

**JENNIFER M. KELLEY**

jmkelley22@gmail.com

135B High Street, Colchester, CO11SP, United Kingdom +447447727691

**EDUCATION**

---

University of Essex, Colchester, UK, 2019 (Expected)  
Doctorate of Philosophy, Survey Methodology

University of Michigan, Ann Arbor, MI  
Masters of Science in Survey Methodology, April 2012

Oakland University, Rochester, MI  
Bachelor of Arts in Psychology, Departmental Honors, Summa cum Laude, May 2010

**ADDITIONAL UNIVERSITY COURSES**

---

SURVMETH 746, Advanced Statistical Modeling, University of Michigan, Fall 2014

**SHORT COURSES**

---

- Multilevel Modeling with Complex Sample Survey Data, American Association for Public Opinion Research, Anaheim, CA, May 14, 2014
- Mobile Development, mHealth Summit, Washington D.C., December 8, 2013
- Leveraging Mobile & Social Technologies for Data Collection, Joint Program in Survey Methodology, College Park, MD, January 29 – 31, 2013

**PUBLICATIONS**

---

Mneimneh, Z. N., Pennell, B.E., **Kelley, J.**, & Cibelli, K. (*Forthcoming in 2016*). Surveys in societies in turmoil. In Wolf, C., Joye, D., Smith, T.W., & Fu, Y.C. (Ed.). *The SAGE-Handbook of Survey Methodology*. Sage Publishing.

West, B.T., Wagner, J., Guyer, H., Hubbard, F., **Kelley, J.**, Couper, M. P., & Mosher, W.D. (*Forthcoming in 2016*). The effects of a mid-data collection change in financial incentives on total survey error in the national survey of family growth: results from a randomized experiment. *Total Survey Error in Practice*. Wiley Publishing.

Pennell, B.E., Deshmukh, Y., **Kelley, J.**, Maher, P., Wagner, J., & Tomlin, D. (2014). Disaster research: survey displaced populations. In Tourangeau, R., Edwards, B., Johnson, T. P., Wolter, K.M., & Bates, N. (Ed.) *Hard-to-survey populations* (pp. 111-133). Cambridge, UK: Cambridge University Press.

Lee, S., Lee, J., Liu, M., & **Kelley, J.** (*Submitted June, 2014*). Quantitative Evaluation of Questionnaire Translation through Interview Language Randomization with Bilingual English-Spanish Speakers. *Field Methods*.

**CONFERENCE PRESENTATIONS (as presenter)**

---

**Kelley, J.** (2015). Usability Testing of an Instagram Data Collection Tool. *Presented at the 40th Annual Conference of the Midwest Association for Public Opinion Research Conference, Chicago, Illinois.*

- Kelley, J.**, Mneimneh, Z., Pennell, B.E., & Cibelli Hibben, K. (2015). Surveys in Societies in Turmoil. *Presented at the European Survey Research Association 6<sup>th</sup> Conference, Reykjavik, Iceland.*
- Kelley, J.** & Cheung, G. (2015). Challenges and Strategies for Developing One Instrument for Multi-mode Surveys. *Presented at the European Survey Research Association 6<sup>th</sup> Conference, Reykjavik, Iceland.*
- Kelley, J.**, Cibelli Hibben, K., & Yan, T. (2015). The Effect of Providing Think-Aloud Examples and Practice on Cognitive Interviewing in Nepal. *Presented at the European Survey Research Association 6<sup>th</sup> Conference, Reykjavik, Iceland.*
- Kelley J.**, Cibelli Hibben, K., & Yan, T. (2015). Analyzing Cognitive Interviews for Cross-National Studies. *Presented at American Association for Public Opinion Research Conference, Hollywood, FL.*
- Kelley J.**, Cibelli Hibben, K., & Yan, T. (2015). Analyzing Cognitive Interviews for Cross-National Studies. *Presented at the International Workshop on Comparative Design and Implementation, London, United Kingdom.*
- Kelley, J.** (2014). Using Paradata to Predict Interviewers' Likelihood to Take Question-Reading Shortcuts. *Presented at American Association for Public Opinion Research Conference, Anaheim, CA.*
- Kelley, J.** (2014). Collecting Interview Observations via a Mobile Device Survey: Lessons Learned. *Presented at International Field Directors and Technology Conference, Pasadena, CA.*
- Kelley, J.** (2014). Learning Management Software for Online Distance Interviewer Training. *Presented at International Field Directors and Technology Conference, Pasadena, CA.*
- Kelley, J.**, Kwaiser, K., Fenton, R., & Padot, D. (2014). Mobile Application Development Workshop. *Presented at International Field Directors and Technology Conference, Pasadena, CA.*
- Kelley, J.**, Cheung, G., & Pennell, B. (2013). Conducting Surveys in Developing Countries: What We Know and What We Still Have to Learn. *Presented at the European Survey Research Association Conference, Ljubljana, SI.*
- Pennell, B.E., Deshmukh, Y., **Kelley, J.**, Maher, P., Wagner, J., & Tomlin, D. (2013). Disaster Research: Surveying Displaced Populations. *Presented at the International Workshop on Comparative Design and Implementation, Stockholm, SE.*
- Lee, S., Lee, J., & **Kelley, J.** (2013), Quantitative Evaluation of Questionnaire Translation with Bilingual Speakers. *Presented at the International Workshop on Comparative Design and Implementation, Stockholm, SE.*
- Lee, S., **Kelley, J.**, & Lee, J. (2012). A Comparison of Extreme Response Styles between non-Hispanic and Hispanic Populations in United States. *Presented at American Association for Public Opinion Research Conference, Orlando, FL.*
- Kelley, J.**, Howe, E., & Pennell, B.E. (2012). Studying Internally Displaced Populations: A Systematic Review. *Presented at the International Workshop on Comparative Design and Implementation, Washington D.C.*
- Kelley, J.**, Howe, E., & Pennell, B.E. (2011). Hard to Reach Populations: Internally Displaced. *Presented at the International Workshop on Comparative Design and Implementation, London, United Kingdom.*
- Kelley, J.** (2009). *The Pursuit of Happiness Project.* *Presented at the Student Research Colloquium, Oakland University, Rochester, MI.*

## **OTHER CONFERENCE PRESENTATIONS**

---

- Couper M., **Kelley J.**, Axinn W., Guyer H., Wagner J., & West B. (2015) Smartphone and Internet Coverage in the National Survey of Family Growth. *Presented at American Association for Public Opinion Research Conference, Hollywood, FL.*
- Cibelli Hibben, K., **Kelley, J.**, & Yan, T. (2015). The Effect of Providing Think-Aloud Examples and Practice on Cognitive Interviewing in Nepal. *Presented at the International Workshop on Comparative Design and Implementation, London, United Kingdom.*
- Mneimneh, Z. N., Pennell, B.E., Lin, Y., & **Kelley, J.** (2014). Using Paradata to Monitor Interviewers' Behavior: A Case Study from a National Survey in the Kingdom of Saudi Arabia. *Presented at the International Workshop on Comparative Design and Implementation, Bethesda, MD.*

## **POSTER PRESENTATIONS**

---

- Cibelli Hibben, K., **Kelley, J.**, & Yan, T. (2015). The Effect of Providing Think-Aloud Examples and Practice on Cognitive Interviewing in Nepal. *Presented at American Association for Public Opinion Research Conference, Hollywood, FL.*
- Kelley, J.**, Stewart, R., & Harding, K.M., (2010). Pursuit of Happiness Project: Employee Wellness Intervention Workshop. *Presented at the Association for Psychological Science Convention, Boston, MA.*
- Stewart, R., **Kelley, J.**, & Harding, K.M., (2010). Pursuit of Happiness Project: Participants' Subjective Evaluation of Happiness Exercises. *Presented at the Association for Psychological Science Convention, Boston, MA.*
- Kelley, J.**, Gambino, M., Clark, C., Maguire, K., & Stewart, R. (2009). Cognitive and Behavioral Processes Associated with Meaning, Happiness, and Psychological Well-Being. *Presented at the Association for Psychological Science Convention, San Francisco, CA.*
- Clark, C., **Kelley, J.**, Gambino, M., Maguire, K., & Stewart, R. (2009). Effects of Savoring and Psychological Well-Being on Satisfaction with Life. *Presented at the Association for Psychological Science Convention, San Francisco, CA.*
- Gambino, M., **Kelley, J.**, Clark, C., Maguire, K., & Stewart, R. (2009). Behavioral and Cognitive Correlates of Psychological Well-Being and Satisfaction with Life. *Presented at the Association for Psychological Science Convention, San Francisco, CA.*

## **RESEARCH EXPERIENCE**

---

**Research Area Specialist/Survey Methodologist**, Survey Research Center, University of Michigan, 2012 – 2016

Smartphone and Internet Coverage in the National Survey of Family Growth

- Lead analyst

Instagram for Data Collection

- Designed and implemented a three-part study (online survey, usability study, and pilot) for Feeding America survey using Instagram as a data collection tool
- Team lead for usability study
- Presented findings at AAPOR 2015

**Cognitive Interviewing Experiment: The Effect of Providing Think-Aloud Examples and Practice on Cognitive Interviewing in Nepal**

- Designed and implemented experiment to investigate effect of respondent training and practice on cognitive interviewing with respondents who have little or no research participation
- Lead analysis
- Presented findings at international conferences

**Interviewer Behavior and Data Quality**

- Initiated and designed original study using paradata to predict interviewers' likelihood to take question-reading shortcuts
- Conducted analysis
- Presented findings as a solo author at AAPOR 2014

**Multi-mode Questionnaire Design**

- Created and submitted proposal to form multi-mode questionnaire design team to meet the needs of face-to-face surveys transitioning to multi-mode surveys (CAPI and Web)
- Conducted literature review
- Proposed experimental designs
- Created guidelines

**Graduate Student Research Assistant** for Beth-Ellen Pennell, Director of Survey Research Operations, University of Michigan, 2010-2012

**Hard-to-Reach Populations**

- Researched methods on how to survey internally displaced populations due to natural disasters
- Co-authored book chapter
- Presented research at international conferences

**Cross Cultural Survey Guidelines**

- Researched and documented survey methodologies for international/cross-cultural household surveys

**Research Assistant** for Dr. Sunghee Lee, University of Michigan

**Extreme Response Styles of Minorities, 2011-2012**

- Researched extreme response styles in surveys for Hispanic and other minority populations
- Prepped and coded data
- Analysis
- Presented findings at AAPOR, 2012

**Research Apprentice** for Dr. Lakshmi Raman, Oakland University

**Children's Understanding of the Role of Psychological Labels on Biological Processes Such as Growth, 2009-2010**

- Prepared vignettes and questionnaires
- Contacted and coordinated testing with local elementary schools
- Administered surveys to local elementary students and Oakland University students
- Coded and entered data

## **Lead Research Apprentice** for Dr. Robert Stewart, Oakland University

Happiness Lab – Cognitive and Behavioral Factors of Savoring, Psychological Well-Being, and Satisfaction with Life, Pursuit of Happiness – Phase I & Phase II, 2008-2010

- Conducted literature
- Developed and presented a six-week workshop for Oakland University Wellness Wednesday
- Held weekly make-up sessions for participants who missed workshops
- Selected measures and prepared survey forms
- Administered surveys to Oakland University employees and student
- Coded and entered data
- Conducted statistical analysis and interpret results using SPSS and Amos
- Presented findings at local and/or national conferences

## **WORK EXPERIENCE**

---

**Research Area Specialist/Survey Methodologist**, University of Michigan, Institute for Social Research, Survey Research Operations and Survey Research Center International Unit, May 2012 – April 2016

- Respondent Concerns Coordinator, July 2015 – April 2016
  - Develop and implement interviewer and respondent interaction protocols for addressing respondent concerns
  - Develop and implement technical systems to document and monitor interviewer and respondent interaction
  - Design interviewer respondent interaction observation questions
  - Organize and lead the review and analysis of patterns of interviewer and respondent interactions
  - Review all expressions of respondent concerns and ensure appropriate follow up action is taken
  - Develop training materials
- Lead Training Coordinator for the Health and Retirement Survey, June 2015 – April 2016
- Research Area Specialist for Various International Projects, January 2012 - Present
  - Cognitive interviewing
  - Questionnaire development
  - Quality control and assurance
  - Using paradata to manage field staff and assess data quality
  - Training field researchers/interviewers
- Technical Lead for Cross-Cultural Survey Guidelines, September 2014 – April 2016
- Project Manager for International Short Course on Survey Methodology in Cross-Cultural Contexts, September 2014 – April 2016
- Project Manager for Online Interviewer Trainings, July 2013 – April 2016
  - Developed and implemented online training (via Moodle) for interviewers and staff
- Project Manager for Monitoring the Future Cognitive Interviews and Tablet Usability Testing, May 2015 – July 2015
  - Conducted expert reviews
  - Developed and implement cognitive interviewing/testing protocols
  - Trained cognitive interviewers

- Supervised data collection (quality control)
- Conducted analysis
- Prepared and delivered reports to principle investigators
- Project Manager for World Health Organization Model Disability Survey – Questionnaire Development (United States, Nepal and China), May 2012 – September 2014
  - Conducted expert reviews
  - Developed and implement cognitive interviewing/testing protocols
  - Trained cognitive interviewers
  - Supervised data collection (quality control)
  - Conducted analysis
  - Prepared and delivered reports to principle investigators
  - Attended expert meetings in Geneva
- Project Manager for National Survey of Family Growth, Cycle 8, May 2012 – May 2015
  - Assisted project director with management of survey production (supervising field researchers, data collection, and quality control)
  - Assisted questionnaire development and translation
  - Trained field researchers on instrument
  - Developed interviewer training mocks
  - Developed and implemented new training procedure for Smartphone GPS project
  - Developed and implemented mobile data collection of interview observations
- Project Manager for Web and Mobile Screen Design, January 2014 – June 2014
- Project Manager for Mobile Technology Development, June 2013 – June 2014
  - Lead teams in exploration and development of data collection using mobile technology

**Research Associate II**, University of Michigan, Institute for Social Research, Survey Research Operations, June 2011 – May 2012

- National Survey of Family Growth, Cycle 8
  - Provided field support for Smartphones and GPS project
  - Developed and implemented new training procedure for Smartphone GPS project
  - Developed interview training mocks
  - Assisted questionnaire development and translation

**Graduate Student Research Assistant**, University of Michigan, Institute for Social Research, Survey Research Operations, June 2010 – May 2012 (*see Research Experience for detailed description*)

## **TEACHING EXPERIENCE**

---

**Instructor**, Design and Implementation of Surveys in Developing Countries, GESIS Summer School in Survey Methodology, August 2015

**Guest Lecturer**, Introduction to Survey Methods and their Application in International Settings, University of Michigan, Summer 2015

**Teaching Assistant**, Introduction to Survey Methods and Their Application in Multicultural and Multinational Contexts, University of Michigan, Summer 2011-2014

- Created and graded assignments
- Coordinated administrative activities for course
- Participated in lectures

**Course Grader**, SurvMeth 423, Data Collection Methods, Fall 2011

**Teaching Assistant**, PSY 251 Statistics and Research Design, Winter 2010

- Lectured every class period giving examples of SPSS
- Held tutoring sessions twice a week
- Graded homework
- Conducted review sessions for the final exam

**Teaching Assistant**, PSY 225, Lifespan Development, Winter 2009

- Lectured full class period on Intelligence - Across the Life-span for 100+ students
- Held two-hour tutoring sessions, once a week
- Assisted in proctoring exams

## **PROFESSIONAL ACTIVITIES**

---

- Organizational Committee Chair for 2016 3MC International Workshop, Chicago, IL
- AAPOR International Initiative 2015 Committee Member
- AAPOR Education 2015 Education Committee Member
- AAPOR ResearchHack 2015 Team Mentor
- AAPOR Education 2015 ResearchHack Subcommittee Member
- AAPOR ResearchHack 2014 Participant
- Organizational Committee for Comparative Survey Design & Implementation Workshop, 2013 - Present
- Website Creator and Administrator for Comparative Survey Design & Implementation 2011 - Present
- President of Psi Chi, Oakland University Chapter, 2009-2010
- Secretary of Psi Chi, Oakland University Chapter, 2008-2009
- Website Creator and Administrator for [www.oaklandpsichi.com](http://www.oaklandpsichi.com), Oakland University, 2008-2010
- Student Editor of PsychMatters, Oakland University Psychology Department Newsletter, 2008-2009

## **SECURITY CLEARANCE**

---

- Level 5c-Public Trust (Expires 2018)

## **TECHNICAL SKILLS**

---

- Advanced statistical modeling
- Qualitative analysis
- Statistical software: SAS and SPSS; Stata and R (proficient)
- All Microsoft Office products
- Content Management Systems (e.g., Joomla, WordPress, Moodle), system development and content management

## **MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS**

---

- American Association for Public Opinion Research, 2012-Present
- Comparative Survey Design and Implementation, 2011-Present
- Psi Chi, National Honor Society, 2008-Present
- Student member, Association for Psychological Science, 2008-2012
- Student member, International Positive Psychology Association, 2008-2010

## **HONORS, AWARDS, GRANTS, AND SCHOLARSHIPS**

---

- Undergraduate Distinguished Achievement Award 2009
- Departmental Honors, Psychology 2009
- Oakland University's Provost Undergraduate Student Research Grant, 2008, 2009
- Oakland University Dean's List, 2007-2008
- Academic Honors, Oakland University, 2006-2010
- Oakland University Transfer Scholarship 2006-2007