



Time	Location	Session/Poster	NORC Participants
10:15 - 11:45 a.m.	<b>Concurrent Sessions K</b>		
	<b>Session 1: Many Nations, Many Methods, One Session</b>		
	Director's Row E	A Rare Look Inside Cuban Society: a New Survey of Cuban Public Opinion	Emily Alvarez, Brian Kirchhoff, Liz Kantor, Jennifer Benz, Trevor Tompson
	<b>Session 3: Our Story: The 'Wizard of AAPOR' and the Yellow Brick Road We Took to Get There</b>		
	Director's Row I	NORC, the University of Denver, and the Birth of AAPOR, 1946	Tom W. Smith
	<b>Session 6: From Russia to Mexico: Election Polls Around the World</b>		
	Governor's Square 12	The Impact of Social Desirability When Measuring Vote Preference	Rene Bautista
	<b>Session 7: A Country Music Ballad: Education, Incarceration, and Patriotism</b>		
	Governor's Square 14	The Impact of Incarceration on Older Americans' Work and Retirement Planning	Liz Kantor, Becky Reimer, Emily Alvarez, Jennifer Benz, Trevor Tompson
		Sports and Politics: What Americans Think About the National Anthem at Sporting Events	Dan Malato, Emily Alvarez, Marjorie Connelly, Jennifer Benz, Trevor Tompson

NORC COMMITTEES MEMBERS

<b>Executive Council</b> René Bautista, Associate Standards Chair	<b>Membership &amp; Chapter Relations Committee</b> Ipek Bilgen David Sterrett, Chapter Liaison and Support Subcommittee Chair Sara Walsh Anna Wiencrot	<b>Spam Flagging and Call Blocking Ad Hoc Committee</b> Kennon Copeland
<b>Communications Committee</b> Ned English	<b>Standard Definitions Committee</b> Tom W. Smith Ned English	<b>Ad Hoc Committee on Sugging and Frugging</b> Elizabeth Ormson
<b>Education Committee</b> Liz Kantor Vickie Pineau, Diversity Subcommittee Chair	<b>Standards Committee</b> Ipek Bilgen	<b>AAPOR Award for Exceptionally Distinguished Achievement Committee</b> Tom W. Smith
<b>Investment Subcommittee</b> Jennifer Benz	<b>Transparency Initiative Coordinating Committee</b> Jennifer Benz	<b>Burns “Bud” Roper Fellow Award Committee</b> Anna F. Wiencrot
<b>History Committee</b> Tom W. Smith	<b>False Accusations Against Surveys Ad-Hoc Committee</b> Elizabeth Ormson	<b>Student Travel Award Committee</b> Anna F. Wiencrot
<b>75th Anniversary Planning Subcommittee</b> Rosalind Koff Colm O’Muircheartaigh Tom W. Smith	<b>Mixed Mode Task Force</b> David Sterrett	<b>Seymour Sudman Student Paper Award Committee</b> Vincent E. Welch
		<b>Public Opinion Quarterly Advisory Committee Editors</b> Tom W. Smith

Insight Illuminated 2017

In our first-ever digital annual report, we leverage a new online format to share recent accomplishments while showcasing interactive data visualizations, video, charts, graphs, and infographics. Explore the NORC report at [annualreport.norc.org](http://annualreport.norc.org).



PRESENTATIONS AND PARTICIPATION

A GUIDE TO NORC STAFF PARTICIPATION AT THE 73RD ANNUAL AAPOR CONFERENCE

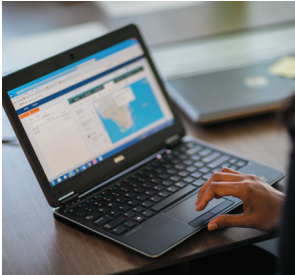
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MAY 16 – 19, 2018



INSIGHT FOR INFORMED DECISIONS



NORC AT AAPOR

This year at AAPOR, NORC staff are participating in numerous committees and presenting a broad selection of papers and posters on topics including data visualization, elder financial exploitation, geographic information systems, automation and technology, web panels and more.

NORC is a Platinum Sponsor of AAPOR’s 73<sup>rd</sup> Annual Conference

René Bautista Elected AAPOR Associate Standards Chair



NORC congratulates René Bautista, a senior research scientist in NORC’s Statistics and Methodology department, and co-director of the General Social Survey, for his election to the position of 2018-2019 AAPOR Associate Standards Chair.

WEDNESDAY, MAY 16, 2018

Time	Location	Session/Poster	NORC Participants
8:00 - 11:30 a.m.	<b>Short Course 3</b>		
	Governor’s Square 14	Data Visualization for Survey Research: From Data Collection, through Budgets and Production, to Reports and Presentations	Nola du Toit, Edward Mulrow
1:30 - 3:00 p.m.	<b>Concurrent Sessions A</b>		
	<b>Session 2: #MeToo</b>		
	Director’s Row H	Paper: Attitudes and Issues	Ilana Ventura (Moderator)
	<b>Session 6: An Overview of Issues Critical to 3MC Research Design and Implementation</b>		
	Governor’s Square 12	Improving Cross-National/Cultural Comparability Using the Total Survey Error Paradigm	Tom W. Smith
	<b>Session 10: Polarizing Social Issues: Guns, Abortion, and Weed (Welcome to the Mile High City)</b>		
	Governor’s Square 17	Partisan Polarization over Gun Control and Social Class	Jaesok Son
3:30 - 4:30 p.m.	<b>Poster Sessions #1</b>		
	Plaza Ballroom D	Does Changing How Fees Are Displayed Nudge Investors Away From Overpriced Index ETFs?: Evidence from Two Experiments	Mark Lush, Angela Fontes

THURSDAY, MAY 17, 2018

8:00 - 9:30 a.m.	<b>Concurrent Sessions B</b>		
	<b>Session 4: Follow the \$\$: Personal Finance and the Economy</b>		
	Governor’s Square 10	The Financial Determinants of Awareness of Elder Financial Exploitation	Angela Fontes, Melissa J.K. Howe, Mark Lush, Bernard Dugoni
		Why People Invest in And How To Nudge Them Away From Overpriced Index Funds : A Population-Based Survey Experiment	Angela Fontes, Mark Lush
	<b>Session 5: AAPOR Ad Hoc Committee Updates</b>		
	Governor’s Square 11	Spam Flagging and Call Blocking Report	Kennon Copeland
		False Accusations Against Surveys Report	Elizabeth Ormson
10:00 - 11:30 a.m.	<b>Concurrent Sessions C</b>		
	<b>Session 5: To Have an Interviewer or Not to Have an Interviewer, that is the Question: Advances in Telephone Survey Methodology</b>		
	Governor’s Square 11	Did it Work? Findings from a Flu Pilot Study Using Interactive Voice Response (IVR) and Live Interviewers	Vicki Pineau, Benjamin Skalland, Gillian Lawrence
1:45 - 3:15 p.m.	<b>Concurrent Sessions D</b>		
	<b>Session 2: Media, Trust, and America?</b>		
	Director’s Row H	Measuring the Value of News & Understanding Why People Subscribe	Jennifer Benz, David Sterrett, Daniel Malato, Liz Kantor, Trevor Tompson
	<b>Session 3: Challenges of Sampling Racial and Ethnic Minorities and Non-English Speakers in the United States</b>		
	Director’s Row I	Challenges of Sampling Racial and Ethnic Minorities and Non-English Speakers in the United States	J. Michael Dennis
	<b>Session 6: Assessing Sampling Designs, Recruitment, Strategies, and Data Collection Modes in Surveys of Sexual Minorities</b>		
	Governors Square 12	Social Media Recruitment for Adolescent Sexual Minority Males and Transgender Youth: A Pilot Study	Erin Fordyce, Vanessa Flowers, Michael J. Stern, Melissa Heim Vox, Ipek Bilgen, Sabrina Baurath, Stuart Michaels
4:15 - 5:45 p.m.	<b>Concurrent Sessions E</b>		
	<b>Session 1: What the Death Panel Can’t Kill: Attitudes on Health Care Policy</b>		
	Director’s Row E	American Health Values Typology: Deeper Exploration to Understand Drivers and Typologies	Alyssa Ghirardelli, Larry Bye, Angela Fontes, Jessica Bielenberg
		Long-Term Care in America: Policy Preferences and Experiences of Older Adults in 2017	Jennifer Titus, Dan Malato, Liz Kantor, Jenny Benz, Trevor Tompson
	<b>Session 3: Automation and Technology in Everyday Life</b>		
	Director’s Row I	Automation and Technology in Everyday Life	Marjorie Connelly (Moderator)
		Our Automated Lives: What Americans Like (and Don’t) About New Technology	Dan Malato

Time	Location	Session/Poster	NORC Participants
	<b>Session 4: Please leave a voicemail message on my call blocker device. Don’t leave your number, I’ve got caller ID.</b>		
	Governors Square 10	Evaluating the Impact of Using Pre-Recorded Voice Mail Messages in the National Immunization Surveys	Benjamin Skalland, Qiao Ma, Vincent E. Welch Jr., Sarah Kornlyo
		Evaluation of the Impact of Using an Alternate Caller ID Display	Megha Ravanam, Benjamin Skalland
	<b>Session 7: Federal Statistics, Multiple Data Soures, and Privacy Protection: Next Steps</b>		
	Governors Square 14	Quality Frameworks for Statistics Using Multiple Data Sources	Colm O’Muircheartaigh
	<b>Session 9: Speak my language or feel the effects.</b>		
	Governor’s Square 16	An Experiment in Panel Recruitment for Spanish Speaking Populations: The AmeriSpeak Case Study	Ilana Ventura, Rene Bautista, David Gleicher, Carolina Milesi, Erlina Hendarwan

FRIDAY, MAY 18, 2018

8:00 - 9:30 a.m.	<b>Concurrent Sessions F</b>		
	<b>Session 1 - Information, Knowledge, and Motivation: Reasons for Participation</b>		
	Director’s Row E	Information, Knowledge, and Motivation: Reasons for Participation	Jennifer Benz (Moderator)
10:00 - 11:30 a.m.	<b>Concurrent Sessions G</b>		
	<b>Session 4: Running our Questions Through the Ringer: Multiple Methods for Evaluating Survey Questions</b>		
	Governor’s Square 10	Using Focus Group Results to Inform In-Depth Interview Protocols	Vincent Welch, Erin Fordyce
		Blending Methodologies in Cognitive Interviews and IDIs to Examine Perceptions of Jobs and Work: Advantages and Caveats	Bernard L. Dugoni, Tom W. Smith
	<b>Session 5: Incentive Traits for Better Response Rates</b>		
	Governor’s Square 11	Effect of Incentives on Reducing Response Bias in a Web Survey of Parents	Kate LeFauve, Kathy Rowan, Kriston Koepp, Gillian Lawrence
	<b>Session 6: If I Adapt will you Respond?</b>		
	Governor’s Square 12	If I Adapt will you Respond?	Vicki Pineau (Moderator)
12:45 - 1:45 p.m.	<b>Poster Session 3</b>		
	Plaza Exhibit Hall	Machine Learning to Extract Information from Digital Photographs: Applications in Tobacco Research	Peter Herman, Robert Montgomery, Ned English
1:45 - 3:15 p.m.	<b>Concurrent Sessions H</b>		
	<b>Session 2: Missing you, Maybe?</b>		
	Director’s Row H	The Effects of Respondent Characteristics on Cooperation Rates When Asking Sensitive Questions	Kriston Koepp, Lauren Sedlak, Sara Walsh
		Social connectedness and survey response in the National Social Life, Health, and Aging Project (NSHAP)	Katie O’Doherty, Anna Wiencrot, Jennifer Satorius, Lauren Bishop
	<b>Session 10: Panel or Wallpaper? How to Cover your Survey Needs and other advice on Starting and Running an Online Panel</b>		
	Governor’s Square 17	Examination of Nonresponse Follow-up Impact on AmeriSpeak Panel Data Quality	Ipek Bilgen, Nada Ganesh, J. Michael Dennis
3:30 - 5:00 p.m.	<b>Concurrent Sessions I</b>		
	<b>Session 2: Further Down the Road with Mode: Advances in Understanding the Impact of Survey Mode on Data Quality</b>		
	Director’s Row H	Exploring the Methodological Tradeoffs of Mixed-Mode Surveys with an Experimental Design	David Sterrett, Dan Malato, Jennifer Benz, Ipek Bilgen, J. Michael Dennis, Vicki Pineau
		Comparing the Probability-Based AmeriSpeak Panel and the In-Person 2016 General Social Survey: Mode, Device, Item Wording Experiments	Ipek Bilgen, J. Michael Dennis, Tom W. Smith
	<b>Session 3: We Want You...We Want You Back: Response and Retention in Longitudinal and Panel Surveys</b>		
	Director’s Row I	Examining Respondent Interview Completion Behaviors Across Waves in a Longitudinal Study	Erin Burgess, Katie O’Doherty, Rachel Carpenter
	<b>Session 4: The Power, Promise and Peril of Auxiliary Data</b>		
	Governor’s Square 10	The Power, Promise and Peril of Auxiliary Data	Ned English (Moderator)
		Applying the Multi-Level, Multui-Source (ML-MS) Approach to the 2016 General Social Survey	Tom W. Smith
	<b>Session 7: You Are What You Eat (And Where You Live): Health, Activity, and Geography</b>		
	Governor’s Square 14	Examining Changes in Tobacco Retail Outlet Density Over Time and Youth Smoking Behavior	Peter Herman, Ned English
	<b>Session 10: How to Get Media Attention for Your Research</b>		
	Governor’s Square 17	How to Get Media Attention for Your Research	Trevor Tompson (Moderator)

SATURDAY, MAY 19, 2018

8:00 - 11:30 a.m.	<b>Short Course 7</b>		
	Plaza Ballroom D	Geographic Information System (GIS) Applications in the Social Sciences: Maps, Mappable Data, and Geospatial Analysis	Ned English, Ilana Ventura
8:30 - 10:00 a.m.	<b>Concurrent Sessions J</b>		
	<b>Session 7: Enter the New Exit Polls...Testing new Modes and Samples</b>		
	Governor’s Square 14	Exploring an Innovative Election Survey Approach to Traditional Exit Polls	David Sterrett, Trevor Tompson, Jennifer Benz, Nadarajasundaraztm Ganesh, Becky Reimer