



PLAYERS GUIDE

2019 PRESENTERS SCHEDULE

**RTI**
INTERNATIONAL



INTRODUCTION

Since our founding in 1958, RTI International has stood on the forefront of statistical and survey research. We've led the way in uncovering new methods to collect and analyze information and continue to enhance existing practices.

RTI owes its success entirely to our people—Game Changers who continue to push the boundaries of how statistical and survey research is conducted.

We invite you to learn more about some of the people who have made RTI what we are today and who continue to advance the field of public opinion research.



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The RTI logo is a registered trademark of Research Triangle Institute.

GAME CHANGERS



Ashley Amaya, PhD



Peter Baumgartner, MS

Ashley's research focuses on the interactions between various survey design components, in addition to a unique expertise in the use of address-based sampling and multimode designs. She has nearly 20 years of experience with the Total Survey Error framework, which ensures representativeness and high-quality data. Apart from her methodological research, she has extensive experience in project management on various surveys related to public health and substance abuse. Ashley continues to be active in professional service. She currently serves as the editor of AAPOR's e-journal, *Survey Practice*, and is a member of AAPOR's Standard Definitions Committee.

Peter is a data scientist who uses statistics, predictive analytics, natural language processing, data visualization, and machine learning in his research. During his relatively short time at RTI, he has already been recognized with two Team Awards and is an active participant in RTI's Data Science Working Group. Some of his recent work involves using big data and social media to uncover online communities of cannabis users. He also works to develop software that leverages natural language processing to help researchers with qualitative analysis.

GAME CHANGERS



**Marcus
Berzofsky, DrPH**

Marcus is a senior research statistician specializing in survey sampling; he currently serves as principal or co-principal investigator on large projects related to criminal justice and health care. Marcus has been recognized with numerous awards during his time at RTI, including three President's Awards and two Team Awards. He has also contributed to over 80 presentations, journal articles, and technical reports in the past 5 years. Marcus has been involved in professional service, serving as an organizer for ASA's 175th Anniversary Celebration in 2014 and as a Program Committee member for the 4th International Conference on Establishment Surveys.



**Steven
B. Cohen, PhD**

As RTI's Vice President of the Division for Statistical and Data Sciences, Steven is a leader and an expert in biostatistics, survey design and methods, sampling, and health services research. One of his current research interests involves encouraging the identification and implementation of machine learning and artificial intelligence-based applications to fast-track and automate estimation and imputation procedures of national survey efforts while maintaining high levels of accuracy and data integrity. Steven has authored over 150 journal articles and publications in his career; he has also received the AAPOR Policy Impact Award for the Medical Expenditure Panel Survey Program.

GAME CHANGERS



**Stephanie
Eckman, PhD**



Emily Geisen, MS

Stephanie is a research powerhouse and an RTI Fellow in the Survey Research division. She specializes in using data to answer important questions about society. Her research interests include using passive data to supplement or replace active (survey) data, using geographic information technology to improve survey data quality, and examining the role of respondent and interviewer motivation in data quality. Stephanie has held research and academic positions both in the United States and abroad, and she is currently AAPOR's Standards Chair.

Emily is an expert in survey methodology, managing RTI's cognitive and usability lab. She specializes in designing and evaluating survey instruments to improve data quality and reduce respondent burden. She also specializes in conducting surveys with physicians and other health care professionals. Emily recently authored the book *Usability Testing for Survey Research*, which provides best practices for conducting usability tests on web and mobile surveys, as well as interviewer-administered tools. Emily also teaches a graduate course on questionnaire design at the University of North Carolina—Chapel Hill. Emily is the 2018–2019 AAPOR Membership and Chapter Relations Chair.

GAME CHANGERS



Ashley Griggs, MS

Ashley focuses primarily on instrument development and questionnaire design, with an emphasis on reducing mode effects and improving measurement through principles of visual design. Her work includes cognitive interviewing; questionnaire appraisals; creation and enhancement of questionnaires and forms; and web survey development, programming, and testing.



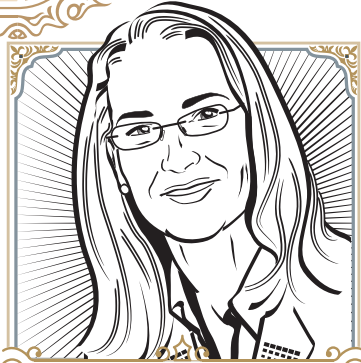
Rachel Harter, PhD

Rachel is an expert in address-based sampling and led the AAPOR Task Force on the subject. She was named an ASA Fellow for helping advance sample design protocols, survey statistics, and small area estimation in support of research for the public good; displaying outstanding managerial leadership, mentoring, and collaboration; communicating statistical developments effectively; and serving the overall profession. She was an invited speaker at the 2017 Women in Statistics conference and was 1 of 30 women profiled in an AMSTAT News article celebrating women in statistics and data science.

GAME CHANGERS



Craig A. Hill, PhD



**Antje
Kirchner, PhD**

Craig is a leader in social science, setting vision and strategy for the Survey, Computing, and Statistical Sciences unit at RTI. His research interests focus on using new technology in the field, including data science and artificial intelligence. He has published and presented more than 50 papers on social science methods and has also co-edited and written a chapter of the book *Social Media, Sociality, and Survey Research*. This book examines the challenges facing survey research in the age of social media and the approaches to working with social media to collect data. He has served on AAPOR's Conference Operations Committee since 2007.

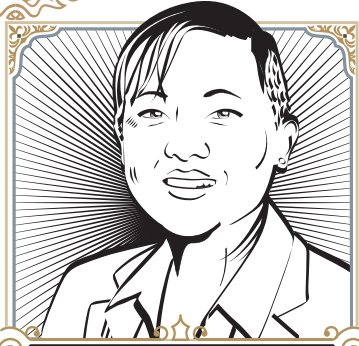
Antje is among RTI's rising stars. She was a 2017 RTI Early Career and a 2018 Highly Published Author Award winner. She is also pushing the boundaries of survey research, working on ways to better incorporate big data. With global experience, Antje is active in professional associations and service. She led the BigSurv18 conference, is leading the BigSurv20 scientific committee, and is co-organizing the Summer Institute in Computational Social Science partner site at RTI. Antje also serves on AAPOR's Education Committee, on the European Survey Research Association Committee, and as the Social Statistics Section Program Chair-Elect 2019.

GAME CHANGERS



Charles Lau, PhD

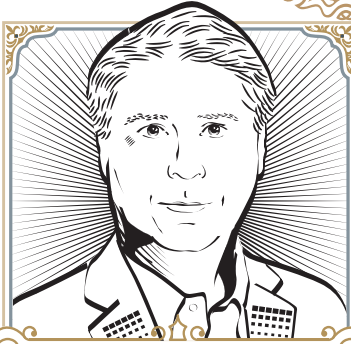
Charles designs and implements surveys in low- and middle-income countries; he leads surveys in 17 countries throughout Africa, Asia, and Latin America, directing the projects through the survey cycle. In these countries, he has experience using mobile survey methods—such as SMS—in addition to other modes of data collection—such as face-to-face with tablets, web, and telephone. Due to his international expertise, Charles has published methodological research on cross-cultural issues in survey research and sampling approaches in developing countries, including several book chapters and journal articles currently in press.



Nicole Lee, MA

Nicole is a survey research project manager with experience working on studies using telephone, web, and mixed-mode methodologies. Her experience includes managing large-scale health surveillance studies for city agencies in New York, Los Angeles, and Chicago. Her expertise includes overseeing survey project operations, instrumentation, and quality control. Nicole is the 2019–2020 SAPOR Vice President and a member of the AAPOR Communications Committee. She was a 2015 recipient of the Burns “Bud” Roper AAPOR Fellow Award.

GAME CHANGERS



**Burton
Levine, MA, MS**

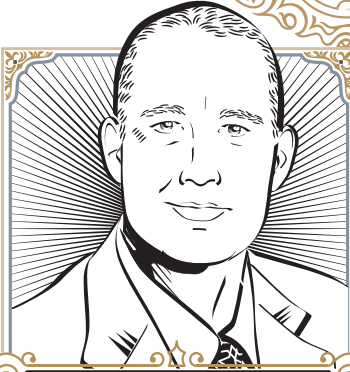


**Gretchen
McHenry, MS**

Burton oversees sampling design tasks for dual-frame telephone, address-based sample, list sample, and online panel surveys in the context of population health surveillance. He is developing and validating an emerging nonprobability sampling methodology called Redirected Inbound Call Sampling (RICS). With RICS, inbound telephone calls to nonworking toll-free numbers are redirected to a data collection system. Burton's other research includes creating tools for optimizing dual-frame telephone sample designs, using calibration techniques to reduce bias and to create small-area estimates, and combining probability and nonprobability samples.

Gretchen is a survey methodologist with experience designing, testing, and cognitively pretesting survey instruments for web, mail, telephone, and face-to-face administration. She also has experience training interviewers and managing complex specifications related to computer-assisted personal interviewing (CAPI) and audio computer-assisted self-interviewing (ACASI). Gretchen has presented her work at university, regional, and national conferences.

GAME CHANGERS



Joseph
McMichael, BS



Andy Peytchev, PhD

Joseph McMichael is a survey statistician with nearly 20 years' experience at RTI International. He is an expert in address-based sampling (ABS) methodologies and led the development of RTI's Enhanced Address-Based Sampling Frame. Joseph specializes in the design and implementation of complex surveys—including multistage area sampling, two-phase, and multimode surveys. He invented the Check for Housing Units Missed (CHUM) frame supplementation procedure for in-person ABS surveys. Since 2006, he has worked on more than 20 ABS projects and research initiatives spanning modes such as in-person, mail, mail-to-web, and phone surveys.

As a survey methodologist, Andy's interests lie in minimization of total survey error, with a special interest in nonresponse and measurement error. His work has been highly acclaimed and includes a book he co-authored, *Adaptive Survey Design*. The book serves as a best-practice guide in a framework for customizing data collection procedures to different sample members to reduce costs and bias. Andy serves on the National Center for Health Statistics Board of Scientific Counselors, which is one of his many professional contributions to the field; he also participates in expert panels to inform the design of major national surveys.

GAME CHANGERS



**Emilia
Peytcheva, PhD**

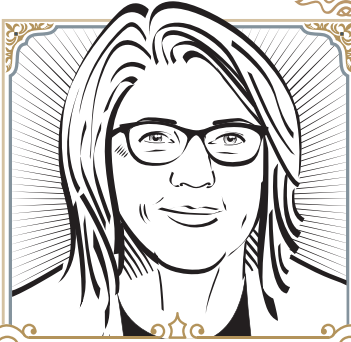


Rebecca Powell, PhD

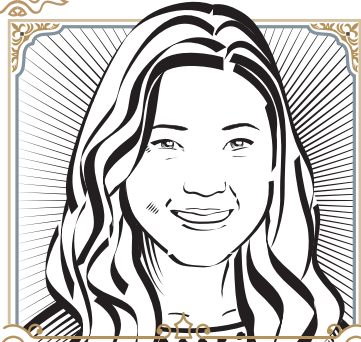
Emilia has been recognized by many organizations for the quality of her work. She is actively involved in the field through AAPOR where she currently serves as chair of the Short Course Subcommittee; she previously served on the AAPOR Award for Exceptionally Distinguished Achievement Committee, the Standards Committee, the Transparency Initiative Committee, and the Refusal Conversion Task Force. She is also involved in several journals, serving on the editorial boards for *Survey Methods: Insights from the Field*, and RTI Press since 2012 and as a reviewer for the *Journal of Official Statistics*, *Public Opinion Quarterly*, and *Journal of the Royal Statistical Society*.

Rebecca is a research survey methodologist with a specialty in questionnaire design and analysis. She has worked with and managed all stages of the survey process for mail, web, and mixed-mode surveys—including designing, programming, formatting, and implementing. In addition, she has collaborated with industry and academic colleagues on the analyses of both paradata and substantive data collected through mail, telephone, web, and mixed-mode surveys.

GAME CHANGERS



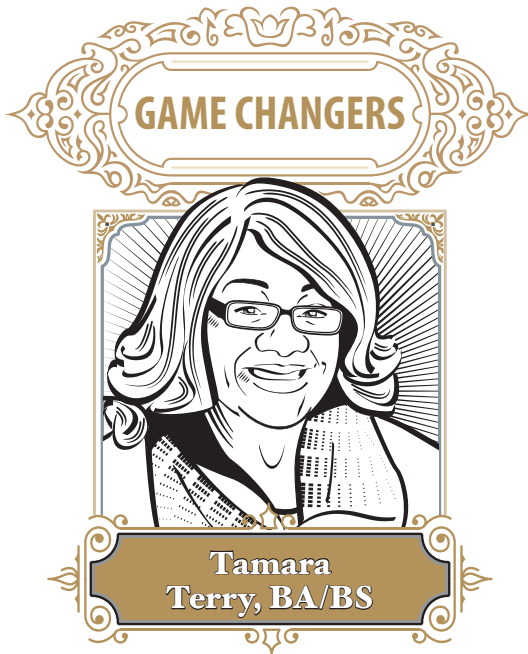
Jamie
Ridenhour, MStat



Herschel Sanders, MS

As a research statistician, Jamie has contributed greatly to the field, with nearly 20 presentations, publications, or technical reports within the past 5 years. She is experienced in sample design, selection, weighting, and imputation for household surveys, as well as statistical data processing, modeling, and analysis. She also teaches analytical tools for students in the MBA@UNC program. During her time at RTI, she has received several awards, including the RTI President's Award and multiple Team Awards recognizing quality work on exceptional projects. She recently served on the AAPOR ad-hoc committee on spam flagging and call blocking.

Herschel is an expert in producing quality data and survey method research. She leverages her experience in designing survey questions; creating, programming, and testing survey instruments; recruiting respondents; managing survey data collection; and cleaning survey data. Her expertise has been applied across a variety of settings—including education studies, fertility studies, economic development initiatives, noncommunicable diseases, and hospital ratings. Herschel is also interested in using alternative data collection methods—such as using online panels, crowdsourced data, and record linkage—in supplementing traditional data collection methods. She is a member of AAPOR's Education Committee and Diversity Committee.



As an expert in project management and survey research, Tamara is on the front lines of survey data collection; she oversees RTI's Survey Data Collection Center and procedures. Tamara has been recognized with several internal awards at RTI—including a President's Award, Team Award, and Spot Award—thanks to her dedication and commitment to quality. She regularly presents at the annual meetings for professional associations such as AAPOR, International Field Directors and Technologies Conference, SAPOR, and European Survey Research Association. She previously served as the President of SAPOR, the southern chapter of AAPOR, and AAPOR's Communication Committee. Tamara is the Associate Membership and Chapter Relations Chair for the AAPOR Executive Council and a member of AAPOR's Diversity Coordinating Committee.



RTI International Presentations at AAPOR 2019

THURSDAY, MAY 16

4:30 p.m.–6:00 p.m. • Dominion South

Identitatem Ex. Machina: Understanding Identity Using Machine Learning

Predicting Political Behavior and Preferences Using Digital Trace Data •
*Ruben Bach, Christoph Kern, **Ashley Amaya**, Florian Keusch, Frauke Kreuter, Jan Hecht, Jonathan Heinemann*

4:30 p.m.–6:00 p.m. • Willow Center-West

The Missing Link: Multi-dimensional Method for Data Imputation

Fast-Track Estimation Procedures and Analyses to Enhance the Utility of National Survey Data •
Steven Cohen

4:30 p.m.–6:00 p.m. • Pine

Topics in Telephone Surveys

Evaluating Different Informed Consent Scripts on Response Rates and User Experience in a
Redirected Inbound Call Sample Survey • *Burton Levine, Paul Lavrakas, **Karol Krotki***

FRIDAY, MAY 17

8:00 a.m.–9:30 a.m. • Pine

Incentives and Their Consequences

Improving Data Collection Efficiency in a Monthly Survey
*Amy Ryder-Burge, Joseph McMichael, Gina Kilpatrick, **Karol Krotki**, Dain Palmer*

Oh Look, Another Pen! Incentive Effects and the Influence of Varying Non-monetary Incentives
on Response Rate and Survey Completion Time • *Rebekah Torcasso Sanchez, Rebecca J. Powell, Marshica S. Kurtz, Murrey G. Olmsted*

8:00 a.m.–9:30 a.m. • Chestnut

Uses of Data Science and Big Data in Survey Frame Construction, Sampling, and Imputation

Using Computer Vision to Detect Housing Units from Satellite Imagery •
Stephanie Eckman, Qiang Qiu



SCHEDULE

10:00 a.m.–11:30 a.m. • Dominion South

Face/Off: Mode Switching and Mode Transitions

Transitioning from In-Person Mode to Web-Mail Mixed Mode in a Panel Survey •
Dan Liao, Paul P. Biemer, Kathleen Mullan Harris, Brian J. Burke, Carolyn Tucker Halpern

10:00 a.m.–11:30 a.m. • Civic Ballroom North

Recruitment Strategies

Can E-mail Replace Paper Invitations on a Complex Establishment Survey? •
Bryan Rhodes, Scott Ginder, Chris Ellis, Susan Brumbaugh, Ann Carson

10:00 a.m.–11:30 a.m. • Willow East

Sampling and Reaching Rare and Special Populations

Evaluating Strategies for Identifying Rare Populations Within an Address-Based Sample •
Kristine Wiant, Joseph McMichael

4:15 p.m.–5:45 p.m. • Chestnut

Attrition and Conditioning in Survey Panels

Decomposing Total Survey Error in U.S. Internet Panels • *Jennifer Unangst, Ashley Amaya, Herschel Sanders, Jennifer Howard, Abigail Ferrell, Sarita Karon, Jill A. Dever*

Minimizing Attrition in The National Longitudinal Study of Adolescent to Adult Health: Solutions and Ongoing Challenges • *Brian J. Burke, Kathleen Considine, Christopher Carson, Kathleen Mullan Harris, Carolyn Tucker Halpern*

4:15 p.m.–5:45 p.m. • Provincial North

Survey Panels: Care, Feeding, Innovation

Establishment of the National Panel of Tobacco Consumer Studies • *Karol Krotki, Susan Kinsey, Sherry Liu, Xin Xu, Martha Engstrom*

4:15 p.m.–5:45 p.m. • Pine

Web vs. Paper vs. Phone

Do Employee Mode Preferences (Paper or Internet) Differ by Occupation? • *Tabitha Ostrout, Michael Penne, Jennifer Unangst, Todd Heinrich, Paul P. Biemer*



SATURDAY, MAY 18

8:00 a.m.–9:30 a.m. • City Hall

Advances in Online Surveys

Hybrid Estimation with Data from Probability and Nonprobability Surveys • **Jill A. Dever, Jamie L. Ridenhour, Phillip S. Kott**

8:00 a.m.–9:30 a.m. • Chestnut

Hybrid Estimation with Probability and Nonprobability Data

Hybrid Estimation of Probability and Nonprobability Data: An Empirical Evaluation of Best Practices • **Marcus Berzofsky, Caroline Scruggs, Jill A. Dever**

10:00 a.m.–11:30 a.m. • Chestnut

Interviewing and Question Design Topics

SPEAK to Me! Using Interviewers' Experience to Improve Survey Administration • **Dakisha Locklear, Tamara Terry, Nicole Lee, Craig Lewis-Owen, Lynda Tatum**

10:00 a.m.–11:30 a.m. • City Hall

Wranglers Plotting to Make R More Accessible for Data Management and Visualization

Wranglers Plotting to Make R More Accessible for Data Management and Visualization • **Trent Buskirk, Rebecca J. Powell**

1:45 p.m.–3:15 p.m. • Provincial North

Surveying Grad Programs, Less Educated Communities, and Everywhere in Between

Improving Data Quality in the Survey of Graduate Students and Postdoctorates in Science and Engineering (GSS) • **Jonathan Gordon, Mike Yamaner, Peter Einaudi, Stephanie Eckman, Herschel Sanders**

3:30 p.m.–5:00 p.m. • Chestnut

Improving Address-Based Samples

Geocoding Error in the Address-Based Sampling (ABS) Frame • **Ashley Amaya, Joseph McMichael, Kibri Everett**

Improvements in Sample Design with Address-Level Prediction Models • **Joseph McMichael, Kristine Wiant**





3:30 p.m.–5:00 p.m. • Willow East

Assessment of Survey Data Quality

Standardized Calibration Adjustment Index—A New Measure of Survey Quality • *Burton Levine*

3:30 p.m.–5:00 p.m. • Dominion North

Insights from Responsive Design

Using Responsive Design Modeling and Geographic Clustering to Target Cases for CAPI Nonresponse Follow-up • *Jamie Wescott, Michael A. Duprey, Daniel J. Pratt, Mary S. Drummond*

3:30 p.m.–5:00 p.m. • Dominion South

Mitigating Challenges in Multinational, Multiregional, and Multicultural Surveys

Mixed Mode SMS-IVR Surveys in Three African Countries: Sample Composition, Mode Sequencing, and Data Quality • *Charles Lau, Jennifer Sabatier, Veronica Lea, Kennedy Lishimpi, Luis Sevilla*

SUNDAY, MAY 19

8:00 a.m.–9:15 a.m. • Dominion North

Research in Practice

The Changing Profession of the Survey Methodologist. Working as a Survey Methodologist in User Experience Research • *Emily Geisen: Session Chair*

9:15 a.m.–10:45 a.m. • Willow Center-West

Sorry to Burden You! Understanding and Reducing Burden in Surveys

Motivated Underreporting in Mobile Surveys • *Jessica Daikeler, Ruben Bach, Henning Silber, Stephanie Eckman*

9:15 a.m.–10:45 a.m. • Pine

Strategies for Surveying Health Care Providers

Collecting Survey Data from Physicians and Other Medical Professionals—A Review of Current Literature • *Timothy Flanigan, Emily Geisen, Kristine Wiant, Rachael Allen*

Do You Recognize Me? Testing the Effect of Sponsor Logos on Participation in a Sample of Physicians • *Marshica Stanley, Rebecca J. Powell, Rebekah Torcasso Sanchez, Anne P. Roberts, Murrey G. Olmsted*

11:05 a.m.–12:35 p.m. • Willow Center-West

Analytic Techniques for Improving Data Quality

On the Measurement of Item Response Rates • *Peter Frechtel, Taylor Lewis, Victoria Scott*





COMING SOON

Big Data Meets Survey Science: A Collection of Innovative Methods

This new monograph from Wiley catalogs some of the most innovative papers to come out of BigSurv18.

Stay tuned for more news about
BigSurv20