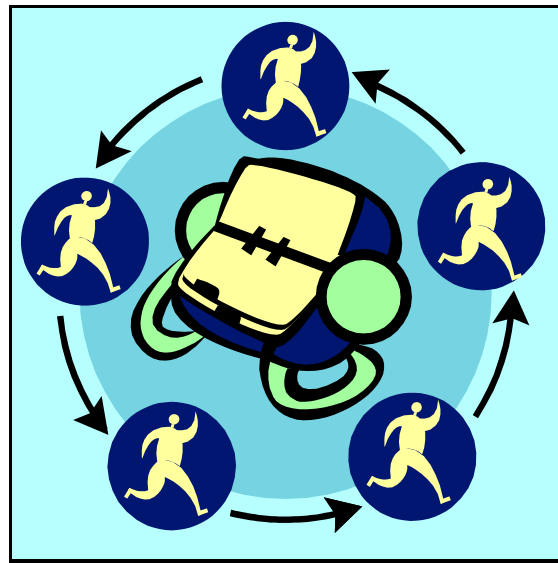


U.S and international professional associations for survey researchers

Mario Callegaro



Agenda

- What are professional associations?
- Why should I become a member?
- How is a professional association organized?
- What are the membership's benefits?
- Which are the professional associations that share an interest in survey research?
- How much is the yearly fee for students?
- Last but not least

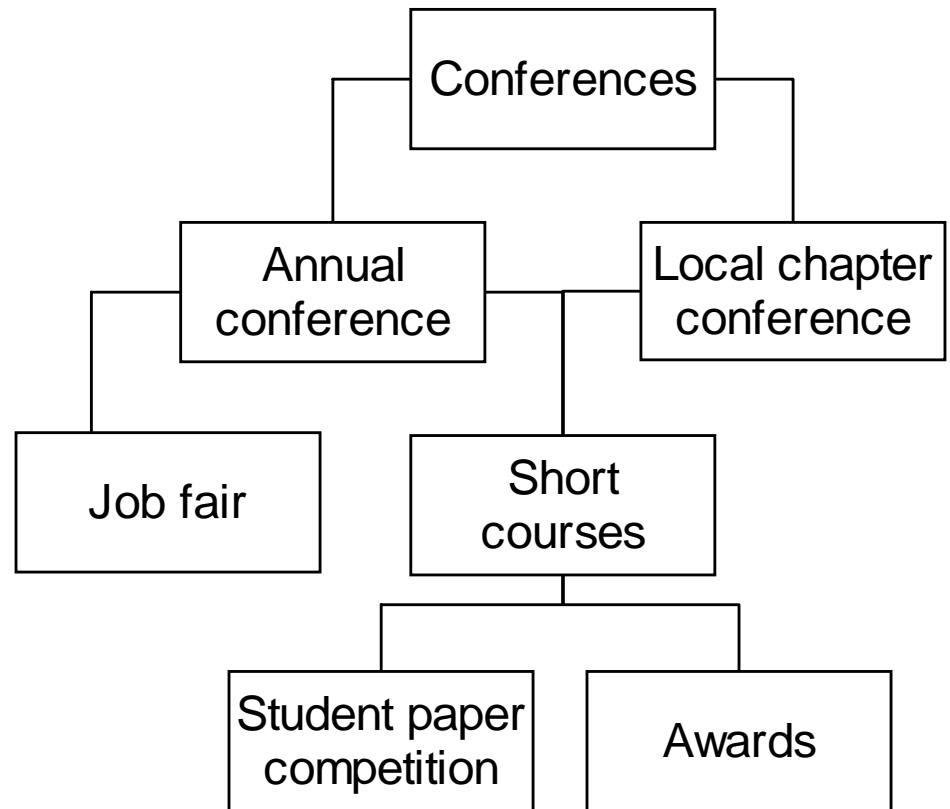
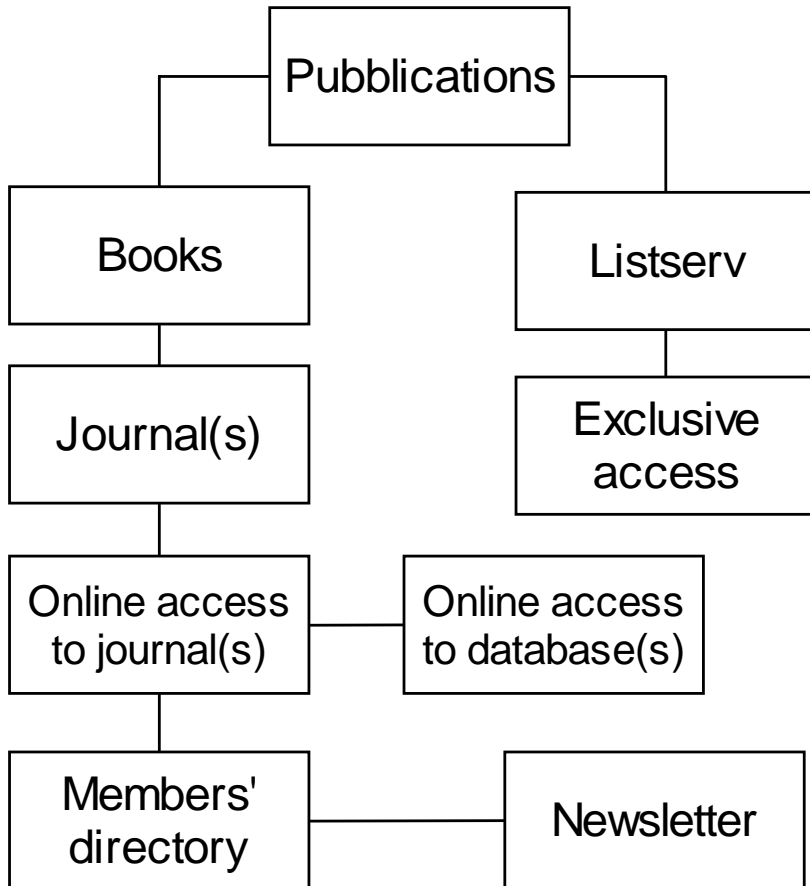
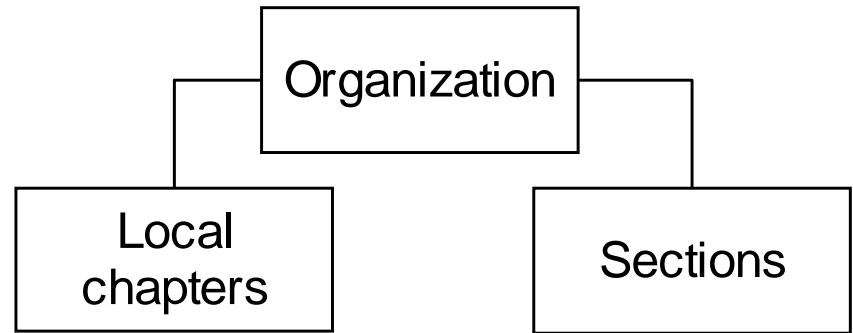
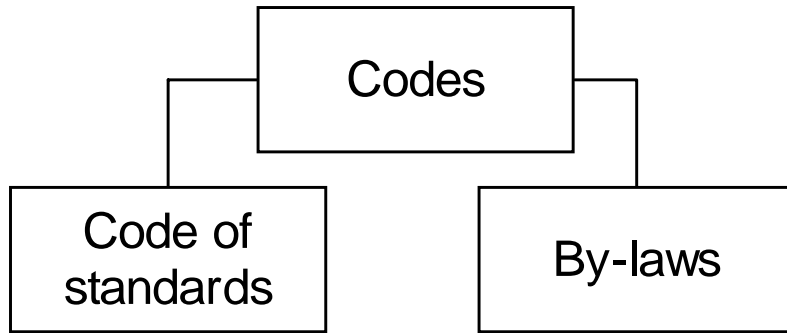
What are professional associations and what they do?

- Professional associations are associations of academics and professionals working and sharing interests in your field
- Professional associations promote quality in research
- Sometimes they lobby to get better treatment or to protect your job

Why should I become a member?

- Professional organizations promote informal and formal networking among your colleagues
- They are a place where you can update your knowledge and learn new topics especially once out of school
- Professional organizations can help you to find/change job, know how much money you can ask
- Job applications often ask for membership belonging

How is a professional organization organized?



Membership benefits

- Networking with colleagues
- Continuing education
- Job/consulting opportunities
- Internship opportunities
- Discounts on conferences, printed materials, publications, proceedings, journals...
- Access to listserv, journal(s), database(s) publications, members' only area on the website
- Salary information (survey among members)
- Safeguard for your job (even if P.A. are not unions)

North America national associations

- American Association for Public Opinion Research (1947)
- American STATistical association (1839)
 - Survey research methods section
- American Sociological Association (1905)
 - Methodology section
- American Political Science Association (1903)
 - Political methodology section
 - Elections, public opinion and voting behavior section
- American Marketing Association (1915)
- Market Research Association (1954)

International organizations

- [World Association for Public Opinion Research](#) (1947)
- [International Statistical Institute](#) (1885)
 - [International Association of Survey Statisticians](#) section
- [Association for Survey Computing](#) (1971)
- [International Sociological Association](#) (1949)
 - Logic and methodology section [RC33](#)
- [European Association for Survey Research](#) (2004)
- [European Society for Opinion and MARKeting Research](#) (1948)
- [Society for Applied Research in Memory and Cognition](#) (1994)
- [International Association for Social Science Information Science and Technology](#) (1975)

Survey Methodology Students listserv [smsnet]

- Smsnet is a listserv of the Survey Methodology Students originated by Andy Peytchev at the University of Michigan, Program in Survey Methodology
- The aim of the listserv is to start networking students in the survey research area
- To join: <http://listserver.itd.umich.edu/cgi-bin/lyris.pl?enter=smsnet>

the Survey Statistician

The Newsletter of the International Association of Survey Statisticians

No. 51

January 2005

Q. What can I do to enhance the quality of retrospective reports?

R. Robert F. Belli, University of Nebraska

The quality of retrospective reports depends on the quality of autobiographical remembering. Errors arise because all remembering is reconstructive rather than reproductive, and the accuracy of memory reconstructions depend (among other things)

interviewing data collection methods.

Belli, R. F. (1998). The structure of autobiographical memory and the event history calendar: Potential improvements in the quality of retrospective reports in surveys. *Memory*, 6, 383-406.

Belli, R. F. (2004, August) Improving the Quality of Retrospective Reports: Calendar Interviewing Methodologies. Paper presented at the sixth international conference on logic and methodology,



Conducting an Exit Poll in Mexico: Getting Experience from the Veracruz Gubernatorial Election

Rene Bautista, *University of Nebraska-Lincoln, Survey Research and Methodology*

Mario Callegaro, *University of Nebraska-Lincoln, Survey Research and Methodology*

Francisco Abundis, *Parametría*

I. Introduction

On September 5th, 2004 the gubernatorial election was held in the state of Veracruz, Mexico. Parametría SA de CV, an independent Mexican public opinion firm, specializing in policy polling and focus groups, conducted an exit poll. Francisco Abundis (Parametría) was in charge of the polling. René Bautista (UNL-Gallup Research Center) and Mario Callegaro (UNL-Gallup Research Center) were invited as external consultants for this project.

II. Context

Before September 5th of this year, the outcome of the most challenging gubernatorial election in the history of Veracruz –a southern state in Mexico– was at the epicenter of numerous speculations among politicians as well as pollsters in Mexico. Several weeks in advance, polling firms were trying to estimate as accurately as possible the Veracruz political preferences. Now, following the election, we know that it was a difficult assignment; the winner barely obtained 1% over his nearest contender.

Listserv example:

AAPORNET:

There are 6 messages totalling 430 lines in this issue.

Topics of the day:

1. measures of stress
2. Feelings about national security
3. establishment surveys--surveys of retail establishments
4. Essex Summer School in Social Science Data Analysis and Collection
5. Job Opportunity No. 1
6. Job Opportunity No. 2

Managing and searching the listserv, aapor example

- Go to:
<http://lists.asu.edu/archives/aapornet.html>
- You can:
 - Search the archive
 - Change the way you receive the messages
e.g. ask for the digest (one unique message a day)
 - Temporary stop receiving messages

North American institutional organizations

- Council for Marketing & Opinion Research (1992)
- Council of American Survey Research Organizations (1975)
- National Council on Public Polls (1969)
- Council Of Professional Associations on Federal Statistics (1981)
- Federal Committee on Statistical Methodology (1975)

Lobbying for us...

- CASRO, AAPOR, and CMOR lobbied to make survey research exempted from the Do Not Call [list](#)
- “The US Federal Government has recognized that survey research is “informational”-- NOT “commercial” (i.e, Survey Research is NOT direct marketing, advertising, sales, fundraising)
- “...the US Federal Government has confirmed that survey research is not covered by (rather than “exempt” from) laws that apply to “commercial” activities” (Diane Bowers, CASRO's President)

Protecting our name and reputation

- AAPOR corrects the record on polling about terrorism before 9/11/01. See [link](#)
- AAPOR Statement on Election Year "Push Polls". Citing a recent Arizona "poll" as a possible example, AAPOR explains the difference between "push polls" and legitimate surveys. See [link](#)
- AAPOR statement: Signature Collection Under Guise of Research. See [link](#)

2005 student membership fees

N. American associations	Annual fee	International associations	Annual fee
AAPOR	25 \$	WAPOR	50 \$ ^a
AMSTAT	25 \$	ISI	73 \$ ^{a *}
ASA	16 \$	ASC	30 £ [*]
APSA	37 \$	ISA	120 \$ 4 yr. ^a
AMA	39 \$	EASR	10 € [*]
MRA	50 \$	SARMAC	10 \$
		IASSIST	25 \$

* = No discounted student fee, regular member fee

^a = Developed countries membership fee

Student memberships (what you get)

- Depending on the association, the student membership can give you limited access to the benefits of a full membership
- AAPOR gives you POQ, all other mailings except election ballots
- ASA: students must subscribe to at least one ASA journal
- APSA: full membership but 7 year limit of eligibility
- SARMAC: no journals included

Last but not least

- Keep the contacts with your country by joining local survey research/statistics associations, for example:
 - [Royal Statistical Society](#) (UK)
 - [International Chinese Statistical Association](#)
 - [Mexican Statistical Association](#)
 - [Sociedad Internacional de Profesionales de la Investigación en Encuestas](#) (Spain)
 - ...

Now what?

- Look at the associations' websites presented in these slides
- Decide which one you want to subscribe
- The student membership is also a great opportunity to try an association without spending too much money