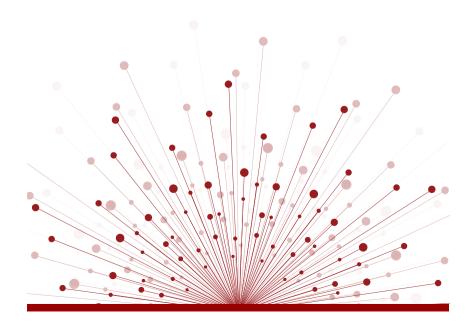
Center for Economic and Social Research University of Southern California

CIPHER 2024

Current Innovations in Probability-Based Household Internet Panel Research

March 7 - 8, 2024



CIPHER Program

All times are in Eastern Standard Time

Thursday, 7 March 2024

11:15 AM Brief Introduction

11:20 AM Welcome Address by Arie Kapteyn (USC Center for Economic and Social Research)

Session 1 Panelist Motivation and Satisfaction

11:30 AM Session Chair: Tania Gutsche (USC Center for Economic and Social Research)

Kyle Berta (SSRS)

Does panelist satisfaction and use of QR codes for panel recruitment matter?

Ipek Bilgen (NORC at the University of Chicago)

Examination of Mode and Device Preference Trends Over Time in a Probability-Based Research Panel

Femke De Keulenaer (Ipsos) Virtual

An examination of motivational factors of survey participation in KnowledgePanel Europe

Francis (Frank) Graves (Ekos Research Associates and Carleton University) *Virtual* Identifying and Responding to Institutional Mistrust Bias in Probability Panels

12:30 PM Lunch

Session 2 Recruitment and Demographic Change

1:30 PM Session Chair: Jill Darling (USC Center for Economic and Social Research)

Jennifer Hunter Childs (U.S. Census Bureau)

The Census Household Panel: Innovations in Infrastructure for Measuring Demographic Change

Jenny Marlar (Gallup)

Reaching the Hard-to-Reach: Recruiting Diverse Populations to the Gallup Panel

Dina Neiger (The Social Research Centre, Melbourne, Australia)

Comparing Careless Response Metrics across Online Probability and Nonprobability Samples

Evan W. Sandlin (USC Center for Economic and Social Research)

Recruiting Republicans: The Effect of County Republican Vote-Share on Recruitment into the Understanding America Study

Session 3 Applications of Research

2:30 PM Session Chair: Arie Kapteyn (USC Center for Economic and Social Research)

Marco Angrisani (USC Center for Economic and Social Research)

Artificial Intelligence in Everyday Life: Tracking Public Awareness, Usage, and Perceptions in a Population Representative Panel

Samer Atshan (Pardee RAND Graduate School)

Trajectories of Loneliness during the COVID-19 Pandemic in the UAS

Katherine Carman (Securities and Exchange Commission) Virtual

Are our Measurements of Investor Perception in Households Accurate? Who Makes Financial Decisions

Kayla de la Haye (USC Center for Economic and Social Research)

Granular vs. Generalizable: The benefits of collecting food insecurity data with high spatial-temporal granularity for LA County stakeholders

Brian Scholl (U.S. Securities and Exchange Commission, Office of the Investor Advocate)
How do Investors React to Mutual Fund Benchmarks?

3:45 PM Coffee Break

Session 4 Data Sharing, Management, and Linkages

4:00 PM Session Chair: David Rogofsky (Social Security Administration)

Alexandra M. Brown Breslin (University of Maryland, JPSM)

An Offer of Control over Data Shared with Researchers to Reduce Nonparticipation in a Passive Data Collection

Danny Fryer (The Social Research Centre) Virtual

Data orchestration: Life in Australia™ goes Bach to the future

Andrew Parker (RAND Corporation)

Fielding a Large, Multi-panel National Survey Following a National Test of the Wireless Emergency Alerts System

Andrew Warren (Financial Health Network)

Respondent Willingness to Share Credit Report Data: Evidence From An Internet Probability Panel

5:00 PM -6:30 PM

Reception (sponsored by FINRA Foundation)

Friday, 8 March 2024

8:00 AM Breakfast

9:00 AM

Brief Introduction

Session 5

Sampling, Response Rates, and Weights

9:10 AM

Session Chair: Marco Angrisani (USC Center for Economic and Social Research)

Jonathan Burton (ISER, University of Essex)

Trialing Event-Triggered Data Collection in the Understanding Society Innovation Panel: Response and Measurement Quality

Mickey Jackson (SSRS)

Failure to Launch? Exploring the Possibility of Tailoring Study Launch Timing to Maximize Response Propensity

Paulina Tabery (Public Opinion Research Centre, Institute of Sociology of the Czech Academy of Sciences) Virtual

Building a Probability-based Online Panel in the Czech Republic

John Tsang (University of Ottawa)

Correcting Selection Bias in Non-probability Two-Phase Payment Survey

Session 6

New Technologies

10:15 AM

Session Chair: Jan Karem Höhne (MASS)

Nick Bertoni (Ipsos Public Affairs)

Using a Chatbot on KnowledgePanel for Frequently Asked Questions

Michael Link (Ipsos Public Affairs)

Evaluating the Black Box: Performance of Different Large Language Models in Coding Panel Open-Ended Questions

Paul Scanlon (National Center for Health Statistics)

Cross-Panel Measurement Invariance and Differential Item Functioning: An Evaluation Using NCHS' Research and Development Survey and Rapid Surveys Systems

Vera Toepoel (Statistics Netherlands)

Combining Research Grade Accelerometers, Activity Trackers and Survey Data to Measure Physical Activity in a probability-based online panel in the Netherlands

11:15 AM Coffee Break

Session 7

Weighing and Estimation

11:30 AM

Session Chair: Francisco Perez-Arce (USC Center for Economic and Social Research)

Jim Dahlhamer (National Center for Health Statistics)

National Center for Health Statistics Rapid Surveys System: An initial evaluation of weighting and combination methods and a comparison of estimates using two probabilitybased panel surveys

Grigory Franguridi (USC Center for Economic and Social Research)

Estimation of panels with attrition and refreshment samples

Jon A. Krosnick and Sierra Davis (Stanford University)

Sample Blending: How Well Does It Work?

Randall K. Thomas (Ipsos Public Affairs)

Weighting for a Purpose: Does Weighting Equally Reduce Bias in Probability Panel Samples and Opt-in Samples?

12:30 PM

Lunch and Keynote

Andrew Mercer (Pew Research)

From buggy whips to bogus respondents: Changing perspectives on data quality in online surveys

2:00 PM UAS Data Use Workshop

4:00 PM

Break

Session 8

Uses of UAS Data

4:15 PM

Session Chair: Jeremy Burke (USC Center for Economic and Social Research)

Ryan Best (West Virginia University)

Loneliness during the COVID-19 pandemic across sociocultural contexts: The intersection of gender, age, and romantic co-residence

Patrycja Sleboda (Baruch College, City University of New York)

Don't say "vegan" or "plant-based": Food without meat and dairy is more likely to be chosen when labeled as "healthy" and "sustainable"

Ravi Iyer (USC Marshall School Neely Center)

Tracking Positive and Negative Experiences with Social Media and Al

5:00 PM

Closing Remarks

CIPHER SPEAKERS



Andrew Mercer is a senior research methodologist at Pew Research Center. He is an expert on probability-based online panels, nonprobability survey methods, survey nonresponse and statistical analysis. His research focuses on methods of identifying and correcting bias in survey samples and the use of machine learning for survey data. He leads the Center's research on nonprobability samples.

Marco Angrisani (Ph.D., Economics), is a Senior Economist at the Center for Economic and Social Research at the University of Southern California. His primary research fields are financial economics, labor economics, economics of aging, and retirement preparedness. Some of his current projects focus on analyzing household consumption, saving and investment behavior through both survey and transactional data, as well as on the role of cognitive ability and financial literacy in shaping financial decision making. His work also examines how job demands and the work environment influence retirement decisions. Angrisani's research agenda features different aspects of survey methodology, from sampling and weighting techniques to measurement properties of questions eliciting household income, wealth, and expenditure. Angrisani is a team member of the Understanding America Study and the Gateway to Global Aging Data Repository.





Samer Atshan is an assistant policy researcher at RAND and a Ph.D. student at the Pardee RAND Graduate School. His research focuses on understanding social and psychiatric epidemiological outcomes relating to mental health, behavioral health, well-being, loneliness, and social isolation. His most recent work uses survey panels to understand changes in perceptions, behaviors, and mental health during the COVID-19 pandemic.

Kyle Berta is Director of Panel Products at SSRS. Kyle has more than a decade of experience in survey research across a variety of modes and methodologies. He specializes in work on multi-mode probability-based panels and has expertise on panel recruitment, maintenance, and health. In his current role he oversees a suite of SSRS Opinion Panel enabled products including the SSRS Opinion Panel Omnibus and SSRS Virtual Insights.





Nick Bertoni has over 12 years of experience in public opinion polling, most of which being related to designing, building, and managing longitudinal panels. In his role overseeing KnowledgePanel Operations at Ipsos, Mr. Bertoni is responsible for shaping the strategic vision for KnowledgePanel management, recruitment, retention, and overall efficiency. He has personally managed the execution of over 100 panel surveys in addition to numerous modes of panel recruitment, including CAWI and CATI. He brings a unique perspective to panel management, having been both a vendor and a client for online panels in the commercial and non-profit sectors. In addition to panel management, he is experienced in developing best practices for online mobile optimization, managing and improving email deliverability rates, and is skilled in team building, leadership, and training.

Ryan Best, PhD, is an assistant professor in life-span developmental psychology at West Virginia University. His research uses the lifespan development approach to study how shifts in motivational processes across adulthood affect decision-making and how adults pursue goals. In his work, he applies theories of motivational development to the study of cognitive aging and the ways that cognitive aging influences behavior. Current projects include theoretical work on the goal orientation perspective and how loss aversion goals manifest in behavior, measuring declines in numeracy in older adulthood, and improving the precision of risk preference measures used in the study of gain-loss framing effects. Prior to starting his position at West Virginia University, he completed his graduate work in cognitive psychology at Florida State University and held postdoctoral positions researching adult aging at the University of Zurich and RAND Corporation.





Ipek Bilgen is a Principal Research Methodologist at NORC at the University of Chicago. Bilgen is also the Deputy Director of NORC's Center for Panel Survey Sciences and Chief Methodologist of NORC's AmeriSpeak Panel. She has over 18 years of experience in survey research methods and received both her Ph.D. and M.S. from the Survey Research and Methodology (SRAM) Program at the University of Nebraska-Lincoln. Dr. Bilgen has published and coauthored articles in Journal of Official Statistics, Public Opinion Quarterly, Journal of Survey Statistics and Methodology, Survey Practice, Social Currents, Social Science Computer Review, Field Methods, Journal of Quantitative Methods, SAGE Research Methods, and Quality and Quantity on issues related to interviewing methodology, web surveys, internet sampling recruitment approaches, cognition and communication, measurement error in surveys. Her current research investigates mixed mode surveys, ABS survey design, panel recruitment and retention, total survey error sources in probability-based online panels, the use of web and emerging technologies in surveys and panels, questionnaire development and design, cognitive testing, and survey implementation issues. Dr. Bilgen is currently serving as Associate Editor of Public Opinion Quarterly (POQ). She is also teaching Survey Methodology and Survey Questionnaire Design courses at the Irving B. Harris Graduate School of Public Policy Studies at the University of Chicago.

Alexandra M. Brown Breslin is a PhD Candidate with the Joint Program in Survey Methodology (JPSM), University of Maryland College Park. Her academic work focuses on errors of nonrepresentation primarily with respect to smartphone based passive data collections. Alex currently serves as a Social Science Research Analyst at the Department of State, implementing nationally representative surveys across 100+ countries. Prior to joining JPSM, Alex worked for the Federal Reserve Board of Governors as a survey project manager.





Jonathan Burton is the Associate Director for Surveys for Understanding Society: The UK Household Longitudinal Study. He is involved in all aspects of data collection and fieldwork design for the main study, the Innovation Panel, and other enhancements to the study. He is a survey methodologist and his research interests include the process of consenting to data linkage, the use of apps for data collection, and non-response.

Katherine Carman is a Senior Financial Economist at the Securities and Exchange Commission. Her research focuses on financial decision making and behavioral economics. Katherine is particularly interested in how individuals' beliefs, perceptions, and decision-making processes affect their financial choices. She is also interested in survey research methods, and has extensive experience running surveys in online panels. She received a Ph.D. in economics from Stanford University.





Jennifer Hunter Childs is the Senior Statistician for Demographic Research at the U.S. Census Bureau. Throughout her career, Jenny has worked on many interagency efforts collaborating across the federal statistical system on projects that measure trust in federal statistics and seek to improve respondent understanding of confidentiality protections. Jenny is one of the senior methodologists for the Census Bureau's Household Pulse Survey in the High Frequency Rapid Response program and is involved in the formation of the Census Household and Military Panels.

Jim Dahlhamer is a senior specialist in survey methods with the National Center for Health Statistics (NCHS). Working on the National Health Interview Survey (NHIS), his primary responsibilities include survey and questionnaire design, data quality review and research, and survey weight construction. Some of his current research focuses on the development of sexual orientation and gender identity questions for health surveys; incorporating improvements to NHIS weighting procedures, including the use of machine learning techniques; and all things data quality with the new NCHS Rapid Surveys System. Jim received a Ph.D. in Sociology from the University of Delaware.





Dr. Femke De Keulenaer (Senior Research Director) has 20 years' experience in social and public opinion research at Ipsos and, prior to that, at The Gallup Organisation and the University of Antwerp. Femke has led numerous studies for European institutions including the Flash Eurobarometer. Femke is a trained survey methodologist and has a particular responsibility within Ipsos EPA for methodological decisions including sampling and weighting and quality assurance. She leads the KnowledgePanel Research Methods Centre and is responsible for defining and controlling methodological and quality standards for KnowledgePanel Europe. At Gallup, Femke studied the best ways to combine and weight samples coming from multiple frames and looked into the possibilities of efficiently combining probability samples with nonprobability panel samples. At the University of Antwerp, Femke studied non-response in the Panel Study of Belgian Households (1992-2002) and looked at ways to keep panel members engaged and avoid attrition. Femke is specialised in international random probability sampling across face-to-face, telephone and online data collection methods and has published in a number of journals. She is a lecturer on research methods and analysis at the University of Leuven and a regular speaker at international survey research conferences.

Kayla de la Haye is a scientist at the University of Southern California's (USC) Center for Economic and Social Research, where she directs the Institute for Food System Equity. She works to promote health and prevent disease by applying social network analysis and systems science to key public health issues. Her current research focuses on promoting healthy eating and nutrition security, preventing chronic disease. and supporting multidisciplinary and multi-sector translational team science. Dr. de la Haye currently serves as Vice President of the International Network of Social Network Analysis. She holds a Ph.D. in psychology from the University of Adelaide, Australia.





Grigory Franguridi is a research scientist at USC CESR with interests in econometric theory and survey methodology. He got his Ph.D. from USC Department of Economics in 2023.

Danny Fryer is a Senior Data Scientist at the Social Research Centre, where he develops data infrastructure that has so far doubled the capacity of the Life in Australia™ panel. He holds a PhD in statistics with a focus on feature importance methods in machine learning and AI. Danny always starts from the assumption that there are simple elegant solutions to our problems - solutions have enough in common, abstractly, that we should invest considerable time in improving how we go about finding and building them.





Frank Graves, founder of EKOS Research Associates Inc., is one of the country's leading applied social researchers, directing some of the largest and most challenging social research assignments conducted in Canada. For more than three decades, the firm has held a reputation for creative and rigorous research in the areas of public policy, social policy, and program evaluation, and as a leader in innovative survey techniques and methodology.

Ravi lyer is the Managing Director of the USC Marshall School's Neely Center. Previously, he spent 4+ years leading data science, research and product teams across Meta toward improving the societal impact of social media. He has a Ph.D. in social psychology from USC, co-founded Ranker and continues to work at the intersection of academia, civil society, and the technology industry.





Mickey Jackson leads research and development to keep SSRS's methods on the cutting edge in the fast-changing world of survey and data science. In his current and prior roles, he has worked with CNN, the University of California – Los Angeles, federal statistical agencies, and numerous other clients to transition large-scale, high-profile data collections to new methodologies. His current areas of focus include: leading methodological work for the SSRS Opinion Panel; enhancing SSRS's new Encipher Hybrid methodology for lending probability and nonprobability samples; applying advanced predictive modeling to improve the efficiency of large-scale data collections using adaptive designs; and improving the accuracy of election polls.

Mickey is an active member of the American Association for Public Opinion Research (AAPOR), serving on the Standards Committee and contributing extensively to the recent AAPOR task force report on data quality in online samples. He has published multiple peer-reviewed journal articles and is a frequent presenter at methodological conferences.

Jon Krosnick, winner of the lifetime career achievement award from the American Association for Public Opinion Research and the Nevitt Sanford Lifetime Achievement Award from the International Society of Political Psychology, is Frederick O. Glover Professor in Humanities and Social Sciences, and Professor of Communication, Political Science, Sustainability, and Psychology at Stanford University, Director of Stanford's Political Psychology Research Group, and Research Psychologist at the U.S. Census Bureau. He has expertise in questionnaire design and survey research methodology, voting behavior and elections, and American public opinion. He has taught courses for professionals on survey methods for decades around the world and has served as a methodology consultant to government agencies, commercial firms, and academic scholars. He is an expert on the psychology of attitudes, especially in the area of politics and has been coprincipal investigator of the American National Election Study, the nation's preeminent academic research project exploring voter decision-making. For 25 years, he has been conducting national surveys of American public opinion on climate change.





Michael W. Link, Ph.D. is Chief Research Office / EVP of Methodology for Ipsos Public Affairs (US) with over overseeing the development of new methodologies for data collection, advanced analytics, and solving clients' difficult information needs. Dr. Link is also a Past President of the American Association for Public Opinion Research (AAPOR). His research efforts focus on developing methodologies for confronting the most pressing issues facing measurement science, including the use of multiple modes in data collection and leveraging new technologies and data science techniques. Along with several colleagues, he received the American Association for Public Opinion Research 2011 Mitofsky Innovator's Award for his research on address-based sampling. His numerous research articles have appeared in leading scientific journals, such as Public Opinion Quarterly, International Journal of Public Opinion Research, and Journal of Official Statistics. He enjoys mountain hiking, drone photography, herb gardening, and international cooking.

Jenny Marlar is the Director of Survey Research at Gallup and leads the Gallup Panel. She specializes in the recruitment and retention of probability-based panels, ABS and web data collection, and survey design. Her work often involves targeting low incidence or hard to reach populations. She leads Gallup's methodological innovations in survey design, data collection, and probability-based panel research. Marlar has her M.S. and Ph.D. from the Survey Research and Methodology program at the University of Nebraska-Lincoln.





Dina Neiger is a data and analysis professional with expertise and experience in the application of statistics for evidence-based decision making and policy evaluation gained at the Social Research Centre(SRC) from 2013, Australian Bureau of Statistics (ABS) and Centre for Biostatistics and Clinical Trials at the Peter MacCallum Cancer Centre (BaCT). Dina is especially interested in adapting traditional methods and introducing new methods to mitigate the ever-growing selection, coverage and non-response biases in modern day. Dina's work on the methodology and implementation of the first Australian probability online, Life in Australia[™] and associated methods of blending and calibration has been the subject of many conference presentations, technical and peer-review journal publications.

Andrew M. Parker, Ph.D. is a Senior Behavioral Scientist in the RAND Pittsburgh office and Professor within the Pardee RAND Graduate School, His research applies core concepts in behavioral decision research to the understanding of decision-making behavior in complex real-world situations. Dr. Parker has led projects using online panels to understand cognition and decision making across the age spectrum, vaccination and other health behavior, retirement and financial decision making, tax evasion, and susceptibility to misinformation. Dr. Parker was PI on a project validating a measure of decision-making competence, which has predicted major life outcomes. Dr. Parker has led or contributed to work for the Department of Labor, Social Security Administration, National Science Foundation, multiple National Institutes of Health, Federal Emergency Management Agency, Agency for Research on Healthcare Quality, Alfred P. Sloan Foundation, Russell Sage Foundation, FINRA Foundation, and Gulf of Mexico Research Initiative, among others. Dr. Parker received his Ph.D. from Carnegie Mellon University in Behavioral Decision Theory, as well as an M.S. in Statistics.





Evan W. Sandlin is a Research Manager and political scientist at the Center for Economic and Social Research. He is the analyst for the LABarometer as well as a member of a number of working groups on the grant "A Next Generation Data Infrastructure to Understand Disparities across the Life Course."

Paul Scanlon is a senior methodologist at the National Center for Health Statistics where he is responsible for leading question evaluation surveys. He is the PI for NCHS' Research and Development Survey (RANDS) system, and is one of the lead methodologists for the Center's new Rapid Surveys System (RSS). Prior to NCHS, Paul worked at the U.S. Census Bureau and the Office of Management and Budget.





Brian Scholl is Chief Economist of the Office of the Investor Advocate (OIAD). He directs economic research for OIAD and advises on economic and financial market policy. A prominent advocate for evidence-based policymaking, Dr. Scholl designed and launched the SEC's new investor-testing research initiative POSITIER, which provides an array of rapidly deployable, investor-focused data collection capacities to inform investor research and policy. Dr. Scholl was awarded the Federal Evaluation Innovator Award by the Evaluation

Officer Council. Prior to his appointment with the SEC, Dr. Scholl served as Chief Economist of the United States Senate Budget Committee, and also previously worked for the FDIC, the Federal Reserve, and public and private entities. Dr. Scholl completed his M.A. in Statistics and his Ph.D. in Economics at the University of California at Berkeley.

Patrycja Sleboda is an Assistant Professor in the Department of Psychology at Baruch College, City University of New York. Dr. Sleboda uses advanced quantitative methods and insights from judgment and decision-making psychology and behavioral science to understand environmental and health behavior, so as to inform interventions for shifting attitudes, risk perception, and behavior. She is particularly interested in examining how to facilitate healthy and sustainable food choices and technology acceptance, and how to promote actions that mitigate and adapt to environmental hazards. Before joining Baruch College, Dr. Sleboda held a research associate position in environmental and health behaviors at the Wrigley Institute for Environment and Sustainability and the Schaeffer Center for Health Policy and Economics at the University of Southern California.





Paulina Tabery has been involved in public opinion research for more than 15 years, first in the private sector and then academia. She is currently head of the Public Opinion Research Centre at the Institute of Sociology of the Czech Academy of Sciences. She leads grant projects and helps clients from the academic and public sphere implement their projects, from designing questionnaires, data collection, and writing research reports. Her academic work focuses on opinion formation, interpersonal and media communication, survey instrument testing, political communication, and pre-election surveys. She has published in peer-reviewed journals such as IJPOR and European Societies and in the past years served as the national representative of WAPOR for the Czech Republic. She popularizes surveying and opinion polling as a regular guest on a public broadcasting radio program devoted to contemporary Czech society.

Randall K. Thomas is Chief Survey Methodologist at Ipsos Public Affairs and is responsible for research-on-research studies to determine optimal online questionnaire design, especially for mobile devices. In his position, he provides methodological leadership for the company in web-based and digital research methods to ensure high quality, accurate surveys for both non-probability and probability-based samples. He has completed more than 30 publications and 300 conference presentations and workshops and has more than 25 years' experience managing and mentoring research teams in producing high quality survey research.





Vera Toepoel is head of the Methodology department at Statistics Netherlands. Her work focuses on innovations in data collection, e.g. apps, sensor data. She has a PhD on questionnaire design and is the author of the book Doing Surveys Online, published by Sage.

John Tsang is a graduate student in the Department of Mathematics and Statistics at the University of Ottawa. His main research interests are survey sampling with missing data and statistical learning. He has a background in economics and computer science and is also interested in econometrics, forecasting, and leveraging parallel computing for statistical applications. Currently, he is collaborating with the Bank of Canada to investigate issues pertinent to method-of-payment surveys through Mitacs.

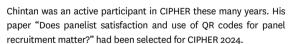




Andrew Warren is a Senior Associate of Policy and Research at the Financial Health Network. A large portion of his work falls under the Financial Health Pulse research initiative, which combines survey and administrative data from the Understanding America Study to track financial health outcomes over time. Andrew holds a bachelor's degree from Lewis & Clark College, as well as a Master of Public Administration degree with a certificate of advanced study in data analytics from Syracuse University.

In Memoriam

Chintan Turakhia was the Executive Vice President and Chief Products Officer at SSRS. He had over thirty years of survey research experience and had expertise in all phases of survey research. His extensive experience included design and implementation of large-scale studies in Public/Social policy, Political Research, Education, Housing, and Healthcare. He worked with a diverse set of public and private sector clients in developing custom solutions for their research needs. He led the probability-based SSRS Opinion Panel, SSRS Text Message Panel and build-out of other ancillary probably panel based products.



He passed away on December 24, 2023. He will be deeply missed by the CIPHER community.



CIPHER 2024

Current Innovations in Probability-Based Household Internet Panel Research

Scientific Arie Kapteyn, Jill Darling, Marco Angrisani, and Francisco Perez-Arce (USC Committee: Center for Economic and Social Research); and Jan Karem Höhne (MASS)

Conference Tania Gutsche, Tarra Kohli, Lila Rabinovich, and Pamela Tyler (USC Center

Organizers: for Economic and Social Research); and Rose Li & Associates

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