==

Date: Wed, 28 Aug 2002 11:20:27 -0700

Sender: AAPORNET@ASU.EDU

From: Shapard Wolf <shap.wolf@ASU.EDU>

Subject: August 1999 archive - one BIG message

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 commecial 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@uci.edu <lrcohen@uci.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) 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. _____

>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,

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>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 fundemental 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;

3 Aug 99 09:40:41 -500

Date: Tue, 3 Aug 1999 09:34:42 -0400

Sender: DION HOEY <hoeyd@sunynassau.edu>

From: DION HOEY <hoeyd@sunynassau.edu>

To: aapornet@usc.edu

X-EXP32-SerialNo: 00002181

Subject: Can anyone help a student obtain classroom surveys

Mime-Version: 1.0

Content-Type: text/plain; charset="ISO-8859-1"

Content-Transfer-Encoding: 7BIT

X-Mailer: WebMail (Hydra) SMTP v3.50

Message-ID: <645D9E3649E@nov1.acs.sunynassau.edu>

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:

Prof. Patrick Hoey

Political Science

SUNY - Nassau Community College

Garden City, NY

HOEYD@SUNYNASSAU.EDU

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

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> Edith D. de Leeuw

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> | 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

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)

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.

And Bill Bradley remains himself as much a former Knick as a former U.S. Senator: I note that he has published four major books, two on politics ("The Fair Tax," 1982; "Time Present, Time Past," 1996) and two on basketball ("Life on the Run," 1976; "Values of the Game," 1998).

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:

>

>

>

> Pollsters Too Close to Their Data Dept.

>

>

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> championship, averaging 16.1 points a game and career-high 4.8 assists

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> Bradley and now occupy many positions of influence around New York

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> ("The Fair Tax," 1982; "Time Present, Time Past," 1996) and two on

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>

> Somebody please inform Kelly Anne Fitzpatrick, obviously a lifelong

> Yankees fan.

>

>   -- Jim

>

> *******

>

>

>

>

>From kneuman@cra.ca Wed Aug 4 12:47:17 1999

Received: from cclgroup.ca ([142.176.86.2])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id MAA27892 for <AAPORNET@VM.USC.EDU>; Wed, 4 Aug 1999 12:47:16 -0700

(PDT)

Message-id: <fc.000f7cf7001b4323000f7cf7001b4323.1b4346@cclgroup.ca>

Date: Wed, 04 Aug 1999 16:53:20 -0300

Subject: Measuring Satisfaction with Municipal Services

To: AAPORNET@VM.USC.EDU

From: kneuman@cra.ca (Keith Neuman)

MIME-Version: 1.0

Content-type: text/plain; charset=ISO-8859-1

Content-Transfer-Encoding: 8bit

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

>From dneuman@cctr.umkc.edu Wed Aug 4 13:42:31 1999

Received: from ns1.umkc.edu (ns1.umkc.edu [134.193.1.2])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id NAA17318 for <aapornet@usc.edu>; Wed, 4 Aug 1999 13:42:30 -0700

(PDT)

Received: from johncron (dialup4-7.umkc.edu [134.193.24.7])

At 04:53 PM 8/4/99 -0300, you wrote:

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>been

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>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

MORI in the UK (they have a website) has established citizens' panels for

the Blair government to evalute public services, an approach I have

concocted for clients in Canada, too. - Marc Zwelling/Vector Reseach +

Development Inc./Toronto Dale A. Neuman wrote:

>

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> >Halifax, Nova Scotia

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>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 mitofsky@mindspring.com Wed Aug 4 19:36:15 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 TAA14449 for <aapornet@usc.edu>; Wed, 4 Aug 1999 19:36:14 -0700

(PDT)

Received: from warrenmi (user-2ive0i4.dialup.mindspring.com [165.247.2.68])

    by smtp6.mindspring.com (8.8.5/8.8.5) with SMTP id WAA27797

    for <aapornet@usc.edu>; Wed, 4 Aug 1999 22:36:17 -0400 (EDT)

Message-Id: <4.1.19990804223415.009726c0@pop.mindspring.com>

X-Sender: mitofsky@pop.mindspring.com

X-Mailer: QUALCOMM Windows Eudora Pro Version 4.1

Date: Wed, 04 Aug 1999 22:36:02 -0400

To: aapornet@usc.edu

From: Warren Mitofsky <mitofsky@mindspring.com>

Subject: Stationary

In-Reply-To: <Pine.SOL.4.10.9907301101010.12477-100000@galaxian.rs.itd.u

 mich.edu>

Mime-Version: 1.0

Content-Type: text/plain; charset="iso-8859-1"

Content-Transfer-Encoding: quoted-printable

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=20

1 East 53rd Street - 5th Floor=20

New York, NY 10022=20

212 980-3031=A0=A0=A0=A0=20

212 980-3107 fax

e-mail: mitofsky@mindspring.com =20

>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-----

From: Keith Neuman <kneuman@cra.ca>

To: AAPORNET@usc.edu <AAPORNET@usc.edu>

Date: Wednesday, August 04, 1999 3:56 PM

Subject: Measuring Satisfaction with Municipal Services

>I am looking for examples or case studies of how survey research has

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>

>Keith Neuman

>Corporate Research Associates Inc.

>Halifax, Nova Scotia

>CANADA

>

>

>From dyaden19@idt.net Wed Aug 4 21:36:38 1999

Received: from u1.farm.idt.net (root@u1.farm.idt.net [169.132.8.10])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id VAA22862 for <aapornet@usc.edu>; Wed, 4 Aug 1999 21:36:30 -0700

(PDT)

>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)

Oregon is gearing up for a ballot measure against the death penalty. I'll

check here to see what has been done.

Janice Yaden

>From lee.giesbrecht@bts.gov Thu Aug 5 08:10:37 1999

Received: from proto.bts.gov (proto.bts.gov [204.152.44.10])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id IAA22550 for <aapornet@usc.edu>; Thu, 5 Aug 1999 08:10:22 -0700

(PDT)

Received: from inet.bts.gov (inet.bts.gov [204.152.44.12])

    by proto.bts.gov (8.9.1/8.9.1) with SMTP id LAA20927

    for <aapornet@usc.edu>; Thu, 5 Aug 1999 11:10:04 -0400 (EDT)

Received: from BTS-Message_Server by inet.bts.gov

    with Novell_GroupWise; Thu, 05 Aug 1999 11:06:11 -0400

Message-Id: <s7a97023.019@inet.bts.gov>

X-Mailer: Novell GroupWise 5.5

Date: Thu, 05 Aug 1999 11:05:43 -0400

From: "Lee giesbrecht" <lee.giesbrecht@bts.gov>

To: <SRMSNET@UMDD.UMD.EDU>, <aapornet@usc.edu>

Cc: <ajr_tuti@hotmail.com>, "Ashish Sen" <ASen@inet.bts.gov>,

    "David Banks" <DBanks@inet.bts.gov>,

Subject: Methods for Conducting Surveys of Rare Events?

Mime-Version: 1.0

Content-Type: text/plain; charset=US-ASCII

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 distributio=
ns 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 its just one on where to look.

Thank you in advance for your help,

Lee Giesbrecht

Bureau of Transportation Statistics (www.bts.gov)

Room 3430, K-20

400 Seventh Street, SW

Washington, DC 20590

(202) 366-0649

(202) 366-3640 FAX

lee.giesbrecht@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: <NCBBKJCJKFIDCKOFNAEECEOLCHAA.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, Univeristy 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

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

>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])

by usc.edu (8.8.8/8.8.8/usc) with ESMTP

id GAA22580 for <aapornet@usc.edu>; Mon, 9 Aug 1999 06:04:32 -0700

(PDT)

Received: from nittany.uchicago.edu (nittany.uchicago.edu [128.135.45.8])

by allman.src.uchicago.edu (8.9.3/8.9.3) with ESMTP id IAA00531

for <aapornet@usc.edu>; Mon, 9 Aug 1999 08:04:31 -0500

Received: (from abcgss1@localhost)

by nittany.uchicago.edu (8.8.5/8.8.5) id IAA18962

for aapornet@usc.edu; Mon, 9 Aug 1999 08:04:31 -0500 (CDT)

Date: Mon, 9 Aug 1999 08:04:31 -0500 (CDT)

From: "Tom_W. Smith" <abcgss1@nittany.uchicago.edu>

Message-Id: <199908091304.IAA18962@nittany.uchicago.edu>

To: aapornet@usc.edu

Subject: standards

The AAPOR Code already has several provisions that the "poll" you describes

appears to violate. For example IID.2 states

 [A [A [B [A [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C

 [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C

[C [C [C [C [C [C [C [C [C [C [C [C [C [C [C [C 1 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

so.

>From beniger@rcf.usc.edu Mon Aug 9 07:24:49 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 HAA04532 for <aapornet@usc.edu>; Mon, 9 Aug 1999 07:24:48 -0700

(PDT)

Received: from localhost (beniger@localhost)

    by almaak.usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id HAA25772 for <aapornet@usc.edu>; Mon, 9 Aug 1999 07:24:48 -0700

(PDT)

Date: Mon, 9 Aug 1999 07:24:48 -0700 (PDT)

From: James Beniger <beniger@rcf.usc.edu>

To: AAPORNET <aapornet@usc.edu>

Subject: Reissued Data Availability Announcement (fwd)

Message-ID: <Pine.GSO.4.10.9908090722450.24081-100000@almaak.usc.edu>

MIME-Version: 1.0

Content-Type: TEXT/PLAIN; charset=US-ASCII

---------- Forwarded message ----------

Date: Mon, 9 Aug 1999 08:40:14 +0000

From: Lu Chou <luchou@dpls.dacc.wisc.edu>

Subject: Reissued Data Availability Announcement

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

3308 Social Science Building

1180 Observatory Drive

University of Wisconsin

Madison, WI 53706

phone: 608-262-0750 fax: 608-262-9711

****

>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

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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.

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Timothy Noah writes about politics for Slate and

for George magazine.

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this format, some or all of this message may not be legible.

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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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------_=_NextPart_000_01BEE281.C06890C0--

>From jballou@rci.rutgers.edu Mon Aug 9 09:41:42 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 JAA12084 for <aapornet@usc.edu>; Mon, 9 Aug 1999 09:41:41 -0700

(PDT)

Received: (qmail 21838 invoked by alias); 9 Aug 1999 16:41:40 -0000

Received: (qmail 21817 invoked from network); 9 Aug 1999 16:41:38 -0000

Received: from the-network-asy-38.rutgers.edu (HELO rci.rutgers.edu)

(128.6.248.38)

  by gehenna1.rutgers.edu with SMTP; 9 Aug 1999 16:41:38 -0000

Message-ID: <37AF0373.8F72AC2C@rci.rutgers.edu>

Date: Mon, 09 Aug 1999 12:36:03 -0400

From: Janice Ballou <jballou@rci.rutgers.edu>

X-Mailer: Mozilla 4.08 [en] (Win95; U)

MIME-Version: 1.0

To: aapornet@usc.edu

Subject: Re: NYC-based jobs available (entry-level)

References: <017480CB593ED111B05D0060B0571CFE396CE0@nts_1.vnsusa.org>

Content-Type: text/plain; charset=us-ascii

Content-Transfer-Encoding: 7bit

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.

>

> 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

>

>

> --

> --

>

>   Name: aapor-net listing.doc

>   aapor-net listing.doc   Type: Winword File (application/msword)

>   Encoding: base64

>From rday@mcs.net Mon Aug 9 11:09:34 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 LAA23286 for <aapornet@usc.edu>; Mon, 9 Aug 1999 11:09:31 -0700

(PDT)

Received: from gopher (P37-Chi-Dial-7.pool.mcs.net [205.253.225.165]) by

Mailbox.mcs.net (8.9.3/8.8.2) with SMTP id NAA08121 for <aapornet@usc.edu>;

Mon, 9 Aug 1999 13:06:45 -0500 (CDT)

Message-Id: <3.0.2.32.19990809130234.0072b5fc@popmail.mcs.net>

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

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 LAA29714 for <aapornet@usc.edu>; Mon, 9 Aug 1999 11:26:47 -0700

(PDT)

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    by smtp6.mindspring.com (8.8.5/8.8.5) with SMTP id OAA15104

    for <aapornet@usc.edu>; Mon, 9 Aug 1999 14:26:51 -0400 (EDT)

Reply-To: <mitchell@earinc.net>

From: "John Mitchell" <mitchell@earinc.net>

To: <aapornet@usc.edu>

Subject: RE: TWO CHICAGO AREA JOB OPPORTUNITIES

Date: Mon, 9 Aug 1999 14:32:30 -0400

Message-ID: <003f01bee295$8adc4b10$0d4992a8@ntwear02>

MIME-Version: 1.0

Content-Type: text/plain;

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Content-Transfer-Encoding: 7bit

X-Priority: 1 (Highest)

X-MSMail-Priority: High

X-Mailer: Microsoft Outlook 8.5, Build 4.71.2173.0

X-MimeOLE: Produced By Microsoft MimeOLE V4.72.2106.4

In-Reply-To: <3.0.2.32.19990809130234.0072b5fc@popmail.mcs.net>

"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

Richard Day

Sent: Monday, August 09, 1999 2:03 PM

To: aapornet@usc.edu

Subject: TWO CHICAGO AREA JOB OPPORTUNITIES

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Evanston, IL 60201

E-mail: RDR@mcs.com   web site RDRESEARCH.COM

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f/l;antapps/office/apps/resast98

>From beniger@rcf.usc.edu Tue Aug 10 08:14:33 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 IAA28898 for <aapornet@usc.edu>; Tue, 10 Aug 1999 08:14:33 -0700

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
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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.

_____

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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."

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

http://chronicle.com/daily/99/08/99081001n.htm

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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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>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

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(PDT)

Received: from michael.tdl.com (tdl-dyn209.tdl.com [205.162.12.209])

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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.

>

>

> Folks,

>

> As some of you must already know, a major power struggle is currently

> in progress within the American Sociological Association over the

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>   Copyright 1999 by The Chronicle of Higher Education

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>

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> By D.W. MILLER

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> 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."

>

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

> http://chronicle.com/daily/99/08/99081001n.htm

>

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>

> 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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>

>From jtyoung@hsph.harvard.edu Tue Aug 10 14:06:07 1999

Received: from hsph.harvard.edu (hsph.harvard.edu [128.103.75.21])

     by usc.edu (8.8.8/8.8.8/usc) with ESMTP

     id OAA04380 for <aapornet@usc.edu>; Tue, 10 Aug 1999 14:06:06 -0700

(PDT)

 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

list:

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>

MIME-Version: 1.0

Content-Type: TEXT/PLAIN; charset=US-ASCII

---------- Forwarded message ----------

Date: Thu, 12 Aug 1999 22:39:56 +0300

From: "Natalia Kharchenko (KIIS)" <etpsa@carrier.kiev.ua>

Subject: Omnibus-survey (KIIS)

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 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 HAA29366 for <aapornet@usc.edu>; Fri, 13 Aug 1999 07:50:27 -0700

(PDT)

Received: from default ([12.75.221.99]) by mtiwmhc03.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

X-Mailer: Windows Eudora Light Version 3.0.1 (32)

Date: Fri, 13 Aug 1999 09:49:30 -0400

To: AAPORNET <aapornet@usc.edu>

From: Jim Wolf <Jim-Wolf@worldnet.att.net>

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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

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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 ELIGTW@osd.pentagon.mil Fri Aug 13 08:00:16 1999

Received: from ddsmttayz003.sam.pentagon.mil (ddsmttayz003.sam.pentagon.mil

[140.185.1.132])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id IAA02841 for <aapornet@usc.edu>; Fri, 13 Aug 1999 08:00:15 -0700

(PDT)

Received: by ddsmttayz003 with Internet Mail Service (5.5.2448.0)

    id <Q57RRTSR>; Fri, 13 Aug 1999 11:00:56 -0400

Message-ID:

<91EE98CFD032D211B85600805FBBC024515B48@DDSMTTAYZ066.dmdc.osd.mil>

From: "Elig, Tim W.,,DMDCEAST" <ELIGTW@osd.pentagon.mil>

To: "'AAPORNET'" <aapornet@usc.edu>

Subject: Positions available, Arlington VA, Defense Manpower Data Center (

    DMDC)

Date: Fri, 13 Aug 1999 10:57:40 -0400

X-Mailer: Internet Mail Service (5.5.2448.0)

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: <NCBBKJCJKFIDCKOFNAEEIECPCIAA.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.

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

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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

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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.

Ashley Grosse

1/4 Choctaw Indian

At 09:49 AM 8/13/99 , you wrote:

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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

****

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

****

>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?

Should we be asking "how much" of an Am. Indian one is as well as what Tribe they belong to? That sounds a bit intrusive.

Ashley Grosse <agrosse@umich.edu> on 08/13/99 11:13:29 AM

Please respond to aapornet@usc.edu

To: aapornet@usc.edu

cc: (bcc: Bill Thompson/DRI)

Subject: demographic explosion

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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

****

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

****

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 operatinig 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

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

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>

>Ashley Grosse

>1/4 Choctaw Indian

>

>

>

>

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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 <aapornet@usc.edu>; Fri, 13 Aug 1999 09:04:25 -0700

(PDT)

Maybe it is getting fashionable to claim to be American Indian. Remember

Bill

Clinton has done so. Harry O'Neill

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

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?

Should we be asking "how much" of an Am. Indian one is as well as what Tribe

they belong to? That sounds a bit intrusive.

Ashley Grosse <agrosse@umich.edu> on 08/13/99 11:13:29 AM

Please respond to aapornet@usc.edu

To: aapornet@usc.edu

cc: (bcc: Bill Thompson/DRI)

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

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1/4 Choctaw Indian

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****

>From penaloza@WSRL.CEE.UWEX.EDU Fri Aug 13 09:23:24 1999

Received: from smtphost.uwex.edu (smtphost.uwex.edu [144.92.126.17])

   by usc.edu (8.8.8/8.8.8/usc) with ESMTP

   id JAA14731 for <aapornet@usc.edu>; Fri, 13 Aug 1999 09:23:21 -0700

(PDT)

Received: from wsrl.cee.uwex.edu ([144.92.88.146])

   by smtphost.uwex.edu (8.8.7/8.8.7) with ESMTP id LAA26202

   for <aapornet@usc.edu>; Fri, 13 Aug 1999 11:23:20 -0500

Received: from CONT_ED_2/SpoolDir by wsrl.cee.uwex.edu (Mercury 1.40);

   13 Aug 99 11:23:22 -0600

Received: from SpoolDir by CONT_ED_2 (Mercury 1.40); 13 Aug 99 11:22:57

-0600

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

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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

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> -----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

>

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> Indianapolis, IN 46220-1768

>

>From hcmresch@erols.com Fri Aug 13 10:06:31 1999

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.

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 markeing.

Scott McBride

Hollander Cohen & McBride

Eduardo Antonio Galvan wrote:

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> > 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 consmption" 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 >>>

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Is this an omnibus survey? If there are other questions on the survey I =

wanted to suggest separating out the "cultural consmption" 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

>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?

>   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.

>

> 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 mark@bisconti.com Fri Aug 13 12:12:45 1999

Received: from pivot.healthnotes.com ([209.3.111.158])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id MAA17007 for <aapornet@usc.edu>; Fri, 13 Aug 1999 12:12:12 -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 QMWFGGPR; Fri, 13 Aug 1999 15:10:34 -0400

From: "Mark Richards" <mark@bisconti.com>

To: <aapornet@usc.edu>

Subject: RE: Survey Research as Villain

Date: Fri, 13 Aug 1999 14:54:23 -0400

Message-ID: <NCBBKJCJKFIDCKOFNAEEOEDFCIAA.mark@bisconti.com>

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 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:

http://chronicle.com/daily/99/08/99081001n.htm

_____

You may visit The Chronicle as follows:

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

  * via telnet at chronicle.com

_____

_____

****

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

smap (4.1)

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

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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> > 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

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

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> > First, our survey in Kentucky has had an incredible increase in the

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> > 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.

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> > the new multiple choice method.

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> > 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: "Michael P. Cohen" <mcohen@inet.ed.gov>

To: AAPORNET <aapornet@usc.edu>

Subject: Re: New Federal Race Categories

In-Reply-To: <Pine.GSO.4.10.9908131159070.23143-100000@almaak.usc.edu>

Message-ID: <Pine.GSO.4.10.9908131653190.24202-100000@inet.ed.gov>

MIME-Version: 1.0

Content-Type: TEXT/PLAIN; charset=US-ASCII

On Fri, 13 Aug 1999, James Beniger wrote:

>

> 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.

_____

Michael P. Cohen   phone 202-219-1917

National Center for Education Statistics   fax   202-219-1736

555 New Jersey Avenue NW #402   Internet mcohen@inet.ed.gov

Washington DC 20208-5654 USA

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)?

>

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

>

> 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

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 IAA25337 for <aapornet@usc.edu>; Sat, 14 Aug 1999 08:45:22 -0700

(PDT)

Received: from mcs.net (P27-Chi-Dial-4.pool.mcs.net [205.253.224.219]) by

Kitten.mcs.com (8.8.7/8.8.2) with ESMTP id KAA07930 for <aapornet@usc.edu>;

Sat, 14 Aug 1999 10:45:19 -0500 (CDT)

Message-ID: <37B548B2.51CD38F1@mcs.net>

Date: Sat, 14 Aug 1999 10:45:12 +0000

From: Nick Panagakis <mkshares@mcs.net>

X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)

X-Accept-Language: en

MIME-Version: 1.0

To: aapornet@usc.edu

Subject: Tele-Marketing

Content-Type: multipart/alternative;

boundary="------------8630B9E112B13105F84A3E74"

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

Content-Type: text/plain; charset=us-ascii; x-mac-type="54455854";

x-mac-creator="4D4F5353"

Content-Transfer-Encoding: 7bit

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 outboound 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)

>

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

Content-Type: text/html; charset=us-ascii

Content-Transfer-Encoding: 7bit

<!doctype html public "-//w3c//dtd html 4.0 transitional//en"> <html>

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. <p>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 outboound callers number about 2 million.) <p>Question.... <p>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. <blockquote TYPE=CITE>
<pre>

     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)</pre> </blockquote>

 </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

 <A HREF="aol://4344:3167.cbsmedia.21059179.618964707">Click here: CBS</A>

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:

http://db.cbs.com/prd1/now/template.display?p_story=175991&p_who=network

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:

_____

__

        Copyright 1999, CBS Worldwide Inc., All Rights Reserved.

_____

__

    http://db.cbs.com/prd1/now/template.display?p_story=175991&p_who=network

    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

_____

__

   Now (8/1-3/99)   41%

   6/98   30%

_____

__

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

_____

—

Over $75,000 75% 25

Under $15,000   24% 76

_____

—

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.

INTERNET ACCESS BY EDUCATION

_____

—

                Yes   No

_____

—

Post-Graduate Education   78% 22

High School or Less   13% 87

_____

—

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

_____
__

	Yes	No

_____
__

| Male | 53% | 47 |
| Female | 47% | 53 |

_____
__

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

_____

—

	Liberal	Moderate	Conservative
Republicans with Access	17%	45	37
Republicans without Access	8%	28	59
Democrats with Access	31%	55	12
Democrats without Access	30%	40	24
Independents with Access	26%	39	24
Independents without Access	24%	34	34

—

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.

_____

—

_____

—

****

>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

rmr@rollerresearch.com

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 out 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

>From mkshares@mcs.net Mon Aug 16 06:58:08 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 GAA10855 for <aapornet@usc.edu>; Mon, 16 Aug 1999 06:58:07 -0700

(PDT)

Received: from mcs.net (P29-Chi-Dial-4.pool.mcs.net [205.253.224.221]) by

Kitten.mcs.com (8.8.7/8.8.2) with ESMTP id IAA16990 for <aapornet@usc.edu>;

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.

>

> 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

> 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

(PDT)

Received: from ACP-Message_Server by acpgate.acp.org

    with Novell_GroupWise; Mon, 16 Aug 1999 10:14:25 -0400

Message-Id: <s7b7e481.020@acpgate.acp.org>

X-Mailer: Novell GroupWise 5.2

Date: Mon, 16 Aug 1999 10:14:20 -0400

From: "Roman Czujko" <rczujko@aip.org>

To: aapornet@usc.edu

Subject: Fwd: FYI #121 - New OMB Data Regulation

Mime-Version: 1.0

Content-Type: multipart/mixed; boundary="=_2A7CA8D1.47264786"

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.

--=_2A7CA8D1.47264786

Content-Type: text/plain; charset=US-ASCII

Content-Disposition: inline

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

--=_2A7CA8D1.47264786

Content-Type: message/rfc822

Received: from pinet.aip.org

    ([192.58.150.10])

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 researching 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 .

###############

Audrey T. Leath

Public Information Division

The American Institute of Physics

fyi@aip.org

(301) 209-3094

http://www.aip.org/enews/fyi/

##END##########

X-Mailer: Internet Mail Service (5.5.2448.0)

Content-Type: text/plain;

    charset="iso-8859-1"

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>;

Mon, 16 Aug 1999 16:13:44 +0000

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

Content-Type: text/plain;

   charset=us-ascii

Content-Disposition: inline

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

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

DIRECT: (949) 370-6331

FAX: (949) 824-8762

>From mark@bisconti.com Tue Aug 17 08:23:19 1999

Received: from pivot.healthnotes.com ([209.3.111.158])

   by usc.edu (8.8.8/8.8.8/usc) with ESMTP

   id IAA13103 for <aapornet@usc.edu>; Tue, 17 Aug 1999 08:23:16 -0700

(PDT)

Received: from markbri (ip12.washington13.dc.pub-ip.psi.net [38.30.214.12])

by pivot.healthnotes.com with SMTP (Microsoft Exchange Internet Mail Service

Version 5.5.2232.9)

   id QMWFGH31; Tue, 17 Aug 1999 11:23:07 -0400

From: "Mark Richards" <mark@bisconti.com>

To: "AAPORNET" <aapornet@usc.edu>

Subject: Dear Survey Research Professors

Date: Tue, 17 Aug 1999 11:06:48 -0400

Message-ID: <NCBBKJCJKFIDCKOFNAEEGEEJCIAA.mark@bisconti.com>

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 IMO, Build 9.0.2416 (9.0.2910.0)

X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2314.1300

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

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

<!doctype html public "-//w3c//dtd html 4.0 transitional//en"> <html> Hi Mark Richards, you asked about texts on surveys by telephone. Here are some suggestions, but I can't think of any across cultures. <p>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: <p>James H. Frey, <u>Survey Research by Telephone</u>, 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 <u>Polling and the Public</u> 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. <p>Herbert Weisberg, Jon Krosnick and Bruce Bowen, <u>An Introduction to Survey Research, Polling and Data Analysis. , </u>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. <p>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. <p>Good luck. <p>If you want to contact me about further items, let me know at <p>ebeling@mail.csuchico.edu

<u></u> <p>Mark Richards wrote: <blockquote TYPE=CITE>and others familiar with recent survey research texts: <p>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.) <p>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. <p>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). <p>Send your best picks, I'll tab and share. <p>cheers, Mark Richards, mark@bisconti.com</blockquote> </html>

--------------89B567CECAA528B27832976C--

>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

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

>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 Annoucement: UIC Survey Research Lab

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.

#

>From jparsons@SRL.UIC.EDU Tue Aug 17 14:16:43 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 OAA15013 for <aapornet@usc.edu>; Tue, 17 Aug 1999 14:16:42 -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 QAA03521

    for <aapornet@usc.edu>; Tue, 17 Aug 1999 16:14:40 -0500 (CDT)

Received: from main-Message_Server by SRL.UIC.EDU

    with Novell_GroupWise; Tue, 17 Aug 1999 16:15:41 -0500

Message-Id: <s7b98aad.002@SRL.UIC.EDU>

X-Mailer: Novell GroupWise 4.1

Date: Tue, 17 Aug 1999 16:16:06 -0500

From: Jennifer Parsons <jparsons@SRL.UIC.EDU>

To: aapornet@usc.edu

Subject: Data Reduction Coordinator Position Opening

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?

>From scottb@vms.cis.pitt.edu Wed Aug 18 08:24:04 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 IAA18903 for <aapornet@usc.edu>; Wed, 18 Aug 1999 08:24:03 -0700

(PDT)

Received: from beach.ucsur.pitt.edu (beach.ucsur.pitt.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 <LAA14020@post-ofc05.srv.cis.pitt.edu> for <aapornet@usc.edu>;

Wed, 18 Aug 1999 11:22:52 -0400 (EDT)

Received: by localhost with Microsoft MAPI; Wed, 18 Aug 1999 11:27:19 -0400

Message-ID: <01BEE96C.A1D3BAA0.scottb@vms.cis.pitt.edu>

From: Scott Beach <scottb@vms.cis.pitt.edu>

To: "'aapornet@usc.edu'" <aapornet@usc.edu>

Subject: FW: job descrip

Date: Wed, 18 Aug 1999 11:27:18 -0400

X-Mailer: Microsoft Internet E-mail/MAPI - 8.0.0.4211

From: Steven Manners[SMTP:manners@pop.pitt.edu]

Reply To: manners@vms.cis.pitt.edu

Sent: Wednesday, August 18, 1999 7:20 AM

To: scottb+@pitt.edu

Subject: job descrip

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 d 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 employe

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 jects.

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

University of Pittsburgh

Pittsburgh, PA 15260

Phone: 412-624-3889 Fax: 412-624-4810

EMAIL: manners+@pitt.edu

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Manage field staff, hire and train field supervisors and

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codebooks, coding guides and survey fieldwork reports. Incumbent is

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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 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.

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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

>From link@rti.org Wed Aug 18 08:53:50 1999

Received: from rtints26.rti.org (rtints26.rti.org [152.5.128.111])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id IAA02861 for <aapornet@usc.edu>; Wed, 18 Aug 1999 08:53:49 -0700

(PDT)

Received: by rtints26.rti.org with Internet Mail Service (5.5.2448.0)

    id <P9J47WJW>; Wed, 18 Aug 1999 11:53:19 -0400

Message-ID: <89FDB122A0E0D2118D2E0090273FA8C5F0B2B7@rtints26.rti.org>

From: "Link, Michael" <link@rti.org>

To: "'aapornet@usc.edu'" <aapornet@usc.edu>

Subject: Telephone Center Manager Postion

Date: Wed, 18 Aug 1999 11:53:17 -0400

MIME-Version: 1.0

X-Mailer: Internet Mail Service (5.5.2448.0)

Content-Type: text/plain;

    charset="iso-8859-1"

Please forward all inquiries to: Ward Sax wsax@rti.org

> Position Title: Telephone Center Manager

> Company: Research Triangle Institute

> Contact: Ward Sax

> Email: wsax@rti.org

> Phone Number: 919.541.7288

> Fax Number: 919.541.1261

> Posting Close: September 15, 1999

>

> 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.

>

> --

> ----

> --

>

> 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

(PDT)

Date: Wed, 18 Aug 1999 09:05:43 -0700 (PDT)

From: James Beniger <beniger@rcf.usc.edu>

To: AAPORNET <aapornet@usc.edu>

Subject: NTIS is No More

Message-ID: <Pine.GSO.4.10.9908180822400.11718-100000@almaak.usc.edu>

MIME-Version: 1.0

Content-Type: TEXT/PLAIN; charset=X-UNKNOWN

Content-Transfer-Encoding: 8BIT

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.

****

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 raed as Salant & Dillman.

I advise graduate students who do not know a thing about surveys, and want to raed upon it. Start with Salant & Dillman, follwo up with Czaja & Blair and when you have to amke a questionnaire, end withFowler (1995) Improving survey questions; design & evalauation, 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

>

>

 ==

| Dr. Edith D. de Leeuw, MethodikA Amsterdam |

|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 |

 ==

      In God We Trust

          Everyone Else Should Bring DATA

>From salant@wsu.edu Thu Aug 19 07:28:37 1999

Received: from cheetah.it.wsu.edu (root@cheetah.it.wsu.edu [134.121.1.8])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id HAA01251 for <aapornet@usc.edu>; Thu, 19 Aug 1999 07:28:36 -0700

(PDT)

Received: from agec12.cahe.wsu.edu (agec12.cahe.wsu.edu [134.121.86.82])

    by cheetah.it.wsu.edu (8.9.3/8.9.3) with SMTP id HAA28583

    for <aapornet@usc.edu>; Thu, 19 Aug 1999 07:28:34 -0700 (PDT)

Message-Id: <2.2.32.19990819142944.006ea524@mail.wsu.edu>

X-Sender: salant@mail.wsu.edu

X-Mailer: Windows Eudora Pro Version 2.2 (32)

Mime-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

Date: Thu, 19 Aug 1999 07:29:44 -0700

To: aapornet@usc.edu

From: Priscilla Salant <salant@wsu.edu>

Subject: Re: Dear Survey Research Professors

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

>From salant@wsu.edu Thu Aug 19 07:34:11 1999

Received: from cheetah.it.wsu.edu (root@cheetah.it.wsu.edu [134.121.1.8])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id HAA02962 for <aapornet@usc.edu>; Thu, 19 Aug 1999 07:34:09 -0700

(PDT)

Received: from agec12.cahe.wsu.edu (agec12.cahe.wsu.edu [134.121.86.82])

    by cheetah.it.wsu.edu (8.9.3/8.9.3) with SMTP id HAA30525

    for <aapornet@usc.edu>; Thu, 19 Aug 1999 07:34:08 -0700 (PDT)

Message-Id: <2.2.32.19990819143518.006e3304@mail.wsu.edu>

X-Sender: salant@mail.wsu.edu

X-Mailer: Windows Eudora Pro Version 2.2 (32)

Mime-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

Date: Thu, 19 Aug 1999 07:35:18 -0700

To: aapornet@usc.edu

From: Priscilla Salant <salant@wsu.edu>

Subject: Apologies

I know better. Sorry.

Priscilla Salant

Department of Agricultural Economics

Washington State University

Pullman, WA 99164-6210

(509) 335-7613

(509) 335-1173 FAX

>From arobbin@mailer.fsu.edu Thu Aug 19 08:41:19 1999

Received: from mailer.fsu.edu (mailer.fsu.edu [128.186.6.122])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id IAA25759 for <aapornet@usc.edu>; Thu, 19 Aug 1999 08:41:17 -0700

(PDT)

Received: from localhost (arobbin@localhost)

    by mailer.fsu.edu (8.9.3/8.9.3) with ESMTP id LAA14469

    for <aapornet@usc.edu>; Thu, 19 Aug 1999 11:40:57 -0400 (EDT)

Date: Thu, 19 Aug 1999 11:40:57 -0400 (EDT)

From: ALICE R ROBBIN <arobbin@mailer.fsu.edu>

To: aapornet@usc.edu

Subject: Re: Dear Survey Research Professors

In-Reply-To: <2.2.32.19990819142944.006ea524@mail.wsu.edu>

Message-ID: <Pine.GSO.4.05.9908191140390.13952-100000@mailer.fsu.edu>

MIME-Version: 1.0

Content-Type: TEXT/PLAIN; charset=US-ASCII

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)

Paul J. Lavrakas. Telephone Survey Methods : Sampling, Selection, and Supervision (Applied Social Research Methods, Vol 7) 2nd edition Vol 007, Sage Publications, July 1993. (3 mentions)

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

Floyd J. Fowler. Survey Research Methods (Applied Social Research Methods Series, Vol 1) 2nd edition, Sage Publications, January 1993. (2 mentions)

James H. Frey, Survey Research by Telephone (Sage Library of Social Research 150), Sage Publishers. 2nd edition, Sage Publications, August 1989.

Herbert Asher. Polling and the Public : What Every Citizen Should Know 4th edition, Congressional Quarterly Books (Sd), February 1998.

Herbert F. Weisberg, Jon A. Krosnick and Bruce D. Bowen, An Introduction to Survey Research, Polling, and Data Analysis 3rd edition, Sage Publications, July 1996.

Celinda Lake, Pat Harper: Public Opinion Polling: A Handbook for Public Interest and Citizen Advocacy Groups; Island Press, April 1987.

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

Ronald Czaja, Johnny Blair: Designing Surveys: A Guide to Decisions and Procedures (The Pine Forge Press Series in Research Methods and Statistics), Pine Forge Press, April 1995.

Introduction to Survey Sampling, Sage Publications; October 1983.

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

Cheers, Mark Richards

>From beniger@rcf.usc.edu Fri Aug 20 07:35:27 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 HAA03332 for <aapornet@usc.edu>; Fri, 20 Aug 1999 07:35:26 -0700
(PDT)

---------- Forwarded message ----------

Date: 19 Aug 99 15:18:06 -0400

From: PovertyNet Web Site - The World Bank <PovertyNet@forumone.com>

To: beniger@rcf.usc.edu

Subject: New Poverty Monitoring Database

================================

I. New Poverty Monitoring Database

================================

Check out the new Poverty Monitoring Database at

http://www.worldbank.org/poverty/data/povmon.htm

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.

3. Poverty Assessment Summaries: summaries of all poverty assessments conducted by the World Bank since 1993.

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

****

>From jwerner@jwdp.com Fri Aug 20 08:07:20 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 IAA11810 for <aapornet@usc.edu>; Fri, 20 Aug 1999 08:07:18 -0700

(PDT)

Received: from jwdp.com (plp42.vgernet.net [205.219.186.142])

    by vger.vgernet.net (8.8.8/8.8.5) with ESMTP id LAA16967

    for <aapornet@usc.edu>; Fri, 20 Aug 1999 11:37:25 -0400 (EDT)

Message-ID: <37BD6F59.77BC3050@jwdp.com>

Date: Fri, 20 Aug 1999 11:08:09 -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: aapornet@usc.edu

Subject: Re: FW: PC Ownership Doubles While Home Use Stagnates

References: <411EA40BC162D211B92B0008C7B1D2B3B156B0@arbmdex.arbitron.com>

<377C74AE.12D6E6D3@mcs.net>

Content-Type: text/plain; charset=iso-8859-1

Content-Transfer-Encoding: 8bit

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

> > > Subject: RE: PC Ownership Doubles While Home Use Stagnates

> > >

> > >

> > > 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.

> > >

> > > r

> > >

> > >

> > >

> > > > -----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???

> > > >

> > > >

> > > > Jacquie

> > > >

> > >

> > ==

> > =

> >

> > > > Market Probe, Inc. - PMB #635, 915-C W Foothill Blvd,

> > > Claremont, CA

> > > > 91711-3356

> > > > Phone: 909.626.6172   Fax: 909.626.6072

> > > >

> > >

> > ==

> > =

> >

> > > >

> > > > On Mon, 21 Jun 1999 16:13:47 -0700 (PDT) James Beniger

> > > > <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

> > > > >home,

> > > > >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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> > > > >

> > > > >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

> > Use

> > > > >

> > > > >

> > > > >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

> > > > >(38 percent), 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

> > > > >(410)

> > > > >312-8429.

> > > > >

> > > > >--

> > > > -----------

> > > > -

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> > > > >*******

> > > > >

> > > > >

> > > >

> > >

>From BGroves@survey.umd.edu Sat Aug 21 08:49:42 1999

Received: from survey.umd.edu (survey.umd.edu [129.2.169.4])

    by usc.edu (8.8.8/8.8.8/usc) with SMTP

    id IAA01021 for <AAPORNET@USC.EDU>; Sat, 21 Aug 1999 08:49:40 -0700

(PDT)

Received: from JPSM-Message_Server by survey.umd.edu

    with Novell_GroupWise; Sat, 21 Aug 1999 11:49:28 -0400

Message-Id: <s7be9248.031@survey.umd.edu>

X-Mailer: Novell GroupWise 5.5

Date: Sat, 21 Aug 1999 11:49:17 -0400

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?

o   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.

o   Interact with others facing the same nonresponse problems

that you face in your own work.

o   Learn results that will help you in your survey research.

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or email ICSN@SURVEY.UMD.EDU for more information.

Please forward this email to interested others.

>From evans.witt@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/usc) 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 Witt" <evans.witt@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:

http://www.nytimes.com/library/national/081299poll-watch.html

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

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 GAA26166 for <aapornet@usc.edu>; Mon, 23 Aug 1999 06:49:46 -0700

(PDT)

Received: from localhost (beniger@localhost)

   by almaak.usc.edu (8.8.8/8.8.8/usc) with ESMTP

   id GAA20726 for <aapornet@usc.edu>; Mon, 23 Aug 1999 06:49:46 -0700

(PDT)

Date: Mon, 23 Aug 1999 06:49:46 -0700 (PDT)

From: James Beniger <beniger@rcf.usc.edu>

To: AAPORNET <aapornet@usc.edu>

Subject: Market Research Laws

Message-ID: <Pine.GSO.4.10.9908230648380.20303-100000@almaak.usc.edu>

MIME-Version: 1.0

Content-Type: TEXT/PLAIN; charset=US-ASCII

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 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

slosh@garnet.acns.fsu.edu

FAX 850-644-6208

>From JRachels@concentric.net Mon Aug 23 07:58:28 1999

Received: from uhura.concentric.net (uhura.concentric.net [206.173.118.93])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id HAA12374 for <aapornet@usc.edu>; Mon, 23 Aug 1999 07:58:27 -0700

(PDT)

Received: from cliff.concentric.net (cliff [206.173.118.90])

    by uhura.concentric.net (8.9.1a/(98/12/15 5.12))

    id KAA03685; Mon, 23 Aug 1999 10:50:33 -0400 (EDT)

    [1-800-745-2747 The Concentric Network]

Received: from concentric.net (ts013d28.hil-ny.concentric.net

[206.173.17.136])

    by cliff.concentric.net (8.9.1a)

    id KAA20681; Mon, 23 Aug 1999 10:51:50 -0400 (EDT)

Message-ID: <37C1624E.AC0885F1@concentric.net>

Date: Mon, 23 Aug 1999 11:01:34 -0400

From: Joyce Rachelson <JRachels@concentric.net>

X-Mailer: Mozilla 4.61 [en]C-CCK-MCD {Sony} (Win98; I)

X-Accept-Language: en

MIME-Version: 1.0

To: aapornet@usc.edu, salm@ljs.com

Subject: Re: Market Research Laws

References: <Pine.GSO.4.10.9908230648380.20303-100000@almaak.usc.edu>

Content-Type: text/plain; charset=us-ascii

Content-Transfer-Encoding: 7bit

The following is a response from Betsy Peterson, Executive Director of the

Marketing Research Association.

>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 resesarch 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

>

> -----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

>

> *******

--

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

The only foolish question is the one you're afraid to ask.

>From pbraun@braunresearch.com Mon Aug 23 09:05:03 1999

Received: from futuna.netreach.net (futuna.netreach.net [207.106.22.5])

     by usc.edu (8.8.8/8.8.8/usc) with SMTP

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,

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>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 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.

> 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,

> >

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> >market research company near Chicago. I have been told that although

> >telemarketing laws prohibit calls after 9:00 pm local time, market

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> >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

> >

> >

> >*******

> >

> >

>

>

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

>>

>>

>> >

>> >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

>> >

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>> >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

>> >

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>> >Dear Sir or Madam,

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>> >find proof of this anywhere, so I was hoping that you could verify this

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>> >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;

   Mon, 23 Aug 1999 14:28:58 -0400 (EDT)

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:

http://www.nytimes.com/library/national/index-polls.html

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:

>

> http://www.nytimes.com/library/national/081299poll-watch.html

>

> 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 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>

To: salm@ljs.com

Date: Mon, 23 Aug 1999 12:07:17 -0700

MIME-Version: 1.0

Content-type: text/plain; charset=US-ASCII

Content-transfer-encoding: 7BIT

Subject: Calling times

CC: aapornet@usc.edu

X-mailer: Pegasus Mail for Windows (v3.01d)

Content-Transfer-Encoding: 7BIT

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.

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

by mail.his.com (8.9.3/8.9.3) with ESMTP id SAA21447

for <aapornet@usc.edu>; Mon, 23 Aug 1999 18:43:07 -0400 (EDT)

Message-ID: <37C1CD17.5E7945D5@his.com>

Date: Mon, 23 Aug 1999 18:37:11 -0400

From: Sid Groeneman <sidg@his.com>

X-Mailer: Mozilla 4.61 [en] (Win95; I)

X-Accept-Language: en

MIME-Version: 1.0

To: AAPORNET <aapornet@usc.edu>

Subject: Telephone Interviewing in Arabic

Content-Type: text/plain; charset=us-ascii

Content-Transfer-Encoding: 7bit

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

>From beniger@rcf.usc.edu Mon Aug 23 20:25:36 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 UAA24946 for <aapornet@usc.edu>; Mon, 23 Aug 1999 20:25:35 -0700

(PDT)

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

networks, currently weathering a storm of public criticism both for their programming content and its possible effects on viewers, especially children and young adults, not to mention growing competition for viewers from the Internet and its World Wide Web, might not have some ulterior motive for attempting to publicize the harmful psychological effects of these new media to the annual meeting of a prestigious international academic and professional association of psychologists?

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

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

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.

The study was based on 17,251 responses to a questionnaire that Greenfield posted on the Web site ABCNEWS.com.

The therapist drew the questions from a typical list used to diagnose gambling addiction.

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.

Therapists offering to treat on-line addiction are popping up, ironically, on the Internet.

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."

Young, who operates a Web site called netaddiction.com, charges $ 55 for

a 50 minute on-line session designed to repair the damage wrought by cyber affairs and porn addiction.

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.

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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 pjl1 ([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.

> 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.

>

>

Our CATI unit at Ohio State (1996-present) and my former survey unit at

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 *

* *

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.

>From rday@mcs.net Tue Aug 24 06:22:14 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 GAA01945 for <aapornet@usc.edu>; Tue, 24 Aug 1999 06:22:13 -0700

(PDT)

Received: from gopher (P1-Chi-Dial-5.pool.mcs.net [205.253.225.1]) by

Mailbox.mcs.net (8.9.3/8.8.2) with SMTP id IAA02770 for <aapornet@usc.edu>;

Tue, 24 Aug 1999 08:22:07 -0500 (CDT)

Message-Id: <3.0.2.32.19990824081731.00737610@popmail.mcs.net>

X-Sender: rday@popmail.mcs.net

X-Mailer: QUALCOMM Windows Eudora Light Version 3.0.2 (32)

Date: Tue, 24 Aug 1999 08:17:31 -0500

To: aapornet@usc.edu

From: Richard Day <rday@mcs.net>

Subject: Re: Low Points in Survey Research

In-Reply-To: <Pine.GSO.4.10.9908232023180.22915-100000@almaak.usc.edu>

Mime-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

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.

>

>

>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

>networks, currently weathering a storm of public criticism both for their

>programming content and its possible effects on viewers, especially

>children and young adults, not to mention growing competition for viewers

>from the Internet and its World Wide Web, might not have some ulterior

>motive for attempting to publicize the harmful psychological effects of

>these new media to the annual meeting of a prestigious international

>academic and professional association of psychologists?

>

>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

>--

>

>

>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

>

>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.

>

>The study was based on 17,251 responses to a questionnaire that

>Greenfield posted on the Web site ABCNEWS.com.

>

>The therapist drew the questions from a typical list used to diagnose

>gambling addiction.

>

>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.

>

>Therapists offering to treat on-line addiction are popping up,

>ironically, on the Internet.

>

>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."

>

>Young, who operates a Web site called netaddiction.com, charges $ 55 for

>a 50 minute on-line session designed to repair the damage wrought by

>cyber affairs and porn addiction.

>

>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

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>myself, 'I can quit any time. I just need to slow down to one or two bids

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>

>

>--

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>   The Boston Herald

>--

>

>

>*******

>

>

>

>

>From sullivan@fsc-research.com Tue Aug 24 10:54:47 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 KAA20014 for <aapornet@usc.edu>; Tue, 24 Aug 1999 10:54:46 -0700

(PDT)

From: sullivan@fsc-research.com

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?

Date sent: Tue, 24 Aug 1999 08:07:08 -0400

Send reply to: aapornet@usc.edu

From: "Paul J. Lavrakas, Ph.D." <lavrakas.1@osu.edu>

To: aapornet@usc.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.

> > 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.

> >

> >

>

> Our CATI unit at Ohio State (1996-present) and my former survey unit at

> 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 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>

X-mailer: Pegasus Mail for Windows (v3.01d)

Content-Transfer-Encoding: 7BIT

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 fundementally 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.=20

I read several newspaper accounts that implied that one of the *justificati=

ons* 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 (arch8.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 (arch12.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

for <aapornet@usc.edu>; Tue, 24 Aug 1999 16:30:28 -0400

Message-ID: <000901beef38$daec9f60$e623c080@Grady.uga.edu>

From: "Barry A. Hollander" <barry@arches.uga.edu>

To: <aapornet@usc.edu>

References: <s7c2c475.012@acpgate.acp.org>

Subject: Re: evolution & Kansas

Date: Wed, 25 Aug 1999 16:31:48 -0400

MIME-Version: 1.0

Content-Type: text/plain;

    charset="iso-8859-1"

Content-Transfer-Encoding: 7bit

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

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

http://www.grady.uga.edu/faculty/~bhollander

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

Value Label	Value	Frequency	Percent	Valid Percent	Cum 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	
		-------	-------	-------	
	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

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
STRONGLY AGREE	1	173	19.2	20.4	20.4
AGREE	2	161	17.9	18.9	39.3
DISAGREE	3	181	20.1	21.3	60.6
STRONGLY DISAGREE	4	335	37.2	39.4	100.0
DK	8	51	5.7	Missing	
		-------	-------	-------	

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.

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justifications for the Kansas decision was that, according to a poll, 45%

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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

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

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
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>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

****

--=====================_447114858==_.ALT

Content-Type: text/html; charset="us-ascii"

<html>

Hollander-

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VAR

980496

Numeric   &nb

sp;

MD2 8

            &nbs

p;   &n

bsp;

COLUMNS 1032 - 1032

  M13.

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           word of God.
        7. Other [VOL]

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1.   Bible is actual word of God
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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.

>

>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

><a href="http://www.grady.uga.edu/faculty/~bhollander"

eudora="autourl">http://www.grady.uga.edu/faculty/~bhollander

<div>**</div>

<div>Ashley Grosse</div>

<div>Director of Studies, National Election Studies &</div>

<div>Comparative Study of Electoral Systems</div>

<div>Center for Political Studies-University of Michigan</div>

<div>4118 Institute for Social Research</div>

<div>Ann Arbor, MI 48106-1248 USA </div>

<div>email: agrosse@umich.edu</div>

<div>Voice: 734.936.1774 FAX: 734.764.3341</div>

<div>**</div>

</html>

--=====================_447114858==_.ALT--

>From lvoigt@fhcrc.org Tue Aug 24 16:33:46 1999

Received: from fhcrc.org (bug3.fhcrc.org [140.107.10.112])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id QAA14680 for <aapornet@usc.edu>; Tue, 24 Aug 1999 16:33:44 -0700

(PDT)

Received: from moe.fhcrc.org (moe [140.107.10.42])

    by fhcrc.org (8.9.3/8.9.3) with ESMTP id QAA05663

    for <aapornet@usc.edu>; Tue, 24 Aug 1999 16:33:42 -0700 (PDT)

Received: by moe.fhcrc.org with Internet Mail Service (5.5.2448.0)

    id <RNF292B9>; Tue, 24 Aug 1999 16:33:42 -0700

Message-ID: <21C98F2C5C8AD1118AD200805FEACAF001405E68@moe.fhcrc.org>

From: "Voigt, Lynda" <lvoigt@fhcrc.org>

To: "'aapornet@usc.edu'" <aapornet@usc.edu>

Subject: question about calling people who say take me off your list

Date: Tue, 24 Aug 1999 16:33:34 -0700

MIME-Version: 1.0

X-Mailer: Internet Mail Service (5.5.2448.0)

Content-Type: text/plain

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"

Date: Wed, 25 Aug 1999 07:40:23 -0400

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 JAA53941 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 tht 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

>>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 Prespective

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 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.

GB

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

>   ------- ------- -------

> 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

>Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
>STRONGLY AGREE	1	173	19.2	20.4	20.4
>AGREE	2	161	17.9	18.9	39.3
>DISAGREE	3	181	20.1	21.3	60.6
>STRONGLY DISAGREE	4	335	37.2	39.4	100.0
>DK	8	51	5.7	Missing	
>		-------	-------	-------	
> 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

>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

>

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

Subject: Re: question about calling people who say take me off your list

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

The law does not require research companies to maintain a "do not call"

list.

Telemarketers must do so.   Harry O'Neill

>From LarryB@socialresearch.com Thu Aug 26 12:35:58 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 MAA11149 for <aapornet@usc.edu>; Thu, 26 Aug 1999 12:35:55 -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 MAA70229

    for <aapornet@usc.edu>; Thu, 26 Aug 1999 12:38:53 -0700 (PDT)

Message-Id: <199908261938.MAA70229@mail.isp.net>

Received: by mail.socialresearch.com with Internet Mail Service (5.5.1960.3)

    id <RDYCSNSA>; Thu, 26 Aug 1999 12:23:27 -0700

From: Larry Bye <LarryB@socialresearch.com>

To: "'aapornet@usc.edu'" <aapornet@usc.edu>

Subject: Need market demand estimation study vendor

Date: Thu, 26 Aug 1999 12:33:01 -0700

MIME-Version: 1.0

X-Mailer: Internet Mail Service (5.5.1960.3)

Content-Type: text/plain

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!

This is a multi-part message in MIME format.

------=_NextPart_000_02B3_01BEF060.737F45C0

Content-Type: text/plain;

    charset="iso-8859-1"

Content-Transfer-Encoding: quoted-printable

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

Content-Type: text/html;

   charset="iso-8859-1"

Content-Transfer-Encoding: quoted-printable

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<STYLE></STYLE>

</HEAD>

<BODY bgColor=3D#ffffff>

<DIV><FONT size=3D2>Market Research Opportunities

King, Brown =

&=20

Partners is one of the country's premier traditional and online market =

research=20

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email to <A href=3D"mailto:kamor@KingBrown.com">kamor@KingBrown.com</A>. =

No phone=20

calls please.</FONT></DIV></BODY></HTML>

------=_NextPart_000_02B3_01BEF060.737F45C0--

>From kbcg@mindspring.com Fri Aug 27 08:33:31 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 IAA07728 for <aapornet@usc.edu>; Fri, 27 Aug 1999 08:33:30 -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 LAA24377

   for <aapornet@usc.edu>; Fri, 27 Aug 1999 11:33:37 -0400 (EDT)

Message-ID: <02f101bef087$a6815ea0$21a8a8c0@fb0zt>

From: "kbcg" <kbcg@mindspring.com>

To: <aapornet@usc.edu>

Subject: King, Brown Location

Date: Fri, 27 Aug 1999 08:28:20 -0400

MIME-Version: 1.0

Content-Type: multipart/alternative;

   boundary="----=_NextPart_000_02EE_01BEF066.1ED8AEC0"

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

This is a multi-part message in MIME format.

------=_NextPart_000_02EE_01BEF066.1ED8AEC0
Content-Type: text/plain;
    charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

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.

Market Research Opportunities

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------=_NextPart_000_02EE_01BEF066.1ED8AEC0

Content-Type: text/html;

    charset="iso-8859-1"

Content-Transfer-Encoding: quoted-printable

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">

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<META content=3D"text/html; charset=3Diso-8859-1" =

http-equiv=3DContent-Type>

<META content=3D"MSHTML 5.00.2014.210" name=3DGENERATOR>

<STYLE></STYLE>

</HEAD>

<BODY bgColor=3D#ffffff>

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<DIV> </DIV>

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candidates please fax resume and cover letter to 415 =

339-7203, or=20

email to <A href=3D"mailto:kamor@KingBrown.com">kamor@KingBrown.com</A>. =

No phone=20

calls please.</FONT></DIV></BODY></HTML>

------=_NextPart_000_02EE_01BEF066.1ED8AEC0--

>From mark@bisconti.com Fri Aug 27 08:44:46 1999

Received: from pivot.healthnotes.com ([209.3.111.158])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id IAA12653 for <aapornet@usc.edu>; Fri, 27 Aug 1999 08:44:45 -0700

(PDT)

Received: from markbri (ip101.washington11.dc.pub-ip.psi.net [38.30.47.101])

by pivot.healthnotes.com with SMTP (Microsoft Exchange Internet Mail Service

Version 5.5.2232.9)

    id RDJRRDZ9; Fri, 27 Aug 1999 11:44:36 -0400

From: "Mark Richards" <mark@bisconti.com>

To: "AAPORNET" <aapornet@usc.edu>

Subject: Warren Beatty for President

Date: Fri, 27 Aug 1999 11:28:09 -0400

Message-ID: <NCBBKJCJKFIDCKOFNAEEAEOECIAA.mark@bisconti.com>

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 IMO, Build 9.0.2416 (9.0.2910.0)

X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2314.1300

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 jpmurphy@jpmurphy.com Fri Aug 27 10:30:38 1999

Received: from carriage.chesco.com (carriage.chesco.com [209.195.192.2])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id KAA08784 for <aapornet@usc.edu>; Fri, 27 Aug 1999 10:30:36 -0700

(PDT)

Received: from default (mxhyp2x26.chesco.com [209.195.202.154])

    by carriage.chesco.com (8.9.1/8.9.1) with SMTP id NAA09832

    for <aapornet@usc.edu>; Fri, 27 Aug 1999 13:30:35 -0400 (EDT)

Message-ID: <000c01bef0b1$8e6f77a0$9acac3d1@default>

From: "James P. Murphy" <jpmurphy@jpmurphy.com>

To: <aapornet@usc.edu>

Subject: Re: Warren Beatty for President

Date: Fri, 27 Aug 1999 13:28:18 -0400

MIME-Version: 1.0

Content-Type: text/plain;

    charset="iso-8859-1"

Content-Transfer-Encoding: 7bit

X-Priority: 3

X-MSMail-Priority: Normal

X-Mailer: Microsoft Outlook Express 4.72.3110.1

X-MimeOLE: Produced By Microsoft MimeOLE V4.72.3110.3

"Field" polls are generally among residents/voters in the state of

California only.

James P. Murphy, Ph.D.

Voice (610) 408-8800

Fax (610) 408-8802

jpmurphy@jpmurphy.com

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

From: Mark Richards <mark@bisconti.com>

To: AAPORNET <aapornet@usc.edu>

Date: Friday, August 27, 1999 11:49 AM

Subject: Warren Beatty for President

>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 HOneill536@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: HOneill536@aol.com

Received: from HOneill536@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?

>From dhenwood@panix.com Fri Aug 27 11:17:32 1999

Received: from mail2.panix.com (mail2.panix.com [166.84.0.213])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id LAA07243 for <aapornet@usc.edu>; Fri, 27 Aug 1999 11:17:23 -0700

(PDT)

Received: from [166.84.250.86] (dhenwood.dialup.access.net [166.84.250.86])

    by mail2.panix.com (Postfix) with ESMTP id 3A3FC18D01

    for <aapornet@usc.edu>; Fri, 27 Aug 1999 14:17:16 -0400 (EDT)

Mime-Version: 1.0

X-Sender: dhenwood@popserver.panix.com

Message-Id: <v0421011eb3ec86a12e78@[166.84.250.86]>

In-Reply-To: <ad947480.24f82c2d@aol.com>

References: <ad947480.24f82c2d@aol.com>

Date: Fri, 27 Aug 1999 14:17:49 -0400

To: aapornet@usc.edu

From: Doug Henwood <dhenwood@panix.com>

Subject: Re: Warren Beatty for President

Content-Type: text/plain; charset="us-ascii" ; format="flowed"

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.

Doug Henwood

Left Business Observer

250 W 85 St

New York NY 10024-3217 USA

+1-212-874-4020 voice +1-212-874-3137 fax

email: <mailto:dhenwood@panix.com>

web: <http://www.panix.com/~dhenwood/LBO_home.html>

Subject: Focussed focus groups (Re: Warren Beatty for President)

References: <ad947480.24f82c2d@aol.com>

<v0421011eb3ec86a12e78@[166.84.250.86]>

Content-Type: text/plain; charset=us-ascii

Content-Transfer-Encoding: 7bit

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

Received: from PAHARDING7@aol.com

    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.

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 (AAPORNET)

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

Date: Sat, 28 Aug 1999 10:30:28 -0400

Subject: Re: Warren Beatty for President

Mime-Version: 1.0

Content-type: text/plain; charset=us-ascii

Content-Disposition: inline

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.

>From slosh@garnet.acns.fsu.edu Sat Aug 28 09:13:00 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 JAA00992 for <aapornet@usc.edu>; Sat, 28 Aug 1999 09:12:59 -0700

(PDT)

Received: from garnet3.acns.fsu.edu (garnet3-fi.acns.fsu.edu

[192.168.197.3])

    by garnet.acns.fsu.edu (8.9.1/8.9.1) with ESMTP id MAA34900

    for <aapornet@usc.edu>; Sat, 28 Aug 1999 12:12:58 -0400

Received: from fsu.edu.fsu.edu (dial221.acns.fsu.edu [146.201.32.221])

    by garnet3.acns.fsu.edu (8.9.1/8.9.1) with SMTP id MAA54702

    for <aapornet@usc.edu>; Sat, 28 Aug 1999 12:12:56 -0400

Date: Sat, 28 Aug 1999 12:12:56 -0400

Message-Id: <199908281612.MAA54702@garnet3.acns.fsu.edu>

X-Sender: slosh@garnet.acns.fsu.edu

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

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 PAHARDING7@aol.com Sat Aug 28 10:21:08 1999

Received: from imo26.mx.aol.com (imo26.mx.aol.com [198.81.17.70])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id KAA14980 for <aapornet@usc.edu>; Sat, 28 Aug 1999 10:21:07 -0700

(PDT)

From: PAHARDING7@aol.com

Received: from PAHARDING7@aol.com

    by imo26.mx.aol.com (mail_out_v22.4.) id 5HEFa01827 (4199)

     for <aapornet@usc.edu>; Sat, 28 Aug 1999 13:20:32 -0400 (EDT)

Message-ID: <b7b2e5d6.24f97460@aol.com>

Date: Sat, 28 Aug 1999 13:20:32 EDT

Subject: Fwd: Warren Beatty for President

To: aapornet@usc.edu

MIME-Version: 1.0

Content-Type: multipart/mixed; boundary="part1_b7b2e5d6.24f97460_boundary"

X-Mailer: AOL 4.0 for Windows 95 sub 22

--part1_b7b2e5d6.24f97460_boundary

Content-Type: text/plain; charset="us-ascii"

Content-Transfer-Encoding: 7bit

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

--part1_b7b2e5d6.24f97460_boundary
Content-Type: message/rfc822
Content-Disposition: inline

Return-Path: <owner-aapornet@usc.edu>
Received: from rly-zc02.mx.aol.com (rly-zc02.mail.aol.com [172.31.33.2]) by
     air-zc01.mail.aol.com (v60.28) with ESMTP; Sat, 28 Aug 1999 10:23:15

-0400

Received: from usc.edu (usc.edu [128.125.253.136]) by rly-zc02.mx.aol.com

   (v60.28) with ESMTP; Sat, 28 Aug 1999 10:23:03 -0400

Received: from usc.edu (localhost [127.0.0.1])

   by usc.edu (8.8.8/8.8.8/usc) with SMTP

   id HAA14295; Sat, 28 Aug 1999 07:22:58 -0700 (PDT)

Received: from smtpmail2.csuohio.edu (smtpmail2.csuohio.edu [137.148.49.20])

   by usc.edu (8.8.8/8.8.8/usc) with SMTP

   id HAA14238 for <aapornet@usc.edu>; Sat, 28 Aug 1999 07:22:42 -0700

(PDT)

Received: by smtpmail2.csuohio.edu(Lotus SMTP MTA Internal build v4.6.2

   (651.2 6-10-1998)) id 852567DB.00497990 ; Sat, 28 Aug 1999 09:22:32

   -0400

Message-Id: <852567DB.004978C2.00@smtpmail2.csuohio.edu>

Date: Sat, 28 Aug 1999 10:30:28 -0400

Reply-To: aapornet@usc.edu

Sender: owner-aapornet@usc.edu

Precedence: bulk

From: s.kraus@NotesMail2.csuohio.edu

To: aapornet@usc.edu

Subject: Re: Warren Beatty for President

Mime-Version: 1.0

Content-type: text/plain; charset=us-ascii

Content-Disposition: inline

X-Lotus-FromDomain: CSU

X-Listprocessor-Version: 8.1 -- ListProcessor(tm) by CREN

Content-Transfer-Encoding: 7bit

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.

--part1_b7b2e5d6.24f97460_boundary--

>From surveys@wco.com Mon Aug 30 09:52:47 1999

Received: from smtp1.ncal.verio.com (smtp1.ncal.verio.com [207.20.246.161])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id JAA29086 for <aapornet@usc.edu>; Mon, 30 Aug 1999 09:52:46 -0700

(PDT)

Received: from surveys (as57-125.okldca.pacific.verio.net [207.20.235.125])

    by smtp1.ncal.verio.com (8.8.8+Sun/8.8.7) with SMTP id JAA19647

    for <aapornet@usc.edu>; Mon, 30 Aug 1999 09:52:45 -0700 (PDT)

Message-ID: <006f01bef307$cddebd80$69c0fea9@surveys>

From: "Hank Zucker" <surveys@wco.com>

To: <aapornet@usc.edu>

References: <befdc999.24f8915a@aol.com>

Subject: Re: Warren Beatty for President

Date: Mon, 30 Aug 1999 09:18:23 -0700

MIME-Version: 1.0

Content-Type: text/plain;

    charset="iso-8859-1"

Content-Transfer-Encoding: 7bit

X-Priority: 3

X-MSMail-Priority: Normal

> 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.

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

>

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> consideration to a Presidential run) hasn't yet made up his mind. Higher

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> 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 (AAPORNET)

>

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> Mark Richards

>

>

>

>

>From LPollack@psg.ucsf.edu Mon Aug 30 10:14:17 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 KAA12230 for <aapornet@usc.edu>; Mon, 30 Aug 1999 10:14:14 -0700

(PDT)

From: LPollack@psg.ucsf.edu

Received: by psg.ucsf.edu with Internet Mail Service (5.0.1458.49)

     id <RWT637H5>; Mon, 30 Aug 1999 10:14:21 -0700

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?

When survey researchers become as cynical about politicians as the 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

University of California, San Francisco

lpollack@psg.ucsf.edu

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

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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> visibility/recognition in these polls. Beatty's is probably

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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 (AAPORNET)

>

> I am told that a recent field poll (?) found Warren Beatty

(for President)

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>

>

>

>From fweil@pabulum.lapop.lsu.edu Mon Aug 30 11:24:10 1999

Received: from pabulum.lapop.lsu.edu (pabulum.lapop.lsu.edu [130.39.64.234])

    by usc.edu (8.8.8/8.8.8/usc) with ESMTP

    id LAA04526 for <aapornet@usc.edu>; Mon, 30 Aug 1999 11:24:02 -0700

(PDT)

Received: from weber (weber.lapop.lsu.edu [130.39.69.59]) by

pabulum.lapop.lsu.edu (AIX4.3/UCB 8.8.8/8.8.8) with SMTP id NAA17390 for

<aapornet@usc.edu>; Mon, 30 Aug 1999 13:16:12 -0500

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

I'm sympathetic with this argument, but only up to a point. We've now had a

fairly long period of electoral rejection of "insiders" and preference for

candidates who are "not" whatever they're not. The problem is, once they

get in office, they "are" whatever they are, and we have to live with that,

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knowing more about these unknown or lesser-known quantities before they get

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depends at least partly on your sympathies for a given candidate. It's

interesting to note, in this regard, that the leading presidential

candidates right now are quintessential "insiders" - who tend to insist that

they are outsiders! Maybe things are cycling around again in their way.

Rick Weil

Frederick Weil, Associate Professor

Department of Sociology

Louisiana State University

Baton Rouge, LA 70803

225-388-1140 Phone

225-388-5102 FAX

email: fweil@lapop.lsu.edu

>Jimmy Carter got media attention because a) he was not from the liberal

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>did not waiver but also he did not seek to impose on others. Finally, he

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>When survey researchers become as cynical about politicians as the

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>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

>University of California, San Francisco

>lpollack@psg.ucsf.edu

>

> -----Original Message-----

> 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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> > eye, and that, in the end, may be the main explanation of what

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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 (AAPORNET)

> >

> > 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 daves@startribune.com Mon Aug 30 12:17:43 1999

Received: from firewall2.startribune.com (firewall2.startribune.com

[132.148.80.211])

    by usc.edu (8.8.8/8.8.8/usc) with SMTP

    id MAA17292 for <aapornet@usc.edu>; Mon, 30 Aug 1999 12:17:41 -0700

(PDT)

Received: by firewall2.startribune.com; id OAA18454; Mon, 30 Aug 1999

14:25:08 -0500

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

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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

>From LPollack@psg.ucsf.edu Mon Aug 30 12:57:26 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 MAA12862 for <aapornet@usc.edu>; Mon, 30 Aug 1999 12:57:15 -0700

(PDT)

From: LPollack@psg.ucsf.edu

Received: by psg.ucsf.edu with Internet Mail Service (5.0.1458.49)

    id <RWT6381Q>; Mon, 30 Aug 1999 12:57:28 -0700

Message-ID: <71364B64597CD211B02800A0C921A213CA31D5@psg.ucsf.edu>

To: aapornet@usc.edu

Subject: RE: Warren Beatty for President

Date: Mon, 30 Aug 1999 12:57:26 -0700

X-Priority: 3

MIME-Version: 1.0

X-Mailer: Internet Mail Service (5.0.1458.49)

Content-Type: text/plain;

charset="iso-8859-1"

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 consciuosness 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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fairly long period of electoral rejection of "insiders" and preference for

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   email: fweil@lapop.lsu.edu

>From surveys@wco.com Mon Aug 30 13:02:46 1999

Received: from smtp1.ncal.verio.com (smtp1.ncal.verio.com [207.20.246.161])

   by usc.edu (8.8.8/8.8.8/usc) with ESMTP

   id NAA17769 for <aapornet@usc.edu>; Mon, 30 Aug 1999 13:02:33 -0700

(PDT)

Received: from surveys (as52-177.okldca.pacific.verio.net [207.20.232.177])

   by smtp1.ncal.verio.com (8.8.8+Sun/8.8.7) with SMTP id NAA19439

   for <aapornet@usc.edu>; Mon, 30 Aug 1999 13:02:29 -0700 (PDT)

Message-ID: <001c01bef322$4e8f3bc0$69c0fea9@surveys>

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

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> -----Original Message-----

> 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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> > Reply-to: aapornet@usc.edu

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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/usc) 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.

marketsolutionsgroup.com

Subject: Followup on telemarketing laws

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.

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P.S. Thanks to Doug Skipper at one of our fieldwork services, Market
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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

questions)

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

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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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> > 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 (AAPORNET)

> >

> > 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 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 R60JBBNH; 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)

X-MSMail-Priority: Normal

X-Mailer: Microsoft Outlook IMO, Build 9.0.2416 (9.0.2910.0)

X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2314.1300

In-Reply-To: <001c01bef322$4e8f3bc0$69c0fea9@surveys>

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."

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

aapornetters share as the nominating process moves forward.

Hank Zucker

>From mitofsky@mindspring.com Mon Aug 30 15:00:37 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 PAA08393 for <aapornet@usc.edu>; Mon, 30 Aug 1999 15:00:36 -0700

(PDT)

Received: from warrenmi (user-2ive4cn.dialup.mindspring.com

[165.247.17.151])

    by smtp6.mindspring.com (8.8.5/8.8.5) with SMTP id SAA12898

    for <aapornet@usc.edu>; Mon, 30 Aug 1999 18:00:40 -0400 (EDT)

Message-Id: <4.1.19990830175747.01c97f10@pop.mindspring.com>

X-Sender: mitofsky@pop.mindspring.com

X-Mailer: QUALCOMM Windows Eudora Pro Version 4.1

Date: Mon, 30 Aug 1999 18:00:41 -0400

To: aapornet@usc.edu

From: Warren Mitofsky <mitofsky@mindspring.com>

Subject: Re: Warren Beatty for President

In-Reply-To: <001c01bef322$4e8f3bc0$69c0fea9@surveys>

References: <71364B64597CD211B02800A0C921A213CA31D4@psg.ucsf.edu>

Mime-Version: 1.0

Content-Type: text/plain; charset="iso-8859-1"

Content-Transfer-Encoding: quoted-printable

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:

>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).

>

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>he was somehow best. I do not believe that the networks always give most

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>amazed at how consistently more coverage was given to Carter and his

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>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?

>

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>studied coverage of any later elections so quantitatively, being a grad

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>

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>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

>aapornetters share as the nominating process moves forward.

>

>Hank Zucker

>

>> 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?

>>

>> When survey researchers become as cynical about politicians as the

>> 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

>> University of California, San Francisco

>> lpollack@psg.ucsf.edu

>>

>> -----Original Message-----

>> 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

>>

>> > 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.

>>

>> 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 (AAPORNET)

>> >

>> > 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

>> >

>> >

>> >

>> >

>>

MITOFSKY INTERNATIONAL=20

1 East 53rd Street - 5th Floor=20

New York, NY 10022=20

212 980-3031=A0=A0=A0=A0=20

212 980-3107 fax

e-mail: mitofsky@mindspring.com =20

>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

MIME-Version: 1.0

Content-Type: text/plain;

    charset="iso-8859-1"

Content-Transfer-Encoding: 7bit

X-Priority: 3

X-MSMail-Priority: Normal

X-Mailer: Microsoft Outlook Express 4.72.3110.1

X-MimeOLE: Produced By Microsoft MimeOLE V4.72.3110.3

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

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.

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.

mark@bisconti.com

>From dkb@casro.org Tue Aug 31 08:36:36 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 IAA16488 for <aapornet@usc.edu>; Tue, 31 Aug 1999 08:36:34 -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 net for <aapornet@usc.edu>;

        Tue, 31 Aug 1999 11:33:23 -0400

Message-ID: <003401bef3c7$7dbafb00$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 11:42:53 -0400

MIME-Version: 1.0

Content-Type: text/plain;

    charset="iso-8859-1"

Content-Transfer-Encoding: 7bit

X-Priority: 3

X-MSMail-Priority: Normal

X-Mailer: Microsoft Outlook Express 4.72.3110.1

X-MimeOLE: Produced By Microsoft MimeOLE V4.72.3110.3

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 possibile 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 net 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.

Legiitimate 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 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 tht 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

>>>Fred Hutchinson Cancer Research Center

>>>Seattle, WA

>>>

>>>

>>

>>

>>

>

>From sullivan@fsc-research.com Tue Aug 31 08:45:26 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 IAA21374 for <aapornet@usc.edu>; Tue, 31 Aug 1999 08:45:25 -0700

(PDT)

From: sullivan@fsc-research.com

Received: from michael.tdl.com (tdl-dyn233.tdl.com [205.162.12.233])

   by web2.tdl.com (8.9.1a/8.9.1) with SMTP id IAA02980

   for <aapornet@usc.edu>; Tue, 31 Aug 1999 08:45:19 -0700

Message-Id: <199908311545.IAA02980@web2.tdl.com>

To: aapornet@usc.edu

Date: Tue, 31 Aug 1999 08:48:22 -0700

MIME-Version: 1.0

Content-type: text/plain; charset=US-ASCII

Content-transfer-encoding: 7BIT

Subject: Re: Calling times

In-reply-to: <002b01bef3b5$53bd5620$c9697acf@diane>

X-mailer: Pegasus Mail for Windows (v3.01d)

Content-Transfer-Encoding: 7BIT

Thanks.

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.

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

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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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>>From: Voigt, Lynda <lvoigt@fhcrc.org>

>>To: 'aapornet@usc.edu' <aapornet@usc.edu>

>>Date: Wednesday, August 25, 1999 3:04 AM

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>>>Lynda Voigt

>>>Fred Hutchinson Cancer Research Center

>>>Seattle, WA

>>>

>>>

>>

>>

>>

>

>From rrands@cfmc.com Tue Aug 31 09:23:15 1999

Received: from mail.cfmc.com (main.cfmc.com [206.15.13.129])

   by usc.edu (8.8.8/8.8.8/usc) with ESMTP

   id JAA10384 for <aapornet@usc.edu>; Tue, 31 Aug 1999 09:23:14 -0700

(PDT)

Received: from rrands-W98 (rands-w95.cfmc.com [206.15.13.172])

   by mail.cfmc.com (8.8.7/8.8.7) with SMTP id JAA14964

   for <aapornet@usc.edu>; Tue, 31 Aug 1999 09:23:14 -0700

Message-Id: <4.1.19990831090147.00bb0cd0@cfmc.com>

X-Sender: rrands@cfmc.com

X-Mailer: QUALCOMM Windows Eudora Pro Version 4.1

Date: Tue, 31 Aug 1999 09:20:52 -0700

To: aapornet@usc.edu

From: Richard Rands <rrands@cfmc.com>

Subject: Re: question about calling people who say take me off your list

In-Reply-To: <004301bef3c8$904e1e40$cc697acf@diane>

Mime-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

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])

by proxy.directionsrsch.com (8.8.7/8.8.7) with SMTP id NAA04411

for <aapornet@usc.edu>; Tue, 31 Aug 1999 13:15:12 -0400

Received: by drione.directionsrsch.com(Lotus SMTP MTA v4.6.3 (733.2

10-16-1998)) id 852567DE.005E96A6 ; Tue, 31 Aug 1999 13:13:09 -0400

X-Lotus-FromDomain: DRI

From: "Bill Thompson" <bthompson@directionsrsch.com>

To: aapornet@usc.edu

Message-ID: <852567DE.005E9554.00@drione.directionsrsch.com>

Date: Tue, 31 Aug 1999 13:13:05 -0400

Subject: Re: question about calling people who say take me off your list

Mime-Version: 1.0

Content-type: text/plain; charset=us-ascii

Content-Disposition: inline

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? >

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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

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

>From rrands@cfmc.com Tue Aug 31 10:53:36 1999

Received: from mail.cfmc.com (main.cfmc.com [206.15.13.129])

by usc.edu (8.8.8/8.8.8/usc) with ESMTP

id KAA10944 for <aapornet@usc.edu>; Tue, 31 Aug 1999 10:53:35 -0700

(PDT)

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 =965 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 =96 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

> in any given survey, they should be a possibile 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

>

>

> >

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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

By AMY GAJDA

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

gullible, generous public with vague promises. But

whoever said politics is an honest business?

Amy Gajda is a visiting assistant professor of law

at the University of Illinois.

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