Ollerenshaw
- **Do You See What I See Local Attitudes Toward Integration and Segregation**
Peter J. Woolley*, Peter J. Woolley, Dan Cassino

SCHEDULE

THURSDAY, OCTOBER 14, 2021

- **Descriptive Representation and Attitudes Towards Congress**

Tyler S. Steelman*, Tyler S. Steelman

- **Police and Community Relations in Los Angeles Fall 2020**

Brianne Gilbert*, Brianne Gilbert and Alejandra Alarcon

Lunch and Keynote Address

12:15 pm – 1:30 pm

- **Keynote Address: Tamara Terry**

Session 3: Adapting Survey Methods

1:30pm- 3:00pm

- **Would You Could You Did You Measuring Hypothetical Bias in Opinion Surveys**

Adam Kaderabek*, Adam Kaderabek Jennifer Sinibaldi

- **An Approach for the Incorporation of Auxiliary Variables with Unknown Distributions in Multilevel Regression with Poststratification**

Brittany Alexander*, Brittany Alexander

- **Watch How You Use Your Words or Numbers or Emojis Comparisons of Response Formats**

Megan A. Hendrich*, Megan A. Hendrich Randall K. Thomas Frances M. Barlas

- **A Bayesian Model for Inference on Multiple Panel Public Opinion Surveys**

Brittany Alexander*, Brittany Alexander, Arnold Vedlitz, Institute for Science, Technology, and Public Policy, Texas A&M University

Refreshment Break

3:00pm – 3:15pm

SCHEDULE

THURSDAY, OCTOBER 14, 2021

AAPOR Membership and Chapter Relations

3:15pm – 3:30pm - Angelique Uglow

Data Collection Evolution Panel: Covid 19

3:30pm – 4:45pm - Kurt Johnson: Moderator

Panelists Sanjay Vrudhula, Clark Letterman & Kelly Lynn

Networking Event and Dinner Offsite

5:00pm – 8:00pm

SCHEDULE

FRIDAY, OCTOBER 15, 2021

Breakfast

8:30am – 9:30am

Session 4: Survey Research in Politics

9:30am- 11:00am

- **Political Campaigns Social Media and Disclaimers on Paid Advertising**
Tina LaChapelle*, Tina LaChapelle
- **Coming Full Circle Examining Public Opinion Towards The War In Afghanistan**
Ryan Tully*, Ryan Tully Randall K. Thomas
- **Loneliness and Political Participation**
Suhyen Bae*, Suhyen Bae

SCHEDULE

FRIDAY, OCTOBER 15, 2021

- **Weighting the Data: Lessons from the 2020 Election**

Peter L. Francia*, Peter L. Francia, Professor of Political Science and Director of the Center for Survey Research, East Carolina University

- **The Perfect Storm: Examining the effects of political polarization on American public opinion towards the Covid-19 pandemic**

Ryan Tully*, Ryan Tully Frances M. Barlas Randall K. Thomas

Session 5: Survey Research in the Workplace and Classroom

11:15am- 12:30pm

- **Using Survey Research to Understand Employee Resource Group Membership Needs and Inform Programming**

David Alward*, David Alward Elissa Scherer Robbe Lenzon

- **Abstract Kaizen an innovative approach to developing continuous improvement in employees**

Jason Fiero*, Lisa Ratzky, Jason Fiero, Donna Hewitt - RTI International

- **Isolating Factors Involved in Reputation Management Measurement**

Edward Paul Johnson*, Alyssa Haskins, Edward Paul Johnson, Jamie Lehr

- **All in the Family Comparing Household Roster Administration in Two Education Studies**

Jacquie Goeking*, Jacquie Goeking, McCaila Ingold-Smith, Bethany Vanspronsen, Emily Zucker

- **Barriers to Collegiate Success in First-Generation and LatinX College Dropouts**

Noah Won*, Noah Won

Lunch

12:30 p.m. – 1:00p.m.

Closing Remarks and New Officers Announced

1:00 p.m. – 1:30 p.m.

PRESENTATION ABSTRACTS

SESSION 1: Covid Effects on Research and Humanity

COVID-19 Guideline Compliance and Mental Health in Texas

Grant Paul*, Grant Paul

The COVID-19 pandemic has proven to be one of the most daunting public health challenges of the 21st century. It has presented unique difficulties to the American medical system due to the overwhelming burden on Americans' mental health stemming from two major factors: uncertainty relating to the virus itself, and a lack of clarity regarding conflicting public health guidelines. Due to a lack of experiences comparable to the COVID-19 pandemic, there is little existing research on whether or not there is any association between self-reported mental health and compliance with official pandemic guidelines. According to the Texas Mental Health Survey conducted by the University of Texas at Tyler, a higher incidence of adverse mental health effects (anxiety, depression, and loneliness) is generally associated with lower incidence of social distancing and mask usage. Working overtime, working fewer hours, and lower income have all produced worse mental health outcomes and lower compliance with pandemic guidelines. Given this data, public health providers in Texas and elsewhere can better target their outreach efforts to the most vulnerable populations.



ABOUT GRANT PAUL

I have an M.A. in political science from the University of Texas at Tyler. My research focuses on the relationships among public health, mental health, and global capitalism, in addition to the analysis of statewide public opinion surveys. I am currently a student in the Master of Public Health program at the University of Texas at Tyler.

PRESENTATION ABSTRACTS

SESSION 1: Covid Effects on Research and Humanity

When is the Right Time to Survey or Give Up an Approach

Deborah Mullen, Deborah M. Mullen and Vinod Vincent*

In primary data collection of a salient and important topic from administrative professionals, when do you give up on a recruitment method or the whole project? Since the beginning of the Covid-19 pandemic, healthcare survey research with clinic staff professionals has grown ever more difficult. Even when asking about critical business operations and management questions, the response rates for three separate recruitment of the similar professionals, resulted in declining RR as the vaccines became readily available; opposite of expected RR curves. The group that historical had a RR of 25-50%, fell to 6% RR when approached via their professional organization during the summer of 2020 with a repeat recruitment request. A similar group of practice administrators (n=151) recruited via University letterhead resulted in a 2% RR in April of 2021. A third attempt at snowball recruitment resulted in 1 response out of a seeded starting sample of 80 people.

The survey of rightsizing telehealth, is important as the practice managers/administrators think about the future of their clinical practices. The administrators are busy with patient care, but as outpatient clinics, see fewer Covid patients on a daily basis and are therefore not thought to be overrun and unable to respond to the brief survey (15-20 minutes). Participants expressed interest in the open-ended questions in understanding what their peer organizations would be doing post-pandemic to meet staff, clinician, patient, and family expectations for the usage of telehealth services vs. face-to-face healthcare.



ABOUT DEBORAH MULLIN

Deborah Mullen holds the Vital-Farrow Associate Professorship in Management – Healthcare at the University of Tennessee at Chattanooga in the Gary W. Rollins College of Business, Department of Management. She is the Co-owner of Hindsight Design and Methods, which specializes in health care quality and research consulting. She has an MS and Ph.D. in Health Services Research and

PRESENTATION ABSTRACTS

SESSION 1: Covid Effects on Research and Humanity

Effects of Severe Weather and COVID-19 pandemic on Survey Response Rates and Survey Methods for the Behavioral Risk Factor Surveillance System

Gary Lerner*, Gary Lerner, M.A., Matthew Anderson, M.A, Dennis Daly (Abt Associates), Justine Gunderson (Florida Department of Health), Justina Slesman (Ohio Department of Health), Dale Goodine (Delaware Department of Health), and Dr. Joseph Grandpre (Wyoming Department of Health)

Since 2016, several historic and natural events have created a substantial impact on survey response rates and other components of survey research. First, dangerous weather systems caused by climate change have increased in intensity and become more frequent. Secondly, the COVID-19 pandemic affected survey research projects by adapting to new methods of interviewing. The increased frequency of severe weather events and public health emergencies have required survey data collectors to be adaptable to extreme conditions that impact the ability to reach and engage respondents. This methodological brief presents information on how Abt Associates (Abt) modified data collection protocols in response to multiple hurricanes and the COVID-19 pandemic.

Hurricane Matthew (October 2016), Hurricane Irma (September 2017), Hurricane Michael (October 2018), and Hurricane Dorian (September 2019) devastated parts of Florida and resulted in millions of dollars in damage. Abt used NOAA tracking tools to inform the suspension of dialing samples for the counties in the paths of the storms. Abt resumed data collection when reasonable and in the best interest of citizens and staff. During COVID-19 pandemic, Abt transitioned on-site interviewers to remote interviewing and quickly stood-up a virtual call center (VCC) allowing interviewers to safely and securely from home. We discuss the decision making process behind suspending and resuming interviewing during extreme weather, and present information on our efforts on managing the VCC.

To examine the impact of these decisions and adjustments, we will examine the results of our efforts by exploring response rates and other indicators of data quality.



ABOUT GARY LERNER

is a Survey Research Analyst for Abt Associates. He has extensive experience in both project management and field operations. Mr. Lerner has designed and tested questionnaires, managed sample, reviewed/finalized survey data, maintained databases, and has led project trainings. Currently, Mr. Lerner works on multiple modes of survey projects and is responsible for project management tasks of those studies. Before taking on the Project Manager role in March 2016, Mr. Lerner previously worked in field operations as a Production Assistant in one of Abt's call centers. At this position, Mr. Lerner's main responsibility was to oversee the Research Interviewers by monitoring telephone interviews and meeting project goals. He focused much detail to quality control and fulfilling the project's needs. Mr. Lerner received his B.S from Richard Stockton University in Sociology/Anthropology and he received his M.A. from William Paterson University in Applied Sociology. From his education Mr. Lerner brings to Abt Associates, experience in data analysis using SPSS, quantitative and qualitative research skills, and evaluation research skills.

PRESENTATION ABSTRACTS

SESSION 2: A Dynamic Social landscape

The Great Awokening Panel Evidence of Racial Attitude Change 2016-2020

Trent Ollerenshaw*, Trent Ollerenshaw

Racial attitudes among white Americans have long been thought to resist change, formed through early life socialization and crystallized by adulthood. In recent years, however, many white Americans—and white Democrats in particular—have reported very egalitarian racial attitudes and policy preferences in surveys. Are these ongoing trends simply due to cohort replacement and the entrance of racially-liberal Gen Z white Americans into the adult population targeted by public opinion researchers? Or are these trends driven by significant individual-level attitude change among particular groups of white Americans? In this project, I explore the causes of recent liberalizations in racial attitudes being reported by non-Hispanic, white Americans using two sources of nationally-representative panel survey data beginning prior to the 2016 presidential election through 2021 following the wave of Black Lives Matter protests and 2020 presidential election. Across these panels, I find strong evidence to suggest that recent trends toward racial liberalism among white Americans have been driven in no small part by individual-level attitude change. Further, I assess whether these trends are heterogeneous across educational, generational, partisan, and ideological groups. Here, my analysis suggests that college-educated white Democrats/liberals were among the most likely to adopt newly egalitarian racial attitudes over this period. My findings confirm the need to reevaluate longstanding conceptions of racial attitudes as immovable facets of U.S. public opinion in light of recent socio-political events which have driven many—though by no means most—white Americans leftward.



ABOUT TRENT OLLERENSHAW

Trent is a Ph.D. Student at Duke University's Department of Political Science. His research explores public opinion formation, with particular emphases on psychological theories of mass politics and racial/ethnic politics. His dissertation research will examine recent changes in racial attitudes among white Americans, particularly in the wake of the Trump presidency and the emergence of the Black Lives Matter movement.

PRESENTATION ABSTRACTS

SESSION 2: A Dynamic Social landscape

Do You See What I See Local Attitudes Toward Integration and Segregation

Peter J. Woolley*, Peter J. Woolley Dan Cassino

Broad-based problems, particularly those of social equity, that go unrecognized can be addressed neither by political nor administrative organs. While many Americans believe systematic school segregation, or even residential segregation, is a thing of the past, recent studies show quite the contrary: Racial segregation in public school systems persists in many states, and has grown in others, even those states thought to be Blue and liberal, putting some Northeast states at the top of the list of “most segregated states.” Our analysis makes use of original survey data in a series of probability studies of public perception around both residential and school integration and segregation. These include national and state-level studies and, most recently, a local study in a predominantly black city. The contrast between reality and perception allows us to illuminate the political and administrative processes which have both sought and resisted remedy.



ABOUT PETER J. WOOLLEY

Peter J. Woolley (Ph.D., University of Pittsburgh) serves as director of Fairleigh Dickinson University's graduate School of Public and Global Affairs with programs in both the US and Canada.

He is also Professor of Comparative Politics, and co-founder and, for many years, Executive Director of the university's independent survey research group, PublicMind. His research in public opinion and his political commentary have been cited in news outlets from Alaska's Ketchikan Daily News to the Washington Post, and from NJN to CNN, from Alaska's Ketchikan Daily News to the Washington Post, and from NJN to CNN.

His team is currently engaged in a multi-stage study of the perceptions and realities of residential segregation.

PRESENTATION ABSTRACTS

SESSION 2: A Dynamic Social landscape

Descriptive Representation and Attitudes Towards Congress

Tyler Steelman*, Tyler Steelman

To date, research has documented the positive impact of descriptive representation on evaluations of individual members of Congress. Descriptive representation, which describes a scenario where a voter is represented by a lawmaker that shares the same racial and gender identity, has been shown to increase the positive evaluations of members of Congress. However, research has not been able to identify a relationship between being descriptively represented and attitudes towards Congress as a whole. As Congress continues to increase the share of members who come from racial and gender minorities, the notion that descriptive representation plays no part in evaluations towards Congress may be premature. In this paper, I will examine original survey data exploring the relationship between descriptive representation and attitudes towards Congress. I ask each participant to estimate how many lawmakers from their racial or gender identity currently serve in Congress. After inducing participants to think about Congress from the perspective of how they are descriptively represented, I then ask participants to rate their trust and approval of the institution. I expect that as the percentage of lawmakers one believes shares their racial or gender identity increases, so too will their positive evaluations of Congress. Supportive findings for this expectation would demonstrate the importance between being represented by a representative that “looks like you” and evaluations towards a legislative body. At a time when Congress continues to experience low levels of approval and trust, increasing the prevalence, and awareness, of descriptive representation may offer a remedy.



ABOUT TYLER STEELMAN

Tyler Steelman is a Ph.D. candidate in political science at the University of North Carolina at Chapel Hill specializing in American politics and political psychology. His research examines the representation of marginalized identities in contemporary American politics. In his dissertation, he shows that members of Congress routinely engage with Americans living outside their congressional districts through surrogate representation. He is also involved in an on-going research program exploring the relationship between how legislative districts are drawn and how well individuals are represented by their lawmakers. His published work can be found in the journals Political Analysis, Interest Groups and Advocacy, and The Election Law Journal, among others.

PRESENTATION ABSTRACTS

SESSION 2: A Dynamic Social landscape

Police and Community Relations in Los Angeles, Fall 2020

Brianne Gilbert*, Brianne Gilbert and Alejandra Alarcon

In the wake of nationwide demonstrations for racial justice prompted by the murders of countless Black individuals, Los Angeles, with one of the largest police departments in the nation, has become a focal point for critical discussions around police and community relations. This research focuses on the attitudes and opinions of Los Angeles residents toward the Los Angeles Police Department following the Summer 2020 demonstrations. In a Fall 2020 study of 1,750 adult city of Los Angeles residents, the Center for the Study of Los Angeles at Loyola Marymount University set out to gauge how residents feel that the LAPD is doing with respect to its mission (to safeguard the lives and property of the people the LAPD serves, to reduce the incidence and fear of crime, and to enhance public safety while working with the diverse communities to improve quality of life). Residents serviced by the LAPD were asked several questions on policing in Los Angeles in a mixed-mode (phone, online, and face-to-face) survey administered in four languages (English, Spanish, Mandarin, and Korean), with a minimum of 400 residents surveyed within each of the four LAPD service bureaus. The data are analyzed by key demographics (race/ethnicity, age, gender, and household income), with a focus on the attitudes and opinions of Black residents. This survey is the first of a multi-year study on police and community relations in Los Angeles. As the LAPD works to better community relations, this research provides a point of reference for progress in that work.



ABOUT BRIANNE GILBERT

Brianne Gilbert is the managing director for the Center for the Study of Los Angeles (StudyLA) at Loyola Marymount University in Los Angeles, CA. In addition to her role at StudyLA, she is also a senior lecturer in political science urban and environmental studies at LMU. She is published in the fields of Los Angeles politics, geospatial technique, and undergraduate research development, and is the author of Statistics in the Social Sciences: Inferential Statistics as Rhetoric in Sociology. Brianne received her M.A. from Florida International University and her B.A. from Wittenberg University.



ABOUT ALEJANDRA ALARCON

Alejandra Alarcon is the communications manager for the Center for the Study of Los Angeles (StudyLA) at Loyola Marymount University in Los Angeles, CA. She promotes StudyLA's work by creating mission-driven communication strategies with focus on data reportage. She works with project leads across the research team to develop materials for data releases, and assists the director and managing director with outreach and engagement efforts. Alejandra received her B.A. in Chicana/o and Latina/o Studies from LMU.

KEYNOTE ADDRESS

THURSDAY, OCTOBER 14, 12:15 P.M. – 1:30 P.M.

Tamara Terry

Tamara Terry is an expert in survey research data collection, project and program management, people management and training design and implementation, with over 15 years of experience. She currently serves as a research survey scientist in RTI's Survey Research Division. Ms. Terry has a wide range of experience including leading and developing research teams, managing strategic partnerships, providing development support on research proposals and study design, in addition to managing and providing senior level support on numerous large-scale education, health, and social science research project.



Ms. Terry also serves on RTI's Equity, Diversity, Inclusion, and Belonging Leadership Council as the Domestic Outreach Subcommittee Chair and supports RTI's University Collaborations Office as the Relationship Manager for their strategic partnership with North Carolina Central University, a Historically Black College/University in Durham, North Carolina. In addition, in the fall of 2020 she was appointed as the first Inclusion and Equity chair for the American Association for Public Opinion Research. In these roles, Ms. Terry works collaboratively with stakeholders inside and outside of RTI in support of strategic initiatives that drive diversity, equity, inclusion and belonging.

PRESENTATION ABSTRACTS

SESSION 3: Adapting Survey Methods

Would You? Could You? Did You Measuring Hypothetical Bias in Opinion Surveys

Adam Kaderabek*, Adam Kaderabek Jennifer Sinibaldi

The hazard of asking survey participants hypothetical questions is that most often, responses are only an inferential vehicle for understanding preference and may not reflect the truth. Without an objectively observable truth for reference, we cannot evaluate the measurement error in the response. Outside of the field of opinion research, the relevance of respondents' hypothetical "willingness" has been well-established by psychologists and economists interested in comparative judgement. The study of these judgements is now known as stated preference and using bespoke methods to compare respondent's "stated" preference to some "revealed" preference, researchers have documented an underlying form of measurement error, aptly termed hypothetical bias.

The Survey of Doctorate Recipients (SDR) conducted a randomized experiment that asked participants assigned to the treatment group to report their reaction to the experimental protocol they received; meanwhile, those in the control group were asked hypothetically how they would react to the protocol if they had experienced it. The responses indicate a statistically significant association between the conditional assignment and the respondents' opinions towards the experimental protocol. Although the distribution of reactions trended in the same direction between the groups, the control group consistently provided fewer positive and more negative responses to the hypothetically presented protocol. We compare the responses to ten respondent reaction questions presented upon completion of the SDR pilot. Our research explores the poor correspondence between respondent's attitudes and behavior. We identify the presence of hypothetical bias using both categorical and quantitative methods and discuss relevant applications for these methods as they relate to understanding measurement error in opinion surveys.

ABOUT ADAM KADERABEK

Mr. Kaderabek is currently pursuing a Master's degree at the University of Michigan's Program for Survey and Data Science. Prior to which, he worked for RTI International where he managed mail mode & field support research operations and the survey incentive program. His interests involve operational methodology, cognitive response mechanisms, measuring intention, and the role of incentivization on survey outcomes.



PRESENTATION ABSTRACTS

SESSION 3: Adapting Survey Methods

An Approach for the Incorporation of Auxiliary Variables with Unknown Distributions in Multilevel Regression with Poststratification

Brittany Alexander*, Brittany Alexander

Multilevel Regression with Poststratification (MRP) is a powerful tool to handle differential nonresponse in both probability and non-probability survey samples. MRP combines hierarchical regression with poststratification by estimating the support within many unique cells. However, previously for a variable to be included in the regression it's population distribution across the cells must be known so that in the poststratification step an appropriate cell weight could be calculated. While the US Census and other sources provides population level information on a variety of variables some variables that inform opinions such as political party do not have the necessary information to be used in the MRP framework due to a lack of population data. However, many variables (political party, psychometric indicators) can be estimated with a multilevel regression using demographic characteristics from Census data. In this presentation we present an iterative approach. First, multilevel regressions for non-Census variables are fit. Then for each MCMC iteration a sample of the non-Census variable is drawn from the posterior for each poststratification cell. Finally, the samples of the non-Census variable are included to estimate the main parameter of interest using standard MRP. This method is applied to a probability panel on public support of gene drive, where attitudes towards science and scientific knowledge are key predictors of gene drive support but the population distribution of the attitudes and knowledge measured in the survey is not known.



ABOUT BRITTANY ALEXANDER

Brittany Alexander is a Statistics PhD student at Texas A&M University. She is expected to defend this December and is on the job market. She is also a Pre-Doctoral Research Associate at the Institute for Science, Technology, and Public Policy. Her research focuses on Bayesian methods to analyze public opinion survey data.

PRESENTATION ABSTRACTS

SESSION 3: Adapting Survey Methods

Watch How You Use Your Words or Numbers or Emojis Comparisons of Response Formats

Megan A. Hendrich *, Megan A. Hendrich, Randall K. Thomas, & Frances M. Barlas

As survey designers, we need creative and respondent-friendly solutions that facilitate online survey completion on any device respondents choose. Designing surveys that can be used easily in a thumb-friendly smartphone environment has become increasingly important. Survey researchers have used smiley face scales in the past—most commonly in surveying children or individuals with cognitive disabilities. Given the growing use of emojis in smartphone communication, we sought to determine their effectiveness as response formats in online surveys for all devices. We conducted an online study with 10,664 non-probability respondents to compare emoji, semantically-labeled, or numerically-labeled scales. We randomly assigned respondents to response format types (semantic, numeric, or emoji), gradation level (2, 3, 4, or 5 response levels), and scale polarity (bipolar or unipolar). We found that the emoji and numeric scales both produced point estimates and variances comparable to the semantic scales, with both the emoji and numeric scales replicating many previous findings for semantic scales. That is, unipolar scales had lower point estimates than bipolar scales, regardless of whether they were semantic, numeric, or emoji. The validity of the unipolar scales was also higher than the bipolar scales for the numeric and emoji scales, replicating prior findings from semantic scales. Finally, emoji and semantic scales took longer to complete than numeric scales. While our findings suggest that emoji or numeric scales could be good options for making surveys smartphone-friendly, we did discover that there are limits to the types of scales that lend themselves to emojis.



ABOUT MEGAN A. HENDRICH

Megan A. Hendrich is a Survey Methodologist and Research Manager at Ipsos Public Affairs, primarily managing studies for U.S. government health clients. In her position, she also provides methodological consulting for questionnaire and study design to ensure high-quality, accurate surveys for both probability and non-probability samples. Megan helps develop and field research-on-research on survey quality issues. She has an M.A. in Experimental Psychology from Marietta College, OH.

PRESENTATION ABSTRACTS

SESSION 3: Adapting Survey Methods

A Bayesian Model for Inference on Multiple Panel Public Opinion Surveys

Brittany Alexander*, Brittany Alexander, Arnold Vedlitz, Institute for Science, Technology, and Public Policy, Texas A&M University

Multi-wave surveys, which track individual's opinions over time using multiple administrations of the same survey, are common. Since they involve repeated measurements, the results from one survey date, or wave, are correlated with the next wave. However, combining information from two multi-wave surveys with different numbers of waves or dates administered is non-trivial. We present a case study using Bayesian inference to combine two panels about terrorism policy from 2016. The first panel was a large 1730 individual two-wave probability-based panel with dropouts taken six months apart in May 2016 and November 2016. The second panel was a non-probability panel that had six waves taken every month from June 2016 to November 2016 and had 779 respondents also with dropouts and includes a 108 person replenishment sample. We present an extension of multilevel regression with poststratification to model this data set, with an additional level of partial pooling across time and a multivariate likelihood for the repeated measures. We find this model produces more precise population estimates at individual time points without sacrificing the accuracy of predictions of individuals.



ABOUT BRITTANY ALEXANDER

Brittany Alexander is a Statistics PhD student at Texas A&M University. She is expected to defend this December and is on the job market. She is also a Pre-Doctoral Research Associate at the Institute for Science, Technology, and Public Policy. Her research focuses on Bayesian methods to analyze public opinion survey data.

AAPOR MEMBERSHIP AND CHAPTER RELATIONS

Angelique Uglow

Executive Vice President of Reconnaissance Market Research (ReconMR) and has maintained a Professional Researcher Certification (PRC) – Expert Level since 2006. Angelique has more than twenty-five years of experience in the survey research industry and is currently responsible for developing sales presentations, research proposals, and action plans for existing and new business relationships. Angel also participates in the management of research projects in the field and continuously elevates the ReconMR brand in the appropriate markets. Previously, Ms. Uglow was Vice President of Operations at Scientific Telephone Samples (STS). At STS



Angel consulted with clients on a variety of telephone sampling methodologies. Prior to STS, Angel managed a reputable 120 seat market research call-center in Las Vegas with a staff of 300 interviewers during peak production times.

Angel attends industry conferences/events such as AAPOR, PAPOR, SAPOR, MAPOR, NYAAPOR, PANJAPOR, DCAAPOR, AAPC, SPSA, ASA/JSM, Insights Association, and APHA to keep up with industry dynamics and identify future trends. Angel also attends industry-based continuing education seminars and webinars. Over the past 6 years Ms. Uglow has volunteered for SAPOR as Vice Conference Chair, Conference Chair, Vice President, President (2018), and Past President. She also volunteers at the national AAPOR conference, served on the AAPOR nominations committee in 2019, and is currently serving as the Membership and Chapter Relations Chair for AAPOR 2021-2022. Angel is a regular attendee and perpetual board member for organizations such as AAPOR and the Insights Association (MRA/CASRO).

DATA COLLECTION EVOLUTION PANEL: COVID 19



Kurt Johnson: Moderator

Kurt Johnson is a research services manager with a PhD in sociology and an expertise in multimode surveys. Dr. Johnson has 25+ years of experience in design, implementation, and analysis of surveys. Having worked in academics, Dr. Johnson's substantive interests include health, mental health, and hard to reach populations. He served as the President and Secretary of the Association of Academic Survey Research Organizations, while working at Penn State University. He is now a research services manager with RTI – International.

PANELISTS

Sanjay Vrudhula



Sanjay Vrudhula is co-founder and CMO of ReconMR. Sanjay has more than twenty-five years of experience in survey research. Since founding his first research company, Customer Research International, Inc. (CRI), in 1994, Sanjay has developed business practices, marketing strategies, and strategic initiatives for successful business operations that drive ReconMR. He has helped to grow the company from a small telephone



Clark Letterman

Clark Letterman is senior survey manager for international research at Pew Research Center, working with project teams to manage international research projects. Prior to joining the Center, Clark was a survey research scientist at RTI International, where he worked with clients and local research agencies to design and implement research projects across multiple countries in Asia, Africa, and Latin America. His core areas of interest are data quality assessment and project management techniques for research projects in difficult environments. He is a member of the American Association for Public Opinion Research (AAPOR) and the World Association for Public Opinion Research (WAPOR), and regularly presents at conferences. Letterman received a masters degree in international studies from North Carolina State University. data collection firm to a formidable survey research organization serving many public policy, social science, and academic clients all over the U.S.



Kelly Lynn

Kelly Lynn is a Senior Director within RTI International's Division for Research Services. She has more than 25 years of project and operational leadership experience with social science research including a substantial number of large-scale studies and operation centers across the U.S. She fosters continuous improvement practices that maximize data quality and data collection efficiencies within a dynamic project landscape. As a seasoned executive, Ms. Lynn relies upon her broad knowledge of principles, processes, systems, and methods of survey research and data collection operations to develop and lead projects and teams.

PRESENTATION ABSTRACTS

SESSION 4: Survey Research in Politics

Political Campaigns Social Media and Disclaimers on Paid Advertising

Tina LaChapelle*, Tina LaChapelle

Online companies like Facebook, Twitter, and Google have received substantial public attention for the use of targeted political advertising on their platforms. One issue in this debate concerns the need for clear disclaimers informing voters that the political post they are viewing on social media is, in fact, paid advertising. Present policy from the Federal Election Commission requires that “virtually all paid political advertising on the internet must contain a full, clear, and conspicuous disclaimer on its face.” Yet ad disclaimers on social media tend to be less-than-conspicuous: often, an unobtrusive ‘Sponsored’ or ‘Promoted’ label in small font. It is unclear to what extent voters are aware that the political posts they encounter online are paid advertising – and to what extent it matters. This study sets out to answer: Do the disclaimers on political ads on social media affect how voters evaluate both the ad and its sponsor? In three survey experiments, I find that around two-thirds of voters fail to recognize political ads from Twitter or Facebook as paid advertising. Among the third of voters that do recognize the ads as paid advertising, I find that their evaluations of the message and the candidate sponsoring it are more negative in comparison to evaluations of the same message and the same candidate delivered in a non-advertising (i.e., ‘organic’) post. This study has implications for political campaigns planning to run ads on social media and for the online companies struggling to regulate digital advertising on their platforms.



ABOUT TINA LACHAPELLE

Tina LaChapelle (née Tucker) is a Ph.D. candidate in the Department of Political Science at Duke University and a survey consultant for the Duke Initiative on Survey Methodology. Her research uses a combination of computational methods and survey research to examine U.S. political campaigning on digital platforms. Her dissertation focuses on the uses and effects of polarizing language in campaign ads, with a view toward ongoing developments in the regulation of political advertising online.

PRESENTATION ABSTRACTS

SESSION 4: Survey Research in Politics

Coming Full Circle Examining Public Opinion Towards The War In Afghanistan

Ryan Tully*, Ryan Tully, Randall K. Thomas

On October 7, 2021, the United States and its allies began their invasion of Afghanistan as a direct response to the September 11th terrorist attacks. Over the next two months, the U.S. and allied forces routed Taliban government forces, as well as al-Qaeda militants, throughout the country. On November 13th, 2001, the U.S. and allied forces took the capital city of Kabul in a siege lasting less than 24 hours. What appeared to be a decisive victory in the war was actually a prelude to a nearly 20-year stalemate. On August 15th, 2021, the war ended by coming full circle with Taliban forces taking Kabul and regaining ruling power in Afghanistan.

This study examines public opinion towards the War in Afghanistan over its 20-year duration. Using historical polling data, the study shows widespread public support at the start of the war. Public support for the war was so high that polling firms largely ceased asking about it by 2003. The study shows that when substantive polling on the war resumed in the late 2000s, support for the war had polarized largely along political party lines. The study concludes by looking at polls conducted on the Ipsos KnowledgePanel® immediately before and after the withdrawal of U.S. forces in Afghanistan. The study will analyze this cross-sectional data to determine if previous widespread support for the withdrawal was impacted by the Taliban's dramatic return to power. The study will further analyze these results based on political ideology and party affiliation.



ABOUT RYAN TULLY

Ryan C. Tully, M.A., is a Director at Ipsos, Public Affairs. 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. Prior to joining Ipsos, Mr. Tully worked at GfK, Princeton University, the US Department of Defense, and the University of Michigan, providing project implementation and analysis on publicly released and congressionally mandated surveys. Mr. Tully received his M.A. and MPA from the University of Connecticut's Department of Public Policy.

PRESENTATION ABSTRACTS

SESSION 4: Survey Research in Politics

Loneliness and Political Participation

Suhyen Bae*, Suhyen Bae

This study explores the relationship between perceived loneliness and five forms of political participation. Building upon Langenkamp's (2021a; 2021b) study on loneliness and political participation in Europe, this study tests the bidirectional re-affiliation model of political action utilizing ADD Health Data. The re-affiliation model proposes that greater perceived loneliness increases participation in politics if the political act is expected to bring social belonging and interaction (enhancement hypothesis). Conversely, if the political act has little association with social belonging, then loneliness will decrease participation in politics (suppression hypothesis). The five main political participation acts are (1) reported voting behavior, (2) contributing money to a party or candidate, (3) contacting politicians, (4) participating in a political rally, and (5) being a member of a political organization. Of the five behaviors, I expect voting, contributing money, contacting politicians to follow the suppression hypothesis as the acts do not involve potential for interaction with people. Participating in a rally and being a member of a political organization is expected to follow the enhancement hypothesis.



ABOUT SUHYEN BAE

Suhyen Bae is a PhD student at Duke University studying the relationship among social isolation, loneliness, and political behavior. She is interested in how loneliness influences people's use of social media and their political attitudes by utilizing a diverse array of data and methods, including survey analysis and machine learning.

PRESENTATION ABSTRACTS

SESSION 4: Survey Research in Politics

Weighting the Data: Lessons from the 2020 Election

Peter L. Francia*, Peter L. Francia, Professor of Political Science and Director of the Center for Survey Research, East Carolina University

Election polls have been based traditionally on probability samples in which pollsters ask randomly sampled individuals who they intend to vote for in the upcoming election. Although probability samples have historically proven to be the “gold standard” in election polling, response rates have declined significantly over the past several decades, presenting legitimate challenges to survey researchers. Indeed, the consistent overestimation of support for Joe Biden in various 2020 election polls drew the attention of the American Association of Public Opinion Research (AAPOR), which commissioned a task force to examine what exactly went wrong. In its recently released report, the task force found that “every mode of sampling” – whether via random-digit dialing, voter registration lists, or online recruiting – produced only “minor differences.” In short, accurate election polling is not simply a matter of sampling technique. What then can survey researchers do to produce more accurate polling numbers in future elections? For my proposed conference paper and presentation, I examine a variety of different weighting strategies by looking back and analyzing polling data collected from East Carolina University’s Center for Survey Research of likely voters in North Carolina during the final month of the 2020 election. My aim in writing this paper and in presenting these results at the SAPOR conference is to help pollsters and survey researchers improve the accuracy of their election polls in future elections, whether using probability samples, online convenience samples, or mixed-mode sampling techniques.



ABOUT PETER L. FRANCIA

Peter L. Francia (PhD, University of Maryland) is Director of the ECU Center for Survey Research in the Thomas Harriot College of Arts and Sciences and holds the rank of Professor in the Department of Political Science at East Carolina University. He is the author of numerous books and academic articles on various topics related to American elections and public opinion. Dr. Francia’s insights on American politics have been included in the press accounts of national media outlets including CNN, National Public Radio, The Washington Post, and the Wall Street Journal.

PRESENTATION ABSTRACTS

SESSION 4: Survey Research in Politics

The Perfect Storm: Examining the effects of political polarization on American public opinion towards the Covid-19 pandemic

Ryan Tully*, Ryan Tully, Frances M. Barlas, Randall K. Thomas

Public opinion researchers have become increasingly interested in the apparent increase in political polarization within the United States. Previous polarization research has focused on its impact on voting behavior and views on longstanding political issues. However, this research has yet to examine how political polarization influences Americans views on major domestic or foreign policy crises.

In early 2020, the first impeachment of then-president Donald J. Trump was being conducted and the primary process for the 2020 U.S. presidential election was underway. This unique confluence of events primed the American political landscape at the start of what would become arguably the world's most acute public health crisis since the 1918 influenza pandemic.

Since March 2019, Ipsos and Axios have conducted a weekly public opinion tracking study about COVID-19 using KnowledgePanel®, the largest probability-based online panel in the U.S. These surveys have captured Americans views on a host of topics related to the pandemic, ranging from evaluations of governmental responses to individual behaviors used to mitigate contracting the virus.

This paper will utilize this robust dataset to demonstrate the pervasive influence that partisan political polarization had on public opinion throughout the pandemic on issues such as assessments of the government's handling of the crisis and attitudes towards vaccination. We further show the influence of partisanship on individual behaviors such as social distancing, mask wearing, and the likelihood to get vaccinated. These longitudinal analyses will confirm that American public opinion has been largely crystallized since the start of the pandemic.



ABOUT RYAN TULLY

Ryan C. Tully, M.A., is a Director at Ipsos, Public Affairs. 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. Prior to joining Ipsos, Mr. Tully worked at GfK, Princeton University, the US Department of Defense, and the University of Michigan, providing project implementation and analysis on publicly released and congressionally mandated surveys. Mr. Tully received his M.A. and MPA from the University of Connecticut's Department of Public Policy.

PRESENTATION ABSTRACTS

SESSION 5: Survey Research in the Workplace and Classroom

Using Survey Research to Understand Employee Resource Group Membership Needs and Inform Programming

David Alward*, David Alward, Elissa Scherer, Robbe Lenzen

Survey research is a tool to efficiently assess patterns in populations of interest, including within the workplace. In that context, conducting surveys can yield understanding of employee needs and strengthen action plans to improve employee fulfillment. Furthermore, enhanced understanding of employee needs from survey data allows for powerful advocacy to organizational decision-makers on a variety of issues of importance within that workplace, such as equity, diversity, inclusion, and belonging. This presentation covers use cases of how survey research informed programming and improved advocacy for young professionals in the workplace of a large, non-profit organization. More specifically, presenters discuss: (1) impact of survey research on advocacy and programmatic decision-making, (2) lessons learned for effectively crafting surveys that yield actionable data, and (3) strategies to increase response rates and transparency of data usage.



ABOUT DAVID ALWARD

David Alward (he/him) is a Research Survey Scientist in RTI's Survey Research Division, RTI's ERG Learning and Development Lead, and a former Co-Lead of RTI's Young Professionals ERG. His work as a Research Survey Scientist focuses on mental health and substance use surveys. In his work as RTI's ERG Learning and Development Lead, he is responsible for creating developmental programming for leaders and members of 10 ERGs, consisting of over 1,500 individuals. He currently serves as a senior advisor to the Young Professionals ERG.



ABOUT ELISSA SCHERER

Elissa Scherer (she/her) is a Public Health Analyst in RTI's Center for Health Analytics, Media, and Policy and the Co-Lead of RTI's Young Professionals ERG. Her work as a Public Health Analyst centers on leveraging emerging technologies for physiological measurement and public health interventions. In her role as Co-Lead for the Young Professionals ERG, she works to provide professional and personal development opportunities for over 700 Young Professionals.



ABOUT ROBBE LENZEN

Robbe Lenzen (he/him) is a Senior Financial Analyst in RTI's Social, Statistical, and Environment Sciences (SSES) Finance department and a former Co-Lead of RTI's Young Professionals ERG. His work as a Senior Financial Analyst focuses on providing financial support and budgeting recommendations to specific units within SSES. He currently serves as a senior advisor to the Young Professionals ERG.

PRESENTATION ABSTRACTS

SESSION 5: Survey Research in the Workplace and Classroom

Kaizen, an innovative approach to developing continuous improvement in employees

Jason Fiero*, Lisa Ratzky, Jason Fiero, Donna Hewitt - RTI International

Kaizen is a Japanese concept introduced to the corporate world in the 1980s. The word Kaizen means “change for the better.” Employees may become complacent about expanding their knowledge, skills, and ability to improve their overall performance. Increased challenges in the workplace have a direct impact on employees’ productivity and efficiency. Additionally, these challenges may have an impact on job satisfaction and morale as well as staff retention.

A program based on the ten principles of Kaizen was created for field interviewer and field management staff. The program was designed to help employees in their professional development. The ten principles of Kaizen were adapted to relate to common fieldwork challenges and impediments for positive change while providing an avenue for positive change. The principles of Kaizen were also adapted to encourage continuous improvement and collaboration as well as improved production, efficiency, and morale. These concepts were introduced to staff which allowed them to examine their current approach to their work and develop new habits that led to continuous improvement.

This presentation will review the Kaizen training and coaching program to address common obstacles to employee development and growth. It will also discuss its positive impact on collaboration, employee initiative, and overall job satisfaction. Finally, we will explore feedback from managers and employees about how their experiences can guide the development of future coaching and collaboration methods.



ABOUT JASON FIERO

Jason Fiero, a Data Collection Specialist in the Division for Research Services is a regional supervisor overseeing data collection for field studies. Mr. Fiero has experience managing multiple aspects of data collection management and development, including data quality management, development of project training programs, training data collectors and field supervisors. He also has experience conducting cognitive interviews for multiple projects.



ABOUT LISA RATZKY

Lisa Ratzky, a Data Collection Specialist in the Division for Research Services is a regional supervisor overseeing data collection for field studies. Ms. Ratzky has experience managing multiple aspects of data collection management and development, including data quality management, development of project training programs, training data collectors and field supervisors.

PRESENTATION ABSTRACTS

SESSION 5: Survey Research in the Workplace and Classroom

Isolating Factors Involved in Reputation Management Measurement

Edward Paul Johnson*, Alyssa Haskins, Edward Paul Johnson, Jamie Lehr

Measuring reputation is an important aspect of brand management. With the growth of social media and increased communication between customers it becomes even more important to get people not only familiar, but also recommending your brand. Unfortunately, a lot of extraneous factors can influence recommendation scores. We created an experimental design to see which factors had the highest impact on recommendation of a social network app to use. The four factors in our research are 1) social network/app being rated, 2) provider for the online sample, 3) slider versus single punch grid, 4) end point wording. We asked around 7,000 respondents across the top online sample providers in June 2021 to see how much changes in measurement or sample would affect the reputation scores of social media networks. Those who hear our presentation should be able to learn:

- Magnitude and risk of switching online providers when measuring reputation
- Effect of making reputation questions more mobile friendly with slider scales
- How changing the end point scales will shift measurement



ABOUT EDWARD PAUL JOHNSON

Paul graduated from BYU with a M.S. in Statistics. He spent 15 years working with innovative ways to combine behavioral and survey data with a specialty in discrete choice models. His research efforts have been featured at AAPOR, ESOMAR, ARF, Insights Association, and Sawtooth conferences.



ABOUT JAMIE LEHR

Jamie has been with Harris for over 7 years and has experience in both client facing and operational roles, with a focus on research for public release. Her current area of responsibility is in ensuring representativeness of survey research as a methodological resource on sampling and weighting issues. She graduated from St. John Fisher College with a B.A. in Mathematics and Statistics.



ABOUT ALYSSA HASKINS

Alyssa has been with Harris for 21 years and has experience in survey design and implementation of international and domestic survey research projects. Her current role is in ensuring representativeness of survey research as a methodological resource on sampling and weighting issues, with expertise among subgroups such as Hispanics and LGBT. Alyssa graduated summa cum laude from the State University of New York at Buffalo where she received a bachelors degree in both Psychology and Health & Human Services. Alyssa had her post-graduate work in Public Administration at the University of North Carolina at Chapel Hill.

PRESENTATION ABSTRACTS

SESSION 5: Survey Research in the Workplace and Classroom

All in the Family Comparing Household Roster Administration in Two Education Studies

Jacquie Goeking*, Jacquie Goeking, McCaila Ingold-Smith, Bethany Vanspronsen, Emily Zucker

A household roster consists of a set of items within a survey that collects the demographics of all people currently living in the household. Data from household rosters are used to measure important factors such as socioeconomic status and child wellbeing. Since this information is crucial to understanding what factors lead to student success, reducing missingness and respondent burden on these items is a priority. We compared different household rosters used in the parent surveys of two nationally representative longitudinal education studies. These household rosters, which differed in the amount of detail requested and the complexity of the instrument, were administered via both web and phone. We looked at missingness, breakoffs, and time spent in the household roster for each study, with a particular focus on phone administration. Since interviewers speak with respondents directly, they have the opportunity to observe respondent reactions to the household roster firsthand. This includes any items that may generate confusion or reluctance, particularly when administered via phone. We conducted a thorough review of problem reports from interviewers throughout the two studies, as well as notes from monitoring sessions and staff debriefing surveys. An interviewer who worked on both studies provided detailed feedback on experiences administering both household rosters, including what worked well, challenges faced, and suggestions for improvement. This presentation will review differences between the two household rosters, the data collected, as well as observations and feedback from phone interviewers, to provide recommendations for future studies.



ABOUT JACQUELYN GOEKING

Jacquelyn Goeking is an education analyst in RTI International's Education and Workforce Development division with over 5 years of experience in data collection operations. She manages phone and web-based data collection efforts and has experience working on studies that weave together multiple data collection modes, including in-school, phone, web, and field. Her projects include large-scale studies for the U.S. Department of Education's National Center for Education Statistics and the Department of Defense's Defense Science, Technology, Engineering, and Mathematics Education Consortium as well as small-scale surveys and evaluations.



ABOUT MCCAILA INGOLD-SMITH

McCaila Ingold-Smith, Manager of Education Research at RTI International, has more than 10 years of experience conducting and managing education and psychology research. Her projects include work on large-scale studies for the U.S. Department of Education's National Center for Education Statistics and the Department of Defense's Defense Science, Technology, Engineering, and Mathematics Education Consortium as well as smaller-scale curriculum evaluation studies. She has overseen many aspects of the education research process, including designing data collections systems and instruments, developing training materials and coordinating training sessions, coordinating data collection efforts and supervising data collection staff, monitoring production, and preparing reports and presentations.



ABOUT BETHANY VAN SPRONSEN

Bethany van Spronsen, a Research Education Analyst at RTI International, works in the Education and Workforce Development division and her primary role is as part of the data collection teams for large-scale secondary and postsecondary studies. Ms. van Spronsen has participated in many aspects of the research process including, but not limited to, grant writing, literature reviews, development and delivery of training sessions both in person and remotely, participant recruitment and retention efforts, computer-assisted telephone interviewing (CATI) program management, and report and proposal writing.



ABOUT EMILY ZUCKER,

Emily Zucker, Systems Programmer/Analyst 2 at RTI International, works in the Education and Workforce Development division and her primary role is cleaning and editing data for large-scale secondary and postsecondary studies for the U.S Department of Education's National Center for Education Statistics. Prior to being a data analyst, Emily has 2 years of experience as an Education Analyst at RTI, where she worked on the creation aspect of these same large-scale studies. Emily has worn many different hats in supporting the execution of these studies including creating and upkeeping instrument documentation, supporting training sessions within data collection, data cleaning and editing for delivery, and summary statistic reporting.

PRESENTATION ABSTRACTS

SESSION 5: Survey Research in the Workplace and Classroom

Barriers to Collegiate Success in First-Generation and LatinX College Dropouts

Noah Won*, Jacquie Goeking, McCaila Ingold-Smith, Bethany Vanspronsen, Emily Zucker

First-generation and LatinX representation in higher education has been increasing since the early 2000's, however, these students face a number of financial, social, academic, and health related barriers to collegiate success unique to their demographic. The dominant literature suggests that first-generation and latinx students are at higher risk for imposter syndrome, debt aversion, and mental health stigma. My ANOVA and T-test models found that first-generation college students were more likely to experience mental health stigma, imposter syndrome, and debt aversion while latinx students were more likely to experience mental health stigma and debt aversion. Contrary to intuition, income was not the driving factor for debt aversion or imposter syndrome, implying both are culturally rather than financially motivated.



ABOUT NOAH WON

Noah is currently a Master's student studying Biostatistics at UNC Chapel Hill. Through his research experience at the CSCC and the CSRL, he plans to apply the theoretical in the classroom to the practical in real-world clinical trials. As the brother of a severe asthmatic and grandson of a breast cancer survivor, his research interest include environmental influences on asthma and novel treatments for cancer.

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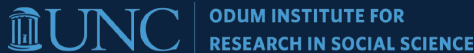


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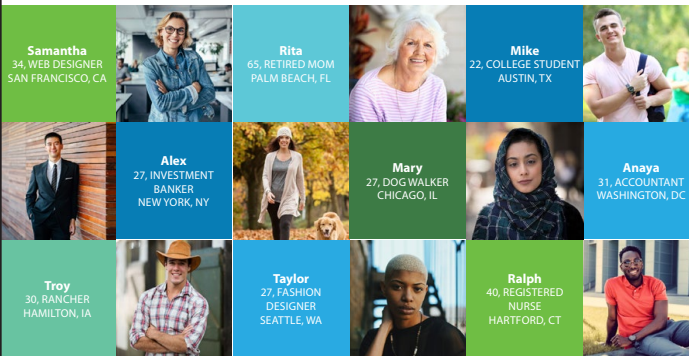
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