

FRIDAY, MAY 15, 2026

Time	Session/Paper/Poster	NORC Participants
8:30 a.m. to 10:00 a.m. Beaudry A	Panel Twenty-Five Years of Time-Sharing Experiments for the Social Sciences	
	Advancing Social Science Experiments: How NORC's AmeriSpeak Panel Powers TESS	Dan Costanzo
	Paper Innovative Methods for Complex Survey Designs: Bayesian and Beyond	
	Smoothing Approaches for Non-Decreasing Weekly Cumulative Vaccination Coverage in the National Immunization Survey-Flu	Shalima Zalsha
Avalon	* Paper Using LLMs and Machine Learning to Detect Survey Fraud and Data Quality Issues	
	Integrating Behavioral and Text-Based Indicators to Detect Low-Quality and AI-Generated Survey Responses	Joshua Lerner
Santa Anita A/B	Paper New Tools for Survey Analysis Using AI and Data Science	
	Reconstructing Psychological Scales from Public Opinion Data: A Data-Scientific Approach to Measuring Job Satisfaction in the GSS	Alan Rodriguez Tiburcio
10:15 a.m. to 11:45 a.m. Santa Anita A/B	* Paper Prompting for Perfection: The Role of LLMs in Questionnaire Design, Evaluation, & Pretesting	
	Hi, Claude, Can You Test My Web Survey? a Feasibility Study of Using AI for Survey Testing	Ting Yan
Santa Anita C	Paper Understanding Incentive Strategies	
	Incentivized Mode Choice Experiments In a Multimode Survey: Results from the Healthy Illinois Survey	Ned English
Santa Monica B	Paper Opportunities and Challenges in Probability-Based Panels	
	Larry Luskin (moderator)	
Avalon	* Paper Improving Data Quality in Probability and Nonprobability Samples	
	Restoring Confidence through Rigor: Using a Probability Panel to Mitigate Bias in a Nonprobability Sample	David Sterrett
San Pedro	Paper Communication and Credibility in a Post-Truth World: AI, Social Media, and Improving Survey Engagement	
	David Dutwin (moderator)	
11:15 a.m. to 1:15 p.m. Pasadena Room - Exhibit Hall	Poster Session IV	
	Impact of Smartphone Call Screening Features on Survey Response Rates	Sarah Kornlyo
	An Auditable, Multi-Pronged Workflow for Integrating LLMs into Survey Translation	Alan Rodriguez Tiburcio
2:15 p.m. to 3:45 p.m. Avalon	Paper Questionnaire Design & Interviewing	
	Gender Expression Among Youth and Young Adults: Self-Reported Femininity and Masculinity In a Recent Nationally Representative Survey	Christopher Hansen
Beaudry A	Paper Studying Health and Aging	
	* Identifying and Merging Key Administrative Data with the NSHAP for Study of Neighborhood Exposure Effects	Melissa Howe
	Improving Interviewer Performance on Neurocognitive Testing: Training, Feedback, and Retraining	Laura Stoff
	Capturing Late-Life Transitions: Evaluation of the Expanded NSHAP Informant Interview in a Longitudinal Aging Study	Lauren Sedlak
San Gabriel B/C	Paper Data Linkage and Consent: Why Respondents Agree or Refuse	
	More Than Just Willingness: Public Participation in Social Media Data Donation	Yoonsang Kim
4:00 p.m. to 5:30 p.m. San Pedro	Paper Who Participates and Why They Quit: Understanding Engagement, Refusals, and Break-Offs	
	When the Questions Get Personal: Understanding Break-Offs In Women's Health Surveys	Katie Archambeau
Beaudry A	Paper Understanding Mode Comparisons	
	Examination of Mode and Device Preference Trends over Time In a Probability-Based Research Panel	Ipek Bilgen
Beaudry B	Paper Trust and Data Quality	
	Using Multiple Outreach Strategies to Increase Response Rates in a Survey of Young Adults	Kelly Linker, Raquel Rosenbloom
Santa Anita A/B	* Paper When Surveys Talk Back: The Rise of the AI Interviewer in Qualitative Research	
	Blending Qualitative and Quantitative Insights: Using AI Survey Tools on a Probability-Based Panel	Dan Costanzo
Avalon	Presentation From 1930s Hollywood to Casm to the Great Wealth Transfer: A Public Opinion Research Story of Data, Innovation, and the Quest for Truth	
	George Gallup's Audience Research Institute: Public Opinion Polls for Hollywood, 1930s to 1950s	Tom W. Smith

* Featured Presentations

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Presentations & Participation

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NORC at AAPOR

As a platinum sponsor of AAPOR 2026, NORC has staff presenting and moderating in more than 42 sessions on the most pressing issues facing the research community today. This year, NORC is focusing on three key themes: *AI & Innovation*, *Probability vs. Nonprobability Sampling*, and *Adaptability & Diversification*, offering deeper insights into how these areas are shaping the future of data collection, methodology, and decision-making.

WEDNESDAY, MAY 13, 2026

Time	Session/Paper/Poster	NORC Participants
9:00 a.m. to 10:30 a.m. San Gabriel B/C	Paper What's Driving Political Opinions? Media, Elite Cues and Other Forces Affecting the American Electorate Trust, Misinformation, and Generational Differences: Exploring the Media Habits of Adults and Teens In a Fragmented News Environment	Mariana Hernandez
Santa Barbara B/C	* Paper When AI Takes the Call: Evaluating Data Quality and Respondent Cooperation in AI-Assisted Telephone Interviewing The Future Is Calling: A Pilot of AI Assisted Telephone Interviewing	Alyssa Kahle
Avalon	Paper Participation, Consent & Fieldwork Under Constraints Measuring Understudied Communities: Insights from the AAPI Data/AP-NORC Survey Series	Mia Stripp
Santa Monica	Panel AAPI Research & Affinity Group: The Data Gap on Native Hawaiians and Pacific Islanders: Demographics, Attitudes Toward, and Surveys of NHPs From Discrimination to Understanding: Pacific Islander Realities through Data and Dialogue	Alex Chew
Santa Anita C	Paper Attitudes Toward Democracy Evolving Perspectives: Tracking Changes In Attitudes Toward Trump	Sean Collins
Hollywood Ballroom	* Presentation Director's Cut #1 - Survey Methods and Data Science A Generative AI Approach for Integrating Synthetic Respondents with Probability-Based Human Panels for Social Science Applications	Leah Christian
10:45 a.m. to 12:15 p.m. Beaudry A	Presentation Data Science & Survey Estimation The Impact of Reputation Management Treatment on Demographic Characteristics and Response Rates in the National Immunization Survey – Adult COVID Module, 2024-2025	Sarah Kornlyo
San Pedro	Paper Innovations in Designing Incentives More Bang for the Buck: Lessons from the 2025 Colorado Health Access Survey (CHAS) Incentive Experiment	Natalia McCormick
Santa Anita A/B	Panel Making LLMs Work for Survey Research: Understanding Capabilities and Constraints Joshua Lerner (moderator) Leveraging Surveys to Measure Bias In LLMs	Soubhik Barari
Avalon	* Paper Fraud, Self-Selection Biases, and Other Challenges of Nonprobability Past and Present Day Challenges of Nonprobability Samples	David Dutwin
Santa Monica B	Paper Exploring Teen Perspectives on Social Media Use, Social Isolation, and Loneliness: Cognitive Interview Findings from the Teen Pulse Survey	Erin Fordyce
4:15 p.m. to 5:45 p.m. Santa Anita C	Panel Shifting Ground—LGBTQ Public Opinion, Experience, and Research Post-Election Insights from LGBTQ+ Public Opinion Research: Navigating Policy Change and Methodological Complexity	Erin Fordyce

* Featured Presentations

THURSDAY, MAY 14, 2026

Time	Session/Paper/Poster	NORC Participants
8:30 a.m. to 9:30 a.m. Pasadena Room	Poster Session II Public Sentiment on AI Replacing Human Work: Insights from the 2024 General Social Survey	Rene Bautista
9:30 a.m. to 11:00 a.m. Beaudry A	Paper Innovations in Address-Based Sample Frames Robynne Locke (moderator) * Reaching the Unreachable: A Partnership Approach to Surveying Displaced Residents Post-Wildfire Imputing Drop Points In Illinois: Evaluating a Schema-Based Approach Using Healthy Illinois 2024 Data	Kristy Griffith, Joy Moini Ned English
San Gabriel B/C	Paper Pushing-to-Web Studies Larry Luskin (moderator) Use of QR Codes and Resulting Participation Outcomes in Mixed-Mode Surveys: Implementation of the QR Code Experiment on the 2024 General Social Survey	Elias Kassa
Santa Barbara B/C	Session Responsible AI Integration in Survey Research: Discussion 1 of 2 by the AAPOR AI Task Force Soubhik Barari (speaker)	
11:15 a.m. to 12:45 p.m. Avalon	* Paper Standardized Metrics and Validation Frameworks for LLM Assisted Survey Research Leveraging Large Language Models to Code Open-End Responses in the General Social Survey	Soubhik Barari, Rene Bautista
San Gabriel B/C	Paper American Perspectives Recent Changes in Measurement of Religious Identity and Affiliation on the General Social Survey	Benjamin Schapiro
2:15 p.m. to 3:45 p.m. Pasadena Room - Exhibit Hall	Poster Session III Measuring the National Cost of Older Adult Financial Exploitation The Impact of Engagement Strategies Shortly after Recruitment on Backout and Retention of the Panelists In a Probability Panel	Arvind Ilamaram, Melissa Howe Jiazhi Yang
Hollywood Ballroom	Presentation Director's Cut #3 - Large Language Models and Qualitative Methods Can AI Conduct Expert Review of Survey Questions? Lessons from Using Large Language Models In Questionnaire Evaluation	Zoe Slowinski
4:00 p.m. to 5:30 p.m. Avalon	Paper Examining Coverage & Sampling Errors Using Probability & Nonprobability Panels * Managing Chronic Nonresponse In Probability-Based Panels: Insights from NORC's Quarterly Deactivation and Reactivation Protocols Optimizing Sample Design to Balance Representation of Ethnoracial Groups In a National Sample Enhancing Representation In the General Social Survey with a Probability-Based Panel Supplement	Erlina Hendarwan Colm O'Muirheartaigh Brian Wells
Santa Monica B	Paper The Use of Nonincentive Strategies Lessons from Mailing Material Cognitive Interviews: Optimizing Respondent Engagement for a Large National ABS Survey	Caroline Labow
Beaudry A	Paper Benchmarking LLM Accuracy in Sentiment Analysis and Open-Ended Response Coding * Assessing Large Language Models for Coding Open-Ended Survey Responses: A Study Using the Amerispeak Panel	Xiuli Tang, Min Zhu

* Featured Presentations