



**NEW YORK CHAPTER
AMERICAN ASSOCIATION FOR
PUBLIC OPINION RESEARCH**

2007

Outstanding Achievement Award

Presented to

PAUL J. LAVRAKAS



Dr. Paul J. Lavrakas is a leading survey research methodologist, public opinion scholar, and a strong proponent of high ethical standards and best practices in survey research. His distinguished career spans both academia and the private sector and has included extensive service to the profession.

Dr. Lavrakas is retiring this year from his position as vice president and senior research methodologist at Nielsen Media Research (2000-2007) where a focus of his work has been improving the quality (reliability and validity) of the data NMR gathers.

As a professor at Northwestern University (1978-1996) and Ohio State University (1996-2000), Dr. Lavrakas taught countless students the importance of rigorous research methodology. He also founded and served as faculty director of both the Northwestern University Survey Laboratory (1982-1996) and the Ohio State University Center for Survey Research (1996-2000).

Dr. Lavrakas' academic research includes over 300 publications and conference papers. His book, *Telephone Survey Methods: Sampling, Selection, and Supervision*, (2nd edition; Sage, 1993), has been used extensively by survey researchers for the past two decades. He's currently serving as editor of the forthcoming *Encyclopedia of Survey Research Methods* (Sage) and as guest editor for a special issue of *Public Opinion Quarterly* on cell phones and telephone surveys.

Dr. Lavrakas has also been a strong proponent of the importance of polls in the democratic process. He is the editor of three books on election polls and the news media: *Polling and Presidential Election Coverage* (Lavrakas and Holley; Sage, 1991), *Presidential Polls and the News Media* (Lavrakas, Traugott, and Miller; Westview, 1995), and *Election Polls, The News Media and Democracy* (Lavrakas and Traugott; Chatham House, 2000). He also is co-author of *The Voter's Guide to Election Polls* (Traugott and Lavrakas; 3rd Edition, Rowman and Littlefield, 2004), which Prof. Sidney Kraus has called "the best treatment of polling and its consequences that has been written in the last 40 years."

Dr. Lavrakas has served as AAPOR program chair and as chair of AAPOR's Conference Operations Committee, and in 2003 was the co-recipient of the AAPOR Innovators Award for leadership in producing AAPOR's standard definitions for final dispositions of case codes and outcome rates. He also has served as MAPOR president and program chair, and was 1997 recipient of the MAPOR Fellows Award.

NYAAPOR is proud to present its Outstanding Achievement Award to Paul J. Lavrakas.

