

Crossley Center for Public Opinion Research



UNIVERSITY of DENVER

JOSEF KORBEL SCHOOL OF INTERNATIONAL STUDIES

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CROSSLEY CENTER MISSION

The Crossley Center for Public Opinion Research is a new center of learning focused on conducting and analyzing public opinion research. The Crossley Center trains students in public opinion methodology, in international public opinion subject matter, as well as in American public opinion related to foreign policy issues. The center adds to the Korbel School's goal of strengthening internationalism, teaching students to think globally and putting scholarship into practice for global public good.

Since it was established in 2013, the center has instructed 70 graduate students, granted four fellowships, and presented papers on foreign policy and public opinion at five national and international public opinion conferences.



PREVIEW THE DEBATE

The Crossley Center sponsored the first of a series of programs analyzing the 2016 presidential election and its potential impact on American foreign policy. Dean Chris Hill and award-winning 9KUSA Political Reporter Brandon Rittiman joined Crossley Center Director Floyd Ciruli on May 19 for a presentation before more than 100 students, faculty and friends of the Korbel School.

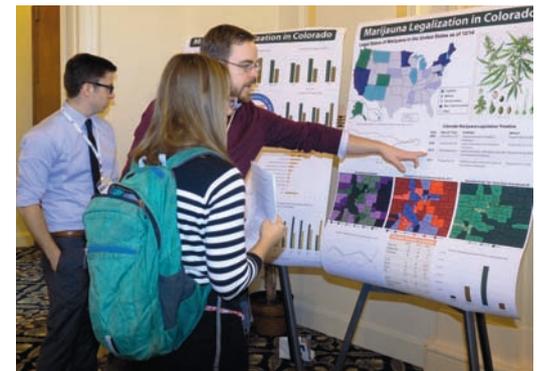
Dean Hill and Director Ciruli also were guests on a 9KUSA's Balance of Power show last March.

CROSSLEY CENTER SCHOLARS

Four Korbel School graduate students have received Crossley Center Fellowships to participate in the program. They attend courses, take part in public opinion conferences, help prepare conference papers and panels, and network with public opinion experts. Fellows receive stipends for faculty-approved research projects and internships, as well as conference attendance and travel-related research that furthers their application of public opinion research in their careers.

Two Crossley Center scholarship students, Chelsea Bartholomew and Gina Jannone,

published an analysis of the results of the May 7 British election. In June, the first two Crossley Scholars, Aaron



Crossley Fellows Kevin Stay (left) and Aaron Schonhoff present a poster session at the 2014 PAPOR conference in San Francisco.

Schonhoff and Kevin Stay, graduated. Kevin secured a job in the San Francisco Bay area with SurveyMonkey, the on-line custom survey firm.

PACIFIC CHAPTER OF AAPOR 2014 CONFERENCE AND CROSSLEY CENTER SCHOLARS

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*.

2015 WORLD PUBLIC OPINION CONFERENCE

U.S. Ambassador to Argentina Noah Mamet welcomed the Crossley Center to Buenos Aires for the World Association of Public



From left, Ambassador Mamet, KK Ciruli and Floyd Ciruli at Bosch Palace in Buenos Aires

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.

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From left, Sir Robert Worcester, Marjorie Connelly and Floyd Ciruli in 2015 WAPOR panel discussion.

2014 CONFERENCE PARTICIPATION

WAPOR Conference – The Crossley Center's director participated in the 2014 World Association of Public Opinion Research conference in Nice, France, last September. Two hundred of the world's leading public opinion experts gathered to share new data and analyses concerning the latest in

"The Obama administration's Syrian Red Line decision caused a major increase in worldwide conversation regarding U.S. policy in the Middle East."

research science and public opinion trends. Director Ciruli presented two Crossley Center papers. One, entitled "The Obama Policy of Restraint – What's Next in American Foreign Policy?" drew considerable interest and discussion. A second paper, "Syria: Public Opinion Cul-de-Sac," probed 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



Helen Crossley

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.

International Election Case Studies, 2014–2015:

Scottish Independence vote, Sept. 2014
Brazilian Presidential election, Oct. 2014
Greek Parliamentary election, Jan. 2015
Israeli Parliamentary election, March 2015
British Parliamentary election, May 2015

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*.

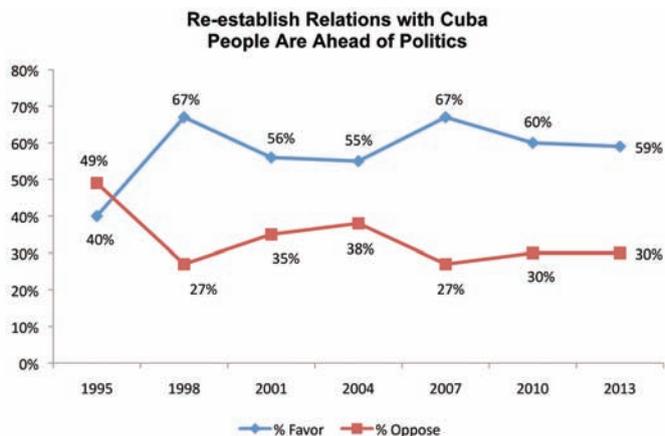
- **Ciruli:** [Colorado elections and the price of popularity](#), *Denver Post*, November 30, 2014
- **Ciruli:** [Election polls face a crisis of confidence](#), *Denver Post*, May 15, 2015
- *Polling Report* Publishes [“Castro Brothers in Trouble”](#), *The Buzz*, May 15, 2015

News updates, publications and events are available on the [Crossley Center website](#)

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.

BLOG

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