

# 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

# AAPOR Code, Section III Summary

## **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

# 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



# 2014 Activities

- TICC meets every 3 weeks throughout year

# 2014 Activities

- TICC meets every 3 weeks throughout year
  - Plus several additional meetings with AAPOR staff each month

# 2014 Activities

- Regular meetings every 3 weeks throughout year
  - Plus several additional meetings with AAPOR staff each month
- Monthly updates on TI page of AAPOR website

## Advocacy & Initiatives

[AAPOR Code of Ethics](#)[Standards and Ethics](#)[Transparency Initiative](#)[Reports](#)

# 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](#)

# 2014 Activities

- Regular meetings every 3 weeks throughout year
  - Plus several additional meetings with AAPOR staff each month
- Monthly updates on TI page of AAPOR website
- **Completed second pilot test of TI process**

# 2014 Activities

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

# 2014 Activities

- TICC meets every 3 weeks throughout year
  - Plus several additional meetings with AAPOR staff each month
- Monthly updates on TI page of AAPOR website
- 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
- **Standardized disclosure elements across AAPOR journals**

# 2014 Activities

- TICC meets every 3 weeks throughout year
  - Plus several additional meetings with AAPOR staff each month
- Monthly updates on TI page of AAPOR website
- 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
- Standardized disclosure elements across AAPOR journals
- **Undertook legal review of TI process**



# 2014 Activities

- TICC meets every 3 weeks throughout year
  - Plus several additional meetings with AAPOR staff each month
- Monthly updates on TI page of AAPOR website
- 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
- Standardized disclosure elements across AAPOR journals
- Undertook legal review of TI process
- **Formally launched the TI on October 8, 2014**

# 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

- Complete online application and review system

# 2015 Plans

- Complete online application and review system
- **Finalize all remaining materials**

# 2015 Plans

- Complete online application and review system
- Finalize all remaining materials
- Identify additional volunteers to participate as members of application review team

# 2015 Plans

- Complete online application and review system
- Finalize all remaining materials
- Identify additional volunteers to participate as members of application review team
- **Developing procedures for monitoring and review**

# 2015 Plans

- Complete online application and review system
- 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

---