Agenda

UNL/SRAM/Gallup Symposium 2013: New Issues in Survey Methods

Date: Friday, April 19th, 2013

Note: Presenters are in **bold**

9:00 a.m.: Convene

9:05 a.m. – 9:15 a.m.: Welcome and Introductions  Gale Muller, Bob Belli

9:15 a.m. – 10:45 a.m.: Session 1: Survey Research Around the World

- *Freedom is in the Eye of the Beholder: Examining Perceptions of Media Freedom in China*
  - Kay Ricci, Quan Zhou, Tarek Al Baghal, Allan McCutcheon

- *Changing Perceptions About Business, Economics and Government Policies in the New India*
  - Kunal Dash, Tarek Al Baghal

- *Analysis of Georgian Confidence in Social and Governmental Institutions*
  - A. Lynn Phillips, Davit Tsabutashvili, Allan McCutcheon

- *A Cross-Cultural Study on Daily Experience of Depression Between Countries in the Sahel Region and Western Asia*
  - Jinyoung Lee

- *Gallup Employment Metrics: Measuring Employment in 150 Countries*
  - Jenny Marlar

10:45 a.m. – 11:00 a.m.: Break

11:00 a.m. – 12:00 p.m.: Session 2: Visual Aspects of Survey Methodology

- *Using Visual Design to Aid Within-household Selection in Mail Surveys: Does it lead to Accurate Selection and Representative Samples?*
  - Mathew Stange, Kristen Olson, Jolene D. Smyth

- *Using Visual Design Theory to Improve Skip Instructions: An Experimental Test*
  - Nicole Gohring, Jolene D. Smyth

- *Using Eye Tracking to Understand the Effects of Survey Design on Responses*
  - Amanda Libman, Jolene D. Smyth, Kristen Olson

12:00 p.m. – 1:00 p.m.: Working Lunch
Agenda Continued

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1:00 p.m. – 2:50 p.m.: Session 3: Data Quality Indicators in Survey Methodology

- *Troubles With Time-Use: Examining Potential Indicators of Error in the American Time Use Survey*
  - **A.Lynn Phillips**, Tarek Al Baghal, Robert F. Belli

- *Examining the Relationship Between Error and Behavior in the American Time Use Survey Using Audit Trail Paradata*
  - **Nicholas Ruther**, Tarek Al Baghal, Adam Eck, L. Cleve Stuart, A. Lynn Phillips, Robert F. Belli, Leen-Kiat Soh

- *'Don’t Know’ Responses to Detect Survey Satisficing: An Analysis of Paradata*
  - **Mengyang Wang**, Leah Ruppanner

- *Examination of Question Complexity Through Paradata*
  - **Rebecca J. Powell**, Ana Lucía Córdova Cazar, Jinyoung Lee

- *Using Paradata, Questionnaire Characteristics and Respondent Characteristics to Examine Item Nonresponse.*
  - **Ana Lucia Córdova Cazar**, Rebecca J. Powell

- *Context Effect and Life Evaluation: An Examination and Adjustment in Estimates*
  - **Dan Witters**, Jim Harter, Sangeeta Agrawal

3:00 p.m.: Adjourn