

## **PAUL J. LAVRAKAS**

PAUL J. LAVRAKAS, PH.D. is a research psychologist, and currently is serving as a methodological research consultant for several organizations. From 2000-2007 he was Vice President and chief methodologist for Nielsen Media Research. He was a tenured Professor of Journalism and Communication Studies at Northwestern University (1978-1996) and Ohio State University (1996-2000), and was the founding faculty director of the Northwestern University Survey Lab (1982-1996) and the OSU Center for Survey Research (1996-2000).

Among his publications, he has written two editions of a widely read book on telephone surveying (*Telephone Survey Methods: Sampling, Selection and Supervision*) which were published by Sage in 1987 and 1993. Since then he has authored several handbook chapters on telephone survey methods, the most recent one appearing in the *Handbook of Survey Research* (Elsevier, 2010).

In 2007, he was the editor of a special issue of *Public Opinion Quarterly* on mobile phone surveying in the USA. He also was co-editor for *Advances in Telephone Survey Methodology* (Wiley, 2008). Among his other publications, Dr. Lavrakas is the editor of the *Encyclopedia of Survey Research Methods* published by Sage in 2008.

Paul has served the American Association for Public Opinion Research (AAPOR) as 1995-1997 Conference Operations chair, as the 1997-1999 Conference Program Chair, and as Counselor at Large, 2008-2010. He also organized and chaired the 2003 and 2005 U.S. Cell Phone Sampling Summits and the 2007-2008 and 2009-2010 AAPOR Task Forces on Cell Phone Surveying. In addition to being an AAPOR member, he is a current member of MAPOR, NYAAPOR, SAPOR, PAPOR, WAPOR, and the American Statistical Association.