SRAM Happenings

The SRAM program had seven graduates this past year. Jill Heese received her degree in December 2012 and is currently working as the Survey Program Coordinator at the University of Nebraska Medical Center in the College of Public Health.

Spring Semester 2013 Graduating Class

From the left: Nick Ruther will be working as a Project Manager/Analyst for Abt/SRBI in their Washington, DC office beginning in August.

Adam Swift is currently working at Kenexa/IBM as a data integrity analyst on their survey team.

Lynn Phillips is pursuing her PhD in Marketing at UNL.

Amanda Libman is working at Nielsen in their San Francisco office as a Research Scientist.

Dato Tsabutashvili is currently working at Gallup as an associate of Advanced Design and Analytics group. He is responsible for World Poll data collection in the countries of Former Soviet Union (12 countries in sum). His responsibilities include vendors’ training and monitoring, sampling plan development, participation in questionnaire development, and data processing and validation. He will be also doing analysis of World Poll data for clients and the Gallup web site.

Patrick Johnson is living in Austin, Texas and is employed as an Associate of Analytics for WCG and for ReconMR as a research consultant.

The past spring semester brought several guest visits. They were as follows:

Michael Link (Nielsen)
Tim Johnson (University of Illinois-Chicago)
Michael Larsen (The George Washington Univ.)
Trent Buskirk (Nielsen) and Stanislav Kolenikov (Univ. of Missouri)
Lauren Walton (Nielsen)

SRAM is happy to announce the addition of three new affiliated faculty:

Lesa Hoffmann - Associate Professor and Director of the Cognitive and Quantitative Program in the Department of Psychology

Leen-Kiat Soh - Associate Professor in the Department of Computer Science and Engineering

Julia Soulakova - Associate Professor in the Department of Statistics

During the 2012-2013 academic year the Survey Research and Methodology program was pleased to have two Research Associate Professors working in the program and on research funded by the NCRN grant. SRAM PhD graduate Tarek Al Baghal and Leah Ruppanner, formerly at the University of Hawaii. Both have recently accepted new positions at different universities. Tarek will be starting as a Senior Research Officer at the University of Essex in August and Leah will be a Lecturer at the University of Melbourne beginning July 28th. SRAM would like to thank them for their service and we wish them the very best in their new positions!

SRAM Student Happenings

The fall semester always kicks off the academic year with preparations for a dynamic conference season. Fall 2012 was no exception. SRAM continued the tradition of an excellent showing of student participation with papers and posters presented at the Midwest Association for Public Opinion Research (MAPOR) conference, the American Statistical Association’s H2R (Hard-to-Reach) conference, and the
UNL College of Education and Human Sciences Faculty Research Conference.

**Fay Charoenruk** was the recipient of the Honorable Mention Award at MAPOR for her paper *The effect of visual designs in web surveys on response process across literacy groups*. Congratulations on this well-deserved honor!

**Papers Presented - Fall Semester 2012:**

*Surveying hard-to-reach cultural and linguistic minorities* (book chapter presented)
Authors: Janet Harkness, **Matthew Stange**, Kristen Cibbeli, Peter Ph. Mohler, and Beth Ellen Pennell

*Leaving Home: Examining the Influence of Social Ties on Latin American Immigration*
Authors: Ana Lucía Córdova Cazar and **Matthew J. Hastings**
MAPOR. November 2012 - Chicago, IL, USA.

*Assessing Data Quality Across Within-Household Selection Methods for a Mail Survey*
Author: **Matthew J. Hastings**
MAPOR. November 2012 - Chicago, IL, USA.

*Quantity vs. Quality: The Impact of Sampling Tweets on Health Care Reform Opinions* (poster)
Authors: **Rebecca J. Powell**, Annice Kim, Ashley Richards, and Joe Murphy (all RTI International)
MAPOR. November 2012 - Chicago, IL, USA.

*The effect of visual designs in web surveys on response process across literacy groups* (Honorable Mention Award)
Author: **Nuttirudee Charoenruk**
MAPOR. November 2012 - Chicago, IL, USA.

*Interviewer Variance of Interviewer and Respondent Behaviors: A New Frontier in Analyzing the Interviewer-Respondent Interaction*
Authors: **Nuttirudee Charoenruk**, Bryan Parkhurst, Meryem Ay, and Robert F. Belli
MAPOR. November 2012 - Chicago, IL, USA.

*Developing a Survey Instrument Using Qualitative Research Methods: The Case of the 2012 National Survey on Health Information Exchange in Clinical Laboratories*
Authors: **René Bautista**, Felicia LeClere (NORC at the University of Chicago), Matthew Swain and Vaishali Patel (Office of Economic Analysis, Evaluation and Modeling, ONC)
MAPOR. November 2012 - Chicago, IL, USA.

*Exploring Interviewer and Respondent Interactions: An Innovative Behavior Coding Approach*
Authors: Lauren Walton (The Nielsen Company), **Matthew Stange**, Rebecca Powell, and Robert F. Belli
MAPOR. November 2012 - Chicago, IL, USA.

*Troubles with Time Use: Examining Potential Indicators of Error in the ATUS*
Authors: **Lynn Phillips**, Tarek Albaghal and Robert F. Belli
MAPOR. November 2012 - Chicago, IL, USA.

*Examining the Relationship between Religiosity and Positive Social Engagement in the Western and Islamic Worlds*
Authors: **Nick Ruther**, Amanda Libman and Allan McCutcheon
MAPOR. November 2012 - Chicago, IL, USA.

*Effects of Afghanistan’s 2009 Presidential Election on Public Opinion* (poster)
Authors: **Jill Heese** and Ann Arthur
University of Nebraska-Lincoln, College of Education and Human Sciences Faculty Research Conference. November 2012 - Lincoln, NE, USA.

This past spring semester (2013) was also a busy one for SRAM students. The following is a list of all of the papers and posters that were presented at various conferences.

**Papers Presented - Spring Semester 2013:**

*One drink or two: Does quantity depicted in an image affect web survey responses?* (poster)
Authors: **Nuttirudee Charoenruk** and **Matthew Stange**
AAPOR. May 2013 - Boston, MA, USA.
Using visual design to aid within-household selection in mail surveys: Does it lead to accurate selection and representative samples?
Authors: Matthew Stange, Kristen Olson and Jolene Smyth
AAPOR. May 2013 - Boston, MA, USA.

Using Visual Design Theory to Improve Skip Instructions: An Experimental Test
Authors: Nicole Gohring and Jolene Smyth
AAPOR. May 2013 - Boston, MA, USA.

Are you seeing what I am seeing?: Exploring response option visual design effects with eye-tracking
Authors: Amanda Libman, Jolene Smyth and Kristen Olson
AAPOR. May 2013 - Boston, MA, USA.

An Examination of Question Complexity through Paradata
Authors: Rebecca J. Powell, Ana Lucía Córdova Cazar, and Jinyoung Lee
AAPOR. May 2013 - Boston, MA, USA.

The process of turning audit trails from a CATI survey into useful data: Interviewer behavior paradata in the American Time Use Survey (poster)
Authors: Nick Ruther, Polly Phipps and Robert Belli
AAPOR. May 2013 - Boston, MA, USA.

Examining the relationship between error and behavior in the American Time Use Survey using audit trail paradata
Authors: Nick Ruther, Tarek Al Baghal, Adam Eck, Leonard Stuart, Lynn Phillips, Robert Belli, and Leen Kiat Soh
AAPOR. May 2013 - Boston, MA, USA.

Examining item nonresponse through paradata and respondent characteristics: A multilevel approach
Author: Ana Lucía Córdova-Cazar
AAPOR. May 2013 - Boston, MA, USA.

The discourse of hegemony: Chinese preference for becoming a hegemonic power
Author: Yue Zou

International Studies Association (ISA) Annual Convention. April 2013 - San Francisco, CA, USA.

Student Publications:

The work done by students is not conference presentations alone. SRAM students have manuscripts published in journals, have chapters in books, and are authors of novels! Below are the publications that were submitted for this issue of the newsletter.

SRAM certificate student Bradley Barker had the following publications:


One of our recent graduates (2013), Lynn Phillips, is the author of the novel, “The Quest of the Unaligned.” The book follows the adventures of Alaric, a security chief in the city of Tonzimmel, as he reluctantly undertakes a quest and finds himself at the center of a political, social, and magical conflict of deadly proportions.
From the back of the book: “In the city of Tonzimmel, where hover-cars zip over anonymous crowds, contracts are king, and education is everything, Alaric has worked hard to make a decent life for himself. As a level nine security chief, he needs no one and nothing, and is in control of his fate. Or so he thinks.

“When a stranger from neighboring Cadaeren suddenly appears, however, babbling of magic, quests, and long-lost princes, Alaric finds himself contractually obligated to undertake a journey that his training hasn’t prepared him for: The Quest of the Unaligned.

“Accompanied by Laeshana, a Cadaerian native who has reasons of her own for helping him on his quest, Alaric is soon plunged into a perilous adventure that will force him to confront a seemingly impossible truth and embrace his destiny, even as the fate of Cadaeren hangs in the balance.”

The book is available at major online retailers and would make for an excellent summer read!

**SRAM Announcements**

**Fundraising:**
Last December the Survey Research and Methodology Program began a fundraising campaign for the SRAM Student Development Fund, which is being maintained by the University of Nebraska Foundation. The purpose of this fund is to enhance the educational experience of SRAM students. To date we have received donations in the amount of $400. If you are interested in learning more about the purpose of this fund, and possibly providing a donation, please visit: https://nufoundation.org/sslpage.aspx?pid=9556

Any amount of donation, no matter how small, is welcome and all donations are tax deductible. We plan to provide regular updates on how this fund is being used for the benefit of current SRAM students. We always welcome your input on ideas on how this fund can be used; please direct your correspondence to Renae Reis at rreis2@unl.edu.

**SRAM Alumni Information**

The following news comes from SRAM alumni and includes everything from citations to paper presentations and job updates. Please feel free to share any information you think would be of interest to the SRAM program.

**Meryem Ay** (2012):

Meryem will be presenting a paper with her colleagues in South Africa in July 2013:


**Jamie (Marincic) Griffin** (2011):

Jamie also presented a continuation of that work at AAPOR 2013 in Boston:
Griffin (2013) *Including covariates in a factor mixture model intended to detect differences in vague quantifier interpretation*.

**Andy Peytchev** (2002):
Andy was co-author with Paul Biemer (both at RTI International) of the article *Using Geocoded Census Data for Nonresponse Bias Correction: An Assessment* in the inaugural issue of the *Journal of Survey Statistics and Methodology*.

**Kumar Rao** (2006):
Kumar is Director of the Statistical Center of Innovation at The Nielsen Company. Kumar is happy to report that Nielsen has officially filed three patents with the United States Patent and Trademark Office on his behalf (with a few other co-inventors) for “significant and innovative works in the field of Web Analytics, specifically around ad/content measurement in online and mobile systems. I owe my success to my peers and what I learned as being a part of SRAM.”

**Monica Sanchez** (2005):
Monica is now working at GBTA (Global Business Travel Association) as a Project Director for Research. She is back working more closely with surveys. She will be presenting some of their research at their International convention in August in San Diego and also in their Latin
America convention in Argentina in October. She will be presenting at both conferences on our Business Travel Index study for Latin America.


**Femke De Keulenaer**, an SRAM exchange student in 2002 and currently an analyst at Gallup, was featured on the European Voice. You can read the article here: [http://www.europeanvoice.com/article/imported/asking-the-european-question/77530.aspx](http://www.europeanvoice.com/article/imported/asking-the-european-question/77530.aspx)

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**SRAM Faculty Notes**

SRAM faculty are busy researching, publishing, presenting, and teaching. Here are a few of the highlights from the past academic year.

**Bob Belli:**
SRAM Director and Chair **Bob Belli** along with SRAM grads Ipek Bilgen and Tarek Al Baghal had the article *Memory, communication, and data quality in calendar interviews* published in the Public Opinion Quarterly, 77, 194-219 (2013).

**Janet Harkness:**
The first annual **Janet A. Harkness** Student Paper Award was given this past May at the joint meeting of WAPOR and AAPOR in Boston. This first ever, joint-association award is given in memory of Janet Harkness, distinguished survey methodologist and educator who passed away in 2012. She served as director of the SRAM program and the UNL Gallup Research Center from 2005 until her passing. The award honors student papers focused on the study of multi-national / multi-cultural / multi-lingual survey research (3M), or to the theory and methods of 3M survey research, including statistics and statistical techniques used in such research.

Zeina Mneimneh, of the University of Michigan, was awarded the top prize for her paper titled “Cultural and Interviewer Effects on Interviewer Privacy.” She is pictured with Allan McCutcheon and Janet’s husband Peter Ph. Mohler at the WAPOR award banquet held in Boston University’s Metcalf Trustee Ballroom in May. Mara-Cecilia Ostfeld, of the University of Pennsylvania, was selected for Honorable Mention for her paper titled “‘Nuestro Idioma’ Spanish-Language Media Effects on Latino Political Identity.”

You can watch the video of the award presentation at: [http://www.youtube.com/watch?v=M1jDgG9D07c](http://www.youtube.com/watch?v=M1jDgG9D07c)

Thanks to SRAM alumni, Mario Callegaro, for capturing this moment for us.

Professor Harkness was also co-author of a book that received the AAPOR book award in 2013. According to the AAPOR website the award “seeks to recognize influential books that have stimulated theoretical and scientific research in public opinion; and/or influenced our understanding or application of survey research methodology.” The book *Survey Methods in Multinational, Multiregional, and Multicultural Contexts* (John Wiley & Sons, Inc. 2010) was written by Janet A. Harkness, Michael Braun, Brad Edwards, Timothy P. Johnson, Lars Lyberg, Peter Ph. Mohler, Beth-Ellen Pennell, Tom W. Smith.

**Kristen Olson:**

Jolene Smyth:
“I have continued to teach short course for The Evaluator’s Institute of George Washington University. These are 2-day short courses. I taught one in April (in San Francisco) and will do another in July (in DC). “The Design and Administration of Internet, Mail, and Mixed-Mode Surveys.”

“I have also done several 2-day short courses for the Office of Evaluation and Inspection (part of DHHS Office of Inspector General). For just over a year I have been traveling to their regional offices and doing these courses on the basics of survey design for mail and internet. I have been to DC (twice), Philadelphia, Chicago, San Francisco, Dallas, and Boston. I had participants from the regional offices in all of those places plus staff from the regional offices in New York and Kansas City (the New York people joined us in Boston and the KC people joined us in Chicago). In San Francisco I had to pause in my course for an earthquake drill. They took my picture with the San Francisco Regional Inspector General for Evaluation and Inspections.

“I also traveled to the annual meeting of the Association for Academic Survey Research Organizations in Durham, NH in February where I attended sessions focused on how to run a survey shop within a university structure. This spring I was also elected as AASRO’s Secretary and Membership Coordinator.

“Among other things, I am currently working with Don Dillman and Leah Christian on a new edition of the Tailored Design Method book. It should be out in 2014.”

Calendar Notes

- **August 19:** Last Day for Early Registration
- **August 20:** Late Registration begins
- **August 20:** Fall Semester begins
- **September 3:** Labor Day (University Closed)
- **October 15-16:** Fall Semester Break (No classes-UNL offices open)
- **October 22:** Priority Registration for Spring 2014
- **November 21:** Student Holiday (UNL offices open)
- **November 22-25:** Thanksgiving (UNL offices closed)
- **December 3-8:** Last week of classes
- **December 10-14:** Finals Week
- **December 14:** Fall Semester Graduate Commencement
- **December 24-January 1:** Holiday Closedown (UNL offices closed)

The entire academic schedule can be found [here](#).