



MATHEMATICA
Policy Research

PRESENTATIONS

American Association for Public Opinion Research

"Measurement and the Role of Public Opinion in a Democracy"

May 15-18, 2014—Anaheim Marriott—Anaheim, CA

Thursday, May 15

| Time | Session | Presenter/Author(s) |
|----------------|--|---|
| ▶ 1:30-3:00 pm | Moving Surveys to the Web Paper Presentation: Surveying Low-Income Parents: To Web or Not to Web, Is That the Mode? | Sara Skidmore Cassandra Meagher Jerry West |
| | Methodological Briefs: Survey Participation Paper Presentation: So Nice They Respond Twice: What to Do with Duplicate Responses | Nikki Morrison Nancy Duda Anna Situ Karen Bogen |
| ▶ 3:00-4:00 pm | Poster Session #1 Poster Presentation: Considerations for and Lessons Learned from Online, Synchronous Focus Groups | Sarah Forrestal Angela D'Angelo Lisa Klein Vogel Tessa Kieffer Nyna Williams |
| | Poster Presentation: Using Adaptive Design to Increase Response Rates in an At-Risk Youth Population | Lisbeth Goble Jillian Stein Felicia Hurwitz Lisa Schwartz |
| | Poster Presentation: Web Today, Mail Tomorrow: Mode Choice in a Longitudinal Survey | Melissa Krakowiecki Larry Vittoriano Matthew Potts Karen CyBulski and Others |
| ▶ 4:00-5:30 pm | Assessing Data Collection Effort and Nonresponse | Melissa Dugger, Moderator |

Friday, May 16

| Time | Session | Presenter/Author(s) |
|----------------|---|--|
| ▶ 1:45-3:15 pm | Cross-Cultural Survey Research | Holly Matulewicz, Moderator |
| ▶ 4:15-5:45 pm | Applications of Social Media to Survey Research Paper Presentation: Harnessing Social Media in Survey Research | Amanda Skaff Lisa Schwartz and Others |
| | Paper Presentation: Connecting: Adapting Survey Methods to Reach a Highly Mobile Sample | Melissa Dugger Nan Maxwell |

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| ▶ 4:15-5:45 pm | <p>Methodological Briefs: Survey Mode</p> <p>Paper Presentation: Examining the Acceptance of Prepaid Incentives and Survey Response Behavior</p> | <p>Ae Sengmavong Kevin Mandobh Derekh Cornwell Karen Bogen</p> |
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Saturday, May 17

| Time | Session | Presenter/Author(s) |
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| ▶ 8:00-9:30 am | <p>Topics in Survey Mode</p> <p>Paper Presentation: Response Rate and Participant Differences in a Screening Survey Using Interactive Voice Response (IVR) and Computer Assisted Telephone Interviewing</p> | <p>Julita Milliner-Waddell Rebecca DiGiuseppe</p> |
| ▶ 12:45-1:45 pm | <p>Poster Session #3</p> <p>Poster Presentation: An Experimental Test of Prepaid Incentives and Type of Mailer to Increase Telephone Survey Response</p> <p>Poster Presentation: Parent Survey Response and Completion Rates with Differing Incentive Payments: A Cohort Study from the Universal Preschool Childhood Outcomes Study, Phases 6 and 7 (UPCOS)</p> <p>Poster Presentation: Recruiting a Truly Representative Sample: A Review of Processes Employed During the Universal Preschool Childhood Outcomes Study, Phase 7 (UPCOS)</p> | <p>Rebecca DiGiuseppe Julita Milliner-Waddell</p> <p>Rebecca Mason Susan Sprachman</p> <p>Rebecca Mason Susan Sprachman</p> |
| | <p>Demonstration Session #3</p> <p>Demonstration: Mobile Case Management for Real-Time Sample Prioritization Using SMARTField</p> | <p>Daniel Friend Jennifer McNulty Tiffany Waits</p> |
| ▶ 3:30-5:00 pm | <p>Methodological Briefs: Survey Research in Educational Settings</p> <p>Paper Presentation: Methods for Collecting Physical Activity Data in Urban School Settings</p> | <p>Brittany Vas Bill Reeves Martha Bleeker Kelley Borradaile Nick Beyler</p> |
| | <p>Incentive Impact</p> <p>Paper Presentation: The Effects of Electronically-Administered Incentives on Web Survey Response Rates</p> | <p>Jared Coopersmith Lisa Klein Vogel Kathleen Feeney Tim Bruursema</p> |

Sunday, May 18

| Time | Session | Presenter/Author(s) |
|-----------------|---|--|
| ▶ 9:45-11:15 am | <p>Using Incentive in Distinct Populations</p> <p>Paper Presentation: Impact of a Differential Incentive on a Telephone Survey with a Low-Income Population</p> | <p>Holly Matulewicz Carol Irvin</p> |