

PLEASE FORWARD THIS ANNOUNCEMENT TO OTHERS WHO MIGHT BE INTERESTED IN THE TOPIC (ESPECIALLY EDUCATORS AND STUDENTS)

Title: How Public Opinion Research Organizations Work: The Case of Pew Research Center

Date/Time: Thursday, October 17 4:00–5:30 p.m.

Informal reception to follow at approximately 5:45 p.m. at Noodles & Company at 1667 K St NW, Washington, DC 20006. Restaurant entrance is on 17th Street between K and L Streets.

Speakers: Scott Keeter, Senior Survey Advisor, Pew Research Center and Rachel Weisel, Senior Communications Manager, Pew Research Center

Chair: Robert Aronstam, Teacher, Georgetown Visitation Preparatory School

Sponsors: WSS Statistics Education Committee, WSS Methodology Section and DC-AAPOR (The Washington-Baltimore Chapter of the American Association for Public Opinion Research)

Location of Talk: Pew Research Center at 1615 L St. NW, Suite 800 Washington DC 20036. If you have trouble finding the location, please call (202) 419-4300 for assistance. Closest Metrorail station is Farragut North.

RSVP: To be placed on the seminar attendance list, **email by noon on October 15** to Carol Joyce Blumberg at cblumberg@gmail.com including the following for each person: Name (as it appears on photo ID), Affiliation (e.g., student at xxxx or statistician at yyyy), and Email Address. Please remember to bring a photo ID to the seminar. **If you do not RSVP, you will not be admitted to the building.**

Abstract: The voice of the people matters in a democracy, and public opinion polling is one means by which that voice can be heard. As a way of gauging public opinion, polling has the advantage of providing relatively equal representation to everyone. But who conducts public opinion polls and how are they conducted? Who decides what is asked, and how? In this seminar, Scott Keeter and Rachel Weisel will address these and other questions. Using Pew Research Center as a case study, with comparisons to other organizations with similar missions, they will address the following topics:

- How topics for study are chosen
- How specific studies are designed and executed
- How the results are disseminated to relevant audiences
- How funding for our work is obtained

Scott Keeter is Senior Survey Advisor at the Center, where he was director of survey research until 2016. He is a past president of the American Association for Public Opinion Research and author of several books and articles on public opinion and survey methodology. Rachel Weisel is Senior Communications Manager at the Center, overseeing dissemination and communication strategy for several of the Center's research areas.

No Remote Access will be available for this event. We plan, however, to make a videotape and post a link to it on <http://washstat.org/presentations/>. If you have the equipment and expertise and are willing to videotape the seminar, please let Carol Joyce Blumberg know. We will also post at the above link a copy of the slides & handouts within a few weeks after the talk.

POC (Point of Contact) email: Carol Joyce Blumberg, cblumberg@gmail.com