

Westat @ AAPOR 2018

**Data to discovery.
Discovery to solutions.**

Westat provides innovative professional services support to clients in their mission to improve outcomes in health, education, social policy, and transportation. We are dedicated to improving lives through research.

We're excited to be in Denver, supporting the conference as a Platinum sponsor and sharing our range of expertise and innovative ideas with colleagues from around the globe. Visit our booth (103-105) and see our schedule inside for details on our participation.

▶ **AAPOR Executive Involvement**

- > Roger Tourangeau, Past-President, Executive Council

▶ **AAPOR Committee Involvement**

- > Martha Stapleton, Education Committee
- > Roger Tourangeau, Chair, Nominations Committee

▶ **AAPOR Ad-Hoc Committees and Task Force Involvement**

- > Eric Jodts, Spam Flagging and Call Blocking Ad Hoc Committee
- > Jill Montaquila DeMatteis, Co-Chair, Data Fabrication Task Force
- > Darby M. Steiger, Mixed Mode Task Force

▶ **AAPOR Awards Committees**

- > J. Michael Brick, Policy Impact Award Committee
- > Brad Edwards, Chair (WAPOR), WAPOR/AAPOR Janet A. Harkness Student Paper Award Committee
- > Darby M. Steiger, Book Award Committee
- > Roger Tourangeau, Chair, Policy Impact Award Committee
- > Douglas Williams, Student Poster Judging Committee

▶ **AAPOR Publications**

- > Ting Yan, Co-Editor in Chief, *Journal of Survey Statistics and Methodology* Oversight Committee

▶ **2018 Award Winners**

- > Victoria Hoverman, Burns "Bud" Roper Fellow
- > Rosalynn Xin Yang, Student Travel Award

Tuesday, May 15

▶ **SHORT COURSE 2:30 – 6:00 PM**

From Ground Rules to Group Dynamics: Moderating Focus Groups for Social Science Research

Governor's Square 11

SHORT COURSE INSTRUCTOR: Darby Steiger (Westat)

Wednesday, May 16

▶ **CONCURRENT SESSIONS A 1:30 – 3:00 PM**

SESSION 4 | Mail Surveys: The Effect of the Envelope and Everything in It on Survey Response

Governor's Square 10

> One Strike, Two Strikes, You're Out. The Inconsistencies of Undeliverable Mail

Vanessa Meldener, Michelle Amsbary (Westat)
Matthew DeBell, Natalya Maisel (Stanford University)

▶ **POSTER SESSION 1 3:30 – 4:30 PM**

Plaza Ballroom D

> 40. Using Online Panel Surveys to Estimate Population-Level Multivariate Health Relationships

Rosalynn Xin Yang (University of Maryland, Joint Program in Survey Methodology and Westat)
Reanne Townsend, Terisa Davis, J. Michael Brick (Westat)
Richard Moser, David Berrigan (National Cancer Institute)

Thursday, May 17

▶ **CONCURRENT SESSIONS B 8:00 – 9:30 AM**

SESSION 5 | AAPOR Ad Hoc Committee Updates

Governor's Square 11

> Spam Flagging and Call Blocking Report

PANELIST: Eric Jodts (Westat)

▶ **CONCURRENT SESSIONS C 10:00 – 11:30 AM**

SESSION 9 | Field Interviewers of Dreams

Governor's Square 16

> That Wasn't Part of the Plan! Reducing Effort Through Stopping Rules to Place CAPI Cases on Hold and Work Plans to Set Them Free

Ryan Hubbard (Westat)

> When to Knock: Reducing In-Person Visits Through Focused Visit Attempt Times

Victoria Vignare, Andrew Williams, and Tammy Cook (Westat)

▶ **CONCURRENT SESSIONS D 1:45 – 3:15 PM**

SESSION 4 | Mixed Methods Approach to Reducing Response Errors Associated With the Usability of Web Surveys

Governor's Square 10

> **Respondent Usage of Online Devices for Reporting Expenditures: Usability Testing of an Online Consumer Expenditure Diary**

Douglas Williams, Hanyu Sun (Westat)
Ian Elkin, Nhien To (Bureau of Labor Statistics)

▶ **CONCURRENT SESSIONS E 4:15 – 5:45 PM**

SESSION 2 | Answers for How to Ask

Director's Row H

> **Asking About Health Insurance to Correct Misreports of the Uninsured**

Amanda Wilmot, Martha Stapleton, Karen Stein (Westat)
Jessica Vistnes (Agency for Healthcare Research and Quality)

SESSION 4 | Please Leave a Voicemail Message on My Call Blocker Device. Don't Leave Your Number, I've Got Caller ID

Governor's Square 10

> **When Is a Good Time to Call? Shifts in Call Productivity by Calling Period Since the Dawn of the Cell Phone Survey Era**

Melanie Goodrich, Sarah Dipko, Eric Jodts (Westat)

SESSION 5 | Tinkering With Tradition: Using Machine Learning Methods to Refine Survey Designs and Improve Survey Participation

Governor's Square 11

> **Using Machine Learning Methods to Improve Responsive Designs in Face-to-Face Surveys**

Gonzalo Rivero, Roger Tourangeau, Brad Edwards, Tammy Cook (Westat)

SESSION 6 | AAPOR/ASA Task Force Report on Data Falsification in Surveys

Governor's Square 12

MODERATOR: Jill DeMatteis (Westat)

> **AAPOR/ASA Task Force Report on Data Falsification in Surveys**

Jill DeMatteis (Westat)
Joe Murphy (RTI International)
Ronald Langlely (Survey Research Center, University of Kentucky)
James Dahlhamer (Centers for Disease Control and Prevention/National Center for Health Statistics)
Kristen Olson (University of Nebraska-Lincoln)
Sharan Sharma (Program in Survey Methodology, University of Michigan)

► **POSTER SESSION 2 3:15 – 4:15 PM**

Plaza Ballroom D

> **10. Methods for Increasing Response Rates for Medicare Beneficiaries**

Amy Djangali, Jacob Joseph-David (IMPAQ International)
Frost Hubbard (Westat)

> **14. Obtaining Informed Assent from Children for Cognitive Interviews**

Teresa Kline, Victoria Hoverman (Westat)

> **15. Web Survey Device Choice and Device Switching in a Hospital Employee Survey**

Theresa Famolaro, Naomi Yount, Joann Sorra, Andrew Caporaso, Helen Liu (Westat)

> **26. Maximizing Bang for the Two Bucks: Results of a Wording Experiment in a Follow-Up Contact for a Mail-Push-to-Web Survey**

Karen Stein, Jennifer Berktold, Amanda Wilmot, Victoria Hoverman (Westat)
Helen Sullivan, Kathryn J. Aikin (U.S. Food and Drug Administration)

> **28. Does Phone Matching Still Predict Survey Response?**

Adwoa Prempeh, Jocelyn Newsome, Jennifer McNulty, Kerry Levin, Hanyu Sun (Westat)
Brenda Schafer, Pat Langetieg, Rizwan Javaid (Internal Revenue Service)

> **29. Does It Matter Which Email Validation Vendor I Choose? Comparing Email Validation Vendors on Accuracy and Cost**

Jody Dougherty, John Wendt, Kelly Daley, Margaret Collins (IMPAQ International)
Frost Hubbard (Westat)

> **39. Using a Tip Sheet to Improve Nonresponse in an IRS Business Survey**

Sarah Bennett-Harper, Karen Stein, Martha Stapleton, Kerry Levin (Westat)
Brenda Schafer, Pat Langetieg, Lisa Rupert, Scott Leary (Internal Revenue Service)

> **49. From the Mail to the Web: Maximizing Recruitment in a Generational Study**

Emily Tristani, Amy Miller, Marsha Dunn (Westat)
Laura Beane Freeman, Gabriella Andreotti (National Cancer Institute)

> **55. Are Mail Invitations Worth the Cost in a Sequential Web with Telephone Follow Up Study?**

Jacob Joseph-David, Rocco Russo, Camellia Doyle, Kelly Daley (IMPAQ International)
Frost Hubbard (Westat)

Friday, May 18

► **CONCURRENT SESSIONS F 8:00 – 9:30 AM**

SESSION 3 | Raise the Flag to Retreat or Rejoice? Exploring the Utility of Appended Information to ABS Samples

Director's Row I

> **Variables Appended to ABS Frames: Has Data Quality Improved?**

Shelley Roth, Andrew Caporaso, Jill DeMatteis (Westat)

SESSION 4 | You Got That Data from My Mobile Device?

Governor's Square 10

> Do Respondents in Business Surveys Device Switch?

Karen Stein, Sarah Bennett-Harper, Martha Stapleton, Kerry Levin (Westat)
 Brenda Schafer, Pat Langetieg, Lisa Rupert, Scott Leary (Internal Revenue Service)

SESSION 9 | How Do We Know What They Know? Theory and Practice of Question Evaluation

Governor's Square 16

> Developing Self-Administered Questionnaires for Children and Teenagers

Victoria Hoverman, Teresa Kline, Joselin Bravo, Adwoa Prempeh, Amanda Wilmot, Martha Stapleton,
 Melissa Rothstein, Sujata Dixit-Joshi, Tracy Vericker (Westat)

SESSION 11 | AAPOR's Got Talent

Plaza Ballroom BCEF

JUDGE: Ting Yan (Westat)

> FINALIST TEAM: Automated Retrieval of Information from Open-Ended Survey Responses Using Natural Language Processing

Antonia Warren, Reanne Townsend, Hanyu Sun, David Cantor, Andrew Caporaso, Gonzalo Rivero (Westat)

▶ CONCURRENT SESSIONS G 10:00 – 11:30 AM**SESSION 4 | Running Our Questions Through the Ringer: Multiple Methods for Evaluating Survey Questions**

Governor's Square 10

MODERATOR: Darby Steiger (Westat)

SESSION 5 | Incentive Traits for Better Response Rates

Governor's Square 11

> Does Geography Affect the Effectiveness of Incentives?

Hanyu Sun, Jocelyn Newsome, Jennifer McNulty, Kerry Levin, Michael Giangrande (Westat)
 Brenda Schafer, Pat Langetieg, Rizwan U. Javaid (Internal Revenue Service)

▶ CONCURRENT SESSIONS H 1:45 – 3:15 PM**SESSION 2 | Missing You, Maybe?**

Director's Row H

> Analysis of Response Propensities and Bias in a Nationwide Dual-Mode Survey

Matthew DeBell, Natalya Maisel (Stanford University)
 Ted Brader (University of Michigan)
 Vanessa Meldener (Westat)

SESSION 9 | The Chatter About Your Scatter! Methods for Representing Error in Data Visualizations

Governor's Square 16

> **Survey Dashboards: Visualizing Interviewer Performance Data**

Susan Genoversa, Jerome Wernimont, Victoria Vignare (Westat)

▶ **CONCURRENT SESSIONS I 3:30 – 5:00 PM**

SESSION 1 | Question Your Answers and Probe Your Questions

Director's Row E

> **Online Probing for Questionnaire Evaluation: Effects of Sample Source and Analysis Method**

Reanne Townsend, Kristin Chen, Gonzalo Rivero, Terisa Davis (Westat)
Rosalynn Xin Yang (University of Maryland, Joint Program in Survey Methodology)
Gordon Willis (National Cancer Institute)

SESSION 6 | So Many Choices. Research on Response Scales

Governor's Square 12

> **Re-Examining the "Middle Means Typical" Heuristic Using Eye-Tracking Methodology**

Jan Karem Hahne (University of Mannheim)
Timo Lenzner, Cornelia Neuert (GESIS - Leibniz Institute for the Social Sciences)
Ting Yan (Westat)

> **Direction of Agree-Disagree Rating Scales and Data Quality**

Ting Yan (Westat)
Florian Keusch (University of Mannheim)

▶ **POSTER SESSION 3 12:45 -1:45 PM**

Plaza Exhibit Hall

> **39. Lessons Learned From the Hospital Survey on Patient Safety Culture Re-Design and Bridge Study**

Andrew Caporaso, Naomi Yount, Theresa Famolaro, Katarzyna Zebrak, Lei Fan, Joann Sorra (Westat)

Saturday, May 19

▶ **CONCURRENT SESSIONS J 8:30 – 10:00 AM**

SESSION 1 | After the Flood, We Flood You with Questions

Director's Row E

> **Long-Term Effects of Natural Disasters on Mail Surveys: A Closer Look at the Impact of Hurricane Sandy**

Jennifer McNulty, Jocelyn Newsome, Kerry Levin, Hanyu Sun (Westat)
Brenda Schafer, Patrick Langetieg, Scott Leary (Internal Revenue Service)

SESSION 3 | Does Push Come to Shove? Assessing Push-to-Web

Director's Row I

> Conducting a Mail-Push-to-Web Survey with a U.S. General Population Audience: Lessons Learned from the Field

Jennifer Berktold, Amanda Wilmot, Karen Stein, J. Michael Brick (Westat)
Helen Sullivan, Kathryn J. Aikin (U.S. Food and Drug Administration)

▶ CONCURRENT SESSIONS K 10:15 – 11:45 AM

SESSION 3 | Our Story: The 'Wizard of AAPOR' and the Yellow Brick Road We Took to Get There

Director's Row I

SESSION PANELISTS: Roger Tourangeau, Ting Yan (Westat)

SESSION 4 | Some Tricks to Increase Clicks: Exploring Methods for Web Survey Recruitment

Governor's Square 10

> Using a Postcard Follow-Up to Encourage Web Response

Kerry Levin, Jocelyn Newsome, Jennifer McNulty, Hanyu Sun (Westat)
Brenda Schafer, Pat Langetieg, Rizwan Javaid (Internal Revenue Service)

SESSION 5 | We Ask the Questions But Do They Answer Them? Exploring the Survey Response Process

Governor's Square 11

> The Influence of Rating Scale Direction on Reliability

Florian Keusch (University of Mannheim)
Ting Yan (Westat)



A complex network diagram with various colored nodes (red, blue, purple, white) connected by thin lines, set against a blue gradient background with bokeh effects.

Data to discovery. Discovery to solutions.

Come meet us at our booth

103-105

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Westat offers innovative professional services to help clients improve outcomes in health, education, social policy, and transportation. We are dedicated to improving lives through research.

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