

TRAINING WORKSHOPS – MAY 22, 2019

MAY 22, 2019 SCHEDULE

Session I	9:00-11:30	Rooms: xxxx and xxxx	Location:	
Lunch	11:30-1:00	On your own (not included)		Chelsea Hotel Toronto
Session II	1:00-3:30	Rooms: xxxx and xxxx		33 Gerard Street West (Toronto, Canada)

SESSION I 9:00-11:30 XXXX ROOM

Instructor: Robert Chung, The University of Hong Kong

Conducting Surveys in Emerging Democracies

Content:

Echoing the conference theme of “Public Opinion and Democracy”, this training session will focus on the main problems encountered in conducting public opinion research in general, and sample surveys in particular, in emerging democracies. Robert Chung will draw on his personal experience in overcoming conceptual and technical problems when planning and running opinion projects amidst volatile social and political environments. As an academic and professional, he will share his experience on how he adhered to science and democracy in conducting nonpartisan opinion studies in Hong Kong, in the Greater China Region, and in Asia and he will explain the importance of international and cross-cultural efforts in promoting and safeguarding scientific studies.

SESSION I 9:00-11:30 XXXX ROOM

Instructor: Normand Péladeau, Provalis Research

An Insider’s Look at Sentiment Analysis : What Works, and What They Don’t Tell You

Content:

Text analytics allows you to perform sentiment analysis that provides real value to help you shape and grow your business. That statement isn’t up for analysis. Text analytics works but it doesn’t necessarily work the same way for everyone. To make text analytics work for you, you need to know some of the pitfalls to avoid the pratfalls. We will show you sentiment analysis techniques and methods you can deploy, what’s behind them and what to watch out for.

SESSION II 1:00-3:30 XXXX ROOM

Instructor: Paul Brewer, University of Delaware & IJPOR Co-Editor

Strategies for Publishing Public Opinion Research

Content:

This training session will focus on how to prepare manuscripts for journal submission, how to choose target journals for manuscripts, and how to address feedback from editors and reviewers. It will also provide a look at how the publication process works, from the initial submission of a manuscript to the final stages of editing before publication. The session will include time for questions from the audience.

SESSION I 1:00-3:30 XXXX ROOM

Instructor: Tom Smith, NORC at the University of Chicago

Improving Cross-national/cultural Comparability by Utilizing the Total Survey Error Paradigm

Content:

This workshop examines the concept of total survey error, including interactions between the error components, its application when multiple surveys are involved, and comparison error across cross-national surveys. The following topics are covered: a) Obtaining functional equivalence in cross-national surveys; b) the challenges of doing cross-national surveys and to minimize comparison error and maximize reliability and validity using TSE; c) Minimizing comparison error in question wordings in general and the availability of resources to help doing it; d) Dealing with differences in language, structure, and culture; e) Combining multi-level, multi-source approach and TSE in cross-national surveys. Finally, the importance of documentation is discussed.