

ASA and AAPOR to Present Third Webinar Nov. 30: Address-Based Sampling: What Do We Know So Far?

ALEXANDRIA, VA, NOVEMBER 5, 2010 – The American Statistical Association (ASA), the nation's preeminent statistical society, and the American Association of Public Opinion Research (AAPOR) will sponsor the third in a series of webinars on November 30. The webinar, titled "Address-Based Sampling: What Do We Know So Far," will take place from 1—3 pm, Tuesday, November 30. The ASA-AAPOR collaboration will present additional webinars in 2011 and beyond.

The Nov. 30 session will be conducted by Dr. Michael W. Link, Chief Methodologist/VP for Research Methods, Center of Excellence at The Nielsen Company. The webinar will provide participants with background on the ABS frame and potential survey design considerations that accompany its use; highlight areas where research has been conducted and where it is needed; and provide an initial assessment of potential best practices when using an ABS approach. The course draws upon both the growing body of research in this area and many of the operational lessons learned from utilizing ABS survey designs. ABS is the use of a comprehensive address database for sampling residential listings and has been the subject of intensive research efforts in recent years.

The webinar program is the result of an agreement between the ASA Survey Research Methods Section and AAPOR. The partnership will produce a series of continuing education webinars on topics of mutual interest to members of both organizations. Approximately four sessions per year are planned. All of the web-based programs are open to ASA and AAPOR members as well as non-members.

Complete information and a link to registration for the Nov. 30 webinar are available at <http://www.amstat.org/sections/srms/webinar.cfm>. Those interested are encouraged to register and invite a group of people to watch the one connection to make the program especially cost effective.

About AAPOR

The American Association for Public Opinion Research (AAPOR) is the leading professional organization of public opinion and survey research professionals in the U.S., with members from academia, media, government, the non-profit sector and private industry. AAPOR members embrace the principle that public opinion research is essential to a healthy democracy, providing information crucial to informed policymaking and giving voice to the nation's beliefs, attitudes and desires. It promotes a better public understanding of this role, as well as the sound and ethical conduct and use of public opinion research.

About the American Statistical Association

Headquartered in Alexandria, Virginia, the American Statistical Association is the world's largest community of statisticians and the second oldest continuously operating professional society in the United States. For 170 years, the ASA has supported excellence in the development, application, and dissemination of statistical science through meetings, publications, membership services, education, accreditation, and advocacy. Its members serve in industry, government, and academia in more than 90 countries, advancing research and promoting sound statistical practice to inform public policy and improve human welfare. For additional information about the American Statistical Association, please visit the ASA web site at <http://www.amstat.org> or call 703.684.1221.

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