In December 2014, Crossley Scholars and Director Ciruli participated in the Pacific Chapter of the American Association for Public Opinion Research conference in San Francisco. Scholars Kevin Stay and Aaron Schonhoff presented at a poster session. Their topic highlighted public opinion regarding the legalization of marijuana, and was titled “Legalization of Recreational Marijuana in Colorado, a Political Milestone: Outpost or Tipping Point.”

Director Ciruli chaired a panel on aspects of the 2014 election, including the change in reporting and analysis due to the multiple high profile poll forecasts sponsored by major media outlets, such as the New York Times, Washington Post, The Huffington Post and FiveThirtyEight.com.
U.S. Ambassador to Argentina Noah Mamet welcomed the Crossley Center to Buenos Aires for the World Association of Public Opinion Research’s annual conference. Director Ciruli presented a paper on the changing U.S./Cuban relationship and its impact on public opinion. Ambassador Mamet explained that the new policy was having a positive impact on U.S. diplomacy in Latin America.

The Crossley Center also participated in a panel discussion on Polls, Media and Elections with international public opinion experts, organized by Professor Kathy Frankovic, former polling director for CBS News. Other panelists included leading Latin American pollsters; the dean of British pollsters, Sir Robert Worcester; and former New York Times polling editor, Marjorie Connelly.

The Obama administration’s Syrian Red Line decision in August 2013, which caused a major increase in worldwide conversation regarding U.S. policy in the Middle East.

AAPOR Conference – In spring 2014, two Crossley Scholars attended the American Association of Public Opinion Research conference in Anaheim, California, with the Crossley Center’s director. The students attended numerous panels and assisted Director Ciruli on a panel organized with top pollsters in the country on the major trends foreseen in the 2014 November senate election. Ciruli also presented a paper on the 2013 Colorado gun rights recall elections. The students networked with numerous public opinion and survey research leaders and participated in the AAPOR education committee deliberations on how students and new members can better engage in the organization and conference.

Events and Presentations

Forecasting with Pardee Center – Professor Ciruli regularly presents a lecture on the theory and practice of using forecasting tools for predicting elections to Professor Barry Hughes’ forecasting class. The most recent lecture incorporated 2014 election data to illustrate forecasting concepts.

Speeches – Numerous speeches on the 2015-’16 election environment, presented before Colorado audiences, reflect the Crossley Center’s reputation as a go-to source for political expertise.
Helen Crossley, Crossley Center Founder

Helen Crossley, the Crossley Center’s founder and primary funder, established the center in honor of her father, Archibald Crossley, a public opinion research pioneer, in 2012.

Helen Crossley received her master’s degree in the social sciences from the University of Denver in 1948. She focused her studies and wrote her thesis on public opinion research, a field in which she has made a significant impact.

Helen Crossley’s career included public service through the Armed Forces Information and Education Division in the Department of Defense, where she was eventually promoted to chief of research, and with the United States Information Agency.

She became a founding member of two of the most prestigious professional associations for public opinion research: the American Association for Public Opinion Research (AAPOR) and the World Association for Public Opinion Research (WAPOR). She served as the first female president of WAPOR in 1961 and as Secretary-Treasurer of AAPOR in 1973 and 1975.

“Helen has always retained a fascination with research methodology, and also with the potential of survey research to make new discoveries about humankind, and to bring about positive change in societies around the world.”

— George Gallup Jr.

Courses Offered Through Crossley Center

Fall Class

“International Public Opinion and Foreign Policy,” designed and taught by Professor Ciruli, commenced in 2014. The course examines international public opinion and introduces the major international opinion trends that impact foreign affairs. Students review international public opinion worldwide, then by major regions, and finally focus on a selection of leading countries. The theoretical question involves whether public opinion influences foreign policy in countries around the world, and if it does, under what conditions. It also examines how international opinion affects American foreign policy, including the views of foreign societies toward America and its policies. Students study recent elections in different areas of the world and provide in-depth analysis.

Winter Class

Twenty students took the “American Public Opinion and Foreign Policy” class during the 2015 winter term. The course examines how national public opinion impacts foreign policy, and begins with an investigation of public opinion in general — how it is collected, analyzed and applied. It also identifies the primary sources of American public opinion data and analyses. After outlining the controversies of American public opinion related to foreign policy decision-making using historical perspectives, the focus narrows to the most recent challenges, spanning from the first Iraq War to the rise of ISIS. Although foreign policy is often a secondary issue for the public compared to domestic issues, recently it has had high salience.

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Winter Class (cont’d)
in elections and elite conversation. The course examines
the foreign policy debate with extensive public opinion
aspects that have commenced in the warm-up to the
2016 presidential election. Further, the course examines
— then affirms or debunks — a series of determinants
that inform practitioners and foreign policy experts
concerning American opinion related to foreign policy.
Also, media and its persuasive power in opinion
formation are considered. The students developed
PowerPoint presentations and blog posts on the major
foreign policy topics affecting public opinion.

American Public Opinion
Case Studies, 2014–2015:
Cuban relations
Gay rights
Immigration reform
Iran negotiations
Keystone Pipeline
Marijuana legislation
Presidential approval ratings
U.S. Senate torture report

CROSSLEY CENTER PUBLISHED ARTICLES
Director Ciruli published three articles of public opinion analysis in the Denver Post
and the online polling website, Polling Report.

• Ciruli: Colorado elections and the price of popularity, Denver Post, November 30, 2014
• Ciruli: Election polls face a crisis of confidence, Denver Post, May 15, 2015

2015 WORLD PUBLIC OPINION CONFERENCE (cont’d)
Director Ciruli presented to Latin American professors,
graduate students and local pollsters on the public opinion
associated with the rapprochement between the US and
Cuba. Polling showed a confluence of favorable opinion
in America, Cuba, and Latin America.

Source: Gallup 2015
Format: Crossley Center 2015

WEBSITE
The Crossley Center website launched in October 2014 with the help of the
Crossley Scholars. The site features regularly updated Crossley Center
information and activities. Helen and Archibald Crossley’s contributions to
survey research and Helen’s gift to the Korbel School are highlighted on the site.

In October 2015, the Crossley Center launched its own blog for public
opinion regarding foreign policy, with an emphasis on elections around the
world. Check it out at CrossleyCenter.blogspot.com