



AAPOR 2025

Presentations & Participation

A Guide to NORC Staff Participation
at the 80th Annual AAPOR Conference

May 14 - 16
St. Louis Union Station Hotel
St. Louis, Missouri

NORC Booth 111
Platinum Sponsor

Charter Member
AAPOR
Transparency Initiative
AMERICAN ASSOCIATION FOR
PUBLIC OPINION RESEARCH

 **NORC** at the
University of
Chicago

Research You Can Trust™

NORC at the University of Chicago is an objective and non-partisan research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions.



NORC at AAPOR

This year NORC celebrates the 10th anniversary of AmeriSpeak, our scientifically rigorous, non-probability web panel, with panels, presentations, and posters. The AP VoteCast team will be contributing insights to the conference theme on the changing landscape of political polling and survey research.

WEDNESDAY, MAY 14, 2025

Time	Session/Paper/Poster	NORC Participants
9:00 a.m. to 10:30 a.m. Midway Suite 5	Panel Improving Survey Data Quality with LLMS: Design & Data Collection	
	Survey Length Prediction Using Machine Learning	Ipek Bilgen
	Detecting AI-Generated Survey Responses: Tool Development and Bias Mitigation	Lilian Huang
Midway Suite 6	Panel Methodological Innovations of AP VoteCast	
	David Sterrett (moderator)	
	Texting Recruitment Experiment	Emily Alvarez
	AP VoteCast's Innovative Methodology Overview and Weighting	Jennifer Benz
	Exploring New Voters	Benjamin Skalland
Midway Suite 10	Paper The Goldilocks Approach: Finding Just-Right Incentives for Surveys	
	Adapting Sampling and Incentive Strategies to Improve Survey Response for Rural Latinos	Hannah Murrow
	Paper Frame Creation and Sampling for Unique and Hard-to-Identify Populations	
Regency A	A Case for Including Prepaid Cell Phones for Hard-to-Survey Latino Populations	Lauren Sedlak
	Paper LGBTQ & SOGI Attitudes & Measurements	
Midway Suite 11	From Resistance to Acceptance: How Attitudes Toward LGBTQ+ Populations Have Changed since 1985	Lindsey Witt-Swanson
	Paper Meeting Respondents Where They Are: Mode Preference and Survey Delivery	
Midway Suite 7/8	Examining the Relationship between Respondent Predicted Mortality Risk and Survey Response in an Older Population	Ned English
	Paper Methods for Increasing Survey Recruitment & Reducing Panel Attrition	
10:45 a.m. to 12:15 p.m. Midway Suite 7/8	Impact of Incentive Gamification Strategies Shortly after Recruitment on Panelist Engagement and Retention	Ipek Bilgen
	Panel AP VoteCast Explains: Telling the 2024 Election Story	
3:45 p.m. to 5:15 p.m. Midway Suite 3/4	Jennifer Benz (moderator)	
	AP VoteCast: Exploring Immigration Issue Salience Among Voters in the 2024 Election	David Sterrett
Midway Suite 9	Paper Building Community and Local Surveys with Cultural Sensitivity and Equity	
	Understanding the Value of Deep Population Representation in Probability Sampling and Survey Research	David Dutwin



THURSDAY, MAY 15, 2025

Time	Session/Paper/Poster	NORC Participants
8:30 a.m. to 10:00 a.m. Midway Suite 11	Paper Trends in Polling Methods and Misses Over Time and Across the World	
	The Diffusion of an Innovation: The Globalization of Survey Research, 1936-2024	Tom Smith
Midway Suite 3/4	Paper Maximizing Web Survey Participation: Innovations and Challenges	
	Examining Changes in Mode of Participation in a Multimode Longitudinal Survey of Older Adults	Lauren Sedlak
11:00 a.m. to 12:30 p.m. Midway Suite 11	Panel Distress Protocols & Reactions to Sensitive Questions in Survey Research	
	Response to Sensitive Questions in a Longitudinal Study of Older Adults	Lauren Sedlak
Midway Suite 3/4	Paper Methods to Contact, Recruit, and Retain Respondents	Exploring Participation Drivers in Follow-on Studies: Insights from the GSS Nea and GSS Next Surveys
		Give 'em What They Want: Understanding Demographic and Behavioral Drivers of Incentive Redemption Choices
		Does Envelope Size Matter? Testing the Impact of Different Envelopes for Survey Recruitment on the Healthy Illinois Survey
		Outpacing the Decline in Collective Attention: Effects of Increasing the Efficiency of Survey Contact and Assignment for Newly Recruited Members of a Probability-Based Research Panel
Midway Suite 1/2	Paper Leveraging Qualitative & Quantitative Methods to Inform and Refine Survey Research	
	What about the Time before the Time?: Using Cognitive Interviews to Determine How to Ask about COVID-19 Vaccination Series.	Vincent Welch
2:00 p.m. to 3:30 p.m. Midway Suite 6	Panel The Future of AI and Survey Research	
	Generative AI in Survey Research Design: Principles and Use Cases	Soubhik Barari
Midway Suite 11	Panel The State of Our Democracy: Perspectives from Americans on Media, Race, and Opportunity	
	Lindsey Witt-Swanson (moderator)	
	Is the American Dream Dead?	Jennifer Benz
	From Podcasts to Polls: An Analysis of Americans' Informational Diets and the Nontraditional Media Shaping Young Voters	Lindsey Witt-Swanson
Midway Suite 7/8	Paper Measurement Effects in Data Collection: Assessment and Adjustment	
	"You Exist in the Context": Local News Deserts and Their Impact on Election Information Consumption	David Sterrett
New York	Paper Applying an Adaptive Mode Adjustment to the General Social Survey	
	Rene Bautista	
3:30 p.m. to 4:30 p.m. Midway East, West	Affinity Group Panels From Card Sorters to AI: A Narrative of Technology in Public Opinion and Survey Research	
	Changing Technology in Survey Research from 1935 to 1975	Tom Smith
	Poster Session II Boosting Survey Success: Techniques to Increase Completion	
	Assessing an AI-Powered Data Capture Model for Use with National Immunization Survey Papi Immunization History Questionnaires	Benjamin Skalland
4:30 p.m. to 6:00 p.m. Midway Suite 9	The International Social Survey Program, 1984-2024: Trends, Developments, and Cross-National Differences	
	Tom Smith	
4:30 p.m. to 6:00 p.m. Midway Suite 9	Paper Gold Standards, Self-Reports, and Fraudulent Respondents: Mining for the Truth	
	Television Dreams of Tomorrow: Innovative Approaches for Benchmark Studies	Trevor Tompson

FRIDAY, MAY 16, 2025

Time	Session/Paper/Poster	NORC Participants
8:30 a.m. to 10:00 a.m. Midway Suite 7/8	Paper Subgroup Response Rates: Investigation and Experimentation Targeting Panelists Who Are Chronically Providing Suboptimal Responses: Interventions Leveraging Auxiliary Data	Lilian Huang
Regency B	Panel Combining Probability and Non-Probability Data: Considerations, Methods, Innovations, and Limitations An Ensemble Tree-Based Dual-Frame Estimation Approach for Combining Probability and Non-Probability Samples	David Dutwin
10:15 a.m. to 11:45 a.m. Midway Suite 1/2	Affinity Group Roundtable Lessons and Knowledge Gaps from Recent Advances in Studying Asian Americans, Native Hawaiians and Pacific Islanders	Alex Chew
Regency B	Panel Survey or Survai: Applications of AI within the Survey Research Process From Social Media to Survey Data: Employing AI-Usage Detectors to Identify AI-Generated Responses in the Hirise+ Survey	Joshua Lerner
Midway Suite 9	Paper Everyone Counts: Innovations For Leaving No Population Behind Boosting Response Rates in Veteran Surveys: Post-Incentives As a Tool for Survey Participation	Vincent Welch
1:00 p.m. to 2:30 p.m. Midway East, West	Poster Session III How Does Implementation of Smart Ivr Impact Panelist Experience in AmeriSpeak?	Dan Costanzo
2:30 p.m. to 4:00 p.m. Midway Suite 9	Paper Beyond Surveys: Harnessing Wearable Technologies for Passive Data Collection David Dutwin (moderator)	
4:15 p.m. to 5:45 p.m. Midway Suite 3/4	Panel Advances in Video and AI-Driven Survey Interviewing AI-Assisted Conversational Interviewing: Effects on Response Quality and User Experience	Soubhik Barari
Midway Suite 10	Paper The Demographic Divide(s): Gender, Generation, Race, and Ethnicity Gaps in American Elections Comparing Attitudinal and Behavioral Differences between US-Born and non-US-Born of Asian American, Native Hawaiian and Pacific Islander (AANHPI) during the 2024 Election Season	Alex Chew



Celebrating 10 Years of AmeriSpeak

Ten years ago, AmeriSpeak® was founded on a bold idea:

In a world flooded with data, what matters most isn't more data—it's better data.

Today, as new technologies reshape how we gather and interpret information, the need for high-quality, probability-based insights is more important than ever.

Built by NORC at the University of Chicago, AmeriSpeak offers researchers and policymakers a scientifically rigorous panel that ensures true representation.

For a decade, AmeriSpeak has been a trusted resource for those who rely on accurate, representative data. We remain committed to delivering insights that reflect the full breadth of America—with the transparency, rigor, and standards essential in a changing research landscape.

Here's to the next 10 years.

