

SATURDAY, MAY 18			
Time	Locations/Sessions/Posters	NORC Participants	
8:00 – 9:30 a.m. (cont.)	Waterfront 2	<b>Session 7: Who Consents?...Especially When Linkage or Biological Data are Involved</b> I Think I'll Pass on That...: Analyzing differences between respondents who allow and reject consent in the 2006 HRS <b>Session 8: Evaluating Address-Based Samples II</b> The Geographic Nature of Responses to a Web Survey: How Respondents and their Sentiments Are Subject to Spatial Bias in a Survey of Technology Usage Measurement Consequences of Mode Switching in Multimode ABS Surveys: Experiments in Case Flow Design	Bradley Parsell  Ned English, Lee Fiorio, Michael J. Stern, Becki Curtis, Ipek Bilgen Jennifer Vanicek, Felicia B. LeClere, Ashley Amaya, Kari Carris
	10:00 – 11:30 a.m.	<b>Seaport World Trade Center — AAPOR Concurrent Sessions H</b>	
	Cityview 2	<b>Session 2: Quality of Measurement</b> Does End-User Experience With Government Reforms Diffuse to General Public Opinion? Two Parallel Quasi-Experiments in Colombia	Clifford Zinnes, Christopher Nicoletti
	Harborview 2 & 3	<b>Session 4: State of the Art: Past, Present and Future of the Survey Profession</b> Old and New Survey-Research Paradigms	Tom W. Smith
	Waterfront 3	<b>Session 8: Economic Issues and Attitudes</b> The Employment Outlook of Low-Wage Workers in America	Trevor Tompson, Jennifer Benz
1:15 – 2:15 p.m.	<b>Seaport World Trade Center — AAPOR Poster Session 3</b>		
		All in the Family? Who Do Respondents Include When Responding to Telephone Status Items Vacant Housing Units and Other Out-of-Scopes Identified Across Data Collection Years of the General Social Survey (GSS)	Josiane Bechara, Vince E. Welch, Jr. Katie Dekker, Jodie Daquilanea, Ned English, Lauren Doerr
2:15 – 3:45 p.m.	<b>Seaport World Trade Center — AAPOR Concurrent Sessions I</b>		
	Harborview 1	<b>Session 3: Social Attitudes: Race, Gender, and Generations</b> Measuring Anti-Black Racism in the U.S.	Trevor Tompson, Tobias H. Stark (Stanford University), Jon A. Krosnick (Stanford), Josh Pasek (University of Michigan)
SUNDAY, MAY 19			
10:15 – 11:45 a.m.	<b>Seaport World Trade Center — AAPOR Concurrent Sessions K</b>		
	Amphitheater	<b>Session 5: Methodological Briefs: Maximizing Response and Response Quality</b>	Jenny Kelly, Chair
	Waterfront 1	<b>Session 6: Issues Related to Recruiting and Screening</b> Benefits and Drawbacks of a Multistage Screening Effort for Surveying Rare Populations Assessing Methods of Recruitment for a Cell Phone Survey Panel: An Experiment Conducted in 2011 in Mexico City	Heather M. Morrison, Alicia M. Frasier, Stephen J. Blumberg (National Center for Health Statistics), Matthew D. Bramlett (NCHS) Rene Bautista, Yamil Nares (University of Essex)
		Waterfront 2	<b>Session 7: Multi-Mode Surveys</b> The Effect of Survey Mode on Socially Undesirable Responses to Open Ended Questions: Online vs. Paper Instruments
	Waterfront 3	<b>Session 8: Applications of Social Media to Surveys and Pretesting</b> Latent Characteristic Extraction from Twitter Data: Toward Weighting Social Media Data to Make Inferences to the General Public	Martin Barron



## PRESENTATIONS AND PARTICIPATION

A GUIDE TO NORC STAFF PARTICIPATION AT THE 68TH ANNUAL AAPOR CONFERENCE

NORC BOOTH #200

SEAPORT BOSTON HOTEL & SEAPORT WORLD TRADE CENTER  
BOSTON, MASSACHUSETTS

MAY 16 – 19, 2013

NORC COMMITTEE MEMBERS		
<b>Education Committee</b> Anna Weincrot	<b>Investment Committee</b> Trevor Tompson	<b>Standards Definitions Subcommittee</b> Chair: Tom W. Smith
<b>Online Education Subcommittee</b> Chair: Katie Dekker	<b>Membership and Chapter Relations Committee</b> Ashley Amaya, Ned English	<b>Transparency Initiative Coordinating Committee</b> Trevor Tompson
<b>Emerging Technologies Task Force</b> Mike Stern	<b>Standards Committee</b> Ned English, Vicki Pineau, Trevor Tompson	<b>Cell Phone Surveying Task Force</b> Trevor Tompson

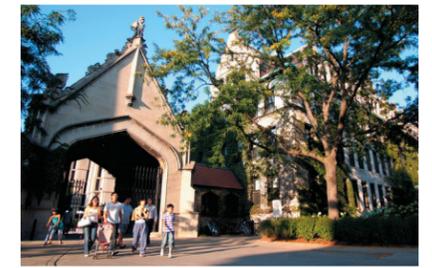
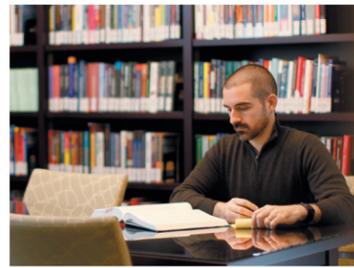


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# INSIGHT FOR INFORMED DECISIONS



## NORC AT AAPOR

NORC experts will highlight work related to topics such as sampling issues with and contact strategies for internet surveys, improving response rates, issues in the conduct of address-based-sample and dual-frame surveys, and evaluating data collection modes. Staff presentations will also address the origins of cross-national survey research, measuring anti-Black racism in the U.S., a history of survey research at NORC, and the employment outlook of low-wage workers.

## NORC is a Platinum Sponsor of AAPOR's 68th Annual Conference

### NORC Congratulates Tom W. Smith Winner of the 2013 AAPOR Book Award

*Survey Methods in Multinational, Multiregional, and Multicultural Contexts* will receive the 2013 AAPOR Book Award. Tom W. Smith, Director of the Center for Politics and Society and Senior Fellow at NORC, co-edited the volume along with Janet A. Harkness, Michael Braun, Brad Edwards, Timothy P. Johnson, Lars Lyberg, Peter Ph. Mohler, and Beth-Ellen Pennell. The award ceremony is Saturday, May 19.

## THURSDAY, MAY 16

Time	Locations/Sessions/Posters	NORC Participants
<b>10:35 a.m. - Noon</b>	<b>Room 901 PHO — WAPOR Concurrent Session E</b>	
	<b>Session 1: Panel: Leading Issues in Global and Regional Polling</b>	Tom W. Smith, Chair
<b>1:30 - 3:00 p.m.</b>	<b>Seaport World Trade Center — AAPOR Concurrent Sessions A</b>	
	Cityview 2 <b>Session 2: The Web Option in Multi-Mode Surveys</b> Utilizing the Web in a Multi-Mode Survey	Vicki Pineau, Moderator Lekha Venkataraman
	Harborview 1 <b>Session 3: Issues in Landline and Cell Phone Dual Frame RDD Survey Design</b> Issues in Landline and Cell-Phone Dual-Frame RDD Survey Design	Robert Montgomery Tom W. Smith, Organizer and Moderator
	Amphitheater <b>Session 5: Cross-National/Cross-Cultural Survey Research—A Session Dedicated to Janet A. Harkness, Sponsored by WAPOR</b> Cross-cultural perspectives on surveys of the U.S. Hispanic population	Trevor Tompson, Paul J. Lavrakas (Independent Consultant)
	Waterfront 1 <b>Session 6: Monitoring Local and Regional Developments</b> Tweeting the Chicago Teachers Strike: Using Organic Twitter Data and Sentiment Analysis to Understand Support on a Local Issue	Nicholas D. Davis, Patrick Van Kessel, Michael Jugovich
	Waterfront 3 <b>Session 8: Methodological Briefs: Mode and Survey Error</b> Where to Start: An Evaluation of Primary Data Collection Modes in an ABS Design	Ashley Amaya, Felicia LeClere, Kari Carris, Youlian Liao (Centers for Disease Control and Prevention)
		Andrea Mayfield, Ashley Amaya, Kari Carris
	A Matter of Time: The Value and Optimal Timing of Follow-up Questionnaire Mailings in a Multimode Survey	
<b>3:00 - 4:00 p.m.</b>	<b>Seaport World Trade Center — AAPOR Poster Session 1</b>	
	How Representative are Google Consumer Surveys?: Results From an Analysis of a Google Consumer Survey Questions Relative National Level Benchmarks with Different Survey Modes and Samples Characteristics	Erin Tanenbaum, Parvati Krishnamurty, Michael Stern
	A Comparison between Screen/Follow Item Format and Yes/No Item Format on a Multi-Mode Federal Survey	Sarah J. Hernandez, Svetlana N. Arakelyan, Vince E. Welch, Jr.
	The Effect of Incentive Offer Timing on Interview Completion Rates for the General Social Survey	Mike Buha, Beth Fisher
	Evaluating the Effect of Remote vs. In-Person Training Modes on Data Quality	A. Rupa Datta, Micah Sjoblom, Jill Connelly, Karen Veldman, Vicki Wilmer
	Geographic Accuracy of Cell-Phone RDD Sample Selected by Area Code versus Wire Center	Xian Tao, Benjamin Skalland, David Yankey (National Center for Immunization and Respiratory Diseases) Jenny Jeyarajah (NCIRD), Phil Smith (NCIRD)
	Hola or Hello? A Priori Assignment of Interview Language Using Demographic Flags	Ying Li
	Looking for Solutions to America's Energy Problems	Jennifer Benz, Matt Kozey, Trevor Tompson
	The Interpretation of Aerial Imagery as an Alternative to In-Field Listing for Address Frame Creation in Rural Environments: A Proposed Methodology with Empirical Results	Becki Curtis, Ned English
<b>3:15 - 4:40 p.m.</b>	<b>PHO 205 — WAPOR Concurrent Session G</b>	
	<b>Session 3: Polling Trends</b>	Trevor Tompson, Chair
<b>4:00 - 5:30 p.m.</b>	<b>Seaport World Trade Center — AAPOR Concurrent Sessions B</b>	
	Amphitheater <b>Session 5: Methodological Briefs: Internet Surveys Session</b> Are Response Rates to a Web-Only Survey Spatially Clustered?	Lee Fiorio, Michael Stern, Ned English, Ipek Bilgen, Becki Curtis
	Waterfront 1 <b>Session 6: Interviewers and Interviewing</b> Interviewer Perceptions and Data Collection Outcomes on a National Multi-Mode Study	Micah Sjoblom, Vicki Wilmer, Marietta Bowman, Peter Hepburn

## FRIDAY, MAY 17

Time	Locations/Sessions/Posters	NORC Participants
<b>8:00 - 9:30 a.m.</b>	<b>Seaport World Trade Center — AAPOR Concurrent Sessions C</b>	
	Cityview 2 <b>Session 2: Sampling and Data Quality Issues in Internet Surveys</b> How Do Different Sampling Techniques Perform in a Web-Only Survey?: Results from a Comparison of a Random Sample Email Blast to an Address Based Sampling Approach Can We Effectively Sample from Social Media Sites?: Results from Two Sampling Experiments	Ipek Bilgen, Michael J. Stern, Kirk M. Wolter, Michael Stern, Kirk Wolter, Ipek Bilgen
	Harborview 1 <b>Session 3: Lessons in Leadership: AAPOR Women Leaders Share Their Insights</b>	Anna Wiencrot, Organizer
	Waterfront 1 <b>Session 6: Methodological Briefs: Cell Phones</b> Recent Methodological Updates Adopted for the National Immunization Survey (NIS)	Vicki Pineau, Robert Montgomery, Bess Welch, Kirk Wolter, Stacie Greby (National Center for Immunization and Respiratory Diseases)
<b>10:00 - 11:30 a.m.</b>	<b>Seaport World Trade Center — AAPOR Concurrent Sessions D</b>	
	Waterfront 1 <b>Session 6: The Origins and Development of Cross-National Survey Research: The Diffusion of an Innovation</b> The Origins and Development of Cross-National Survey Research: The Diffusion of an Innovation A History of Survey Research at NORC	Tom W. Smith, Organizer and Moderator Tom W. Smith Norman Bradburn, James A. Davis
	Waterfront 2 <b>Session 7: Maximizing Response Through Optimal Contact Strategies</b> First Contact Strategies for Web Surveys: Is a Phone Call or a Letter the More Effective Introduction?	Jill Connelly, Micah Sjoblom, A. Rupa Datta, Peter Hepburn
<b>1:45 - 3:15 p.m.</b>	<b>Seaport World Trade Center — AAPOR Concurrent Sessions E</b>	
	Harborview 2 & 3 <b>Session 4: Improving Response Rates in Establishment Surveys: Results from Controlled Experiments</b> Evaluating the Effectiveness of Two Strategies to Improve Telephone Survey Response Rates of Employers	Jeremy Pickreign, Heidi Whitmore
	Amphitheater <b>Session 6: Cell Phone Samples: Effort, Outcomes, and Costs</b> Home Is Where the Cooperation Is: The Association Between Interview Location and Cooperation Among Cell-Phone Users	Christopher D. Ward, Becky Reimer, Meena Khare (National Center for Health Statistics), Carla Black (National Center for Immunization and Respiratory Diseases)
	Waterfront 3 <b>Session 8: Monitoring Interviewer Behavior</b>	Ipek Bilgen, Moderator
<b>3:15 - 4:15 p.m.</b>	<b>Seaport World Trade Center — AAPOR Poster Session #2</b>	
	Crowd Coding: Increasing the Time and Cost Efficiency of Common Research Tasks Did the first presidential debate really matter? Evidence from the 2012 NORC Presidential Election Study	Michael Jugovich, Patrick Van Kessel René Bautista, Tricia McCarthy, Kirk Wolter
	First Contact Strategies for Web Surveys: Is a Phone Call or a Letter the More Effective Introduction?	Jill Connelly, Micah Sjoblom, A. Rupa Datta, Peter Hepburn
	Household Composition and Child Wellbeing: Using Quantitative Data to Construct Narratives to Inform a Research Agenda	Catherine C. Haggerty, Kate Bachtell, Nola duToit, Ned English
<b>4:15 - 5:45 p.m.</b>	<b>Seaport World Trade Center — AAPOR Concurrent Sessions F</b>	
	Cityview 1 <b>Session 1: Questionnaire Design and Data Quality</b> Can Google Consumer Surveys Help Pre-Test Alternative Versions of a Survey Question?: A Comparison of Results from Cognitive Interviews and Google Consumer Surveys on Alternate Forms of Two Questions	Mike Stern, Vince E. Welch, Jr.
	Waterfront 3 <b>Session 8: Evaluating Address-Based Samples 1</b> The Trajectory of the USPS DSF: Change in National Coverage for In-Person Interviewing 2000-2010	Colm O'Muircheartaigh, Ned English
<b>SATURDAY, MAY 18</b>		
<b>8:00 - 9:30 a.m.</b>	<b>Seaport World Trade Center — AAPOR Concurrent Sessions G</b>	
	Harborview 1 <b>Session 3: Surveying Families and Households</b> "S/he Said What!": The Challenge of Interviewing Both Partners About a Relationship	Jennifer Satorius, Colm O'Muircheartaigh, Angela Jaszczak, Stephen Smith
	Harborview 2 & 3 <b>Session 4: Cell Phone Samples</b> Improving the Reliability of Survey Items to Assess Telephone Status in RDD Surveys	Vince E. Welch, Jr.
	Amphitheater <b>Session 5: Methodological Briefs: Survey Measurement</b> Reliability of Parent-Reported Age of Diagnosis for Children with Autism	Heather M. Morrison, Alicia M. Frasier, Stephen J. Blumberg (National Center for Health Statistics), Matthew D. Bramlett (NCHS), Michael D. Kogan (Maternal and Child Health Bureau)