AAPOR TRANSPARENCY INITIATIVE
PRESENTATION AT THE
2014 FEDERAL COMMITTEE ON
STATISTICAL METHODOLOGY
Reminder of why we are doing this: There is not enough transparency in the Social, Behavioral & Marketing Sciences.

• **Premise 1:** Too often, there is inadequate transparency of research and statistical methods when the results of social and behavioral science research are disseminated, especially by non-academic sectors.

• **Premise 2:** This is a serious detriment to progress in these scientific domains.
Openness is fundamental to scientific inquiry.

- AAPOR’s Transparency Initiative (TI) is envisioned to encourage openness in survey research so the field can advance.
- Openness is fundamental to credibility:
  - TI also is envisioned to enhance the credibility of our profession by encouraging disclosure of methodological information and educating the public on how to use it.
Transparency Initiative Goals

- **Main:**
  - to advance the science and reputation of survey research.

- **Secondary:**
  - Provide professional education on survey documentation and disclosure practice
  - Educate survey sponsors & public on value of transparency
Report Immediately (a)
- Who sponsored, conducted & funded the research
- Exact question wording
- Definition of the population
- Geographic location
- Sample frame description
- Sample design
- Sample size & error
- Weighting & cluster adjustments
- Results based on parts of sample only
- Method(s) and dates of data collection

Within 30 Days (b-d)
- Interviewer/respondent instructions
- Relevant stimuli (show cards)
- Sampling frame’s coverage
- Methods of panel recruitment (for pre-recruited panels)
- Sample design details (eligibility, screening, oversamples, incentives)
- Sample dispositions
- Weighting details
- Data verification details
- Response rates
- All of the above for each if multiple samples or modes
History of Transparency Initiative

• 2010 AAPOR Conference: AAPOR President Peter Miller announces TI.

• 2010-11: Steering Committees worked to organize and conceptualize TI.

• 2011-12: Steering Committees planned and executed first TI Pilot Test.

• 2012-13: Multi-year TI Coordinating Committee appointed and charged with conducting second Pilot Test.

• 2013: Second Pilot Test conducted.

• 2014: The TI officially launched! (October 8)
2013 TI Pilot Test Participants

1. Associated Press-NORC Center for Public Affairs Research
2. Elon University
3. Gary Langer Associates
4. IPSOS
5. Kaiser Family Foundation
6. Marist Institute for Public Opinion
7. RTI
8. Sienna Research Institute
9. SSRS
10. Western New England University
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2014 Activities

• TICC meets every 3 weeks throughout year
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  - Plus several additional meetings with AAPOR staff each month
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• Regular meetings every 3 weeks throughout year
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• Monthly updates on TI page of AAPOR website
MONTHLY TRANSPARENCY INITIATIVE UPDATES

AAPOR Initiative Updates

- April 2014
- March 2014
- February 2014
- January 2014
- December 2013
- November 2013
- October 2013
- September 2013
- August 2013
- July 2013
- June 2013
- May 2013
- April 2013
- March 2013
- February 2013
- January 2013
- December 2012
- November 2012
- October 2012
- September 2012
- August 2012
- July 2012
- June 2012

Other Relevant Documents

- May 23, 2013 - TI PowerPoint from Annual Meeting 2013
- April 19, 2013 - TI Operational Procedures Draft
- July 12, 2012 - July 2012 Presentation at RC-33 Conference
- May 18, 2012 - 2012 Annual Conference PowerPoint Presentation
- May 14, 2011 - Goals, Standards and Practices (Updated)
- May 9, 2011 - Goals, Standards and Practices
- May, 2010 - 2010 Annual Conference Peter Miller Presidential Address
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• Monthly updates on TI page of AAPOR website
• Completed second pilot test of TI process
2014 Activities

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- Completed second pilot test of TI process
- Revised/created TI materials based on pilot:
  - Policies & procedures statement
  - Online educational modules
  - FAQs, metrics definitions, reporting examples, overview, TI logo
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Joining the Transparency Initiative

1. Organization completes TI Certification Agreement
   • Including promise that all relevant employees have completed AAPOR’s online educational modules
2. Organization appoints representative to coordinate compliance with AAPOR
3. Organization provides TI compliant documentation from two recent surveys for review
4. Organization pays application fee to AAPOR
   • Waived during first 12 months
5. TICC reviews and approves applications
6. Once approved, organization becomes TI certified
   • Receives letter from AAPOR President
   • Receives TI logo to display on website
   • Organization’s name added to AAPOR web site list of TI members
Transparency Initiative Monitoring & Enforcement Methods

• Focus will be on continuous education
• TI members asked to reconfirm commitment on annual basis by re-signing the Certification Agreement.
  • There will be an annual maintenance fee
• Agree to cooperate in an evaluation of the transparency of a sample of studies once every two years
  • Reports will be shared with organization and otherwise kept confidential
• Complaints from public about disclosure will be reviewed by TICC within 30 days
  • Where complaint found to have merit, organizations will be given the opportunity to address the problem
2015 Plans

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• Developing procedures for monitoring and review
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- Finalize all remaining materials
- Identify additional volunteers to participate as members of application review team
- Develop procedures for monitoring and review
- Develop rules for sponsors and supporters of the TI
Transparency Initiative
Coordinating Committee

Chaired by Tim Johnson
University of Illinois at Chicago

• Leah Christian
  • Nielsen
• David Fan
  • University of Minnesota
• Melissa Herrmann
  • Social Science Research Solutions
• Ronald Langley
  • University of Kentucky
• Scott Keeter
  • Pew Research Center
• Courtney Kennedy
  • Abt SRBI, Inc.

• Frauke Kreuter
  • University of Maryland
• David Lambert
  • Independent Consultant
• Mary Losch
  • University of Northern Iowa
• Rich Morin
  • Pew Research Center
• Trevor Tompson
  • Associated Press-NORC Center for Public Affairs Research
• Tim Triplett
  • Urban Institute
THANKS FOR YOUR INTEREST