

NYAAPOR

New York Chapter
American Association for Public Opinion Research
Established 1979



NYAAPOR 2007 Newsletter

From Your NYAAPOR Council, Prepared by Megan Scott, Communications Chair

PRESIDENT'S GREETING

Dear NYAAPOR Member,

Welcome to the second half of a terrific year for NYAAPOR!

Our fall season featured an extraordinary lineup of programs and presentations from luminaries in the field. Much more is ahead – starting with a revealing session on the U.S. Census next Wednesday, Jan, 31, presented by former Census Director Ken Prewitt and Harvard Prof. Sunshine Hillygus, co-authors of “The Hard Count.”

We'll have a session Feb. 21 on a unique survey of the U.S. Army, another March 8 on New York City governance with Ester Fuchs, John Mollenkopf and Doug Muzzio, a series of skill-building workshops and our new student paper competition (see nyaapor.org for entry information). And we're working on a strategic alliance with the New York Chapter of the Marketing Research Association – a terrific opportunity for networking and cross-pollination across our two groups. More on that to come.

Events like these are what make NYAAPOR unique, bridging academic, commercial, political and social research disciplines to create unique opportunities for professional development and networking alike. If you haven't renewed your membership already, please do so now at nyaapor.org. Enjoy the following newsletter, prepared by our Communications Chair, Megan Scott, and reflecting the good work of all your Council members. And I'll see you next Wednesday for “The Hard Count” at Fordham!

*Gary Langer
NYAAPOR President
Director of Polling, ABC News*

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New York Chapter of the American Association for Public Opinion Research

152 Madison Avenue, Suite 801, New York, NY 10016

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Upcoming Events

Events are free for members.

For more details and to RSVP all events, contact: mgmtoffice@aol.com, or www.nyaapor.org

Meet the Authors (Jan 31)

The Hard Count: The Political and Social Challenges of Census Mobilization

Join us for a rare opportunity to meet the authors of a compelling new study on the diverse factors that influence respondent participation. *The Hard Count* details the massive mobilization campaign launched to encourage Americans to complete and return their 2000 census forms, including the political opposition that emerged seeking to limit the kind of data the census could collect.

D. Sunshine Hillygus is Assistant Professor of Government and Director of the Harvard Program on Survey Research. Kenneth Prewitt is the Carnegie Professor of Public Affairs at the School of International and Public Affairs at Columbia University. NYAAPOR, with the Russell Sage Foundation, will offer coupons for a 20% savings on *The Hard Count* to all attendees.

Fordham U, 60th & Columbus/9th Ave, 12th Floor Lounge on Weds. Jan 31, 6-8PM, refreshments 5:30PM

The Social and Political Attitudes of Members of the US Army (Feb 21)

NYAAPOR is proud to welcome Major Jason Dempsey of the US Army and Professor Robert Shapiro of Columbia University as they present results from their unique new survey of the US Army. Moving beyond anecdotal and limited studies of the armed forces, Major Dempsey and Professor Shapiro will offer evidence from a random sample survey of active-duty members of the US Army -- with surprising and revealing evidence about their social and political attitudes -- and discuss the implications for the Army as well as for future civilian-military relations.

Fordham U, 60th & Columbus/9th Ave, 12th Floor Lounge on Weds. Feb 21, 6-8PM, refreshments 5:30PM

The Mayor's Politics and the Future of Governing NYC (Mar 8)

NYAAPOR welcomes Prof. Ester Fuchs of Columbia and Prof. John Mollenkopf of the CUNY Graduate Center to discuss the role of polls in shaping policy in NYC. Prof. Fuchs will draw upon her service as Special Advisor to the Mayor for Governance and Strategic Planning in the Bloomberg administration. As Special Advisor, she was responsible for developing and initiating reform initiatives for city agencies as well as advising innovative and efficient ways to deliver public services. Prof. Mollenkopf will review polls from advocacy groups, the news media, and academia. Prof. Doug Muzzio of Baruch College's School of Public Affairs will moderate.

Fordham U, 60th & Columbus/9th Ave, 12th Floor Lounge on Thurs. March 8, 6-8PM, refreshments 5:30PM

Student Paper Award Evening

Join us for a session with the recipient of the new student paper award. Details to be announced, stay tuned.

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We Hear You: Topline Feedback from the Membership Survey

Recently, NYAAPOR conducted an online membership survey, with the generous sponsorship of CfMC Research Software and the elbow grease of Councilor-at-Large, Geoff Feinberg. The Council will use the feedback from the 95 completed surveys as guidance. Here are some highlights.

- NYAAPOR is primarily a venue for developing and maintaining professional competency (see table 1 below, top tier reasons to belong to NYAAPOR). Three-quarters regard keeping up with developments in the field as an “essential” reason for belonging to NYAAPOR, and nearly as many are driven to belong by professional interest in the topics covered.
- Second-tier reasons focus on social ties, community and the responsiveness of Council.
- “Content” -- tailored for academics or to those at non-profits -- is not an essential element for the membership. Commercial sector-tailored “content” is also a “must-have” for only a minority.

Table 1: Reasons for Belonging to NYAAPOR and Chapter Performance

Reason for Belonging to NYAAPOR	% Saying "Essential" Reason	Top-Box NYAAPOR "Excellent"
Keeping up with developments in the field	75	36
Professional interest in topics covered	72	34
Personal interest in topics covered	63	24
Opportunities to see interesting & professional speakers	63	41
Meeting interesting & prominent speakers	42	28
Council that is responsive to the interests & needs of members	38	25
Seeing friends & colleagues	34	27
Activities geared to members who work in the comm.. sector	25	8
Habit/loyalty; longstanding ties to NYAAPOR	22	NA
Opportunity to contribute to organization in your field	21	21
Networking for career opportunities	18	12
Activities geared to members who work for non-profit institutions	14	7
Activities geared to members who work for academic institutions	14	14
Being listed in membership directory	14	NA
Networking for client opportunities	11	5

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Membership Poll Cont.

How is NYAAPOR performing on things that matter most to membership and in general?

As table one shows, the organization has delivered its best on things that matter most to membership (i.e., the best scores are on issues frequently ranked as “essential.”). Top-two box scores (not shown) say that ninety-three percent rate NYAAPOR as “excellent” or “good” for “opportunities to meet interesting and prominent people in the field.” Eighty-eight percent say NYAAPOR is an excellent/good venue for meetings on topics of professional interest.”

Credit for these high marks stems in large part from the ambitious program, designed and executed by Program Chair, Patrick Moynihan. In the last four months of 2006 alone, NYAAPOR has hosted eight events!

Generally, one-third of members are “very satisfied” with their membership and another 61% are “generally satisfied.” Only one in twenty (6%) are “generally dissatisfied.”

What can NYAAPOR do to attract more members, as well as retain and deepen current members’ contributions to the organization?

Members tend to be working full time, with advanced degrees, and tended to have not joined as students. On average, members joined eight years ago, and have been in the industry for sixteen years. Most learned about NYAAPOR at work – through a peer or senior colleague. This feedback suggests recommendations remain a key source of attracting new members.

Stated intentions for renewals seem strong. Members are more likely to attend sessions of interest at night by a wide margin. Feelings on redirecting programs to more marketing research topics are mixed. Fifty six percent said more programs on marketing research should be added, while 44% said to “stick mostly to programs on public opinion research.” Programs that span the plurality of employers (academic, non-profit, and commercial sector) will continue serve the variety of professional interests.

New Members

NYAAPOR welcomes our new Members:

Susan Behnke, Harris Interactive
Joel Bloom, SUNY Albany
Catherine Chiong, ORC Macro
Payton Craighill, ABC News
Linda Crane, Harris Interactive
Kaitlyn DeLuca
Justin Gale, Charney Research
Alyssa Johnson, Harris Interactive
Kathleen Knight, Barnard College
Judith Langer
John Lein, GfK
Nandita Murukutla, Harris Interactive
Lina Newton, Hunter College
Jay Oppenheim
Eliana Orellana, Academy for Educational Development

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Joan Pastore
Kalina Popova, Harris Interactive
Michelle Prager
Priya Sangameswaran, Dow Jones
Talin Sesetyan, Harris Interactive
Randall Thomas, Harris Interactive

... and our new Student Members:

Chirine Alameddine, Columbia University
Isabel Alvarez, Columbia University
Kumiko Ando, Columbia University
Jessica Byers, Columbia University
Stephanie Buttacavoli Sosa, Columbia University
Alejandro Catterberg, Columbia University
Stephanie Coyiuto, Columbia University
Ivan Crowley, Columbia University
Rebecca Doss, Fordham University
Stephen Earley
Marion Grandjean, Columbia University
Avin Gupta, Columbia University
Katia Herrera, Columbia University
Otto Hermann, Columbia University
Michelle Holland
Kensuke Horii, Columbia University
Bingjie Huang, Columbia University
Jan Lee, Columbia University
Flora Leventis, Columbia University GSAS
Zhuo Li, Columbia University
Benjamin Liberman, Columbia University
Shagun Mehrotra, Columbia University
Dan Meththananda, Columbia University
Sung-ah Moon, Columbia University Graduate School
Elizabeth Ninan, Columbia University
Meghan O'Neil, Columbia University
Jill Paine, Columbia University
Helen Parsons, Columbia University
Zachary Peskowitz, Columbia University
Paul Polichino, Columbia University QMSS
Eva Quintana, Columbia University
David Rim, Columbia University
Rachel Rosen, Columbia University
Tulay Sangiray, Columbia University GSAS
Amanda Shull, Columbia University
Juli Simon Thomas, Columbia University GSAS
Allison Slotnick, Fordham University
Mary-Mildred Stith, Columbia University
Vito Summa, Fordham University
Chao Sun, Columbia University
Ming-Hong Tsai, Columbia University
Dana Watnick, Columbia University
Takayoshi Wiesner, Columbia University
Andy Wilson
Burcu Yildirim, Columbia University
Wei Zhao, Columbia University

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The Warren J. Mitofsky Student Paper Competition

The New York Chapter of the American Association for Public Opinion Research (NYAAPOR) has established a new annual student paper award to be given during our spring 2007 season.

The award honors Warren J. Mitofsky, recognizing his extraordinary career in survey research and his contributions to the profession, its colleagues, and its students.

Students in the tri-state area are invited to submit papers in any field related to the study of public opinion, broadly defined, or to the theory and methods of survey research. Coauthored papers are eligible as long as all the authors are students (graduate or undergraduate) at the time the paper is submitted.

The winning paper will receive an award of \$200, and the author(s) will be invited to give a presentation of the paper at an evening NYAAPOR meeting in the spring.

Authors should submit papers electronically in MS WORD or PDF format **by 5 p.m. on February 1, 2007**, to:

Robert Shapiro
Columbia University
E-mail: rys3@columbia.edu

Submissions should include the author's (or authors') name(s), address, telephone number, e-mail address, and a description of the student status of the author(s). The paper should include an abstract of no more than 150 words. Papers should be double spaced and normally 15-25 pages in length. Receipt of the papers will be acknowledged by electronic mail.

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