This is the USC Listproc archive of AAPORNET messages for this entire month. It is one big message, in chronological order, just the way the USC archive stored it. You can search within this month with your browser's search function (usually Ctrl-F).

Turning this into individual messages that ASU's Listserv software can index and sort means a lot of reformatting. We will do this as time permits.

New messages are of course automatically formatted and indexed correctly, and I have converted November 1994 through January 1995 and June 2002 to the present.

Shap Wolf
Survey Research Laboratory
Arizona State University
shap.wolf@asu.edu
AAPORNET volunteer host

Begin archive:

Archive aapornet, file log9908.
Part 1/1, total size 566072 bytes:
1. Shelby will presumably not affect the statutory protections of Census, health and criminal justice data on persons.
2. The Chamber of Commerce et al. should be worrying about courting political backlash from a public already worried about concerted attacks on privacy by commercial interests.

3. Even though the amendment protects trade secrets, Ralph Nader, Greenpeace, et al. may be pleased by the accesss good ol' Sen. Shelby will have given them to the names of the specific companies befouling the air, the water or our guts.

4. This may be another instance of a failure to be careful about what you asked for. Whatever Shelby shall be.

-----Original Message-----
From: Scheuren@aol.com <Scheuren@aol.com>
To: aapornet@usc.edu <aapornet@usc.edu>
Cc: fscheure@ui.urban.org <fscheure@ui.urban.org>; lrcohen@uc.edu <lrcohen@uc.edu>; rhahn@aei.org <rhahn@aei.org>
Date: Saturday, July 31, 1999 1:46 PM
Subject: Re: More Re: Public Access to Rs' Names & Addresses

>Dear Colleagues:
>
>The new access required by law to data collected at public expense deserves the attention it is now getting. I have appreciated all the AAPORNET comments
>so far and would like to add my support (with some qualifications) to what Eleanor Singer has suggested. As you will recall she said the
>following:
>
>It would be very useful if AAPOR united behind a position designed to
>
>--
>
>  (a) assure an orderly process of disclosing research data relevant to
>  policy
>  decisions and regulations; and
>
>  (b) protect the confidentiality of respondents (and therefore also
>  the integrity of the research process).
>
>Prompt archiving of research data, with identifiers removed, is one
>response
>that might have a chance of satisfying both concerns. I'd like to see
>the AAPOR Council take a position on this issue, preparatory to the OMB
>request for comment. _____
>Regarding (a) I am in complete agreement and consider this potentially
>quite
>feasible too. Regarding (b) I am not sure how feasible it will be in
>all cases to protect respondent confidentiality. For many opinion
>surveys this might be straightforward but not necessarily in general --
a point she and
>
>I
>have discussed and which was the subject of a workshop she organized
>last December at the Institute for Survey Research. _________
>Let me mention that the latest issue of Science has a Policy Forum (July
>23,
>1999; pages 535-535) devoted to this topic. The Forum, by Linda Cohen
and Robert Hahn, makes 5 excellent recommendations which I have paraphrased below. After each recommendation I offer my own view for whatever it is worth.

Recommendation 1: Data access should be restricted in application to economically significant regulations developed by regulatory agencies.

(My comment on this is that this would be the way to begin and might, with further congressional action, become the full extent of the law.)

Recommendation 2: Data access should be limited to new federally funded grants and agreements.

(My take on this is that it would be unfair in the extreme to make the law's application retroactive. An obvious point but it needs to be said emphatically.)

Recommendation 3: The researcher should be required to provide as full a rendering of the data set as possible.

(Nice formulation but quite vague. Eleanor's second point tries to define this by focusing on confidentiality protection as the key requirement. It would be good to have a recommendation on when the data are to be released too. Perhaps along with the publication of the findings. Something implied elsewhere in the Forum.)

Recommendation 4: There should be a National Academy Panel, after 5
>years,
to
>evaluate the economic, social, and scientific impacts of the
>regulation.
>
>(A sunset provision or a point to fine tune the regulations is
>essential, even if such a big change were not so controversial.)
>
>Recommendation 5: Congress should create an agency to replicate
>findings
>that
>have economically significant impacts of $100 million or more.
>Replication
>is
>a key to ensuring the quality of results. The requirement for
>replication before promulgation is critical.
>
>(The need for another agency is something the framers of the new law
>may
>not
>have envisioned. It may make sense, especially for data that cannot be
>generally released.)

>A further comment. In my view some data sets cannot be made anonymous using
>the tools we have now as researchers. Work by people like Don Rubin at
>Harvard may change this but it will take time. Recommendation 5 is a way
>around this problem for some data that could not be made available without
>restrictions.
>
>All the best, Fritz
I sincerely second Eleanor Singers proposal quoted below:

> It would be very useful if
> AAPOR united behind a position designed to (a) assure an orderly
> process of disclosing research data relevant to policy decisions and
> regulations; and
>(b) protected the confidentiality of respondents (and therefore also the
>integrity of the research process). Prompt archiving of research data,
>with
>identifiers removed, is one response that might have a chance of
>satisfying
>both concerns. I'd like to see the AAPOR Council take a position on this
>issue, preparatory to the OMB request for comment.
>
Edith D. de Leeuw

==================================================================================================
| Dr. Edith D. de Leeuw                     |
| President RC33 on Logic and Methodology |
| Plantage Doklaan 40, NL-1018 CN, Amsterdam, the Netherlands |
| phone + 31 20 622 34 38, Fax + 31 20 622 34 38   |
| e-mail edithL@educ.uva.nl      |
==================================================================================================

>From jwerner@jwdp.com Tue Aug  3 04:48:08 1999
Received: from vger.vgernet.net (root@vgernet.net [205.219.186.1])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id EAA19677 for <aapornet@usc.edu>; Tue, 3 Aug 1999 04:48:07 -0700
(PDT)
Received: from jwdp.com (plp17.vgernet.net [205.219.186.117])
    by vger.vgernet.net (8.8.8/8.8.5) with ESMTP id HAA24749
    for <aapornet@usc.edu>; Tue, 3 Aug 1999 07:56:17 -0400 (EDT)
Message-ID: <37A6D72D.A3DA49E5@jwdp.com>
Date: Tue, 03 Aug 1999 07:49:01 -0400
From: Jan Werner <jwerner@jwdp.com>
There are two separate issues involved in all proposed or existing statutes concerning research data:

1) Disclosure of supporting data.

2) Identification of respondents/subjects.

The first of these may well have beneficial effects quite different from the assumed motives of those promoting the Shelby amendment, in that research that is subject to increased scrutiny should gain in credibility if it is properly conducted in the first place and does not involve the second issue, which brings up far more important ethical issues, including, but not limited to, personal privacy and guarantees of confidentiality.

Measures such as archiving questionnaires with identification removed may well have been sufficient 25 years ago, but they simply do not address the questions of privacy posed by technology today. Unless ALL steps of the data collection process are conducted in person and by hand, or using only fully isolated computer systems for which all backup media can be completely destroyed, it is nearly impossible to completely prevent eventual respondent
identification. Advances such as DNA testing make this problem even worse in such areas as medical research.

Given current technological trends, the only approaches to respondent confidentiality issues are likely to be effective in the long run are to promote the passage of strong legislation to protect individual privacy, and simultaneously to educate the public about the fundamental importance of such legislation to everyone.

Regardless of the immediate threat posed by the Shelby amendment, AAPOR and other professional organizations would do well to institute permanent mechanisms for addressing privacy and confidentiality issues in research and to lobby for legislation protecting the individual’s right to privacy.

Jan Werner
jwerner@jwdp.com

>From hoeyd@sunynassau.edu Tue Aug 3 06:37:05 1999
Received: from lib.acs.sunynassau.edu (LIB.ACS.SUNYNASSAU.EDU [198.38.8.2])
   by usc.edu (8.8.8/8.8.8/usc) with SMTP
   id GAA05002 for <aapornet@usc.edu>; Tue, 3 Aug 1999 06:37:03 -0700
   (PDT)
Received: from nov1.acs.sunynassau.edu ([198.38.9.253])
   by lib.acs.sunynassau.edu with ESMTP for aapornet@usc.edu;
   Tue, 3 Aug 1999 9:35:29 -0400
Received: from NCC_VOL2/SpoolDir by nov1.acs.sunynassau.edu (Mercury 1.40);
   3 Aug 99 09:41:07 -500
Received: from SpoolDir by NCC_VOL2 (Mercury 1.31); 3 Aug 99 09:40:47 -500
Received: from sunynassau.edu by nov1.acs.sunynassau.edu (Mercury 1.31) with ESMTP;
I am helping a Long Island, NY, high school student compete in a competition sponsored by the national science foundation. He is conducting a short public opinion survey among college students on voting behavior, party identification and vote choice. We have already conducted several hundred surveys in colleges located in the Northeast. Our attention now turns to obtaining assistance from schools located in the Southeast U.S. (Georgia, Alabama, Florida, etc.)

The project resumes in the Fall semester, and if you know anyone who might be willing to help by taking some short 5 minute surveys to conduct in class, please e-mail:
Thank You.

>From tiche001@maroon.tc.umn.edu Tue Aug  3 10:23:50 1999
Received: from mhub3.tc.umn.edu (0@mhub3.tc.umn.edu [128.101.131.43])
  by usc.edu (8.8.8/8.8.8/usc) with ESMTP
  id KAA07082 for <aapornet@usc.edu>; Tue, 3 Aug 1999 10:23:49 -0700
(PDT)
Received: from amethyst.tc.umn.edu by mhub3.tc.umn.edu with ESMTP for
aapornet@usc.edu; Tue, 3 Aug 1999 12:23:47 -0500
Received: from [207.58.29.173] by amethyst.tc.umn.edu for aapornet@usc.edu;
  Tue, 3 Aug 1999 12:23:47 -0500
Date: Tue, 03 Aug 1999 12:26:03 -0700
From: Phillip J Tichenor <tiche001@maroon.tc.umn.edu>
Reply-To: Phillip J Tichenor <tiche001@maroon.tc.umn.edu>
X-Mailer: Mozilla 3.04 (Win95; I)
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: More Re: Public Access to Rs' Names & Addresses
References: <3.0.16.19990802151424.3807a79e@mail.educ.uva.nl>
Edith de Leeuw wrote:

> I sincerely second Eleanor Singers proposal quoted below:
> It would be very useful if
> > AAPOR united behind a position designed to (a) assure an orderly
> > process of disclosing research data relevant to policy decisions and
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> issue, preparatory to the OMB request for comment.
> >
> Edith D. de Leeuw

Dr. Edith D. de Leeuw
President RC33 on Logic and Methodology
Plantage Doklaan 40, NL-1018 CN, Amsterdam, the Netherlands
phone + 31 20 622 34 38, Fax + 31 20 622 34 38
e-mail edithL@educ.uva.nl
Another second to Eleanor's thoughtful proposal.

Phil Tichenor

>From zukin@rci.rutgers.edu Wed Aug 4 08:56:05 1999
Received: from gehenna1.rutgers.edu (gehenna1.rutgers.edu [165.230.116.154])
   by usc.edu (8.8.8/8.8.8/usc) with SMTP
   id IAA22916 for <aapornet@usc.edu>; Wed, 4 Aug 1999 08:56:04 -0700
(PDT)
Received: (qmail 2774 invoked by alias); 4 Aug 1999 15:56:02 -0000
Received: (qmail 2764 invoked from network); 4 Aug 1999 15:56:02 -0000
Received: from dpp273.rutgers.edu (HELO rci.rutgers.edu) (165.230.50.130)
   by gehenna1.rutgers.edu with SMTP; 4 Aug 1999 15:56:02 -0000
Message-ID: <37A86391.8F0BDE9B@rci.rutgers.edu>
Date: Wed, 04 Aug 1999 12:00:17 -0400
From: Cliff Zukin <zukin@rci.rutgers.edu>
X-Mailer: Mozilla 4.5 [en] (Win98; I)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
CC: zukin <zukin@rci.rutgers.edu>
Subject: Executions
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Hello from New Jersey, where we are gearing up for our first execution since 1963. I know there is a fair amount of survey material on attitudes toward the death penalty, but I'm wondering if any state polls have asked about public opinion with regard to particular executions in their states. I'd like to take a look at questions others may have asked. I'd be grateful for
any advice. Please respond to me directly at zukin@rci.rutgers.edu.
Thanks.

--

Cliff Zukin   Rutgers University   e-mail: zukin@rci.rutgers.edu

Chair & Graduate Director * Department of Public Policy
Edward J. Bloustein School of Planning and Public Policy
33 Livingston Ave., Suite 202 * New Brunswick, NJ 08901-1980
732/932-2499 x 712 (Of) * 732/932-1107 (Fx)

Director, Star-Ledger/Eagleton Poll * Eagleton Inst. of Politics 185 Ryders
Lane * New Brunswick, NJ 08901-8557 732/932-9384 x 247 (Of) *
732/932-1551 (Fx)

>From beniger@rcf.usc.edu Wed Aug 4 10:42:02 1999
Received: from almaak.usc.edu (beniger@almaak.usc.edu [128.125.19.166])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
      id KAA09755 for <aapornet@usc.edu>; Wed, 4 Aug 1999 10:42:00 -0700
(PDT)
Received: from localhost (beniger@localhost)
   by almaak.usc.edu (8.8.8/8.8.8/usc) with ESMTP
      id KAA05688 for <aapornet@usc.edu>; Wed, 4 Aug 1999 10:41:59 -0700
(PDT)
Date: Wed, 4 Aug 1999 10:41:57 -0700 (PDT)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Pollsters Too Close to Their Data Dept.
Pollsters Too Close to Their Data Dept.

On this morning's MSNBC program, "Watch It! With Laura Ingraham," Republican Party pollster Kelly Anne Fitzpatrick attempted to explain away Bill Bradley's growing strength in New York State polls by describing that state as "right next door to New Jersey," which Bradley represented in the U.S. Senate for three terms, 1978-96.

If Bradley has unusual popularity in New York, it might better be attributed to his professional life before politics. For ten seasons, 1967-77, he played in the NBA with the New York Knicks, his only team.

Signed to a contract valued at $500,000 for four years, Bradley--after postponing his basketball career for two years to serve out a Rhodes Scholarship--was not only the highest paid rookie but also the highest paid player in the entire NBA. In his third season, 1969-70, he and teammate Walt Frazier led the Knicks to the NBA championship, Bradley averaging 14.5 points a game and shooting .460 from the field and .824 from the foul line. Three years later, in the 1972-73 season, Bradley--an All-Star selection--again led the Knicks to the NBA championship, averaging 16.1 points a game and career-high 4.8 assists in a career-high 36.6 minutes per game.
As a key member of both of the New York Knicks' championship teams, Bradley was elected to the Basketball Hall of Fame in 1982 and had his jersey retired by the Knicks in 1984.

Most baby-boomers, who are on average only a few years younger than Bradley and now occupy many positions of influence around New York State, are more likely to know Bradley's name and recall him fondly as a Knick than as a Senator from next-door New Jersey. Indeed, Hillary might have done better around New York by recalling her youth as a Bill Bradley and Knicks fan than as a Yankees fan, although I suppose that wouldn't have much pleased the Vice President.


Somebody please inform Kelly Anne Fitzpatrick, obviously a lifelong Yankees fan.

-- Jim

*****

>From eisinger@lclark.edu Wed Aug  4 10:54:54 1999
Dear Aapornet:

Kelly Anne Fitzpatrick currently is polling for Dan Quayle. By her logic, Quayle's imaginary poll numbers would make him immensely popular in Illinois.

-Robert Eisinger

On Wed, 4 Aug 1999, James Beniger wrote:
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-- Jim

*******
I am looking for examples or case studies of how survey research has been used (successfully) to measure citizen satisfaction with municipal services on some kind of ongoing basis. I am putting together a proposal to pitch this concept, and am hoping to find examples that can help me show the value of this approach. Any references or assistance will be appreciated.

Keith Neuman
Corporate Research Associates Inc.
Halifax, Nova Scotia
CANADA
At 04:53 PM 8/4/99 -0300, you wrote:
> I am looking for examples or case studies of how survey research has
> been
> used
> (successfully) to measure citizen satisfaction with municipal services
> on
> some
> kind of ongoing basis. I am putting together a proposal to pitch this
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> Keith Neuman
> Corporate Research Associates Inc.
> Halifax, Nova Scotia
> CANADA
Although they are dated, HUD funded Urban Observatories projects in the early 1970s did this for a number of metro areas in the US and led to monographs on those areas that looked at satisfaction with services among other things.

Dale A. Neuman
Department of Political Science
213 Haag Hall
University of Missouri-Kansas City
Kansas City, MO 64110
816-235-2787
FAX 816-235-5594

>From vector@sympatico.ca Wed Aug 4 13:50:02 1999
Received: from smtp13.bellglobal.com (smtp13.bellglobal.com [204.101.251.52]) by usc.edu (8.8.8/8.8.8/usc) with ESMTP id NAA20581 for <aapornet@usc.edu>; Wed, 4 Aug 1999 13:50:00 -0700 (PDT)
Received: from m-zwelling ([206.172.84.5]) by smtp13.bellglobal.com (8.8.5/8.8.5) with SMTP id QAA28496 for <aapornet@usc.edu>; Wed, 4 Aug 1999 16:51:36 -0400 (EDT)
Message-ID: <37A8A74E.1346@sympatico.ca>
Date: Wed, 04 Aug 1999 16:49:18 -0400
From: Marc Zwelling <vector@sympatico.ca>
Reply-To: vector@sympatico.ca
X-Mailer: Mozilla 3.01C-SYMPA (Win95; U)
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Measuring Satisfaction with Municipal Services
References: <199908042042.PAA27298@ns1.umkc.edu>
MORI in the UK (they have a website) has established citizens’ panels for the Blair government to evaluate public services, an approach I have concocted for clients in Canada, too. - Marc Zwelling/Vector Research + Development Inc./Toronto

Dale A. Neuman wrote:

> At 04:53 PM 8/4/99 -0300, you wrote:
> > I am looking for examples or case studies of how survey research has been used (successfully) to measure citizen satisfaction with municipal services on some kind of ongoing basis. I am putting together a proposal to pitch this concept, and am hoping to find examples that can help me show the value of this approach. Any references or assistance will be appreciated.
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> > Keith Neuman
> > Corporate Research Associates Inc.
> > Halifax, Nova Scotia
> > CANADA
>
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Marlene,

I find that I need AAPOR stationary. I have been sending out mail on my own
letterhead, but AAPOR’s would be preferable.

warren

MITOFSKY INTERNATIONAL
1 East 53rd Street - 5th Floor
New York, NY 10022

212 980-3031
212 980-3107 fax

e-mail: mitofsky@mindspring.com

>From abider@earthlink.net Wed Aug  4 19:42:10 1999
Received: from goose.prod.itd.earthlink.net (goose.prod.itd.earthlink.net [207.217.120.18])
  by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id TAA17435 for <aapornet@usc.edu>; Wed, 4 Aug 1999 19:42:09 -0700 (PDT)
Received: from oemcomputer (sdn-ar-003varestP310.dialsprint.net [168.191.217.176])
  by goose.prod.itd.earthlink.net (8.9.3/8.9.3) with SMTP id TAA24677
    for <aapornet@usc.edu>; Wed, 4 Aug 1999 19:42:02 -0700 (PDT)
Message-ID: <000e01bedef4$c20d7180$b0d9bfa8@oemcomputer>
Reply-To: "Albert Biderman" <abider@earthlink.net>
From: "Albert Biderman" <abider@earthlink.net>
To: <aapornet@usc.edu>
Subject: Re: Measuring Satisfaction with Municipal Services
Date: Wed, 4 Aug 1999 23:43:58 -0400
MIME-Version: 1.0
After doing some rassling with how to do "satisfaction with . . ." surveys (environment, police, work, community were some), I concluded that there was an inherent limitation confronting these kinds of inquiries. When we ask about satisfaction, we usually get very high levels thereof. If we ask about dissatisfactions, we often get high levels, too. One can readily figure out how to measure dissatisfaction but not satisfaction with many key features of such systems. When you are talking about fairly complex, integrated, organic or organismic-like systems, ordinary participants in them are aware of some part of subsystem only when it misfunctions and then the visible consequence of the misfunction may be in some not obviously related component.

"On the five-point scale, how satisfied or dissatisfied would you say you are with how your parathyroid is performing? . . . your intestinal villi?"

"How would you rate the statistical services in this county's government? . . . Its project evaluation studies?"

Albert Biderman
abider@american.edu

-----Original Message-----
I am looking for examples or case studies of how survey research has been used (successfully) to measure citizen satisfaction with municipal services on some kind of ongoing basis. I am putting together a proposal to pitch this concept, and am hoping to find examples that can help me show the value of this approach. Any references or assistance will be appreciated.

Keith Neuman
Corporate Research Associates Inc.
Halifax, Nova Scotia
CANADA
Hello from New Jersey, where we are gearing up for our first execution since 1963. I know there is a fair amount of survey material on attitudes toward the death penalty, but I'm wondering if any state polls have asked about public opinion with regard to particular executions in their states. I'd like to take a look at questions others may have asked. I'd be grateful for any advice. Please respond to me directly at zukin@rci.rutgers.edu. Thanks.

--
Cliff Zukin  Rutgers University  e-mail: zukin@rci.rutgers.edu

Chair & Graduate Director *  Department of Public Policy Edward J. Bloustein School of Planning and Public Policy
33 Livingston Ave., Suite 202 *  New Brunswick, NJ 08901-1980
732/932-2499 x 712 (Of)  *  732/932-1107 (Fx)

Director, Star-Ledger/Eagleton Poll * Eagleton Inst. of Politics 185
Oregon is gearing up for a ballot measure against the death penalty. I'll check here to see what has been done.

Janice Yaden
Dear ListServ Members,

I am working on the second iteration of a survey of long-distance travel in the United States. The previous survey measured long-distance trips, which are relatively rare events, by relying on the respondents' recall of such trips over an extended period (ranging from 2 to 12 months.) This gave rise to recall problems, to a high burden for those making frequent long-distance trips, and to an exclusion of those with relatively infrequent trips. An alternative survey method is, therefore, being developed which relies only on data collected about the respondents' most recent long-distance trip.

Has anyone had experience with such a method in other fields of interest, where the measurement of relatively rare events is the focus of attention (e.g., visits to doctors, visits to museums or other activity sites, or periods of illness or unemployment)? We are trying to find research literature on similar applications of methods that estimate the distributions of events (long-distance trips in our case) over time based on the most recent occurrence and the probability distribution on subsequent days. We would appreciate any ideas even if it's just one on where to look.

Thank you in advance for your help,

Lee Giesbrecht
Bureau of Transportation Statistics (www.bts.gov)
Job Opportunity - Community Health Supervisor
We have an immediate opening for an energetic person to join our research team at the University of Minnesota, School of Public Health. Afternoon/evening supervisor needed for a busy 32 station CATI telephone center.

Responsibilities include recruiting and hiring telephone interviewers, training new staff, direct supervision of interviewing staff and quality assurance. This person will also work with other members of the research team in pretesting and helping develop new survey instruments.

Qualifications: The ideal candidate must have strong oral communication skills, have experience conducting research interviews using a CATI system and previous supervisory experience.

We offer a competitive salary and an excellent benefit package including tuition reimbursement.

Karen Virnig
University of Minnesota
Data Collection and Support Services
Telephone: 612/626-8824
e-mail: virnig@epivax.epi.umn.edu
Position Available
Research Assistant in
Public Opinion on Public Policy

The Center on Policy Attitudes (COPA) is seeking a candidate for a research assistant position. Through nationwide polls and focus groups, COPA and its Program on International Policy Attitudes (affiliated with the University of
Maryland) conduct research on public attitudes on public policy issues, with an emphasis on foreign policy. It also studies policymakers' perceptions of the public. COPA actively disseminates its findings to policymakers and the media as well as to the academic community. In addition to its studies, COPA is developing a major website that will offer current and comprehensive analyses of data on public attitudes on a broad array of policy issues.

Position Responsibilities

- Conduct searches of existing survey data on public policy issues
- Write summaries of existing data for senior staff
- Participate in the development of poll questionnaires
- Develop codebooks and organize library of internal and external data resources

Required Qualifications

- A commitment to the field of research in public opinion on public policy
- Coursework or experience in survey research
- Strong organizational skills
- Knowledge of public policy issues
- Good computer skills
- Ability to work independently and efficiently on concurrent projects with attention to details
- Bachelor's degree or higher in the Social Sciences

Desired Qualifications

- Experience working with the University of Connecticut's Roper data base, ICPSR data archives, or related data archiving and search engines.
- Experience with SPSS or similar statistical packages.

Candidate to start in September.
To apply send resume and writing samples to:

COPA
1779 Massachusetts Ave. NW Suite 510
Washington, DC 20036

Fax: 202-232-1159 Email: pipa@his.com

The Center on Policy Attitudes is an equal opportunity and affirmative action employer.

>From mark@bisconti.com Thu Aug 5 11:03:52 1999
Received: from pivot.healthnotes.com ([209.3.111.158])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id LAA22655 for <aapornet@usc.edu>; Thu, 5 Aug 1999 11:03:35 -0700
(PDT)
Received: from markbri (ip202.washington13.dc.pub-ip.psi.net [38.30.214.202]) by pivot.healthnotes.com with SMTP (Microsoft Exchange Internet Mail Service Version 5.5.2232.9)
    id 37Y63GX9; Thu, 5 Aug 1999 14:01:47 -0400
From: "Mark Richards" <mark@bisconti.com>
To: <aapornet@usc.edu>
Subject: RE: Measuring Satisfaction with Municipal Services
Date: Thu, 5 Aug 1999 13:46:01 -0400
Message-ID: <NCBBKJCKF1DCKOFNAECEOLCHAA.mark@bisconti.com>
MIME-Version: 1.0
Content-Type: text/plain;
    charset="iso-8859-1"
There were two panels on this subject at the annual AAPOR meeting--both interesting sessions, and a topic I hope is covered again next year.

Presenters were: Thomas Guterbock, University of VA; Michael O'Neil, O'Neil Associates, Inc.; Patricia Gwartney, University of Oregon; Brian Vargus, Indiana University, Purdue University-Indianapolis; Ron Daves, Star Tribune; Danna Moore, John Tarnai, Washington State University; Jon Ebeling, CA State University; Mary Losch, Gene Lutz, University of Northern Iowa; Steve Padgitt, Iowa State University; Michael Link, Research Triangle Institute; Robert Oldendick, University of South Carolina.

Some of the presenters offered their experiences and difficulties--multiple jurisdictions and service providers within one "city" or metro area make it difficult for citizens to judge who is doing what; who gets involved in approving the survey instrument, touchy political issues between competing factions, etc.

With the rush toward performance-based municipal govt. and privatization of services, I would expect there to be more of this type of research... in some cases, with salary increases tied to the results. Some jurisdictions call it "customer research," and some citizens object to being called "customers" by their municipal government. I would expect the professional
association of municipal managers (??) to have information on this???

Mark Richards, mark@bisconti.com

-----Original Message-----
From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu]On Behalf Of Keith Neuman
Sent: Wednesday, August 04, 1999 3:53 PM
To: AAPORNET@VM.USC.EDU
Subject: Measuring Satisfaction with Municipal Services

I am looking for examples or case studies of how survey research has been used
(successfully) to measure citizen satisfaction with municipal services on
some kind of ongoing basis. I am putting together a proposal to pitch this
calendar, and am hoping to find examples that can help me show the value of
this approach. Any references or assistance will be appreciated.

Keith Neuman
Corporate Research Associates Inc.
Halifax, Nova Scotia
CANADA

>From abcgss1@nittany.uchicago.edu Mon Aug 9 06:04:33 1999
Received: from allman.src.uchicago.edu (allman.src.uchicago.edu [128.135.252.22])
The AAPOR Code already has several provisions that the "poll" you describes appears to violate. For example IID.2 states

We shall strive to avoid the use of practices or methods that may harm, humiliate or seriously mislead survey respondents.

And IID.2 in part says

We shall also not disclose or use the names of respondents for nonresearch purposes unless the respondents grant us permission to do
Please excuse any cross listing of this announcement. The Data and Program Library Service is pleased to announce the re-issue of
the following dataset to our Web-based Online Data Archive.

Please feel free to redistribute this announcement

DATA AVAILABILITY ANNOUNCEMENT

TITLE: Government Crowd-Out of Private Contributions to Public Radio: An Empirical Study

Unique Identification Number: BA-008-001-1-1-United States-DPLS-1990

URL: http://dpls.dacc.wisc.edu/radio/index.html

Data File: Microsoft Excel and tab-delimited ASCII file

Summary:

Publicly available data from IRS Form 990 tax returns, was collected from a short panel of noncommercial radio stations to study the effect of fundraising and crowd-out at these stations. The term crowd-out refers to the theoretically plausible reduction in private contributions when government funding is increased. The data set contains 419 observations for 104 noncommercial radio stations from 1990 to 1996. There are 29 variables in this data set. Most of them correspond to information recorded on lines 1a through 21 of Form 990. Since the initial release of this dataset (May 1999), additional information has been included such as name of the station’s license holder, the location of the station, the number of potential listeners, and any indication of National Public Radio affiliation.
For more information, please contact:

Cindy Severt  
Senior Special Librarian  
Data and Program Library Service  
University of Wisconsin  
1180 Observatory Dr.  
Room 3308 Social Science Bldg.  
Madison, WI 53706  
608-262-0750  
severt@dpls.dacc.wisc.edu

Lu Chou  
Special Librarian  
Data and Program Library Service  
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1180 Observatory Drive  
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Madison, WI 53706  
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>From beniger@rcf.usc.edu Mon Aug 9 09:02:18 1999
Received: from almaak.usc.edu (beniger@almaak.usc.edu [128.125.19.166])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
   id JAA28881 for <aapornet@usc.edu>; Mon, 9 Aug 1999 09:02:17 -0700
(PDT)
Folks,

An interesting discussion of survey and market research took up all of four glossy pages (pp. 42-45) in yesterday's New York Times Magazine, in an article by Timothy Noah, a political writer for both Microsoft's online journal, Slate, and George magazine, recently much in the news.

Noah sees surveys of consumers in the Jeffersonian tradition, and more favored by the young, as opposed to the Hamiltonian elitism of Walter Lippmann's government experts, favored by aging boomers. In this sense, at least, I think the piece tends to bolster the image of survey and market research, at least among readers who do not dwell on the methodological issues raised, but I welcome your opinions (and therefore attach the article below).
If you have any reactions to share with the world, you might consider sending them to Letters to the Editor, Magazine, The New York Times, 229 West 43rd Street, New York, NY 10036, or to magazine@nytimes.com

-- Jim

PEOPLE'S CHOICE AWARDS

J. D. Power & Associates' rapid rise came from polling the public and ignoring the experts, threatening the elitism of traditional consumer research groups like Consumers Union. Which raises an age-old question: Whose opinion should matter?

By TIMOTHY NOAH

In 1922, Walter Lippmann, already well on his way to establishing himself as journalism's
pre-eminent mandarin, published his book "Public Opinion," which asserted that the general populace was too fickle and too easily manipulated to decide weighty public questions. Instead, Lippmann wrote, these ought to be handled by "a specialized class" of experts working closely with top Government officials. Today, such a notion of good government sounds haughty and simplistic. But something very like Lippmann's construct was adopted, just a few years later, by an organization leading the budding consumer movement. This time, the mandarin approach was a great success.

That organization is now known as Consumers Union, publisher of Consumer Reports magazine. Because of its dependence on scientific experts to answer questions about, say, why one vacuum cleaner is better than another, Consumers Union might fairly be called one of the most elitist institutions in American life. It is also one of the most influential. But the pendulum that swings from rule by the masses to rule by the elite never really stands still, even when it comes to shopping. Today, the primacy of Consumers Union is being challenged by a rival whose opinions derive not from experts but from Lippmann's dreaded public: J.D. Power & Associates.
Chances are, as you've watched TV, flipped through magazines and looked at billboards lately, you've seen or heard the name J.D. Power & Associates. One recent morning, my local newspaper (The Washington Post) carried a three-quarter-page ad for Bell Atlantic Mobile wireless phone service boasting of its top ranking in a J.D. Power survey. The ad included a photograph of a tombstone-shaped crystal on a gold-plated metal base bearing the J.D. Power logo, which enjoyed larger and more prominent display than the logo for Bell Atlantic Mobile (which paid for the ad). "They are to the 90's what the Good Housekeeping seal was to the 50's," observes Peter Hart, a pollster. According to a 1999 Harris poll commissioned by the firm, 63 percent of American adults have heard of J.D. Power, up from 55 percent three years ago.

J.D. Power is a privately held research firm just north of Los Angeles, whose founder and chairman is J.D. (Dave) Power 3d, a 68-year-old man of large build and soft voice bearing the accent of his native Worcester, Mass. His company advises companies on how to improve "customer satisfaction" based on elaborate surveys, mostly in the form of mailed questionnaires that usually have a $1 incentive tucked inside. The surveys
fall into two broad categories: "proprietary" studies, commissioned by individual companies seeking objective information about their own customers' needs and desires; and "syndicated" studies that rank competing products or services within a particular industry based on customer satisfaction.

The rankings are dreamed up and financed by J.D. Power, at a cost that can be several hundred thousand dollars. Once completed, the findings are sold, like subscriptions, to the companies that are scrutinized.

Although the proprietary studies account for more than half of J.D. Power's revenue, it is the rankings that have given the firm its public face. The top performers receive awards -- the ubiquitous crystal slabs -- that they use in advertisements, which is how the public usually hears about products and services that receive J.D. Power's imprimatur.

Except, as Dave Power and his fellow apostles of customer satisfaction never tire of explaining, it isn't really J. D. Power & Associates that is giving its thumbs up. It's the public, a group Lippmann said has "neither time, nor attention, nor interest, nor the equipment for specific
judgment" on most aspects of modern life. Which returns us to the question of whether the public is a clueless rabble, as Lippmann more or less wrote, or the nation's collective wisdom, as Dave Power, the restaurant-guide gurus Tim and Nina Zagat and most political commentators who live outside Washington believe. Put another way, it's a question of whether our purchasing decisions should be based on the opinions of dispassionate experts, or whether those expert opinions should be dismissed as the same sort of ivory-tower blather that got us into the Vietnam War.

The debate over the wisdom of the populace versus the wisdom of experts is as old as civilization itself. It comes up in Plato's "Republic" and Aristotle's "Politics." It lies at the heart of the ongoing squabble between the medical profession and the New Age movement over the efficacy of herbal medicines. It was settled one way in the days when members of the United States Senate were chosen by state legislatures, and differently later, when senators started being elected by the public at large. It's one of those Big Philosophical Questions that one best approaches tentatively, giving wide berth to experience. But it should be more manageable when confined to the narrowly circumscribed question, "What stuff should I buy?" I resolved to give it
a try.

About 500 people work for J.D. Power & Associates at its Agoura Hills, Calif., headquarters and in satellite offices around the world -- about twice the number employed in 1993. The company reported 1998 revenues of $74.4 million -- more than triple that figure in 1993. J.D. Power made its name producing customer-satisfaction surveys for the automobile industry, which still accounts for most of its business. But in recent years it has branched out into studies of hotels, wireless phone services, home construction, hospital care, credit cards and the newly deregulated electric utility market.

I ask George Owens, a J.D. Power manager for product research, for information about the 1998 model of the car I drive, a Ford Taurus. Owens sits down to his computer terminal and punches up last year's Initial Quality Study, which reports that the survey's 342 Taurus owners cited 148 problems per 100 vehicles. The industry average that year was 176 problems per 100 vehicles, so the Taurus ranked above average. Now Owens taps his keyboard a few times to compare the performance of Tauruses produced at Ford's Atlanta plant (where mine was built) with those made at its Chicago plant: the Chicago plant
fared better, with 129 problems per 100, compared with 167 problems per 100 in Atlanta.

Next, Owens punches up a typical complaint a customer will make about a car -- engine lacks power." Within the upper-midsize segment, this complaint cropped up most often for the Honda Accord: 1.7 problems per 100. For the Taurus, it showed up as 1.5 problems per 100. These are still both "excellent scores," Owens says.

Even on its own terms, of course, survey research is not infallible. J.D. Power's minimum sample size for automotive surveys -- 250 responses per car model -- allows for a margin of error around 6 percent. Even assuming J.D. Power's surveys accurately reflect public opinion, does that public really know what it's talking about? I am a fairly unsophisticated consumer. Ask me whether my Ford Taurus is a good car and I'll probably say, "Yeah, sure, seems fine to me." (I drive the thing mostly on weekends.) Lippmann would compare me to one of Plato's cave dwellers, drawing my sense of customer satisfaction from indistinct shadows cast on the wall. When J.D. Power gathers up the opinions of 342 Taurus owners, is it getting 342 easy-to-please ignoramuses like me, or is it getting people who are smarter about these things than I am?
I never fill out consumer questionnaires. Perhaps my impatience with them is linked to my relative indifference to the subtle benefits of one consumer product or service as compared with another. Alternatively, it may be that the sort of people who do fill out questionnaires -- the same folks who go through life sending their steak back because they wanted it medium well, not medium -- skew J.D. Power's survey not toward intelligent criticism, but toward querulous complaint. People who care too much about being satisfied customers don’t necessarily have a tighter grip on reality than people who care too little, like me.

A continent away from J.D. Power's California command center, I am gazing at a shoe fastened onto a sort of prosthetic foot that, in turn, is attached to a piston. The piston goes up and down, smashing foot and shoe repeatedly onto a flat round platform in order to simulate a year's worth of walking. This is the Yonkers headquarters of Consumers Union, a converted warehouse that stands as a kind of temple to practical science. Its 50 laboratories house testing machinery, fussed over by white-coated scientists and technicians, that is guaranteed to enchant anyone who ever owned an erector set.
This is consumerism on the Lippmann model -- a consumerism that is more like the Federal Reserve Board, whose decisions cannot be reversed by popular protest, and less like the House Ways and Means Committee, whose decisions can. At least on the consumer front, the Lippmann school has withstood the test of time. Consumers Union's founding document, a 1927 book called "Your Money's Worth: A Study in the Waste of the Consumer's Dollar," by Stuart Chase and F. J. Schlink, grew out of a series of articles published in The New Republic, a magazine Lippmann had helped start a decade earlier. Like The New Republic, Chase and Schlink's book embraced the progressive-era faith in rational governance by wise leaders as an alternative to unruly populism.

"Your Money's Worth" was a best seller. Indeed, public response was so favorable that in 1926, it inspired Schlink to transform a small, church-sponsored consumer's club he'd established in White Plains into a national organization called Consumers' Research, which hired scientists to test consumer products and report the results in a magazine, Consumers' Research Bulletin, that refused all advertising. As Consumers' Research grew, though, Schlink became
resistant to employee demands for a union, and in 1936 most of his employees quit to start Consumers Union and Consumers Union Reports (later shortened to Consumer Reports).

The new organization was virtually identical to its predecessor in its methods and goals; the main difference was that, alongside its assessments of product claims, it evaluated the working conditions in the plants where the goods were made. Over time, however, the group's interest in labor issues dwindled, leaving Consumers Union a large and successful mainstream enterprise exclusively dedicated to evaluating products and services.

Today, Consumers Union employs a staff of about 480 -- roughly as many people as are employed by J.D. Power. Consumer Reports has a circulation of 4.5 million, and its Web site has 310,000 paid subscribers, more than any other subscription-based Web site except The Wall Street Journal. Revenue -- about 92 percent of which came from the sale of Consumer Reports and other publications and computer products -- totaled $137 million in 1998, nearly twice what J.D. Power pulled in.

In terms of visibility, however, J.D. Power is
gaining on Consumers Union fast, mainly because, unlike J.D. Power, Consumer Reports doesn't allow its ratings to be publicized by advertisers. (In addition, Consumer Reports itself carries no advertising.) The median age of a Consumer Reports reader is 52, which -- even allowing for the fact that older people tend to be more avid bargain-hunters -- is very old. (Subscribers to the Consumer Reports Web site have a median age of 42, which is also comparatively old.) J.D. Power's following appears to be much younger. According to the 1999 J.D. Power-commissioned Harris poll, recognition of the J.D. Power brand is strongest among people in their mid-30's. Can Consumers Union replenish its constituency as the public becomes increasingly inundated with the J.D. Power logo?

J.D. Power's method of supervising the use of that logo raises some eyebrows within the consumer movement. Companies that trumpet their awards must pay J.D. Power a fee (the average is $100,000) and submit the ads in advance for approval. They must also follow an elaborate set of guidelines governing, among other things, the size and prominence of the J.D. Power logo. (In no instance may it appear less than an inch in diameter.) In effect, J.D. Power uses these advertisements to raise its own profile with the
public, which in turn helps J.D. Power attract more corporate clients who buy copies of its syndicated studies, commission it to do proprietary studies or both.

Because of this symbiotic relationship, J.D. Power is inhibited in some ways that Consumers Union is not. Consider what might be called the Secret Lemon Problem. About 10 years ago, J. D. Power mostly stopped releasing unfavorable rankings -- at the time they were almost all for cars -- to the public (though it continued to do so to corporate buyers of the syndicated surveys). "What we were finding," says Dave Power, "was the press, especially the television news, would call up the day that we would announce the study, and they'd want to know the bottom-five makes."

Not surprisingly, this emphasis on the bad news upset manufacturers at the bottom of the list Yugo, Renault, Fiat, Peugeot, Sterling -- all potential J.D. Power customers. So J.D. Power instituted a policy in which, with few exceptions, only above-average rankings in syndicated studies are made public, while companies that rank below average are listed alphabetically in press releases. Now ordinary consumers can find out what J.D. Power likes, but
they usually can't find out what it doesn't like.

A related criticism of J.D. Power's methods flags what might be called the Miss Congeniality Problem: Because a J.D. Power award brings a fee and free publicity to the firm whenever a winner takes out an ad, there's incentive to create as many award categories as possible. But Dave Power says that segmented awards are necessary in a segmented market like the auto industry, where the "truckload of awards" won by Lexus has limited value to the public, the vast majority of whom cannot afford the luxury car. Still, he concedes that because J.D. Power does "many more studies" than it used to, the total number of awards, and related revenues, has increased.

Both the missing lemon problem and the Miss Congeniality Problem merit thoughtful attention, though a more profound consideration is that J.D. Power's role isn't to inform the public, but to be the public -- that is, to be an accurate mirror of opinions that the public already holds. J.D. Power is the free market talking to itself. But if the free market were so smart, wouldn't it already know what it thinks?

Not necessarily. Power's life goal is simple: he wants to make businesses recognize their
self-interest in giving customers what they want.
In the early 1960's, Power was working in Detroit for Interpublic Group, a company that did market research for General Motors. General Motors, Power recalls, had its own in-house research, and wasn't terribly interested in his reports because at that time the industry had consolidated into an oligopoly that faced little threat from foreign competition. In 1968, Power struck out on his own in Los Angeles and almost immediately picked up as a client a little-known company named Toyota, which had experienced considerable difficulty entering the U.S. market. But as Toyota, with Power's help, turned into a major force in the U.S., it beefed up its U.S. staff with executives from Detroit who, again, had little use for Power's proprietary studies. To keep his business going -- by now it employed about two dozen people -- Power decided in 1971 to do his first syndicated study: a survey of the first thousand buyers of Mazdas equipped with the brand-new Wankel rotary engine.

It was a shrewd choice. Although Mazda was the only company using the rotary engine, Detroit was making plans to adopt the technology. Eventually one of his studies -- which reported the startling finding that 1 in 5 Mazdas that had been driven more than 30,000 miles experienced
major engine trouble was leaked to The Wall Street Journal. The subsequent publicity put J.D. Power on the map and tossed the rotary engine into the dustbin of history.

To this day, the Mazda story remains the most stirring example of how J.D. Power's survey data can expose big, obvious product problems with great efficiency. Power uses it to criticize Consumers Union's testing approach, which he says uses only a few samples that it buys off the shelf.

Actually, the number of samples purchased varies greatly according to price. When Consumers Union tests condoms, it buys several dozen of each. When it tests cars, it buys one. But once the car is purchased, technicians adjust it so that it matches manufacturer specifications and is, in the words of technical director R. David Pittle, "as good as it could be. So one sample is enough." (Even so, says Pittle, if a car is determined to be "not acceptable," Consumers Union will buy the same model in a different part of the country to make sure the failure wasn't "a fluke.")

So who has the answer: the public or the experts? First off, it's worth bearing in mind
that in the end, good survey data and wise expert opinion on consumer matters aren't likely to diverge all that much. J.D. Power's 1999 study ranked the Infiniti I 30 the best "entry luxury car." Consumer Reports, in its April automotive issue, ranked the Infiniti I 30 the No. 1 "upscale car" for reliability. J.D. Power says the 1999 Toyota Corolla is the best compact car; Consumer Reports prefers the Acura Integra for reliability, but ranks the Corolla, and J. D. Power's two runners-up, the Saturn SW Wagon and the Nissan Sentra, all "better than average."

When it comes to consumer goods and services, I'm inclined to put my faith in the experts. No doubt part of the reason is that the consequences of doing so aren't especially grave. If the public were to yield all government decision-making power to experts, as Lippmann proposed, the experts could wreck the country. Returning to the example of the "best and brightest" policy makers who promoted U.S. troop escalation in Vietnam, even Lippmann ended up opposing that war. More recently, military experts who confidently predicted that NATO victory in Kosovo was impossible without sending in ground troops -- because every idiot knew you couldn't win a war just by dropping bombs -- turned out to be spectacularly wrong.
But if the public were to yield consumer decision-making to experts like the white-coated professionals at Consumers Union, and the white-coated professionals were wrong, the consequences would be . . . that a few people would buy a vacuum cleaner that perhaps wasn't quite as good as some other vacuum cleaner. If, on the other hand, the white-coated experts tended to be right -- and here I should note that it's easier to size up a vacuum cleaner than it is to calculate the consequences of a government action like sending troops into battle -- then, obviously, it would make sense to listen to those experts.

Indeed, experts can even mistrust themselves. "I do all the food shopping in our family," Stephen Brobeck, executive director of the Consumer Federation of America, a nonprofit lobbying group based in Washington, recently told me. But when he goes to the supermarket, and he's purchasing maybe 40 separate products, he wonders. "I think I'm fairly rational, but I'm quite sure I don't get the best value that I could," he says. Is that an argument for depending, J.D. Power-like, on the collective wisdom of the public, or for depending, Consumers Union-like, on the experts? I'm still trying to decide. Thank goodness
nobody’s life hangs in the balance.

Timothy Noah writes about politics for Slate and
for George magazine.

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*****
Voter News Service (VNS) is seeking to hire a team of exit poll recruiters for the 2000 election season.

VNS is operated by ABC News, the Associated Press, CBS News, CNN, FOX News, and NBC News. VNS conducts Election Day polling, tabulates the unofficial election night results and provides analysis of voting behavior.

This is a one-year, full-time salaried position offering benefits and competitive pay. (Some overtime work is required.) This fast-paced and dynamic position involves working with a team of recruiters and other
support staff to develop, train and execute a nationwide exit poll for the 2000 primary and general elections. Strong communication, writing, organizational and geographical skills are essential. Applicable computer knowledge includes Word, Excel, Access and HTML, familiarity with e-mail and the Internet.

Responsibilities include:
* Telephone recruiting of exit poll interviewers and backup interviewers throughout the nation.
* Communication with local resources (colleges, community organizations, VNS local contacts, etc.) for identifying potential interviewers.
* Screening and evaluating interviewer candidates.
* Placing interviewers and backups at specific location.
* Administer training and rehearsal exercises.
* Interviewer follow-up communication.
* Entering interviewer information into database for administrative and payment purposes.
* Assist in the management of Election Day operations.
* Other duties as may be necessary to insure that interviewers understand, practice and execute their assignment.

Opportunity for other positions within Exit Poll Operations is possible.

Contact:
Kathy Dykeman
Exit Poll Operations Manager
Phone: 212-947-7280 or 800-330-8683
Fax: 212-947-7756
mailto:epop@vnsusa.org

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Eric..it worked this time..I'll circulate..Janice Ballooou

Eric Zeidman wrote:

> 
> > MS Word 97 formatted version is attached: <<aapor-net listing.doc>>
> > 
> > > Voter News Service (VNS) is seeking to hire a team of exit poll
recruiters for the 2000 election season.

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* Placing interviewers and backups at specific location.

* Administer training and rehearsal exercises.

* Interviewer follow-up communication.

* Entering interviewer information into database for administrative and payment purposes.

* Assist in the management of Election Day operations.
Other duties as may be necessary to insure that interviewers understand, practice and execute their assignment.

Opportunity for other positions within Exit Poll Operations is possible.

Contact:
Kathy Dykeman
Exit Poll Operations Manager
Phone: 212-947-7280 or 800-330-8683
Fax: 212-947-7756
mailto:epop@vnsusa.org
Below are two job opportunities in the Chicago area, one for an entry level research assistant and the other for a senior project/client manager.

Opening

Senior Client/Project Manager

Richard Day Research (RDR) is a market research firm based in Evanston, IL. It has been in business for 20 years. RDR has an organizational structure that is unique. Our Senior people have the dual role of Client and Project Management. It provides the client with more value and helps to make us profitable, but it makes the right person difficult to find.

RDR has no sales force. At this point, in addition to Richard, there are two Senior Client/Project Managers. These two long-time associates specialize in one of two industries: financial services and pharmaceuticals. These Senior people relate directly and continually with the client. They are also involved directly in study design and sophisticated data analysis.
RDR is very flat, organizationally. We spend our time serving our clients, and providing them with extraordinary insight.

These Senior Client/Project Managers are paid at CASRO norms. However, they are bonused well beyond industry norms. RDR also has a real profit-sharing plan, so that our Senior people have six-figure accounts that continue to grow. We are now working on issues in which top people can grow equity.

Each Senior person has at least one junior person working with them. Our junior people are very bright and very capable. We hope to grow them into Senior Project/Client Managers.

The person we want must be an excellent researcher, not a manager of research. They would also have excellent client relationships. Ideally, the person we want would have considerable experience with pharmaceuticals or financial services. If you are deep in another industry we are willing to listen.

The person we want will have solid client-contact, and analytical skills. This person would feel comfortable working on a team of very bright people with high integrity, in a growing, open-book, flat, high-quality, collegial organization. This is a great opportunity for the right person.

If you are interested and you qualify, review our website and if you are still interested contact: Richard Day Research P.O. Box 5090
Evanston, IL  60201
E-mail: RDR@mcs.com           web site RDRESEARCH.COM
Fax: 847-328-8995
Market Research

Growing, highly respected, Evanston market research firm seeks a full-time Research Assistant. You will apprentice with a Senior Project Director. You will be involved in every phase of the research process from study design to helping write reports.

The ideal candidate will have survey research experience, know SPSS, be a clear thinker, and have good math skills. The work is interesting and challenging. Be prepared to learn and grow every day.

We are growing, profitable, informal, client-centered, and collegial. Benefits include learning, working with good people, health, dental, and profit sharing.

Send resume with cover letter (include salary history/requirements) to Richard Day Research  P.O. Box 5090 Evanston IL 60201, fax 847 328 8995, Email RDR@mcs.com

f/l;antapps/office/apps/resast98

>From mitchell@earinc.net Mon Aug 9 11:26:49 1999
"These Senior Client/Project Managers are paid at CASRO norms."

Casro sets salary norms? That would surprise me.

-----Original Message-----
From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu]On Behalf Of
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E-mail: RDR@mcs.com web site RDRESEARCH.COM

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Send resume with cover letter (include salary history/requirements) to Richard Day Research  P.O. Box 5090 Evanston IL 60201, fax 847 328 8995, Email RDR@mcs.com
Folks,

As some of you must already know, a major power struggle is currently in progress within the American Sociological Association over the editorship of its most prestigious journal, the American Sociological Review. Although I have no interest in becoming involved in this controversy, believe me, I think AAPOR members ought to know that the latest issue of The Chronicle of Higher Education, the leading publication for university and college administrators and faculty across all disciplines, has described the villain of its account of the dispute as "highly technical, quantitative survey research" (see below).

This is hardly a new story within American sociology, of course, but I find it disappointing that it has not been resolved--one way or the
another--after at least 30 years, and probably longer.

Do any of you villainous, highly technical, quantitative survey researchers have any suggestions about what AAPOR might do about this, other than to continue on with our evil schemes?

-- Jim

P.S. No, I don't admire mindless path analyses any more than you must do.

Sociologists Ask Their Leaders to Rethink Decision on Journal's Editorship

By D.W. MILLER

Members of the American Sociological Association called on their governing board to reconsider its rejection of a prominent scholar who had been nominated to edit the association's flagship journal. The vote by the membership, which came here Monday at the group's annual meeting, followed months of simmering debate over the publication, the American Sociological Review.
The association's Council was asked to reappoint the journal's outgoing editor for one year and to rethink its decision not to appoint Walter Allen, of the University of California at Los Angeles. Members overwhelmingly approved the non-binding resolution. The Council will take up the matter at its meetings this week.

Mr. Allen was one of six people to apply in January for a three-year term at the helm of the journal. Mr. Allen had proposed to open the journal to research from a broader array of methodologies and subfields, and had recruited a prospective slate of assistant editors from a variety of racial and ethnic backgrounds and intellectual interests. His editorial proposal won the favor of the association's elected Publications Committee, which is charged with recommending candidates to the Council.

But in February the Council, which has the final say on the selection of editors for association journals, rejected Mr. Allen by one vote and passed over the Publications Committee's No. 2 choice, Jerry A. Jacobs of the University of Pennsylvania. Instead, the board chose Charles Camic and Franklin D. Wilson, a team of editors from the University of Wisconsin at Madison that the committee had earlier rejected.

Critics faulted the decision on both procedure and substance. Although the Council acted within its constitutional powers, say critics, the rejection of Mr. Allen and Mr. Jacobs usurped a tradition of deference to the committee's recommendations.
More fundamentally, some critics interpreted the decision as a reflection of the Council's resistance to opening up the journal to newer varieties of research.

According to members of the Council and the Publications Committee, the association has been grappling for many years with criticism that the Review has become too narrowly focused on highly technical, quantitative survey research, to the exclusion of policy research and papers with qualitative or ethnographic methods. As a result, they said, the journal is thought to be unrepresentative of the full breadth of scholarship and tends to overlook newer fields, including studies of race, gender, and sexuality that often employ those methods.

Although sociology has many specialized journals, said Michael Schwartz, a sociologist at the State University of New York at Stony Brook and the chairman of the Publications Committee, diversity in the flagship journal is important because "ambitious grad students use the top journals to decide what areas to pursue." It also encourages "the cross-fertilization of one sub-discipline to another sub-discipline," a crucial task in a field with "strong area boundaries," he said.

Citing a need for confidentiality, most of the Council members have declined to explain their decision or describe the discussion of Mr. Allen's candidacy. In fact, his identity was not publicly acknowledged until today's meeting. But word got out about the Council's action in June when Michael Burawoy, a
member of the Publications Committee and a scholar at the University of California at Berkeley, quit the panel and disseminated his letter of resignation on academic listservs. The decision, he wrote, rendered "our work null and void."

The letter prompted much uninformed speculation among sociologists about whether the majority of Council members found Mr. Allen's qualifications too weak or his editorial proposal too unconventional. Douglas A. Massey, a professor at the University of Pennsylvania and a member of the Council, confirmed that both issues came up in the discussion.

Mr. Allen, a scholar of race and education, has several dozen journal articles to his credit. According to Paul Burfield, a sociologist at the University of Washington and a member of the Council, however, some on the Council believe that Mr. Allen's failure to have published anything in the Review itself should count against him.

At the debate Monday, angry scholars accused the Council of "blackballing" and "star chamber" tactics, and suggested that the panel was insensitive to the need to be more inclusive of research by minority scholars. (Before this year, the Review had never had a black editor; Mr. Allen, like Mr. Wilson, is black.)

Eventually, Margaret Anderson, of the University of Delaware, moved that the publication of the journal be suspended entirely until the editorship could be reconsidered. To judge
by the applause and cheers drawn by various speakers in favor of the motion, it seemed to have the overwhelming support of those in attendance.

As a vote neared, however, Ms. Anderson consented to a substitute proposal offered by Cheryl Townsend Gilkes, of Colby College. The new motion, which passed with few dissenters, proposed that Mr. Camic and Mr. Wilson be asked to step aside for Glen Firebaugh of Pennsylvania State University, who recently finished his tenure as editor of the Review.

It was not known Monday night whether Mr. Firebaugh would even be willing to resume the editorship. Although he did not speak at the debate, Mr. Allen said in an interview that he did not mind revealing his identity to his colleagues. "As we approach the new millennium," he said, "we need to have strategies of outreach to constituencies that had been turned off: qualitative research, critical race theory, the sociology of health -- those that aren't necessarily mainstream."

Subscribers can read this story on the Web at this address:

You may visit The Chronicle as follows:
>From sullivan@fsc-research.com Tue Aug 10 08:39:46 1999
Received: from web2.tdl.com (root@web2.tdl.com [206.180.230.2])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id IAA07027 for <aapornet@usc.edu>; Tue, 10 Aug 1999 08:39:37 -0700
(PDT)
Received: from michael.tdl.com (tdl-dyn209.tdl.com [205.162.12.209])
    by web2.tdl.com (8.9.1a/8.9.1) with SMTP id IAA02506
    for <aapornet@usc.edu>; Tue, 10 Aug 1999 08:39:36 -0700
Message-Id: <199908101539.IAA02506@web2.tdl.com>
From: "Mike Sullivan" <sullivan@fsc-research.com>
To: aapornet@usc.edu
Date: Tue, 10 Aug 1999 08:56:23 -0800
MIME-Version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT
Subject: Re: Survey Research as Villain
Sociology has been coming apart at the seams since the mid-60s. The discouraging part of all this is that the conflict seems to have boiled down to a battle between those who appear to advocate mindless empiricism and those for whom empirical proof is largely irrelevant. Rational minds left that battlefield a long time ago. I say let em fight it out.
This is hardly a new story within American sociology, of course, but I find it disappointing that it has not been resolved--one way or the other--after at least 30 years, and probably longer.

Do any of you villainous, highly technical, quantitative survey researchers have any suggestions about what AAPOR might do about this, other than to continue on with our evil schemes?

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The Harvard Opinion Research Program at the Harvard School of Public Health, Department of Health Policy and Management in Boston, MA is seeking a full-time research coordinator (salary range 35-50K)

Duties And Responsibilities: Will act as research and administrative facilitator for the Harvard Opinion Research Program, a program that conducts research in public opinion on a wide range of health and other domestic policy issues. Works with research team and support staff and divides time in approximately equal share between research and research administration activities. Research activities include literature and poll reviews, assistance with questionnaire design, some data analysis and reporting. Administrative duties include coordination of team meetings, project schedules, workflow and,
with supervision, some project budget decisions. Provides occasional assistance with course administration for faculty members. Acts as a resource person to respond to or refer inquiries about program activities.

--------

Required Education Master's level training in public health, health policy, survey research or relevant social science preferred. Experience with commercial, media or academic polling, survey or public opinion research organization is highly desirable. Familiarity with issues relating to grants management, web design, database management will be particularly helpful.

Strong written and oral communication skills, computer literacy (wordprocessing, database, search engines, presentation/graphics, spreadsheets). Prior experience with SAS or SPSS or other statistical package is preferred, but not required.

Must be well-organized with the experience, willingness and ability to manage multiple responsibilities with confidence.

--------

How To Apply

Send cover letter and resume to Dr. Karen Donelan
Harvard School of Public Health, HP&M, 677 Huntington Ave #416 Boston, MA 02115

Or email same to kdonelan@hsph.harvard.edu
No phone calls, please

>From KathrynC@socialresearch.com Tue Aug 10 17:02:27 1999
Received: from mail.isp.net (psion.isp.net [216.38.129.30])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id RAA03750 for <aapornet@usc.edu>; Tue, 10 Aug 1999 17:02:25 -0700 (PDT)
Received: from researchnt.socialresearch.com (mail.socialresearch.com [208.128.218.194])
    by mail.isp.net (8.9.3/8.9.3) with ESMTP id RAA09663
    for <aapornet@usc.edu>; Tue, 10 Aug 1999 17:05:07 -0700 (PDT)
Message-Id: <199908110005.RAA09663@mail.isp.net>
Received: by mail.socialresearch.com with Internet Mail Service (5.5.1960.3)
    id <Q1YH3YD1>; Tue, 10 Aug 1999 16:50:22 -0700
From: Kathy Cirksena <KathrynC@socialresearch.com>
To: "'aapornet@usc.edu" <aapornet@usc.edu>
Subject: Health and social marketing research: Job openings-San Francisco
Date: Tue, 10 Aug 1999 16:59:09 -0700
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.1960.3)
Content-Type: text/plain

With their continued expansion, Communication Sciences Group and Survey Methods Group, allied full-service research and data collection companies in San Francisco, have several openings of possible interest to readers of this
1. Research Analyst: Manage multiple scientifically rigorous qualitative and quantitative health evaluation research projects, including analysis and report writing. 3+ yrs experience in managing health behavioral/social marketing research studies + master's degree in a relevant field: Public Health, Communication, Psychology.

2. Field Services Specialist: Oversee daily operations of a 50 position CATI (Bellview CATI) facility. 2+ years experience managing survey supervisors and interviewers in a high-volume, high quality CATI facility. Preference for applicants with experience in multi-lingual surveys with hard-to-reach populations on sensitive topics.

3. CATI Spec writer: Using Pulsetrain's Bellview, program survey instruments of moderate to high complexity in a fast-paced environment, prepare sample files for use with Bellview, output data and reports and set up SPSS control cards for survey data. 1 year experience in programming CATI survey instruments.

4. Project Assistant: Assist project staff with multiple research projects, proposals. BA in a social science or health field, familiarity with survey research desired. Entry level position.

Consultants/contractors: residing in the San Francisco Bay Area, with experience in focus group moderating (other than product testing) qualitative and quantitative analysis and report writing, and strong statistical skills using SPSS. Excellent references and track record in
independent contracting on health related topics.

Positions 1 through 4 are full-time regular appointments, beginning September 1.

Please circulate and/or post this message for interested persons.

For more information and to request a complete position description, please contact:

N. Lynn Bailiff, General Manager, CSG and SMG lynnb@socialresearch.com

Thank you!

>From beniger@rcf.usc.edu Thu Aug 12 13:27:43 1999
Received: from almaak.usc.edu (beniger@almaak.usc.edu [128.125.19.166])
  by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id NAA07287 for <aapornet@usc.edu>; Thu, 12 Aug 1999 13:27:42 -0700
(PDT)
Received: from localhost (beniger@localhost)
  by almaak.usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id NAA23084 for <aapornet@usc.edu>; Thu, 12 Aug 1999 13:27:42 -0700
(PDT)
Date: Thu, 12 Aug 1999 13:27:42 -0700 (PDT)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Omnibus-survey (KIIS)
Message-ID: <Pine.GSO.4.10.9908121319010.19069-100000@almaak.usc.edu>
11 August 99

Dear Colleagues,

Between September 29 and October 9, 1999 the Kiev International Institute of Sociology will conduct an omnibus-survey of the adult population of Ukraine (16+). A large part of the questionnaire is reserved for potential clients. We are inviting you to take part in this survey.

We will gladly provide you with information about survey and about conditions of including your questions in the questionnaire;

We would be glad to cooperate with you.

Sincerely yours,

Vladimir Paniotto
Director, doctor of science

For more information, write or call

Natalja Kharchenko, Deputy Director of KIIS
Phone office (380-44)-463-5868, 238-2567, 238-2568,
home (380-44)-559-4940
Phone-Fax (380-44)-263-3458, 416-6053=20 http://www.dkmedia.com/kiis/
E-mail: etpsa@carrier.kiev.ua

******

>From Jim-Wolf@worldnet.att.net Fri Aug 13 07:50:28 1999
Received: from mwmhc03.worldnet.att.net (mwmhc03.worldnet.att.net [204.127.131.38])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id HAA29366 for <aapornet@usc.edu>; Fri, 13 Aug 1999 07:50:27 -0700 (PDT)
Received: from default ([12.75.221.99]) by mwmhc03.worldnet.att.net
    (InterMail v03.02.07.07 118-134) with SMTP
    id <19990813144956.SXBS2068@default> for <aapornet@usc.edu>;
    Fri, 13 Aug 1999 14:49:56 +0000
Message-Id: <3.0.1.32.19990813094930.006998e0@postoffice.worldnet.att.net>
X-Sender: Jim-Wolf@postoffice.worldnet.att.net
Date: Fri, 13 Aug 1999 09:49:30 -0400
To: AAPORNET <aapornet@usc.edu>
From: Jim Wolf <Jim-Wolf@worldnet.att.net>
Most of you are probably aware of the new race categories to be used in the 2000 Census which allow respondents to choose more than one race. Those of us involved in federally funded surveys are required to use these categories already. Two problems have come up that have me stumped. I would appreciate advice from anyone who has resolved either of these issues.

**Problem 1: Unexplained explosion in number of American Indians**

First, our survey in Kentucky has had an incredible increase in the number of people reporting they are American Indian or Alaskan Native. In 1995, when the race question was the "choose one" approach, we had 0.7%; it is now about 9.0%. Kennedy and Bannister prepared a poster for the AAPOR conference last May where they reported the same phenomenon in Indiana. (The poster "slides" may be viewed at http://www.indiana.edu/~csr/asking.htm ). I suspect mode may have something to do with this. Ours is a telephone RDD survey. Respondents may think they hear a comma between "American" and "Indian" when asked if they consider themselves "American Indian or Alaskan Native." It's a stretch, but I'm otherwise at a loss. In the future I intend to ask to which tribe the respondent belongs if they respond yes to this category. That should identify those who misunderstood the meaning.

**Problem 2: Comparing apples and fruit salad**

Once we are all reporting results the same way using the new race categories
the next problem will go away. But for now, I am stuck trying to use Census
Bureau data (based on the old "forced choice" method) to create weights for
my new data where I was forced to use the new multiple choice method.

Alas, hindsight is 20/20. I am kicking myself for not asking the race
questions BOTH ways. I suggest all of you do the same to avoid this
problem. In the meantime, any suggestions on how to collapse/adjust my
existing data to allow comparisons to current Census data would be
appreciated.

=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=
Jim Wolf                      Jim-Wolf@worldnet.att.net
Consulting Sociologist        Voice: (317) 255-9621
6332 N. Guilford - Suite #206  FAX: (317) 255-9714
Indianapolis, IN  46220-1768
The Defense Manpower Data Center (DMDC) is the most comprehensive repository of personnel, manpower, training, and financial data in the Department of Defense. DMDC surveys are conducted in support of DoD management of a large and diverse employee population. Survey data are used for program evaluation purposes and to understand better the effects of policies and programs on various DoD populations, e.g., military members, spouses of military members, civilian employees, and retirees. Survey topics in the last five years have included compensation, sexual harassment, job satisfaction, racial/ethnic harassment and discrimination, financial (banking) services, schools, career decisions, retention/separation, family benefits, family support, and other quality of life issues. For further information on DMDC surveys please see http://www.dmdc.osd.mil/profile/op/surv/index.html and http://www.dmdc.osd.mil/surveys/index.html

The available social science analyst positions are for project officers who work with internal clients to design, plan, and analyze surveys. Some design and analysis work is contracted out and monitored by DMDC project officers. DMDC project officers write specifications for survey administration and monitor data collection operations performed under contract.

DMDC's Arlington office is close to public transportation and is located across the Key bridge from the Georgetown section of Washington, DC.

Applications are due no later than August 27, 1999. For information on
qualifications and application procedures please visit
http://www.usajobs.opm.gov/wfjic/jobs/co4550.htm

Timothy W. Elig, Ph.D.
Chief, Survey and Program Evaluation Division
Defense Manpower Data Center
1600 Wilson Blvd., Suite 400
Arlington, VA 22209-2593

703.696.5858 (DSN 426-5858)
eligtw@osd.pentagon.mil

>From mark@bisconti.com Fri Aug 13 08:10:26 1999
Received: from pivot.healthnotes.com ([209.3.111.158])
  by usc.edu (8.8.8/8.8.8/usc) with ESMTP
     id IAA06656 for <aapornet@usc.edu>; Fri, 13 Aug 1999 08:10:23 -0700
(PDT)
Received: from markbri (ip64.washington13.dc.pub-ip.psi.net [38.30.214.64])
  by pivot.healthnotes.com with SMTP (Microsoft Exchange Internet Mail Service
Version 5.5.2232.9)
     id QMWFGGKB; Fri, 13 Aug 1999 11:10:02 -0400
From: "Mark Richards" <mark@bisconti.com>
To: <aapornet@usc.edu>
Subject: RE: New Federal Race Categories
Date: Fri, 13 Aug 1999 10:53:52 -0400
Message-ID: <NCBBKJCJKFIDCKOFNAEEIEPCIAA.mark@bisconti.com>
MIME-Version: 1.0
Content-Type: text/plain;
     charset="iso-8859-1"
Content-Transfer-Encoding: 7bit
Jim, This is very interesting. I do not have the new 2000 question--would you mind e-mailing to me?

I'm doing a small survey (200) of local elected officials, and for those who are Native American/American Indian, I'm asking to what Tribe they belong (don't have figures yet, but it is not representative of the population in any case).

Just from personal experience, I have a friend who is American Indian here in DC. Everyone thinks he is Asian by his features. In many ways, American Indians who have integrated (Urban Indians) are invisible (survival strategy). Wonder if, in the current climate, more are identifying themselves without fear. Also, I lived in KY for a few years, and know Indians are popular there, as part of the folk history. Could some people who are "part Indian" (we always talked about this in junior high in NC... it was a status symbol) now be claiming that part? I'll be interested to hear what you find. Mark Richards

-----Original Message-----
From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu]On Behalf Of Jim Wolf
Sent: Friday, August 13, 1999 9:50 AM
To: AAPORNET
Subject: New Federal Race Categories
Most of you are probably aware of the new race categories to be used in the 2000 Census which allow respondents to choose more than one race. Those of us involved in federally funded surveys are required to use these categories already. Two problems have come up that have me stumped. I would appreciate advice from anyone who has resolved either of these issues.

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Jim Wolf                      Jim-Wolf@worldnet.att.net
Consulting Sociologist Voice: (317) 255-9621
6332 N. Guilford - Suite #206  FAX: (317) 255-9714
Indianapolis, IN  46220-1768

>From agrosse@umich.edu Fri Aug 13 08:13:40 1999
Received: from runningman.rs.itd.umich.edu (runningman.rs.itd.umich.edu [141.211.144.15])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id IAA08401 for <aapornet@usc.edu>; Fri, 13 Aug 1999 08:13:38 -0700 (PDT)
Received: from cirksena (isr-40-159.isr.umich.edu [141.211.40.168])
    by runningman.rs.itd.umich.edu (8.8.5/2.3) with SMTP id LAA19962 for
    <aapornet@usc.edu>; Fri, 13 Aug 1999 11:13:36 -0400 (EDT)
Message-Id: <4.1.19990813110316.0099b7e0@a.imap.itd.umich.edu>
X-Sender: agrosse@a.imap.itd.umich.edu
X-Mailer: QUALCOMM Windows Eudora Pro Version 4.1
Date: Fri, 13 Aug 1999 11:13:29 -0400
To: aapornet@usc.edu
From: Ashley Grosse <agrosse@umich.edu>
Subject: demographic explosion
Hi Jim-

Baring a population explosion, the most obvious explanation I can think of for the demographic findings in the Indiana and Kentucky studies is that has become more socially acceptable and desirable to identify oneself as American Indian. So what you may have is people identifying themselves as Native American when they are only portion (1/2, 1/4th, 1/8th, etc) native american, where before they would not have. The pressure to assimilate is not as strong in a culture that now applauds the relationship native americans have with the land.

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1/4 Choctaw Indian

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e-mail: agrosse@umich.edu
Voice: 734.936.1774   FAX: 734.764.3341

>From bthompson@directionsrsch.com Fri Aug 13 08:20:47 1999
Received: from proxy.directionsrsch.com (root@dri74.directionsrsch.com
[206.112.196.74])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
      id IAA11914 for <aapornet@usc.edu>; Fri, 13 Aug 1999 08:20:46 -0700
(PDT)
Received: from drione.directionsrsch.com (drione.directionsrsch.com
[100.0.0.4])
Then, are we to take into account the "percent" Indian one is before we consider them to be "American Indian?" I am asking this not having seen the new Census definitions, of course. Is someone who is "only" 1/8 Am. Indian not to be considered American Indian as opposed to someone who is 3/4 Am. Indian? Where is the line drawn, or is it?

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Have you looked at how many of those who claim to be American Indian also claim to be another race? Is the percent who to be American Indian an no other race anywhere close to the 0.7% you had last time?
Not to mention that many Native Americans can claim ownership of the various casinos operating throughout the country today.

Paul A. Braun

-----Original Message-----
From: Ashley Grosse <agrosse@umich.edu>
To: aapornet@usc.edu <aapornet@usc.edu>
Date: Friday, August 13, 1999 11:13 AM
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From HOneill536@aol.com Fri Aug 13 09:04:26 1999
Received: from imo19.mx.aol.com (imo19.mx.aol.com [198.81.17.9])
           by usc.edu (8.8.8/8.8.8/usc) with ESMTP
           id JAA03538 for <apornet@usc.edu>; Fri, 13 Aug 1999 09:04:25 -0700
Maybe it is getting fashionable to claim to be American Indian. Remember Bill Clinton has done so. Harry O'Neill

>From mark@bisconti.com Fri Aug 13 09:05:28 1999

Received: from pivot.healthnotes.com ([209.3.111.158])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id JAA04200 for <aapornet@usc.edu>; Fri, 13 Aug 1999 09:05:26 -0700

(PDT)

Received: from markbri (ip64.washington13.dc.pub-ip.psi.net [38.30.214.64])
    by pivot.healthnotes.com with SMTP (Microsoft Exchange Internet Mail Service Version 5.5.2232.9)
    id QMWFGGKW; Fri, 13 Aug 1999 12:05:28 -0400

From: "Mark Richards" <mark@bisconti.com>
To: <aapornet@usc.edu>
Subject: RE: demographic explosion
Historically, the "how much" question was answered by "whites" for African-Americans... I think it was one drop or one percent of African blood and you were considered African-American. Frederick Douglass had a problem with this... his first wife was African-American, his second "white"--when both groups criticized him, he said something like "my father was white, my mother black--why should I prioritize one over the other?" sorry, that doesn't answer the question.

According to "American Indians: Stereotypes and Realities," (1996) by Devon A. Mihesuah of the Choctaw Nation of Oklahoma, "there are approximately 2.1 million Indians (1994), belonging to 511 culturally distinct federally recognized tribes. They live in a variety of environments, either on 286 U.S. reservations, or off reservation in rural areas or cities." Mihesuah says many Euro-Americans claim to have an Indian grandmother as part of their family legend and thinks it is related more to Indian stereotypes than reality, a psychological issue. He says that in 1990, when US census permitted Americans to identify their ethnicity, there was a 37.9% increase
in the count of Natives over 1980, to a total of 1,959,924, including 57,152 Inuits and 23,797 Aleuts. "While liberalized tribal memberships and greater openness in expressing ethnic identity might account for some of the increase, many Indians believe that it is primarily due to the fraudulent claims--for whatever reason--of non-Indians. Tribal definitions, however, are different from self-identification. Each of the 511 federally recognized tribes determines who are its members. Some tribes require members to be at least one-half blood on their mother's side, while others require that members be descendants of tribal members--sometimes down to the 400th degree. The key here is proof--you must prove that you had ancestors who were members of your tribe of choice, and that means that their names must be on tribal or government rolls. Tribal members usually receive a Certificate of Degree of Indian Blood (C.D.I.B.) and an enrollment card, but many non-Indians have obtained fake cards. The Bureau of Indian Affairs (B.I.A.) recognizes as Indians those people who are recognized by their tribe or who can prove descendency from tribal or government rolls. In addition, one must be one-fourth or more Indian blood and live on or near federal reservations in order to receive B.I.A. services. The U.S. Department of Education defines an Indian as one who belongs to a state or federally recognized tribe. In some cases, a real Indian can find an ancestor on tribal or government rolls, but a letter of tribal recognition from tribal administrators or some other method will sometimes suffice as proof. Despite these requirements set by tribes and government agencies, Euroamericans continue to claim to be Indian. This proves to be aggravating to real Indians, because scholarships go to frauds who have no intention of helping any Indian community after graduation, and jobs go to self-proclaimed Indians in the name of 'affirmative action.' Non-Indians seek to capitalize on Indian ethnicity by other means as well. Non-Indians with self-given Indian names, dyed hair and turquoise jewelry portray
themselves as medicine men and women, charging money for sweats and ceremonies. Other bogus Indians make jewelry, pots, blankets, rugs, and paintings to sell as 'Indian art.' Non-Indians dance and dress incorrectly at pow-wows and some imitate Indian dances for money. Unfortunately, many non-Indians cannot discern between real and fake Indians."

There's one perspective from Indian Territory. cheers, mark.

-----Original Message-----
From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu]On Behalf Of Bill Thompson
Sent: Friday, August 13, 1999 11:19 AM
To: aapornet@usc.edu
Subject: Re: demographic explosion

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From: "Linda Penaloza     5-2796" <penaloza@WSRL.CEE.UWEX.EDU>
To: aapornet@usc.edu
Date: Fri, 13 Aug 1999 11:22:56 -0600
Subject: Re: New Federal Race Categories
X-mailer: Pegasus Mail for Windows (v2.23)
Message-ID: <4F3A2EC5D86@wsrl.cee.uwex.edu>
Racial and ethnic self-identification is in many ways tied with other shifting self-identifications. As one goes through life, one's priorities and self-perceptions change, and this can get reflected in one's racial category. For instance, someone I know from Texas had a father with a Mexican background and a mother of German background. Upwardly mobile hispanics in Texas in the 50s and 60s declared themselves "white" to have a better chance of getting jobs, and so he called himself "white" for many years. Moving away from Texas and encountering affirmative action policies in jobs, he embraced his hispanic heritage and listed that on his employment forms. As an adult, he has discovered that his father's father was Mayan Indian from the Yucatan area, and now he considers himself at least a part American Indian. Has he changed nationality? No. Has he changed his own self-perceptions? Yes. Does this confuse anyone doing survey research who takes racial categories seriously? Yes. Does this mean racial identifiers are useless? I guess that all depends on what we use them for, and how flexible social researchers can be when trying to place people in categories that they themselves are unwilling or unable to place themselves in.

The question of race categories will only grow more complex, until perhaps eventually we will be able to eliminate it as being totally irrelevant.

**********************************************************************

Linda J. Penaloza, Director
Wisconsin Survey Research Laboratory
1930 Monroe St., Madison, WI 53711

Phone: (608) 265-2796  FAX: (608) 262-3366
email: penaloza@wsrl.cee.uwex.edu

**********************************************************************
"You must learn from the mistakes of others. You can't possibly live long
enough to make them all yourself." Sam Levenson

>From egalvan@umich.edu Fri Aug 13 09:56:51 1999
Received: from donkeykong.rs.itd.umich.edu (smtp@donkeykong.rs.itd.umich.edu
[141.211.63.19])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
      id JAA02254 for <aapornet@usc.edu>; Fri, 13 Aug 1999 09:56:44 -0700
(PDT)
Received: from moonpatrol.rs.itd.umich.edu (smtp@moonpatrol.rs.itd.umich.edu
[141.211.63.97])
   by donkeykong.rs.itd.umich.edu (8.8.8/4.3-mailhub) with ESMTP id
MAA16129
   for <aapornet@usc.edu>; Fri, 13 Aug 1999 12:56:42 -0400 (EDT)
Received: from localhost (egalvan@localhost)
   by moonpatrol.rs.itd.umich.edu (8.8.8/5.1-client) with ESMTP id
MAA13168
   for <aapornet@usc.edu>; Fri, 13 Aug 1999 12:56:41 -0400 (EDT)
Precedence: first-class
Date: Fri, 13 Aug 1999 12:56:41 -0400 (EDT)
From: Eduardo Antonio Galvan <egalvan@umich.edu>
X-Sender: egalvan@moonpatrol.rs.itd.umich.edu
To: aapornet@usc.edu
Are you using the term American Indian or Native American? I worked on a mail survey that asked the respondents to indicate their ethnicity. We mistakenly, I think, used Native American as one of the response categories. We also experienced a significant increase in the number of supposed Native Americans, but I noticed that several of the respondents who had checked Native American also wrote comments like "I am German" along the margin.

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6332 N. Guilford - Suite #206  FAX: (317) 255-9714  
Indianapolis, IN 46220-1768  

>From hcmresch@erols.com Fri Aug 13 10:06:31 1999
We did a mail study of contributors to a specific organization and one of the race categories was Native American. We found a larger than expected number of Native Americans and crossed this with religion. It didn't seem possible that there was a large increase in Jewish Indians. Some respondents were being cute and others took Native American to mean they were born in this country.
If you used the term "American Indian", respondents may have simply seen the word American and looked no further in haste.

Also, on NPR there is a consumer group claiming that research is being used just to convince us to buy something. The representative recommended lying on demographics to avoid evasive marketing.

Scott McBride
Hollander Cohen & McBride

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Just from personal experience, I have a friend who is American Indian here in DC. Everyone thinks he is Asian by his features. In many ways, American Indians who have integrated (Urban Indians) are invisible (survival strategy). Wonder if, in the current climate, more are identifying themselves without fear. Also, I lived in KY for a few years, and know Indians are popular there, as part of the folk history. Could some people who are "part Indian" (we always talked about this in junior high in NC... it was a status symbol) now be claiming that part? I'll be interested to hear what you find. Mark Richards

-----
Original Message-----

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu]

Behalf Of Jim Wolf

Sent: Friday, August 13, 1999 9:50 AM

To: AAPORNET

Subject: New Federal Race Categories

Most of you are probably aware of the new race categories to be used in the 2000 Census which allow respondents to choose more than one race. Those of us involved in federally funded surveys are required to use these categories already. Two problems have come up that have me stumped. I would appreciate advice from anyone who has resolved either of these issues.

Problem 1: Unexplained explosion in number of American Indians
First, our survey in Kentucky has had an incredible increase in the number of people reporting they are American Indian or Alaskan Native. In 1995, when the race question was the "choose one" approach, we had 0.7%; it is now about 9.0%. Kennedy and Bannister prepared a poster for the AAPOR conference last May where they reported the same phenomenon in Indiana. (The poster "slides" may be viewed at http://www.indiana.edu/~csr/asking.htm). I suspect mode may have something to do with this. Ours is a telephone RDD survey. Respondents may think they hear a comma between "American" and "Indian" when asked if they consider themselves "American Indian or Alaskan Native." It's a stretch, but I'm otherwise at a loss. In the future I intend to ask to which tribe the respondent belongs if they respond yes to this category. That should identify those who misunderstood the meaning.

Problem 2: Comparing apples and fruit salad

Once we are all reporting results the same way using the new race categories the next problem will go away. But for now, I am stuck trying to use Census Bureau data (based on the old "forced choice" method) to create weights for my new data where I was forced to use the new multiple choice method.

Alas, hindsight is 20/20. I am kicking myself for not asking the race questions BOTH ways. I suggest all of you do the same to avoid this problem. In the meantime, any suggestions on how to collapse/adjust my existing data to allow comparisons to current
Census data would be appreciated.

Jim Wolf                      Jim-Wolf@worldnet.att.net
Consulting Sociologist       Voice: (317) 255-9621
6332 N. Guilford - Suite #206  FAX: (317) 255-9714
Indianapolis, IN  46220-1768

From Mherrmann@mail.icrsurvey.com Fri Aug 13 10:31:24 1999
Received: from relay3.smtp.psi.net (relay3.smtp.psi.net [38.8.210.2])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id KAA21496 for <aapornet@usc.edu>; Fri, 13 Aug 1999 10:31:23 -0700
(PDT)
Received: from [38.176.63.7] (helo=mail.icrsurvey.com)
    by relay3.smtp.psi.net with smtp (Exim 1.90 #1)
    for aapornet@usc.edu
    id 11FLBH-0007j5-00; Fri, 13 Aug 1999 13:31:51 -0400
Received: from media#u#dom-Message_Server by mail.icrsurvey.com
    with Novell_GroupWise; Fri, 13 Aug 1999 13:31:47 -0400
Message-Id: <s7b41e43.049@mail.icrsurvey.com>
X-Mailer: Novell GroupWise 5.2
Date: Fri, 13 Aug 1999 13:31:25 -0400
From: "Melissa Herrmann" <Mherrmann@mail.icrsurvey.com>
To: AARumi@kff.org, mbrodie@kff.org, aapornet@usc.edu, morinr@washpost.com
Subject: Re: Latino EXCEL questions
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Transfer-Encoding: quoted-printable
Content-Disposition: inline
Talked to John (from "vacation"). He dictated this to me:

He does not think it will put people in too positive of a mood especially since there are several questions in between before you get to the stereotypes. Also, he wanted something to relax people before they hit the tougher knowledge questions. Starting a section on Latinos with knowledge questions may be too jolting.

>>> "Ana Maria Arumi" <AArumi@kff.org> 08/13 12:40 PM >>>

Hi all -

Is this an omnibus survey? If there are other questions on the survey I wanted to suggest separating out the "cultural consumption" stuff from the knowledge and attitude questions. I'm concerned that we may prime people a little too much to be "positive" in their attitudes.

AMA

>>> "Melissa Herrmann" <Mherrmann@mail.icrsurvey.com> 08/13/99 07:11AM
>>> >>>

Here is a formatted version of the Latino EXCEL questions for next Wednesday.

Thanks,

Melissa
This was a mistake. I apologize. Please disregard.

>>> Melissa Herrmann 08/13 1:31 PM >>>

Talked to John (from "vacation"). He dictated this to me:

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>>> >>>

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Thanks,

Melissa

>From mark@bisconti.com Fri Aug 13 10:41:28 1999
Received: from pivot.healthnotes.com ([209.3.111.158])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id KAA27501 for <aapornet@usc.edu>; Fri, 13 Aug 1999 10:41:26 -0700
(PDT)
I read something that indicated that in Indian Country, there was a split on which term they preferred, but seem to recall that more preferred American Indian, from Indian Country.

NPR this week had a story on the census advertising campaign. They explained that millions of dollars were spent on the ad campaign in order to boost response rates, because marketers need these numbers to arrange focus groups for marketing purposes. This was NPR. Hopefully, they were being cute, ironic. But I hope somebody at census calls that reporter and explains the purpose of census... most importantly apportionment, but also
distribution of funds to states, etc. Also, this week, the Wash. Times ran an article about a census survey of small businesses. The writer said he was picked because on his tax form he had indicated some income from freelance writing... he didn't feel he was a small businessman, however. Also, he did not appreciate the financial threat/fine that came with the letter if he did not comply. And he took issue with why census should be surveying businesses about their ethnicity, etc.

The census discussion continues... Mark Richards

-----Original Message-----
From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu]On Behalf Of Eduardo Antonio Galvan
Sent: Friday, August 13, 1999 12:57 PM
To: aapornet@usc.edu
Subject: RE: New Federal Race Categories

Are you using the term American Indian or Native American? I worked on a mail survey that asked the respondents to indicate their ethnicity. We mistakenly, I think, used Native American as one of the response categories. We also experienced a significant increase in the number of supposed Native Americans, but I noticed that several of the respondents who had checked Native American also wrote comments like "I am German" along the margin.

On Fri, 13 Aug 1999, Mark Richards wrote:

> Jim, This is very interesting. I do not have the new 2000
> question--would you mind e-mailing to me?
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those who are Native American/American Indian, I'm asking to what
Tribe they belong (don't have figures yet, but it is not
representative of the population in any case).

Just from personal experience, I have a friend who is American Indian
here in DC. Everyone thinks he is Asian by his features. In many ways,
American

Indians who have integrated (Urban Indians) are invisible (survival
strategy). Wonder if, in the current climate, more are identifying
themselves without fear. Also, I lived in KY for a few years, and
know Indians are popular there, as part of the folk history. Could
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part? I'll be interested to hear what you find. Mark Richards

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From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu]On Behalf
Of Jim Wolf

Sent: Friday, August 13, 1999 9:50 AM
To: AAPORNET
Subject: New Federal Race Categories

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in the 2000 Census which allow respondents to choose more than one race.
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> trying to use Census Bureau data (based on the old "forced choice"
> method) to create weights for my new data where I was forced to use
> the new multiple choice method.
Alas, hindsight is 20/20. I am kicking myself for not asking the race questions BOTH ways. I suggest all of you do the same to avoid this problem. In the meantime, any suggestions on how to collapse/adjust my existing data to allow comparisons to current Census data would be appreciated.

---

Jim Wolf                      Jim-Wolf@worldnet.att.net
Consulting Sociologist       Voice: (317) 255-9621
6332 N. Guilford - Suite #206  FAX: (317) 255-9714
Indianapolis, IN 46220-1768
Had a chance to read the article on the ASA "power struggle" last night. ASA is probably engaged in a "healthy discussion," one occurring in all parts of society. In the art and philosophy world, it is only in recent years that they are including women artists and philosophers in the textbooks... the women were always there, but for some reason (?) their work was left out of the museums and literature. Same for other groups. It has taken some pushy people to repair this "oversight." If that problem hadn't existed in reality, this discussion would not be occurring.

I'm not so pessimistic about sociology and don't think it is coming apart at the seams any more than society is coming apart at the seams. Sociology has been at the forefront of problem solving and social change as groups seek equality in living together. Perhaps there isn't a unifying grand theory or one-size-fits-all model (hey, our "objects" are subjects, and they talk back and reverse their decisions!!), but it can continue to contribute as US moves along in this experiment in multiethnic living in a nation whose culture is built on an idea, a belief in the mythology of democracy with competing goals of liberty and equality. We need sociology today more than ever.
Established fields sometimes lose their innovative spirit and attempt to be non-controversial by relying on methods of proof that have clear rules for judging merit... quantitative research offers this benefit... people who want to can judge our work, the rules are clear... science was laid out by early innovators. But, there is no one method in sociology, so if the ASR is relying too heavily on quantitative methods, they should broaden their scope. Why people fight over whether "a hammer is better than a screw driver," I don't know, but it seems to be common. Maybe the problem is that there is not as much diversity in the quantitative world as in society--so the subject matter is limited. Also, if ASA can't handle certain subjects that are currently being discussed in society (maybe not in Board Rooms, but in neighborhoods...), they need to talk about why... sounds like they're doing just that. It is too bad it had to be acted-out by using leader figures in power toppling rituals, but if the leaders can't take a hint, their constituents have to give them a nudge. This whole thing could probably be analyzed to understand a bit about the sociology of Institutionalized sociology... another in-group drama.

Has ASR ever published an article on Queer Theory? If not, the Society for the Psychological Studies of Social Issues is probably already there... meaning, ASA will evolve with its clamoring members, or lose them. Cheers,
Mark Richards

-----Original Message-----
From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu]On Behalf Of James Beniger
Sent: Tuesday, August 10, 1999 11:15 AM
To: AAPORNET
Subject: Survey Research as Villain

Folks,

As some of you must already know, a major power struggle is currently in progress within the American Sociological Association over the editorship of its most prestigious journal, the American Sociological Review. Although I have no interest in becoming involved in this controversy, believe me, I think AAPOR members ought to know that the latest issue of The Chronicle of Higher Education, the leading publication for university and college administrators and faculty across all disciplines, has described the villain of its account of the dispute as "highly technical, quantitative survey research" (see below).

This is hardly a new story within American sociology, of course, but I find it disappointing that it has not been resolved--one way or the other--after at least 30 years, and probably longer.

Do any of you villainous, highly technical, quantitative survey researchers have any suggestions about what AAPOR might do about this, other than to continue on with our evil schemes?

-- Jim

P.S. No, I don't admire mindless path analyses any more than you must do.

_________________________________________________________________
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Members of the American Sociological Association called on their governing board to reconsider its rejection of a prominent scholar who had been nominated to edit the association's flagship journal. The vote by the membership, which came here Monday at the group's annual meeting, followed months of simmering debate over the publication, the American Sociological Review.

The association's Council was asked to reappoint the journal's outgoing editor for one year and to rethink its decision not to appoint Walter Allen, of the University of California at Los Angeles. Members overwhelmingly approved the non-binding resolution. The Council will take up the matter at its meetings this week.

Mr. Allen was one of six people to apply in January for a three-year term at the helm of the journal. Mr. Allen had proposed to open the journal to research from a broader array of methodologies and subfields, and had recruited a prospective slate of assistant editors from a variety of racial and ethnic backgrounds and intellectual interests. His
editorial proposal won the favor of the association's elected Publications Committee, which is charged with recommending candidates to the Council.

But in February the Council, which has the final say on the selection of editors for association journals, rejected Mr. Allen by one vote and passed over the Publications Committee's No. 2 choice, Jerry A. Jacobs of the University of Pennsylvania. Instead, the board chose Charles Camic and Franklin D. Wilson, a team of editors from the University of Wisconsin at Madison that the committee had earlier rejected.

Critics faulted the decision on both procedure and substance. Although the Council acted within its constitutional powers, say critics, the rejection of Mr. Allen and Mr. Jacobs usurped a tradition of deference to the committee's recommendations. More fundamentally, some critics interpreted the decision as a reflection of the Council's resistance to opening up the journal to newer varieties of research.

According to members of the Council and the Publications Committee, the association has been grappling for many years with criticism that the Review has become too narrowly focused on highly technical, quantitative survey research, to the exclusion of policy research and papers with qualitative or ethnographic methods. As a result, they said, the journal is thought to be unrepresentative of the full breadth of scholarship and tends to overlook newer fields, including studies of race, gender, and sexuality that often employ those
Although sociology has many specialized journals, said Michael Schwartz, a sociologist at the State University of New York at Stony Brook and the chairman of the Publications Committee, diversity in the flagship journal is important because "ambitious grad students use the top journals to decide what areas to pursue." It also encourages "the cross-fertilization of one sub-discipline to another sub-discipline," a crucial task in a field with "strong area boundaries," he said.

Citing a need for confidentiality, most of the Council members have declined to explain their decision or describe the discussion of Mr. Allen's candidacy. In fact, his identity was not publicly acknowledged until today's meeting. But word got out about the Council's action in June when Michael Burawoy, a member of the Publications Committee and a scholar at the University of California at Berkeley, quit the panel and disseminated his letter of resignation on academic listservs. The decision, he wrote, rendered "our work null and void."

The letter prompted much uninformed speculation among sociologists about whether the majority of Council members found Mr. Allen's qualifications too weak or his editorial proposal too unconventional. Douglas A. Massey, a professor at the University of Pennsylvania and a member of the Council, confirmed that both issues came up in the discussion.

Mr. Allen, a scholar of race and education, has several dozen
journal articles to his credit. According to Paul Burfield, a sociologist at the University of Washington and a member of the Council, however, some on the Council believe that Mr. Allen's failure to have published anything in the Review itself should count against him.

At the debate Monday, angry scholars accused the Council of "blackballing" and "star chamber" tactics, and suggested that the panel was insensitive to the need to be more inclusive of research by minority scholars. (Before this year, the Review had never had a black editor; Mr. Allen, like Mr. Wilson, is black.)

Eventually, Margaret Anderson, of the University of Delaware, moved that the publication of the journal be suspended entirely until the editorship could be reconsidered. To judge by the applause and cheers drawn by various speakers in favor of the motion, it seemed to have the overwhelming support of those in attendance.

As a vote neared, however, Ms. Anderson consented to a substitute proposal offered by Cheryl Townsend Gilkes, of Colby College. The new motion, which passed with few dissenters, proposed that Mr. Camic and Mr. Wilson be asked to step aside for Glen Firebaugh of Pennsylvania State University, who recently finished his tenure as editor of the Review.

It was not known Monday night whether Mr. Firebaugh would even
be willing to resume the editorship. Although he did not speak at the debate, Mr. Allen said in an interview that he did not mind revealing his identity to his colleagues. "As we approach the new millennium," he said, "we need to have strategies of outreach to constituencies that had been turned off: qualitative research, critical race theory, the sociology of health -- those that aren't necessarily mainstream."

Subscribers can read this story on the Web at this address:

You may visit The Chronicle as follows:

* via the World-Wide Web, at http://chronicle.com
* via telnet at chronicle.com

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On Fri, 13 Aug 1999, Jim Wolf wrote [in part]:

> Respondents may think they hear a comma between "American" and "Indian" when asked if they consider themselves "American Indian or Alaskan Native." It's a stretch, but I'm otherwise at a loss.

I don't understand. If respondents thought they heard a comma, wouldn't
they respond by saying only "American"? And wouldn't your interviewers be instructed to prompt with something like, "By 'American,' did you mean to say 'American Indian' or just American?" Surely no interviewer who heard just "American" would check off "American Indian"? Or might you have labeled the categories (so that "American" wasn't in the response at all), or merely recorded responses without using interviewers? Knowing which and what would help us to understand.

As for alternative explanations, all of those given so far here on AAPORNET could be part of the answer, of course. There hardly need be but one answer, or only a few. Here's yet another one:

I can at least imagine contexts and instruments for which I might respond "American German" or "American Slovenian." Might not at least some respondents be responding "American Indian" because they are naturalized Americans from India (or the Indian subcontinent)?

--- Jim

*****

>From Marla.Cralley@arbitron.com Fri Aug 13 13:51:40 1999
Received: from vulcan.arbitron.com (vulcan.arbitron.com [208.232.40.3])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id NAA00744 for <aapornet@usc.edu>; Fri, 13 Aug 1999 13:51:24 -0700
(PDT)
Received: by vulcan.arbitron.com; id QAA28079; Fri, 13 Aug 1999 16:39:36 -0400 (EDT)
Received: from arbmdex.arbitron.com(198.40.5.5) by vulcan.arbitron.com via
Has anyone had any experience doing a mailing using inidicia (printed on) instead of affixed live or metered postage? We're interested in sending survey materials in boxes using indicia printed on boxes to avoid processing time. Are there any negative implications to doing this (response related or otherwise)?

Please respond to me at joseph.mammone@arbitron.com

Thanks

>From mkshares@mcs.net Fri Aug 13 13:56:10 1999
Received: from Kitten.mcs.com (Kitten.mcs.com [192.160.127.90])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id NAA03246 for <aapornet@usc.edu>; Fri, 13 Aug 1999 13:56:04 -0700
Lot's of interesting comments - here including the ambiguity of the term "Native American".

Back to Jim's problem, is it too late to call the 9% back and confirm their exact ethnicity?

Eduardo Antonio Galvan wrote:

> Are you using the term American Indian or Native American? I worked on a mail survey that asked the respondents to indicate their ethnicity. We mistakenly, I think, used Native American as one of the
response categories. We also experienced a significant increase in the number of supposed Native Americans, but I noticed that several of the respondents who had checked Native American also wrote comments like "I am German" along the margin.

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Jim Wolf  
Consul廷g Sociologist  
6332 N. Guilford - Suite #206  
Indianapolis, IN 46220-1768

From mcohen@inet.ed.gov Fri Aug 13 14:06:14 1999
Received: from inet.ed.gov (inet.ed.gov [165.224.217.64])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
   id OAA10845 for <aapornet@usc.edu>; Fri, 13 Aug 1999 14:06:12 -0700 (PDT)
Date: Fri, 13 Aug 1999 17:06:06 -0400 (EDT)
From mcohen@inet.ed.gov Fri Aug 13 14:06:14 1999
Received: from inet.ed.gov (inet.ed.gov [165.224.217.64])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
   id OAA10845 for <aapornet@usc.edu>; Fri, 13 Aug 1999 14:06:12 -0700 (PDT)
Date: Fri, 13 Aug 1999 17:06:06 -0400 (EDT)
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> I can at least imagine contexts and instruments for which I might respond "American German" or "American Slovenian." Might not at least some respondents be responding "American Indian" because they are naturalized Americans from India (or the Indian subcontinent)?

I recall hearing of a government study that showed a fair percentage of Americans of Asian Indian background, especially young ones, will answer affirmatively to "American Indian". Of course, "Native American" leads to even more problems.

I have been predicting a substantial increase in the number of people reporting American Indian as one of their races now that multiple races are allowed. When I was growing up (in California), a lot of my classmates said proudly they were part (American) Indian.
>From lphillips@mpf.com Fri Aug 13 14:26:18 1999
Received: from dfw-ix14.ix.netcom.com (dfw-ix14.ix.netcom.com [206.214.98.14])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id OAA19595 for <aapornet@usc.edu>; Fri, 13 Aug 1999 14:26:17 -0700 (PDT)
Received: (from smap=localhost)
    by dfw-ix14.ix.netcom.com (8.8.4/8.8.4)
    id QAA14673 for <aapornet@usc.edu>; Fri, 13 Aug 1999 16:25:41 -0500 (CDT)
Received: from unknown(207.152.55.146) by dfw-ix14.ix.netcom.com via smap
(V1.3)
    id rma014640; Fri Aug 13 16:25:26 1999
Message-ID: <37B48D36.568A4866@mpf.com>
Date: Fri, 13 Aug 1999 16:25:10 -0500
From: Lyda Phillips <lphillips@mpf.com>
Reply-To: lphillips@mpf.com
X-Mailer: Mozilla 4.04 [en] (Win95; I)
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Indicia Mailing
Yes, I have had considerable experience using indicia mailings for not-for-profit hospitals. The problem is that local post offices will let indicia items lie around until carriers have a slow day, even if it's marked as timed material. If it's not time-sensitive, it's fine. If it is, it's better off metered.

LP

Cralley, Marla wrote:

> Has anyone had any experience doing a mailing using inidicia (printed on) instead of affixed live or metered postage? We're interested in sending survey materials in boxes using indicia printed on boxes to avoid processing time. Are there any negative implications to doing this (response related or otherwise)?
> 
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> Thanks

>From cporter@hp.ufl.edu Fri Aug 13 16:11:47 1999
Received: from makalu.hp.ufl.edu (root@makalu.hp.ufl.edu [128.227.11.150])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
Scott McBride wrote:

> Jim

> We did a mail study of contributors to a specific organization and one
> of the race categories was Native American. We found a larger than
> expected number of Native Americans and crossed this with religion.
> It didn't seem possible that there was a large increase in Jewish
> Indians. Some respondents were being cute and others took Native
> American to mean they were born in this country.

I'd expect those misunderstandings to be even more pronounced in telephone
and in-person instruments than in a mail survey, where the respondent can
read all the choices themselves. The difference between "native American"
and "Native American." is lost when that phrase is read aloud.

Along those lines, shortly after I was hired for this project, I was meeting
with a team member who mentioned another study with which she was involved.

"Oh," I piped up, "I was interviewed for that survey."

"Really?" she responded. "Well, their loss."

We went on and I couldn't think why I'd caused a loss to that project.
Really, I'd
answered all those questions about my second-grader as carefully as I
could...

Then it dawned on me: I had said "interviewed" as in a respondent. She had
heard "interviewed" as in a job interview.

Colleen K. Porter
project coordinator, Florida Health Insurance Study cporter@hp.ufl.edu
>From mkshares@mcs.net Sat Aug 14 08:45:23 1999
In connection with another project, I visited the Direct Marketing Association website (the-dma.org). After some exchange of e-mail, I got the reply below regarding employment.
Imagine the implications of the data - in 1999, one telemarketer for every 50 homes in the nation. Conceivably, two million telemarketers all working at the same time could call every household in the nation in about three hours. (My guess is that those making outbound calls to the public greatly outnumber those taking inbound calls - so outbound callers number about 2 million.)

Question....

Does anyone (e.g., CASRO, MRA, etc.) have comparable figures for interviewers in the survey research industry? Separation by polling, opinion research, and marketing research is probably not possible.

  >
  >
  > Telephone Marketing Employment is as follows (in Thousands of workers):
  >
  >  1997
  >  Consumer: 2,158.1
  >  Business to Business: 2,626.1
  >  Total: 4,784.2
  >
  >  1998
  >  Consumer: 2,251.1
  >  Business to Business: 2,816.7
  >  Total: 5,067.8
  >
  >  1999
Consumer: 2,324.1
Business to Business: 2,985.5
Total: 5,309.5

As far as I know, these numbers reflect who are making the inbound and outbound calls only.

Again, please contact me if you have any questions. These numbers are all from the 1998 Economic Impact: US Direct Marketing Today Study commissioned by The DMA and conducted by The WEFA Group.

You can access this information on our website at www.the-dma.org

Daniela Carboneri
Media Relations
The Direct Marketing Association
212.790.1532 (voice)
212.768.4547 (fax)
dcarbone@the-dma.org (email)
In connection with another project, I visited the Direct Marketing Association website (the-dma.org). After some exchange of e-mail, I got the reply below regarding employment. Imagine the implications of the data - in 1999, one telemarketer for every 50 homes in the nation. Conceivably, two million telemarketers all working at the same time could call every household in the nation in about three hours. (My guess is that those making outbound calls to the public greatly outnumber those taking inbound calls - so outbound callers number about 2 million.) Question.... Does anyone (e.g., CASRO, MRA, etc.) have comparable figures for interviewers in the survey research industry? Separation by polling, opinion research, and marketing research is probably not possible.

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As far as I know, these numbers reflect who are making the inbound and outbound calls only.

Again, please contact me if you have any questions. These numbers are all from the 1998 Economic Impact: US Direct Marketing Today Study commissioned by The DMA and conducted by The WEFA Group.

You can access this information on our website at www.the-dma.org

Daniela Carboneri Media Relations &nbsp; The Direct Marketing Association 
212.790.1532 (voice) &nbsp; 212.768.4547 (fax) dcarbone@the-dma.org
(email)</pre></blockquote>

<br>&nbsp;</br>
<br>&nbsp;</br><html>

------------8630B9E112B13105F84A3E74--

>From PAHARDING7@aol.com Sun Aug 15 09:47:59 1999
Received: from imo24.mx.aol.com (imo24.mx.aol.com [198.81.17.68])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
   id JAA10712 for <aapornet@usc.edu>; Sun, 15 Aug 1999 09:47:58 -0700 (PDT)
From: PAHARDING7@aol.com
Received: from PAHARDING7@aol.com
   by imo24.mx.aol.com (mail_out_v22.4.) id 5BBLa14818 (4396)
   for <aapornet@usc.edu>; Sun, 15 Aug 1999 12:47:13 -0400 (EDT)
Message-ID: <653a5204.24e84911@aol.com>
Date: Sun, 15 Aug 1999 12:47:13 EDT
Subject: Check out CBS
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 4.0 for Windows 95 sub 22


</html>

Click here: CBS

Many aapornet members have, I'm sure, already encountered this CBS News
poll,

its findings issued on Friday but appearing online only this morning, that
describes demographic and political characteristics of Internet users.

Since

it does have quantitatively based implications for the practice of sampling
from a frame of persons/households having Internet access -- about which
there's lately been some controversy -- I felt it was worth everyone's
having

a chance to take a look at what came out of the research.

Phil Harding

>From beniger@rcf.usc.edu Sun Aug 15 14:46:30 1999
Received: from almaak.usc.edu (beniger@almaak.usc.edu [128.125.19.166])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id OAA02438 for <aapornet@usc.edu>; Sun, 15 Aug 1999 14:46:29 -0700
(PDT)
Received: from localhost (beniger@localhost)
    by almaak.usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id OAA06228 for <aapornet@usc.edu>; Sun, 15 Aug 1999 14:46:29 -0700
(PDT)
Date: Sun, 15 Aug 1999 14:46:29 -0700 (PDT)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: August 1999 CBS News Poll on Internet Use
Message-ID: <Pine.GSO.4.10.9908151438160.26627-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=X-UNKNOWN
Content-Transfer-Encoding: 8BIT
AAPORNETters,

Although I failed to find any CBS News Poll results at the URL given by Phil Harding, or indeed any such Web page at all, I did find what he describes at the CBS Web site itself; see:


To save you all the trouble of accessing it yourselves, I include it here in its entirety (see below).

Our collective thanks to Phil Harding for bringing these data to our attention!

The three most important implications of the poll's general findings for future survey research via the Internet, in my opinion:

**AGGREGATE VS. DISAGGREGATE POLITICAL BIASES**

Because the partisan and ideological differences found in the poll largely cancel each other out, Internet users' overall views on a variety of issues may not appear to differ substantially from the views of non-Internet users, the CBS News Poll found, even though there were many internal differences likely to complicate more detailed analyses of survey data gathered via the Internet.
TRENDS IN ONLINE DIVERSITY

While home Internet access has increased by 11 percentage points over the last year (since June 1998), the on-line population has not gotten more diverse, the CBS News Poll found. For example, in June 1998, 28 percent of adults accessing the Internet from home were under the age of 30--currently 27 percent are. And the CBS News Poll found no indication from its data that the Internet population will become more diverse any time soon: Up to now, while Internet access has increased overall, it has increased disproportionately among those already most likely to have access. Among all adults who have gained Internet access in the past year, for example, 26 percent are under age 30, but only 8 percent are 65 years of age or older.

MEANING OF "INTERNET ACCESS"

Even among those who do have Internet access, access may not be complete--19 percent of adults who have access to the Internet at home, work or school report that they have no E-mail address through which they can send or receive electronic mail.

[These three conclusions are quoted, either directly or in close parallel, from the CBS News Poll report immediately below. If you use them, please quote them as they appear below, with citation to the CBS News Poll and *NOT* to me.]
Again, our thanks to Phil Harding for bringing these data to our collective attention.

-- Jim

******

Here's the CBS News Poll report:


POLL: WHO USES THE INTERNET?

* 41 Percent Of Adults Have Home Internet Access
* Younger, Better-Educated, Wealthier Use Net More
* Results Of A CBS News Poll

NEW YORK
Friday, August 13,1999 - 09:57 PM ET
CBS (CBS) Despite increased Internet access over the past year, adult Internet users remain a relatively elite group made up predominantly of the youngest, most-educated and wealthiest segments of American society.

Currently, 41 percent of American adults report personally having Internet access at home, compared to 30 percent who had home access in June of 1998.

PERSONALLY ACCESS INTERNET AT HOME

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Now (8/1-3/99)</td>
<td>41%</td>
</tr>
<tr>
<td>6/98</td>
<td>30%</td>
</tr>
</tbody>
</table>

Overall, 50 percent of adults nationwide report having access to the Internet somewhere, either at home or someplace else, such as work or school. Age, income and education are some of the largest determinants of overall Internet access.

Sixty-six percent of adults under the age of 30 report that they have Internet access either at home, work or school, compared to only 13 percent of those over the age of 65.
INTERNET ACCESS AT HOME, WORK, OR SCHOOL

--

Yes  No

--

Age 18 to 30 Years  66%   34

Age 65 and Over     13%   87

--

Those at the highest end of the income ladder are substantially more likely to be online: 75 percent of those earning over $75,000 a year are connected, while only 24 percent of those who make under $15,000 a year are.

INTERNET ACCESS BY INCOME

--

Yes  No
Only 13 percent of those with less than a high school degree have Internet access versus over three-fourths of those with a post-graduate education, and 71 percent of those with a college degree.
Access to the Internet is also more common among men, and among whites. Fifty-three percent of men have access to the Internet, compared to 47 percent of women.

**INTERNET ACCESS BY GENDER**

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>53%</td>
<td>47</td>
</tr>
<tr>
<td>Female</td>
<td>47%</td>
<td>53</td>
</tr>
</tbody>
</table>

Access to the Internet is also more common among whites. Fifty-one percent of whites report having Internet access, while only 37 percent of African-Americans do.

**INTERNET ACCESS BY RACE**
Yes  No

White  51%  49

African-American  37%  63

POLITICAL VIEWS

Republicans are more likely to have Internet access than are either Democrats or independents, making the overall Internet population more heavily Republican. Fifty-seven percent of Republicans have Internet access either at home, work or school, compared to 47 percent of Democrats and 48 percent of independents.

At the same time, however, Internet users are more likely to hold moderate or liberal views than are non-Internet users. Among Republicans, only 37 percent of those with Internet access are conservative, in contrast to 59 percent of Republicans without Internet access. Seventeen percent of Internet Republicans call themselves liberal and 45 percent call themselves moderates compared to only 8 percent and 28 percent respectively among non-Internet Republicans.
# INTERNET ACCESS, PARTISANSHIP, AND IDEOLOGY

<table>
<thead>
<tr>
<th></th>
<th>Liberal</th>
<th>Moderate</th>
<th>Conservative</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Republicans</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>with Access</td>
<td>17%</td>
<td>45</td>
<td>37</td>
</tr>
<tr>
<td>without Access</td>
<td>8%</td>
<td>28</td>
<td>59</td>
</tr>
<tr>
<td><strong>Democrats</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>with Access</td>
<td>31%</td>
<td>55</td>
<td>12</td>
</tr>
<tr>
<td>without Access</td>
<td>30%</td>
<td>40</td>
<td>24</td>
</tr>
<tr>
<td><strong>Independents</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>with Access</td>
<td>26%</td>
<td>39</td>
<td>24</td>
</tr>
<tr>
<td>without Access</td>
<td>24%</td>
<td>34</td>
<td>34</td>
</tr>
</tbody>
</table>
Because these partisan and ideological differences largely cancel each other out, Internet users’ overall views on a variety of issues may not appear to differ substantially from the views of non-Internet users, though there are many internal differences.

ONLINE DIVERSITY

While home Internet access has increased by 11 percentage points over the last year (since June of 1998), the on-line population has not gotten more diverse. For example, in June of 1998, 28 percent of adults accessing the Internet from home were under the age of 30 - currently 27 percent are.

There is no indication from these data that the Internet population will become more diverse any time soon. Up to now, while Internet access has increased overall, it has increased disproportionately among those already most likely to have access. Among all adults who have gained Internet access in the past year, 26 percent are under age 30, but only 8 percent are 65 years of age or older.

Interestingly, even among those who do have Internet access, access may not be complete. Nineteen percent of adults who have access to the Internet at home, work or school report that they have no E-mail address through which they can send or receive electronic mail.
This poll was conducted among a nationwide random sample of 1,165 adults, interviewed by telephone August 1 - 3, 1999. The error due to sampling could be plus or minus three percentage points based on the entire sample. The sampling error for subgroups is higher.

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******

>From 71501.716@compuserve.com Mon Aug 16 05:12:44 1999
Received: from hpamgaad.compuserve.com (ah-img-4.compuserve.com [149.174.217.158])
  by usc.edu (8.8.8/8.8.8/usc) with ESMTP
     id FAA21064 for <aapornet@usc.edu>; Mon, 16 Aug 1999 05:12:43 -0700 (PDT)
Received: (from mailgate@localhost)
  by hpamgaad.compuserve.com (8.8.8/8.8.8/HP-1.8) id IAA13559
     for aapornet@usc.edu; Mon, 16 Aug 1999 08:12:12 -0400 (EDT)
Date: Mon, 16 Aug 1999 08:08:01 -0400
From: Margaret Roller <71501.716@compuserve.com>
Subject: Projecting on DB Conditions from the Sample
I am currently working on a large, long-term mail survey. While I knew that I was working with a far-less-than perfect database, I am coming to fully understand now how inadequate the database is. After one questionnaire and follow-up postcard mailing, I received a 10% return, however, a third of the returns were from unqualified respondents (i.e., did not meet the conditions by which the database and sample were pulled). Furthermore, another 7% of the total sample mailing came back undeliverable.

In addition to the usual survey results, I would like to give the client some definitive feedback on the condition of their database (this is particularly important given that this is a long-term project that will go on for years). I would like to use the fact that 34% of the respondents were ineligible and 7% of the sample are either deceased or have moved or are otherwise not to be found. Could I say, for instance, that the client's database of, say, 10,000 is really 40% smaller in terms of "good," current, qualified people?

I'd be interested in any and all thoughts. Thanks.

Margaret Roller
If you are interested in any of these positions, please reply to the address/email provided for Kirk Pate at the end of the message.

Experienced Survey Specialists Sought

The Research Triangle Institute, a leading contract research organization with offices located in the Research Triangle Park (NC), Chicago, and Washington, D.C., areas currently has openings in each of our offices for mid- and senior-level Survey Specialists. These individuals will perform various survey research duties in accordance with their level of experience.
Mid-level Position - requires a B.S. or B.A. degree with a background in social science research methods, and 3+ years of post-graduate experience in survey research, research design, client interaction, budget development, cost control, data collection, report writing, presentation, and task management. Experience with sample surveys involving field or telephone data collection and with managing day-to-day activities of ongoing research studies is required. Activities include working with study collaborators to develop, implement, and monitor research designs; overseeing data collection operations (field or phone); documenting study procedures; implementing quality control procedures; scheduling and delegating of study tasks; preparing and presenting research reports to clients. Strong writing and oral communications, interpersonal, word processing, organizing, and computer spreadsheet skills are required. Periodic overnight travel is required. Marketing and business proposal experience are a plus.

Senior-Level Position - requires B.S. or B.A. degree with a background in social science research methods, plus 10+ years of experience serving as a project director, principal investigator, or in other senior management or scientific roles on research contracts with Federal agencies. Must also have experience in contract research and program management and have a demonstrated ability to deal with clients and manage field study staff, other survey researchers, and computer applications and design staff. Should also be experienced in working closely with staff across a wide variety of substantive and technical fields (epidemiologists, survey methodologists, statisticians).

Experience in managing day-to-day activities of ongoing research studies.
Activities include working with study collaborators to develop, implement, and monitor research designs; overseeing data collection operations (field or phone); documenting study procedures; implementing quality control procedures; scheduling and delegating of study tasks; preparing and presenting research reports to clients.

Regularly make positive contributions to marketing activities, including planning for research programs, generating research in existing and new market and technical areas, marketing multi-disciplinary concepts. Contribute to and direct the preparation, presentation, and follow-up of research proposals.

Apply on a broad basis principles, theories, and concepts to a scientific field or specialty, and apply a working knowledge of related disciplines. Work on a wide range of problems requiring the use of creative and imaginative thinking. Have gained recognition from peers and clients for technical expertise. Frequently author articles published in peer-reviewed scientific journals. Initiate and carry out appropriate self-development efforts.

Strong oral and written communications skills, project management, administrative abilities, ability to work collaboratively on large project teams, and the ability to manage multiple tasks are essential. Periodic overnight travel is required.

RTI offers competitive salary and excellent benefits.

Interested applicants may submit resume directly by email to dkp@rti.org or by mail to:
Mr. Kirk Pate
Research Triangle Institute
PO Box 12194
Research Triangle Park, NC 27709

To learn more about RTI, please visit our Website at www.rti.org

RTI is an Affirmative Action/Equal Opportunity Employer

Rachel A. Caspar
Research Triangle Institute

3040 Cornwallis Road Phone: (919) 541-6376
P.O. Box 12194 Fax: (919) 541-1261
Research Triangle Park, NC 27712-2194 Email: caspar@rti.org
While this is not your question, my experience is that a second mailing - to those who do not respond to a first mailing - will increase overall response rate by about 50%. A second mailing is always preferable.

What experience have others had?

In response to your question, you could say the entire 41% of their database is not qualified; i.e., if the people who moved (part of the 7%) are not qualified.

At best, your response rate as of now is 17% (10%/59%). I think you need a second mailing with some incentive to respond, especially if this is going to be a long-term project.

Margaret Roller wrote:
I am currently working on a large, long-term mail survey. While I knew that I was working with a far-less-than perfect database, I am coming to fully understand now how inadequate the database is. After one questionnaire and follow-up postcard mailing, I received a 10% return, however, a third of the returns were from unqualified respondents (i.e., did not meet the conditions by which the database and sample were pulled). Furthermore, another 7% of the total sample mailing came back undeliverable.

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I'd be interested in any and all thoughts. Thanks.

Margaret Roller
rmr@rollerresearch.com

From rczujko@aip.org Mon Aug 16 07:19:35 1999
Received: from acpgate.acp.org (acpgate.acp.org [149.28.226.101]) by usc.edu (8.8.8/8.8.8/usc) with SMTP id HAA15796 for <aapornet@usc.edu>; Mon, 16 Aug 1999 07:19:34 -0700
This is a MIME message. If you are reading this text, you may want to consider changing to a mail reader or gateway that understands how to properly handle MIME multipart messages.

Those of you who are concerned about the new regulations on public access to federally funded research data may find the attached of interest.

Roman Czujko
FYI

The American Institute of Physics Bulletin of Science Policy News Number
121: August 12, 1999

New Revision to OMB Data Availability Regulation

Yesterday, the Office of Management and Budget issued, for public comment, a
new proposed version of regulations for the availability of federally-funded
research data. Now is the time
to let the Administration know your thoughts on this revision.
OMB plans to publish a final version of the regulation on or
before September 30, 1999. All additional comments MUST BE
RECEIVED BY OMB BY SEPTEMBER 10, 1999. See below for information
on submitting comments.

OMB received over 9,000 comments on the first proposed revision to Circular
A-110 (See FYI #18). Approximately 55 percent of comments supported the proposed revision and 37 percent opposed it. After reviewing the feedback, OMB felt it necessary to develop clarifying definitions for some terms such as "research data," and "published," as intended under the regulation. According to OMB, it has "used its discretion" to attempt to "balance the need for public access to research data with protections of the research process. Specifically, OMB seeks to further the interest of the public in obtaining the information needed to validate Federally-funded research findings, ensure that research can continue to be conducted in accordance with the traditional scientific process, and implement a public-access process that will be workable in practice." Additionally, OMB determined that the regulation cannot "readily and easily be implemented outside of the regulatory context," and has replaced the original wording "used by the Federal Government in developing policy or rules" with the following: "used by the Federal Government in developing a regulation."

OMB proposes to amend Section __________.36 of OMB Circular A-110 by revising paragraph (c), redesignating paragraph (d) as paragraph (e), and adding new paragraph (d) to read as follows:

* * * * *

(c) The Federal Government has the right to:

(1) Obtain, reproduce, publish or otherwise use the data first produced under an award; and

(2) Authorize others to receive, reproduce, publish, or otherwise use such data for Federal purposes.
(d)(1) In addition, in response to a Freedom of Information Act (FOIA) request for research data relating to published research findings produced under an award that were used by the Federal Government in developing a regulation, the Federal awarding agency shall request, and the recipient shall provide, within a reasonable time, the research data so that they can be made available to the public through the procedures established under the FOIA. If the Federal awarding agency obtains the research data solely in response to a FOIA request, the agency may charge the requester a reasonable fee equaling the full incremental cost of obtaining the research data. This fee should reflect costs incurred by the agency, the recipient, and applicable subrecipients. This fee is in addition to any fees the agency may assess under the FOIA (5 U.S.C. 552(a)(4)(A)).

(2) The following definitions are to be used for purposes of paragraph (d) of this section:

(i) Research data is defined as the recorded factual material commonly accepted in the scientific community as necessary to validate research findings, but not any of the following: preliminary analyses, drafts of scientific papers, plans for future research, peer reviews, or communications with colleagues. This "recorded" material excludes physical objects (e.g., laboratory samples). Research data also do not include:

(A) Trade secrets, commercial information, materials necessary to be held confidential by a researcher until publication of their results in a peer-reviewed journal, or information which may be copyrighted or patented; and
(B) Personnel and medical files and similar files the disclosure of which would constitute a clearly unwarranted invasion of personal privacy, such as information that could be used to identify a particular person in a research study.

(ii) Published is defined as either when:

(A) Research findings are published in a peer-reviewed scientific or technical journal; or

(B) A Federal agency publicly and officially cites to the research findings in support of a regulation.

(iii) Used by the Federal Government in developing a regulation is defined as when an agency publicly and officially cites to the research findings in support of a regulation (for which notice and comment is required under 5 U.S.C. 553).

* * * * *

Please direct comments to F. James Charney, Policy Analyst, Office of Management and Budget, Room 6025, New Executive Office Building, Washington, DC 20503, or by email (as message text but not an attachment) to grants@omb.eop.gov. The texts of both versions of the proposed revision, as well as background and supplementary information, can be found on OMB's Home Page under "Grants Management" at http://www.whitehouse.gov/OMB/fedreg/2ndnotice-a110.html.

############################
>From esinger@isr.umich.edu Mon Aug 16 07:49:54 1999
Received: from runningman.rs.itd.umich.edu (runningman.rs.itd.umich.edu [141.211.144.15])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id HAA24064 for <aapornet@usc.edu>; Mon, 16 Aug 1999 07:49:53 -0700 (PDT)
Received: from s-isr-m1.umich.edu (isr.umich.edu [141.211.207.35])
    by runningman.rs.itd.umich.edu (8.8.5/2.3) with ESMTP id KAA03058 for <aapornet@usc.edu>; Mon, 16 Aug 1999 10:49:52 -0400 (EDT)
Received: by isr.umich.edu with Internet Mail Service (5.5.2448.0)
    id <QZ7MHQAY>; Mon, 16 Aug 1999 10:51:28 -0400
Message-ID: <5D28BEE5CAE8D1119F5700A0C9B4268E02168E98@isr.umich.edu>
From: Eleanor Singer <esinger@isr.umich.edu>
To: ""aapornet@usc.edu"" <aapornet@usc.edu>
Subject: RE: FYI #121 - New OMB Data Regulation
Date: Mon, 16 Aug 1999 10:51:19 -0400
MIME-Version: 1.0
OMB has gone very far toward reassuring researchers, at least about respondent confidentiality issues and the scope of data and research that would be affected by the regulations. Perhaps the AAPOR Council should consider sending OMB a comment that reflects this.

-----Original Message-----
From: Roman Czujko [mailto:rczujko@aip.org]
Sent: Monday, August 16, 1999 10:14 AM
To: aapornet@usc.edu
Subject: Fwd: FYI #121 - New OMB Data Regulation

Those of you who are concerned about the new regulations on public access to federally funded research data may find the attached of interest.

Roman Czujko

>From Jim-Wolf@worldnet.att.net Mon Aug 16 09:16:39 1999
Received: from mtiwmhc03.worldnet.att.net (mtiwmhc03.worldnet.att.net [204.127.131.38])
  by usc.edu (8.8.8/8.8.8/usc) with ESMTP
  id JAA28085 for <aapornet@usc.edu>; Mon, 16 Aug 1999 09:14:13 -0700 (PDT)
Received: from default ([12.75.196.218]) by mtiwmhc03.worldnet.att.net
  (InterMail v03.02.07.07 118-134) with SMTP
  id <19990816161344.GTRO5700@default> for <aapornet@usc.edu>,
At 03:55 PM 8/13/99 +0000, you wrote:

> Back to Jim's problem, is it too late to call the 9% back and confirm their exact ethnicity?
>

Not too late; just too expensive to fit in our budget!

For those interested in pursuing this, I have been directed to a very thorough (202 pages) article directed by Katherine Wallman at the OMB and available on the web. Go to

http://www.whitehouse.gov/omb/sitemap.html
Look under the section in Information and Regulatory Policy for the document on "Draft Provisional Guidance..."

The final appendix (App. D beginning on page 134) is the "Bridge Report" which carefully assesses various means of addressing the problem I raised. The use federal surveys in which both race catery options were used. I have not read the document yet, but it appears to be well organized.

=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-
Jim Wolf          Jim-Wolf@worldnet.att.net
>From 71501.716@compuserve.com Mon Aug 16 10:05:47 1999
Received: from hpamgaaa.compuserve.com (ah-img-1.compuserve.com [149.174.217.154])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id KAA26900 for <aapornet@usc.edu>; Mon, 16 Aug 1999 10:05:46 -0700 (PDT)
Received: (from mailgate@localhost)
    by hpamgaaa.compuserve.com (8.8.8/8.8.8/HP-1.8) id NAA07550
    for aapornet@usc.edu; Mon, 16 Aug 1999 13:05:17 -0400 (EDT)
Date: Mon, 16 Aug 1999 13:01:01 -0400
From: Margaret Roller <71501.716@compuserve.com>
Subject: Re: Projecting on DB Conditions from the Sample
Sender: Margaret Roller <71501.716@compuserve.com>
To: "INTERNET:aapornet@usc.edu" <aapornet@usc.edu>
Message-ID: <199908161305_MC2-8117-7B9C@compuserve.com>
MIME-Version: 1.0
Content-Transfer-Encoding: 7bit
Thanks for your response. There are many other design variables to this research I did not mention because they are pertinent to my main question. Thanks for your feedback.

Margaret Roller

>From ccollet@uci.edu Mon Aug 16 20:46:47 1999
Received: from taurus.oac.uci.edu (root@taurus.oac.uci.edu [128.200.80.23])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
   id UAA21223 for <aapornet@usc.edu>; Mon, 16 Aug 1999 20:46:46 -0700
(PDT)
Received: from 23ng9 (dialin53b-53.ppp.uci.edu [128.195.186.193])
   by taurus.oac.uci.edu (8.9.1/8.9.1) with SMTP id UAA15871;
   Mon, 16 Aug 1999 20:46:39 -0700 (PDT)
From: "Christian Collet" <ccollet@uci.edu>
To: <aapornet@usc.edu>
Cc: <acole@chapman.edu>
Subject: CATI software options
Date: Mon, 16 Aug 1999 20:46:11 -0700
Message-ID: <NDBBIIMILJLMDHEDOEIKCAAA.ccollet@uci.edu>
MIME-Version: 1.0
Content-Type: text/plain;
   charset="iso-8859-1"
Content-Transfer-Encoding: 7bit
X-Priority: 3 (Normal)
X-MSMail-Priority: Normal
Dear Colleagues,

I am posting this message for Alexandra Cole at Chapman University in Orange County. Kindly direct any replies to her query at acole@chapman.edu or to the other contact information below. Many thanks.

-------------------------------------------------------------------------

"What are comparable CATI software systems to the Sawtooth and Berkeley Cases CATI software? We are in the process of upgrading from Raosoft and are interested in adding call management capabilities to our CATI software."

Alexandra Cole, Ph.D.
Associate Director
Henley Social Sciences Research Laboratory
Chapman University
333 N. Glassell
Orange, CA 92866
(714) 744-7977

Christian Collet, Ph.D.
Department of Political Science
University of California, Irvine
3151 Social Science Plaza
Irvine, CA 92697-5100
(949) 824-5361
Question: Thinking of available (text) books on survey research, which one
or two would you recommend to someone (a client) who would like to understand the survey research process and methods without becoming an expert in any one aspect? (Hint: Client would like to use their job as a learning opportunity, but my time for giving tutorials is limited.)

Key features sought: Accurate information, excellent for self-study, very good information on telephone survey research, concise, easy to read (the individual speaks Japanese first language, English second), limited technical jargon, includes some simple standard tables with info on how to read (sampling error) and bibliography for follow-up in specific areas.

If the text does not include a chapter with international cross-cultural comparisons, please recommend a book on survey research across borders (how and why different methods are preferred in different countries and cultures).

Send your best picks, I'll tab and share.

cheers, Mark Richards, mark@bisconti.com

>From ebeling@mail.csuchico.edu Tue Aug 17 09:03:42 1999
Received: from mail.csuchico.edu (mail.CSUChico.EDU [132.241.82.14]) by usc.edu (8.8.8/8.8.8/usc) with ESMTP id JAA29691 for <aapornet@usc.edu>; Tue, 17 Aug 1999 09:03:41 -0700 (PDT)

Received: from mail.csuchico.edu ([132.241.160.109]) by mail.csuchico.edu (Netscape Messaging Server 3.6) with ESMTP id AAA6493 for <aapornet@usc.edu>; Tue, 17 Aug 1999 09:03:35 -0700
Message-ID: <37B98780.94FBED6E@mail.csuchico.edu>
Hi Mark Richards, you asked about texts on surveys by telephone. Here are some suggestions, but I can't think of any across cultures.

I guess if I were recommending texts to a person with English as a second language, I would recommend the following because they present the critical aspects of survey research in a quite readable manner:

James H. Frey, Survey Research by Telephone, Sage Publishers. It is in paperback. It is one of the best overviews of how to do the work, that I have seen. I've used in my classes over the years and in managing telephone surveys. I helped to start the survey research center at CSU, Chico many years ago.
Herb Asher’s Polling and the Public is excellent for its critical view of polling. I feel he has raised some of the most important questions about what we do. It is also in paperback and it is very readable. It is in its fourth edition. Again, I've used it over the years in short courses and in research methods courses.

Herbert Weisberg, Jon Krosnick and Bruce Bowen, An Introduction to Survey Research, Polling and Data Analysis. , Third Edition. This is a fine text and I’ve used it also in my research classes, but it might be a bit too technical for a person who uses English as a second language. It covers, in considerable detail, all the aspects of survey research including forms of data analysis, research design, data collection and questionnaire construction. If the person wants to go on with this research, she/he might want to examine the bibliographies of these texts. As you know there are a large number of highly specialized texts on various aspects of survey research.

One benefit of this listing is that all of the texts are in paperback. The Weisberg text is also from Sage and the text by Asher is from CQ press.

Good luck.

If you want to contact me about further items, let me know at

ebeling@mail.csuchico.edu
Mark Richards wrote:

> and others familiar with recent survey research texts:
>
> Question: Thinking of available (text) books on survey research,
> which one or two would you recommend to someone (a client) who would
> like to understand the survey research process and methods without
> becoming an expert in any one aspect? (Hint: Client would like to use
> their job as a learning opportunity, but my time for giving tutorials
> is limited.)
>
> Key features sought: Accurate information, excellent for self-study,
> very good information on telephone survey research, concise, easy to
> read (the individual speaks Japanese first language, English second),
> limited technical jargon, includes some simple standard tables with
> info on how to read (sampling error) and bibliography for follow-up in
> specific areas.
>
> If the text does not include a chapter with international
> cross-cultural comparisons, please recommend a book on survey research
> across borders (how and why different methods are preferred in
> different countries and cultures).
>
> Send your best picks, I'll tab and share.
>
> cheers, Mark Richards, mark@bisconti.com

--------------89B567CECAA528B27832976C
Content-Type: text/html; charset=us-ascii
Hi Mark Richards, you asked about texts on surveys by telephone. Here are some suggestions, but I can't think of any across cultures. I guess if I were recommending texts to a person with English as a second language, I would recommend the following because they present the critical aspects of survey research in a quite readable manner: James H. Frey, *Survey Research by Telephone*, Sage Publishers. It is in paperback. It is one of the best overviews of how to do the work, that I have seen. I've used in my classes over the years and in managing telephone surveys. I helped to start the survey research center at CSU, Chico many years ago. 

Herb Asher's *Polling and the Public* is excellent for its critical view of polling. I feel he has raised some of the most important questions about what we do. It is also in paperback and it is very readable. It is in its fourth edition. Again, I've used it over the years in short courses and in research methods courses. Herbert Weisberg, Jon Krosnick and Bruce Bowen, *An Introduction to Survey Research, Polling and Data Analysis*, Third Edition. This is a fine text and I've used it also in my research classes, but it might be a bit too technical for a person who uses English as a second language. It covers, in considerable detail, all the aspects of survey research including forms of data analysis, research design, data collection and questionnaire construction. If the person wants to go on with this research, she/he might want to examine the bibliographies of these texts. As you know there are a large number of highly specialized texts on various aspects of survey research. One benefit of this listing is that all of the texts are in paperback. The Weisberg text is also from Sage and the text by Asher is from CQ press. Good luck. If you want to contact me about further items, let me know at ebeling@mail.csuchico.edu
Mark Richards wrote: (Mark Richards: mark@bisconti.com)

and others familiar with recent survey research texts:

Quesiion: Thinking of available (text) books on survey research, which one or two would you recommend to someone (a client) who would like to understand the survey research process and methods without becoming an expert in any one aspect? (Hint: Client would like to use their job as a learning opportunity, but my time for giving tutorials is limited.)

Key features sought: Accurate information, excellent for self-study, very good information on telephone survey research, concise, easy to read (the individual speaks Japanese first language, English second), limited technical jargon, includes some simple standard tables with info on how to read (sampling error) and bibliography for follow-up in specific areas.

If the text does not include a chapter with international cross-cultural comparisons, please recommend a book on survey research across borders (how and why different methods are preferred in different countries and cultures).

Send your best picks, I'll tab and share. Cheers, Mark Richards, mark@bisconti.com

From bwiggins@irss.unc.edu Tue Aug 17 12:16:16 1999

Received: from vance.irss.unc.edu (vance.irss.unc.edu [152.2.32.88]) by usc.edu (8.8.8/8.8.8/usc) with ESMTP id MAA16661 for <aapornet@usc.edu>; Tue, 17 Aug 1999 12:16:14 -0700 (PDT)

Received: from bwiggins.irss.unc.edu (bwiggins.irss.unc.edu [152.2.32.128]) by vance.irss.unc.edu (8.8.8*Sun/8.8.8) with SMTP id PAA00737; Tue, 17 Aug 1999 15:15:06 -0400 (EDT)
The annual conference of the Southern Association for Public Opinion Research will be held in Raleigh, NC on October 7-8, 1999. The featured speaker will be Dr. Oran Smith, author of The Rise of Baptist Republicanism, and sessions will include presentations on research and the Web, methodological issues, survey research on societal issues, and data mining.

Conference registration packets have been mailed. If you didn't receive one and would like additional information, see the SAPOR website at www.irss.unc.edu/sapor, which contains a preliminary agenda and registration form. Or, email Jennifer Drolet (jdrolet@irss.unc.edu) to request that a packet be mailed to you.

The early registration fee (before Sept 11) is $35. After Sept 11, the fee is $50, so register now! (Student fees are $10 now or $15 after Sept 11.)

Questions? Contact

Mark West, Conference Chair  west@unca.edu
James Bason, President  jbason@arches.uga.edu
>From jparsons@SRL.UIC.EDU Tue Aug 17 12:43:22 1999
Received: from eeyore.cc.uic.edu (EEYORE.CC.UIC.EDU [128.248.171.51])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id MAA29878 for <aapornet@usc.edu>; Tue, 17 Aug 1999 12:43:21 -0700
    (PDT)
Received: from SRL.UIC.EDU (SMTP.SRL.UIC.EDU [131.193.93.96])
    by eeyore.cc.uic.edu (8.9.3/8.9.3) with SMTP id OAA20826
    for <aapornet@usc.edu>; Tue, 17 Aug 1999 14:41:19 -0500 (CDT)
Received: from main-Message_Server by SRL.UIC.EDU
    with Novell_GroupWise; Tue, 17 Aug 1999 14:42:23 -0500
Message-Id: <s7b974cf.090@SRL.UIC.EDU>
X-Mailer: Novell GroupWise 4.1
Date: Tue, 17 Aug 1999 14:42:41 -0500
From: Jennifer Parsons <jparsons@SRL.UIC.EDU>
To: aapornet@usc.edu
Subject: Position Announcement: UIC Survey Research Lab

Bev Wiggins, Secretary  bwiggins@irss.unc.edu

Beverly B. Wiggins
Associate Director for Research Development
Institute for Research in Social Science
Manning Hall, CB#3355
University of North Carolina
Chapel Hill, NC  27599-3355
phone: 919-966-2350
fax: 919-962-4777
email: bwiggins@irss.unc.edu
The Survey Research Laboratory at the University of Illinois at Chicago has an immediate opening at its Chicago office for a Visiting Senior Research Programmer. The primary function of the position is development, programming, and maintenance of data collection software and associated data files. Perform or consult on data sets that are amenable to processing SPSS and SAS. Modifies existing software tools or configures and supports area network. Requirements: BS/BA degree in computer science or knowledge of DOS and Windows operating systems required. Competence in C/C++ and Visual Basic programming desired. Working knowledge of database programming with dBASE, ACCESS, CATI software such as CASES, and SPSS and/or SAS statistical packages preferred. Salary commensurate with experience ($39,000-$47,000).

For full consideration, send resume by August 25, 1999 to Jie Chen, Manager of System Services, 412 South Peoria, Suite 615, Chicago, Illinois, 60607. NO PHONE CALLS. The University of Illinois is an AA/EOE.

#
The Survey Research Laboratory at the University of Illinois at Chicago has an immediate opening at its Chicago office for a Visiting Data Reduction (DR) Coordinator. This position requires experience in survey research or a related area. The primary function is to direct the DR services and set operational policies and procedures. DR is responsible for survey mailings, coding, data entry for paper questionnaires, and back-end cleanup of computerized interviews. Duties include budget proposals; hire, train, and supervise coders and coding supervisors.

Requirements: Bachelor's degree in a social science or related field and survey research experience. Experience in DR supervision preferred as well as knowledge of CASES survey software. Salary commensurate with experience, $30,000 - $40,000. For full consideration, send resume by August 25, 1999 to Diane O'Rourke, Assistant Director for Survey Operations, Survey Research Laboratory, 909 W. Oregon, Suite 300, Urbana, IL 61801. NO PHONE CALLS. The University of Illinois is an AA/EOE.

>> Jennifer Parsons 08/17/99 02:47pm >>>
Do you have file for DR ad that you can email me so I can post it over AAPORNET?
JOB ANNOUNCEMENT

The University Center for Social and Urban Research (UCSUR) at the
University of Pittsburgh has a position available beginning in September, 1999. UCSUR specializes in the design and implementatio of surveys in cooperation with University faculty from many schools and departments.

Job Title: Survey Specialist -- A regular full-time staff position supported by University and external contract funding with full University benefits.

Duties and Responsibilities: Manage telephone (CATI) survey operations. Work with various research project teams to develop questionnaires, sampling, field and data processing procedures. Manage field staff, hire and train field supervisors and interviewers. Develop and produce interviewer training guides, codebooks, coding guides and survey fieldwork reports. Incumbent is responsible for ov sight of day-to-day survey field operations that include maintenance of UCSUR survey facilities, writing system programs and scripts for the CATI system(CI3), and managing the resultant data files. Maintain effective communications with Center personnel and with collaborators in other departments in the University. Develop and implement quality assurance procedures, ensuring overall adherence o scientific protocols and ethical conduct. Assist in the preparation of reports and publications and perform related duties as assigned.

Qualifications: Experience in managing day-to-day activities of ongoing survey research projects utilizing telephone, mail and face-to-face methods. Experience in working closely with faculty and ff from a variety of substantive and technical fields
(epidemiologists, survey methodologists, statisticians). Strong background in the use of personal computers and proficiency with CATI systems required. Experience should include managing survey research focusing on social/health related issues. Must have strong data management skills. Must be able to learn quickly and work efficiently creatively. Occasional evening and weekend hours required. Bachelor's degree in the social sciences with emphasis on survey research, computer science, or a related field is required. An advanced degree is preferred. A combination of education and equivalent experience may be substituted. The University of Pittsburgh is an equal opportunity employee

The successful candidate will have strong personnel management skills, good interpersonal skills, the ability to work independently, extensive knowledge of survey research methods, computer skills, statistical packages, spreadsheets, word processing, and CATI packages, excellent written and oral communication skills, and the ability to work as a team member on large, complex survey projects.

The University of Pittsburgh offers a competitive salary and excellent benefits.

Interested candidates should submit a resume and professional references to:

Mr. Steven D. Manners, Assistant Director
University Center For Social and Urban Research
121 University Place
>From scotb@vms.cis.pitt.edu Wed Aug 18 08:34:46 1999
Received: from post-ofc05.srv.cis.pitt.edu (root@post-ofc05.srv.cis.pitt.edu [136.142.185.10])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
   id IAA23816 for <aapornet@usc.edu>; Wed, 18 Aug 1999 08:34:45 -0700 (PDT)
Received: from beach.ucsur.pit.edu (beach.ucsur.pit.edu [136.142.121.52])
   by post-ofc05.srv.cis.pitt.edu with SMTP
   (8.8.8/8.8.8/cispo-7.2.2.2)
   ID <LAA15738@post-ofc05.srv.cis.pitt.edu> for <aapornet@usc.edu>;
Received: by localhost with Microsoft MAPI; Wed, 18 Aug 1999 11:38:02 -0400
Message-ID: <01BEE96E.20DD4900.scotb@vms.cis.pitt.edu>
From: Scott Beach <scotb@vms.cis.pitt.edu>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: FW: JOB ANNOUNCEMENT
Date: Wed, 18 Aug 1999 11:38:00 -0400
X-Mailer: Microsoft Internet E-mail/MAPI - 8.0.0.4211

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resultant data files. Maintain effective communications with Center personnel and with collaborators in other departments in the University. Develop and implement quality assurance procedures, ensuring overall adherence to scientific protocols and ethical conduct. Assist in the preparation of reports and publications and perform related duties as assigned.

Qualifications: Experience in managing day-to-day activities of ongoing survey research projects utilizing telephone, mail and face-to-face methods. Experience in working closely with faculty and staff from a variety of substantive and technical fields (epidemiologists, survey methodologists, statisticians). Strong background in the use of personal computers and proficiency with CATI systems required. Experience should include managing survey research projects focusing on social/health related issues. Must have strong data management skills. Must be able to learn quickly and work efficiently and creatively. Occasional evening and weekend hours required. Bachelor's degree in the social sciences with emphasis on survey research, computer science, or a related field is required. An advanced degree is preferred. A combination of education and equivalent experience may be substituted.

The successful candidate will have strong personnel management skills, good interpersonal skills, the ability to work independently, extensive knowledge of survey research methods, computer skills, statistical packages, spreadsheets, word processing, and CATI packages, excellent written and oral communication skills, and the ability to work as a team member on large, complex survey research projects.
The University of Pittsburgh offers a competitive salary and excellent benefits. The University of Pittsburgh is an equal opportunity employer.

Interested candidates should submit a resume and professional references to:

Mr. Steven D. Manners, Assistant Director
University Center For Social and Urban Research
121 University Place
University of Pittsburgh
Pittsburgh, PA 15260
Phone: 412-624-3889 Fax: 412-624-4810
EMAIL: manners+@pitt.edu
Research Triangle Institute has an immediate opening for a Telephone Survey Unit Manager at our new call center in eastern North Carolina. In this position you will work in a fast-paced call center environment. Responsibilities include managing staffing levels, personnel training, insuring project requirements are met, working closely with Unit and Institute staff to identify and resolve survey problems and monitoring expenses.

Must possess a Bachelor's degree plus 3 years experience in survey research and telephone data collection management positions. Additional market research/data collection experience may be substituted for the degree. Demonstrated skills in personal time management, project management, and an entrepreneurial spirit are a
must. RTI offers a competitive salary, excellent benefits, and a
rewarding work environment. For more information, mail your resume
with cover letter (salary history a
requirement) to Ward Sax, Manager, Survey Support Department, Research
Triangle Institute, PO Box 12194, RTP, NC 27709-2194. AA/EOE/M/F/V/H.

Thank you.

----------------------------------------------------------------------
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-------------------------------------------------
Ward Sax
Survey Support Department                                 Telephone: (919)
541-7288
Research Triangle Institute                                 FAX:
(919) 541-1261
P.O. Box 12194                                     e-mail:
wsax@rti.org
Research Triangle Park, NC  27709-2194

From beniger@rcf.usc.edu Wed Aug 18 09:05:43 1999
Received: from almaak.usc.edu (beniger@almaak.usc.edu [128.125.19.166])
by usc.edu (8.8.8/8.8.8/usc) with ESMTP
id JAA09181 for <aapornet@usc.edu>; Wed, 18 Aug 1999 09:05:42 -0700
(PDT)
Received: from localhost (beniger@localhost)
by almaak.usc.edu (8.8.8/8.8.8/usc) with ESMTP
id JAA26179 for <aapornet@usc.edu>; Wed, 18 Aug 1999 09:05:43 -0700
Folks,

For those who might have missed the news, the NTIS--after nearly half a century--is no more. Because many other groups apparently voiced objections to a fee-based federal information service in the age of the Internet and World Wide Web--similar to objections raised here on AAPORNET--the Department of Commerce announced yesterday that it is shutting down the site.

Individual government agencies will now offer the same information online without charge (or at least that is the plan). The NTIS archives will be moved to the Library of Congress Web site.

My own view is that this is very good news for the world's researchers, especially those with Internet access but relatively little money. It is also heartening to know that our federal government can respond to public criticism, and is willing to change well-entrenched policies in response to
technological change.

The article below is worth reading, if only for the amusing strategy the Commerce Department spokespeople use to argue that my high praise for the Department in my previous sentence is not justified.

-- Jim

August 17, 1999

Net spells death for government information agency

Filed at 6:55 p.m. EDT

By Wendy Marinaccio, CNET News.com

A government agency that provides documents such as agricultural reports and officials' speeches for a fee is being shut down after nearly 50 years, the latest example of the Internet's effect on traditional business models.

The Commerce Department said it is doing away
with the National Technical Information Service (NTIS) because its fee-based service "is no longer needed in this day of advanced electronic technology."

Commerce Secretary William Daley said he is working with Congress to make sure individual government agencies offer online the documents previously provided by the NTIS. He added that NTIS archives will be moved to the Library of Congress.

Ari Schwartz, a policy analyst at the Center for Democracy & Technology, applauded the move.

"We think that it's a positive sign that the government is actually looking at its information policy holistically. We hope it will lead to more agencies posting the information that they create on a daily basis," he said.

NTIS has endured criticism since May, when it unveiled Gov.search, a Web site developed in conjunction with search technology firm Northern Light.

The privately held company planned to charge $15 per day or $30 per month for access to the site, but as previously reported, the plan faced
opposition from the Clinton administration and advocacy groups such as the Congressional Accountability Project. Both questioned the fee, saying it conflicted with goals of an open government.

The site's fee structure was suspended for three weeks in May so officials could determine whether it was consistent with freedom-of-information policies, said Leslie Ray, director of partnership marketing at Northern Light. Officials eventually decided there was no conflict.

The site has since changed its name to "Usgovsearch.com" and has lowered its fee to $5 per day. Ray added that Northern Light will continue to operate the site, regardless of whether NTIS is shut down.

Commerce Department spokesman Moorie Goodman said plans to shut down the agency are unrelated to the Usgovsearch controversy. Over the past six years, he said, NTIS revenues have dramatically declined, as individual agency Web sites offer for free many of the same documents the agency sells.

"It’s not cost effective," Goodman said. "The
secretary thinks it is not good business." Since the 1980s, the 50-year-old NTIS has been required to sustain itself by charging fees.

Although Goodman said the agency's demise is not related to Usgovsearch, the Center for Democracy & Technology's Schwartz said he thinks the site brought the issue to a head and eventually led to Daley's proposal.

Goodman said the lack of a central warehouse for storing government documents is not likely to hamper citizens' access to information. "The information is available. You just have to do a little clicking to find it," Goodman said.

The Commerce Department said there are no immediate plans to lay off any of NTIS's roughly 250 employees. The agency said it will try to find related government jobs for them or will retrain them for other positions.

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The book by Salant & Dillman fits the picture perfectly. It is called How to conduct your own survey, publisher Wiley, 1994.

Clear style, and easy to read. General principles from sample to report, and everything in between. Practical aspects.

Second, Czakja & Blair Designing surveys, a guide to decisions and procedures, publisher Sage. Is what is says. For the designing phase: very
good, but not so easy to read as Salant & Dillman.

I advise graduate students who do not know a thing about surveys, and want to read upon it. Start with Salant & Dillman, follow up with Czaja & Blair and when you have to make a questionnaire, end with Fowler (1995) Improving survey questions; design & evaluauation, Sage.

Edith

At 11:06 17-08-99 -0400, you wrote:
> and others familiar with recent survey research texts:
> 
> Question: Thinking of available (text) books on survey research, which
> one or two would you recommend to someone (a client) who would like to
> understand the survey research process and methods without becoming an
> expert in any one aspect? (Hint: Client would like to use their job as
> a learning opportunity, but my time for giving tutorials is limited.)
> 
> Key features sought: Accurate information, excellent for self-study,
> very good information on telephone survey research, concise, easy to
> read (the individual speaks Japanese first language, English second),
> limited technical jargon, includes some simple standard tables with
> info on how to read (sampling error) and bibliography for follow-up in
> specific areas.
> 
> If the text does not include a chapter with international
cross-cultural comparisons, please recommend a book on survey research across borders (how and why different methods are preferred in different countries and cultures).

Send your best picks, I'll tab and share.

cheers, Mark Richards, mark@bisconti.com
Edith -- Such praise! I thought our book was very appropriate in this case, but wanted an independent opinion. Thank you very much. --Priscilla

Priscilla Salant
Department of Agricultural Economics
Washington State University
Pullman, WA 99164-6210
(509) 335-7613
(509) 335-1173 FAX
I know better. Sorry.

Priscilla Salant
Department of Agricultural Economics
Washington State University
Pullman, WA 99164-6210
(509) 335-7613
(509) 335-1173 FAX
I went out immediately and ordered it! Thank you, Edith.

On Thu, 19 Aug 1999, Priscilla Salant wrote:

> Edith -- Such praise! I thought our book was very appropriate in this
> case, but wanted an independent opinion. Thank you very much.
> --Priscilla
>
> Priscilla Salant
> Department of Agricultural Economics
> Washington State University
> Pullman, WA 99164-6210
> (509) 335-7613
> (509) 335-1173 FAX
>
> ************************
* Alice Robbin             *
* School of Information Studies   *
* Florida State University      *
* 232 Louis Shores Building     *
* Tallahassee, Florida 32306-2100 *
* Office: 850-644-5676 Fax: 850-644-6253 *
* email: arobbin@mailer.fsu.edu  *
************************
Dear Professors: Thanks for the input! Salant, Dillman, Lavrakas, and Fowler win top mentions.

Dear Authors: No one thought of a book that has international cross-cultural comparisons, or survey research across borders (how and why
different methods are preferred in different countries and cultures). Don’t know if this is because it doesn’t exist or ? Might be worth an investigation... this could be a hot item in the age of globalization!

Q. Thinking of available (text) books on survey research, which one or two would you recommend to someone who would like to understand the survey research process and methods without becoming an expert in any one aspect? Key features sought: Accurate information, excellent for self study, very good information on telephone survey research, concise, easy to read (English as second language), limited technical jargon, includes some simple standard tables with info on how to read (sampling error) and bibliography for follow-up in specific areas. Results of nine AAPORNET responses between 8/17-19/1999:

Priscilla Salant & Don A. Dillman ( Contributor), How to Conduct Your Own Survey, John Wiley & Sons. (4 mentions)


Don A. Dillman, Mail and Telephone Surveys: The Total Design Method, John Wiley & Sons, April 1978. (2 mentions)


Thomas E. Mann (Editor), Gary R. Orren (Editor), Media Polls in American Politics Brookings Institute, October 1992.


Introduction to Survey Sampling, Sage Publications; October 1983.

Most are available from Amazon: http://www.amazon.com

Cheers, Mark Richards
I. New Poverty Monitoring Database

Check out the new Poverty Monitoring Database at
This database provides information on:

1. Household Surveys: key features, data availability and general information on income/consumption surveys conducted recently.

2. Participatory Poverty Assessments: inventory of participatory poverty studies conducted by the World Bank and other institutions.


4. Social Indicators: country tables with data on 32 basic indicators, organized in five sections: population, poverty, environment, income, income/consumption distribution and social indicators.

5. New Surveys: news on upcoming surveys, studies and poverty assessments.

6. Links to other sites: links to other sites relevant to poverty research.

We need your help to keep the database current and correct imprecisions and mistakes. Please send us any information you have on studies and surveys by sending email to Povertynet@worldbank.org
The Arbitron survey mentioned in this post has resurfaced in an editorial in the trade publication InfoWorld titled "More and more PCs are being taken home, but fewer are actually used" penned by the publication's
editor-in-chief, Sandy Reed. See http://www.infoworld.com/cgi-bin/displayNew.pl?/reed/reed.htm for the full article, complete with a completely misleading bar chart.

This provides a good illustration of the kind of misinformation spread by sloppy research, poorly analyzed and poorly presented.

Even if one were to accept the Arbitron figures at face value, 90% of 29% is 26.1%, and 53% of 54% is 28.6%, so the survey would actually show that the overall percentage of adults using a PC at home had actually risen by 2.5%, an increase of nearly 10% over the number using PCs at home 5 years ago.

I don't blame Ms. Reed for not understanding this, since she is merely a journalist amplifying the thrust of the Arbitron press release.

But I do wonder about Arbitron. Should they be given the John Allen Paulos "Innumeracy" award or the Darrell Huff "How to Lie with Statistics" award?

Jan Werner

Nick Panagakis wrote:
>
>
> My understanding of how this study was conducted was that PC ownership was obtained about the household but that PC usage was obtained for the respondent.
>
>
> Although 54% of households reported ownership and 29% of respondents
reported using that PC at home, this does not mean that the difference represents PCs which are not in use. The study did not ask who in the household uses that PC, an important question before conclusions about usage can be made.

The release headline said "Home Use Stagnates" and the statement "ownership of a home PC does not equal usage" appeared in the release copy. We don't know that. There may be other users.

(As an aside, although the term "PC" is used in the release, I assume this was not the precise questionnaire wording and that some allowance was made for us Mac users.)

I agree with much of the commentary so far, especially access to better hardware at work and PC fatigue at work. But this does not mean that nearly half of PCs are at home gathering dust or that they are all candidates for the Smithsonian. I can imagine that in many cases the under age 16 segment which was not included in the sample are giving them a lot of use, in some cases, so much use parent usage is precluded.

I also understand that PC usage, again, only asked of the respondent, was open end - something like "please tell me all the places you use a PC?" The respondent had to come up with "work", "library", "home", "school", etc. I think that any conclusions about home usage can only be made if home usage is specifically asked of respondents and again, of other household members.

Questions: Were multiple answers accepted? How many gave multiple
> responses? How hard did interviewers probe the question with "were
> else", "anywhere else"?
>
> Most important, given the decline in usage, is whether the usage
> question was asked exactly the same way and probed exactly the same
> way with the same effort since 1995.
>
> Those are my thoughts.
>
> "Safir, Adam" wrote:
>
> My apologies for backing up a couple of threads-
>
> After the lively AAPORNET discussion regarding Arbitron's latest
> Pathfinder Study, I forwarded Jacquelyn Schriber's question
> concerning respondent age
> over to Dr. Roberta McConochie, director of research at Arbitron
> NewMedia
> (along with some of the other insightful hypotheses posted by
> AAPORNETters).
> Roberta just got back to me after returning from vacation, and her
> reply is
> attached below:
>
> > ----Original Message-----
> From: McConochie, Roberta
> Sent: Tuesday, June 29, 1999 3:34 PM
> To: Safir, Adam
Hey Adam. Thanks for the feedback. This year, we added a special study of children. We talked w/ 400+ kids 8 - 15 after we interviewed a selected adult (16-74). The write up of the kids’ data will go out in July. Interesting & informative results -- and I believe of great interest to the AAPOR/academic communities. I did a review of recent lit and it appears to me that there's a dearth of probability-sample research on kids' media uses. FYI, the 3 reasons I see and infer for the drop in PC owners' home use are:

1. daytime PC fatigue, given the escalation of PC-dependent office work
2. diminishing PC commitment especially among the newer owners (given reduced price, and lessened specific driving, compelling reasons for need/use)
3. rising consumer expectations and diminishing patience -- given the plethora of always-on, easy access devices/services
Also, FYI, kids home PC use does not "explain" the lack of increase in the adult-home-user population. That's an independent issue. Feel free to share some or all of this with the AAPOR people. I'd love to continue the dialog.

-----Original Message-----
From: Jacquelyn B Schriber [mailto:market.probe.la@juno.com]
Sent: Monday, June 21, 1999 9:16 PM
To: aapornet@usc.edu
Cc: market.probe.la@juno.com
Subject: Re: PC Ownership Doubles While Home Use Stagnates

Hypothesis: The respondents are adults, but in many households, only the kids use the Internet???
> > > =
> > >
> > > > Market Probe, Inc. - PMB #635, 915-C W Foothill Blvd,
> > > Claremont, CA
> > > > 91711-3356
> > > > Phone: 909.626.6172    Fax: 909.626.6072
> > > >
> > > >
> > > > ====================================================================
> > > =
> > >
> > >>
> > > > <beniger@rcf.usc.edu> writes:
> > > >
> > > > >AAPORNETters,
> > > >
> > > > >Of the several interesting findings in this new Pathfinder
> > > > Study just
> > > > released by Arbitron NewMedia, perhaps the most surprising
> > > > is that,
> > > > >while
> > > > >38 percent of U.S. consumers currently report Web subscriptions
> > > > at
> > > > >only a portion of these people--24 percent of U.S.
> > > > consumers--report
> > > > >actual Web use at home. In other words, fewer than two
out of every three people who could use the Web at home actually do.

Any ideas about what might account for such results?

--

Jim

*******

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Business Wire

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June 21, 1999, Monday

PC Home Ownership Doubles While Home Usage

Stagnates,

Reveals Arbitron New Media Pathfinder Study:

Increased Home PC Access Does Not Result in Increased
NEW YORK--Despite a nearly doubling of home PC access in the last four years, the percentage of the U.S. population who actually use PCs has stagnated according to the latest Pathfinder Study just released from Arbitron NewMedia.

According to the study, computers have become as popular as many home appliances, with home penetration nearly doubling from 29 percent in 1995 to 54 percent in 1999. However, the percentage of people with access to a home PC who actually use it has fallen off from a high of 90 percent in 1995 to 53 percent today. High income consumers ($75K or more) report the highest incidence of PC use at home - 51 percent, a decline of 10 percent since 1997.
This decline in actual usage is part of a trend we've been tracking for the last three years," said Dr. Roberta McConochie, director of research at Arbitron NewMedia. "Apparently, many consumers deal with PCs and other technologies all day at work. By the time they get home, many of these technology-weary users prefer to wind down and spend time with their families rather than interact with office-like PCs. To achieve sustained growth in home computer sales, manufacturers will have to design information appliances with more obvious, easy-access user benefits in mind. Clearly, ownership of a home PC does not equal usage."

The Arbitron NewMedia Pathfinder Study also determined that the large majority of PC owners - 70 percent - subscribe to Internet services at home - a fourfold increase over the 16 percent access rate in 1995. But
home web subscription does not guarantee home PC use. While nearly four out of every ten U.S. consumers currently report Web subscriptions at home, only a portion of these people, 24 percent of U.S. consumers, report actual Web use at home.

In other words, nearly all of the 29 percent of people who use their PCs at home also use the Web. But only two of every three people who could use the Web at home actually do. The lure of the Web is not sufficient to convert the one-third of home Internet subscribers who do not currently use their PCs. The increase in home PC ownership is due, in large, to first-time PC purchasers.

Since 1997, the percentage of consumers who have more than one PC at home has remained relatively unchanged; there has only been a one-percent
increase. Over the last two years, the largest gains in home PC purchases has been among low-to middle-income households as well as households with children.

The Pathfinder Study is an on-going comprehensive survey of consumer media behavior and new media preferences. The study examined American purchasing and user preferences of consumer technology. Results were based on extensive 1999 national telephone and mail surveys, which canvassed a total of 5,500 U.S. consumers, age 16-74. This survey comprises the first phase of the 1999 Pathfinder research. Additional data will become available throughout 1999 and 2000. For information on the Arbitron NewMedia Pathfinder Study, contact Arbitron NewMedia, 9705 Patuxent Woods Drive, Columbia, MD 21046; telephone
Now that summer is over, you need to send in your registration for the International Conference on Survey Nonresponse, October 28-31, 1999, Portland, OR, USA.

Why?

- It will be the largest gathering of research findings in survey nonresponse ever held. Over 150 scientific papers on theory and practical aspects of surveys regarding nonresponse.
- Interact with others facing the same nonresponse problems that you face in your own work.
- Learn results that will help you in your survey research.

CHECK OUT THE PAPERS ON
www.jpsm.umd.edu/icsn99/

DOWNLOAD A REGISTRATION FORM ON www.jpsm.umd.edu/icsn99/reg_form.htm

MAKE HOTEL RESERVATIONS ON www.jpsm.umd.edu/icsn99/hotelres.htm
or email ICSN@SURVEY.UMD.EDU for more information.

Please forward this email to interested others.

>From evans.wit@psra.com Mon Aug 23 06:12:25 1999
Received: from swan.prod.itd.earthlink.net (swan.prod.itd.earthlink.net
[207.217.120.123])
   by usc.edu (8.8.8/8.8.8/uscd) with ESMTP
   id GAA18184 for <aapornet@usc.edu>; Mon, 23 Aug 1999 06:12:24 -0700
   (PDT)
Received: from evanslaptop (ip46.washington13.dc.pub-ip.psi.net
[38.30.214.46])
   by swan.prod.itd.earthlink.net (8.9.3/8.9.3) with SMTP id GAA19283
   for <aapornet@usc.edu>; Mon, 23 Aug 1999 06:12:23 -0700 (PDT)
Reply-To: <evans.witt@psra.com>
From: "Evans Wit" <evans.wit@psra.com>
To: <aapornet@usc.edu>
Subject: NY Times PollWatch column
Date: Mon, 23 Aug 1999 09:11:32 -0400
Message-ID: <000201beed69$0b4d0ae0$2ed61e26@evanslaptop>
MIME-Version: 1.0
Content-Type: text/plain;
   charset="iso-8859-1"
Content-Transfer-Encoding: 7bit
X-Priority: 3 (Normal)
X-MSMail-Priority: Normal
X-Mailer: Microsoft Outlook 8.5, Build 4.71.2173.0
X-MimeOLE: Produced By Microsoft MimeOLE V4.72.2106.4
A new column covering polls and polling on a regular basis has recently started on the New York Times web site. And it's from one of our own -- Mike Kagay. The first one is available at:


The inaugural column focuses on how few voters are actually paying attention to the presidential campaign during these dog days of summer -- in an odd-numbered year.

Of course, since it is the Times site, you have to register to read. There's a note that the column will be posted every other Thursday. I found it originally through the politics page of the site -- http://www.nytimes.com/yr/mo/day/national/index-politics.html. But as is so often true, the link is not there today.

Evans

_________________________________
Evans Witt
Princeton Survey Research Associates
Princeton, NJ
Washington, DC
evans.witt@psra.com

>From beniger@rcf.usc.edu Mon Aug 23 06:49:46 1999
We just received this request in the AAPOR office. Can anyone help him?

Please reply to him directly. Thanks, Carol Milstein AAPOR

-----Original Message-----
From: salm@ljs.com [mailto:salm@ljs.com]
Sent: Friday, August 20, 1999 9:57 PM
To: from_AAPORweb_ETHICS_front
Subject: Market Research Laws

Dear Sir or Madam,

My name is Salvatore Micele and I am an assistant manager at a market research company near Chicago. I have been told that although telemarketing laws prohibit calls after 9:00 pm local time, market research laws allow us to call until 10:00 local time. I can't seem to find proof of this anywhere, so I was hoping that you could verify this for me. I would like to find out if I am lying to our respondents. Thank you in advance for your cooperation.

Sincerely,

Salvatore Micele

******

>From slosh@garnet.acns.fsu.edu Mon Aug 23 06:56:40 1999
Received: from garnet.acns.fsu.edu (gmhub.acns.fsu.edu [146.201.2.30])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP id GAA27811 for <aapornet@usc.edu>; Mon, 23 Aug 1999 06:56:39 -0700
   (PDT)
Received: from garnet2.acns.fsu.edu (garnet2-fi.acns.fsu.edu
   [192.168.197.2])
   by garnet.acns.fsu.edu (8.9.1/8.9.1) with ESMTP id JAA37058
   for <aapornet@usc.edu>; Mon, 23 Aug 1999 09:56:38 -0400
Received: from fsu.edu.fsu.edu (dial614.acns.fsu.edu [146.201.35.4])
Read it, recommend it, look forward to seeing more. What a great forum to educate in context. Looks like this Thursday will see installment 2.

Thanks, Evan!

Susan

If time were money, I'd be in debtor's prison.

Susan Losh, PhD.
Department of Sociology
Florida State University
Tallahassee FL 32306-2270

PHONE 850-644-1753 Office
850-644-6416 Sociology Office
The following is a response from Betsy Peterson, Executive Director of the
CMOR has a good description of these laws and what applies to marketing research on their web site.

http://www.cmor.org

As far as I know there is no specific ending time legislated for marketing research calls. Some associations, including the Marketing Research Association, have recommended ending times.

Betsy Peterson
MRA Executive Director

James Beniger wrote:

From: Carol Milstein <cmilstei@isr.umich.edu>
To: "aapornet@usc.edu" <aapornet@usc.edu>
Subject: FW: Market Research Laws
Date: Mon, 23 Aug 1999 08:39:10 -0400

We just received this request in the AAPOR office. Can anyone help him?

Please reply to him directly.

Thanks,

Carol Milstein
AAPOR
Dear Sir or Madam,

My name is Salvatore Micele and I am an assistant manager at a market research company near Chicago. I have been told that although telemarketing laws prohibit calls after 9:00 pm local time, market research laws allow us to call until 10:00 local time. I can't seem to find proof of this anywhere, so I was hoping that you could verify this for me. I would like to find out if I am lying to our respondents.

Thank you in advance for your cooperation.

Sincerely,
Salvatore Micele

---

"There are no problems, only opportunities for creative solutions"

The only foolish question is the one you're afraid to ask.
There are no laws prohibiting research calls after 9pm (until 10pm). In fact, you can call "panel" respondents (ie for reaction to the State of the Union Address) with advance permission. However, we recommend RDD sample to be dialed until 9pm and listed sample earlier if the client is sensitive.

Paul Braun
pbraun@braunresearch.com

-----Original Message-----
From: James Beniger <beniger@almaak.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Date: Monday, August 23, 1999 9:52 AM
Subject: Market Research Laws

> 
>From: Carol Milstein <cmilstei@isr.umich.edu>
>To: "aapornet@usc.edu" <aapornet@usc.edu>
>Subject: FW: Market Research Laws
>Date: Mon, 23 Aug 1999 08:39:10 -0400

> We just received this request in the AAPOR office. Can anyone help him?
> Please reply to him directly.
> Thanks,
> Carol Milstein
> AAPOR
>
>-----Original Message-----
>From: salm@ljs.com [mailto:salm@ljs.com]
>Sent: Friday, August 20, 1999 9:57 PM
>To: from_AAPORweb_ETHICS_front
>Subject: Market Research Laws
>
>
>Dear Sir or Madam,
>
> My name is Salvatore Micele and I am an assistant manager at a
>market research company near Chicago. I have been told that although
>telemarketing laws prohibit calls after 9:00 pm local time, market
research laws allow us to call until 10:00 local time. I can’t seem to
find proof of this anywhere, so I was hoping that you could verify this
for me. I would like to find out if I am lying to our respondents.
Thank you in advance for your cooperation.

Sincerely,
Salvatore Micele

*******

From sullivan@fsc-research.com Mon Aug 23 09:47:17 1999
Received: from web2.tdl.com (root@web2.tdl.com [206.180.230.2])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id JAA24759 for <aapornet@usc.edu>; Mon, 23 Aug 1999 09:47:14 -0700
(PDT)
From: sullivan@fsc-research.com
Received: from michael.tdl.com (tdl-dyn222.tdl.com [205.162.12.222])
    by web2.tdl.com (8.9.1a/8.9.1) with SMTP id JAA00300
    for <aapornet@usc.edu>; Mon, 23 Aug 1999 09:47:12 -0700
Message-Id: <199908231647.JAA00300@web2.tdl.com>
To: aapornet@usc.edu
Date: Mon, 23 Aug 1999 09:50:03 -0700
MIME-Version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT
Subject: Re: Market Research Laws
This might be a good thing for AAPOR to have a policy on. I was taught 25 years ago not to call RDD or listed sample after 9:00 pm. It is likely to increase some respondents' sense of invasion of privacy. There are norms about telephone calls after 9:00 pm and such calls may unnecessarily alarm some people (i.e., indicate a family emergency). Finally as the evening wears on you may even be awakening people who need to get to sleep early because they arise early. Personally, I think calling after 9:00 pm is poisoning the well; and should be sanctionable. But, I'm prepared to be proven wrong. Maybe people like to be called after 9:00 pm. There might be a black hole in my garage too, and I would be equally surprised if this were the case.
be dialed until 9pm and listed sample earlier if the client is sensitive.

Paul Braun
pbraun@braunresearch.com

-----Original Message-----
From: James Beniger <beniger@almaak.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Date: Monday, August 23, 1999 9:52 AM
Subject: Market Research Laws

-----
Original Message-----
From: Carol Milstein <cmilstei@isr.umich.edu>
To: "aapornet@usc.edu" <aapornet@usc.edu>
Subject: FW: Market Research Laws
Date: Mon, 23 Aug 1999 08:39:10 -0400

We just received this request in the AAPOR office. Can anyone help him?
Please reply to him directly.
Thanks,
Carol Milstein
AAPOR

-----Original Message-----
From: salm@ljs.com [mailto:salm@ljs.com]
Sent: Friday, August 20, 1999 9:57 PM
To: from_AAPORweb_ETHICS_front
Subject: Market Research Laws
Dear Sir or Madam,

My name is Salvatore Micele and I am an assistant manager at a market research company near Chicago. I have been told that although telemarketing laws prohibit calls after 9:00 pm local time, market research laws allow us to call until 10:00 local time. I can't seem to find proof of this anywhere, so I was hoping that you could verify this for me. I would like to find out if I am lying to our respondents.

Thank you in advance for your cooperation.

Sincerely,

Salvatore Micele

******

From kingx012@maroon.tc.umn.edu Mon Aug 23 10:14:34 1999
Received: from mhub2.tc.umn.edu (0@mhub2.tc.umn.edu [128.101.131.42])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id KAA08172 for <aapornet@usc.edu>; Mon, 23 Aug 1999 10:14:32 -0700 (PDT)
Received: from amethyst.tc.umn.edu by mhub2 tc.umn.edu with ESMTP for
I agree it is absolutely inappropriate to call after 9:00 pm. Minnesota has a state law that these calls cannot be made before 9:00am or after 9:00pm. Only by request or an appointment should calls be made to a residence before 9:00am or after 9:00pm.

At 09:50 AM 8/23/99 -0700, you wrote:

> This might be a good thing for AAPOR to have a policy on. I was taught 25 years ago not to call RDD or listed sample after 9:00 pm.
> It is likely to increase some respondents' sense of invasion of privacy. There are norms about telepone calls after 9:00 pm and such calls may unnecessarily alarm some people (i.e., indicate a family emergency). Finally as the evening wears on you may even be awakening people who need to get to sleep early because they arise early. Personally, I think calling after 9:00 pm is poisoning the well; and should be sanctionable. But, I'm prepared to be
> proven wrong. Maybe people like to be called after 9:00 pm. There
> might be a black hole in my garage too, and I would be equally
> surprised if this were the case.
>
> >
> >
> > Date sent: Mon, 23 Aug 1999 12:10:21 -0400
> > Send reply to: aapornet@usc.edu
> > From: "Paul Braun" <pbraun@braunresearch.com>
> > To: <aapornet@usc.edu>
> > Subject: Re: Market Research Laws
> >
> >> There are no laws prohibiting research calls after 9pm (until 10pm). In
> >> fact, you can call "panel" respondents (ie for reaction to the State of
> >> the
> >> Union Address) with advance permission. However, we recommend RDD
> >> sample to
> >> be dialed until 9pm and listed sample earlier if the client is sensitive.
> >>
> >> Paul Braun
> >> pbraun@braunresearch.com
> >>
> >> -----Original Message-----
> >> From: James Beniger <beniger@almaak.usc.edu>
> >> To: AAPORNET <aapornet@usc.edu>
> >> Date: Monday, August 23, 1999 9:52 AM
> >> Subject: Market Research Laws
> >>
> >>
> >> >
We just received this request in the AAPOR office. Can anyone help him?
Please reply to him directly.

Thanks,

Carol Milstein
AAPOR

-----Original Message-----
From: salm@ljs.com [mailto:salm@ljs.com]
Sent: Friday, August 20, 1999 9:57 PM
To: from_AAPORweb_ETHICS_front
Subject: Market Research Laws

Dear Sir or Madam,

My name is Salvatore Micele and I am an assistant manager at a market research company near Chicago. I have been told that although telemarketing laws prohibit calls after 9:00 pm local time, market research laws allow us to call until 10:00 local time. I can't seem to find proof of this anywhere, so I was hoping that you could verify this for me. I would like to find out if I am lying to our respondents.

Thank you in advance for your cooperation.

Sincerely,
Salvatore Micele

From jwerner@jwdp.com Mon Aug 23 10:56:08 1999
Received: from vger.vgernet.net (root@ vgernet.net [205.219.186.1])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id KAA07412 for <aapornet@usc.edu>; Mon, 23 Aug 1999 10:55:49 -0700 (PDT)
Received: from jwdp.com (plp34.vgernet.net [205.219.186.134])
    by vger.vgernet.net (8.8.8/8.8.5) with ESMTP id OAA15299;
Message-ID: <37C18B1D.48661414@jwdp.com>
Date: Mon, 23 Aug 1999 13:55:41 -0400
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
X-Mailer: Mozilla 4.61 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: evans.witt@psra.com, AAPORNET <aapornet@usc.edu>
The proper URL to reach the New York Times Poll Watch page is:


This page also provides access to a relatively small list of links to polling sites on the web, including AAPOR.

Jan Werner

_____________

Evans Witt wrote:

> A new column covering polls and polling on a regular basis has recently started
> on the New York Times web site. And it’s from one of our own -- Mike Kagay. The
> first one is available at:
> >
> >
> > The inaugural column focuses on how few voters are actually paying attention to
> > the presidential campaign during these dog days of summer -- in an odd-numbered
Of course, since it is the Times site, you have to register to read. There's a note that the column will be posted every other Thursday. I found it originally through the politics page of the site -- http://www.nytimes.com/yr/mo/day/national/index-politics.html. But as is so often true, the link is not there today.

Evans Witt
Princeton Survey Research Associates
Princeton, NJ
Washington, DC
evans.witt@psra.com

From sullivan@fsc-research.com Mon Aug 23 12:05:44 1999
Received: from web2.tdl.com (root@web2.tdl.com [206.180.230.2])
by usc.edu (8.8.8/8.8.8/usc) with ESMTP
id MAA19706 for <aapornet@usc.edu>; Mon, 23 Aug 1999 12:05:09 -0700
(PDT)
From: sullivan@fsc-research.com
Received: from michael.tdl.com (tdl-dyn224.tdl.com [205.162.12.224])
by web2.tdl.com (8.9.1a/8.9.1) with SMTP id MAA03987;
Mon, 23 Aug 1999 12:04:25 -0700
Message-id: <199908231904.MAA03987@web2.tdl.com>
The question really isn't whether it is against the law. The question is, is it a good research practice. I think the answer to that question is no.

There are norms governing the use of the telephone in American society that discourage making routine telephone calls to persons after 9:00 pm. By calling people after this hour you risk higher non-compliance from those who feel you are invading their privacy. Because it is considered impolite to call after 9:00 pm for anything other than emergencies, calls after this hour will frighten some people. They will be asking the question "who could be calling at this hour?" When it turns out to be your interviewer, don't be surprised if people are bent out of shape. Finally, some people go to bed between 9:00 and 10:00 and your call may roust them from the early onset of sleep. Again, don't be surprised when people react very negatively to this eventuality.

Your respondents are right to question this practice. Do us all a favor in the business and stop doing this. It's no wonder people
hate market researchers.

>From HOneill536@aol.com Mon Aug 23 12:34:28 1999
Received: from imo22.mx.aol.com (imo22.mx.aol.com [198.81.17.66])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id MAA04569 for <aapornet@usc.edu>; Mon, 23 Aug 1999 12:34:27 -0700
(PDT)
From: HOneill536@aol.com
Received: from HOneill536@aol.com
    by imo22.mx.aol.com (mail_out_v22.4.) id 5DFVa06600 (3872)
    for <aapornet@usc.edu>; Mon, 23 Aug 1999 15:33:21 -0400 (EDT)
Message-ID: <7605f0f.a24f2f8f8@aol.com>
Date: Mon, 23 Aug 1999 15:33:12 EDT
Subject: Re: Market Research Laws
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 4.0 for Windows 95 sub 21

Amen. Not calling after 9:00 pm is one thing we can do to help the refusal rate problem. There certainly should be no resistance to this.

Harry O'Neill

>From sidg@his.com Mon Aug 23 15:43:11 1999
Received: from mail.his.com (root@mail.his.com [205.177.25.9])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id PAA11775 for <aapornet@usc.edu>; Mon, 23 Aug 1999 15:43:10 -0700
(PDT)
Received: from his.com (pm9-180.his.com [205.252.121.180])
Dear Colleagues,

Does anyone know of an interviewing service (or other source) that can provide Arabic-speaking telephone interviewers in the U.S.? I have a patient satisfaction survey that needs to be conducted, preferably in October. The survey consists of up to 800 20-minute interviews with a predominantly Arabic-speaking community of Medicaid recipients. Please e-mail suggestions to: sgroenem@marketfacts.com or call 703 790-9099 Ext.105 during business hours.

Sid Groeneman
Market Facts - McLean, VA office
Low Points in Survey Research Dept.

The following questionnaire study (called a "survey" by the Boston Herald and most other news sources), widely reported around the world Sunday through this morning, is based on 17,251 responses to a questionnaire posted on only a single Web site, that of ABCNEWS.com, the study's sponsor. Even worse, the questionnaire accompanied ABC's coverage of Internet addiction.

And from this we see headlines like "Internet proves a Web of addiction for 11 million worldwide."

How cynical must one be to question whether the major U.S. television
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As the Boston Herald quotes the lead investigator on Internet addiction: "Marriages are being disrupted, kids are getting into trouble, people are committing illegal acts, people are spending too much money."

Which is not to say that all this is not entirely true, of course--how could I, or anyone else, possibly know anything at all from a study like this?

But you can read for yourself.....

-- Jim

-------------------------------------------------------------------------

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The Boston Herald

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August 23, 1999 Monday ALL EDITIONS

NEWS, Page 001
The computer mouse might as well be a syringe full of heroin for an estimated 11 million worldwide who are addicted to porn, chat and e-mail, according to the largest study yet of compulsive computer use.

"There's a power here that's different than anything we've dealt with before," said West Hartford, Conn., psychologist David Greenfield who conducted the study.

Released yesterday in Boston during the annual meeting of the American Psychological Association, the study contends 5.7 percent of the world's 200 million Internet users may be hooked and their habit is wreaking havoc on work and relationships.

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A total of 990 or 5.7 percent answered "yes" to five or more questions focusing on whether they used the computer to escape their problems and
felt anxiety when they couldn't go on line.

"Marriages are being disrupted, kids are getting into trouble, people are committing illegal acts, people are spending too much money," Greenfield said. "As someone who treats patients, I see it."

Another 10 percent of users met the definition of abusers. Their on-line time alters their moods, creates negative changes in their lives and makes them neglect family obligations, the study found.

Participants in the study described feeling out of control, seduced by the hypnotic screen and increasingly cut off from their families.

Others talked of feeling rage at their Internet-loving partners.

One woman discovered her fiance was obsessed with computer porn. He promised to give it up, but a computer record of his surfing habits revealed his on-line haunts and his girl friend sought revenge.

"Our sex life was taking a back seat to this stuff," she told researchers. "So I took a crescent wrench to the monitor and we no longer have this problem in the home."

Greenfield, who has referred to the Internet as "television on steroids," traces the medium's power to the instant intimacy users can feel with each other and their own lack of inhibitions thanks to anonymous communication.

Addicts in the study spent their time on line in these areas:
Web surfing - 78 percent.

E-mailing - 75 percent.

Playing games - 62 percent.

Chatting - 57 percent.

Shopping - 20 percent.

Those who met the criteria for addiction were more likely to get involved in cybersex and real-life meetings with their on-line lovers. Those who were not addicted engaged in much less sex talk, flirting and masturbation.

The new study seems likely to bolster acceptance of compulsive Internet use as a bonafide psychological disorder. However, researchers noted the study contains flaws because it appeared on only one Web site and accompanied ABC's coverage on Internet addiction.

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Kimberly Young, a psychologist at the Center for Online Addiction in Bradford, Pa., said the study "adds a layer of legitimacy to the concern that Internet addiction is real."

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Internet addicts already are making the news with their destructive habits.

Sandra Hacker, a Cincinnati mother of three, was recently charged with neglect after police found her surfing the Net while her children went hungry. Her apartment was littered with broken glass and human feces. She often spent 12 hours per day on line, according to investigators.

In Cleveland in March, an angry husband who had been drinking cut the phone line on his home telephone to end his wife's on-line shopping binges.

"It's worse than cigarettes and just as expensive as gambling," said one Internet user who responded to Greenfield's survey.

The addict couldn't stop from making bids in on-line auctions. "I said to myself, 'I can quit any time. I just need to slow down to one or two bids per day.'"
>From lavrakas.1@osu.edu Tue Aug 24 05:10:19 1999
Received: from mail3.uts.ohio-state.edu (mail3.uts.ohio-state.edu
[128.146.214.32])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id FAA21045 for <aapornet@usc.edu>; Tue, 24 Aug 1999 05:10:18 -0700
(PDT)
Received: from pj1 ([128.146.93.67])
    by mail3.uts.ohio-state.edu (8.9.3/8.9.3) with SMTP id IAA12476
    for <aapornet@usc.edu>; Tue, 24 Aug 1999 08:10:16 -0400 (EDT)
Message-Id: <2.2.32.19990824120708.00bc2300@pop.service.ohio-state.edu>
X-Sender: lavrakas.1@pop.service.ohio-state.edu
X-Mailer: Windows Eudora Pro Version 2.2 (32)
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Tue, 24 Aug 1999 08:07:08 -0400
To: aapornet@usc.edu
From: "Paul J. Lavrakas, Ph.D." <lavrakas.1@osu.edu>
Subject: Re: Market Research Laws

At 09:50 AM 8/23/99 -0700, you wrote:
> This might be a good thing for AAPOR to have a policy on. I was
> taught 25 years ago not to call RDD or listed sample after 9:00 pm.
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> privacy. There are norms about telephone calls after 9:00 pm and
> such calls may unnecessarily alarm some people (i.e., indicate a
> family emergency). Finally as the evening wears on you may even

******
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arise early. Personally, I think calling after 9:00 pm is poisoning
the well; and should be sanctionable. But, I'm prepared to be
proven wrong. Maybe people like to be called after 9:00 pm. There
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Northwestern U. (1982-1996) stopped evening calls at 930pm in the local time
zone. There has never been any appreciable feedback that we caused
ourselves problems by going past 900pm.

* * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * *
* Paul J. Lavrakas, Ph.D.                                      *
* Professor of Journalism & Communication                     *
* Professor of Public Policy & Management                    *
* Director, Center for Survey Research                        *
* College of Social & Behavioral Sciences, Ohio State University *
* Derby Hall [Room 3045], 154 N. Oval Mall, Columbus OH 43210 *
* Voice: 614-292-3468  Fax: 614-292-6673  E-mail: lavrakas.1@osu.edu *

* * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * 

>From hschuman@umich.edu Tue Aug 24 05:24:22 1999
Received: from donkeykong.rs.itd.umich.edu (smtp@donkeykong.rs.itd.umich.edu
[141.211.63.19])
by usc.edu (8.8.8/8.8.8/usc) with ESMTP
Based on personal experience, one doesn't call people in Maine much past 8
pm, because they go to bed early, but calling at 7 am in the morning is
fine because they have already been up for a couple of hours. (The
opposite was true in Ann Arbor: a 10 pm call would be ok, but a 7 am call
was outrageous.)

Here, as in much else, it's worth allowing for Variation, as well as for
Jim,

I suggest that you also send your comments to the people who "sponsored the study"

At 08:25 PM 8/23/99 -0700, you wrote:
>Low Points in Survey Research Dept.
>
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>
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>
> -- Jim
>
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>                   Copyright 1999 Boston Herald Inc.
>                           The Boston Herald
>-------------------------------------------------------------------------
>
>August 23, 1999 Monday ALL EDITIONS
>
>NEWS, Page 001
>
>690 words
>
>Internet proves a Web of addiction for 11 million worldwide;
>Study claims millions addicted to the Internet
>
>BYLINE: By J.M. LAWRENCE
>
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>estimated 11 million worldwide who are addicted to porn, chat and e-mail,
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Like I said, I'm prepared to be proven wrong. However, anecdotal evidence isn't going to do it for me. What is an appreciable problem? Are your RDD refusal rates 10% higher than mine? Do you know it?

You say 9:30, I say lets have a rule. Nine o'clock or nine-thirty, I don't much care as long as it doesn't violate respondents' expectations for the latest time at which they should expect calls from strangers. I would like the decision to be based on something other than professional judgement though. Is anybody aware of any systematic efforts along these lines?
To: aapornet@usc.edu
Subject: Re: Market Research Laws

> At 09:50 AM 8/23/99 -0700, you wrote:
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> >
> >
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> >zone. There has never been any appreciable feedback that we caused
> >ourselves problems by going past 900pm.
> >
> >
> >*

> * Paul J. Lavrakas, Ph.D.
> * Professor of Journalism & Communication
From: sullivan@fsc-research.com Tue Aug 24 11:23:13 1999
Received: from web2.tdl.com (root@web2.tdl.com [206.180.230.2])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id LAA05655 for <aapornet@usc.edu>; Tue, 24 Aug 1999 11:23:11 -0700 (PDT)
From: sullivan@fsc-research.com
Received: from michael.tdl.com (tdl-dyn215.tdl.com [205.162.12.215])
    by web2.tdl.com (8.9.1a/8.9.1) with SMTP id LAA24780
    for <aapornet@usc.edu>; Tue, 24 Aug 1999 11:23:09 -0700
Message-Id: <199908241823.LAA24780@web2.tdl.com>
To: aapornet@usc.edu
Date: Tue, 24 Aug 1999 11:17:47 -0700
MIME-Version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT
Subject: Re: Regional Variations in Sleep
In-reply-to:
    <Pine.SOL.4.10.9908240815310.13001-100000@breakout.rs.itd.umich.edu>
References: <2.2.32.19990824120708.00bc2300@pop.service.ohio-state.edu>
Would your position be that disturbing respondents isn't really a problem for our industry and that AAPOR doesn't need to make policy on this issue? If so I guess we fundamentally disagree. If your point is that we need to provide a means for allowing legitimate variations from the policy, I would have to agree.

Date sent: Tue, 24 Aug 1999 08:24:17 -0400 (EDT)
Send reply to: aapornet@usc.edu
From: Howard Schuman <hschuman@umich.edu>
To: aapornet@usc.edu
Subject: Regional Variations in Sleep

> Based on personal experience, one doesn't call people in Maine much past 8 pm, because they go to bed early, but calling at 7 am in the morning is fine because they have already been up for a couple of hours. (The opposite was true in Ann Arbor: a 10 pm call would be ok, but a 7 am call was outrageous.)
>
> Here, as in much else, it's worth allowing for Variation, as well as for Central Tendencies.
Hello all,

I have a question to pose about the recent decisions in Kansas to remove evolution from the curriculum. I work for a scientific society and we have a strong interest in what is going on in the science education.

I read several newspaper accounts that implied that one of the justifications for the Kansas decision was that, according to a poll, 45% of the people believe in a literal interpretation of the Bible. I haven't seen
the wording of the question(s) so am not sure about the interpretation. However, we all know that you can get wildly different answers depending upon on how you word the question.

Does anyone know where I might find the wording of the question(s) used?

Does anyone know if a poll has asked people the converse, e.g., *Are you willing to consider evolution as a possible explanation for the existence of life on earth?*

Thanks for your assistance,

=09

Roman Czujko

American Institute of Physics

>From barry@arches.uga.edu Tue Aug 24 13:32:09 1999

Received: from mailgw.cc.uga.edu (mailgw.cc.uga.edu [128.192.1.101])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
   id NAA12490 for <aapornet@usc.edu>; Tue, 24 Aug 1999 13:32:07 -0700 (PDT)

Received: from archa8.cc.uga.edu (archa8.cc.uga.edu) by mailgw.cc.uga.edu
   (LSMTP for Windows NT v1.1b) with SMTP id <0.010A559A@mailgw.cc.uga.edu>; Tue, 24 Aug 1999 16:28:54 -0400

Received: from archa12.cc.uga.edu (archa12.cc.uga.edu [128.192.95.112])
   by archa8.cc.uga.edu (8.9.1/8.9.1) with ESMTP id QAA26430
   for <aapornet@usc.edu>; Tue, 24 Aug 1999 16:30:29 -0400

Received: from Hollarder.Grady.uga.edu (bhollander01.grady.uga.edu [128.192.35.230])
   by archa12.cc.uga.edu (8.9.1/8.9.1) with SMTP id QAA57628
I'm not sure what poll that's from, but I do know the NES numbers from about 1964 to 1990 range around 50 percent believing the Bible is the literal word of God, give or take a couple of percentage points.

The 1996 NES has it at about 37 percent. The wording for that item is:

Which of these statements comes closest to describing your feelings about the Bible? You can just give me the number of your choice.

1. The Bible is the actual word of God
and is to be taken literally, word for word.

2. The Bible is the word of God
but not everything in it should be taken
literally, word for word.

3. The Bible is a book written by men
and is not the word of God.

Results are, among those who answered
the question, 36.8 percent said choice 1,
48.6 percent said choice 2, and 14.6
percent said choice 3.

I think the 1998 NES has a similiar item, but
I happened to have this one handy while doing
some analysis. I've also used Pew data that
has this question, but again not at my fingertips.

Barry A. Hollander
Associate Professor
College of Journalism and Mass Communication
The University of Georgia
Athens, GA  30602

Phone: 706.542.5027 | FAX: 706.542.2183
Email: barry@arches.uga.edu
On Biblical inerrancy, the General Social Survey figures that I have seen are approximately most years, 40% literal Bible, 45% Bible is inspired word of God, and 5% or so, Bible is a collection of legends. In data FSU's Survey Research Center gathered for me via RDD in Florida about 10 years ago, we
asked respondents about their personal belief about which they thought was more accurate to explain how human beings came to be, evolution, Biblical creation, both, or neither. The univariate distribution is below:

**BELVEVOL PERSONAL BELIEF EVOLUTION-CREATIONISM**

<table>
<thead>
<tr>
<th>Value Label</th>
<th>Value</th>
<th>Frequency</th>
<th>Percent</th>
<th>Percent</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVOLUTION ACCURATE</td>
<td>1</td>
<td>281</td>
<td>31.2</td>
<td>36.7</td>
<td>36.7</td>
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<tr>
<td>CREATION ACCURATE</td>
<td>2</td>
<td>417</td>
<td>46.3</td>
<td>54.5</td>
<td>91.2</td>
</tr>
<tr>
<td>BOTH ACCURATE</td>
<td>3</td>
<td>67</td>
<td>7.4</td>
<td>8.8</td>
<td>100.0</td>
</tr>
<tr>
<td>NEITHER ACCURATE</td>
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<td>11</td>
<td>1.2</td>
<td>Missing</td>
<td></td>
</tr>
<tr>
<td>REFUSED</td>
<td>7</td>
<td>31</td>
<td>3.4</td>
<td>Missing</td>
<td></td>
</tr>
<tr>
<td>DK</td>
<td>8</td>
<td>94</td>
<td>10.4</td>
<td>Missing</td>
<td></td>
</tr>
</tbody>
</table>

Total 901 100.0 100.0

We asked whether the schools should provide alternative textbooks if parents had religious objections to teaching evolution and here is that distribution:

**ALTTEXTS ALT BOOKS FOR RELIGIOUSLY OBJECT ONES**

<table>
<thead>
<tr>
<th>Value Label</th>
<th>Value</th>
<th>Frequency</th>
<th>Percent</th>
<th>Percent</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRONGLY AGREE</td>
<td>1</td>
<td>173</td>
<td>19.2</td>
<td>20.4</td>
<td>20.4</td>
</tr>
<tr>
<td>AGREE</td>
<td>2</td>
<td>161</td>
<td>17.9</td>
<td>18.9</td>
<td>39.3</td>
</tr>
<tr>
<td>DISAGREE</td>
<td>3</td>
<td>181</td>
<td>20.1</td>
<td>21.3</td>
<td>60.6</td>
</tr>
<tr>
<td>STRONGLY DISAGREE</td>
<td>4</td>
<td>335</td>
<td>37.2</td>
<td>39.4</td>
<td>100.0</td>
</tr>
<tr>
<td>DK</td>
<td>8</td>
<td>51</td>
<td>5.7</td>
<td>Missing</td>
<td></td>
</tr>
</tbody>
</table>

------ ------ ------
Of course this is Florida, not Kansas! We did not have a Biblical inerrancy question...although that had been on my wish list.

Susan

]At 04:12 PM 8/24/1999 -0400, you wrote:

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>
> I have a question to pose about the recent decisions in Kansas to remove evolution from the curriculum. I work for a scientific society and we have a strong interest in what is going on in the science education.
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> Does anyone know if a poll has asked people the converse, e.g., *Are you willing to consider evolution as a possible explanation for the existence of life on earth?*
>
> Thanks for your assistance,
If time were money, I'd be in debtor's prison.

Susan Losh, PhD.
Department of Sociology
Florida State University
Tallahassee FL 32306-2270

PHONE 850-644-1753 Office
850-644-6416 Sociology Office

slosh@garnet.acns.fsu.edu
FAX 850-644-6208

>From agrosse@umich.edu Tue Aug 24 14:06:23 1999
Received: from runningman.rs.itd.umich.edu (runningman.rs.itd.umich.edu
[141.211.144.15])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id OAA29799 for <aapornet@usc.edu>; Tue, 24 Aug 1999 14:06:21 -0700
    (PDT)
Received: from cirksena (isr-40-159.isr.umich.edu [141.211.40.168])
    by runningman.rs.itd.umich.edu (8.8.5/2.3) with SMTP id RAA19322 for
    <aapornet@usc.edu>; Tue, 24 Aug 1999 17:06:17 -0400 (EDT)
Message-Id: <4.1.19990824165656.009a16d0@a.imap.itd.umich.edu>
Hollander-

Having looked at the question just a few minutes before you sent your message, I thought you would be interested. NES did ask respondents in the 1998 Post election survey about their beliefs on the Bible. Below is the text from the codebook:

```
VAR 980496     Numeric     MD2 8

COLUMNS 1032 - 1032

M13.
```
Please look at page 16 of the booklet.
Which of these statements comes closest to describing your feelings about the Bible? You can just give me the number of your choice.

1. The Bible is the actual word of God and is to be taken literally, word for word.
2. The Bible is the word of God but not everything in it should be taken literally, word for word.
3. The Bible is a book written by men and is not the word of God.
7. Other [VOL]

--------------------------------------------------------------

432  1. Bible is actual word of God
620  2. Bible is word of God, but not literally
189  3. Bible is not the word of God
13   7. Other (specify) [VOL]

14   8. DK
13   9. NA; RF

At 04:31 PM 8/25/99, you wrote:
>I'm not sure what poll that's from, but I do know the
>NES numbers from about 1964 to 1990 range around
>50 percent believing the Bible is the literal word of God,
>give or take a couple of percentage points.
The 1996 NES has it at about 37 percent. The wording for that item is:

Which of these statements comes closest to describing your feelings about the Bible? You can just give me the number of your choice.

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2. The Bible is the word of God but not everything in it should be taken literally, word for word.

3. The Bible is a book written by men and is not the word of God.

Results are, among those who answered the question, 36.8 percent said choice 1, 48.6 percent said choice 2, and 14.6 percent said choice 3.

I think the 1998 NES has a similar item, but I happened to have this one handy while doing some analysis. I've also used Pew data that has this question, but again not at my fingertips.
Barry A. Hollander  
Associate Professor  
College of Journalism and Mass Communication  
The University of Georgia  
Athens, GA  30602

Phone: 706.542.5027 | FAX: 706.542.2183
Email: barry@arches.uga.edu
http://www.grady.uga.edu/faculty/~bhollander

Ashley Grosse  
Director of Studies, National Election Studies &  
Comparative Study of Electoral Systems  
Center for Political Studies-University of Michigan  
4118 Institute for Social Research  
Ann Arbor, MI 48106-1248 USA  
email: agrosse@umich.edu  
Voice: 734.936.1774  FAX: 734.764.3341
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2. The Bible is a book written by men and is not the word of God.<br>
7. Other [VOL]<br>

----------------------------------------<br>

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2. Bible is word of God, but not literally<br>
3. Bible is not the word of God<br>
7. Other (specify) [VOL]<br>

----------------------------------------<br>

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9. NA; RF<br>
<br>
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Ashley Grosse
Director of Studies, National Election Studies & Comparative Study of Electoral Systems
Center for Political Studies-University of Michigan
4118 Institute for Social Research
Ann Arbor, MI 48106-1248 USA
Voice: 734.936.1774 & FAX: 734.764.3341

What are the guidelines/law about calling people who say "don't call me again" or "take me off your list"? Are their phone numbers removed from the list forever or is it for a specific period of time (1-2 years?)
thanks!

Lynda Voigt
Fred Hutchinson Cancer Research Center
Seattle, WA

>From lavrakas.1@osu.edu Wed Aug 25 04:43:36 1999
Received: from mail3.uts.ohio-state.edu (mail3.uts.ohio-state.edu [128.146.214.32])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
   id EAA10620 for <aapornet@usc.edu>; Wed, 25 Aug 1999 04:43:35 -0700 (PDT)
Received: from pjl1 ([128.146.93.67]) by mail3.uts.ohio-state.edu (8.9.3/8.9.3) with SMTP id HAA06700
   for <aapornet@usc.edu>; Wed, 25 Aug 1999 07:43:34 -0400 (EDT)
Message-Id: <2.2.32.19990825114023.00be31e8@pop.service.ohio-state.edu>
X-Sender: lavrakas.1@pop.service.ohio-state.edu
X-Mailer: Windows Eudora Pro Version 2.2 (32)
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: aapornet@usc.edu
From: "Paul J. Lavrakas, Ph.D." <lavrakas.1@osu.edu>
Subject: Re: question about calling people who say take me off your list

As far as I know, laws on this do not exist if the call is part of a legitimate research survey with nothing to with telemarketing. If it's telemarketing I believe there are strict penalties ($500 fine per offense paid to the "victim") if someone asks to have their name removed from a list
and the contacting telemarketing company does not do so.

However, from an survey ethics standpoint, my units have always respected a person's explicit request to not be called back (e.g., in a refusal conversion attempt) as part of that survey. We never have saved that person's telephone number and used it to screen future RDD sampling pools to remove such numbers. Again, I am unaware of any laws that require legitimate survey groups to do any of this. But it's always seemed to be the best approach both from an ethical standpoint and from a "PR" standpoint so as not to alienate someone further who already is upset.

At 04:33 PM 8/24/99 -0700, you wrote:

> What are the guidelines/law about calling people who say "don't call me again" or "take me off your list"? Are their phone numbers removed from the list forever or is it for a specific period of time (1-2 years?)
>
> thanks!
>
> Lynda Voigt
> Fred Hutchinson Cancer Research Center
> Seattle, WA
>
> From pbraun@braunresearch.com Wed Aug 25 07:31:17 1999
Telemarketing laws differ from those of survey research. As a matter of policy, we remove persons from a list to call for a specific project only. If we conduct another study, we make no attempt to "cleanse" the list of households who previously ask to be removed. So far, we have not had to test this legally.

Paul Braun
pbraun@braunresearch.com
--- Original Message ---

From: Voigt, Lynda <lvoigt@fhcrc.org>
To: 'aapornet@usc.edu' <aapornet@usc.edu>
Date: Wednesday, August 25, 1999 3:04 AM
Subject: question about calling people who say take me off your list

> What are the guidelines/law about calling people who say "don't call me
> again" or "take me off your list"? Are their phone numbers removed from
> the
> list forever or is it for a specific period of time (1-2 years?)

> thanks!
>
> Lynda Voigt
> Fred Hutchinson Cancer Research Center
> Seattle, WA

>From rday@mcs.net Wed Aug 25 07:51:31 1999
Received: from Mailbox.mcs.net (Mailbox.mcs.com [192.160.127.87])
by usc.edu (8.8.8/8.8.8/usc) with ESMTP
id HAA20137 for <aapornet@usc.edu>; Wed, 25 Aug 1999 07:51:26 -0700
(PDT)
Received: from gopher (P34-Chi-Dial-3.pool.mcs.net [205.253.224.162]) by
Mailbox.mcs.net (8.9.3/8.8.2) with SMTP id JAA5941 for <aapornet@usc.edu>;
I strongly recommend that you contact CMOR or CASRO about your policy. Our policy is to immediately remove someone who requests not to be contacted. I also believe that survey sampling deletes the handful of people who want to be removed. This makes good sense, shows respect for those who want to be removed and avoids potential legal costs.

At 10:36 AM 8/25/99 -0400, you wrote:
> Telemarketing laws differ from those of survey research. As a matter of policy, we remove persons from a list to call for a specific project only.
> If we conduct another study, we make no attempt to "cleanse" the list of households who previously ask to be removed. So far, we have not had to test this legally.
>
> Paul Braun
> pbraun@braunresearch.com
>
-----Original Message-----

From: Voigt, Lynda <lvoigt@fhcrc.org>
To: 'aapornet@usc.edu' <aapornet@usc.edu>
Date: Wednesday, August 25, 1999 3:04 AM
Subject: question about calling people who say take me off your list

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> again" or "take me off your list"? Are their phone numbers removed from
> the
> list forever or is it for a specific period of time (1-2 years?)

> thanks!

> Lynda Voigt
> Fred Hutchinson Cancer Research Center
> Seattle, WA

-----

From george.bishop@uc.edu Wed Aug 25 10:29:07 1999
Received: from newman.bch.uc.edu (newman.bch.uc.edu [129.137.33.152])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id KAA27944 for <aapornet@usc.edu>; Wed, 25 Aug 1999 10:29:05 -0700
(PDT)
I suspect that the story on 45% of Americans believing in a literal, creationist view of evolution probably originated from a University of Cincinnati press release on an article I wrote for The Public Perspective about a year ago: "The Religious Worldview and American Beliefs about Human Origins" (1998, Volume 9, No. 5, August/September, pp. 39-44). It was based on a secondary analysis of a question that Gallup has asked since 1982 (with very slight wording variations):

"Which of these statements comes closest to describing your views about the origin and development of man ("human beings" in more recent versions of the question)?

A. God created man pretty much in his present form at one time within the
last 10,000 years.

B. Man has developed over millions of years from less advanced forms of life. God had no part in this process.

C. Man has developed over millions of years from less advanced forms of life, but God guided this process, including man's creation."

The first statement identifies the respondent with what is widely considered the "creationist" view (44% in the most recent Gallup Poll in 1997); the second, with what is regarded as the naturalistic, scientific, or "Darwinist" position (10% in the same poll); and the third, with what has come to be known as the "theistic evolutionist" perspective (39%); and the rest, "don't know" (7%). These figures have remained essentially unchanged since the question was first asked in 1982. It may come as a shock to discover such a high percentage of American adults believing in a biblical literalist account of human origins, including nearly a third (31%) of college graduates, but those are the numbers. American adults are also much more likely to be biblical literalists as compared to adults in other developed nations (see the International Social Surveys).

I recently did some interviews with ABC.com and others this past year about these findings, but alas–little did I realize I would be giving aid and comfort to the creationist movement in America. May Darwin, Huxley, Gould et al. forgive me.
At 04:50 PM 08/24/1999 -0400, you wrote:

> On Biblical inerrancy, the General Social Survey figures that I have seen
> are approximately most years, 40% literal Bible, 45% Bible is inspired word
> of God, and 5% or so, Bible is a collection of legends. In data FSU’s
> Survey
> Research Center gathered for me via RDD in Florida about 10 years ago, we
> asked respondents about their personal belief about which they thought was
> more accurate to explain how human beings came to be, evolution, Biblical
> creation, both, or neither. The univariate distribution is below:

> BELVEVOL PERSONAL BELIEF EVOLUTION-CREATIONISM
> Valid   Cum
> Value Label       Value Frequency Percent Percent Percent
> EVOLUTION ACCURATE 1   281   31.2   36.7   36.7
> CREATION ACCURATE  2   417   46.3   54.5   91.2
> BOTH ACCURATE      3    67    7.4    8.8  100.0
> NEITHER ACCURATE   4    11   1.2  Missing
> REFUSED            7    31   3.4  Missing
> DK                 8    94  10.4  Missing
We asked whether the schools should provide alternative textbooks if parents had religious objections to teaching evolution and here is that distribution:

ALTTEXTS  ALT BOOKS FOR RELIGIOUSLY OBJECT ONES

<table>
<thead>
<tr>
<th>Value Label</th>
<th>Value</th>
<th>Frequency</th>
<th>Percent</th>
<th>Percent</th>
<th>Percent</th>
</tr>
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<tbody>
<tr>
<td>STRONGLY AGREE</td>
<td>1</td>
<td>173</td>
<td>19.2</td>
<td>20.4</td>
<td>20.4</td>
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<tr>
<td>AGREE</td>
<td>2</td>
<td>161</td>
<td>17.9</td>
<td>18.9</td>
<td>39.3</td>
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<tr>
<td>DISAGREE</td>
<td>3</td>
<td>181</td>
<td>20.1</td>
<td>21.3</td>
<td>60.6</td>
</tr>
<tr>
<td>STRONGLY DISAGREE</td>
<td>4</td>
<td>335</td>
<td>37.2</td>
<td>39.4</td>
<td>100.0</td>
</tr>
<tr>
<td>DK</td>
<td>8</td>
<td>51</td>
<td>5.7</td>
<td>Missing</td>
<td></td>
</tr>
</tbody>
</table>

Total 901 100.0 100.0

Of course this is Florida, not Kansas! We did not have a Biblical inerrancy question...although that had been on my wish list.

Susan

At 04:12 PM 8/24/1999 -0400, you wrote:

Hello all,

I have a question to pose about the recent decisions in Kansas to remove evolution from the curriculum. I work for a scientific society and we have
a

>strong interest in what is going on in the science education.

>>

>>I read several newspaper accounts that implied that one of the
>*justifications* for the Kansas decision was that, according to a poll, 45%
>of the people believe in a literal interpretation of the Bible. I haven*t
>seen the wording of the question(s) so am not sure about the
>interpretation.
>
>However, we all know that you can get wildly different answers depending
>upon on how you word the question.

>>

>>Does anyone know where I might find the wording of the question(s) used?

>>

>>Does anyone know if a poll has asked people the converse, e.g., *Are you
>willing to consider evolution as a possible explanation for the existence
>of
>life on earth?*

>>

>>Thanks for your assistance,

>>

>>Roman Czujko

>>American Institute of Physics

>>

>

>If time were money, I'd be in debtor's prison.

>

>Susan Losh, PhD.

>Department of Sociology
George Bishop, Ph.D.
Professor of Political Science
Director, Graduate Certificate Program in Public Opinion & Survey Research
University of Cincinnati
Cincinnati, Ohio 45221-0375 U.S.A.
Phone: 513-556-5078
Fax: 556-2314
E-Mail: george.bishop@uc.edu
The law does not require research companies to maintain a "do not call" list.
Telemarketers must do so. Harry O'Neill
I am looking for research supplier who specializes in quantitative new product demand estimation studies. I have a client who needs to do a health care related product demand estimation study. Please respond to Larry Bye, Communication Sciences Group, (in SF) at larryb@socialresearch.com.

Thank you very much!

>From kbcg@mindspring.com Fri Aug 27 07:52:51 1999
Received: from smtp6.mindspring.com (smtp6.mindspring.com [207.69.200.74])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id HAA20478 for <aapornet@usc.edu>; Fri, 27 Aug 1999 07:52:49 -0700
(PDT)
Received: from fb0zt (user-38lcehc.dialup.mindspring.com [209.86.58.44])
    by smtp6.mindspring.com (8.8.5/8.8.5) with SMTP id KAA11304
    for <aapornet@usc.edu>; Fri, 27 Aug 1999 10:52:56 -0400 (EDT)
Message-ID: <02b601bef081$831d60$21a8a8c0@fb0zt>
From: "kbcg" <kbcg@mindspring.com>
To: <aapornet@usc.edu>
Subject: Job Announcement
Date: Fri, 27 Aug 1999 07:47:45 -0400
MIME-Version: 1.0
Content-Type: multipart/alternative;
    boundary="-----=_NextPart_000_02B3_01BEF060.737F45C0"
X-Priority: 3
X-MSMail-Priority: Normal
X-Mailer: Microsoft Outlook Express 5.00.2014.211
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2014.211
Market Research Opportunities

King, Brown & Partners is one of the country's premier traditional and online market research organizations, with Fortune 100 clients in Technology, Internet, Retail, Consumer Products, Financial Services and Entertainment. We are expanding rapidly and have immediate openings for the following:

Quantitative Project Director: Must be an experienced quantitative researcher with 5+ years experience in market research (preferably on the supply side). Duties include the entire spectrum of project design and implementation, as well as building and developing client relationships. Qualified candidates must have strong research design, analytic and reporting/presentation skills and must be able to work independently in developing and servicing new clients. Experience with multi-variate techniques and use of SPSS or other statistical packages is preferred.

Quantitative Research Analyst: Minimum of 2 years supply side experience in quantitative research is required. To qualify, candidates must have experience handling projects from beginning to end, including: costing, sampling, questionnaire design, proofreading, survey testing,
and data analysis (pulling data and creating charts). Must be detail-oriented. This is a great opportunity which will allow for growth as the company expands.

KB&P offers a very pleasant work environment with very low turnover, highly competitive salary and a full benefits package. Qualified candidates please fax resume and cover letter to 415 339-7203, or email to kamor@KingBrown.com. No phone calls please.

---=_NextPart_000_02B3_01BEF060.737F45C0
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Content-Transfer-Encoding: quoted-printable

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<meta content="MSHTML 5.00.2014.210" name="GENERATOR">
<style>
</style>
</head>
<body bgcolor="#ffffff">
<div><font size="2">Market Research Opportunities<br>King, Brown &amp; Partners is one of the country's premier traditional and online market research organizations, with Fortune 100 clients in Technology, Internet, Retail, Consumer Products, Financial Services and Entertainment.<br>

Consumer Products, Financial Services and Entertainment.&nbsp; We are =
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------=_NextPart_000_02B3_01BEF060.737F45C0--
Our apologies regarding the position announcements we posted earlier this morning. King, Brown & Partners, Inc. offices are in Sausalito, CA and Lexington, KY. The positions below are slated for Sausalito, but would be considered for Lexington too.

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I am told that a recent field poll (?) found Warren Beatty (for President) was at the back of the pack, but still... 6th ahead of other well-knowns. Does anyone have insights on this? Journalist friend is asking.

Mark Richards
"Field" polls are generally among residents/voters in the state of California only.
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Mark Richards

From: HOeill536@aol.com Fri Aug 27 11:00:49 1999
Received: from imo28.mx.aol.com (imo28.mx.aol.com [198.81.17.72])
by usc.edu (8.8.8/8.8.8/usc) with ESMTP
id LAA26683 for <aapornet@usc.edu>; Fri, 27 Aug 1999 11:00:48 -0700 (PDT)
From: HOeill536@aol.com
Received: from HOeill536@aol.com
by imo28.mx.aol.com (mail_out_v22.4.) id 5KDVa22755 (4190)
for <aapornet@usc.edu>; Fri, 27 Aug 1999 14:00:15 -0400 (EDT)
Message-ID: <ad947480.24f82c2d@aol.com>
Date: Fri, 27 Aug 1999 14:00:13 EDT
Subject: Re: Warren Beatty for President
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 4.0 for Windows 95 sub 21
how about this scientific answer - people are stupid?

> how about this scientific answer - people are stupid?

One reason people may seem "stupid" is that pollsters have helped narrow the focus of political debate to a series of forced choices, all of them constricting and unattractive.
From: "Colleen K. Porter" <cporter@hp.ufl.edu>

To: aapornet@usc.edu
Doug Henwood wrote:

> HOneill536@aol.com wrote:

> >how about this scientific answer - people are stupid?

> One reason people may seem "stupid" is that pollsters have helped narrow the focus of political debate to a series of forced choices, all of them constricting and unattractive.

This leads to one of my concerns/questions.

As background, to those of you who don't know me, I took 10 years off to raise children (n=5), help my entomologist husband with his research (which involved living in Brasil) and a few other fun things.

The last year has been an amazing revelation, as I've learned what's new (response rates have plummeted) and what's the same (good interviewing techniques are eternal.)

I conducted focus groups 10 years ago, and found it to be satisfying and interesting. In my role as an interviewer there had been so many times I wanted to ask a followup question, but couldn't because you had
to follow the script. And of course there were times people just told me their stories, and there was no place to record it all, and no way to analyze it if I had typed it in.

So I was thrilled at the idea of allowing a forum for open expression, in which the agenda was unstructured enough to catch great ideas from participants. I always thought of it as a qualitative method.

But lately I’ve been reading reports and talking to people, and have noticed a trend to turn focus groups into mini-surveys. The agenda of the group is so limited, and those delicious stray ideas may not even make it into the report.

Is this a general trend others have noticed, or is it just what I’m seeing in my neck of the woods? Are even focus groups becoming constricted by forced choices?

Colleen K. Porter

project coordinator, Florida Health Insurance Study
cporter@hp.ufl.edu

>From PAHARDING7@aol.com Fri Aug 27 18:13:08 1999
Received: from imo15.mx.aol.com (imo15.mx.aol.com [198.81.17.5])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id SAA07167 for <aapornet@usc.edu>; Fri, 27 Aug 1999 18:13:07 -0700
(PDT)
From: PAHARDING7@aol.com
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    by imo15.mx.aol.com (mail_out_v22.4.) id 5LMSa07454 (3705)
    for <aapornet@usc.edu>; Fri, 27 Aug 1999 21:11:55 -0400 (EDT)
Perhaps if your friend looked at Beatty's support separately for men versus women, a clue might surface.

And it may not be so much a matter of Beatty being "ahead of other well-knowns" but rather as other well-knowns being behind him. Conceivably, some of them (and we can all name one or two) might well rank behind Godzilla (or even me) in an election poll.

Also, I'd be curious to see the data broken by those who've seen Bulworth and those who haven't. I may be mistaken, but it's my impression that, under Section 315, movie syndicators had to bag Reagan's old movies during his two campaigns -- although it's hard to think that, in the end, that didn't help him. More importantly, unlike Beatty, none of Reagan's roles was as a Presidential candidate, his campaign in full swing, who wins the hearts and minds of the electorate.
Or it may only be a matter of underestimating the importance of visibility/recognition in these polls. Beatty's is probably very high and largely favorable, which has probably been true for a long time. The other candidates asked about (if and when they become known) will pull at least somewhat more respectable rankings as the campaign moves ahead. Look, for example, at George McGovern: starting out, only two percent of poll respondents said they'd ever heard of him. The rest is history: true, he and Shriver did lose 49 states, but they won big in Massachusetts -- and that's the stuff of moral victories.

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Mark Richards
I am not certain, but I understand Section 315 has been variously interpreted, the most recent by the famous Aspen decision with regard to televised debates. Perhaps Harding refers to the equal time provision only without reference to debates.
Of course we all know what it means to interpret horse races way too early.
I suspect what has happened, and especially since the Reagan presidency (not
to mention the body Minnesota), is that many members of the public have come
to see selected entertainers as simply workers in another form of business,
albeit an industry with very high degrees of visibility. After all, Reagan
had led organizations in the entertainment industry prior to running for
Governor of California. Beatty has produced and directed films as well as
acted in them.

Thus, considering all the above, can Charlton Heston be far behind?

Susan

If time were money, I'd be in debtor's prison.

Susan Losh, PhD.
Department of Sociology
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Sorry, gang. My reference to Section 315 of the Federal Communications Act
was too off-the-cuff and therefore confusing, as Sid Kraus was right to point out. In the context in which I used it, its applicability is vastly more complicated.

* 315 applies only to candidates who have formally announced their intention to run. Reagan, of course, had, and Beatty, as noted, awaits the counsel of some higher power before announcing anything.

* Under the present unique and peculiar conditions -- Bulworth's release to homevideo where it will presumably be viewed by growing numbers of people -- could have the (hypothesized) positive effect on public favorability whether or not he declared himself a candidate. That movie, if it were old enough to have been released for television syndication like some of his others, couldn't be shown either on broadcast or cable television. But so what...it's still in homevideo. An interesting question and one that will probably never arise again.

* For the benefit of the candidates, the language of 315 refers to equal "opportunities" and not equal time. Time is part of it, but a station could be held in non-compliance if it
offered candidates spots at times of wildly differing audience size.

* Finally, and we'll skip the body of law that's developed over the concept of use of a broadcast or cable facility for the purpose at hand, something that isn't "use" is on-the-spot coverage of bona fide news in which one, several, but not all candidates appear. Ultimately, it was that loophole that got the debates okayed.

The point I was making by citing Section 315 was hardly so critical as to justify the foregoing review. I suppose it's like anything else you pick up in school -- or, in my own case, happened to have taught in school: you can't ever tell when you'll have use for it again.

Phil Harding

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Subject: Re: Warren Beatty for President
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To: <aapornet@usc.edu>
References: <befdc999.24f8915a@aol.com>
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Who will get the coverage this year?

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From LPollack@psg.ucsf.edu

Received: from psg.ucsf.edu (psg.ucsf.edu [128.218.6.65])
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(PDT)
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Message-ID: <71364B64597CD211B02800A0C921A213CA31D4@psg.ucsf.edu>
To: aapornet@usc.edu
Subject: RE: Warren Beatty for President
Date: Mon, 30 Aug 1999 10:14:18 -0700
Jimmy Carter got media attention because a) he was not from the liberal wing of the Democratic Party and b) he did not fit any of the stereotypes the media had about southern politicians (which I might add are still prevalent today). "Dumb hick peanut farmers" do not become skippers of nuclear submarines. Southern populists are not supposed to be so volubly anti-segregationist. He was also the most "open" of any candidate in recent history, and maintained a strong moral center that did not waiver but also he did not seek to impose on others. Finally, he espoused substantive proposals that resonated with "Middle America". Yeah, why cover a guy like that?

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Lance M. Pollack
University of California, San Francisco
lpollack@psg.ucsf.edu

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> Phil Harding
> paharding7@aol.com
>
> Forwarded Message:
> Subj: Warren Beatty for President
> Date: 8/27/99 11:45:21 AM Eastern Daylight Time
> From: mark@bisconti.com (Mark Richards)
> Sender: owner-aapornet@usc.edu
> Reply-to: aapornet@usc.edu
> To: aapornet@usc.edu (AAPORN NET)
> 
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>Mark Richards
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>
>
>From fweil@pabulum.lapop.lsu.edu Mon Aug 30 11:24:10 1999
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Message-ID: <00a101bef314$71b2c7b0$3b452782@weber.laopo.lsu.edu>
Reply-To: "Rick Weil" <fweil@pabulum.lapop.lsu.edu>
From: "Rick Weil" <fweil@pabulum.lapop.lsu.edu>
To: <aapornet@usc.edu>
Subject: Re: Warren Beatty for President
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Rick Weil

Frederick Weil, Associate Professor
Department of Sociology
Louisiana State University
Baton Rouge, LA 70803
225-388-1140 Phone
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Subj: Warren Beaty for President

Date: 8/27/99 11:45:21 AM Eastern Daylight Time

From: mark@bisconti.com (Mark Richards)

Sender: owner-aapornet@usc.edu

Reply-to: aapornet@usc.edu

To: aapornet@usc.edu (AAPORNET)

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Mark Richards
Colleagues...

Earlier there was a thread about telemarketing laws and what constitutes "too late." One participant in the discussion mentioned a Minnesota law, and I wanted to follow up on that. Obviously the Minnesota Poll wants to do what's legal and what's right, so a little research turned up the following.

According to the Consumer Services Division of the Minnesota Attorney General's office, Minnesota has no law governing when telemarketers or pollsters can and can't call. There are federal laws that deal with telemarketing, however. They include the 1995 Telemarketing and Consumer Fraud and Abuse Prevention Act (Telemarketing Sales Rule). Information about the Telemarketing Sales Rule may be obtained from the Federal Trade Commission at 202-382-4357
They also include the 1991 Telephone Consumer Protection Act (TCPA). Information about the TCPA may be obtained from the FCC at 202-418-0200.

According to the Marketing Research Association (MRA), "Importantly, under both laws, research calls are clearly distinguished from telemarketing calls. Furthermore, calls made for research purposes are specifically exempt from the regulations. The distinction between research calls and telemarketing, however, is not clear to the public."

The MRA recommends the following response to respondents who are misinformed about the laws:

"I understand how the law might be confusing, but research calls are not included in the federal regulations that apply to telemarketing calls. We are not selling you anything; we are conducting research and would like your opinion."

The Minnesota Poll's guidelines for interviewers are similar to those that Paul Lavrakas noted for his survey unit: We don't initiate calls after 9:30 p.m. I understand some writers' concerns about poisoning the well, but we receive very few complaints from respondents or potential respondents about this issue; those whom I hear from are much more exercised about how we "got" their phone number, and why the poll results we publish in the paper don't square with their views or those of their friends.
P.S. Thanks to Doug Skipper at one of our fieldwork services, Market Solution Group, for doing some of this homework with the MRA.
You misunderstand me. Cynicism in the electorate is a given, something to be observed by pollsters. It is the cynicism of the pollsters that drags this discussion down. Zucker wrote in reference to Jimmy Carter:

"I guess teeth and peanuts were considered a sufficiently interesting change (anyone have any other explanation?)" (I provided several)

I believe O'Neill suggested the best characterization of people who said they would vote for Beatty was "idiots". Others refer to his consultation with "higher" powers. It is not healthy for the people doing the polling to start viewing the people they poll about as being as shallow as cartoon characters, or the people who respond to the polls as feeble-minded cartoon-watchers who don't know any better. The researcher must constantly guard against letting his own opinions/assumptions/view of the world taint his findings. This is especially important in opinion research where the researcher determines who or what is asked about and how the questions are worded. I believe an "outside" observer seeing these comments may well wonder about the objectivity and sanctity of poll results.

I believe the original question about Beatty was whether there were "any numbers" yet? It might be too soon, or it might be too nebulous (being undeclared plus not being a professional politician keeps it below public consciousness level). At any rate, to demean a possible candidate or people who might vote for him/her is not just unprofessional, I think it threatens the profession! That's what I mean. Carter, Reagan, Clinton, and Ventura have all won election. Can a pollster really afford...
to be cynical?

Lance M. Pollack
University of California, San Francisco
lpollack@psg.ucsf.edu

-----Original Message-----
From: Rick Weil [SMTP:fweil@pabulum.lapop.lsu.edu]
Sent: Monday, August 30, 1999 11:21 AM
To: aapornet@usc.edu
Subject: Re: Warren Beatty for President

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>From surveys@wco.com Mon Aug 30 13:02:46 1999
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From: "Hank Zucker" <surveys@wco.com>
To: <aapornet@usc.edu>
References: <71364B64597CD211B02800A0C921A213CA31D4@psg.ucsf.edu>
Subject: Re: Warren Beatty for President
My earlier comment about teeth and peanuts was a bit glib, but not intended as an insult. I am a big fan of TR, the President most noted for teeth, and for that matter a fan of peanuts (and I voted for Carter).

But Lance seems to be suggesting that Carter got the most coverage because he was somehow best. I do not believe that the networks always give most coverage to the best candidate (not matter how you define "best"). Does anyone?

I studied network coverage of the 1976 nominating process in detail and was amazed at how consistently more coverage was given to Carter and his victories than to others and theirs. For example Jackson's NY victory for lots of delegates got much less coverage than Carter's smaller-state victory the same day. And for that matter, Carter got more coverage than any other candidate before he had any victories or any significant support in the polls, starting in Nov. or Dec. 1975. Why should one candidate with 4% standing in the polls get more coverage than any other candidate, including those with 25 or 35% standing and others with 4% standing?
For whatever reason, the networks boosted Carter to the nomination. Have there been any other cases of such clear bias since then? I have not studied coverage of any later elections so quantitatively, being a grad student then and non-academic worker since.

Why the networks choose to cover whom they do and their impact on the nominating process should be a significant AAPOR interest going into an election year. I, for one, would be very interested in any data or ideas aapor.netters share as the nominating process moves forward.

Hank Zucker

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>From sullivan@fsc-research.com Mon Aug 30 13:17:39 1999
Received: from web2.tdl.com (root@web2.tdl.com [206.180.230.2])
   by usc.edu (8.8.8/8.8.8/us) with ESMTP
   id NAA27336 for <aapornet@usc.edu>; Mon, 30 Aug 1999 13:17:37 -0700
(PDT)
It has been my experience that the people who take the time to track down senior management at a survey research firm to register their complaints are people with unusual opinions (to put it mildly). I don't think their opinions are much of a guide as to what the general population in your area is thinking. Why don't you put the matter to a test the next time you do a poll. Ask the respondents what they think reasonable calling hours are. It would cost next to nothing and would give us all a reasonable data point for the Midwest.
Colleagues...

Earlier there was a thread about telemarketing laws and what constitutes "too late." One participant in the discussion mentioned a Minnesota law, and I wanted to follow up on that. Obviously the Minnesota Poll wants to do what's legal and what's right, so a little research turned up the following.

According to the Consumer Services Division of the Minnesota Attorney General's office, Minnesota has no law governing when telemarketers or pollsters can and can't call. There are federal laws that deal with telemarketing, however. They include the 1995 Telemarketing and Consumer Fraud and Abuse Prevention Act (Telemarketing Sales Rule). Information about the Telemarketing Sales Rule may be obtained from the Federal Trade Commission at 202-382-4357.

They also include the 1991 Telephone Consumer Protection Act (TCPA). Information about the TCPA may be obtained from the FCC at 202-418-0200.

According to the Marketing Research Association (MRA), "Importantly, under both laws, research calls are clearly distinguished from telemarketing calls. Furthermore, calls made for research purposes are specifically exempt from the regulations. The distinction between research calls and telemarketing, however, is not clear to the public."

The MRA recommends the following response to respondents who are
misinformed about the laws:

"I understand how the law might be confusing, but research calls are not included in the federal regulations that apply to telemarketing calls. We are not selling you anything; we are conducting research and would like your opinion."

The Minnesota Poll's guidelines for interviewers are similar to those that Paul Lavrakas noted for his survey unit: We don't initiate calls after 9:30 p.m. I understand some writers' concerns about poisoning the well, but we receive very few complaints from respondents or potential respondents about this issue; those whom I hear from are much more exercised about how we "got" their phone number, and why the poll results we publish in the paper don't square with their views or those of their friends.

Rob Daves, director
The Minnesota Poll

P.S. Thanks to Doug Skipper at one of our fieldwork services, Market Solution Group, for doing some of this homework with the MRA.

Rob Daves
Director of Polling & News Research
Star Tribune v: 612-673-7278
425 Portland Av. S. f: 612-673-4359
Minneapolis MN 55488 e: daves@startribune.com
I did not mean to suggest he was "best", only that he might have been of great interest to the press because he was "unusual" in several ways:

1) he wasn't the favorite of the party leadership
2) he didn't fit any of the pre-existing categories the press held for politicians
3) as a candidate he tended to answer questions rather than evade them (something that got him into trouble often, especially once he became president, which I believe is ONE of the reasons why President Clinton and Governor Bush and others spend so much time NOT answering
Candidates who don't fit a mold tend to be attractive to voters and media alike. In our two-party system such mold breakers tend to be outsiders.

Lance M. Pollack  
University of California, San Francisco  
lpollack@psg.ucsf.edu

-----Original Message-----
From: Hank Zucker [SMTP:surveys@wco.com]  
Sent: Monday, August 30, 1999 12:57 PM  
To: aapornet@usc.edu  
Subject: Re: Warren Beatty for President

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But Lance seems to be suggesting that Carter got the most coverage because he was somehow best. I do not believe that the networks always give most coverage to the best candidate (not matter how you define "best"). Does anyone?
I studied network coverage of the 1976 nominating process in detail and was amazed at how consistently more coverage was given to Carter and his victories than to others and theirs. For example Jackson's NY victory for lots of delegates got much less coverage than Carter's smaller-state victory the same day. And for that matter, Carter got more coverage than any other candidate before he had any victories or any significant support in the polls, starting in Nov. or Dec. 1975. Why should one candidate with 4% standing in the polls get more coverage than any other candidate, including those with 25 or 35% standing and others with 4% standing?

For whatever reason, the networks boosted Carter to the nomination. Have there been any other cases of such clear bias since then? I have not studied coverage of any later elections so quantitatively, being a grad student then and non-academic worker since.

Why the networks choose to cover whom they do and their impact on the
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Hank Zucker

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political media, that is when the survey research industry will die an ignominious death. The assumptions you make translate into the questions you ask which determine the results you get. Such cynicism, unchecked, is bound to yield tragically poor polling. The tenor of this discussion about Beatty seems so cynical, I don't think it is a very healthy sign.

Lance M. Pollack
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lpollack@psg.ucsf.edu

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From: Hank Zucker [SMTP:surveys@wco.com]
Sent: Monday, August 30, 1999 9:18 AM
To: aapornet@usc.edu
Subject: Re: Warren Beatty for President

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somewhat more respectable rankings as the campaign moves ahead. Look, for example, at George McGovern: starting out, only two percent of poll respondents said they'd ever heard of him. The rest is history: true, he and Shriver did lose 49 states, but they won big in Massachusetts -- and that's the stuff of moral victories.

For more history, see J. Carter in '75. He probably did not have more than a 2% recognition this far ahead of the election. By December '75 he was at about 2% in the polls. What he did have starting that fall was more network news coverage than any other Democratic candidate, despite that low poll rating. I guess teeth and peanuts were considered a sufficiently interesting change (anyone have any other explanation?). He continued getting more network coverage each and every month for the rest
of the primary season. I think largely as a result, his poll numbers rose ... and the rest is history with more than a moral victory.

Who will get the coverage this year?

Hank Zucker
Creative Research Systems
makers of The Survey System - Survey Software that Makes You Look Good
www.surveysystem.com

At last report, Beatty (who, according to TIME, has been giving semi-serious consideration to a Presidential run) hasn't yet made up his mind. Higher powers are to be consulted on the matter, powers that are fortunately readily available through his sister, Shirley MacLaine.
These may well be the meanderings of a troubled mind, one made no less so by the memory of Jesse The Body in Minnesota and the threat of Jerry Springer as third-party candidates. Entertainers are so much in the public's collective eye, and that, in the end, may be the main explanation of what was, after all, Beatty's very modest showing by in the poll.

Phil Harding
paharding7@aol.com

----------
Forwarded Message:

Subj: Warren Beatty for President
Date: 8/27/99 11:45:21 AM Eastern Daylight Time
From: mark@bisconti.com (Mark Richards)
Sender: owner-aapornet@usc.edu
Reply-to: aapornet@usc.edu
To: aapornet@usc.edu (AAPORNRT)

I am told that a recent field poll (?) found Warren Beatty (for President) was at the back of the pack, but still... 6th ahead of other
> well-knowns.
> >> Does anyone have insights on this? Journalist friend is
> >> asking.
> >>
> >> Mark Richards
> >>
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> >>
> >>
> >>
> >>
> >From mark@bisconti.com Mon Aug 30 13:50:59 1999
> Received: from pivot.healthnotes.com ([209.3.111.158])
>     by usc.edu (8.8.8/8.8.8/usc) with ESMTP
>     id NAA21919 for <aapornet@usc.edu>; Mon, 30 Aug 1999 13:50:49 -0700
> (PDT)
> Received: from markbri (ip49.washington11.dc.pub-ip.psi.net [38.30.47.49])
>     by pivot.healthnotes.com with SMTP (Microsoft Exchange Internet Mail Service
>     Version 5.5.2232.9)
>     id R60JBBNNH; Mon, 30 Aug 1999 16:50:45 -0400
> From: "Mark Richards" <mark@bisconti.com>
> To: <aapornet@usc.edu>
> Subject: RE: Warren Beatty for President
> Date: Mon, 30 Aug 1999 16:34:33 -0400
> Message-ID: <NCBBKJCJKFIDCKOFNAEEOEADCJAA.mark@bisconti.com>
> MIME-Version: 1.0
> Content-Type: text/plain;
>       charset="iso-8859-1"
> Content-Transfer-Encoding: 7bit
> X-Priority: 3 (Normal)
I have been forwarding the information/conversation about Beatty to my friend who asked the question (a network TV reporter in DC). He sent the comments below.

(I personally think the structure under which the media and reporters operate--deadlines/cycle, competition/business decisions, their "place" at the elite decision-maker table--are important. I personally saw an event hosted at the country home (outside DC in VA) of the publisher of the W. Post--it appeared to be an little get-together which both Clinton and Gore attended while they were on the campaign trail (they stopped and shook our hands, holding up the trail of DC limos), I looked, but did not see this event reported in that paper, even though other similar events hosted by other people were reported. Perhaps the reporters didn't know about it! My point: Do the owners of the media have political interests? Yes. Solutions? I don't know.) cheers, mark

"I like what lance says about the media's attention to carter, although I'd quibble about Carter's "strong moral center that did not waiver." But that's beside the point.

Here's the point. we've now had a more than a decade of media handwringing over how it has trivialized politics. But its long history is one of bias, superficiality and scandal tempered by the occasional good government stories that give our industry cover. And talking about the problem seems to serve as an excuse not to come up with solutions. We sound concerned. Good. Then little else happens. (Read the
lead story in Outlook Sunday on how there should be more media coverage of the media. A perfect example of the media -- this time, The Post -- acknowledging a problem by playing the piece prominently. A predictable set of letters to the editor will follow. Then, end of story. Till the next time.)  [See http://www.washingtonpost.com/wp-srv/WPlate/m-outlook.html ]

The internet, expanding cable, new fcc rules that will allow traditional networks to own even more stations, the explosion of niche magazine publishing....all that and more diffuses how the news is distributed, but not really how its reported. We're just moving into a modern age "penny press" comparable to when cities had a dozen newspapers known for their slants and causes rather than the "straight news" every one now wishes to see.

--

The hounding of George Bush on cocaine is an interesting example of the modern media. His possible use of cocaine is (to me) only relevant because he supports stringent antidrug laws that would have thrown his own ass in jail for a long time. Now, it's just a youthful indiscretion. That's what you call it if you were never caught. Otherwise, it's a criminal record.

Many of the reporters covering this story should answer a question about their own drug use. What relevance, if any, is it that they are of the same generation that flirted with cocaine. If I were Bush I'd wait until the biggest names in the media were present and say, "I'll answer the question as soon as all of you do." Then I'd pick a reporter and say, "let's start with you."

No group becomes more timid and nervous about media coverage than media people themselves.

--

Warren Beatty is "that actor" to most Americans.
They don't know details of his successful business interests, etc. and won't really care. Some media stories that treat Beatty seriously have already been written. But he's not being taken seriously and won't be even if he takes a few more overt acts. He's not Jesse Ventura running for governor. That's small potatoes. And Ronald Reagan came to the presidency only after decades of his own brand of activism and work. Being elected governor of California didn't hurt. Beatty is no where on this scale. My guess Beatty will be entertainment value, nothing more."

-----Original Message-----

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu]On Behalf Of Hank Zucker
Sent: Monday, August 30, 1999 3:57 PM
To: aapornet@usc.edu
Subject: Re: Warren Beatty for President

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election year. I, for one, would be very interested in any data or ideas
aapornetters share as the nominating process moves forward.

Hank Zucker
If Hank or any one else wants to know why the networks cover particular candidates I suggest you read Martin Plissner's new book, The Control Room. There is more to it than one would imagine reading the comments on AAPORNET.

At 12:57 PM 8/30/99 -0700, Hank Zucker wrote:

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Lance M. Pollack
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Sent: Monday, August 30, 1999 9:18 AM
To: aapornet@usc.edu
Subject: Re: Warren Beatty for President

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third-party candidates. Entertainers are so much in the public's collective eye, and that, in the end, may be the main explanation of what was, after all, Beatty's very modest showing by in the poll.

Phil Harding

paharding7@aol.com

----------

Forwarded Message:

Subj: Warren Beatty for President

Date: 8/27/99 11:45:21 AM Eastern Daylight Time

From: mark@bisconti.com (Mark Richards)

Sender: owner-aapornet@usc.edu

Reply-to: aapornet@usc.edu

To: aapornet@usc.edu (AAPORTNET)

I am told that a recent field poll (?) found Warren Beatty (for President) was at the back of the pack, but still... 6th ahead of other well-knowns.

Does anyone have insights on this? Journalist friend is asking.

Mark Richards
From dkb@casro.org Tue Aug 31 06:26:25 1999
Received: from mail.saturn5.net (mail.saturn5.net [207.122.105.6])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id GAA23911 for <aapornet@usc.edu>; Tue, 31 Aug 1999 06:26:24 -0700
(PDT)
Received: from diane ([207.122.105.201]) by mail.saturn5.net
    (Post.Office MTA v3.5.3 release 223 ID# 0-59533U600L2S100V35)
    with SMTP id net for <aapornet@usc.edu>;
    Tue, 31 Aug 1999 09:23:18 -0400
Message-ID: <002b01bef3b5$53bd5620$c9697acf@diane>
From: dkb@casro.org ((CASRO) Diane Bowers)
To: <aapornet@usc.edu>
Subject: Re: Calling times
Date: Tue, 31 Aug 1999 09:32:51 -0400
With respect to research calling times, please keep in mind that our industry's public relations brochures (like CMOR's consumer brochure, as well as CASRO, MRA and others) state that researchers make calls between the hours of 9 and 9. It's a guideline we should all try to follow, unless we make specific appointments or other arrangements with respondents. See CMOR's web page for the complete text of the consumer brochure -- www.cmor.org. Diane Bowers

-----Original Message-----
From: sullivan@fsc-research.com <sullivan@fsc-research.com>
To: salm@ljs.com <salm@ljs.com>
Cc: aapornet@usc.edu <aapornet@usc.edu>
Date: Monday, August 23, 1999 3:07 PM
Subject: Calling times

The question really isn't whether it is against the law. The question is, is it a good research practice. I think the answer to that question is no.

There are norms governing the use of the telephone in American
society that discourage making routine telephone calls to persons after 9:00 pm. By calling people after this hour you risk higher non-compliance from those who feel you are invading their privacy. Because it is considered impolite to call after 9:00 pm for anything other than emergencies, calls after this hour will frighten some people. They will be asking the question "who could be calling at this hour?" When it turns out to be your interviewer, don't be surprised if people are bent out of shape. Finally, some people go to bed between 9:00 and 10:00 and your call may roust them from the early onset of sleep. Again, don't be surprised when people react very negatively to this eventuality.

Your respondents are right to question this practice. Do us all a favor in the business and stop doing this. It's no wonder people hate market researchers.

>From slosh@garnet.acns.fsu.edu Tue Aug 31 07:42:50 1999
Received: from garnet.acns.fsu.edu (gmhub.acns.fsu.edu [146.201.2.30])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP id HAA22286 for <aapornet@usc.edu>; Tue, 31 Aug 1999 07:42:48 -0700 (PDT)
Received: from garnet1.acns.fsu.edu (garnet1-fi.acns.fsu.edu [192.168.197.1])
   by garnet.acns.fsu.edu (8.9.1/8.9.1) with ESMTP id KAA70560
   for <aapornet@usc.edu>; Tue, 31 Aug 1999 10:42:49 -0400
Received: from fsu.edu.fsu.edu (dial195.acns.fsu.edu [146.201.32.195])
   by garnet1.acns.fsu.edu (8.9.1/8.9.1) with SMTP id KAA64312
   for <aapornet@usc.edu>; Tue, 31 Aug 1999 10:42:47 -0400
Date: Tue, 31 Aug 1999 10:42:47 -0400
How quickly "Reds" was forgotten.

Susan

If time were money, I'd be in debtor's prison.

Susan Losh, PhD.
Department of Sociology
Florida State University
Tallahassee FL 32306-2270

PHONE 850-385-4266 Academic Year 1999-2000
     850-644-1753 Office
     850-644-6416 Sociology Office

slosh@garnet.acns.fsu.edu
FAX 850-644-6208

>From mark@bisconti.com Tue Aug 31 08:15:39 1999
Received: from pivot.healthnotes.com ([209.3.111.158])
and Public Opinion About the Media: Two Wash. Post articles today.

1. WASH. POST EDITORIAL:

Beatty and the Beast

Tuesday, August 31, 1999; Page A12
CHANGE SPRINGS from surprising places in America's decentralized political system. Barely a single congressman is prepared to endorse drug legalization, but a handful of determined activists have skillfully used ballot initiatives to decriminalize medical marijuana in five states. A large group in Congress bows to the tobacco lobby, but a lawsuit filed in tiny Pascagoula, Miss., started a legal bandwagon that led to last year's settlement between the tobacco companies and the states. Now some members of Congress are dragging their feet on campaign finance reform, but they may just conceivably be outflanked by Warren Beatty.

Warren Beatty? This movie actor-producer is not everyone's idea of a political savior. He rails against money in politics, though his own political stature is based on wealth and celebrity. He wishes that America's political debate were more substantive, but substance is not exactly a Hollywood hallmark. Mr. Beatty's recent movie-manifesto, "Bulworth," seemed to suggest that the alternative to money politics lies in the crude rhetoric of class warfare. Pundits have parsed a recent Beatty op-ed column, but remain mystified as to what on earth it meant.

Agreed, the messenger is far from perfect. But that makes the message more powerful in its way. Despite Mr. Beatty's flaws, people talk about a Beatty presidential candidacy because they are desperate for someone -- anyone -- to shake up the system. The explosion of money in politics revolts most citizens, and a majority in Congress favors modest countermeasures. But the Republican leadership aims to frustrate reform with parliamentary trickery.

Back in 1912 Teddy Roosevelt's failed third-party presidential bid created the momentum for the progressive reforms that he had favored. In 1992 Ross Perot's run for the White House put deficit reduction at the top of the
national agenda. In 2000 it might just take a Beatty candidacy to slay the
money beast. It’s a long shot, to be sure. But members of Congress should
take the hint from the Beatty boomlet and get serious about campaign reform.
Otherwise somebody, from somewhere, may one day grab the issue from them.

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2. WASH. POST OP-ED:

Proposal for the Press: Self-Restraint
By Geneva Overholser

Tuesday, August 31, 1999; Page A13

Widespread public distrust of the media already has had an economic
impact -- reducing readership and audiences. The next question is even
bigger: How long before public unhappiness translates into a serious legal
threat to the media?

Surveys over recent years show public confidence in, and approval of,
American media decreasing steadily and substantially. We in the media wring
our hands over this, but often seem curiously disinclined to connect it with
any actions of our own.

Think of the Clinton-Lewinsky scandal, which had so many in the public angry
about a runaway press. Those most involved in covering the scandal largely
continue to think of it as a great journalistic moment. They hasten to note
that the reported facts generally proved out -- there was a blue dress! But
unfairness and imbalance, insufficient sourcing, meanness in tone and spirit and hugely disproportionate play loom much larger.

As we in the media bumble along, anxious and defensive, growing public dissatisfaction seems to be moving beyond an economic response toward a legal one. Recently the Freedom Forum took a look at public views on the First Amendment guarantee of a free press. The news was chilling. More than half those surveyed said the press has "too much freedom." Nearly a third said the First Amendment "goes too far in the rights it guarantees." Both judgments have gained substantially since the last survey two years ago.

As Paul McMasters, the Freedom Forum's First Amendment ombudsman, wrote in analyzing the poll results, "A variety of studies, surveys, and focus groups document a real resentment of the press and its practices among Americans, who characterize the news media as arrogant, inaccurate, superficial, sensational, biased and bent. Worse, they apparently believe that the press is part of the problem, rather than part of the solution."

This view is supported by other studies, including one earlier this year by the Pew Research Center for the People & the Press. Respondents saying the media protect democracy dropped from 54 percent in 1985 to 45 percent now. Conversely, 38 percent said that the media hurt democracy, up from only 23 percent in 1985.

First Amendment lawyer Bruce Sanford of Washington has a new book called "Don't Shoot the Messenger: How Our Growing Hatred of the Media Threatens Free Speech for All of Us." He sees worrisome signs in the stagnation of First Amendment law, in huge libel verdicts and in the fact that much more attention is now given to media mistakes than previously.
Sanford writes of "the wretched excesses and foolish pride of a gigantic media institution that overwhelms our public life, just as it becomes more irrelevant and an object of ridicule in our personal lives."

As McMasters wrote in his analysis of the Freedom Forum's survey, "The coverage of the Clinton-Lewinsky affair seemed to crystallize the public's acute dissatisfaction with the press." In support of his view, consider the reaction to this statement on the survey: "Journalists should be allowed to investigate the private lives of public figures." Only 17 percent strongly agreed; 42 percent strongly disagreed.

There is plenty of self-examination going on in the media, but few concrete solutions are posed. Publisher Steven Brill, of the media magazine Brill's Content, recently offered one. In the wake of the excesses of coverage of the John Kennedy tragedy, Brill sent a letter to hundreds of news organizations proposing voluntary self-restraints on invasion of privacy. He included this commitment:

"To protect the privacy of grieving families, our news organization will not publish current photographs or show current video images of family members who have lost a loved one within one week following the death of that loved one, nor will we post reporters or photographers outside their homes, at the funeral, or in other places where we can accost them for views or photographs without their permission."

Prominent media leaders have responded with discomfort at group regulation. As Walter Isaacson, managing editor of Time magazine, put it: "I'm opposed to the concept of industry-adopted rules and guidelines."
The American press is schooled to maintain independence and to brave criticism in the interest of the free flow of information. But too often these days we just look as if we're ignoring criticism in order to go on behaving shabbily. The result is erosion of the support that makes freedom of the press possible.

The public makes a simple bargain with the press: As long as you nurture rather than undermine democracy, we'll back you. Individually or collectively, we've got to uphold our end.

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You've put your finger on one of our most troubling questions, I believe. That is, we say we need to have a "full" sample of potential respondents for surveys, which would mean that while someone may choose not to participate in any given survey, they should be a possible respondent for some future survey. On the other hand, if someone REALLY NEVER wants to participate in a telephone survey, shouldn't we honor that request, either as inidividual companies or as the industry as a whole? Please help me resolve this dilemma, which is one that is becoming more and more problematic. Diane Bowers

-----Original Message-----
From: Voigt, Lynda <lvoigt@fhcrc.org>
To: 'aapornet@usc.edu' <aapornet@usc.edu>
Date: Wednesday, August 25, 1999 3:02 AM
Subject: question about calling people who say take me off your list

> What are the guidelines/law about calling people who say "don't call me again" or "take me off your list"? Are their phone numbers removed from
the list forever or is it for a specific period of time (1-2 years?)
>
>thanks!
>
>Lynda Voigt

Fred Hutchinson Cancer Research Center

Seattle, WA

>From dkb@casro.org Tue Aug 31 08:44:13 1999
Received: from mail.saturn5.net (mail.saturn5.net [207.122.105.6])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id IAA20428 for <aapornet@usc.edu>; Tue, 31 Aug 1999 08:44:11 -0700 (PDT)
Received: from diane ([207.122.105.204]) by mail.saturn5.net
    (Post.Office MTA v3.5.3 release 223 ID# 0-59533U600L2S100V35)
    with SMTP id for <aapornet@usc.edu>;
    Tue, 31 Aug 1999 11:41:04 -0400
Message-ID: <004301bef3c8$904e1e40$cc697acf@diane>
From: dkb@casro.org ((CASRO) Diane Bowers)
To: <aapornet@usc.edu>
Subject: Re: question about calling people who say take me off your list
Date: Tue, 31 Aug 1999 11:50:33 -0400
MIME-Version: 1.0
Content-Type: text/plain;
    charset="iso-8859-1"
Content-Transfer-Encoding: 7bit
X-Priority: 3
As far as the law goes (federal, that is), telemarketers are required to establish do-not-call lists and also to have a do-not-call policy in place. Legitimate survey researchers are specifically exempt from this federal law (some states have instituted similar laws governing telemarketing--so far survey research calls are totally exempt). Nevertheless, the industry on a company-by-company basis varies in how it handles this issue. Some companies keep a do-not-call list and try to delete numbers from their samples, but when they receive samples from clients of customers, often such sample can't be cleaned and those people could be contacted. Other research companies do not want to establish such a list because they believe that the number of permanent, hardcore refusers is so small that they can convert anyone into becoming a respondent based on the subject, the timing, the incentive, or other variables. So, my question still stands, how do we as an industry address this serious dilemma? Diane Bowers

-----Original Message-----
From: Richard Day <rday@mcs.net>
To: aapornet@usc.edu <aapornet@usc.edu>
Date: Wednesday, August 25, 1999 10:50 AM
Subject: Re: question about calling people who say take me off your list

>
>I strongly recommend that you contact CMOR or CASRO about your policy.
>
>Our policy is to immediately remove someone who requests not to be contacted. I also believe that survey sampling deletes the handful of
people who want to be removed. This makes good sense, shows respect for those who want to be removed and avoids potential legal costs.

At 10:36 AM 8/25/99 -0400, you wrote:

>> Telemarketing laws differ from those of survey research. As a matter of policy, we remove persons from a list to call for a specific project only. If we conduct another study, we make no attempt to "cleanse" the list of households who previously ask to be removed. So far, we have not had to test this legally.

>> Paul Braun
>> pbraun@braunresearch.com

>------Original Message------
>> From: Voigt, Lynda <lvoigt@fhcrc.org>
>> To: 'aapornet@usc.edu' <aapornet@usc.edu>
>> Date: Wednesday, August 25, 1999 3:04 AM
>> Subject: question about calling people who say take me off your list

>>>> What are the guidelines/law about calling people who say "don't call me again" or "take me off your list"? Are their phone numbers removed from the list forever or is it for a specific period of time (1-2 years?)

>>>>

>>>>thanks!

>>>>

>>>>Lynda Voigt
Thanks.

Date sent: Tue, 31 Aug 1999 09:32:51 -0400
Send reply to: aapornet@usc.edu
From: dkb@casro.org ((CASRO) Diane Bowers)
To: <aapornet@usc.edu>
Subject: Re: Calling times

With respect to research calling times, please keep in mind that our industry's public relations brochures (like CMOR's consumer brochure, as well as CASRO, MRA and others) state that researchers make calls between the hours of 9 and 9. It's a guideline we should all try to follow, unless we make specific appointments or other arrangements with respondents. See CMOR's web page for the complete text of the consumer brochure -- www.cmor.org. Diane Bowers

-----Original Message-----
From: sullivan@fsc-research.com <sullivan@fsc-research.com>
To: salm@ljs.com <salm@ljs.com>
Cc: aapornet@usc.edu <aapornet@usc.edu>
Date: Monday, August 23, 1999 3:07 PM
Subject: Calling times

The question really isn't whether it is against the law. The question is, is it a good research practice. I think the answer to that question is no.

There are norms governing the use of the telephone in American society that discourage making routine telephone calls to persons
after 9:00 pm. By calling people after this hour you risk higher non-compliance from those who feel you are invading their privacy. Because it is considered impolite to call after 9:00 pm for anything other than emergencies, calls after this hour will frighten some people. They will be asking the question "who could be calling at this hour?" When it turns out to be your interviewer, don't be surprised if people are bent out of shape. Finally, some people go to bed between 9:00 and 10:00 and your call may roust them from the early onset of sleep. Again, don't be surprised when people react very negatively to this eventuality.

Your respondents are right to question this practice. Do us all a favor in the business and stop doing this. It's no wonder people hate market researchers.

>From LPollack@psg.ucsf.edu Tue Aug 31 09:09:04 1999
Received: from psg.ucsf.edu (psg.ucsf.edu [128.218.6.65])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
   id JAA02257 for <aapornet@usc.edu>; Tue, 31 Aug 1999 09:08:54 -0700
(PDT)
From: LPollack@psg.ucsf.edu
Received: by psg.ucsf.edu with Internet Mail Service (5.0.1 458.49)
   id <RWT630J6>; Tue, 31 Aug 1999 09:09:09 -0700
Message-ID: <71364B64597CD211B02800A0C921A213CA31D8@psg.ucsf.edu>
To: aapornet@usc.edu
Subject: RE: question about calling people who say take me off your list
Date: Tue, 31 Aug 1999 09:09:06 -0700
X-Priority: 3
If you are maintaining a panel and a respondent asks to be removed from that panel, then by all means, remove them. However, the kind of research we do here (social/behavioral survey research), samples are generated through random selection of telephone numbers. Consequently, there is no ongoing panel from which the number may be permanently removed. Besides, random selection of telephone numbers makes it highly unlikely the same number will be called again. Furthermore, it is the INDIVIDUAL who wishes not to be called. The number of people eligible for interview in a household depends on the inclusion criteria for a given study. Often more than one individual in a household qualifies. The currently refusing individual may not be the person selected for interview the next go-around, and they should not be allowed to speak for all ADULTS in the household. As my boss is fond of pointing out, people have the right NOT to participate, but they also have the right TO participate. Make sure your refusal comes from the respondent and not the contact (obviously adults can refuse for minors). Finally, "never" is a really long time and blanket removal presumes omniscient knowledge of all future topics. Perhaps there is something they would want to answer questions about.

Lance M. Pollack
University of California, San Francisco
lpollack@psg.ucsf.edu
-----Original Message-----
From: dkb@casro.org [SMTP:dkb@casro.org]
Sent: Tuesday, August 31, 1999 8:51 AM
To: aapornet@usc.edu
Subject: Re: question about calling people who say take me off your list

As far as the law goes (federal, that is), telemarketers are required to establish do-not-call lists and also to have a do-not-call policy in place.

Legitimate survey researchers are specifically exempt from this federal law (some states have instituted similar laws governing telemarketing--so far survey research calls are totally exempt). Nevertheless, the industry on a company-by-company basis varies in how it handles this issues. Some companies keep a do-not-call list and try to delete numbers from their samples, but when they receive samples from clients of customers, often such sample can't be cleaned and those people could be contacted. Other research companies do not want to establish such a list because they believe that the number of permanent, hardcore refusers is so small that they can convert
anyone into becoming a respondent based on the subject, the
timing, the
incentive, or other variables. So, my question still stands, how do we as
an industry address this serious dilemma? Diane Bowers

-----Original Message-----
From: Richard Day <rday@mcs.net>
To: aapornet@usc.edu <aapornet@usc.edu>
Date: Wednesday, August 25, 1999 10:50 AM
Subject: Re: question about calling people who say take me off your list

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> Our policy is to immediately remove someone who requests not to be contacted. I also believe that survey sampling deletes the handful of people who want to be removed. This makes good sense, shows respect for those who want to be removed and avoids potential legal costs.
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If we conduct another study, we make no attempt to "cleanse" the list of households who previously ask to be removed. So far, we have not had to test this legally.

Paul Braun
pbraun@braunresearch.com

-----Original Message-----
From: Voigt, Lynda <lvoigt@frcrc.org>
To: 'aapornet@usc.edu' <aapornet@usc.edu>
Date: Wednesday, August 25, 1999 3:04 AM
Subject: question about calling people who say take me off your list

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thanks!

Lynda Voigt
Diane Bowers asks...
So, my question still stands, how do we as an industry address this serious dilemma?

In my opinion, we should honor the wishes of the hardcore refusers, but we as an industry should do two things:

1. We need to get some solid demographic data about this group to determine if they represent a meaningful segment of any relevant demographic segment. If we find that they are well distributed among all demographic groups, then removing them from the sample pool will not have much of an impact. But if we find they do have high incidence in specific demographic segments, then we need to find a way to get their input, or adjust for them.

2. We need to fund a highly visible marketing campaign that will convey the downside effect of refusing to participate. We need to make people aware that without their input, their needs will be not be considered in our research.

Richard Rands
CfMC

>From bthompson@directionsrsch.com Tue Aug 31 10:15:52 1999
Received: from proxy.directionsrsch.com (root@dri74.directionsrsch.com [206.112.196.74])
by usc.edu (8.8.8/8.8.8/usc) with ESMTP
id KAA12908 for <aapornet@usc.edu>; Tue, 31 Aug 1999 10:15:16 -0700 (PDT)
Received: from drione.directionsrsch.com (drione.directionsrsch.com [100.0.0.4])
Perhaps this sounds silly, but if we are dialing RDD, how can we collect "solid demographic data" about this group since they refuse to answer in the first place and usually all we have is a number?

Richard Rands <rrands@cfmc.com> on 08/31/99 12:20:52 PM

Please respond to aapornet@usc.edu
To: aapornet@usc.edu
cc: (bcc: Bill Thompson/DRI)

Subject: Re: question about calling people who say take me off your list

Diane Bowers asks...

>So, my question still stands, how do we as an industry address this serious dilemma? >

In my opinion, we should honor the wishes of the hardcore refusers, but we as an industry should do two things:

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Richard Rands
CfMC

>From slosh@garnet.acns.fsu.edu Tue Aug 31 10:26:18 1999
Received: from garnet.acns.fsu.edu (gmhub.acns.fsu.edu [146.201.2.30])
   by usc.edu (8.8.8/8.8.8/usc) with ESMTP
   id KAA23971 for <aapornet@usc.edu>; Tue, 31 Aug 1999 10:26:15 -0700
   (PDT)
Received: from garnet1.acns.fsu.edu (garnet1-fi.acns.fsu.edu
[192.168.197.1])
   by garnet.acns.fsu.edu (8.9.1/8.9.1) with ESMTP id NAA26796
   for <aapornet@usc.edu>; Tue, 31 Aug 1999 13:26:15 -0400
Received: from fsu.edu.fsu.edu (dial1097.acns.fsu.edu [146.201.36.233])
   by garnet1.acns.fsu.edu (8.9.1/8.9.1) with SMTP id NAA19264
   for <aapornet@usc.edu>; Tue, 31 Aug 1999 13:26:14 -0400
Date: Tue, 31 Aug 1999 13:26:14 -0400
Message-Id: <199908311726.NAA19264@garnet1.acns.fsu.edu>
X-Sender: slosh@garnet.acns.fsu.edu
X-Mailer: Windows Eudora Light Version 1.5.2
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: aapornet@usc.edu
From: Susan Losh <slosh@garnet.acns.fsu.edu>
Subject: Re: question about calling people who say take me off your list
I think we need to remember that individuals are more than the sum of their demographic parts. By all means we need to know if hard core refusals are disproportionately represented in certain strata. On the other hand, I like to know what else distinguishes them (e.g., recall the conservatism debate that wasn't), e.g., values, needs or even Zodiac sign, besides education, income, region, gender, etc.

Susan

If time were money, I’d be in debtor’s prison.

Susan Losh, PhD.
Department of Sociology
Florida State University
Tallahassee FL 32306-2270

PHONE 850-385-4266 Academic Year 1999-2000
  850-644-1753 Office
  850-644-6416 Sociology Office

slosh@garnet.acns.fsu.edu
FAX 850-644-6208
Bill Thompson astutely notes:

>Perhaps this sounds silly, but if we are dialing RDD, how can we collect
"solid
>demographic data" about this group since they refuse to answer in the first
>place and usually all we have is a number?
>
>
The way I would do it is to indicate that a requirement for putting a
hardcore contact on a "no-call" list, we need to have their mailing
address. That will give us a method for sending information about the
impact of refusing to respond, and possibly to get them to fill out a
survey. Also, there are reverse telephone directories, and there are
Internet people search engines.
We only need to get a statistical sampling of these people. And sure we won't know everything about them, but knowing where they fit demographically is better than nothing.

Richard Rands
CfMC

>From rmatovic@ssk.com Tue Aug 31 11:05:14 1999
Received: from ssk.com ([204.254.230.66])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id LAA19377 for <aapornet@usc.edu>; Tue, 31 Aug 1999 11:05:09 -0700
    (PDT)
Message-Id: <199908311805.LAA19377@usc.edu>
Received: from 204.254.230.80 by ssk.com
    with SMTP (QuickMail Pro Server for MacOS 1.1.2); 31-Aug-1999 14:15:02 -0500
Date: 31 Aug 99 14:05:38 -0400
From: Rebecca Matovic <rmatovic@ssk.com>
Subject: NYC job opening
To: aapornet <aapornet@usc.edu>
X-Mailer: QuickMail Pro 1.5.2 (Mac)
X-Priority: 3
MIME-Version: 1.0
Reply-To: Rebecca Matovic <rmatovic@ssk.com>
Content-Transfer-Encoding: quoted-printable
Content-Type: text/plain; charset="iso-8859-1"

    Reply to: NYC job opening
Please see description below (which, hopefully, won't be horribly mangled =
by e-mail) -- respond by e-mail to Rebecca Matovic: rmatovic@ssk.com.

Research Associate/Senior Associate

Job description:

Work as part of our internal research team on projects conducted in-house and also coordinating projects with outside vendors and freelancers.

Specific responsibilities will include a varying combination of:
=8A Work with field coordinator to set up qualitative projects
=8A Draft focus group and IDI guidelines
=8A Draft surveys
=8A Observe and take notes at interviews and from tapes
=8A Conduct some interviews
=8A Draft qualitative research reports/presentations
=8A Review quantitative data and draft reports/presentations
=8A Prepare client presentations

Job offers an opportunity to work on a wide variety of projects, variety, and room to grow in experience and level of responsibility

Desirable background:

=8A College degree =
=8A 2 =96 3 years experience (3 =96 5 years for Sr. Associate) at either a full-service research company or a corporate research department
=8A Familiarity with both quantitative and qualitative research methods
=8A Excellent writing skills
SS+K:

We are a young, rapidly growing communications firm providing advertising and public relations to a variety of corporate clients. Research is a central part of our process — we use it to develop communications strategies, pre-test messages and advertising and to monitor the results of our campaigns. We have a small internal research department that conducts some projects in-house and also work with leading full-service research firms on other projects. Our current clients include leaders in: telecommunications, financial services, automotive manufacturing, and fashion (as well as some international political and corporate clients)

Salary: TBD based on experience and salary history

>From beniger@rcf.usc.edu Tue Aug 31 11:14:48 1999

Received: from almaak.usc.edu (beniger@almaak.usc.edu [128.125.19.166])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id LAA25651 for <aapornet@usc.edu>; Tue, 31 Aug 1999 11:14:44 -0700 (PDT)

Received: from localhost (beniger@localhost)
    by almaak.usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id LAA27292 for <aapornet@usc.edu>; Tue, 31 Aug 1999 11:14:45 -0700 (PDT)

Date: Tue, 31 Aug 1999 11:14:45 -0700 (PDT)
From: James Beniger <beniger@rcf.usc.edu>
To: aapornet@usc.edu
I think Diane Bowers states the question quite nicely. My own view is that potential respondents have a legal right to refuse to answer my questions, but of course, but this right is certainly no stronger than my legal right to ask them. And I have the same legal right to ask again and again and again (short of criminal harassment), just as my potential respondents have the right to refuse me each time.

I also see these rights--to approach and to request--as similar in many ways to the rights, say, to speak out in public and to publish. The rights of panhandlers to solicit in public within reasonable limits, for example, have been upheld many times under various circumstances.

As a boy, I once volunteered for political campaign work which involved hanging printed materials from the front doorknob of each private house in various small towns. I learned then that although the rules governing such distribution of materials varied from town to town (with some requiring prior registration without fee, others requiring purchase of a license for a small handling fee, and still others requiring no notification at all), no town could legally ban the practice outright, nor charge prohibitive fees for licenses to do it.
We kids could not place materials in mailboxes, which law reserved as the exclusive channel of the U.S. Post Office into private homes. Nor could we climb walls, jump fences, or break through locked gates. But any door presenting itself for access to the public from a public street could be hung with non-damaging (to the material property) media of communication, by anyone obeying reasonable regulations established by the local government.

As I extrapolate this essential idea: If you do not wish to be telephoned randomly, by someone with legitimate business, and who speaks to you civilly, then do not have a telephone. One might argue that a telephone is essential in various emergencies, of course, but so too is a front door with access to a public street.

Although I think it is certainly good public relations to drop those who request to be dropped from all future surveys, and it might even save on collection costs, this also complicates sampling, not to mention calculations in analysis. It also begs a question, the answer to which I'm not sure we know: Do those who ask to be dropped from all surveys one day feel the same a week, a month, a year, or three years later?

That's a question I think it would be useful to answer; if no one has addressed it, I wish someone would.

It might not be such bad public relations, for example, for a market research or public opinion polling firm to make known that, after 18 months (let's say), all those who have asked to be dropped from surveys are reinstated in the firm's pool "because studies show that, after 18
months, more than half of all such people are again willing to participate."

Whether this be true or not, I do not know. But I think we all know that getting all eligible members of a particular population into the sampling pool used to study that population is very good for reasons of science, or at least makes the practice of that science much easier.

-- Jim

*****

On Tue, 31 Aug 1999, (CASRO) Diane Bowers wrote:

> You've put your finger on one of our most troubling questions, I believe.
> That is, we say we need to have a "full" sample of potential respondents for
> surveys, which would mean that while someone may choose not to participate
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> dilemma, which is one that is becoming more and more problematic. Diane
> Bowers
> -----Original Message-----
> From: Voigt, Lynda <lvoigt@fhcrc.org>
> To: 'aapornet@usc.edu' <aapornet@usc.edu>
> Date: Wednesday, August 25, 1999 3:02 AM
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> >>
> >>
> >>
> >>
> >>
> > Lynda Voigt
> >> Fred Hutchinson Cancer Research Center
> >> Seattle, WA
> >>
> >>
> >>
> >>
>

From jwerner@jwdp.com Tue Aug 31 11:42:37 1999
Received: from vger.vgernet.net (root@vgernet.net [205.219.186.1])
    by usc.edu (8.8.8/8.8.8/usc) with ESMTP
    id LAA15881 for <aapornet@usc.edu>; Tue, 31 Aug 1999 11:42:33 -0700
(PDT)
Received: from jwdp.com (plp27.vgernet.net [205.219.186.127])
    by vger.vgernet.net (8.8.8/8.8.5) with ESMTP id PAA02615
    for <aapornet@usc.edu>; Tue, 31 Aug 1999 15:26:37 -0400 (EDT)
Message-ID: <37CC224E.CCB8927E@jwdp.com>
Date: Tue, 31 Aug 1999 14:43:26 -0400
From: Jan Werner <jwerner@jwdp.com>
Today's NY Times Op Ed page has a piece titled "Malarkey in the Mailbox" by Amy Gajda (see below), comparing fund raising by political candidates to phony sweepstakes mailings. The example she quotes describes a phony survey sent by the Democratic National Committee, with a fund raising appeal "to cover the costs of the survey".

While I'm sure that AAPOR has complained many times in vain to the DNC and others about this kind of practice, it seems to me that this provides an opportunity for our president or standards chair to write a letter to the editor of the Times reiterating the polling industry's opposition to this kind of practice.

Jan Werner

__________________________

August 31, 1999

Malarkey in the Mailbox
HAMPAIGN, Ill. I had spent the better part of a day researching claims of fraud in sweepstakes mailings, the "You're America's next millionaire" kind of promise. It's a timely issue. Earlier this month, the Senate passed the Deceptive Mail Prevention and Enforcement Act, which is intended to stifle Ed McMahon's promises that the recipient of a fancy, personalized envelope is about to become the next Bill Gates.

And then the letter came. A "Priority Express-Priority Service" missive with two official-looking tracking codes and hand-scrawled notations. Someone with the initials "BC" had checked the "Priority Service" box. The envelope also contained a sober warning to the mail carrier: it was not to be forwarded unless we had filed an authorized change-of-address form.

Imagine my surprise when I looked at the return address and found not Ed McMahon's name, but President Clinton's.

Inside the envelope was a little survey booklet prepared just for us, imprinted with a special code number and our name. A note tucked inside from
the Democratic National Committee promised that our views on important issues would be shared directly with the President because he'd asked the D.N.C. to "reach out" to people like us. From the look of things, we'd be influencing policy. Indeed, the letter said we'd be "representing Champaign, Illinois."

Did I mention that we were asked to enclose an "urgent" contribution? The note said that the money and the survey were equally important, and asked us to return the survey and our check in the envelope provided. If we couldn't help with a more generous contribution, the D.N.C. asked us to send at least $10 to help defray the cost of processing our survey responses.

Well, well. Doesn't this solicitation sound a lot like what the Senate unanimously voted against earlier this month?

But that wasn't all. A few months ago, my 72-year-old mother-in-law received an envelope with a picture of the White House and this warning: "1999 Presidential Photo Enclosed. DO NOT BEND."

In it, she found a printed picture of the First Couple, dancing, with their signatures,
machine-inscribed to her. This seemingly handwritten note was wrapped in tissue paper: "The President and the First Lady want you to have this special photograph to thank you for your loyalty and support . . ."

The accompanying letter from the chairman of the D.N.C. told my mother-in-law -- now suddenly a "leader within [the] party" -- that he promised to tell the First Couple when she received her photo. So would she please take a moment to sign the "enclosed Delivery Confirmation Form"?

The form, of course, urged her to make a contribution. It had a membership number, a photo registration number and a request that she confirm her delivery by a certain date.

My mother-in-law didn’t fall for the ruse. But some people might well be convinced that the President was waiting to hear from them. Those people would want to contribute to keep the photos coming.

When senators passed the Deceptive Mail Act, they spoke out against such schemes, especially those aimed at senior citizens. But the senators did not mention that political parties send their own letters, seemingly intended to manipulate a
Those of you whose local newspaper carries "Peanuts" should take a look at today's strip.
Those of you who lack regular access to this wonderful fount of everyday wisdom should check their web site (http://www.unitedmedia.com/comics/peanuts/) next Tuesday, where the daily strips are posted after a week delay.

Jan Werner