



## Special Winter 2011 Bait Box

Each year seems to speed by faster than the one before. Of course, 2010 was so packed that many were glad to post “Closed” on it:

- Gulf oil spill
- Wikileaks
- Mid-term elections with the 11,251 hours of political ads leading up to it
- The snowiest December in history—and more in January! Can we say “Metrodome Collapse” and where is the snowsuit I used to wear to outdoor football games?

Instead of dwelling on the past, let’s jump to **February 24**. That’s when Paul J. Lavarkas, Ph.D., a research psychologist currently serving as methodological consultant, will be the featured speaker at our chapter’s February lunch seminar. His topic is one that will have a wide appeal for researchers and end-users: **The results of AAPOR’s Online Task Force Panel’s investigation of online panel recruitment and the ability to use online panels when trying to estimate population parameters.**

By the way, Paul was actually a member of the Task Force. An experienced teacher and professor, he will be discussing these intriguing things, plus lots of others that have a direct bearing on our own work:

1. Explaining what a “nonprobability” panel is—and if you don't know what this means, Dr. Lavrakas will explain it so you can impress your clients! That “deer in the headlights” look is not attractive!
2. When nonprobability online panels are appropriate.
3. Why it appears prudent to avoid nonprobability online panels when trying to estimate population parameters.
4. Why more research is needed to understand how to make reliable and valid inferences from nonprobability samples and when such inferences can be made with confidence.

**PLEASE SAVE THIS DATE!** We’ll give you more details soon, but wanted to give you the chance to block your calendar now for **FEBRUARY 24**. Did you notice it’s a luncheon? One thing our chapter is famous for is picking places that serve excellent food!

**AND SAVE ANOTHER:** We all know that Minnesota's senior population will be exploding -- thanks to the Baby Boomers! So come and get a peek at the "next biggest market" at our March event. **MARCH 17:** Peter Spuit, with the Minnesota Board on Aging and the Department of Human Services will present the objectives, methods, and findings from research on Minnesota’s aging population.

See you there.....