

The New England Chapter of the American Association of Public Opinion Research (NEAAPOR) is a community engaged in the discussion and advancement of methods, applications, and findings from public opinion research. Comprised of people involved in both academic, government, and commercial research, we:

- ✓ Provide professional development and networking opportunities
- ✓ Help students and future researchers by actively engaging with the many colleges and universities in the New England region
- ✓ Continue to grow our membership so that NEAAPOR and its members are an integral part of the public opinion research community

President's Message

As the beautiful fall colors have given way to frigid temperatures, it is time again to reflect on an eventful year for New England and NEAAPOR.

Years ending in odd numbers often provide a moment to pause and reflect for many in the polling industry (at least those of us who do political polling). We especially needed this opportunity to reflect after the 2020 elections, when pollsters again significantly underestimated support for Donald Trump as well as for Republicans running in other key races across the country. By now, the shortcomings of the 2020 polls have been well documented, but we know much less about how to adjust our approaches to help make polling more accurate in the future. NEAAPOR wanted to contribute to moving the conversation forward on this latter point so in November, exactly one year before the 2022 elections, we hosted an online panel discussion among some of the brightest minds in the polling industry. We had over 100 attendees who tuned in for the event live, but don't worry if you missed it...we have the recording on our YouTube channel here: <https://youtu.be/52v7teWTDVs>

Of course, 2021 was another year impacted by the pandemic, which means that many of our typical in-person activities were canceled. The annual AAPOR conference was held virtually and the NEAAPOR winter mixer was canceled altogether. We don't know exactly what 2022 will hold on these fronts, but our hope is that we will be able to see each other in person this year. AAPOR is currently planning on holding the annual meeting in-person in Chicago and our chapter plans to fully participate in the meeting as well. And because Covid transmission in New England seems to spike in the winter, our current plans are to try to hold our annual mixer in Boston in the Spring when we hope such an event will be safe for all.

I want to personally thank everyone who is currently serving on the Executive Committee – we have a robust and dedicated group – and I especially want to encourage members to engage in the running of NEAAPOR. Please don't hesitate to reach out to me if you are interested in serving on the Executive Committee in the future, as we are always looking for volunteers. It is only with the dedicated help of our membership that we can continue to put on important activities and events.

Best,
Brian Schaffner
President, NEAAPOR
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2022 Student Paper Competition Deadline Approaching

Want to join our email list?

Go to

<https://neaapor.org/Subscribe>

to find out how.

NEAAPOR is currently accepting submissions for its annual student paper competition. The competition is open to all current graduate and undergraduate students, and to those who have received their degree within the last calendar year. We welcome papers in any field related to the study of public opinion, broadly defined. Submissions should be sent to Brian Schaffner (brian.schaffner@tufts.edu) and are due by December 31st, 2021. More information can be found here: <https://neaapor.org/news/12142708>

New Website!

NEAAPOR recently launched a new and improved website! Special thanks to Tracy Keirns who spent countless hours putting the site together. Check it out here: <https://neaapor.org/>



Looking Ahead by Looking Back

In November, NEAAPOR hosted a panel “Looking Ahead by Looking Back: Polling in the 2022 Midterm Election.” The panel brought together a distinguished group of individuals from the polling industry to discuss what went wrong with polling in 2020 and what pollster were doing to fix the issues in advance of the 2022 midterms. Ariel Edwards-Levy (CNN) hosted the discussion among the panel that included Courtney Kennedy (Pew Research Center), Joshua David Clinton (Vanderbilt University, Chair of the AAPOR Task Force on 2020 Pre-Election Polling), and Matt Barreto (UCLA, co-founder of Latino Decisions). During the hour-long discussion, the panelists answered incisive questions from Edwards-Levy and our audience of over 100 attendees. You can view a recording of the event here: <https://youtu.be/52v7teWTDVs>

2021 Student Paper Competition Winners

This past year, we had two papers share NEAAPOR's student paper competition award. Both papers were excellent and were co-authored by undergraduates from Tufts University. Lucas Pyle and Ryan Shaffer's paper was titled "Combatting partisanship in measures of issue salience: A novel approach" and described a new way to ask about issue ownership that reduced the extent to which respondents would simply engage in partisan cheerleading. Brendan Hartnett and Alexandra Haver's paper was titled "The Impact of Popular Vote Margins on Accepting 2020 Presidential Election Results." Their prescient paper used a pre-election poll to show that many Trump voters would support him challenging the election the results no matter how wide the margin of his defeat. The Hartnett and Haver paper was actually cited in news reports in the *New York Times* and Fivethirtyeight.com in January 2021. The student authors of both papers presented their work at the AAPOR conference and received a favorable response from the attendees. We're happy that the NEAAPOR was represented by such outstanding work at the AAPOR annual meeting!

NEAAPOR Executive Council

NEAAPOR is directed by an elected, volunteer Executive Committee. Please consider volunteering for a position on the E.C., it is an excellent way to get engaged professionally in AAPOR and to help move NEAAPOR ahead in the future. Current members are ...

Brian Schaffner, President, Brian.Schaffner@tufts.edu

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Missy Mosher, Councilor-at-Large, Missy.Mosher@Dynata.com

Andrew Smith, Past President, Andrew.Smith@unh.edu

Become a Member of NEAAPOR!

We encourage you to join the New England chapter of the American Association for Public Opinion Research (NEAAPOR). We host a series of compelling workshops, lectures and panel discussions throughout the year. We are sure you will find NEAAPOR membership to be a valuable part of your experience in the New England survey