

## Happening in SRO

You can find this “Happening in SRO” and all similar newsletters on the SRO Intranet Home Page, located at: <http://isr-wp.isr.umich.edu/srointranet/> under Key Updates.

*If you have items for the newsletter or if you would like to highlight an event, please let Brenda Spaulding or your unit director know.*

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### Reminder – SRO Closure Day on Friday, March 28

This is a reminder that Friday, March 28, 2025 will be a SRO Closure day – our nod to “Spring Break”! Staff members have the option of taking Friday as vacation time off or making arrangements with their supervisor to work, if that is preferable.

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### Survey Process Forum Lunch & Learn Series: Statistics and Sampling (Lisa Holland)

Over the next several months, the DMSS ‘Stat Unit’ will present a new series of Lunch & Learn sessions via Zoom over the lunch hour. These sessions are intended to introduce terminology and concepts central to our data collection efforts, with an emphasis on how various techniques and methods are used in SRO. Whether you are new to statistics or simply interested in a refresher, we hope you’ll join us for what we hope will be an instructional and engaging series of presentations and discussions.

[March 14](#) & [March 18](#)

#### **Sessions 1 & 2: Statistical Concepts & Terminology I: (Probability) Sampling**

In this two-part session, we will present high-level concepts and terminology of probability sampling used in various projects in SRO.

In Part 1 (March 14), the focus will be on concepts, such as populations and sampling frames, and techniques involved in survey sampling, including Simple Random and Systematic Sampling, Stratification, Clustering and Multi-Stage Sampling. Selected SRO-sponsored projects will be used to illustrate the applications of these procedures.

In Part 2 (March 18), we will discuss direct survey sampling applications of the techniques covered in Part 1, such as Area Probability Sampling, Address-Based Sampling and Random-Digit Dialing. Other important practical considerations for sampling will also be examined, including Within-Household Selection Methods, Half-Open Interval procedures (Type I and II Updates), Sample Releases and Sample Replicates. Again, we will use selected SRO-sponsored projects to show how these designs and concepts are applied in practice.

[April 4](#)

#### **Session 3: Statistical Concepts & Terminology II: Non-Probability Sampling**

While the majority of SRO-projects use a probability-based sample design, interest in and use of non-probability sampling have seen a steep increase over the last several years, especially due to rising costs and challenges faced by traditional, gold-standard methods. In this session, we will present various non-probability sampling approaches, including different types of convenience sampling, sample matching, network sampling, and opt-in panels. We will

also discuss statistical adjustments used to deal with potential bias issues inherent in this approach, including the integration of probability and non-probability samples. A few examples will be presented to illustrate the methods covered in this session.

[April 11](#)

#### **Session 4: Statistical Concepts & Terminology III - Weighting**

This session will cover the basic concepts and steps of survey weighting. We will start by discussing what survey weights are and why we compute them. Then, each step of a weighting procedure will be presented, using a selected SRO-sponsored project for illustration. This will include design/base weights, non-response adjustments and calibration. Finally, the use of weights in non-probability samples will be discussed briefly.

[May 2](#)

#### **Session 5: Disposition Codes and Outcome Rates**

This session will explore disposition codes and survey outcome rates as defined in the AAPOR Standard Definitions report and how we adapt them to projects in SRO. We will delve into essential concepts for calculating response rates, such as target population, eligibility, and the distinction between non-sample and non-interview cases. We will also talk about the considerations for projects that include a screening phase, including screening in multiple modes. To illustrate these concepts, we'll use examples from SRO-sponsored projects to demonstrate how disposition is recorded in different sample management systems, how to assign final disposition codes based on study design, and how to calculate response rates.

[May 20](#)

#### **Session 6: Data Collection Monitoring: Dashboards and Reporting**

In this session, we will showcase how to customize reports for various users and stages of the data collection process, highlighting key metrics and their selection rationale. We will also share strategies to streamline data flow, improve efficiency, and reduce errors, along with options for visualization and reactive features for future reports.

[June 3](#)

#### **Session 7: Mapping and Geocoding**

In this session, we'll take a closer look at the SRO web mapping tools and the geocoding process. You'll get a chance to explore how modern mapping platforms allow for interactive map creation, real-time data visualization, and customization. We'll also dive into geocoding—how addresses are converted into geographic coordinates—and why it matters for mapping applications. With a mix of discussion and hands-on activities, this session will show you how to apply these tools in real-world scenarios, from FTF planning to logistics and beyond.

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## **American National Election Studies**

**(Andrew Hupp)**



In 1948, under the direction of Angus Campbell and Robert Kahn, the Survey Research Center carried out what is viewed as a pilot study of the national electorate. Fortuitously, the study pioneered survey sampling methods that outperformed commercial polls in predicting the presidential race that year. The “Dewey Defeats Truman” debacle—when the Chicago Daily Tribune famously ran the incorrect banner headline on its front page following Truman’s upset victory—provoked an inquiry into election survey methodology on matters such as sampling and personal interviewing that helped set a new standard for scientifically valid surveys, market research, and public opinion polling.

When Warren Miller was hired as the assistant study director of the Survey Research Center, his dissertation proposed a project that was adopted almost in its entirety in the 1952 election study, and used for planning further studies that became known as the “Michigan Election Studies” located at the University of Michigan Institute for Social Research (ISR). The Michigan studies would cover all 13 presidential and midterm elections between 1952 and 1976.

In 1977, the National Science Foundation (NSF) designated the National Election Studies (NES) as “a national research resource.” Its governing board that year referred to the NES as a “national resource for the social sciences analogous to high energy accelerators, telescopes, or oceanographic laboratories.” Its mission was extending the time series collection of core data, and developing instrumentation and study designs to facilitate the testing of new theories of voting and public opinion. The principal investigator of the National Election Studies would now be supervised by an NSF-appointed board, whose charge included identifying the broad interests of the national and international research communities served by the survey.

In 2005, the ANES began a collaborative effort between the Institute for Social Research at the University of Michigan, and the Institute for Research in the Social Sciences at Stanford University. In 2010, the NSF included the ANES (along with the Panel Study of Income Dynamics, and the General Social Survey) in its “Sensational 60,” a list of advancements that “... have had a large impact or influence on every American’s life”.

The Survey Research Center conducted the ANES data collections from 1948-2004. Westat conducted data collections from 2008-2020. In 2024 the data collection returned to the Survey Research Center.

The ANES sample comes from three sources: 1) *Fresh sample*, a clustered address-based sample (ABS) in 60 areas across the coterminous U.S. for the in-person time series, and a non-clustered ABS sample of the continental U.S. for the internet time series, 2) a *web panel* of households previously interviewed in 2016 and 2020, and 3) respondents from the *General Social Survey* conducted by NORC.

The ANES design consists of two interviews, one pre-election, and one post-election.

In-person time series sample were primarily worked in-person with some telephoning allowed at the end of the pre-election field period. The remaining (majority) of the sample was invited to participate via the web, with the non-responding internet time series cases being offered a shorter paper option a few weeks prior to election day. Internet time series sample were contacted primarily by mail, with the panel and GSS cases receiving a mixture of mail and email. No information was shared between SRO and NORC other than an ID we provided to NORC to link to the GSS cases. NORC handled all of the invitations and payments of the GSS cases. SRO worked closely with our mailing vendor, Marketing Systems Group (MSG) to coordinate all of the mailings.

Fresh sample households (field and web) were asked to complete a screener to identify if there was an eligible adult (18+ and U.S. citizen) in the household. Informants to the web survey who were not selected as respondents were paid the same token amount for completing the screener as the person who was selected was offered to do the main interview (\$40 or \$100). For the first time there was a survey (\$20 incentive) for spouses/partners in eligible households. Households were contacted from the beginning of August through Election Day (November 5).

Table 1 contains the outcome of the pre-election data collection.

**Table 1: Pre-election production**

Sample Frame	n	Pre-Election Goal	Pre-Election Actual
In-person time series	3,146	1,000 <sup>1</sup>	1,042
Internet time series	6,800	2,400	2,308
2016-2020-2024 panel	2,648	2,136	2,171
GSS	1,533	900	987
<b>Total</b>	<b>14,127</b>	<b>6,436</b>	<b>6,508</b>

Post-election we attempted to re-interview respondents in the mode that they completed their pre-election interview (i.e., in-person -> in-person, video, or phone; web -> web; paper -> paper), and offered the same token of appreciation they received pre-election, with escalations up to the highest amount offered pre-election, with the exception of in-person that was escalated up to \$200. Video interviewing via Zoom was introduced as a post-election mode for in-person cases. At the conclusion of the pre-election interview an in-person respondent was offered the chance to schedule a video appointment. Approximately 2/3 of in-person cases scheduled an appointment (not all showed up for the appointment).

Table 2 contains the outcome of the post-election data collection.

**Table 2: Post-election production**

Sample Frame	Pre-Election Actual	Post-Election Goal	Post-Election Actual
In-person time series	1,042	938	925
Internet time series	2,308	1,962	1,966
2016-2020-2024 panel	2,171	1,954	2,070
GSS	987	839	807
<b>Total</b>	<b>6,508</b>	<b>5,693</b>	<b>5,768</b>

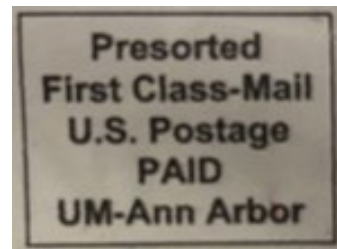
<sup>1</sup> Was originally 1,200, but due to challenges in the field was revised during the field period

Since the early days of the ANES, a central goal has been to develop and implement the newest and best methods for conducting survey research. Some examples include:

- 1948 - Introduced the Kish grid, a method for randomly choosing household respondents
- 1952 - Introduced the new measure of party identification, and visual aids (i.e., showcards)
- 1964 - Introduced the “feeling thermometer”
- 1978 - Introduced ballot cards
- 1982 - Conducted a comparison on telephone versus in-person interviewing
- 1996 - Converted from a paper-and-pencil to a computerized instrument
- 2008 - Introduced the first ANES internet survey
- 2020 - Introduced live video interviewing due to the COVID-19 pandemic

SRO continued this methodological work in partnership with the study in 2024. SRO implemented a “full view” pre-incentive window envelope, and created an UM-Ann Arbor indicia to help make it appear that the mailings were being sent from Ann Arbor, rather than by our mailing vendor (see figure 1).

**Figure 1: Full-view incentive and UM-Ann Arbor indicia**



We included QR codes in our mail materials to track when a QR code was being used to access the web survey, and incorporated the use of large language models (LLMs) to translate survey content and materials, the latter of which will be a conference presentation.

SRO implemented several adaptive strategies including texting households that we thought contained 18-29 year olds, and sending targeted Republican themed letters to households we thought/knew to be Republican. SRO tracked video costs, and data related to appointment fulfillment which will be a conference presentation, and paper.

On the sampling front, SRO did more careful consideration on how to stratify the ANES sample, and used a two-phase approach where during the first phase we selected a larger random sample to append commercial data, then stratified on voter file information, and then selected the sample. SRO is also using the voter file for weighting, and doing a more careful consideration on which variables to use.



## **SRO Wellness News** **(SRO Wellness Committee)**

Please reach out if you are interested in being part of the committee or if you have ideas to share: [srowellcomm@umich.edu](mailto:srowellcomm@umich.edu)

[Mindful March 2025](#) Calendar from Action for Happiness.

### **FREecycle - SAVE THE DATE - Wednesday, June 4**

Our next Freecycle event will be held on **Wednesday, June 4, 2025 from 9:00 a.m. - 2:00 p.m.** in G150 AB Perry.

[Click Here to Add to Your Google Calendar](#)

What is Freecycle? Freecycle is about no-strings-attached gifts of physical items which would otherwise go into landfills. As we start thinking about spring cleaning and decluttering, Freecycle offers a way to get rid of or pick up some items which you or others can use. And most importantly - it is **FREE**.

We will have the room open for dropping off items on Wednesday, June 4 starting at 7:00 a.m.

NOTE: If you have a free item that is too big to bring in, take a picture and leave it with a contact name, email, and phone number.

Feel free to stop by at any time from 9:00 a.m. - 2:00 p.m. to pick up any items you want! Stop by periodically throughout the day since more items arrive as staff do.

At 2:00 p.m. we will be packing up the room and taking items to be donated.

### **HELPFUL SUGGESTIONS WHEN YOU ARE SICK**

Here are some helpful self-care suggestions for colds and flu symptoms provided by the University Health Service.

[UHS Suggestions for Colds and Flu Self Care](#)

## GOAL/INTEREST GROUPS

Starting a group is a great way to connect with people who share your passions, want to stay motivated, and/or support one another in reaching personal or professional goals.

Do you want help with keeping on track, working on projects and sharing skills/ideas, moving more, finishing that sewing project, starting a new item, etc? The list is limitless. We're looking for people who have an idea and would be interested in participating or leading a group.

Please send an email to [srowellcomm@umich.edu](mailto:srowellcomm@umich.edu) and let us know what you think!

## SEED SHARE

Project Grow, the group that has provided seeds for our seed pop ups in the past, is holding their Annual Seed Share events in the community for the public to pick up seeds for your gardens.

- **Saturday, March 22, 11:00 a.m. to 1:00 p.m. - Downtown Home & Garden - public event**
- **Saturday, April 12, 11:00 a.m. to 1:00 p.m. - County Farm Park - public event**
- **Saturday, May 10, 10:00 a.m. to 12:00 p.m. - Plant Sale and Seed Share at Dawn Farm - public event**

If you would like to pre-order plants for the May 10 event, here is a link to the catalog and costs. Over 70 varieties of heirloom tomatoes, sweet & spice peppers, basil, new offerings of lisianthus, native asclepias, and sweet peas all grown locally by Project Grow volunteers.

[Project Grow Plant Sale Catalog](#)

## UPCOMING M-HEALTHY and U-M ACTIVITIES

- ★ **SPRING FORWARD - Sunday, March 9** - M-Healthy and Asset Health have a range of resources available to help combat sleep disturbances. Sleep continues to be an area of concern for U-M employees, based on data collected from Asset Health. Look for more resources around this topic in 2025 from M-Healthy.

[M-Healthy Sleep Resources](#)

- ★ **DID YOU KNOW** - There are many U-M sporting events that are free to attend and show your support for the teams. If you sign up for the Michigan Insider emails, you will get early notice to discount tickets, game day give-a-ways, and more.

[U-M Free Sporting Admission Teams and Schedules](#)

- ★ Sign up for the newsletter! The form captures your preferences so emails can be tailored to your personal interests.

[Michigan Insider Email Sign Up](#)