



# AAPOR 2025

## Presentations & Participation

A Guide to NORC Staff Participation  
at the 80<sup>th</sup> Annual AAPOR Conference

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

NORC Booth 111  
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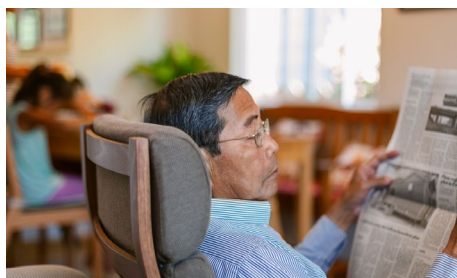


## NORC at AAPOR

This year NORC celebrates the 10<sup>th</sup> 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	<b>Panel   Improving Survey Data Quality with LLMS: Design &amp; Data Collection</b>	
	Survey Length Prediction Using Machine Learning	Ipek Bilgen
	Detecting AI-Generated Survey Responses: Tool Development and Bias Mitigation	Lilian Huang
	Llms Don't Respond like Humans: Exploring and Finetuning Models	Lilian Huang
Midway Suite 6	<b>Panel   Methodological Innovations of AP VoteCast</b>	
	David Sterrett (moderator)	
	Texting Recruitment Experiment	Emily Alvarez
	AP VoteCast's Innovative Methodology Overview and Weighting	Jennifer Benz
	Exploring New Voters	Benjamin Skalland
	AP VoteCast: Using Small Area Estimation Models to Improve Demographic and Vote Estimates within States	David Sterrett, Benjamin Skalland
Midway Suite 10	Hispanic Mail Recruitment Experiment	Emily Alvarez
	<b>Paper   The Goldilocks Approach: Finding Just-Right Incentives for Surveys</b>	
	Adapting Sampling and Incentive Strategies to Improve Survey Response for Rural Latinos	Hannah Murrow
Regency A	<b>Paper   Frame Creation and Sampling for Unique and Hard-to-Identify Populations</b>	
	A Case for Including Prepaid Cell Phones for Hard-to-Survey Latino Populations	Lauren Sedlak
Midway Suite 11	<b>Paper   LGBTQ &amp; SOGI Attitudes &amp; Measurements</b>	
	From Resistance to Acceptance: How Attitudes Toward LGBTQ+ Populations Have Changed since 1985	Lindsey Witt-Swanson
Midway Suite 7/8	<b>Paper   Meeting Respondents Where They Are: Mode Preference and Survey Delivery</b>	
	Examining the Relationship between Respondent Predicted Mortality Risk and Survey Response in an Older Population	Ned English
10:45 a.m. to 12:15 p.m. Midway Suite 7/8	<b>Paper   Methods for Increasing Survey Recruitment &amp; Reducing Panel Attrition</b>	
	Impact of Incentive Gamification Strategies Shortly after Recruitment on Panelist Engagement and Retention	Ipek Bilgen
3:45 p.m. to 5:15 p.m. Midway Suite 3/4	<b>Panel   AP VoteCast Explains: Telling the 2024 Election Story</b>	
	Jennifer Benz (moderator)	
	AP VoteCast: Exploring Immigration Issue Salience Among Voters in the 2024 Election	David Sterrett
Midway Suite 9	<b>Paper   Building Community and Local Surveys with Cultural Sensitivity and Equity</b>	
	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	<b>Paper   Trends in Polling Methods and Misses Over Time and Across the World</b>	
	The Diffusion of an Innovation: The Globalization of Survey Research, 1936-2024	Tom Smith
Midway Suite 3/4	<b>Paper   Maximizing Web Survey Participation: Innovations and Challenges</b>	
	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	<b>Panel   Distress Protocols &amp; Reactions to Sensitive Questions in Survey Research</b>	
	Response to Sensitive Questions in a Longitudinal Study of Older Adults	Lauren Sedlak
	Exploring Participation Drivers in Follow-on Studies: Insights from the GSS Nea and GSS Next Surveys	Timothy Johnson
Midway Suite 3/4	<b>Paper   Methods to Contact, Recruit, and Retain Respondents</b>	
	Give 'em What They Want: Understanding Demographic and Behavioral Drivers of Incentive Redemption Choices	Dan Costanzo
	Does Envelope Size Matter? Testing the Impact of Different Envelopes for Survey Recruitment on the Healthy Illinois Survey	Ned English
	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	Ipek Bilgen
Midway Suite 1/2	<b>Paper   Leveraging Qualitative &amp; Quantitative Methods to Inform and Refine Survey Research</b>	
	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	<b>Panel   The Future of AI and Survey Research</b>	
	Generative AI in Survey Research Design: Principles and Use Cases	Soubhik Barari
Midway Suite 11	<b>Panel   The State of Our Democracy: Perspectives from Americans on Media, Race, and Opportunity</b>	
	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
	"You Exist in the Context": Local News Deserts and Their Impact on Election Information Consumption	David Sterrett
Midway Suite 7/8	<b>Paper   Measurement Effects in Data Collection: Assessment and Adjustment</b>	
	Applying an Adaptive Mode Adjustment to the General Social Survey	Rene Bautista
New York	<b>Affinity Group Panels   From Card Sorters to AI: A Narrative of Technology in Public Opinion and Survey Research</b>	
	Changing Technology in Survey Research from 1935 to 1975	Tom Smith
3:30 p.m. to 4:30 p.m. Midway East, West	<b>Poster Session II   Boosting Survey Success: Techniques to Increase Completion</b>	
	Assessing an AI-Powered Data Capture Model for Use with National Immunization Survey Papi Immunization History Questionnaires	Benjamin Skalland
	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	<b>Paper   Gold Standards, Self-Reports, and Fraudulent Respondents: Mining for the Truth</b>	
	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	<b>Paper   Subgroup Response Rates: Investigation and Experimentation</b> Targeting Panelists Who Are Chronically Providing Suboptimal Responses: Interventions Leveraging Auxiliary Data	Lilian Huang
Regency B	<b>Panel   Combining Probability and Non-Probability Data: Considerations, Methods, Innovations, and Limitations</b> 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	<b>Affinity Group Roundtable</b> Lessons and Knowledge Gaps from Recent Advances in Studying Asian Americans, Native Hawaiians and Pacific Islanders	Alex Chew
Regency B	<b>Panel   Survey or Survei: Applications of AI within the Survey Research Process</b> From Social Media to Survey Data: Employing AI-Usage Detectors to Identify AI-Generated Responses in the Hirise+ Survey	Joshua Lerner
Midway Suite 9	<b>Paper   Everyone Counts: Innovations For Leaving No Population Behind</b> 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	<b>Poster Session III</b> 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	<b>Paper   Beyond Surveys: Harnessing Wearable Technologies for Passive Data Collection</b> David Dutwin (moderator)	
4:15 p.m. to 5:45 p.m. Midway Suite 3/4	<b>Panel   Advances in Video and AI-Driven Survey Interviewing</b> AI-Assisted Conversational Interviewing: Effects on Response Quality and User Experience	Soubhik Barari
Midway Suite 10	<b>Paper   The Demographic Divide(s): Gender, Generation, Race, and Ethnicity Gaps in American Elections</b> 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.



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[www.NORC.org](http://www.NORC.org) | [info@norc.org](mailto:info@norc.org)