
Date: Tue, 01 Feb 2000 08:49:20 -0500
To: aapornet@usc.edu
From: "Paul J. Lavrakas, Ph.D." <lavrakas.1@osu.edu>
Subject: Re: Litigation Research

Since there seems to be a continuing interest in how survey research "works: in court, I thought I'd briefly share an experience I had in Federal Court in the early 1990s serving as an expert witness for the Illinois Attorney General's Office. This hearing was about whether a specific "survey" that was germane to a pending federal case should or should not be entered as evidence in the legal proceeding.

After reviewing the research method used in the survey, I concluded that it was not well conducted and agreed to serve as an expert witness for the AG's Office who did not want the research entered as evidence.

In developing my written report for the AG's office and preparing myself and the AG's attorneys for my oral testimony, I used both Campbell and Stanley's classic text on research validity and the Total Survey Error framework to systematically structure my "attack" on the study's reliability and validity. The eight hours of my in-court testimony, especially the hostile attacks from the defense and their expert witnesses, was the most intense intellectual effort of my life. The final outcome on this was settled by a Federal Court and the study was not admitted as evidence.

Date: Tue, 1 Feb 2000 09:59:36 EST
From: JayMattlin@aol.com
Received: from JayMattlin@aol.com
by imo26.mx.aol.com (mail_out_v24.8.) id 5.d6.ff55db (3979)
for <aapornet@usc.edu>; Tue, 1 Feb 2000 09:59:37 -0500 (EST)
Message-ID: <d6.ff55db.25c84ed8@aol.com>
Subject: Re: Frankovic on CBS News Poll-Reply
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 39

Question:

If Census data in Europe are not very good (see snippet from prior posting below), then doesn't this make it even more difficult to put together a quota sample? If quotas are based on age, for example, how would you know how many people should be recruited for each age group if you don't have good data on the age distribution of the underlying population? Telephone RDD samples don't require such knowledge about the characteristics of the population, because the universe consists of phone numbers, rather than people.

I don't intend to be critical; I just would like to know a bit more about research practices in Europe, of which I am completely ignorant.

Jay Mattlin

the proportions to which each group should be filled if you don't have good Census data that

In a message dated 1/31/00 10:38:57 AM Eastern Standard Time, rshalpern@mindspring.com writes:

<< Quota sampling has long been the practice in most European countries and, when done properly, has proven to be quite accurate in the market research world despite all the problems of non-response. In my own experience, it was quite dependable as a solid basis for making intelligent marketing decisions. I think most of us would concede that this is equally true in the US. In my years with Coke during the 70's and early 80's, we tried probability sampling several times in a variety of countries. The findings were no more accurate (and no different) than good quota samples and lots, lots more expensive. Further, during the 70's, obtaining good census data in most European countries in terms of which to base a good probability sample was almost impossible.
>>

Date: Tue, 01 Feb 2000 10:46:31 -0500
From: Herb Abelson <abelson@Princeton.EDU>
Reply-To: abelson@Princeton.EDU
X-Sender: "Herb Abelson" <abelson@smtp.princeton.edu>
X-Mailer: Mozilla 4.5 [en]C-CCK-MCD Princeton University 05-99 (WinNT; I)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Litigation Research
References: <200002010804.AAA29434@usc.edu>
Content-Type: text/plain; charset=iso-8859-1
Content-Transfer-Encoding: 8bit

On litigation research. Two or three times a year I have been expert witness on survey research for litigation. Usually on trademark infringement (most recently regarding a professional sports team) name confusion (office products company), false and misleading advertising (children's talent agency), and "secondary meaning". Often a rebuttal witness, sometimes conduct a study.

What's good: the compensation, the game, matching wits with a peer, and the fact that there is an outcome which survey data have helped to inform. No market research is more engaging, more fun, and clearly with immediate consequences.

A good - but aging - overview is Fred Morgan: Judicial Standards for Survey Research, J. Marketing, Jan 1990, pp 59-70. Includes many case citations. If anyone knows of a more recent summary, please share it.

aapornet@usc.edu wrote:

> AAPORNET Digest 1309
>
> Topics covered in this issue include:
>

> 1) Re: Litigation Research
> by "Colleen K. Porter" <cporter@hp.ufl.edu>
> 2) Re: Frankovic on CBS News Poll-Reply
> by dick halpern <rshalpern@mindspring.com>
> 3) Re: Litigation Research
> by Philip Meyer <pmeyer@email.unc.edu>
> 4) Re: Litigation Research
> by Susan Losh <slosh@garnet.acns.fsu.edu>
> 5) Re: Frankovic on CBS News Poll-Reply
> by Warren Mitofsky <mitofsky@mindspring.com>
> 6) BMS 65 Contents (fwd)
> by James Beniger <beniger@rcf.usc.edu>
> 7) Re: Litigation Research
> by s.kraus@NotesMail1.csuohio.edu
> 8) re: Harris Sheds Old Ways
> by "Jon Siegel" <jons@harrisinteractive.com>
> 9) RE: Re[2]: Census Does the Super Bowl
> by Doug Rivers <drivers@intersurvey.com>
> 10) Another FAX "Survey"
> by Leo Simonetta <Simonetta@artsci.com>
> 11) Re: Census Does the Super Bowl
> by Monica Wolford <mwolford@hers.com>
> 12) Memorial Tribute for Everett Ladd
> by Don Ferree <SSDCF@UCONNVM.UConn.Edu>
> 13) Re: Another FAX "Survey"
> by Jeanne Anderson <ande271@attglobal.net>
> 14) Re: Another FAX "Survey"
> by Jan Werner <jwerner@jwdp.com>
> 15) Re: Another FAX "Survey"
> by "caplanjr@bellsouth" <caplanjr@bellsouth.net>
> 16) Re: Memorial Tribute for Everett Ladd
> by s.kraus@NotesMail1.csuohio.edu
> 17) Francovic on quotas
> by Claire Durand <durandc@SOCIO.UMontreal.CA>
> 18) RE: Re[2]: Census Does the Super Bowl
> by "John C. Fries" <jcf3c@erols.com>
> 19) Re: research integrity (fwd)
> by James Beniger <beniger@rcf.usc.edu>

>

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>

> Subject: Re: Litigation Research
> Date: Mon, 31 Jan 2000 09:10:36 -0500
> From: "Colleen K. Porter" <cporter@hp.ufl.edu>
> To: aapornet@usc.edu

>

> On 30 Jan 00, at 23:16, Andrew A. Beveridge wrote:

>

> > [...] The bottom line, when you
> > do social science research in a litigation context, you end up doing
> > about the same sorts of thngs that you would do for other project,
> > you simply do it with the notion that another social scientist will
> > show up and try to demolish whatever conclusions you might have
> > drawn.

>

> How well put! And the in-person public nature of the attack can be a
> little bit more devastating on the psyche than a journal rejection.

>

> > In my own case, I have done a number of employment cases, a number
> > of jury wheel challenges, and a number of housing discrimination
> > cases. Most of my own work includes the interpretation of Census
> > data combined with other stuff.

>

> I was contacted by a lawyer in a copyright infringement case. The
> plaintiff wanted a list study of potential customers, asking them
> which company they connected with a certain logo, since it was a
> competitor's use of a similar logo that had sparked the controversy.
> I ended up not doing the work, but it sounded interesting and
> certainly a legitimate use of research.

>

> Colleen

>

> Colleen K. Porter

> Project Coordinator, Florida Health Insurance Study cporter@hp.ufl.edu
> phone: 352/392-6919, Fax: 352/392-7109

> UF Department of Health Services Administration

> Location: 1600 SW Archer Road, Rm. G1-009

> Mailing Address: P.O. Box 100195, Gainesville, FL 32610-0195

>

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>

> Subject: Re: Frankovic on CBS News Poll-Reply

> Date: Mon, 31 Jan 2000 10:23:07 -0500

> From: dick halpern <rshalpern@mindspring.com>

> To: aapornet@usc.edu

>

> Bob Worcester makes a valid point. In an ideal world probability
> sampling is obviously the way to go but are we being realistic when
> we insist on it in all situations and refuse to accept findings not
> based on probability samples? Bob's comment did inspire me to reflect
> a bit more on the issue.

>

> Let's ask ourselves: IF we took seriously the idea of never giving any
> credence to the findings from a non-probability sample survey, and
> never accepted the findings from one as a scientifically valid
> inference to any larger population or to any population at all beyond
> those individuals actually sampled, how much survey or market research
> would there be left to talk or write about in this country or in any
> other? The question is more or less rhetorical and the answer should
> in no way affect our maintenance of the highest standards possible.

>

> Quota sampling has long been the practice in most European countries
> and, when done properly, has proven to be quite accurate in the market
> research world despite all the problems of non-response. In my own
> experience, it was quite dependable as a solid basis for making
> intelligent marketing decisions. I think most of us would concede that
> this is equally true in the US. In my years with Coke during the 70's
> and early 80's, we tried probability sampling several times in a
> variety of countries. The findings were no more accurate (and no
> different) than good quota samples and lots, lots more expensive.

> Further, during the 70's, obtaining good census data in most European
> countries in terms of which to base a good probability sample was
> almost impossible.

>
> Finally, and this is not an excuse for poorly conducted research, IF
> we insisted that only probability sampling was acceptable as a basis
> for survey research findings, most market and opinion researchers
> would probably go out of business because the costs of conducting
> surveys based only on good probability samples would be unaffordable
> by most clients. Some day the Internet may change all that but we're
> not there just yet.

> Dick Halpern

>
> *****
> Richard S. Halpern, Ph.D.
> Consultant, Strategic Marketing and Opinion Research
> Adjunct Professor, Georgia Institute of Technology
> 3837 Courtyard Drive
> Atlanta, GA 30339-4248
> rshalpern@mindspring.com
> phone/fax 770 434 4121
> *****

> -----
> --

> Subject: Re: Litigation Research
> Date: Mon, 31 Jan 2000 10:42:56 -0500 (EST)
> From: Philip Meyer <pmeyer@email.unc.edu>
> To: aapornet@usc.edu

> I can add a couple of examples from my own experience with
> litigation
> research:

> Pornography: Use of poll data to help the court understand
> "prevailing community standards" which is one of the legal tests of
> pornography.

> Libel: Survey of the audience to establish whether its members
> believed the false information published by the defendant and whether
> it lowered their opinion of him.

> Pre-trial publicity: Supporting a change-of-venue motion with
> a survey showing how many in the potential juror population have
> attended to news reports and made up their minds about a high-profile
> criminal case.

> =====
> Philip Meyer, Knight Chair in Journalism Voice: 919 962-4085
> CB 3365 Carroll Hall Fax: 919 962-1549
> University of North Carolina Cell: 919 906-3425
> Chapel Hill NC 27599-3365 http://www.unc.edu/~pmeyer
> =====

>

> On Sun, 30 Jan 2000, Allen Russell wrote:

>

>> Date: Sun, 30 Jan 2000 20:08:07 -0800 (PST)

>> From: Allen Russell <russella@teleport.com>

>> Reply-To: aapornet@usc.edu

>> To: aapornet@usc.edu

>> Cc: Allen Russell <russella@teleport.com>

>> Subject: Litigation Research

>>

>> OK, I'll bite. Will someone please fill the rest of us in on the
>> current status of litigation research, in particular on the use of
>> survey research techniques and the study of public opinion in
>> litigation research. Thanks.

>>

>> Allen Russell

>> Portland, Oregon

>> russella@teleport.com

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>

> Subject: Re: Litigation Research

> Date: Mon, 31 Jan 2000 11:57:06 -0500

> From: Susan Losh <slosh@garnet.acns.fsu.edu>

> To: aapornet@usc.edu

>

> And a tad more:

>

> Voir dire surveys in general, now over 25 years old (my introduction
> to RDD).

>

> Surveys to see how well *jurors* represent the jury wheel (just
> finished writing up two papers from a large study of that one).

>

> My most vivid memories were of repeatedly being told surveys were
> "hearsay evidence" since I did not interview each respondent
> personally. However, that was always thrown out.

>

> Susan

>

> At 10:42 AM 1/31/2000 -0500, you wrote:

>> I can add a couple of examples from my own experience with

>> litigation

>> research:

>>

>> Pornography: Use of poll data to help the court understand

>> "prevailing community standards" which is one of the legal tests of

>> pornography.

>>

>> Libel: Survey of the audience to establish whether its members

>> believed the false information published by the defendant and whether

> >it lowered their opinion of him.
> >
> > Pre-trial publicity: Supporting a change-of-venue motion with
> >a survey showing how many in the potential juror population have
> >attended to news reports and made up their minds about a high-profile
> >criminal case.
> >
> >=====

> >Philip Meyer, Knight Chair in Journalism	Voice: 919 962-4085
> >CB 3365 Carroll Hall	Fax: 919 962-1549
> >University of North Carolina	Cell: 919 906-3425
> >Chapel Hill NC 27599-3365	http://www.unc.edu/~pmeyer

> >=====

> >
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> >On Sun, 30 Jan 2000, Allen Russell wrote:
> >
> >> Date: Sun, 30 Jan 2000 20:08:07 -0800 (PST)
> >> From: Allen Russell <russella@teleport.com>
> >> Reply-To: aapornet@usc.edu
> >> To: aapornet@usc.edu
> >> Cc: Allen Russell <russella@teleport.com>
> >> Subject: Litigation Research
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> >> OK, I'll bite. Will someone please fill the rest of us in on the
> >> current status of litigation research, in particular on the use of
> >> survey research techniques and the study of public opinion in
> >> litigation research. Thanks.
> >>
> >> Allen Russell
> >> Portland, Oregon
> >> russella@teleport.com
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> >
> If time were money, I'd be in debtor's prison.
> >
> Susan Carol Losh, PhD.
> Academic Year 1999-2000 PHONE 850-385-4266 slosh@garnet.fsu.edu
> >
> PLEASE MAKE A NOTE!
> >
> I AM NOW IN TRANSITION TO:
> >
> The Department of Educational Research
> Florida State University
> Tallahassee FL 32306-4453
> >
> 850-644-4592 Educational Research Office
> FAX 850-644-8776
> >
> FROM:

>
> The Department of Sociology
> Florida State University
> Tallahassee FL 32306-2270
>
> 850-644-6416 Sociology Office
> FAX 850-644-6208
>
>
> -----
> --
>
> Subject: Re: Frankovic on CBS News Poll-Reply
> Date: Mon, 31 Jan 2000 12:56:55 -0500
> From: Warren Mitofsky <mitofsky@mindspring.com>
> To: aapornet@usc.edu
>
> I do not believe Dick Halpern got Bob Worcester's point. While I am
> sure that quota sampling has a place for some researchers under some
> conditions, even though I have yet to find one, Bob was saying that
> quota sampling was a better alternative for British election surveys
> than probability sampling. I find that assertion hard to accept and
> difficult to believe. warren mitofsky
>
> At 10:23 AM 1/31/00 -0500, you wrote:
> >Bob Worcester makes a valid point. In an ideal world probability
> >sampling is obviously the way to go but are we being realistic when
> >we insist on it in all situations and refuse to accept findings not
> >based on probability samples? Bob's comment did inspire me to reflect
> >a bit more on the issue.
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> >Let's ask ourselves: IF we took seriously the idea of never giving
> >any credence to the findings from a non-probability sample survey,
> >and never accepted the findings from one as a scientifically valid
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> >intelligent marketing decisions. I think most of us would concede
> >that this is equally true in the US. In my years with Coke during the
> >70's and early 80's, we tried probability sampling several times in a
> >variety of countries. The findings were no more accurate (and no
> >different) than good quota samples and lots, lots more expensive.
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> >not there just yet.

> >
> >Dick Halpern

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> >*****

> >Richard S. Halpern, Ph.D.
> >Consultant, Strategic Marketing and Opinion Research
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> e-mail: mitofsky@mindspring.com

> -----

> --

> Subject: BMS 65 Contents (fwd)
> Date: Mon, 31 Jan 2000 10:00:51 -0800 (PST)
> From: James Beniger <beniger@rcf.usc.edu>
> To: AAPORNET <aapornet@usc.edu>

> ----- Forwarded message -----
> Date: Mon, 31 Jan 2000 17:08:14 +0100 (CET)
> From: AIMS - INT <aims@ext.jussieu.fr>
> To: AIMS Listserv <aimsl@ext.jussieu.fr>
> Subject: BMS 65 Contents

> BULLETIN DE METHODOLOGIE SOCIOLOGIQUE
> BMS
> BULLETIN OF SOCIOLOGICAL METHODOLOGY

> N. 65 JANUARY 2000

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> N. 65 JANUARY 2000

> EDITORIAL

> In this issue of the BMS, we publish three research articles and one
> ongoing research article, of which two are in English and two in
> French. In "The Geometric Analysis of Questionnaires
> - The Lesson of Bourdieu's La Distinction", Henry Rouanet (Universite
> Rene Descartes), Werner Ackermann (Centre de Sociologie des
> Organisations) and Brigitte Le Roux (Universite Rene Descartes)
> investigates the use of Correspondence Analysis
> (CA) in Pierre Bourdieu's La Distinction, showing that, for Bourdieu,
> CA is not simply a handy tool among others for visualizing data, but a
> unique instrument apt to uncover the two related spaces of individuals
> and of properties.

> In "The Use of Multidimensional Partial-Order Scalogram Analysis with
> Base Coordinates (MPOSAC) in Portraying a Partially-Ordered Typology
> of City Wards by Social-Medical Criteria", Shlomit Levy and Reuven
> Amar (Hebrew University of
> Jerusalem) show that not two, but three dimensions are needed to
> represent the typology on the data of seven variables characterizing
> each of the 21 wards of the city of Hull, England.

> In "A Sequence Analysis Method", Alain Dubus (Universite Lille
> III) uses data on the professional trajectories of 520 continuing

> education teachers, accumulated density matrices and classification
> analysis to produce ideal types and evocative, colored graphic
> representations of categories of sequences.

>
> In the Ongoing Research article, "Verbatim, An Experiment in
> Capitalizing on Quantitative Interviews", Dominique Le Roux and Jean
> Vidal (EDF-DRD) present encouraging preliminary results from an
> experiment in archiving qualitative data for use in secondary analysis
> in France and carried out in a business environment.

>
> On line one, page 89, of our last issue, a last-minute correction
> mistakenly transformed "SES" into "SEX". This was corrected in the
> email version, but not in the paper version. SES means "Socioeconomic
> Status".

>
>
> EDITORIAL
>

> Dans ce numero du BMS, nous publions trois articles de recherche et un
> article de recherche en cours, dont deux en francais et deux en
> anglais. Dans "L'analyse geometrique des questionnaires - La lecon de
> La Distinction de Bourdieu", Henry Rouanet (Universite Rene
> Descartes), Werner Ackermann (Centre de Sociologie des Organisations)
> et Brigitte Le Roux (Universite Rene Descartes) etudient l'usage de
> l'analyse des correspondances (AC) dans La Distinction de Pierre
> Bourdieu, montrant que, pour Bourdieu, l'AC n'est pas un outil parmi
> d'autres, commode pour visualiser les donnees, mais un
> instrument unique eminentement apte a decouvrir les deux espaces
> apparentes des individus et des proprietes.

>
> Dans "L'utilisation du scalogramme multidimensionnel avec ordre
> partiel sur des scores de base (MPOSAC) pour construire une typologie
> sur ordre partiel des quartiers d'une ville, basee sur des criteres
> sociaux et de sante publique", Shlomit Levy et Reuven Amar (Hebrew
> University of Jerusalem) montrent que trois, et non deux dimensions
> sont necessaires pour rendre compte d'une typologie des donnees a sept
> variables sur les 21 arrondissements de la ville anglaises de Hull.

>
> Dans "Une methode d'analyse des sequences", Alain Dubus (Universite
> Lille III) utilise des donnees sur les itineraires professionnels de
> 520 formateurs d'adultes, des matrices de densite cumulee et l'analyse
> classificatoire pour produire des idealtypes et des representations
> graphiques colorees de categories de sequences qui se revelent tres
> parlantes.

>
> Dans l'article de Recherche en cours, "Verbatim - Une experience de
> capitalisation d'entretiens qualitatifs", Dominique Le Roux et Jean
> Vidal (EDF-DRD) presentent les premiers resultats, encourageants,
> d'une experience d'archivage de donnees qualitatives en vue de leur
> reexploitation menee en France dans le contexte de l'entreprise.

>
> Sur la premiere ligne, page 89, du dernier numero, une malheureuse
> correction de derniere minute a change "SES" en "SEX". La faute a ete
> corrigee dans la version email mais pas dans la version papier. SES
> veut dire "Socioeconomic Status".

>
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>
> BMS - AIMS
>

> The BMS is a peer review trimestrial scientific journal published by
> the AIMS (International Association of Sociological Methodology, 45
> rue Linne, 75005 Paris), a non profit organization. The BMS's parity
> number is 68812. All correspondence should be sent to the BMS,
> LASMAS-CNRS, 59 rue Pouchet, 75017 Paris; tel/fax 33 1 40 51 85 19 or
> tel 33 1 40 25 10 01 and fax 33 1 40 25 12 47; email
> bms@ext.jussieu.fr; web <http://www.ccr.jussieu.fr/bms>
>

> The publishers of the BMS are: Philippe Cibois (University of Amiens),
> Karl M. van Meter (LASMAS-CNRS, Paris), Lise Mounier (LASMAS-CNRS,
> Caen) and Marie-Ange Schiltz (CAMS-EHESS, Paris). The director is Karl
> M. van Meter.
>

> The Scientific Committee of the BMS is composed of Duane F. Alwin
> (University of Michigan), Alain Degenne (LASMAS-CNRS, Caen), Peter Ph.
> Mohler (ZUMA, Mannheim) and Henry Rouanet (Universite Paris V).
>

> The BMS publishes twice a year the Newsletter of Research Committee
> (RC33) "Logic and Methodology" of the International Sociological
> Association. The BMS is abstracted by the three principal
> institutions concerned with sociological methodology: SRM
> (Sociological Research Methodology) Documentation Centre at the
> Erasmus University of Rotterdam; the INIST (Institut de l'Information
> Scientifique et Technique) of the CNRS in Nancy; and Sociological
> Abstracts in San Diego, California, which classes the BMS among "core
> sociology journals".
>

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> interested readers.
>

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> BMS, send either four full hardcopies, or one hardcopy and one simple
> ASCII text copy by email or on a diskette. The article should include
> title, author, contact information (post, tel, fax, email, web), a
> short one-paragraph abstract with key words, and, at the end of the
> article, all notes, references, tables and graphics. Further
> instructions for authors available at our web site, or by contacting
> the BMS.
>

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>
> BMS - AIMS
>

> Le BMS est une revue scientifique trimestrielle a comite de lecteurs
> editee par l'AIMS (Association Internationale de Methodologie
> Sociologique, 45 rue Linne, 75005 Paris), une organisation sans but
> lucratif (loi 1901). Le BMS a le numero paritaire 68812. Toute
> correspondance doit etre envoyee au BMS, LASMAS-CNRS, 59 rue Pouchet,
> 75017 Paris; tel/fax 33 1 40 51 85 19 ou tel 33 1 40 25 10 01 and fax
> 33 1 40 25 12 47; courrier electronique bms@ext.jussieu.fr; web

> <http://www.ccr.jussieu.fr/bms>
>
> Le comite de redaction du BMS est compose de: Philippe Cibois
> (Universite d'Amiens), Karl M. van Meter (LASMAS-CNRS, Paris), Lise
> Mounier (LASMAS-CNRS, Caen) et Marie-Ange Schiltz (CAMS- EHESS,
> Paris). Le responsable de la publication est Karl M. van Meter.
>
> Le comite de conseil scientifique du BMS est compose de: Duane F.
> Alwin (University of Michigan), Alain Degenne (LASMAS-CNRS, Caen),
> Peter Ph. Mohler (ZUMA, Mannheim) et Henry Rouanet (Universite Paris
> V).
>
> Le BMS publie deux fois par an la Newsletter du Comite de recherche
> (RC33) "Logique et Methodologie" de l'Association Internationale de
> Sociologie. Le BMS est analyse par les trois grands etablissements qui
> s'occupent de la methodologie
> sociologique: l'INIST (Institut de l'Information Scientifique et
> Technique) du CNRS a Nancy; le "SRM (Sociological Research
> Methodology) Documentation Centre" a l'Universite Erasmus de
> Rotterdam; et Sociological Abstracts a San Diego aux Etats- Unis, qui
> classe le BMS parmi les "journaux clefs de la sociologie".
>
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> ces abonnees et une liste de distribution gratuite ouverte a tout
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>
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> ASCII sur disquette ou par email. L'article doit comprendre le titre,
> l'auteur, ses coordonnees (poste, tel, fax, email, web), un court
> resume d'un paragraphe avec mots-clefs, et, en fin d'article, tous les
> notes, references, tableaux et graphiques. Plus d'information est
> disponible sur notre site web, ou en contactant le BMS.
>
> -----
> <END OF FILE>
>
> -----
> --
>
> Subject: Re: Litigation Research
> Date: Mon, 31 Jan 2000 13:28:13 -0500
> From: s.kraus@NotesMail1.csuohio.edu
> To: aapornet@usc.edu
>
> I don't know what the fuss is about litigation research. I have done
> about four years of consistant research for a law firm using litig.
> res. One must use the best of survey research methodology and other
> research approaches to bring about and present the research for the
> client's case. Ultimately the opposition will bring forth their
> experts to challenge whatever they can to refute the research results
> and support their case.
>
> Deciding on the methodology is no different than in any other research

> situation. It requires an understanding of the problem, a
> determination of the best (and often cost-effective) way of obtaining
> the data, and the like.
>
> The field is a legitimate one using scientific principles and
> applications, and is part of the conversations I've shared with AAPOR
> members over the past 40 years.
>
>
> -----
> --
>
> Subject: re: Harris Sheds Old Ways
> Date: Mon, 31 Jan 2000 13:48:51 -0500
> From: "Jon Siegel" <jons@harrisinteractive.com>
> To: <aapornet@usc.edu>
>
> We want to thank Robert Godfrey for calling this article to the
> attention of AAPOR members. For those of you who went to read it, we
> want to set the record straight on one issue covered in the article.
>
> Although we have established ourselves as a leader in Internet-based
> market research, we do not -- contrary to the contention in the
> article -- conduct our research entirely online. We continue to use
> telephone, in-person and mail surveys and in-person focus groups to
> meet the needs of our clients.
>
> Jonathan W. Siegel
> Harris Interactive
> ----- Original Text -----
>
> From: "Robert Godfrey" <rgodfrey@facstaff.wisc.edu>, on 1/26/00 2:55
> PM:
>
> AAPORNET,
>
> Did I miss something in the earlier postings on internet political
> polling or is this new information to everyone?
>
> Robert Godfrey
> UW-Madison
>
> =====
>
> Pollster Sheds Old Ways
> <http://www.wired.com/news/politics/0,1283,33800,00.html?tw=wn20000124>
> The Harris Poll won't be calling people up on the phone to query
> presidential voters anymore. The Internet is the only way to go now.
> By Lakshmi Chaudhry.
>
> Pollster Sheds Old Ways
> by Lakshmi Chaudhry
>
> 3:00 a.m. 24.Jan.2000 PST
> The Harris Poll, one of the oldest names in the political survey
> business, is throwing phone books out the window and going fully
> online for the 2000 campaign.

>
> Harris is the first company to rely entirely on the Internet in the
> high-stakes game of predicting election outcomes. Polling online has
> been considered particularly risky because of the thorny issues
> involved in using Internet samples to extrapolate results for the
> general US population.
>
> But political pollsters claim Internet surveys are quick, cheap, and
> - gasp! - accurate.
>
> Harris will be offering comprehensive polling at the national and
> state levels beginning in June, said Election 2000 director Jonathan
> Seigel. Also, Harris will conduct three pre-election polls in all 50
> states this fall, including state and national "Outcome 2000" polls to
> be conducted two days before Election Day in November.
>
> And all these surveys will be conducted entirely over the Internet
> using samples culled from a database of 5 million respondents.
>
> Traditionally, polling firms get a list of residential phone numbers
> and dial at random to generate a statistically valid sample, said
> George Terhanian, vice president of Internet Research. The first six
> digits of a telephone number (area code and prefix) are selected to
> allow for every region to be well represented, while the remaining
> four digits are dialed at random.
>
> "The problem is that there is no such registry [of email addresses] on
> the Internet, which makes it difficult to get random samples,"
> Terhanian said.
>
> And the rules on the Internet discourage unsolicited mass emailing
> which is considered spam, he said.
>
> Harris resolved this problem by building a database of 5 million
> "cooperative respondents," or people who have agreed to be surveyed on
> a regular basis.
>
> Terhanian said the company built its database through partnerships
> with television shows, Internet access companies like Excite, and
> online advertising agencies. For example, a person signing up for free
> email can say whether or not they want participate in online surveys,
> he said.
>
> But political pollsters are skeptical about drawing a sample from a
> pre-existing database.
>
> "There is a pre-selection bias because your sample is based on people
> who've agreed to be part of panel," said Mark Allen, a Republican
> pollster with Market Strategies. "It's not random. It's
> self-directed."
>
> But the larger problem with online polling is getting statistically
> accurate results, experts say. A 1999 Jupiter Communications study
> says only 48 percent of all Americans had Internet access at home. The
> average Net user also looks nothing like the average American.
>
> "They're just too white, too rich, and too male," Allen said.

>
> And the demographic disparity is particularly worrisome in older
> segments of the population, who are also more likely to vote. "If you
> look at the general US population, 17 percent are 65 or older, but
> that group is only 6 percent on the Net," said Terhanian.
>
> Harris says it can adjust for such discrepancies through "weighting."
> The solution is to oversample those segments of the population that
> are underrepresented online. "We give less weight to the answers of
> typical Net users" and more weight to the answers of people who are
> less typical, said Terhanian.
>
> The Harris methodology, however, has its fair share of critics.
>
> "What they do is take some poor black person who happens to be on the
> Internet and count him 10 times," University of Pennsylvania
> communications professor W. Russell Neuman said. "It's taking a sample
> of convenience and using statistical controls to make it more
> representative."
>
> Weighting can have an impact, but there will always be people who are
> not represented, Allen said.
>
> Harris defends its techniques by pointing to the results. For the past
> two years, the company has been conducting parallel Internet and
> telephone surveys, asking the same question at the same time,
> Terhanian said. "And we've found few, if any, differences in the
> information."
>
> The company suffered a major embarrassment during the 1998 elections
> when it incorrectly predicted the gubernatorial race in Mississippi.
> Seigel admits Internet surveys are less effective in Southern states
> with large rural black populations. "That's why we're not doing polls
> in every state," he said.
>
> But Harris is confident that it has fixed the problems that caused the
> 1998 snafu, and will not be conducting parallel phone surveys to
> ensure accuracy in 2000.
>
> Harris is one of the few polling firms to work entirely online. Most
> of the other big names in polling, including Gallup and Roper, have
> stayed away from the Internet due to sampling problems.
>
> And that's why Harris' competitor Intersurvey, which is also an online
> polling firm, collects its samples the old-fashioned way - over the
> telephone.
>
> "We select people through random-digit dialing and then provide them
> with WebTV," Intersurvey CEO Doug Rivers said. "This way we don't miss
> people who are not computer users."
>
> The company provides all respondents with equipment - even those with
> computers at home - and sends them questions via email.
>
> Intersurvey and Harris Interactive are betting that the future of
> polling is on the Internet because it's getting more difficult to get
> a representative sample even with phone interviews, Neuman said.

>
> Most polling firms tend to call between 6-9 p.m. to maximize the
> breadth of their sample. "People don't want to spend five to 20
> minutes answering questions during dinner time," Neuman said. "They're
> getting tired of it."
>
> That's why response rates have declined steadily from about 80 percent
> to 30 percent over the past decade, he said.
>
> Not only is an Internet survey less intrusive, it's also quick.
> Intersurvey will conduct an instant poll following the State of the
> Union address for CBS News next week. Rivers said the results will be
> available within 30 minutes.
>
> And without interviewer costs it becomes a lot cheaper for the client,
> he added.
>
> But for now, most party and candidate pollsters are still reluctant to
> go entirely online.
>
> Allen, the Republican party pollster, admits Internet surveys are
> attractive, but does not recommend them as a solitary source. "I may
> use them to get a quick take on an ad or a slogan," he said. "But I
> have not seen anyone put all their energies into doing just online
> polling."
>
> "It's kind of hard for people to make the jump. It's going to take a
> major educational effort," Harris director Seigel admitted.
>
> The initial reluctance may also disappear as more households get
> online. "Right now, it's too early to go entirely online," Neuman
> said. "Harris is pushing the envelope. But you have to give them
> credit for bravely going ahead."
>
>
> -----
> --
>
> Subject: RE: Re[2]: Census Does the Super Bowl
> Date: Mon, 31 Jan 2000 11:42:25 -0800
> From: Doug Rivers <drivers@intersurvey.com>
> To: "'aapornet@usc.edu'" <aapornet@usc.edu>
>
> More questions, which I'll do my best to answer.
>
> 1) RESPONSE RATES. I, too, would like to achieve a higher response
> rate than our current 56% and we are experimenting with some different
> procedures with the objective of raising the response rate about 60%.
> You don't state the nature of your study (Was it a RDD general
> population study? Who was the sponsor? Were respondents told that the
> study was being conducted for a government agency? etc.) The response
> rate we are achieving is typical of what high quality academic
> telephone surveys of similar populations are getting today. (For
> example, the 1998 NES Pilot Study reported a 41.5% response rate.)
>
> 2) COOPERATION RATES. It's difficult to calculate cooperation rates
> for specific demographic groups, since we do not have demographic

> information on respondents who do not agree to cooperate. (I don't
> know what you mean by an "UNWEIGHTED cooperation rate," but the sample
> selection probabilities in our panel do not vary much by strata and,
> among cooperating respondents, almost uncorrelated with any
> demographic characteristic that we have checked.) However, I can
> provide you with some panel demographics (which reflect the
> combination of contact and cooperation rates). Our panel is composed
> of about 50% computer-owning households (matching the CPS data).
> African-Americans compose about 10% of our panel (compared to 12% in
> the adult population), while Asian Americans are slightly
> overrepresented. The age distribution of the panel matches the
> population closely, except among persons over 65 (8% of the panel vs.
> 16% of the population). In terms of education, 51% of the panel has a
> HS education or less (vs. 50% of the population), and 11% report
> having a graduate degree (vs. 8% of the population). I'd be
> interested in similar data from phone surveys.
>
> 3) INTERNET USERS. Yes, it's true that we have created Internet users
> and this could have some impact on behavior, which we are monitoring
> closely. (Every sample has a combination of new and older panel
> members, so the issue of panel effects is an empirical one.) However,
> WebTV is primarily an interactive TV experience, not an Internet
> experience. Furthermore, we have data on prior computer and Internet
> usage, so we can select subsamples of Internet users who we did not
> artificially create.
>
> 4) QUOTA SAMPLING. The answer is that it sometimes works, sometimes it
> doesn't. One place where it failed (and probability sampling
> performed well as usual) was the 1992 U.K. general election. Another,
> of course, was the 1948 U.S. presidential election.
>
> > -----Original Message-----
> > From: Karen Donelan [mailto:kdonelan@hsph.harvard.edu]
> > Sent: Sunday, January 30, 2000 7:08 PM
> > To: aapornet@usc.edu
> > Subject: Re: Re[2]: Census Does the Super Bowl
> >
> >
> > A question for anyone interested, not just for Doug Rivers:
> >
> > While I understand the advantages of a randomly selected sample, a
> > 56% CASRO rate (AAPOR #4, roughly) isn't that grand. I did a survey
> > with NORC that
> > achieved much higher cooperation last year. So to start with, can we
> > quantify the non-reponse? Might those who are unwilling to
> > participate be
> > the same as those people who are generally unwilling to have
> > computers/Internet in their homes? I would be especially
> > interested in the
> > UNWEIGHTED cooperation among persons 65+, low income, racial/ethnic
> > minorities and others traditionally underrepresented on-line.
> >
> > Second, I can't get past the idea that these respondents are, by
> > definition, now "internet users"--self selected by virtue of their
> > agreement to cooperate and introduce this technology into their
> > homes and now capable of
> > experiencing all of those wonderful things that make new

> > combination of contact and cooperation rates). Our panel is
> > composed of about 50% computer-owning households (matching the CPS
> > data). African-Americans compose about 10% of our panel (compared to
> > 12% in the adult population), while Asian Americans are slightly
> > overrepresented. The age distribution of the panel matches the
> > population closely, except among persons over 65 (8% of the panel
> > vs. 16% of the population). In terms of education, 51% of the panel
> > has a HS education or less (vs. 50% of the population), and 11%
> > report having a graduate degree (vs. 8% of the population). I'd be
> > interested in similar data from phone surveys.
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> > However, WebTV is primarily an interactive TV experience, not an
> > Internet experience. Furthermore, we have data on prior computer
> > and Internet usage, so we can select subsamples of Internet users
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> >
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> > > Sent: Sunday, January 30, 2000 7:08 PM
> > > To: aapornet@usc.edu
> > > Subject: Re: Re[2]: Census Does the Super Bowl
> > >
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> > >
> > > Second, I can't get past the idea that these respondents are, by
> > > definition, now "internet users"--self selected by virtue of their
> > > agreement to cooperate and introduce this technology into their
> > > homes and now capable of
> > > experiencing all of those wonderful things that make new
> > > Internet users
> > > different than other people. Does having the Internet in
> > > your home change
> > > your view of the world? In what ways? Are you not now
> > > somehow "different"
> > > than you were before?

> > >
> > > How is this panel, now "exposed" to this technology, still
> > > representative of a national population of US adults? We may see
> > > that the selection is better
> > > than a volunteer sample--but can we really say, after the
> > > first survey, that
> > > this will yield better data?
> > >
> > > I applaud the innovation and the attempt to do better. I remain
> > > to be convinced that this will work longer term. I am still
> > > unclear, following the exchanges about making pledges and taking
> > > vows of purity, if CBSNews is
> > > calling this the CBSNews Poll or not, and if to the general
> > > public, that
> > > distinction would matter anyway.

> > >
> > > What I am clear about is that we all learn more when we discuss
> > > issues without engaging in personal attacks.

> > >
> > > Karen Donelan
> > > Harvard School of Public Health
> > >

> --

> ~~~~~
> Monica Wolford mwolford@hers.com
> Program on International Policy Attitudes www.pipa.org
> A joint program of Center on Policy Attitudes www.policyattitudes.org
> and the Center for Int'l & Security Studies at U Maryland 1779
> Massachusetts Ave NW #510 Washington, DC 20036

> -----

> --
>
> Subject: Memorial Tribute for Everett Ladd
> Date: Mon, 31 Jan 00 16:22:41 EST
> From: Don Ferree <SSDCF@UCONNVM.UConn.Edu>
> To: Members of AAPORNET <aapornet@usc.edu>

> Posted on behalf of my colleagues at the Roper Center.

> Dear friends in the public opinion community,

>
> There will be a memorial celebration of the life and scholarship of
> Everett Carll Ladd, Jr., a distinguished Professor of Political
> Science and former Director of the Institute for Social Inquiry and
> the Roper Center at the University of Connecticut. This tribute will
> be held on Thursday, February 10, 2000 at 3PM at the Thomas J. Dodd
> Research Center, University of Connecticut, Storrs, CT

>
> Please contact the Roper Center for directions if you wish to attend.
> Telephone: 860-486-4440

>
> A fellowship has been established and anyone wishing to contribute may
> send donations to:

> > connects to our fax facility.

> >

> >

(Circle your response)

> >

> > 1. Should HAND GUN possession be limited to law enforcement officers?

> >

> >

Yes No

> >

> > 2. The second amendment states, "A well regulated militia being necessary to the security of a free state, the right of the people to keep and bear arms shall not be infringed". Do you think this is being properly interpreted by our representative lawmakers?

> >

> >

Yes No

> >

> > 3. Do we need more laws controlling GUNS in the US?

> >

> >

Yes No

> >

If YES; these are my suggestions:

> >

> >

> >

> >

> >

> >

> >

> >

> >

> >

I am a citizen of the State

> > of: _____

> >

THE FOLLOWING ARE TOTALLY OPTIONAL RESPONSES

> >

> >

My Name is:

> >

> >

> >

> >

My e-mail address is:

> >

> >

> >

> >

(We will e-mail the results of this survey to those who choose to include their e-mail address)

> >

> >

YOUR OPINION IS NEEDED TO ENLIGHTEN OUR LAWMAKERS!

> >

SPEAK NOW, BEFORE IT'S TOO LATE!

> >

FAX YOUR RESPONSE TO 1-900-420-2021 NOW!

> >

> >

Feel free to copy this message and pass it along to others who want their voices heard on the issue of HAND GUN CONTROL IN THE US.

> >

> >

Copyright, 1999. American Tabulation & Tracking Co-op, surveying the

> > > proposed new HAND GUN CONTROL LAWS. We will contact 5,000,000
> > > Americans and present the results of this Survey to Congress as
> > > soon as it is complete. We need your input!

> > > To have your voice heard on the issue of HAND GUN CONTROL IN THE
> > > US, you must be at least 18 years old and do/understand the
> > > following:

> > > Please print this message, circle your responses, and FAX your
> > > survey to 1-900-420-2021. A charge of \$9.95 for the first minute
> > > or fraction thereof, and \$3.95 for each additional minute or
> > > fraction thereof will appear on your local phone bill to pay for
> > > the survey. The first 10 to 12 seconds of the call will NOT BE
> > > BILLED TO YOU, and your fax will not start until the message that
> > > plays during that 10 to 12 seconds has ended. Your billing will
> > > begin when your call connects to our fax facility.

> > > (Circle your response)

> > > 1. Should HAND GUN possession be limited to law enforcement
> > > officers?

> > > Yes No

> > > 2. The second amendment states, "A well regulated militia being
> > > necessary to the security of a free state, the right of the people
> > > to keep and bear arms shall not be infringed". Do you think this
> > > is being properly interpreted by our representative lawmakers?

> > > Yes No

> > > 3. Do we need more laws controlling GUNS in the US?

> > > Yes No

> > > If YES; these are my suggestions:

> > > _____
> > > _____
> > > _____

> > > I am a citizen of the State
> > > of: _____

> > > THE FOLLOWING ARE TOTALLY OPTIONAL RESPONSES

> > > My Name is:
> > > _____

> > > My e-mail address is:
> > > _____

> shows that probability polls did fare better in the last British
> election (1997). I don't remember any probability poll from private
> pollsters in the 1992 British election.
>
> - On last polls being always better or explaining discrepancies : this
> seems to be a myth (see last POQ); unless an important campaign event
> can explain late shifts, no such last minute shift is likely to have
> occurred, and most probably not when vote intentions have been stable
> throughout the campaign.
>
> - On prices and affordability : I checked in Canada for polls
> conducted for CBC: pollsters who use quotas do not charge less than
> those who use probability sampling. The main reason for differences
> in prices may be found in differences in modes of data collection and
> in the pricing of telephone communications in Europe.
>
> - On quotas vs 50% response rates in prob. polls: Do we want to say
> that 50% response rate is not better than 20% (or God knows) response
> rates in quota polls?
>
> - One quota poll may be better by chance, but on the long run quota
> polls are not. We conducted a study of all the polls conducted in the
> last Canadian federal election which shows that quota polls bring more
> error and show more variance in estimation than probability polls
> (Canadian public policy, last issue, sorry it is in French but it has
> an abstract in English).
>
> - In France, they use quota polls BUT they do not speak about any
> so-called margin of error when they do so.
>
> - anecdote : In France, they use quota polls based on occupation as
> one of the determinant of quota cells. At one point, they realised
> that they had a very proportion of "concierger" in their samples
> because they constituted an easy way to fill the quotas for men
> working in the services...
>
> --
>
> Claire Durand
>
> durandc@socio.umontreal.ca <http://alize.ere.umontreal.ca/~durandc>
>
> dep. de sociologie, Université de Montréal,
> C.P. 6128, succ. centre-ville,
> Montreal, Quebec, H3C 3J7
>
>
> -----
> --
>
> Subject: RE: Re[2]: Census Does the Super Bowl
> Date: Mon, 31 Jan 2000 20:31:59 -0500
> From: "John C. Fries" <jcf3c@erols.com>
> To: aapornet@usc.edu
>
> Doug,
>

> A very interesting discussion going on.....
>
> I am curious as to whether your panel members are limited to those
> with WebTV access. I noticed below that you referred to the panelists
> "WebTV box." Is this something you give them or something they have
> had to purchase on their own. I'm assuming it was the former, but I
> thought perhaps you knew something about the actual consumer "use" of
> WebTV. Anyway, thanks for continuing the dialog with all of "us."
> This really is a very interesting endeavor.
>
> Best Regards,
>
> John
>
> At 10:12 AM 1/30/00 -0800, you wrote:
> >We plan on presenting a paper at the AAPOR meetings with a detailed
> >description of the design and the results of methodological
> >experiments that we have been conducting. Kathy Frankovic responded
> >with some specific details about the CBS study, but here are a few
> >quick answers to your questions about the InterSurvey panel:
> >
> >1) To date, InterSurvey panel recruitment has been handled by NORC
> >using a complex design. We normally use the probabilities of
> >selection to weight subsamples from the panel. The initial response
> >rate, using the CASRO definition (roughly, contact rate x cooperation
> >rate), is about 56%.
> >
> >2) All studies, including the CBS one that you ask about, use
> >randomly selected subsamples from the panel, not self-selection. In
> >rereading our marketing materials, I realize that this isn't
> >explicitly stated. (The thought of using self-selection at the final
> >stage never occurred to us!)
> >
> >3) Your questions about panels are good ones. In terms of sampling,
> >there is no fundamental methodological difference between InterSurvey
> >and other high quality, randomly recruited panels. The difference is
> >that interviewing is initiated by sending an e-mail message to the
> >selected panel member and that the interview is conducted using a Web
> >browser. Their device automatically downloads e-mail and turns on a
> >red light on the WebTV box, notifying them that a message has
> >arrived. This means that we don't have to call or mail panel
> >members--much faster than mail and much less intrusive than calling.
> >It also means that we can interview outside of normal interviewing
> >hours (e.g., after 10 pm, as was required for the CBS survey).
> >Furthermore, we can use visual content, including TV-quality video,
> >as part of our surveys. We are trying to combine the Web with general
> >population probability sampling.
> >
> >I hope this is responsive to your questions.
> >
> >Doug
> >
> >
> >
> >----- Original Message -----
> >From: "Tom Duffy" <tduffy@macroint.com>
> >To: <aapornet@usc.edu>

> >Sent: Friday, January 28, 2000 6:42 PM
> >Subject: Re[2]: Census Does the Super Bowl
> >
> >
> > > I found Intersurvey's idea intriguing, but then I looked at the
> > > example survey and their home page.
> > >
> > > According to the page given below, 721 adults responded to the
> > > CBS/Intersurvey poll. However, I didn't see an explanation as to
how
> > > these 721 responses were obtained: was this a randomly
> > > selected
> > > sample
> > > of the panel, with a decent non-response conversion protocol?
> > > What
> > > was
> > > the interviewing "window"? What was the response rate? Or was this
a
> > > self-selected sample of a frame of 30,000 people? One or two
> > > additional lines of info at the bottom of the page would help
> > > some of
> > >
> > > us understand what these polls really mean.
> > >
> > > Also, though a lot of work evidently went into recruiting a
> > > panel
> > > with
> > > the objective of having it be a "random" sample of Americans who
are
> > > willing to trade poll participation for free access and
> > > hardware, are
> > >
> > > the probabilities of selection to this panel known? And are
> > > they used
> > >
> > > when weighting the data? Was any analysis conducted on the
potential
> > > bias resulting from the above "trade" (simultaneous RDD "control"
> > > samples, cognitive testing)? And why is this panel
methodologically
> > > superior to other panels that start with random recruitment? A
panel
> > > is a panel, even if it is as large as 30,000 or more.
> > >
> > > It would help to have this info in the methodological
> > > sections of the
> > >
> > > Intersurvey page. Otherwise, it is difficult to believe
> > > Intersurvey's
> > >
> > > claim that this methodology "makes existing research methodologies
> > > obsolete" (<http://www.intersurvey.com>).
> > >
> > >
> > > _____
> > > Tom Duffy
> > > Macro International Inc.
> > > New York, NY

> > > tduffy@macroint.com

> > >

> > >

>

> -----
> John C. Fries jcf3c@erols.com
> PhD Candidate Department of Sociology
> University of Virginia Charlottesville, Virginia
> -----

> "The means by which we live have outdistanced the
> ends for which we live. Our scientific power has
> outrun our spiritual power. We have guided
> missiles and misguided men." - Martin Luther King Jr.
> -----

>

>

>

> -----

> --

>

> Subject: Re: research integrity (fwd)
> Date: Mon, 31 Jan 2000 19:12:06 -0800 (PST)
> From: James Beniger <beniger@rcf.usc.edu>
> To: AAPORNET <aapornet@usc.edu>

>

> ----- Forwarded message -----
> Date: Mon, 31 Jan 2000 20:11:13 EST
> From: Rossi Hassad <Gradnet@AOL.COM>
> Reply-To: Survey Research Methods Section of the ASA
> <SRMSNET@UMDD.UMD.EDU>
> To: SRMSNET@UMDD.UMD.EDU
> Subject: Re: research integrity

>

> HIVtreatment.com

>

> _____
> Rossi A. Hassad, MPH, Ph.D. Tel: 212-244-4266
> E-mail:gradnet@aol.com
> _____

>

>

> Dr. David Ho
> 01/18/00
> Scientific Director
> The Aaron Diamond AIDS Research Center
> New York

>

> Dear Dr. Ho:

>

> Re: Efficacy of Protease Inhibitors and Associated Quality of
> Life

>

> Since your debut as "Time man of the year 1996" for your efforts in
> formulating the "cocktail therapy" for treatment of HIV/AIDS-related
> conditions, the public has heard little from you with respect to the
> above-mentioned subject.

>

> Meanwhile, qualitative reports along with meta-analyses of data from
> other sources, appear inconclusive on the efficacy of the "cocktail
> therapy" in particular, the protease inhibitor component.

>
> I have noted your financial association with the pharmaceutical
> industry, and I consider this a potential conflict of interest with
> implications for reporting of research data.
>
> In the interest of public health and safety, I am herewith requesting
> an immediate audit by the NIH and CDC, of your sources of funding,
> research protocols and findings related to AIDS/HIV treatment.
>
> I look forward to your cooperation in this matter.
>
> Sincerely,
> R.A. Hassad
>
> CC: NIH, CDC, Pharmaceutical Companies
>
> *****

Date: Tue, 1 Feb 2000 13:15:48 -0200 (E. South America Daylight Time)
From: "Thomas M. Guterbock" <tmglp@cms.mail.virginia.edu>
To: AAPORnet List server <aapornet@usc.edu>
Subject: Re: Litigation Research
Message-ID: <SIMEON.10002011348.D@98cab544.config.mail.virginia.edu>
X-Mailer: Simeon for Win32 Version 4.1.4 Build (40)
X-Authentication: IMSP
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; CHARSET=US-ASCII

For a published article on how an ego-based network survey was used in Virginia court to decide an annexation dispute, see:

Thomas M. Guterbock, "Community of Interest: Its Definition, Measurement, and Assessment." Sociological Practice Review 1 (August, 1990): 88-104.

And I can definitely join with Paul L. in attesting to the adrenaline-pumping benefits of testifying in court about surveys. . . .

Tom

Thomas M. Guterbock Voice:(804) 924-6516
Sociology/Center for Survey Research FAX: (804) 924-7028 University of
Virginia 539 Cabell Hall
..... Charlottesville, VA 22903
..... e-mail: TomG@virginia.edu

Date: Tue, 1 Feb 2000 14:48:07 -0500 (EST)
From: Marlene Bednarz <mbednarz@umich.edu>
X-Sender: mbednarz@galaga.gpcc.itd.umich.edu
To: aapornet@usc.edu
Subject: MARKET RESEARCH REQUEST FOR PROPOSAL ANNOUNCEMENT (fwd)
Message-ID: <Pine.SOL.4.10.10002011447180.4475-100000@galaga.gpcc.itd.umich.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Subject: MARKET RESEARCH REQUEST FOR PROPOSAL ANNOUNCEMENT

Universal Lifeline Telephone Service - Marketing Board
1970 Broadway, Suite 650 TEL (510) 452-2757
Oakland, California 94612 FAX (510) 452-2638

MARKET RESEARCH REQUEST FOR PROPOSAL
PLEASE POST IMMEDIATELY

February 1, 2000

To: Market Research Associations & Organizations

Fr: Terry Wilson-Gray, ULTS Executive Director

The Universal Lifeline Telephone Service Program (ULTS) was established in 1983 by the legislature to provide affordable basic residential telephone service to all qualified low income households in California. In October 1996, the California Public Utilities Commission issued Decision 96-10-066 establishing the ULTS Marketing Board (ULTSMB) as the entity responsible for marketing the ULTS Program in a competitive environment.

The ULTSMB was given the responsibility to (1) develop a marketing campaign that would help achieve the ULTS Program goal of providing basic phone service to all qualifying low-income households; (2) devise competitively neutral marketing strategies and, (3) oversee the implementation of ULTS marketing campaigns.

In order for the ULTSMB to develop effective marketing campaigns, a new baseline study is needed to identify the number and demographics of households in California that qualify for ULTS. Thus, the ULTSMB will be releasing a market research study Request for Proposal (RFP) on February 1, 2000. The ULTS Marketing Board is interested in reaching the widest possible audience of persons/organizations who might qualify to conduct such a study. A mandatory bidder's conference is scheduled for this RFP on February 22, 2000. To receive a copy of the RFP interested parties should contact:

Ms. Lorraine Walker
Universal Lifeline Telephone Service Trust
1970 Broadway, Suite 650
Oakland, CA 94612
Phone: (510) 452-2757
Fax: (510) 452-2757

This form may be copied

=====

Date: Tue, 1 Feb 2000 14:51:18 -0500
From: "Andy White" <awhite@nas.edu>
To: aapornet@usc.edu
cc: "Kathleen Saslaw" <ksaslaw@nas.edu>, "Denise Dixon" <ddixon@nas.edu>
Message-ID: <85256878.006CD123.00@smtpmta.nas.edu>
Subject: Job Opportunity
Mime-Version: 1.0
Content-type: multipart/mixed;
Boundary="0__=Qkt975o9QRMaCg8bwiHrORopbYayhko2dpqUHZby773DzfRErKd9z54z"
Content-Disposition: inline

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

OPPORTUNITY FOR APPLYING STATISTICS TO PUBLIC POLICY

Where does the nation turn for objective independent research --
0__=Qkt975o9QRMaCg8bwiHrORopbYayhko2dpqUHZby773DzfRErKd9z54z
Content-type: text/plain; charset=iso-8859-1
Content-Disposition: inline
Content-transfer-encoding: quoted-printable

?for definitive
thinking and principled expertise that address the issues of the day, of
the decade, of the future? The answer is simple. They rely on the
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Washington DC.

RESEARCH ASSOCIATE Committee on National Statistics

The Committee on National Statistics studies what data and methods are =
needed to improve our understanding of the economy, the
environment, public health, crime, education, immigration, poverty,
welfare,
and other topics for which public policy decisions
are made.

The Committee seeks a research associate with strong quantitative skills
and
an interest in applying those skills in studies of
important public policy issues. The research associate will work on various
studies that have a methodological component.
Topics of current studies include methodology for evaluating the 2000
census, reliability testing methods for defense acquisition,
survey automation, confidentiality, and the evaluation of state outreach
programs for the Children's Health Insurance Program.
In collaboration with study committee members and CNSTAT staff, the
research
associate will prepare background papers that
describe and evaluate relevant statistical methods and will in other ways
contribute to study activities. The position requires a
Ph.D. or equivalent in statistics, economics, survey research, demography,
policy analysis, or a related field, with a strong

background in quantitative methods, and experience in research and report preparation involving the application of statistics. The position requires the ability to interact productively with leading scientists and staff in a team effort; demonstrated skills in effective written and oral communication; and skills in organization, analysis, and research.

Send resume with names, addresses, and contact information of three references to:

The National Academies
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Washington, DC 20418
Fax: (202) 334-1746
E-Mail: ohrresum@nas.edu
EOE,M/F/D/V.

www.national-academies.org

National Research Council
National Academy of Sciences
National Academy of Engineering
Institute of Medicine
=

--0__=Qkt975o9QRMaCg8bwiHrORopbYayhko2dpqUHZby773DzfRErKd9z54z--

=====
Date: Tue, 1 Feb 2000 12:01:29 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Everett Carll Ladd, 1937-1999
Message-ID: <Pine.GSO.4.10.10002011159220.28499-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

AAPORNET did indeed receive an obituary for Ev Ladd, posted by Lois Timms-Ferrara on December 9, the morning after his death, and more than a week before The New York Times obituary appeared. For those who missed it, or who would like to remember once again, here it is...

-- Jim

Date: Thu, 09 Dec 1999 10:59:08 -0500
To: aapornet@usc.edu
From: Lois Timms-Ferrara <lois@opinion.isi.uconn.edu>
Subject: Everett Carll Ladd 1937-1999

Everett Carll Ladd
(1937-1999)

Everett Carll Ladd Jr, a distinguished social scientist and nationally renowned polling expert died Wednesday morning at Windham Community Memorial Hospital after a brief illness. He was 62.

Ladd, a professor of political science at University of Connecticut since 1964 recently retired as director of the Institute for Social Inquiry and Executive Director of the Roper Center. One of the University's most prolific writers, Ladd wrote and edited more than 20 books, including a textbook, *The American Polity*, now in its sixth edition. Many of his articles appeared in the nation's leading newspapers including the *Wall Street Journal*, the *New York Times*, the *Chronicle for Higher Education*, the *Hartford Courant* and many others. He commented frequently on politics and was the most widely quoted of UConn's faculty.

"This is a loss not only to me personally and to the University of Connecticut but to the body politic. Everett's contributions to the public dialogue on issues of national policy, through the many books and dozens of commentary pieces he wrote, were often intriguing and always informative. His ability to analyze poll results, in all their intricacies, was beyond reproach. I will miss his friendship, and the community will be lessened by the loss of his scholarship and wit," UConn President Philip Austin said Wednesday.

"Many of our colleagues have had the privilege and pleasure to know leading figures in their disciplines. For those in the social sciences and, especially, political science, I know that Everett Ladd is looked upon as somewhat of a legend. The Roper Center is truly one of our centers of excellence and the University has Everett Ladd to thank for that, for his role in guiding its development for more than two decades," added Robert Smith, vice provost for research and dean of the graduate school.

Under Ladd's leadership, the Roper Center, founded in 1946 by Elmo Roper has become the premier archive of polling data in the world, with data from more than 14,000 major national and international surveys and the first ever online information retrieval system for public opinion data from the United States and abroad. He also expanded the Roper Center's mission with an ongoing publications program, including the bimonthly journal, *Public Perspective*, the biennial election analyses *America at the Polls*, and a series of issue-specific monographs.

Burns Roper, son of the founder of the Roper Center and long time chairman of its Board had this to say of Everett's passing, "the remarkable growth of the Center and the recognition it has achieved over the last 20 years is due almost entirely to Everett and the staff he assembled."

Along with his positions at UConn and the Roper Center, Professor Ladd served as adjunct scholar of the American Enterprise Institute for Public Policy Research in Washington. From 1987 through 1995, he was a columnist for *The Christian Science Monitor*. He has been a

Fellow of the Ford, Guggenheim, and Rockefeller Foundations, the Center for International Studies at Harvard, the Hoover Institution at Stanford, and the Center for Advanced Study in the Behavioral Sciences (Palo Alto, California). He was an internationally recognized authority on American public opinion and the role of survey research in democracy.

He served for a decade as senior editor of Public Opinion magazine and then for six years as "Opinion Pulse" editor for The American Enterprise magazine. Collaborator and co-author, Karlyn Bowman, resident fellow at the American Enterprise Institute offered, "Everett was that rare person who could combine scholarly excellence with perceptive insights into the realities of the public policy world. He willingly shared that knowledge with decisionmakers, students and fellow researchers."

Ladd's recent work went beyond his traditional interests in American political thought, electoral politics and public opinion. The Ladd Report: The Surprising News of an Explosion of Voluntary Groups, Activities, and Charitable Donations That is Transforming Our Towns and Cities, analyzed volumes of data regarding how voluntary groups, activities and charitable donations were reshaping America's towns and cities.

Ladd leaves his wife, Cynthia Louise (Northway) Ladd; four children: Everett Carll Ladd III and his wife, Elizabeth; Corina Ladd and her husband David Kirocofe of Connecticut; Melissa and Paul Teed of Michigan; Benjamin and Wendy Ladd of Georgia; five grandchildren: Ryan, Rachael, Kelley, Michelle, and Daniel; and a sister and brother-in-law, Mary and Stanley Tucker of Maine. Funeral services will be private, and there will be no calling hours. Interment will be in Storrs Ceremony. In lieu of flowers donations may be made to the Everett Carll Ladd Fellowship at the Department of Political Science, University of Connecticut. A public memorial service will be scheduled at a later date. Potter Funeral Home, Storrs Road, Mansfield, CT is in charge of arrangements.

Lois Timms-Ferrara
Associate Director
The Roper Center
University of Connecticut
341 Mansfield Road, U-164
Storrs, CT 06269-1164
(T) 860-486-0656
(F) 860-486-6308

Home:
23 Settlers Way
Ellington, CT 06029
860-871-7086

Date: Tue, 1 Feb 2000 12:22:42 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Ev Ladd's 1999 Book, "The Ladd Report"

Message-ID: <Pine.GSO.4.10.10002011220570.28499-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

In the spirit of remembering Ev Ladd, here is The New York Times review of his final book (to my knowledge), a review published just two months before his death. Both the book and the review, by Alan Wolfe, director of the Center for Religion and American Public Life at Boston College, concern Bob Putnam's 1995 essay "Bowling Alone," which has already been discussed at some length here on AAPORNET.

-- Jim

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October 17, 1999

Bowling With Others

A social scientist doubts whether we are all that alienated.

By ALAN WOLFE

THE LADD REPORT
By Everett Carll Ladd.
210 pp. New York:
The Free Press. \$25.

When the political scientist Robert Putnam discovered that Americans no longer joined civic associations the way they once did, he no doubt thought he had produced an interesting finding. Instead, the reaction to his 1995 essay, "Bowling Alone," generally considered the most widely discussed social science journal article of our time, was quasi-religious in nature, as if a nation of egoists, unlike a nation of joiners, was unworthy of God's special dispensation.

Everett Carll Ladd, director of the Roper Center for Public Opinion Research, was an early and persistent skeptic. In "The Ladd Report," he assembles all the data he can find to demonstrate exactly how wrong Putnam was.

Some civic and fraternal organizations, like the Lions Clubs or Shriners, have lost members over

the past few decades, Ladd writes, but this is only natural; we hardly think it a crisis if the Anti-Saloon League, which once engaged the attention of millions, is no longer able to display long membership lists. But others have expanded rapidly, especially environmental organizations, church groups and, to compensate for any declining interest in bowling, soccer leagues. Nor is it correct to say that the groups that are growing, in contrast to those in decline, are mailing-list organizations that demand little of their members. Actually, Ladd points out, unions, the virtual disappearance of which pushes the panic buttons of those concerned with America's civic health, actively discouraged popular participation, while groups like the Audubon Society have local chapters and encourage local involvement.

Illustrative of Ladd's approach is the question of "schooling alone." The National Congress of Parents and Teachers has reported a sharp drop in P.T.A. memberships, causing great consternation among the civic-minded. But many parents became persuaded that P.T.A.'s represented the interests of teachers, not themselves. All across the country, parents have been dropping out and forming independent parent-teacher organizations, convinced that their dues ought to support local activities, not a top-heavy national organization. Ladd estimates that only one-quarter of American schools are P.T.A.-affiliated these days. Ask teachers and they would probably tell you that parents are, if anything, too involved.

Finally, according to Ladd, the "third sector" -- an insider's term for volunteering and charity -- is not in any state of crisis. Surveys reveal that the number of Americans who say they give their time to voluntary activities has gone up, not down. Charitable donations have also increased. Younger people volunteer less and give less than their elders do, but that has always been true and merely represents a stage in the life cycle, not any kind of permanent shift in values.

Robert Putnam believes that America's "social capital" -- those intangibles of trust and participation that make society work -- is in serious danger of depletion. His thesis, Ladd writes, served the interests of both liberals and conservatives. Liberals could argue that in the absence of strong social ties, government intervention was necessary; while to conservatives, declining social capital

underscored the need to emphasize communal and voluntary alternatives to the state. If, as Ladd claims, the empirical evidence cannot sustain the notion that something is wrong in civic America, then we can stop engaging in "'insipid nostalgia'" and adopt concepts of citizenship obligations in line with historic patterns of American individualism.

Ladd's book is a welcome corrective to any hysteria about the state of civic America left over from the publication of "'Bowling Alone.'" Surely by now we ought to recognize that social capital is not like rain, something we can measure one day to see how it compares to another. The most interesting changes in civic life are qualitative, not quantitative. We want to know how Americans practice the arts of association, not whether they do so in the same way their grandparents did.

Yet while Ladd offers an effective rebuttal to the nostalgia buffs, his insistence that everything is fine is little different from the argument that everything is worse. For if the prophets of social decline can rightly be faulted for spinning the data one way, Ladd all too often spins it the other way. Take trust in government. One of the strongest bits of data confirming Putnam's alarmism is the sharp decline in public trust in government since the 1970's. Can a democracy be considered healthy if ever-increasing numbers of its citizens do not vote and tell pollsters that they have little if any confidence in their leaders? When Ladd considers this question, he seems more concerned with demolishing Putnam's claims than with establishing what is true. Yes, in the 1970's Americans lost confidence in their leaders, he argues, but who wouldn't in the midst of rapid inflation, petroleum shortages and hostage takings? If they dislike government, moreover, Americans have great faith in their society -- and in one another. True, voting turnout for President declined from 62.8 percent in 1960 to 49 percent in 1996, but many absentee voters are never counted and there are a lot more felons who are ineligible to vote. We are simply a people that has always been skeptical of government, Ladd concludes, seeming to forget that Americans also gave their support to the New Deal and to the military establishment.

Had he written a more balanced book, Ladd would have written a more persuasive book. Perhaps his insensitivity to very real declines in public trust of politics led him to underemphasize the

importance of trust in social science findings. For if the reader comes to suspect his interpretations where they seem forced, doubt is inevitably cast on his data even when they seem strong. Most, but not all of it, supports Ladd's point of view, which means that he need not have feared that in giving in to any of Putnam's claims he would be giving in to all of them.

Like any good work of social science, Robert Putnam's data and interpretations will be challenged by others. 'The Ladd Report' makes it clear that Putnam's thesis requires substantial modification at the very least. But 'Bowling Alone' could never have generated the passionate responses it did had it not spoken to something in the atmosphere. Social science can answer many questions, but it cannot peer into the nation's soul. Whether America's social capital has declined, increased or merely changed its form is a debate that ought to continue, and, despite the publication of 'The Ladd Report,' one senses that it will.

Alan Wolfe is director of the Center for Religion and American Public Life at Boston College.

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```
=====
Date: Tue, 1 Feb 2000 15:35:02 -0500
From: "Dumont, Bryan" <BDumont@apcoassoc.com>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: FRAMES OF PERSONS WITH SPECIFIC MEDICAL CONDITIONS
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2448.0)
Content-Type: multipart/alternative;
        boundary="----_=_NextPart_001_01BF6CF3.D0CE7FA0"
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This message is in MIME format. Since your mail reader does not understand this format, some or all of this message may not be legible.

```
-----_=_NextPart_001_01BF6CF3.D0CE7FA0
Content-Type: text/plain
```

Does anyone have any information on frames of people with specific medical conditions? We need to build a frame of 1) people diagnosed with high cholesterol and/or high blood pressure and 2) women diagnosed with osteoporosis (in the United States).

Thanks,

Bryan G. Dumont,
Research Director

APCO Insight
1615 L Street, NW
Suite 900
Washington, DC 20036

(202) 778-1486 Tel
(202) 466-6002 Fax
(703) 475-8939 Cel
bdumont@apcoassoc.com

-----=_NextPart_001_01BF6CF3.D0CE7FA0
Content-Type: text/html
Content-Transfer-Encoding: quoted-printable

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<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 3.2//EN">
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<HEAD>
<META HTTP-EQUIV=3D"Content-Type" CONTENT=3D"text/html; charset=3DUS-
ASCII">
<META NAME=3D"Generator" CONTENT=3D"MS Exchange
Server version = 5.5.2448.0"> <TITLE>FRAMES OF PERSONS WITH SPECIFIC MEDICAL
CONDITIONS</TITLE> </HEAD> <BODY>

<P><FONT SIZE=3D2 FACE=3D"Arial">Does anyone have any information on = frames
of people with specific medical conditions?&nbsp; We
need to = build a frame of 1) people diagnosed with high cholesterol and/or
high = blood pressure and 2) women diagnosed with
osteoporosis (in the United = States).&nbsp; </FONT></P>

<P><FONT SIZE=3D2 FACE=3D"Arial">Thanks,</FONT>
</P>

<P><B><FONT COLOR=3D"#800000" SIZE=3D1 FACE=3D"Tahoma">Bryan G. =
Dumont,</FONT></B> <BR><B><FONT COLOR=3D"#800000" SIZE=3D1
FACE=3D"Tahoma">Research = Director</FONT></B> </P>

<P><B><I><FONT COLOR=3D"#800000" SIZE=3D2 FACE=3D"Tahoma">APCO =
Insight</FONT></I></B> <BR><FONT SIZE=3D2 FACE=3D"Tahoma">1615 L
Street, NW</FONT> <BR><FONT SIZE=3D2 FACE=3D"Tahoma">Suite 900</FONT>
<BR><FONT SIZE=3D2 FACE=3D"Tahoma">Washington, DC 20036</FONT>
</P>

<P><FONT SIZE=3D2 FACE=3D"Tahoma">(202) 778-1486 Tel</FONT> <BR><FONT
SIZE=3D2
FACE=3D"Tahoma">(202) 466-6002 Fax</FONT> <BR><FONT
```

SIZE=3D2 FACE=3D"Tahoma">(703) 475-8939 Cel
<FONT SIZE=3D2
FACE=3D"Tahoma">bdumont@apcoassoc.com
</P>

</BODY>
</HTML>

-----_=_NextPart_001_01BF6CF3.D0CE7FA0--

Date: Tue, 1 Feb 2000 15:35:53 -0500
From: Leo Simonetta <Simonetta@artsci.com>
To: "aapornet (E-mail)" <aapornet@usc.edu>
Subject: Census block or zip code and income Database
X-Priority: 3
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.0.1460.8)
Content-Type: text/plain

I have a question that I believe is similar to one mentioned recently on AAPORnet, unfortunately I did not follow that discussion closely and am reduced to asking again.

We need to match individuals to some measure of SES (probably income).

1). I realize that Claritas and Survey Sampling and probably others will match by name and address with household income or wealth or net worth at a per record rate (with a minimum). We also know that where they cannot do that they will make some kind of estimation of income or whatever.

2). What we would like to do is buy a program that can associate a large number of addresses with census blocks or census groups and then use this association to link the household with data that we currently have that links census blocks and average income.

3). If we can't do that we would like to buy a data set that associates a zip code with a number of SES variables.

Does anyone know of a program like 2 or a data set like 3?

Please respond to me directly simonetta@artsci.com and I will send summaries to any individuals who are interested or to the group if there is enough interest.

Thanks,
--

Leo G. Simonetta
Art & Science Group, Inc.
simonetta@artsci.com

Date: Tue, 1 Feb 2000 21:41:09 -0000
From: "Robert M Worcester" <worc@mori.com>
To: <aapornet@usc.edu>
Subject: Re: Frankovic on CBS News Poll-Reply
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 4.72.3110.5
X-MimeOLE: Produced By Microsoft MimeOLE V4.72.3110.3

Sorry to belabour the point, but Dick did; warren didn't. My point was that the quota alternative is better in the British election situation on the eve of poll, not necessarily during the campaign itself. Sorry if I didn't make myself clear.

Bob

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

From: Warren Mitofsky <mitofsky@mindspring.com>
To: aapornet@usc.edu <aapornet@usc.edu>
Date: 31 January 2000 17:57
Subject: Re: Frankovic on CBS News Poll-Reply

I do not believe Dick Halpern got Bob Worcester's point. While I am sure that quota sampling has a place for some researchers under some conditions, even though I have yet to find one, Bob was saying that quota sampling was a better alternative for British election surveys than probability sampling. I find that assertion hard to accept and difficult to believe.
warren mitofsky

At 10:23 AM 1/31/00 -0500, you wrote:

>Bob Worcester makes a valid point. In an ideal world probability
>sampling is obviously the way to go but are we being realistic when we
>insist on it in all situations and refuse to accept findings not based
>on probability samples? Bob's comment did inspire me to reflect a bit
>more on the issue.

>

>Let's ask ourselves: IF we took seriously the idea of never giving any
>credence to the findings from a non-probability sample survey, and
>never accepted the findings from one as a scientifically valid
>inference to any larger population or to any population at all beyond
>those individuals actually sampled, how much survey or market research
>would there be left to talk or write about in this country or in any
>other? The question is more or less rhetorical and the answer should in
>no way affect our maintenance of the highest standards possible.

>

>Quota sampling has long been the practice in most European countries
>and, when done properly, has proven to be quite accurate in the market
>research world despite all the problems of non-response. In my own
>experience, it was quite dependable as a solid basis for making
>intelligent marketing decisions. I think most of us would concede that
>this is equally true in the US. In my years with Coke during the 70's
>and early 80's, we tried probability sampling several times in a
>variety of countries. The findings were no more accurate (and no
>different) than good quota samples and lots, lots more expensive.
>Further, during the 70's, obtaining good census data in most European
>countries in terms of which to base a good probability sample was
>almost impossible.

>

>Finally, and this is not an excuse for poorly conducted research, IF we
>insisted that only probability sampling was acceptable as a basis for
>survey research findings, most market and opinion researchers would

>probably go out of business because the costs of conducting surveys
>based only on good probability samples would be unaffordable by most
>clients. Some day the Internet may change all that but we're not there
>just yet.

>
>Dick Halpern

>
>
>
>
>
>
>*****
>Richard S. Halpern, Ph.D.
>Consultant, Strategic Marketing and Opinion Research
>Adjunct Professor, Georgia Institute of Technology
>3837 Courtyard Drive
>Atlanta, GA 30339-4248
>rshalpern@mindspring.com
>phone/fax 770 434 4121
>*****

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

212 980-3031
212 980-3107 fax

e-mail: mitofsky@mindspring.com

=====
Date: Tue, 1 Feb 2000 21:35:33 -0000
From: "Robert M Worcester" <worc@mori.com>
To: <aapornet@usc.edu>
Subject: Re: Frankovic on CBS News Poll-Reply
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 4.72.3110.5
X-MimeOLE: Produced By Microsoft MimeOLE V4.72.3110.3

Warren, it is NOT in 'favor of quota', it's horses for courses. I came
over here an 100% advocate of probability sampling; I learned that there
are times when quota sampling is better, not worse, such as on the eve of
an election when there is no time for call backs.

Cheers

Bob

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

From: Warren Mitofsky <mitofsky@mindspring.com>

To: aapornet@usc.edu <aapornet@usc.edu>
Date: 30 January 2000 20:34
Subject: Re: Frankovic on CBS News Poll-Reply

This is the same argument that Morris Hansen had at inveigh against at AAPOR's first meeting in 1947. Hasn't the field of survey research made enough progress since then to bury quota samples once and for all? It is conceivable that a poor probability design would not perform well, but as a principle I find it hard to accept this generalization in favor of quota sampling. Sorry Bob. warren mitofsky

At 02:36 PM 1/30/00 +0000, Bob Worcester wrote:

>Count me out of Dick's list!

>

>In a fast moving, short (typically three week) election such as we have
>in Britain, the poll that polls last polls best, and probability
>samples empirically have a much poorer record of 'getting it right on
>the night' than do tightly controlled quota samples, '92 general
>election notwithstanding. I'll trade you well structured quota samples
>for 50% response rate, if that, probability samples in those
>circumstances any day.

>

>Dick should know this, having lived in London for as long as he did,
>but maybe Kathy and Jim can be forgiven (but can read the MRS Inquiry
>into the '92 election for elucidation).

>

>Bob Worcester

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

>From: dick halpern <rshalpern@mindspring.com>

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

>Date: 29 January 2000 23:13

>Subject: Re: Frankovic on CBS News Poll-Reply

>

>

> >At 04:51 PM 1/29/00 , you wrote:

> >

> >

> >>On Sat, 29 Jan 2000, Kathy Frankovic wrote:

> >>

> >> > The policy of CBS News is NEVER to call a non-probability sample

> >> > a

CBS

> >> > News Poll.

> >>

> >>Hey, I like this! Any other polling operations care to take the

> >>pledge?

> >>

> >> 1.

> >> 2.

> >> 3.

> >> 4.

> >> 5.

> >> 6.

> >> 7.

> >> .

> >> .

> >> .
> >>
> >>
> >>OR, if you don't belong to a polling operation, you might care to
> >>sign
on
> >>to my own poll-consumer's pledge, which I--inspired by Kathy's
example--do
> >>first make here:
> >>
> >>
> >> My own personal policy, as a consumer of the results of public
opinion
> >> polls and other survey and market research, is NEVER to give any
> >> credence to a non-probability sample survey, and NEVER to accept
> >> one
as
> >> a scientifically valid inference to any larger population, nor to any
> >> population at all beyond those individuals actually sampled.
> >>
> >> 1. Jim Beniger
> >> 2.dick halpern
> >> 3.
> >> 4.
> >> 5.
> >> 6.
> >> 7.
> >> .
> >> .
> >> .
> >>
> >>
> >>*****
> >

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

212 980-3031
212 980-3107 fax

e-mail: mitofsky@mindspring.com

Date: Tue, 01 Feb 2000 17:13:53 -0500
From: "Andrew A. Beveridge" <andy@troll.soc.qc.edu>
X-Mailer: Mozilla 4.7 [en] (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Census block or zip code and income Database
References: <8125C7B6D1A9D011943A0060975E6BA922E702@AS_SERVER>
Content-Type: text/plain; charset=us-ascii

Content-Transfer-Encoding: 7bit

Leo Simonetta wrote:

> I have a question that I believe is similar to one mentioned recently
> on AAPORnet, unfortunately I did not follow that discussion closely
> and am reduced to asking again.
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> We need to match individuals to some measure of SES (probably income).
>
> 1). I realize that Claritas and Survey Sampling and probably others
> will
> match by name and address with household income or wealth or net worth
> at a per record rate (with a minimum). We also know that where they
> cannot do that they will make some kind of estimation of income or
> whatever.

This is based upon matching to a household file. If the household is not on the file the probably "impute" income based upon location.

>
>
> 2). What we would like to do is buy a program that can associate a
> large number
> of addresses with census blocks or census groups and then use this
> association to link the household with data that we currently have
> that links census blocks and
> average income.

There are two ways to do this:

Buy a GIS system, I would recommend Maptitude (www.mapitude.com), which has a very good geocoder. You will get back latitude and longitude, which then can easily be associated with Census Tract, Block or Blockgroup.

Then you can add to your data set any demography at that level.

>
>
> 3). If we can't do that we would like to buy a data set that
> associates a zip code
> with a number of SES variables.

Mapitude sells or throws in such a data set. The census has it also, but does not update from 1990. I would go with #2 to associate with location of household.

We did this for 41 communities across the country with about 30K respondents. We got about 92 % associated, and have presented this at AAPOR once. Working on a paper about it. One issue is the quality of the address information. If it is good quality then you will get a high hit rate. If you want any more information send me an e-mail

>
>
> Does anyone know of a program like 2 or a data set like 3?
>
> Please respond to me directly simonetta@artsci.com and I will send
> summaries to any individuals who are interested or to the group if
> there is enough interest.
>
> Thanks,
> --
> Leo G. Simonetta
> Art & Science Group, Inc.
> simonetta@artsci.com

--

Andrew A. Beveridge	Home Office
209 Kissena Hall	50 Merriam Avenue
Department of Sociology	Bronxville, NY 10708
Queens College and Grad Ctr/CUNY	Phone: 914-337-6237
Flushing, NY 11367-1597	Fax: 914-337-8210
Phone: 718-997-2837	E-Mail: andy@troll.soc.qc.edu
Fax: 718-997-2820	Website: http://www.soc.qc.edu/Maps

Date: Tue, 1 Feb 2000 14:40:41 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: aapornet@usc.edu
Subject: Re: Frankovic on CBS News Poll-Reply
In-Reply-To: <[04d001bf6cff\\$b1fa62a0\\$6b04dec2@worc.demon.co.uk](mailto:04d001bf6cff$b1fa62a0$6b04dec2@worc.demon.co.uk)>
Message-ID: <Pine.GSO.4.10.10002011433410.20053-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Bob,

Might you please share with all of us on AAPORNET the study design you used to determine that quota sampling is superior to probability sampling on the eve of an election?

I also want to encourage you to publish on this topic--I think you might well have an important impact on how pre-election polling is conducted.

-- Jim

On Tue, 1 Feb 2000, Robert M Worcester wrote:

> Warren, it is NOT in 'favor of quota', it's horses for courses. I
> came over here an 100% advocate of probability sampling; I learned

> that there are times when quota sampling is better, not worse, such as
> on the eve of an election when there is no time for call backs.
>
> Cheers
>
> Bob

Date: Tue, 1 Feb 2000 14:42:22 -0800
From: sullivan@fsc-research.com
Received: from 6b7va (fscntl.fsc-research.com [206.180.228.75])
by web2.tdl.com (8.9.1a/8.9.1) with SMTP id OAA22463
for <aapornet@usc.edu>; Tue, 1 Feb 2000 14:45:00 -0800
Message-Id: <200002012245.OAA22463@web2.tdl.com>
To: aapornet@usc.edu
MIME-Version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT
Subject: Re: Census block or zip code and income Database
In-reply-to: <38975AA1.1DBEA075@troll.soc.qc.edu>
X-mailer: Pegasus Mail for Win32 (v3.01d)
Content-Transfer-Encoding: 7BIT

A couple of years ago Claritas bought Atlas GIS -- a small desktop system that was good for matching addresses with census characteristics aggregated at various levels (i.e., block zip code, etc.) I think they still sell a system that will do that and much more. I think we bought the US tract and zip level aggregation for about \$1,000; and the block level data for a single state was about \$300. Could be the price has gone up though.

Date sent: Tue, 01 Feb 2000 17:13:53 -0500
Send reply to: aapornet@usc.edu
From: "Andrew A. Beveridge" <andy@troll.soc.qc.edu>
To: aapornet@usc.edu
Subject: Re: Census block or zip code and income Database

Leo Simonetta wrote:

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There are two ways to do this:

Buy a GIS system, I would recommend Maptitude (www.maptitude.com), which has
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>
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We did this for 41 communities across the country with about 30K respondents.
We got about 92 % associated, and have presented this
at AAPOR once. Working on a paper about it. One issue is the quality of the
address information. If it is good quality then you
will get a high hit rate. If you want any more information send me an e-mail

>
>
> Does anyone know of a program like 2 or a data set like 3?
>
> Please respond to me directly simonetta@artsci.com and I will send
> summaries to any individuals who are interested or to the group if
> there is enough interest.
>
> Thanks,
> --
> Leo G. Simonetta
> Art & Science Group, Inc.
> simonetta@artsci.com

--
Andrew A. Beveridge

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Phone: 914-337-6237
Fax: 914-337-8210
E-Mail: andy@troll.soc.qc.edu
Website: <http://www.soc.qc.edu/Maps>

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=====
Date: Tue, 01 Feb 2000 15:55:51 -0800
To: por@vance.irss.unc.edu, aapornet@usc.edu
From: Jerold Pearson <jpearson@stanford.edu>
Subject: Web survey software
Mime-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"
Content-Transfer-Encoding: 8bit

I'm posting this to AAPORNET and POR, so please excuse the duplication if you subscribe to both.

Like many on the lists, I have been looking for a web survey product that has all the features of CATI. The products under \$1000, like those recently reviewed in PC Magazine, don't seem to do some essential things, such as randomizing question and answer order to name just two. And the few products that have all the features I need, like Quancept Web from SPSS, are way too expensive for me (\$25,000 per year licensing fee). So a while back I got together with some computer science and information technology folks here at Stanford to build our own web survey system. Since we began using it, more departments on campus have asked to use it - which has led us to think that it might be of value to the broader market research community.

I am sensitive to netiquette, so please understand this is not an ad or a sales pitch. Web survey software has been discussed recently on the lists, so I don't think it is inappropriate to simply ask if others are still looking for full-featured but affordable software. If so, I'll talk with Stanford's Office of Licensing and Technology to see if we are allowed to offer our software to others.

Thanks.

Jerold Pearson
Director of Market Research
Stanford University
650-723-9186

jpearson@stanford.edu

Date: Tue, 01 Feb 2000 20:27:08 -0500
To: Warren Mitofsky <mitofsky@mindspring.com>
From: Dick Halpern <rshalpern@mindspring.com>
Subject: Re: Frankovic on CBS News Poll-Reply
Cc: aapornet@usc.edu
In-Reply-To: <4.2.0.58.20000131114108.01c90140@pop.mindspring.com>
References: <4.2.0.58.20000131092718.00a90450@mail.mindspring.com>
<003601bf6b2f\$7e02a240\$6b04dec2@worc.demon.co.uk>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

Hello Warren,

I'm curious: in what way did I misunderstand Bob's point? I understood him to defend the use of quota sampling as a basis for his political polls in the UK. I think everyone recognizes the greater validity of findings based on strict probability sampling in contrast to quota sampling. But what I think may be missing in this discussion is a more precise definition of what we mean by quota sampling--and probability sampling. I could be wrong but I think most of us would use the term quota sampling because we are reluctant to claim that it is a probability sample...even though quotas are typically chosen within some sort of a probability framework. We know that what we often use is not a strict probability sample so in order not to mislead our clients and others, we use the term quota sample as a general catch all. Perhaps you could clarify this a bit?

Dick Halpern

Date: Tue, 01 Feb 2000 20:18:03 -0500
To: aapornet@usc.edu
From: Dick Halpern <rshalpern@mindspring.com>
Subject: Re: Frankovic on CBS News Poll-Reply
In-Reply-To: <d6.ff55db.25c84ed8@aol.com>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

Jay Mattlin wonders:

>If Census data in Europe are not very good (see snippet from prior
>posting below), then doesn't this make it even more difficult to put
>together a quota sample? If quotas are based on age, for example, how
>would you know how many people should be recruited for each age group
>if you don't have good data on the age distribution of the underlying
>population?

I can only speak about what it was like in Europe in the 70's and 80's. Times might be different today. We didn't have good census data of the kind we are used to in the US. We had to rely on whatever rough records were available from civil authorities. This made the sampling task difficult but not insurmountable because people didn't move around as much as in the US. City and town configurations in terms of population density, overall characteristics and the like were much more stable than here--at that time.

We still relied on personal interviews because phone interviews, which have become the norm here, were not feasible for at least three reasons: Many people didn't have phones; Costs and third. Europeans at that time were not used to strangers calling up and asking personal questions and refused to cooperate. Talk about non-response! I'd be interested in other's experiences in this regard. I'm sure that Bob Worcester has experiences worth relating in this regard.

Dick Halpern

Date: Tue, 1 Feb 2000 18:08:59 -0800
From: sullivan@fsc-research.com
Received: from 6b7va (fscntl.fsc-research.com [206.180.228.75])
by web2.tdl.com (8.9.1a/8.9.1) with SMTP id SAA25134;
Tue, 1 Feb 2000 18:12:34 -0800
Message-Id: <200002020212.SAA25134@web2.tdl.com>
To: aapornet@usc.edu
MIME-Version: 1.0
Content-type: text/enriched; charset=US-ASCII
Content-transfer-encoding: 7BIT
Subject: Re: Frankovic on CBS News Poll-Reply
CC: aapornet@usc.edu
In-reply-to: <4.2.0.58.20000201094926.009df3c0@mail.mindspring.com>
References: <4.2.0.58.20000131114108.01c90140@pop.mindspring.com>
X-mailer: Pegasus Mail for Win32 (v3.01d)
Content-Transfer-Encoding: 7BIT

"Quota sampling is a form of purposive sampling widely used in opinion, market and similar surveys. Enumerators are instructed to obtain specified quotas from which to build a sample roughly proportional to the population on a few demographic variables. Within the quotas, the enumerators are supposed to obtain representative individuals. The nature of the controls and instructions depends on the expert judgement of the practitioner."

Kish "Survey Sampling" 1965

Obviously, there ways to do quota sampling that will achieve something that looks very much like a probability sample and ways to do quota sampling that will achieve something that looks nothing like a probability sample. I agree with Kish, I think you have to look at the particular application and decide whether the effect of interviewer judgement and method are likely to have "driven" the observed results.

Date sent: <param>0000,0000,8000</param>Tue, 01 Feb 2000 20:27:08 -0500

</color>Send reply to: <param>0000,0000,8000</param>aapornet@usc.edu

</color>From: <param>0000,0000,8000</param>dick halpern

<<rshalpern@mindspring.com>

</color>To: <color><param>0000,0000,8000</param>Warren
Mitofsky <<mitofsky@mindspring.com>

</color>Copies to:
<color><param>0000,0000,8000</param>aapornet@usc.edu

</color>Subject: <color><param>0000,0000,8000</param>Re:
Frankovic on CBS News Poll-Reply

</color>Hello Warren,

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Dick Halpern

<nofill>

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Date: Wed, 02 Feb 2000 07:47:06 -0500
From: Brian Vargus <igem100@iupui.edu>

X-Mailer: Mozilla 4.03 [en] (Win95; I)
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Web survey software
References: <3.0.3.32.20000201155551.0069d164@jpearson.pobox.stanford.edu>
Content-Type: text/plain; charset=iso-8859-1
Content-Transfer-Encoding: 8bit

jerry: I would be very interested in what you have. We have the same experience you report and I am not having much success in getting anything done here. Let me know. Hope all is else is going well, Brian Vargus
Indiana University Public Opinion Lab.

Jerold Pearson wrote:

> I'm posting this to AAPORNET and POR, so please excuse the duplication
> if you subscribe to both.
>
> Like many on the lists, I have been looking for a web survey product
> that has all the features of CATI. The products under \$1000, like
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>
> I am sensitive to netiquette, so please understand this is not an ad
> or a sales pitch. Web survey software has been discussed recently on
> the lists, so I don't think it is inappropriate to simply ask if
> others are still looking for full-featured but affordable software.
> If so, I'll talk with Stanford's Office of Licensing and Technology to
> see if we are allowed to offer our software to others.
>
> Thanks.
>
> Jerold Pearson
> Director of Market Research
> Stanford University
> 650-723-9186
> jpearson@stanford.edu

Date: Wed, 02 Feb 2000 15:45:17 +0100
From: harkness <harkness@zuma-mannheim.de>
X-Mailer: Mozilla 4.5 [en] (WinNT; I)
X-Accept-Language: en,de-DE
MIME-Version: 1.0
To: aapor <aapornet@usc.edu>
Subject: Perceptions of Germans and Germany

Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

I am looking for questionnaires or individual items focusing on one culture's perception of another culture. Within or across countries - both are welcome. Other countries' perceptions of Germans and Germany would be great, but all suggestions helpful. I will put together what I get and make it available. Many thanks. Please email me at address below.

Janet Harkness,

harkness@zuma-mannheim.de
ZUMA, Mannheim Germany

Date: Wed, 2 Feb 2000 08:40:02 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Survey Statistician Wanted (fwd)
Message-ID: <Pine.GSO.4.10.10002020836330.28575-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

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

Date: Wed, 2 Feb 2000 09:56:54 -0600
From: RICK PRESCOTT <RPRESOT@EMAIL.USPS.GOV>
Subject: Survey Statistician Wanted

Below, please see a copy of a vacancy announcement for a Mathematical Statistician position at the United States Postal Service.

We are seeking someone with experience in conducting sample surveys, from the survey design phase to the analysis and reporting of the final estimates. Knowledge and abilities in sample design, probability sampling techniques, developing and communicating measures of precision, and the SAS programming language are required.

If you would like to discuss this, please call me at (202) 268-2687. My email address is rprescot@email.usps.gov .

Best regards,

Rick Prescott
Manager
Revenue, Volume, and Performance Measurement
Statistical Programs, USPS

Mathematical Statistician

The United States Postal Service has the following excellent and challenging employment opportunity for highly motivated and innovative individuals to work in our Revenue, Volume, and Performance Measurement office in U. S. Postal Headquarters in Washington, D.C

```
=====
Date: Wed, 2 Feb 2000 11:38:14 -0500
From: "Mark Richards" <mark@bisconti.com>
To: <aapornet@usc.edu>
Subject: RE: Perceptions of Germans and Germany
Message-ID: <NCBBKJCJKFIDCKOFNAEECEMACNAA.mark@bisconti.com>
MIME-Version: 1.0
Content-Type: text/plain;
    charset="iso-8859-1"
Content-Transfer-Encoding: 8bit
X-Priority: 3 (Normal)
X-MSMail-Priority: Normal
X-Mailer: Microsoft Outlook IMO, Build 9.0.2416 (9.0.2910.0)
In-Reply-To: <389842FD.63117910@zuma-mannheim.de>
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2314.1300
```

I noticed a question in EUROBAROMETER 46.0 on how much trust people have in people of different nationalities (a lot/4, some/3, not very/2 much, no trust at all/1): <http://europa.eu.int/en/comm/dg10/infcom/epo/eb.html>
Among Europeans (EU 15) overall, the Swiss scored highest (mean: 3), followed by Swedes, Norwegians, Danes, Luxembourgers, Deutch, Finns, Germans (2.85), Austrians, Belgians, Spaniards, French, Americans (2.68), Portuguese, Irish, British, Japanese, Italians, Greeks, Hungarians, Polish, Czechs, Slovaks, Russians, and Turks (mean: 1.88).

also, La Mémoire des persécutions en France et en Allemagne is on BVA's website: <http://www.bva.fr/archives/index.html>

cheers, mark@bisconti.com

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

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of harkness
Sent: Wednesday, February 02, 2000 9:45 AM
To: aapor
Subject: Perceptions of Germans and Germany

I am looking for questionnaires or individual items focusing on one culture's perception of another culture. Within or across countries - both are welcome. Other countries' perceptions of Germans and Germany would be great, but all suggestions helpful. I will put together what I get and make

it available. Many thanks. Please email me at address below.

Janet Harkness,

harkness@zuma-mannheim.de
ZUMA, Mannheim Germany

```
=====
Date: Wed, 02 Feb 2000 12:40:36 -0500
From: Karen Donelan <kdonelan@hsph.harvard.edu>
X-Mailer: Mozilla 4.05 [en] (Win95; I)
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Online Poll Analysis
Content-Type: multipart/mixed; boundary="-----
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This is a multi-part message in MIME format. -----
7DA646DCCE9AECF3929C25CC
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit
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There is a really nice report out of the Pew Center on Internet Polling released last week but not yet seen on aapornet. I am posting the link below for anyone interested in the topic.

Karen Donelan
Harvard School of Public Health

> <http://www.people-press.org/onlinerpt.htm>

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-----7DA646DCCE9AECF3929C25CC
Content-Type: message/rfc822
Content-Transfer-Encoding: 8bit
Content-Disposition: inline
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Received: from hsph.harvard.edu (sph76-224.harvard.edu [128.103.76.224])
        by hsph.harvard.edu (8.9.3+Sun/8.9.1) with ESMTTP id MAA12607
        for <kdonelan@hsph.harvard.edu>; Wed, 2 Feb 2000 12:00:15 -0500 (EST)
Message-ID: <389861BC.B6D95F52@hsph.harvard.edu>
Date: Wed, 02 Feb 2000 11:56:28 -0500
From: "john t. young" <jtyoung@hsph.harvard.edu>
X-Mailer: Mozilla 4.05 [en] (Win95; I)
MIME-Version: 1.0
To: kdonelan@hsph.harvard.edu
Subject: Online Poll Analysis
Content-Type: multipart/mixed; boundary="-----
7661BBAC274F5A529A31346F"
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This is a multi-part message in MIME format. -----
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7661BBAC274F5A529A31346F
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

http://www.people-press.org/onlinerpt.htm

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Content-Transfer-Encoding: 8bit
Content-Disposition: inline; filename="onlinerpt.htm"
Content-Base: "http://www.people-press.org/onlinerpt.
htm"

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<title>Online Poll Analysis</title>
</head>
<body text="#000000" link="#0000ff" vlink="#551a8b" alink="#ff0000"
bgcolor="#FFFFFF"> <p><br>
<br> <hr> <p><strong>For Release: January 27, 1999 <p> <u>A Survey Methods
Comparison</u> <br>ONLINE POLLING OFFERS MIXED
RESULTS</strong>

<br wp="br1"><br wp="br2">
<p> The potential for conducting public opinion surveys online is a hot
topic today. With the
Internet's tremendous growth, an online poll can now compile literally tens
of
thousands of opinions quickly and at a fraction of
the cost of traditional telephone surveys. Already many commercial websites
invite people to voice their views on a range of issues.
But so far, even systematic attempts to poll online have met with mixed
success.

<br wp="br1"><br wp="br2"> 
<p> The findings from two simultaneous Pew Research Center polls -- one
online and the other
by telephone -- are remarkably similar on some important issues. But
conflicting results on other questions reveal significant
attitudinal differences between the general public and those who participate
in online polls. People who took part in the Internet
poll pay closer attention to election news, place a slightly higher priority
on national issues and are more supportive of Clinton's
impeachment. These differences are evident even when the online sample is
statistically adjusted to account for the
under-representation of some demographic groups.

<br wp="br1"><br wp="br2">
<p>Reaction to the Clinton-Lewinsky
scandal offers a clear example of the
differences between opinions collected
online and those measured through more
traditional methods -- telephone surveys of
randomly-selected adults nationwide.
People who participated in an online poll
sponsored by America Online (more than
```

118,000 in all) were divided over whether Clinton should resign: 52% said yes; 48% no. Several national telephone surveys conducted at about the same time found just the opposite. Each of these national polls found a solid majority of people saying Clinton should *not* resign, in most cases by more than two-to-one margins.

<br wp="br1"><br wp="br2">

<p> Similarly sharp differences are evident on other questions as well, and they do not occur simply because one poll is conducted on a personal computer and the other on a home phone. Instead, the conflict stems largely from *who* participates in each type of poll. In telephone surveys, respondents are randomly selected, while most online poll respondents are self-selected -- meaning people decide for themselves whether or not to participate. What's more, online polls are necessarily limited to the roughly 40% of Americans who use the Internet, a population that is substantially different from the U.S. population at-large.

<br wp="br1"><br wp="br2">

<p> Recognizing the limitations of self-selected samples, some polling organizations are adopting new approaches in an effort to create more reliable samples. Harris Black International, for example, collects email addresses from volunteers at various websites and later contacts them to participate in an online poll. The results are statistically adjusted to compensate for demographic differences between Internet users and the U.S. population at-large.

<br wp="br1"><br wp="br2">

<p>The Mixed-Mode Online Survey

 As part of its pre-election polling, the Pew Research Center tested yet another approach. To see if online polling can be conducted in a way that reflects public opinion nationwide, the Center adopted a strategy to achieve more control over who gets to participate in Internet polls.

<br wp="br1"><br wp="br2">

<p> The approach, called a mixed-mode approach, has two phases. First, email addresses are collected from individuals who are called as part of randomly-selected, nationally-representative samples. For instance, during three telephone surveys in August and September, respondents who use the Internet were asked if they would participate in a future online survey and, if so, to provide their email address. Out of the 4,473 people interviewed by phone, 42% said they go online and 42% of these Internet users (786) provided email addresses for a future online poll.

<br wp="br1"><br wp="br2">

<p> In the second phase, a random sample of respondents is selected from

this pool of email addresses. Respondents were sent an email invitation to participate in an online survey and given a link and instructions for going to the World Wide Web to complete the poll. The survey was placed on a page of the Pew Research Center's website that was unavailable to routine visitors. Selected respondents entered their email addresses for verification purposes before beginning the survey, which also prevented respondents from taking the survey more than once. Those who did not complete the survey after four days were sent a follow-up email.

<br wp="br1"><br wp="br2">
<p> Of 471 people contacted to participate in the pre-election online survey, 167 people (35%) completed the survey during a six-day field period, from October 28 to November 2.⁽¹⁾ Simultaneously, the Pew Research Center conducted a national telephone survey.

<br wp="br1"><br wp="br2">
<p> Both the online survey and telephone survey were based on registered voters and were nearly identical in their content (see topline).⁽²⁾ The two surveys included questions on interest in the election, intention to vote, the generic ballot concerning party preference in the elections and several queries about factors that might influence their votes. Each survey also included approval questions for the president and Republican leaders in Congress and a question about impeachment.

<br wp="br1"><br wp="br2">
<p> The two surveys did differ in a few ways. The telephone survey included a set of questions that was not included in the online poll. The online survey, meanwhile, asked respondents questions about how often they go online for news and for election news. It also included an open-ended question about voting intentions.

<br wp="br1"><br wp="br2">
<p>Demographic Differences in Online Populations

 Despite the effort to draw a more representative, random sample, there are still substantial differences between the online respondents and those reached through national telephone surveys. These differences are reflected in a demographic comparison across a nationally-representative sample of all registered voters and four sequential sub-samples of this group -- registered voters who use the Internet; those who use the Internet and agreed to participate in a future online survey; those who agreed to participate and responded to the online survey; and finally, those who agreed to participate but did not do so.

<br wp="br1"><br wp="br2">
<p>Compared to all registered

voters, for example, the population of registered voters who go online is younger, better educated and more affluent.[^{\(3\)}](#N_3_) Fully 42% of them are college graduates, compared to just 25% of all registered voters. Similarly, just 22% of those in the online sample are age 50 or older, compared to 42% of all registered voters. Voters who use the Internet are also notably more affluent: 46% have family incomes more than \$50,000 a year, compared to 30% of all registered voters.

<br wp="br1"><br wp="br2">
<p> The online sample also includes fewer women than the phone sample. While 54% of registered voters in the national telephone survey are women, just 48% of the online sample are women. Notably, just 40% of those who provided their email addresses for the online survey pool were women.

<p> College graduates are over-represented in the online survey. Nearly two-thirds (64%) of the respondents are college graduates -- more than twice as many as in the telephone sample of registered voters (25%). [^{\(4\)}](#N_4_) The online sample also significantly over-represents those between ages 30 and 49. This group comprised 62% of the online sample, compared to 43% among all registered voters.

<br wp="br1"><br wp="br2">
<p> There are also political differences between the sample of all registered voters and the final sample from the online poll. Independents were disproportionately willing to provide their email addresses and to participate in the online survey. Consequently, fully 40% of the respondents in the online poll are Independents, compared to 29% of all registered voters. In contrast, just 27% of the online poll sample are Democrats, compared to 35% among all registered voters. There was not a significant difference in the Republican response rate.

<br wp="br1"><br wp="br2">
<p> To try to compensate for these demographic differences, the findings of the online survey were weighted -- much as most national telephone surveys are weighted to compensate for the known under-representation of certain demographic groups. The online survey results were weighted by sex and education level, making the distribution of online respondents roughly comparable to that among all registered voters in the national telephone survey.
<br wp="br1"><br wp="br2">

<br

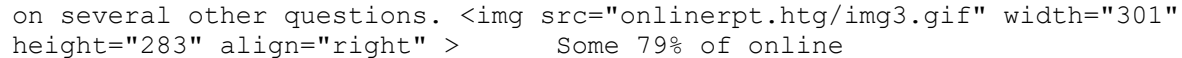
wp="br1"><br wp="br2"> <p>Comparing the
Online and Telephone Surveys
The results of the weighted
online survey and the telephone survey are nearly
identical on several questions measuring the chances respondents would vote
on
Election Day. The online poll also did a fairly good
job estimating congressional voting preferences. But the online poll
overstates interest in the election, support for impeaching
Clinton, and the role of national issues as a factor in congressional voting.

<br wp="br1"><br wp="br2">
<p> In the online survey, 37% said Clinton
should be impeached, compared to 28% of those
in the telephone survey. But online respondents
did not consistently express more conservative
opinions than telephone respondents across all
questions. For example, substantially more
online respondents also disapproved of the way Republican leaders in Congress
are handling their jobs (60% vs. 46%).

<br wp="br1"><br wp="br2">
<p> What's more, registered voters in the two samples gave a slight edge to
the Democrats when
asked about their voting intentions in the race for Congress in their
district. Online respondents favored the Democrats by an 11
percentage-point margin (53%-42%), while telephone respondents favored the
Democrats by a narrower 7-point margin (47%-40%).
Notably, these results from the Internet poll are comparable to those found
in
several other national telephone polls in the days
before the election, as well.⁽⁵⁾

<br wp="br1"><br wp="br2">
<p> National issues were more important to online respondents than they
were
to telephone
respondents, who expressed somewhat more concern about a candidate's
character
or past experience. Some 31% of online respondents
said national issues would make the biggest difference in their votes for
Congress, compared to just 20% of telephone respondents.
In contrast, 27% of those interviewed by phone said a candidate's character
and experience would be the most important factor,
compared to 19% of those who took the online survey.

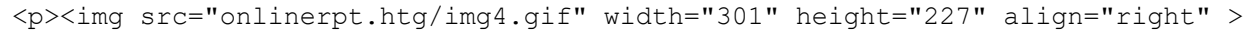
<br wp="br1"><br wp="br2">
<p> Despite the different attitudes toward impeachment, there is no
statistically significant
evidence that anger toward Clinton was a bigger factor among online
respondents. For example, nearly equal numbers of online
respondents and telephone respondents said their votes for Congress would be
votes against Clinton (21% vs. 17%), and they
differed little in how important a factor Clinton would be in their vote
(64%,
compared to 58%). <br wp="br1"><br wp="br2"> <br

Internet Respondents: More Election Interest
More online respondents than telephone respondents said they were thinking about the midterm elections. Fully two-thirds of online respondents (66%) said they had given "quite a lot" of thought to the election, compared to just half (49%) of telephone respondents.⁽⁶⁾ The differences are similar, although much smaller, on several other questions.  Some 79% of online respondents said they were paying very or fairly close attention to news about the campaign, compared to 71% of telephone respondents. Among online respondents, 63% said they followed government and politics most of the time, compared to 57% of telephone respondents.⁽⁷⁾

Nonetheless, there were few differences between the two groups of registered voters when asked whether or not they planned to vote. Nearly all said they did -- 90% in the online survey, 91% in the telephone survey. Three-quarters of both groups (75%) said they were absolutely certain to vote on Election Day, and both groups were equally likely to say they had voted in past elections and to know where people in their neighborhood go to vote. Asked to rate the chances they would vote on a scale from one to 10, 83% of online respondents rated themselves highly likely to vote, compared to 76% of telephone respondents.

Improvement Over Typical Internet Polls

While there are certain political differences between respondents in telephone and online surveys, comparison with a less-controlled online poll suggests the mixed-mode approach does represent a step in the right direction. A third online questionnaire was also available to all visitors to the Pew Research Center's website at the same time the pre-election polls were conducted. But unlike the national telephone survey and the mixed-mode online survey, in which respondents were selected to participate, this third poll was open to anyone who visited the Center's website. As with the polls on many commercial websites, people could choose for themselves whether or not to participate.

 Comparing the three polls reveals a familiar pattern: Respondents in the self-selecting poll were significantly more critical of Clinton. In both the telephone and mixed-mode online surveys, nearly two-thirds of the respondents (65% and 64%, respectively) approved of the way Clinton was handling his job. In contrast, respondents in the self-selecting survey disapproved of Clinton by a 53%-47% margin.⁽⁸⁾

ENDNOTES

<br wp="br1"><br wp="br2">
<p>1. The original sample included 650 email addresses for registered voter respondents. However, 63 of these email addresses were entered incorrectly by interviewers during the original telephone survey and were clearly not valid addresses (many others were also incorrectly entered but it was possible to determine what characters -- typically a ".net" or "@" sign -- were missing). In addition, the email invitations to another 116 respondents were returned because the email address was invalid, either because it had been incorrectly entered, because the respondents had changed their email address, or in a few instances because their email account did not accept email from unknown sources. Of the 167 people who responded to the online poll, 16 were eliminated from the sample because of discrepancies in their answers to the demographic questions in the online and telephone polls, which suggests that different individuals participated in each one. An additional two respondents were omitted because in the online poll they indicated that they were not registered to vote.

<p>2. The telephone survey interviewed a randomly-selected national sample of 1,714 registered voters October 28-31, 1998. The online survey was based on 149 registered voters October 28-November 2, 1998.

<p>3. For the purposes of comparing a national sample of registered voters with those who go online and those who provided their email address to participate in a future survey, the first three columns in the demographic table are based on weighted results from a survey of 1,754 registered voters conducted August 27 - September 8, 1998. The demographic composition of this sample of registered voters does not differ significantly from the sample of registered voters in the pre-election telephone survey conducted October 28-31, 1998. However, the demographic comparisons are based on the September survey rather than the pre-election survey since the pre-election survey did not (because of time limitations) ask respondents if they went online or if they wanted to participate in future surveys online.

<p>4. Figures from the sample of online respondents are based on unweighted data. The substantive results were weighted to try to correct for some of these demographic differences.

<p>5. Like the Pew Research Center's national telephone survey, several other national polls conducted in the days before the election also found the race dead even among likely voters. A Gallup poll found a 50%-41% margin favoring the Democrats among registered voters, while a CBS/New York Times poll found the Democrats ahead by just four points among registered voters, 48%-44%.

<p>6. This is not because the online survey ran slightly longer, up to the day before the November 3

election. Even among those who took the online survey during the same field period as the telephone survey, 66% said they had given a lot of thought to the election.

<p>7. Because of the relatively small size of the online sample, the statistical margin of error for differences between the two samples is 8.5 percentage points. Consequently, while many of the differences noted below are consistent with known differences between people who use the Internet and those who do not, differences of even 6 or 7 percentage points are technically not statistically significant.

<p>8. The results for the self-selected survey are based on 221 respondents who took the survey during the same period, October 28 - November 2, 1998. Like the mixed-mode online survey, the results were weighted on the bases of sex and education. <p>

PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS
 1998 ELECTION WEEKEND SURVEY
 FINAL TOPLINE
 October 28-31, 1998 (National Telephone Survey)
 October 28 - November 2, 1998 (Online Survey)
 N =1,714 Registered Voters (National Telephone Sample)
 N = 149 Online Respondents

Q.1 How much thought have you given to Tuesday's election - quite a lot, or only a little?

	Quite A lot	(VOL) Some	Only a Little	None/DK/ Refused
Online (unweighted)	69	-	28	3=100
Online (weighted)	66	-	29	5=100
National Telephone	49	11	35	5=100
Early October, 1998	42	8	43	7=100
November, 1994	56	7	32	5=100
October, 1994	45	7	45	3=100
October, 1994	44	2	50	4=100
Gallup: October, 1990	43	7	46	4=100
Gallup: October, 1982	29	22	37	12=100
Gallup: October, 1978	23	22	39	17=100
Gallup: September, 1978	21	18	44	18=100

R.1 These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district, or haven't you been able to register so far?
 (IF YES, National Telephone Repondents were also asked: R.2 Are you absolutely certain you are registered to vote, or is there a chance your registration has lapsed because you moved or for some other reason?)

Online (wtd)	Natl Phone	
100	100	Yes, registered Yes, absolutely certain Chance registration may have lapsed - GO TO D.1 DK/Refused - GO TO D.1
0	0	No, not registered - GO TO D.1
0	0	DK/Refused - GO TO D.1
100	100	

Q.2 How closely have you followed news about candidates and election campaigns in your state and district? Have you followed it very closely, fairly closely, not too closely, or not at all closely?

		Very Closely	Fairly Closely	Not too Closely	Not at all Closely	DK/
Refused						
	Online (unweighted)	30	51	15	3	
1=100						
	Online (weighted)	27	52	16	5	
*=100						
	National Telephone	26	45	20	9	
*=100						
	Early October, 1998	21	43	24	11	
1=100						
	Early September, 1998	20	35	28	17	
*=100						
	Early August, 1998	16	35	25	24	
*=100						
	June, 1998	12	31	32	25	
*=100						
	April, 1998	19	37	23	21	
*=100						
	November, 1994	23	49	21	7	
*=100						
	October, 1994	18	43	28	10	
1=100						
	Early October, 1994	28	37	21	14	
*=100						
	September, 1994	22	37	28	13	
*=100						
	November, 1990	44	36	13	7	
*=100						
	October, 1990	18	32	28	22	
*=100						

Q.3 Have you ever voted in your precinct or election district?

Online (unwtd)	Online (wtd)	Natl Phone		Early Oct 1998	Nov 1996	Sept 1996	Nov 1994
89	87	86	Yes	87	85	85	91
10	13	14	No	13	15	15	9
1	*	*	DK/Ref	*	*	*	*
100	100	100		100	100	100	100

Q.4 Do you happen to know where people in your neighborhood go to vote?

			Early					
Gallup -	Online	Natl		Oct	Nov	Oct	Nov	Nov
Online	Online	Phone		1998	1996	1996	1994	1988
Oct	(wtd)							
(unwtd)								
1988								
94	90	90	Yes - gives answer	87	88	85	93	89
88								
6	10	10	No/DK/Ref/No Answer	13	12	15	7	11
12								
100	100	100		100	100	100	100	100
100								

Q.5 Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs most of the time, some of the time, only now and then or hardly at all?

	Most of The Time	Some of the Time	Only Now and Then	Hardly at All	DK/ Ref
Online (unweighted)	63	28	7	1	1=100
Online (weighted)	63	26	8	3	*=100
National Telephone	57	29	10	4	*=100
Early October, 1998	51	33	11	5	*=100
Early September, 1998	52	33	11	4	*=100
June, 1998	42	33	18	7	*=100
November, 1997	47	35	14	4	*=100
November, 1996	52	32	12	4	*=100
October, 1996	43	37	13	6	1=100
October, 1995	52	33	11	4	*=100
April, 1995	49	34	13	4	*=100
November, 1994	57	30	10	3	*=100
October, 1994	52	34	10	4	0=100
July, 1994	51	32	13	4	*=100
May, 1990	43	36	15	6	*=100
October, 1988	52	33	12	3	*=100
May, 1988	42	37	15	4	2=100
January, 1988	42	35	17	5	1=100
May, 1987	47	35	13	4	1=100

Q.6 How often would you say you vote... always, nearly always, part of the time or seldom?

(VOL)	DK/ Ref.	Always	Nearly Always	Part of The time	Seldom	(VOL) Other
Never						
-	0=100					
	Online (unweighted)	51	40	7	2	-
	Online (weighted)	50	37	10	3	-

-	0=100	National Telephone	56	28	10	5	*
1	*=100	Early October, 1998	50	32	11	5	1
1	*=100	Early September, 1998	53	33	9	4	1
0	*=100	Late August, 1998	48	35	13	4	0
*	*=100	June, 1998	49	33	12	5	1
0	0=100	November, 1997	42	44	10	3	*
1	*=100	September, 1997	62	26	8	3	*
1	*=100	June, 1996	52	33	9	4	1
1	*=100	February, 1996	42	41	11	4	1
1	*=100	October, 1995	53	35	7	4	*
1	*=100	April, 1995	53	34	9	4	*
*	*=100	November, 1994	58	28	8	5	1
*	0=100	October, 1994	55	32	10	3	*
*	*=100	July, 1994	52	34	10	4	*
*	*=100	June, 1992	60	29	7	3	1
*	*=100	May, 1992	50	35	10	4	*
1	*=100	November, 1991	46	41	9	4	0
*	*=100	May, 1990	42	42	11	4	*
1	1=100	May, 1988	43	41	11	3	1
2	*=100	January, 1988	49	39	9	2	*
1	*=100	May, 1987	43	43	9	3	1
1	*=100						

ASK FORM 1 ONLY:

Q.7 If the 1998 elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate or the Democratic Party's candidate for Congress in your district? ASK FORM 2 ONLY:

Q.8 If the 1998 elections for U.S. Congress were being held TODAY, would you vote for the Democratic Party's candidate or the Republican Party's candidate for Congress in your district?

IF '3' OTHER, '8' DON'T KNOW, OR '9' REFUSED IN Q.7, ASK: Q.9 As of TODAY, do

you LEAN more to the Republican or the Democrat? IF

'3' OTHER, '8' DON'T KNOW, OR '9' REFUSED IN Q.8, ASK: Q.10 As of TODAY, do you LEAN more to the Democrat or the Republican?

(NOTE: Online survey did not include split forms; all respondents were asked Q.7 and, if necessary, Q.9)

	Republican/ Lean Rep.	Democrat/ Lean Dem.	Other/ Undecided
Online (unweighted)	48	48	4=100
Online (weighted)	42	53	5=100
National Telephone	40	47	13=100
Early October, 1998	43	44	13=100
Early September, 1998	45	46	9=100
Late August, 1998	44	45	11=100
Early August, 1998	42	49	9=100
June, 1998	44	46	10=100
March, 1998	40	52	8=100
February, 1998	41	50	9=100
January, 1998	41	51	8=100
August, 1997	45	48	7=100
Early November, 1996	44	48	8=100
October, 1996	42	49	9=100
Late September, 1996	43	49	8=100
Early September, 1996	43	51	6=100
July, 1996	46	47	7=100
June, 1996	44	50	6=100
March, 1996	44	49	7=100
January, 1996	46	47	7=100
October, 1995	48	48	4=100
August, 1995	50	43	7=100
November, 1994	45	43	12=100
October, 1994	47	44	9=100
Early October, 1994	52	40	8=100
September, 1994	48	46	6=100
July, 1994	45	47	8=100

ONLINE RESPONDENTS ONLY:

Q.10a In your own words, why are you thinking of voting this way?

RESPONDENTS WHO WILL VOTE REPUBLICAN/LEAN REPUBLICAN [N = 71]:

- Online
- (wtd)
- 40 PRO-REPUBLICAN MENTIONS (NET)
 - 14 Anti-Democratic Party
 - 11 Pro-Republican Issues
 - 9 Anti-Clinton/Concern with scandal
 - 8 General Pro-Republican
- 13 Favor incumbent/candidate
 - 9 Candidate is best choice
 - 7 Conservative Ideology
 - 7 Health care
 - 6 Issues--General
 - 4 Taxes
 - 3 Pro-Democrat
 - 3 Morality
 - 2 Abortion
 - 2 Economy

- 2 Small government
- 1 Jobs
- 1 Welfare
- 1 Foreign policy/Defense
- 1 Other
- 1 Don't know

RESPONDENTS WHO WILL VOTE DEMOCRAT/LEAN DEMOCRAT [N = 71]:

Online
(wtd)

- 47 PRO-DEMOCRAT MENTIONS (NET)
 - 23 Anti-Republican Party
 - 18 Pro-Democratic issues
 - 8 Scandal backlash
 - 3 General Pro-Democrat
- 25 Favor incumbent/candidate
- 20 Issues--General
 - 6 Environment
 - 6 Abortion
 - 2 Better campaign
 - 1 Jobs
 - 1 Moderate ideology
 - 4 Other
 - 4 Don't know

Q.11 Do you, yourself, plan to vote in the election this Tuesday, or not?

	Yes, Plan To Vote	No, Don't Plan To	Can't Say/DK
Online (unweighted)	95	5	0=100
Online (weighted)	90	10	0=100
National Telephone	91	6	3=100
Early October, 1998	92	4	4=100
Early September, 1998+	95	2	3=100
Late August, 1998+	93	3	4=100
June, 1998+	95	3	2=100
November, 1996	96	2	2=100
October, 1996	98	1	1=100
Late September, 1996	98	1	1=100
Early September, 1996	96	2	2=100
July, 1996	95	3	2=100
June, 1996	96	2	2=100
November, 1994+	93	5	2=100
Late October, 1994+	95	3	2=100
Early October, 1992	98	1	1=100
September, 1992	98	1	1=100
August, 1992	97	1	2=100
June, 1992	97	1	2=100
Gallup: November, 1988	97	2	1=100
Gallup: October, 1988	98	1	1=100

+ Non-Presidential elections

Q.12 Next, I'd like you to rate your chances of voting in Tuesday's election

on a scale of 10 to 1. If 10 represents a person who DEFINITELY will vote and 1 represents a person who definitely will NOT vote, where on this scale of 10 to 1 would you place yourself?

	Definitely will vote										Definitely will not vote
	10	9	8	7	6	5	4	3	2	1	DK/Ref
Online (unweighted)	80	9	3	2	-	-	-	2	-	4	0=100
Online (weighted)	74	9	4	3	-	-	-	4	-	6	0=100
National Telephone	70	6	7	4	1	4	1	1	1	4	1=100
Early October, 1998	64	9	10	4	2	4	1	2	1	2	1=100
November, 1996	77	7	7	2	1	2	*	1	*	2	1=100
October, 1996	77	9	7	2	2	2	*	*	*	1	*=100
September, 1996	78	10	6	2	1	1	*	*	*	1	1=100
November, 1994	67	9	8	2	2	4	1	1	1	3	2=100
October, 1994	66	10	9	4	2	4	1	1	*	2	1=100
Gallup: Sept, 1992	77	5	4	3	2	4	*	1	*	4	*=100
Gallup: Nov, 1988	77	7	6	2	1	3	*	*	*	2	2=100
Gallup: October, 1988	73	8	7	3	2	3	1	*	*	1	2=100

Q.13 What will make the biggest difference in how you vote for Congress in your district - national issues, local or state issues, the candidate's political party, or the candidate's character or experience? (IF MORE THAN ONE, PROBE WITH: Well, which is most important?)

DK/	National Issue	State/Local Issue	Political Party	Character/ Experience	Other	
None Ref						
- 1=100	Online (unweighted)	38	30	9	17	5
- 1=100	Online (weighted)	31	34	11	19	4
2 4=100	National Telephone	20	39	5	27	3
* 5=100	Early October, 1998	23	36	7	28	1
* 4=100	Early September, 1998	22	34	5	33	2
* 4=100	Early August, 1998	20	38	5	31	2
1 3=100	June, 1998	22	37	4	32	1
1 2=100	March, 1998	18	37	6	35	1
* 6=100	November, 1996	23	38	6	25	2
1 1=100	October, 1996	19	45	7	26	1
* 5=100	Late September, 1996	25	38	6	24	2
* 3=100	Early September, 1996	18	42	6	30	1
	November, 1994	22	38	5	30	1

*	4=100					
	Late October, 1994	22	38	3	29	3
1	4=100					
	Early October, 1994	22	27	5	39	2
1	4=100					
	CBS/NYT: 10/24-28, 1986	22	25	6	40	1
1	5=100					
	CBS/NYT: 9/28-10/1, 1986	20	23	9	41	3
*	4=100					

Q.14 Do you think of your vote for Congress this Tuesday as a vote for Bill Clinton, or as a vote against Bill Clinton, or isn't Bill Clinton much of a factor in your vote?

	For	Against	Not a Factor	DK/Ref.
Online (unweighted)	14	23	62	1=100
Online (weighted)	15	21	64	*=100
National Telephone	20	17	58	5=100
Early October, 1998	19	23	52	6=100
Early September, 1998	18	16	63	3=100
Late August, 1998	20	17	61	2=100
Early August, 1998	21	18	57	4=100
June, 1998	20	18	57	5=100
March, 1998	21	15	59	5=100
September, 1996	24	18	51	7=100
November, 1994	17	21	55	7=100
October, 1994	17	21	57	5=100
Early October, 1994	17	23	54	6=100
CBS/NYT (BUSH): 10/28-31/90	19	15	61	6=100
CBS/NYT (REAGAN): 10/24-28/86	26	12	55	7=100
CBS/NYT (REAGAN): 9/28-10/1/86	26	16	51	7=100
CBS/NYT (REAGAN): 10/23-28/82	23	21	51	5=100

ONLINE RESPONDENTS ONLY:

Next, on another subject...

Q.15 How often, if ever, do you go online to get NEWS... would you say every day, 3 to 5 days per week, 1 or 2 days per week, once every few weeks, or less often?

Online (unwtd)	Online (wtd)		--National Telephone--		
			Sept 1998	May 1998	June 1995
20	22	Everyday	23	18	6
27	27	3-5 days per week	16	17	9
14	14	1-2 days per week	21	20	15
17	20	Once every few weeks	14	15	13
11	9	Less often	19	21	28
11	8	No/Never (VOL)	7	9	29
0	0	Don't know/Refused	*	*	*
100	100		100	100	100

Q.16 How often, if ever, are you going online to get any news or information specifically about the 1998 ELECTIONS?

Online (unwtd)	Online (wtd)	
1	*	Everyday
9	13	3-5 days per week
13	14	1-2 days per week
9	10	Once every few weeks
29	32	Less often
38	31	No/Never
1	*	Don't know/Refused
100	100	

IF YOU GO ONLINE TO GET ELECTION NEWS...

Q.17 What sites do you use to get news and information about the 1998 elections?

Online (wtd)	
14	America Online
14	NBC/MSNBC
13	Local/regional newspapers and websites
6	New York Times
6	CNN
6	Drudge
5	ABC News
5	Yahoo!
3	Washington Post
2	Washington Times
24	Other websites
1	Get news sent by email

(N=60)

AND A FEW FINAL QUESTIONS...

Q.18 Do you approve or disapprove of the way Bill Clinton is handling his job as president? (IF "DON'T KNOW," ENTER AS CODE 9. IF "DEPENDS," PROBE ONCE WITH: Overall, do you approve or disapprove of the way Bill Clinton is handling his job as president? IF STILL "DEPENDS," ENTER AS CODE 9.)

	Approve	Disapprove	Don't Know
Online (unweighted)	58	41	1=100
Online (weighted)	64	35	1=100
National Telephone	65	30	5=100
Early October, 1998	62	34	4=100
Early September, 1998	59	36	5=100
Late August, 1998	63	33	4=100
Early August, 1998	64	30	6=100
June, 1998	59	33	8=100
May, 1998	59	31	10=100
April, 1998	63	30	7=100
March, 1998	65	27	8=100
Early February, 1998	71	27	2=100
January, 1998	61	33	6=100

Q.19 Do you approve or disapprove of the job the Republican leaders in

Congress are doing? [IF DK ENTER AS DK. IF DEPENDS PROBE
 ONCE WITH: Overall do you approve or disapprove of the job the Republican
 leaders in Congress are doing? IF STILL DEPENDS ENTER AS
 DK]

	Approve	Disapprove	Don't Know
Online (unweighted)	35	62	3=100
Online (weighted)	37	60	3=100
National Telephone	42	46	12=100
Early October, 1998	42	48	10=100
Early September, 1998	45	39	16=100
Late August, 1998	50	38	12=100
Early August, 1998	46	39	15=100
June, 1998	42	41	17=100
May, 1998	40	42	18=100
April, 1998	42	43	15=100
March, 1998	44	41	15=100
January, 1998	44	44	12=100

Q.20 Based on what you know at this point, do you think that Bill Clinton
 should or should not be impeached and removed from office?

Online (unwtd)	Online (wtd)	Natl Phone		Early Oct 1998
40	37	28	Should be impeached	32
59	62	66	Should not	62
1	1	6	Don't know/Refused	6
100	100	100		100

Now, just one final question about the upcoming elections... Q.21 Some people
 who plan to vote can't always get around to it on
 election day. With your own personal daily schedule in mind, rate the
 chances
 that you will vote in the U.S. House of
 Representatives election this Tuesday. Are you absolutely certain to vote,
 will you probably vote, are the chances about 50-50, less
 than 50-50, or don't you think you will vote in the House of Representatives
 election this Tuesday?

Online ABC/Wash.Post (unwtd)	Online (wtd)	Natl Phone		Early Oct 1998	Early Sept 1998	June 1998	July
82	75	75	Absolutely certain to vote	68	70	63	
53	12	12	Will probably vote	19	19	19	
21	1	7	Chances 50-50	7	8	14	
15	2	2	Less than 50-50	2	1	2	
4	3	4	Don't think will vote	3	2	2	
6	0	0	Don't know/Refused	1	*	*	
1							

100 100 100 100 100 100
100

[*NOTE: The ABC/Washington Post trend is based on total respondents. The question was worded "Some people have busier schedules than others. Because of this, some people who plan to vote can't always get around to it on election day. With your own personal daily schedule in mind, I'd like to rate the chances that you will vote in the U.S. House of Representatives election in November in the Congressional district where you live: are you absolutely certain to vote ..."]

```
</pre>
<hr>
<p>
<p align="center">
<A HREF=index.htm><IMG SRC="lhome.gif"> BACK TO HOME PAGE </A> <BR> <A
HREF=content.htm><IMG SRC="back.gif"> POLLS &amp; SURVEYS
</A> <BR> <a href="webform2.htm">GIVE US YOUR
OPINION</a> </body> </html>
```

-----7661BBAC274F5A529A31346F--

-----7DA646DCCE9AECF3929C25CC--

=====
Date: Wed, 2 Feb 2000 09:58:37 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: N.H. Candidates Ranked by Efficiency
Message-ID: <Pine.GSO.4.10.10002020957100.2342-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

New Hampshire Presidential Primary Candidates Ranked
By Efficiency of Personal Campaigning
(Votes Won Per Days In State)

Rank	Candidate	Days	Votes	Votes/Day
1	George W. Bush	36	71,121	1,975.6

2	John McCain	65	115,545	1,777.6
3	Al Gore		44 76,527	1,739.25
4	Bill Bradley		49 70,295	1,434.6
5	Steve Forbes		46 29,615	643.8
6	Alan Keyes	28	15,170	541.8
7	Gary L. Bauer		50 1,671	33.4

Sources:

Days in state: National Journal
 Votes (100% precincts): Associated Press, 11:17 am EST

Date: Wed, 2 Feb 2000 10:59:15 -0600
 Subject: Job openings
 Message-ID: <20000202.110835.-288175.11.datafordecisions@juno.com>
 X-Mailer: Juno 3.0.13
 MIME-Version: 1.0
 Content-Type: text/plain
 Content-Transfer-Encoding: 7bit
 X-Juno-Line-Breaks: 0-1,8-10
 X-Juno-Att: 0
 X-Juno-RefParts: 0
 From: "Jacquelyn B. Schriber" <datafordecisions@juno.com>

Yankelovich Partners' California office has three openings in public opinion and marketing research. These positions can be filled at the junior, mid, or senior levels, depending upon qualifications. The California office is located in Claremont, CA. Claremont is located 40 miles east of downtown Los Angeles. Fax [909.626.7878] or e-mail [rrichardsn@yankelovich.com] resumes to Rika Richardson. No phone calls please.

Date: Wed, 2 Feb 2000 16:55:46 -0500
 From: "James P. Murphy" <jpmurphy@jpmurphy.com>
 To: <aapornet@usc.edu>
 Subject: Re: Perceptions of Germans and Germany
 MIME-Version: 1.0
 Content-Type: text/plain;

charset="iso-8859-1"
Content-Transfer-Encoding: 8bit
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

Interesting data showing differences associated with nationality.

I wonder which would show a stronger main effect for nationality:

- perceived trustworthiness (of groups); or - average levels of trusting (within groups)?

Not to suggest that differences in the latter would explain differences in the former. Then again, which is a better measure of trust?

Plus, could there be any differences coming from non-equivalent translations -- assuming the interviews were in respondents' native languages?

Complicated!

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@usc.edu <aapornet@usc.edu>
Date: Wednesday, February 02, 2000 11:41 AM
Subject: RE: Perceptions of Germans and Germany

>

>I noticed a question in EUROBAROMETER 46.0 on how much trust people
>have in people of different nationalities (a lot/4, some/3, not very/2
>much, no trust at all/1):

><http://europa.eu.int/en/comm/dg10/infcom/epo/eb.html>

>Among Europeans (EU 15) overall, the Swiss scored highest (mean: 3),
>followed by Swedes, Norwegians, Danes, Luxembourgers, Deutch, Finns,
Germans

>(2.85), Austrians, Belgians, Spaniards, French, Americans (2.68),
>Portuguese, Irish, British, Japanese, Italians, Greeks, Hungarians,
>Polish, Czechs, Slovaks, Russians, and Turks (mean: 1.88).

>

>also, La Mémoire des persécutions en France et en Allemagne is on BVA's
>website: <http://www.bva.fr/archives/index.html>

>

>cheers, mark@bisconti.com

>

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

>From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf
>Of harkness

>Sent: Wednesday, February 02, 2000 9:45 AM

>To: aapor

>Subject: Perceptions of Germans and Germany

>
>
>
>I am looking for questionnaires or individual items focusing on one
>culture's perception of another culture. Within or across countries -
>both are welcome. Other countries' perceptions of Germans and Germany
>would be great, but all suggestions helpful. I will put together what I
>get and make it available. Many thanks. Please email me at address
>below.
>
>Janet Harkness,
>
>harkness@zuma-mannheim.de
>ZUMA, Mannheim Germany
>
>
>
>
>
>

Date: Wed, 2 Feb 2000 17:48:08 -0500
From: "Mark Richards" <mark@bisconti.com>
To: "AAPORNET" <aapornet@usc.edu>
Subject: DC Tourist Guidebook Evaluation
Message-ID: <NCBBKJCKFKFIDCKOFNAEEMEMHCNAA.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

As a fun little community project, my sister and I volunteered to evaluate 26 Tourist Guidebooks to DC to see how well they cover the political status and history of DC. If you're interested, the study is available on DCWatch, an on-line magazine that covers local city politics and public affairs in Washington, D.C.:

<http://www.dctime.com/>

Comments and critique welcome. Mark Richards

Date: Wed, 02 Feb 2000 22:00:05 -0500
To: aapornet@usc.edu
From: Dick Halpern <rshalpern@mindspring.com>
Subject: Poll received from Notre Dame
Mime-Version: 1.0
Content-Type: multipart/alternative;
 boundary="====_43559732==_ .ALT"

-----_43559732==_ .ALT
Content-Type: text/plain; charset="us-ascii"; format=flowed

Take a look at this only if you have little else to do at this moment.

Just received this e mail from a research group that claims to be from Notre Dame. They request that you fill out an on line questionnaire dealing with all sorts of political issues. The problems are several fold: 1) the response categories leave much to be desired; 2) after filling it out you can submit it but the URL shows up as non existent; 3) Writing to them using the e mail address given bounces back as non existent. Removing one's name from future mailings would seem to be impossible.

Does anyone know anything about these people? Sending stuff out like this which looks bona fide doesn't add much credibility to survey research. Or am I missing something?

It was sent to voters@com.www, which is obviously a phoney group address.

++++
NDPoll, an on-line survey center operated by researchers at the University of Notre Dame, invites you to participate in a survey regarding your state's presidential primary on March 7.

We would like to ask you for 15 minutes of your time to fill out a short questionnaire about your political attitudes. This survey is for academic purposes only and your answers will remain completely confidential.

To participate in the questionnaire, simply double click your mouse on the URL below:

<http://www.cyberpioneer.net/ndpoll/page3.html>

or type the following address into your web browser:

www.cyberpioneer.net/ndpoll/page3.html

Upon completion of the survey, you will be entered a single time into a lottery awarding a \$100 cash prize. If you have any questions about the survey or would like to be removed from it, please contact us by visiting our website at:

<http://www.cyberpioneer.net/ndpoll/>

Thank you for your help,

NDPoll Survey Center

To be removed from future mailings, please reply with REMOVE in the subject line.

-----_43559732==_ .ALT
Content-Type: text/html; charset="us-ascii"

<html>
Take a look at this only if you have little else to do

at this moment.

 Just received this e mail from
a research group that claims to be from Notre Dame. They request that you
fill
out an on line questionnaire dealing with all sorts
of political issues. The problems are several
fold: 1) the response categories leave much to be desired; 2) after filling
it
out you can submit it but the URL shows up as non
existent; 3) Writing to them using the e mail address given bounces back as
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would seem to be impossible.

 Does anyone know anything about these
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 questionnaire about your political attitudes. This
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 To participate in the
questionnaire, simply double click your mouse on the
 URL
below:

 <a href="http://www.cyberpioneer.net/ndpoll/page3.html"
eudora="autourl">http://www.cyberpioneer.net/ndpoll/page3.html

or type the following address into your web browser:

<a href="http://www.cyberpioneer.net/ndpoll/page3.html"
eudora="autourl">www.cyberpioneer.net/ndpoll/page3.html

Upon completion of the survey, you will be entered a single time into a

lottery awarding a \$100 cash prize. If you have
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 survey or would like to be removed from it,
please
contact us by visiting
 our website at:

<a href="http://www.cyberpioneer.net/ndpoll/"
eudora="autourl">http://www.cyberpioneer.net/ndpoll/

Thank you for your help,

NDPoll Survey Center

To be removed from future mailings, please reply with REMOVE in the

subject line.
 </html>

-----_43559732==_.ALT--

Date: Thu, 3 Feb 2000 00:36:14 -0600
From: "Rick Weil" <fweil@pabulum.lapop.lsu.edu>
To: <aapornet@usc.edu>
Subject: Re: Perceptions of Germans and Germany
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 4.72.3110.5
X-MimeOLE: Produced By Microsoft MimeOLE V4.72.3155.0

I did surveys in E&W Germany in 9/91 and 12/92 with the Allensbach Institut. We asked opinions about other political systems. (I hope this formats legibly in your email reader.) There are some clear similarities with the Eurobarometer results Mark Richards cites. There are also lots of data in the Allensbach books, as you probably know. Rick Weil

Q. Different countries have different forms of government and follow their own political paths. If you think about the countries on this list, which of them are admirable countries for you. For which of these countries do you especially like the political life?

	W91	W92	E91	E92
- Spain	5	5	2	2
- Poland	1	1	1	1
- Japan	10	7	15	10
- England	24	17	17	9
- Israel	3	3	1	1
- Russia	1	1	3	0
- Italy	6	4	1	2
- France	22	20	22	15
- USA	36	27	22	15
- Czechoslovakia	2	-	3	-
- Sweden	41	32	50	48
- Switzerland	55	50	57	49
- China	1	0	2	1
- Turkey	0	1	0	0
- Iran	0	0	0	0
- Austria	-	28	-	38
- Hungary	-	2	-	2

Frederick Weil, Associate Professor
Department of Sociology
Louisiana State University
Baton Rouge, LA 70803
225-388-1140
225-388-5102 fax
fweil@lapop.lsu.edu

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

From: harkness <harkness@zuma-mannheim.de>
To: aapor <aapornet@usc.edu>
Date: Wednesday, February 02, 2000 8:38 AM
Subject: Perceptions of Germans and Germany

>
>I am looking for questionnaires or individual items focusing on one
>culture's perception of another culture. Within or across countries -
>both are welcome. Other countries' perceptions of Germans and Germany

>would be great, but all suggestions helpful. I will put together what I
>get and make it available. Many thanks. Please email me at address
>below.

>
>Janet Harkness,
>
>harkness@zuma-mannheim.de
>ZUMA, Mannheim Germany
>
>
>
>

Date: Thu, 3 Feb 2000 09:31:29 -0500
From: Larry McGill <lmcgill@mediastudies.org>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Poll received from Notre Dame
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2650.21)
Content-Type: text/plain;
 charset="iso-8859-1"

I didn't take the time to actually fill out and send in the questionnaire, so I can't comment on "problems" 2 and 3 in Dick's email. But nothing about the construction of the questionnaire strikes me as particularly pernicious. A bit amateurish, perhaps, with an over-reliance on Likert scales, but not an unworthy effort, say, of a beginning survey researcher (as one might find in association with a college-affiliated polling outfit).

Larry McGill

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

From: dick halpern [mailto:rshalpern@mindspring.com]
Sent: Wednesday, February 02, 2000 10:00 PM
To: aapornet@usc.edu
Subject: Poll received from Notre Dame

Take a look at this only if you have little else to do at this moment.

Just received this e mail from a research group that claims to be from Notre Dame. They request that you fill out an on line questionnaire dealing with all sorts of political issues. The problems are several fold: 1) the response categories leave much to be desired; 2) after filling it out you can submit it but the URL shows up as non existent; 3) Writing to them using the e mail address given bounces back as non existent. Removing one's name from future mailings would seem to be impossible.

Does anyone know anything about these people? Sending stuff out like this which looks bona fide doesn't add much credibility to survey research. Or am I missing something?

It was sent to voters@com.www, which is obviously a phoney group address.

+++++

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We would like to ask you for 15 minutes of your time to fill out a short questionnaire about your political attitudes. This survey is for academic purposes only and your answers will remain completely confidential.

To participate in the questionnaire, simply double click your mouse on the URL below:

<http://www.cyberpioneer.net/ndpoll/page3.html>
<<http://www.cyberpioneer.net/ndpoll/page3.html>>

or type the following address into your web browser:

www.cyberpioneer.net/ndpoll/page3.html
<<http://www.cyberpioneer.net/ndpoll/page3.html>>

Upon completion of the survey, you will be entered a single time into a lottery awarding a \$100 cash prize. If you have any questions about the survey or would like to be removed from it, please contact us by visiting our website at:

<http://www.cyberpioneer.net/ndpoll/> <<http://www.cyberpioneer.net/ndpoll/>>

Thank you for your help,

NDPoll Survey Center

To be removed from future mailings, please reply with REMOVE in the subject line.

=====
Date: Thu, 3 Feb 2000 11:22:17 -0500
Sender: DION HOEY <hoeyd@sunynassau.edu>
From: DION HOEY <hoeyd@sunynassau.edu>
To: aapornet@usc.edu
X-EXP32-SerialNo: 00002181
Subject: Upcoming Republican Primary Rules
Message-ID: <38987FC3@sunynassau.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="ISO-8859-1"
Content-Transfer-Encoding: 7bit
X-Mailer: WebMail (Hydra) SMTP v3.60

Could someone please tell me what types of primaries will be held in the next few contests. IE: Who can participate in the upcoming GOP Delaware caucuses, S. Carolina and Michigan primaries. Are they blanket contests open to all registered voters, open to Republicans and independents only, or closed to enrolled party members?

Thank you, Patrick Hoey, PATRICKPOA@aol.com

=====
Date: Thu, 03 Feb 2000 15:42:55 -0700
From: Fred Solop <Fred.Solop@NAU.EDU>
Subject: Re: Upcoming Republican Primary Rules
In-reply-to: <38987FC3@sunynassau.edu>
X-Sender: solop@jan.ucc.nau.edu
To: aapornet@usc.edu
Message-id: <4.1.20000203154143.00a56d90@jan.ucc.nau.edu>
MIME-version: 1.0
X-Mailer: QUALCOMM Windows Eudora Pro Version 4.1
Content-type: multipart/alternative;
boundary="Boundary_(ID_YG9Wh24RpZIShrCZVFIWmA)"

--Boundary_(ID_YG9Wh24RpZIShrCZVFIWmA)
Content-type: text/plain; charset=us-ascii

The Arizona Republican primary will be held February 22nd. Only registered Republicans can participate.

Fred Solop

At 11:22 AM 2/3/00 -0500, you wrote:
>Could someone please tell me what types of primaries will be held in
>the next
>few contests. IE: Who can participate in the upcoming GOP Delaware
caucuses,
>S. Carolina and Michigan primaries. Are they blanket contests open to all
>registered voters, open to Republicans and independents only, or closed to
>enrolled party members?
>
>Thank you, Patrick Hoey, PATRICKPOA@aol.com
>

Frederic I. Solop, Ph.D.
Associate Professor
Department of Political Science
Northern Arizona University
PO Box 15036
Flagstaff, AZ 86011
(520) 523-3135 - office
(520) 523-6777 - fax
Fred.Solop@nau.edu

--Boundary_(ID_YG9Wh24RpZIShrCZVFIWmA)
Content-type: text/html; charset=us-ascii

<html><div>The Arizona Republican primary will be</div> <div>held February 22nd. Only registered</div> <div>Republicans can

participate.</div>
 <div>Fred Solop</div>

 <div>At 11:22 AM
2/3/00 -0500, you wrote:</div> <div>>Could someone
please tell me what types of primaries will be held in the next </div>
<div>>few contests. IE: Who can participate in the
upcoming GOP Delaware caucuses, </div> <div>>S. Carolina and Michigan
primaries. Are they blanket contests open to all
</div> <div>>registered voters, open to Republicans and independents only,
or closed to </div> <div>>enrolled party
members?</div> <div>></div> <div>>Thank you, Patrick Hoey,
PATRICKPOA@aol.com</div> <div>></div>

Frederic I. Solop, Ph.D.
 Associate
Professor
 Department of Political Science

Northern Arizona University
 PO Box 15036
 Flagstaff, AZ
86011

(520) 523-3135 - office

(520) 523-6777 - fax

Fred.Solop@nau.edu</html>

--Boundary_(ID_YG9Wh24RpZIShrCZVFIWmA)--

=====
Date: Thu, 3 Feb 2000 17:44:23 -0500 (Eastern Standard Time)
From: "Thomas M. Guterbock" <tmglp@cms.mail.virginia.edu>
To: AAPORnet List server <aapornet@usc.edu>
Subject: NH poll performance?
Message-ID: <SIMEON.10002031723.I@bam8v95.virginia.edu>
X-Mailer: Simeon for Win32 Version 4.1.4 Build (40)
X-Authentication: IMSP
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; CHARSET=US-ASCII

I've been watching AAPORnet for the usual discussion of how the polls performed in the latest election, but have seen nothing about New Hampshire so far. I guess my interest is primed by the lively discussion about the difficulty of primary polling at AAPOR's Freedom Forum event last month.

Anybody look at the how the public and media polls did? My sense as a remote and casual media watcher was that poll predictions in NH varied widely and that the size of McKean's lead was underestimated. Is that so? I'm completely unclear on how Bradley did vs. poll predictions, other than that he was expected to come in 2nd.

Tom

Thomas M. Guterbock Voice:(804) 924-6516
Sociology/Center
for Survey Research FAX: (804) 924-7028
University of Virginia
539 Cabell Hall
Charlottesville, VA 22903 e-mail: TomG@virginia.edu

=====
Date: Thu, 3 Feb 2000 17:49:46 -0500 (EST)
From: "Andrew A. Beveridge" <andy@troll.soc.qc.edu>
To: AAPORnet List server <aapornet@usc.edu>

Subject: Re: NH poll performance?
In-Reply-To: <SIMEON.10002031723.I@bam8v95.virginia.edu>
Message-ID: <Pine.GSO.4.05.10002031749020.20479-100000@troll.soc.qc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

On Thu, 3 Feb 2000, Thomas M. Guterbock wrote:

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> performed in the latest election, but have seen nothing about New Hampshire
> so far. I guess my interest is primed by the lively discussion about the
> difficulty of primary polling at AAPOR's Freedom Forum event last month.
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> widely and that the size of McKean's lead was underestimated. Is that so?
> I'm completely unclear on how Bradley did vs. poll predictions, other than
> that he was expected to come in 2nd.

Mike Kagay has a nice article in todays New York Times.

www.nytimes.com

Date: Thu, 3 Feb 2000 18:12:06 -0500
From: "Mark Richards" <mark@bisconti.com>
To: "AAPORNET" <aapornet@usc.edu>
Subject: She's back!
Message-ID: <NCBBKJCJKFIDCKOFNAEEAENHCNAA.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

Yesterday, Arianna Huffington was on NPR talking about politics and promoting her new book (How to Overthrow the Government: <http://www.ariannaonline.com/books/overthrow.html>). She encouraged listeners to take the "no poll pledge" on her website (<http://www.ariannaonline.com/crusades/ppfa.html>) to help lower the response rates so "even pollsters will have to admit the polls are unreliable." One person suggested that it wasn't the polls that present the problem as much as how they are used, and she agreed but said since people can't control how they are used, they can refuse to participate and make them useless by lowering the response rate. If you'd like to send Arianna fan mail, she's at: arianna@ariannaonline.com

mark@bisconti.com

Date: Thu, 3 Feb 2000 15:42:23 -0800

From: LPollack@psg.ucsf.edu
Received: by psg.ucsf.edu with Internet Mail Service (5.0.1460.8)
id <DZ6Q7AQP>; Thu, 3 Feb 2000 15:42:42 -0800
Message-ID: <71364B64597CD211B02800A0C921A2130185798D@psg.ucsf.edu>
To: aapornet@usc.edu
Subject: RE: She's back!
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.0.1460.8)
Content-Type: text/plain;
charset="iso-8859-1"

After all, what good is a participatory democracy if ANYONE can participate. As a scientist I deplore her "pledge". However, I believe the political advocates lined up against her are probably saying please, by all means, tell your supporters not to participate in polls so that their viewpoints will not be represented. I don't think the quaking in their boots is coming from fear or anger, but from laughter.

Lance M. Pollack, Ph.D.
Center for AIDS Prevention Studies (CAPS)
University of California, San Francisco
lpollack@psg.ucsf.edu <mailto:lpollack@psg.ucsf.edu>

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

From: Mark Richards [SMTP:mark@bisconti.com]
Sent: Thursday, February 03, 2000 3:12 PM
To: AAPORNET
Subject: She's back!

Yesterday, Arianna Huffington was on NPR talking about politics and promoting her new book (How to Overthrow the Government: <http://www.ariannaonline.com/books/overthrow.html>). She encouraged listeners to take the "no poll pledge" on her website (<http://www.ariannaonline.com/crusades/ppfa.html>) to help lower the response rates so "even pollsters will have to admit the polls are unreliable." One person suggested that it wasn't the polls that present the problem as much as how they are used, and she agreed but said since people can't control how they are used, they can refuse to participate and make them useless by lowering the response rate. If you'd like to send Arianna fan mail, she's at: arianna@ariannaonline.com

mark@bisconti.com

=====
Date: Thu, 3 Feb 2000 21:18:51 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: HIV/AIDS program at Utah Dept. of Health (fwd)
Message-ID: <Pine.GSO.4.10.10002032115190.12725-100000@almaak.usc.edu>
MIME-Version: 1.0

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

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

Date: Wed, 02 Feb 2000 12:57:54 -0700
From: Lois Haggard <lhaggard@doh.state.ut.us>
To: beniger@rcf.usc.edu
Cc: Lynn Meinor <LMEINOR.HLCFHSCB.HLDDOMAIN@doh.state.ut.us>
Subject: AAPORNET

Jim,

Would you please post this in AAPORNET for me?

The HIV/AIDS program at the Utah Department of Health will be conducting about ten to fifteen focus groups with members of our target populations (intravenous drug users, young gay men, etc.) this Spring. We are looking for companies or individuals who would be interesting in contracting with us to analyze the responses we collect from these groups. If you are interested, or have any information on whom we might contact, please contact Lynn Meinor at the Utah Department of Health (contact information follows).

Thank you,

Lynn Meinor
HIV/AIDS Program
Utah Department of Health
288 North 1460 West
Salt Lake City, UT 84116

(801) 538-6198
lmeinor@doh.state.ut.us

=====
Date: Fri, 4 Feb 2000 08:41:50 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Book - The Realities of Affirmative Action In Employment (ASA) (fwd)
Message-ID: <Pine.GSO.4.10.10002040840360.5619-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

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

Date: Fri, 4 Feb 2000 16:12:13 +0100 (CET)
From: AIMS - INT <aims@ext.jussieu.fr>
To: AIMS Listserv <aimsl@ext.jussieu.fr>
Subject: Book - The Realities of Affirmative Action In Employment (ASA)

Barbara F. Resking (Harvard University), "The Realities of Affirmative Action In Employment" (1999, American Sociological Association, Washington, bibliography (20 pp.), endnotes, 122 pp., isbn 0 912764 36 8, \$25) has an Introduction and six chapters: 1. The Development of Affirmative Action in Employment (15 pp.); 2. Discriminatory Employment Practices and Job Segregation - The Challenges of Affirmative Action (26 pp.); 3. The Effectiveness of Affirmative Action in Combatting Job Discrimination (17 pp.); 4. What Makes Affirmative Action Work? (10 pp.); 5. The Effects of Affirmative Action on Other Stakeholders (15 pp.); 6. Conclusion and Policy Implications (10 pp.).

Little attention has been given to the reasons why affirmative action exists. Since "anti-discrimination laws were themselves insufficient to deter discrimination ... affirmative steps were necessary to create a 'level playing field'".

Few Americans, and even fewer foreigners, understand what is actually entailed. In reality, affirmative action in employment is formally mandated for only a small proportion of employers and firms. The book examines experiences and perspectives of employees, employers and the public. Affirmative actions "is not a single policy but a set of processes and practices that have evolved over three decades and share the goal of actively preventing discrimination."

The book makes the following points: I. on-going employment discrimination necessitates concerted efforts; II. affirmative action is effective; III. it has helped replace cronyism; and IV. it is much closer to Americans' values than the rhetorics would have us believe.

The first chapter defines affirmative action as actions, policies and procedures designed to combat discrimination in the work place and hence to equalize employment opportunity. Chapter two describes the targeted discriminatory practices and their consequences. Chapter three describes the effects of affirmative action. Chapter four examines what affirmative action practices are most effective. Chapter five looks at the impact of affirmative action and public reaction to it. Chapter six discusses implications for US equal employment policy.

"The conditions that necessitated affirmative action in the 1960s still exist in the 1990s" (page 18).

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*****|*****
*
*           BMS
*   (Bulletin de Methodologie Sociologique)
*   (Bulletin of Sociological Methodology)
*           bmsl@ext.jussieu.fr
*           http://www.ccr.jussieu.fr/bms
*
*           RC33
*   (Research Committee "Logic & Methodology"
*   of the International Sociological Association)
*           rc33@ext.jussieu.fr
*   http://local.uaa.alaska.edu/~aaso353/isa/index.htm
*
```

* Karl M. van Meter *
* email bms@ext.jussieu.fr LASMAS, IRESCO-CNRS *
* tel/fax 33 (0)1 40 51 85 19 59 rue Pouchet *
* 75017 Paris, France *
* http://www.iresco.fr/labos/lasmas/accueil_f.htm *
*****|*****

Date: Fri, 04 Feb 2000 10:46:10 -0600
From: Linda Owens <lindao@SRL.UIC.EDU>
To: aapornet@usc.edu
Subject: Book - The Realities of Affirmative Action In Employment

There's a typo in the message below. Her name is Reskin, not Resking.

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

Barbara F. Reskin (Harvard University), "The Realities of Affirmative Action In Employment" (1999, American Sociological Association, Washington, bibliography (20 pp.), endnotes, 122 pp., isbn 0 912764 36 8, \$25) has an Introduction and six chapters: 1. The Development of Affirmative Action in Employment (15 pp.); 2. Discriminatory Employment Practices and Job Segregation - The Challenges of Affirmative Action (26 pp.); 3. The Effectiveness of Affirmative Action in Combatting Job Discrimination (17 pp.); 4. What Makes Affirmative Action Work? (10 pp.); 5. The Effects of Affirmative Action on Other Stakeholders (15 pp.); 6. Conclusion and Policy Implications (10 pp.).

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place and hence to equalize employment opportunity. Chapter two describes the targeted discriminatory practices and their consequences. Chapter three describes the effects of affirmative action. Chapter four examines what affirmative action practices are most effective. Chapter five looks at the impact of affirmative action and public reaction to it. Chapter six discusses implications for US equal employment policy.

"The conditions that necessitated affirmative action in the 1960s still exist in the 1990s" (page 18).

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*
*           BMS
*   (Bulletin de Methologie Sociologique)
*   (Bulletin of Sociological Methodology)
*           bmsl@ext.jussieu.fr
*           http://www.ccr.jussieu.fr/bms
*
*           RC33
*   (Research Committee "Logic & Methodology"
*   of the International Sociological Association)
*           rc33@ext.jussieu.fr
*   http://local.uaa.alaska.edu/~aaso353/isa/index.htm
*
*           Karl M. van Meter
*   email bms@ext.jussieu.fr           LASMAS, IRESKO-CNRS
*   tel/fax 33 (0)1 40 51 85 19       59 rue Pouchet
*                                       75017 Paris, France
*   http://www.iresko.fr/labos/lasmas/accueil_f.htm
*****|*****
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Date: Fri, 4 Feb 2000 11:45:27 -0600
From: "Linda Penalozu 5-2796" <penalozu@WSRL.CEE.UWEX.EDU>
To: aapornet@usc.edu
Subject: Announcement-U. Wisconsin-Extension's Wisconsin Survey Research Laboratory
X-mailer: Pegasus Mail for Windows (v2.23)
Message-ID: <4C8A93780A@wsrl.cee.uwex.edu>

WELL KNOWN SURVEY RESEARCH LABORATORY CLOSES

After 40 years of providing research services to the public, the University of Wisconsin-Extension's Wisconsin Survey Research Laboratory (WSRL) is closing.

Bud Sharp created and led WSRL for years and was responsible, along with Charlie Palit, for creating the excellent reputation that the Lab held. WSRL has led the industry in the development of computer-assisted telephone interviewing (CATI) with Dr. Palit's CASS CATI software. WSRL was also a pioneer in the use of enhanced random digit dialing sampling procedures. Many WSRL staff have presented

methodological research findings to AAPOR and IFDTC conferences annually for years.

WSRL was a full service academic research organization. It conducted mail, telephone, e-mail, web-based, and face-to-face surveys as well as focus group interviews and observation studies. The Lab conducted thousands of studies over its forty year operation, with the volume and complexity of the studies increasing dramatically over the years.

WSRL has an excellent staff with extensive capabilities and a commitment to quality data collection. WSRL has been committed to advancing the field of survey research and this is demonstrated in the willingness to test and conduct new and innovative ways to improve operations and data quality.

The official closing is scheduled for June 30, 2000. Some of the staff affected by the shutdown are: Linda J. Penaloza, Ph.D., Director; Ben Kadel, Associate Director; Diana Bott, Head of Coding; Nancy Davenport, Telephone Center Manager; and Maritza Dowling, Head of Sampling Unit. Contacts and questions may be directed to Linda J. Penaloza at 608-265-2796, penaloza@wsrl.cee.uwex.edu.

Linda J. Penaloza, Ph.D., 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

=====
Date: Sat, 5 Feb 2000 07:27:32 -0000
From: "Robert M Worcester" <worc@mori.com>
To: "AAPORnet List server" <aapornet@usc.edu>
Subject: Re: NH poll performance?
MIME-Version: 1.0
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
Content-Type: multipart/mixed;
 boundary="-----_NextPart_000_022A_01BF6FAA.935AFB40"

This is a multi-part message in MIME format.

-----_NextPart_000_022A_01BF6FAA.935AFB40
Content-Type: text/plain;
 charset="iso-8859-1"
Content-Transfer-Encoding: 7bit

Dear Tom and all

Here's the analysis we did at MORI, pulling everything off the internet

(thanks CBS/NBC/ABC/Pew/et al) to follow the results for a panel I was on at the American Embassy in London on the morning after New Hampshire with the bureau chiefs of the Washington Post, LA Times, BBC Today Programme, etc., chaired by Phil Lader, the American Ambassador. About 100 MPs, members of the House of Lords, journalists, etc. were in the audience, US political junkies all.

We take the raw data, repercentage to leave out the don't knows (to simplify, 'don't knows don't vote'), and compare the polls against the results. The deviation is the difference between the share between the two front runners, divided by two.

On this basis, four out of the six polls got the Democratic race to within 1%, with Boston Globe/WBZ-TV (29-30/1), CNN/USA Today/Gallup (29-30/1), Univ of Massachusetts (29-30/1), WMUR/Fox/ Univ of NH (27-30/1) all doing brilliantly, and Zogby/Reuters/WHDH-TV (29-30/1) and CBS News (28-30/1) doing relatively poorly. The average of the six polls who we found having done their fieldwork in the final few days were on average to within +/- 2%, certainly credible.

Unfortunately, none did well on the Republicans. On average, the front runner, McCain, did 7 points better than the average of the polls, and Bush 5 points worse, for a very poor + / - 6% points. Is this a case of Noelle-Neumann's 'Spiral of Silence'? Is this the effect of having so many candidates in the contest that the voters (surely not in New Hampshire!) were confused? Other hypotheses?

New Hampshire score: won one, lost one.

Cheers

Bob

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

From: Thomas M. Guterbock <tmglp@cms.mail.virginia.edu>
To: AAPORnet List server <aapornet@usc.edu>
Date: 03 February 2000 22:52
Subject: NH poll performance?

>I've been watching AAPORnet for the usual discussion of how the polls
>performed in the latest election, but have seen nothing about New Hampshire
>so far. I guess my interest is primed by the lively discussion about the
>difficulty of primary polling at AAPOR's Freedom Forum event last month.
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>I'm completely unclear on how Bradley did vs. poll predictions, other than
>that he was expected to come in 2nd.
> Tom
>
>Thomas M. Guterbock Voice:(804) 924-6516
>Sociology/Center for Survey Research FAX: (804) 924-7028
>University of Virginia
>539 Cabell Hall
>Charlottesville, VA 22903 e-mail: TomG@virginia.edu

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AAAAAAA=

-----=_NextPart_000_022A_01BF6FAA.935AFB40--

Date: Sat, 5 Feb 2000 11:45:41 EST
From: Mickey Blum <BLUMWEP@aol.com>
Received: from BLUMWEP@aol.com
by imo27.mx.aol.com (mail_out_v25.3.) id 5.fb.1d077ba (3962)
for <aapornet@usc.edu>; Sat, 5 Feb 2000 11:45:42 -0500 (EST)
Message-ID: <fb.1d077ba.25cdadb5@aol.com>
Subject: Re: NH poll performance?
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 5.0 for Windows sub 45

One reason that McCain's vote exceeded the pre-primary poll margins can be seen in the Republican exit poll results. More late deciders voted for McCain. The VNS poll showed that of those who decided in last 3 days 52% voted for McCain (vs. 30% Bush) & 39% of those who decided that day voted McCain (vs. 29% Bush). Similarly, the LA Times poll showed that 50% of those Republicans who decided "over the weekend or more recently" voted for McCain vs. 28% for Bush.

Mickey Blum

Date: Sat, 05 Feb 2000 11:05:54 +0000
From: Nick Panagakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0

To: aapornet@usc.edu
Subject: Re: NH poll performance?
References: <fb.1d077ba.25cdadb5@aol.com>
Content-Type: text/plain; charset=us-ascii; x-mac-type="54455854"; x-mac-creator="4D4F5353"
Content-Transfer-Encoding: 7bit

All of the pre-election polls in Bob Worcester's analysis were taken during the last three days.

One exit poll finding that may be related to accuracy is that high percentage of GOP primary voters who were not Republicans - 37% based registration and 46% based self-identification - groups McCain won by huge margins. Were the voting likelihood screens too tight for the GOP primary?

Non-partisan voters were also up in the Democratic primary and did not affect accuracy. But the momentum was favoring Gore in the final week of campaigning.

Nick Panagakis

BLUMWEP@aol.com wrote:

> One reason that McCain's vote exceeded the pre-primary poll margins can be
> seen in the Republican exit poll results. More late deciders voted for
> McCain. The VNS poll showed that of those who decided in last 3 days 52%
> voted for McCain (vs. 30% Bush) & 39% of those who decided that day voted
> McCain (vs. 29% Bush). Similarly, the LA Times poll showed that 50% of
> those Republicans who decided "over the weekend or more recently" voted for
> McCain vs. 28% for Bush.
>
> Mickey Blum

Date: Sat, 5 Feb 2000 13:21:39 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Worcester and Blum on NH Polls
In-Reply-To: <fb.1d077ba.25cdadb5@aol.com>
Message-ID: <Pine.GSO.4.10.10002051249050.27652-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Micky Blum's astute conclusion below, that pre-primary polls greatly underestimated the McCain vote in New Hampshire because more late deciders voted for McCain, cries out to be juxtaposed with something Bob Worcester posted to AAPORNET only hours earlier:

From worc@mori.com Sat Feb 5 12:48:43 2000
Date: Sat, 5 Feb 2000 07:27:32 -0000
From: Robert M Worcester <worc@mori.com>
Reply-To: aapornet@usc.edu

To: AAPORnet List server <aapornet@usc.edu>
Subject: Re: NH poll performance?

Here's the analysis we did at MORI, pulling everything off the internet (thanks CBS/NBC/ABC/Pew/et al) to follow the results for a panel I was on

.
.
We take the raw data, repercentage to leave out the don't knows (to simplify, 'don't knows don't vote'), and compare the polls against the results. The deviation is the difference between the share between the two front runners, divided by two.

.
.
My own conclusions here are two:

"Don't knows" who are really "Don't know much, if anythings" may not vote, as Bob says, but "Don't knows" who are really "Don't know enough yet to have made up my mind, or to get me out to vote" types might well become both educated and motivated in time to make pre-primary polls not at all good predictors of primary election results, as Mickey has shown us.

The only good rule of thumb, at least at the level of rules of thumbs, is that there is no good rule of thumb which is not based on systematic empirical study and analysis.

-- Jim

On Sat, 5 Feb 2000 BLUMWEP@aol.com wrote:

> One reason that McCain's vote exceeded the pre-primary poll margins can be
> seen in the Republican exit poll results. More late deciders voted for
> McCain. The VNS poll showed that of those who decided in last 3 days 52%
> voted for McCain (vs. 30% Bush) & 39% of those who decided that day voted
> McCain (vs. 29% Bush). Similarly, the LA Times poll showed that 50% of
> those Republicans who decided "over the weekend or more recently" voted for
> McCain vs. 28% for Bush.
>
> Mickey Blum

=====
Date: Sat, 5 Feb 2000 18:49:00 EST
From: DMMerkle@aol.com
Received: from DMMerkle@aol.com
by imo26.mx.aol.com (mail_out_v25.3.) id 5.ca.15c1dd9 (4330)
for <aapornet@usc.edu>; Sat, 5 Feb 2000 18:49:00 -0500 (EST)
Message-ID: <ca.15c1dd9.25ce10ec@aol.com>
Subject: Re: NH poll performance?
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"

Content-Transfer-Encoding: 7bit
X-Mailer: AOL 3.0 for Windows 95 sub 49

While Mickey is correct that the exit polls show late-deciders going more for McCain (and also for Bradley), this is not a satisfying explanation for why the pre-election polls were off. A good poll will interview through the night before the election. Therefore, the only late-deciders a poll should miss are those who decided on election day. Taking the election day deciders out of the VNS exit poll data changes the results minimally.

		McCain	Bush
NH All respondents	49%	30	
NH taking out late-deciders		50	30

		Gore	Bradley
NH All respondents	52%	48	
NH taking out late-deciders		53	46

Daniel Merkle

=====
Date: Sat, 05 Feb 2000 22:14:42 -0500
Subject: Re: Worcester and Blum on NH Polls
From: "Kathleen and Ward Rakestraw Kay" <rakekay@erols.com>
To: aapornet@usc.edu
Mime-version: 1.0
X-Priority: 3
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit
Message-Id: <E12HI90-0002jp-00@smtp03.mrf.mail.rcn.net>

A dozen years ago when I was doing my first media polls, Nick Panagakis taught me that undecideds should not be ignored or assumed to be evenly split. In elections with incumbents the undecideds will eventually lean more toward the challenger -- the theory is that if they are undecided then they don't like the incumbent. Perhaps with frontrunners like Bush and Gore, we should consider them incumbents.

>From: James Beniger <beniger@rcf.usc.edu>
>To: AAPORNET <aapornet@usc.edu>
>Subject: Worcester and Blum on NH Polls
>Date: Sat, Feb 5, 2000, 4:21 PM
>
>
>
> Micky Blum's astute conclusion below, that pre-primary polls greatly
> underestimated the McCain vote in New Hampshire because more late deciders
> voted for McCain, cries out to be juxtaposed with something Bob Worcester
> posted to AAPORNET only hours earlier:
>
>
> From worc@mori.com Sat Feb 5 12:48:43 2000
> Date: Sat, 5 Feb 2000 07:27:32 -0000

> From: Robert M Worcester <worc@mori.com>
> Reply-To: aapornet@usc.edu
> To: AAPORnet List server <aapornet@usc.edu>
> Subject: Re: NH poll performance?
>
> Here's the analysis we did at MORI, pulling everything off
> the internet (thanks CBS/NBC/ABC/Pew/et al) to follow the
> results for a panel I was on
> .
> .
> We take the raw data, repercentage to leave out the don't
> knows (to simplify, 'don't knows don't vote'), and compare
> the polls against the results. The deviation is the
> difference between the share between the two front runners,
> divided by two.
> .
> .
>
> My own conclusions here are two:
>
> "Don't knows" who are really "Don't know much, if anythings" may not vote,
> as Bob says, but "Don't knows" who are really "Don't know enough yet to
> have made up my mind, or to get me out to vote" types might well become
> both educated and motivated in time to make pre-primary polls not at all
> good predictors of primary election results, as Mickey has shown us.
>
> The only good rule of thumb, at least at the level of rules of thumbs, is
> that there is no good rule of thumb which is not based on systematic
> empirical study and analysis.
> -- Jim
> -----
>
> On Sat, 5 Feb 2000 BLUMWEP@aol.com wrote:
>
>> One reason that McCain's vote exceeded the pre-primary poll margins can be
>> seen in the Republican exit poll results. More late deciders voted for
>> McCain. The VNS poll showed that of those who decided in last 3 days 52%
>> voted for McCain (vs. 30% Bush) & 39% of those who decided that day voted
>> McCain (vs. 29% Bush). Similarly, the LA Times poll showed that 50% of
>> those Republicans who decided "over the weekend or more recently" voted
>> for
>> McCain vs. 28% for Bush.
>>
>> Mickey Blum
>
> *****
>
>

Date: Fri, 04 Feb 2000 18:10:20 +0100
To: aapornet@usc.edu
From: Edith de Leeuw <edithl@xs4all.nl>
Subject: Re: Question
In-Reply-To: <004401bf65a1\$c70fba60\$14128fa8@16jvr>
References: <4.2.0.58.20000117140526.009bb070@pop.xs4all.nl>
Mime-Version: 1.0

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

will be airmailed to you this week.

Edith

At 07:55 AM 1/23/00 -0500, you wrote:

>I am in the process of converting a pencil/paper system to an internet-based
>one, which raises many of the same questions about the role of methodology
>on data quality. A copy of your paper would be great!

>

>Thanks.

>

>Nancy Teed

>Integrated Management Solutions

>Houston Associates, Inc.

>4601 N. Fairfax Dr., Suite 1200

>Arlington, VA 22203

>

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

>From: Edith de Leeuw <edithl@xs4all.nl>

>To: <aapornet@usc.edu>

>Sent: Monday, January 17, 2000 8:10 AM

>Subject: RE: question

>

>

>> Last year I presented a lecture to the Royal Statistical Society in
>London,

>> UK, titled "The effect of computer-assisted interviewing on data quality:

>A

>> review of the evidence".

>>

>> If you are interested, I can send you a copy. In that case, please send
me

>> your paper (snail) mail address.

>>

>> Best regards, Edith de Leeuw

>>

>> At 12:19 PM 1/14/00 -0800, you wrote:

>>>(The following request was also sent to SRMS list-serve)

>>>

>>>I would appreciate any literature references that compare data quality
of

>>>interviews conducted using CAPI to in-person interviews using pencil and
>>>paper.

>>>

>>>thanks!

>>>

>>>Lynda Voigt

>>>lvoigt@fhcrc.org

>>>Fred Hutchinson Cancer Research Center

>>>Seattle, WA

>>>

>>>=====

>>>| 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@xs4all.nl |

>>>=====

> > As preparation for 2001 and the new millennium
> > Happy new beginnings....

Edith de Leeuw, Plantage Doklaan 40, NL-1018 CN Amsterdam
tel/fax +31.20.6223438 e-mail edithl@xs4all.nl

Sic Transit Gloria Mundi (transl.: On Monday Gloria Got Car-sick)

=====
Date: Sun, 6 Feb 2000 20:18:51 -0500
From: "Nancy & Phil Teed" <teed@clark.net>
To: <aapornet@usc.edu>
References: <4.2.0.58.20000117140526.009bb070@pop.xs4all.nl>
<4.2.0.58.20000204180959.009d9a30@pop.xs4all.nl>
Subject: Re: Question
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 5.00.2615.200
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2615.200

Thanks! Looking forward to it.

Nancy

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

From: Edith de Leeuw <edithl@xs4all.nl>
To: <aapornet@usc.edu>
Sent: Friday, February 04, 2000 12:10 PM
Subject: Re: question

> will be airmailed to you this week.
> Edith
> At 07:55 AM 1/23/00 -0500, you wrote:
> >I am in the process of converting a pencil/paper system to an
internet-based
> >one, which raises many of the same questions about the role of
methodology
> >on data quality. A copy of your paper would be great!
> >
> >Thanks.
> >
> >Nancy Teed
> >Integrated Management Solutions
> >Houston Associates, Inc.
> >4601 N. Fairfax Dr., Suite 1200
> >Arlington, VA 22203
> >
> >----- Original Message -----
> >From: Edith de Leeuw <edithl@xs4all.nl>
> >To: <aapornet@usc.edu>
> >Sent: Monday, January 17, 2000 8:10 AM
> >Subject: RE: question

> >
> >
> > > Last year I presented a lecture to the Royal Statistical Society in
> > London,
> > > UK, titled "The effect of computer-assisted interviewing on data
quality:
> > A
> > > review of the evidence".
> > >
> > > If you are interested, I can send you a copy. In that case, please
send me
> > > your paper (snail) mail address.
> > >
> > > Best regards, Edith de Leeuw
> > >
> > > At 12:19 PM 1/14/00 -0800, you wrote:
> > > >(The following request was also sent to SRMS list-serve)
> > > >
> > > >I would appreciate any literature references that compare data
quality of
> > > >interviews conducted using CAPI to in-person interviews using pencil
and
> > > >paper.
> > > >
> > > >thanks!
> > > >
> > > >Lynda Voigt
> > > >lvoigt@fhcrc.org
> > > >Fred Hutchinson Cancer Research Center
> > > >Seattle, WA
> > >
> > > =====
> > > | 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@xs4all.nl |
> > > =====
> > > As preparation for 2001 and the new millennium
> > > Happy new beginnings....
>
> Edith de Leeuw, Plantage Doklaan 40, NL-1018 CN Amsterdam
> tel/fax +31.20.6223438 e-mail edithl@xs4all.nl
> -----
> Sic Transit Gloria Mundi (transl.: On Monday Gloria Got Car-sick)

=====
Date: Mon, 7 Feb 2000 12:12:05 EST
From: Mickey Blum <BLUMWEP@aol.com>
Received: from BLUMWEP@aol.com
by imol3.mx.aol.com (mail_out_v25.3.) id 5.ba.153be50 (4586)
for <aapornet@usc.edu>; Mon, 7 Feb 2000 12:12:06 -0500 (EST)
Message-ID: <ba.153be50.25d056e5@aol.com>
Subject: Re: Worcester and Blum on NH Polls
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"

Content-Transfer-Encoding: 7bit
X-Mailer: AOL 5.0 for Windows sub 45

I agree that the Panagakis incumbent-challenger rule may apply here. Not only are undecideds are probably telling you they have real doubts about the front runner, but the challenger's supporters may well be more motivated to show up.

Clearly, an added factor in NH was the independent vote. How well did the polls do in determining the proportion of independents that would vote in the Democratic & Republican primaries?

Mickey Blum

Date: Mon, 7 Feb 2000 14:38:31 EST
From: Mickey Blum <BLUMWEP@aol.com>
Received: from BLUMWEP@aol.com
by imo27.mx.aol.com (mail_out_v25.3.) id 5.e0.f66806 (4404)
for <aapornet@usc.edu>; Mon, 7 Feb 2000 14:38:32 -0500 (EST)
Message-ID: <e0.f66806.25d07937@aol.com>
Subject: Re: NH poll performance?
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 5.0 for Windows sub 45

In a message dated 2/5/00 6:50:04 PM Eastern Standard Time, DMMerkle@aol.com writes:

<< A good poll will interview through the night before the election. Therefore, the only late-decidere a poll should miss are those who decided on election day. >>

Did all the pre-primary polls interview through Monday night? If so, were the tracking results released for just Monday night--or were they rolling results for the last 3 nights? If someone does know the the "Monday night only" results, were they closer than the weekend results?

Mickey

Date: Tue, 08 Feb 2000 08:43:19 -0500
From: Dick Halpern <rshalpern@mindspring.com>
X-Mailer: Mozilla 4.7 [en] (Win98; I)
X-Accept-Language: en
MIME-Version: 1.0
To: AAPORNET <aapornet@usc.edu>
Subject: A Gender War at the Ballot Box
Content-Type: multipart/mixed;
boundary="-----4D706D8437E7D5537792E848"

This is a multi-part message in MIME format.
-----4D706D8437E7D5537792E848

Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

=====
Date: Tue, 8 Feb 2000 10:18:28 EST
From: DMMerkle@aol.com
Received: from DMMerkle@aol.com
by imo-d07.mx.aol.com (mail_out_v25.3.) id 5.24.f15abe (3978)
for <aapornet@usc.edu>; Tue, 8 Feb 2000 10:18:28 -0500 (EST)
Message-ID: <24.f15abe.25d18dc4@aol.com>
Subject: Re: NH poll performance?
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 3.0 for Windows 95 sub 49

In a message dated 00-02-07 14:39:38 EST, you write:

<< Did all the pre-primary polls interview through Monday night? If so, were the tracking results released for just Monday night--or were they rolling results for the last 3 nights? If someone does know the the "Monday night only" results, were they closer than the weekend results? >>

Good questions, but for the McCain example you gave earlier it doesn't much matter. Expanding the late deciders group to include those who decided on election day or in the last three days shows that, if anything, late deciders were somewhat less likely to vote for McCain (see table below). Sure, more late deciders voted for McCain than Bush - but so did those who decided earlier. (However, in the case of the Dems, those deciding in the last three days did go more for Bradley than earlier deciders).

Some pollsters stop interviewing a day or two before election day, and some do a poor job of leaning the don't knows. One benefit of doing these things is that, if the poll is off the mark, the pollster can argue that it wasn't his or her fault - it was the voters'. If a pollster really believes that his or her polls are off because of the late deciders, they should interview through the night before the election and do a better job of leaning the don't knows. In doing this you lose the "late-decider defense," but you have a better poll.

	McCain	Bush
NH ALL	49%	30
NH Late-deciders	45%	29
NH Early-deciders	50%	30

=====
Date: Tue, 8 Feb 2000 10:23:00 EST
From: DMMerkle@aol.com
Received: from DMMerkle@aol.com
by imo-d10.mx.aol.com (mail_out_v25.3.) id 5.9a.d0650c (3978)
for <aapornet@usc.edu>; Tue, 8 Feb 2000 10:23:00 -0500 (EST)
Message-ID: <9a.d0650c.25d18ed4@aol.com>
Subject: Re: NH poll performance?
To: aapornet@usc.edu
MIME-Version: 1.0

Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 3.0 for Windows 95 sub 49

In a message dated 00-02-03 17:50:21 EST, you write:

<< Mike Kagay has a nice article in todays New York Times.
www.nytimes.com >>

See also Morin's recent article at washingtonpost.com in the politics section under "polls."

Date: Tue, 8 Feb 2000 09:57:53 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Federal Statistical Budget for FY 2001 (fwd)
Message-ID: <Pine.GSO.4.10.10002080955300.7540-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

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

Date: Tue, 8 Feb 2000 10:48:31 EST
From: COPAFS@aol.com
Subject: Federal Statistical Budget for FY 2001

As you are no doubt aware, the President's budget for FY 2001 was released yesterday. If you go to "what's new" below you will find the budgets for the ten major statistical agencies, along with a narrative written by the Office of Statistical Policy at OMB.

<http://members.aol.com/~copafs/whatsnew.htm> (Click here: What's New)

Regards,

Ed Spar
Executive Director
home page: <http://members.aol.com/copafs>

Date: Wed, 9 Feb 2000 09:08:51 -0500 (EST)
Message-Id: <103102800b4c6d9ca94ef@[141.139.155.12]>
In-Reply-To: <SIMEON.10002031723.I@bam8v95.virginia.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: aapornet@usc.edu
From: Skip Oliver <soliver@mail.heidelberg.edu>
Subject: Re: NH poll performance?

Colleagues -

Several points on the wildly inaccurate NH polls:

1. One possible explanation might be in the E.C. Ladd thesis advanced in 1996 - that conservatives are much more suspicious of, and hostile to, the polling process; and are more likely to refuse to respond. This might explain the fact that the predicted Dem. outcome was pretty close, and the GOP result was way off (Of the six major polls, EVERY ONE underestimated the McCain vote by at least ten, and up to 24%). On the other hand, we would still be left with explaining the differences within the GOP vote - why McCain was underestimated, and the Schrub over-estimated. Is there any data out there that might shed light on this?

2. This points up once again the necessity for pollsters to report response rates. Let's be blunt here: not to do so is an unethical practice.

3. Pollsters should stop implying that the statistical margin of error is the ONLY error. The NH results clearly show an impossible statistical result UNLESS systematic (not random) error somehow crept in - not just to one or a few polls, but to all six of the major ones (reported by AP).

4. Until these issues are resolved, poll results should be reported with the caution that SIGNIFICANT errors can appear for reasons other than those due to random probability sampling. It's really dangerous to the profession for the media and public to get the impression that we are insisting our results are more accurate than they really are.

I'd also like to make a belated thanks to those on AAPORnet who assisted me in preparing a conference paper in the Fall on the relationships and tensions between polling and democracy - especially Jan Werner, Traugott & Lavrakas, and Jacobs & Shapiro. Though they might well disagree with my conclusions, their help was graciously tendered, and gratefully accepted. Their's is the spirit of helpful, free inquiry that makes AAPORnet the great resource that it is.

AJ Oliver
Political Science
Heidelberg College

Date: Wed, 09 Feb 2000 10:24:45 -0500
From: Kathy Frankovic <KAF@cbsnews.com>
To: aapornet@usc.edu
Subject: New Hampshire
Mime-Version: 1.0
Content-Type: text/plain
Content-Disposition: inline

I'd liketo bring the discussion back to the exit poll data and how they help explain some of the pre-election poll limitations.

Many pollsters expect low turnout in primaries; the screens therefore tend to be more or less restrictive. Total turnout in New Hampshire this

year set an apparent record, with 42% of the voting age population showing up. Yet fewer votes were cast in the Democratic primary this year than were cast in 1992. The gain then was in the vote in the Republican primary.

Date: Wed, 09 Feb 00 10:34:45 EST
From: Don Ferree <SSDCF@UConnVM.UConn.Edu>
Subject: Re: New Hampshire
To: Members of AAPORNET <aapornet@usc.edu>
In-Reply-To: <s8a140cc.024@cbsnews.com>
X-Mailer: MailBook 98.01.000
Message-Id: <000209.104610.EST.SSDCF@UConnVM.UConn.Edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII
Content-Transfer-Encoding: 7BIT

Kathy Frankovic makes an important point that in New Hampshire (and a number of other states which permit at least some voters to decide at the ballot box which primary to vote in) there is an extra wrinkle: not just who is a likely voter but in which contest. One thing this might suggest is that one ought include questions that get at how people who DO have a choice which way to go would cast a ballot in each primary and include analysis of this in the reporting. After all, it is not just a case of "prediction" if we mean what we say that the value of election polling goes beyond handicapping the result to understanding dynamics. A number-based story, "much depends on which primary Independents vote in. Many are torn between (a) and (b) and if they disproportionately vote in the (R) or (D) primary, it could sharply affect the outcome" would be helpful (I know some of this is already done, of course).

Secondly, the results of the two primaries are not really independent of one another, since they depend on the choice of those who COULD have voted in the other, as Kathy demonstrates. Thus, it isn't really that the polls were accurate for the Democrats and off for the Republicans but that (a) they did not pick up -- for whatever reason -- who would vote in which primary and (b) in the aggregate they underpredicted McCain, were closer on Bush (a smaller percentage of a larger electorate) and underestimated the proportion of the potential electorate which decided to vote for EITHER Gore or Bradley.

G. Donald Ferree, Jr.
Roper Center for Public Opinion Research

Date: Wed, 9 Feb 2000 07:59:41 -0800
From: LPollack@psg.ucsf.edu
Received: by psg.ucsf.edu with Internet Mail Service (5.0.1460.8)
id <1KGFHV18>; Wed, 9 Feb 2000 07:59:45 -0800
Message-ID: <71364B64597CD211B02800A0C921A21301857992@psg.ucsf.edu>
To: aapornet@usc.edu
Subject: RE: New Hampshire
MIME-Version: 1.0

X-Mailer: Internet Mail Service (5.0.1460.8)
Content-Type: text/plain;
charset="iso-8859-1"

Yes, this seemed the logical answer to me, someone who dies not do political polling, that the polls had a hard time identifying who was going to vote in which primary. If the bad results were due to "restrictive" screeners, the question remains why didn't the polls change their methodology to accommodate the obvious problem in New Hampshire. If respondents self-identified as independent, then they should have been asked is they were likely to vote, THEN WHICH PRIMARY, then which candidate in the selected primary. So what if this block changed it's mind a lot at the very end, at least the polls would have documented that volatility. By trying to force New Hampshire's square pegs into pre-determined round holes, the polls missed the boat, or the flood, or whatever.

A heads up on California from this political layman. Even though California is an "open" primary, the parties have agreed that votes cast by non-party members cannot be counted when it comes to determining delegates. So, the state will double count! That is, there will be an overall popular winner, and then there will be a delegates winner. Since the Republican primary in California is winner-take-all, one is faced with the charming prospect that one candidate may "win" the popular vote in the primary but the other will get ALL the delegates. When interpreting poll numbers here, you better make sure about REGISTERED party affiliation, because it may make a substantial difference about results and determines "which race" your poll is representative of. There has been some anecdotal evidence in the press that some voters have been quick on the uptake and have re-registered as Republicans just for the primary. The few people I saw interviewed said they wanted to vote for McCain (and have it mean something) but would not necessarily maintain that same registration, or even necessarily vote for McCain again, in the general election. Chaos, thy other name is California.

Lance M. Pollack, Ph.D.
Center for AIDS Prevention Studies (CAPS)
University of California, San Francisco
lpollack@psg.ucsf.edu <mailto:lpollack@psg.ucsf.edu>

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

From: Kathy Frankovic [SMTP:KAF@cbsnews.com]
Sent: Wednesday, February 09, 2000 7:25 AM
To: aapornet@usc.edu
Subject: New Hampshire

I'd liketo bring the discussion back to the exit poll data and how they help explain some of the pre-election poll limitations.

Many pollsters expect low turnout in primaries; the screens therefore tend to be more or less restrictive. Total turnout in New Hampshire this year set an apparent record, with 42% of the voting age population showing up. Yet fewer votes were cast in the Democratic primary this year than were cast in 1992. The gain then was in the vote in the

Republican primary.

>From the Republican exit poll:

-- more than a third of the Republican primary voters COULD have chosen to vote in the Democratic primary. They were registered as unaffiliated or registered at the polls on election day. They voted for McCain 58% to 22% for Bush.

-- nearly one in ten voters both COULD have voted in the Democratic primary AND told the exit pollsters that they had thought about doing so. Had this group voted Democratic, they would have gone to Bradley by two to one. But they chose to vote in the Republican race and picked McCain by seven to one: McCain 76%, Bush 11%, Forbes 10%. This type of voter clearly helped extend McCain's victory margin

=====
Date: Wed, 9 Feb 2000 11:00:17 -0500
From: Larry McGill <lmcgill@mediastudies.org>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Cc: Cate Dolan <cdolan@mediastudies.org>
Subject: Job opening
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2650.21)
Content-Type: text/plain;
charset="iso-8859-1"
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id IAA07643

The First Amendment Center/Media Studies Center in New York is accepting applications for the position of research manager. Letters of interest, resumes and other inquiries about the position should be directed to Cate Dolan, director of administration at the First Amendment Center/Media Studies Center:

580 Madison Avenue
42nd Floor
New York, NY 10022

email: cdolan@mediastudies.org
fax: 212-317-7589

Questions about the position may also be directed to Larry McGill, director of research at the Center (email: lmcgill@mediastudies.org).

Responsibilities and requirements for the position follow:

Responsibilities:

- Manages research projects carried out by the First Amendment Center and assists with other Freedom Forum research projects as assigned.
- Manages all aspects of the research process on Center surveys, including questionnaire design, study implementation, data analysis and report

writing.

- Develops, maintains and analyzes statistical data sets.
- Writes and edits research reports as assigned.
- Designs and creates graphics for reports and presentations.
- Conducts background research using online sources, databases and libraries.
- Supervises research assistants on specific research projects.
- Works collaboratively with other Center and Foundation staff on research projects.
- Makes oral presentations as assigned.
- Communicates with partner institutions, research organizations, libraries and sources.
- Assesses professional and research literature and maintains awareness of current state of knowledge in areas of interest to the Center.
- Travels to meetings or for field research as appropriate.

Requirements:

- Advanced degree in the social sciences or other relevant discipline. (Appropriate work experience may be considered in lieu of advanced degree.)
- Knowledge of research methodologies, especially survey research methods.
- At least two years of research experience in an academic or industry setting. Capability as a supervisor of research ventures.
- Demonstrated writing ability. Publications preferred.
- Appreciation for both qualitative and quantitative research.
- Experience with Word, Excel, SPSS and Internet required.
- Experience with graphics software and Lexis/Nexis preferred.
- Strong organizational abilities. Must be able to turn assignments around quickly and accurately and work both independently and in groups.

=====
Date: Wed, 9 Feb 2000 14:27:32 EST
From: DMMerke@aol.com
Received: from DMMerke@aol.com
by imo25.mx.aol.com (mail_out_v25.3.) id 5.ee.121c6ea (3970)
for <aapornet@usc.edu>; Wed, 9 Feb 2000 14:27:33 -0500 (EST)
Message-ID: <ee.121c6ea.25d319a4@aol.com>
Subject: Re: New Hampshire
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: multipart/mixed; boundary="part1_ee.121c6ea.25d319a4_boundary"
X-Mailer: AOL 3.0 for Windows 95 sub 49

--part1_ee.121c6ea.25d319a4_boundary
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit

In a message dated 00-02-09 10:27:58 EST, KAF@cbsnews.com writes:
<< -- nearly one in ten voters both COULD have voted in the Democratic primary AND told the exit pollsters that they had thought about doing so. Had this group voted Democratic, they would have gone to Bradley by two to one. But they chose to vote in the Republican race and picked McCain by seven to one: McCain 76%, Bush 11%, Forbes 10%. This type of voter clearly helped extend McCain's victory margin >>

This is misleading because it does not consider the same question on the

Dem side.

On the Dem side, an even greater proportion, about two in 10 both COULD have voted in the Republican primary AND told the exit pollsters that they had thought about doing so. Though this is a larger proportion than those in the Rep primary, it is about the same number of voters because fewer people voted in the Dem primary.

Doing a little quick math using both the Dem and Rep numbers, one finds that about 21,000 in the Rep race considered voting for Bradley (and were eligible to do so) and on the Dem side about 21,000 considered voting for McCain (and were eligible to do so). It looks like a wash.

Daniel Merkle

--part1_ee.121c6ea.25d319a4_boundary
Content-Type: message/rfc822
Content-Disposition: inline

Return-Path: <owner-aapornet@usc.edu>
Received: from rly-yg01.mx.aol.com (rly-yg01.mail.aol.com [172.18.147.1]) by air-yg04.mail.aol.com (v67_b1.24) with ESMTP; Wed, 09 Feb 2000 10:27:58 -0500
Received: from usc.edu (usc.edu [128.125.253.136]) by rly-yg01.mx.aol.com (v67_b1.24) with ESMTP; Wed, 09 Feb 2000 10:27:39 -0500
Received: from usc.edu (listproc@localhost [127.0.0.1]) by usc.edu (8.9.3.1/8.9.3/usc) with SMTP id HAA18744; Wed, 9 Feb 2000 07:27:35 -0800 (PST)
Received: from cbsnews.com ([170.20.81.50]) by usc.edu (8.9.3.1/8.9.3/usc) with SMTP id HAA18654 for <aapornet@usc.edu>; Wed, 9 Feb 2000 07:27:27 -0800 (PST)
Received: from CBSNY-Message_Server by cbsnews.com with Novell_GroupWise; Wed, 09 Feb 2000 10:26:20 -0500
Message-Id: <s8a140cc.024@cbsnews.com>
Date: Wed, 09 Feb 2000 10:24:45 -0500
Reply-To: aapornet@usc.edu
Sender: owner-aapornet@usc.edu
Precedence: bulk
From: Kathy Frankovic <KAF@cbsnews.com>
To: aapornet@usc.edu
Subject: New Hampshire
Mime-Version: 1.0
Content-Type: text/plain
Content-Disposition: inline
X-Mailer: Novell GroupWise 4.1
X-Listprocessor-Version: 8.1 -- ListProcessor(tm) by CREN
Content-Transfer-Encoding: 7bit

I'd liketo bring the discussion back to the exit poll data and how they help explain some of the pre-election poll limitations.

Many pollsters expect low turnout in primaries; the screens therefore tend to be more or less restrictive. Total turnout in New Hampshire this

year set an apparent record, with 42% of the voting age population showing up. Yet fewer votes were cast in the Democratic primary this year than were cast in 1992. The gain then was in the vote in the Republican primary.

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-- nearly one in ten voters both COULD have voted in the Democratic primary AND told the exit pollsters that they had thought about doing so. Had this group voted Democratic, they would have gone to Bradley by two to one. But they chose to vote in the Republican race and picked McCain by seven to one: McCain 76%, Bush 11%, Forbes 10%. This type of voter clearly helped extend McCain's victory margin

--part1_ee.121c6ea.25d319a4_boundary--

=====
Date: Wed, 09 Feb 2000 16:54:09 +0000
From: Nick Panagakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: New Hampshire
References: <s8a140cc.024@cbsnews.com>
Content-Type: text/plain; charset=iso-8859-1; x-mac-type="54455854"; x-mac-creator="4D4F5353"
Content-Transfer-Encoding: 8bit

Kathy Frankovic wrote:

> I'd liketo bring the discussion back to the exit poll data and how they help
> explain some of the pre-election poll limitations.
>
> Many pollsters expect low turnout in primaries; the screens therefore
> tend to be more or less restrictive. Total turnout in New Hampshire this
> year set an apparent record, with 42% of the voting age population
> showing up. Yet fewer votes were cast in the Democratic primary this
> year than were cast in 1992. The gain then was in the vote in the
> Republican primary.

Kathy makes a good point and the turnout may have been somewhat higher than 42% of VAP. It was 41% in 1992 when 349,000 voted in their primaries. This year, 385,000 voted.

According to CNN, 237,000 voted in the GOP primary, up from 210,000 in 1996, 178,000 in 1992, and 159,000 in 1988.

In contrast, only 148,000 voted in the Democratic primary, up from 93,000

in the no-contest 1996 primary, but less than the 170,000 who voted in 1992, and more than the 125,000 who voted in 1988.

So the GOP primary was the attraction. It could be independents turning to McCain after Bradley started to fade in Iowa. Another factor could be too tight of a voter screen in the polls affecting the GOP side of the sample but not the Democratic side for the same reason.

I also noticed that both the VNS poll (per CNN) and the LA Times exit poll showed that 57%-58% of the GOP primary voters were men. Is this unusual in New Hampshire? Was this anticipated in pre-election polls? McCain did much better among men.

RE: When decided

I don't think these data can always be taken with as much face value as in some of the discussions I have seen here.

I do both exit polling and pre-election polls in Wisconsin. I usually find anomalies when comparing the vote by when decided in the exit poll with our pre-election poll trend. Deciding whom to vote for is not so neat and tidy. Remembering when is even worse. It's not the same as: when did you decide what your plans are for this coming weekend.

The campaign period is a long process. Many may be deciding back and forth between two candidates. But I do put more trust in those who say they decided today or the past few days. The rest really don't know. They are probably just guessing. So it was a real stretch (and out of character) for Morin in his column to suggest that because exit poll voters who decided before the past week went heavily for Gore, that means the polls were wrong when they were showing Bradley ahead back then.

The exit polls also showed that only half of the voters in each primary decided before the past week. Does this mean that those polls should have also been showing 50% undecided? Not every finding in survey research can be taken literally.

RE: "Good polls"

Whoever it was that said "good polls" are only those conducted up through the night before an election eliminates 80%-90% of all media polls. When is an editorial decision.

RE: Conservatives less likely to respond to polls

Did I hear Conservative (read Republican) bias again? If conservatives were under-represented in the pre-election polls, support for Bush would have been under-stated in those polls. It was McCain who did best among non-conservatives based on exit polls who would, therefore, have been overstated if conservatives were under-represented.

Why is it that we never hear about Democrat-biased polls? We could have in 1998 when (based on the 107 polls I analyzed) party bias favored the GOP candidates by 69% to 26% over Democrats. In 1994, bias favored Democrats.

Those 1998 polls also included 50 Republican incumbents and only 24 incumbent Democrats. In 1994, the 101 polls I analyzed included 62

Democratic incumbents and only 39 Republican incumbents.

Which brings us to....

RE: Incumbent/challenger effects

My observation based on hundreds of past incumbent polls is that in about 70% of cases the "error" favors the incumbent.

But I do not think this can be applied to front-runners; i.e., both Gore and Bush. However, some candidates have the same characteristics as incumbents; e.g., well-known, served in high (in this case) national office, positions on the issues well-known, etc. In this case, that could mean Gore.

In my analysis of 47 past national polls taken just before election day, in years with multiple polls, all or almost all poll errors usually overstate a single candidate, and it's usually the incumbent when there is one. Errors generally always understate the challenger, or one challenger if there is more than one significant challenger.

One year was unusual. In 1984 when incumbent Reagan faced former incumbent VP Mondale, the errors for six polls were closer to normally distributed; i.e., 3 too high on Reagan and 3 too high on Mondale. In other words, the incumbency was neutralized.

RE: Don't knows don't vote

Don't knows do vote.

But the percentage of undecideds who don't vote is greater than the percentage of decideds who don't vote. This can be derived from data in a Spring, 1993 POQ article by Paul Perry.

Date: Wed, 09 Feb 2000 20:41:50 +0000
From: Nick Panagakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: New Hampshire
References: <61.1677277.25d37bb1@aol.com>
Content-Type: text/plain; charset=iso-8859-1; x-mac-type="54455854"; x-mac-creator="4D4F5353"
Content-Transfer-Encoding: 8bit

Regarding your second point, the smart thing to do is not in the budget. I have done about 150 races and can think of only two occasions when we did a final weekend poll.

With all due respect, the point is if AAPOR is overseeing the polling community, they have to deal with the real world.

Nick

DMMerkle@aol.com wrote:

> In a message dated 2/9/00 5:55:09 PM Eastern Standard Time,
mkshares@mcs.net
> writes:
>
> << The exit polls also showed that only half of the voters in each primary
> decided
> before the past week. Does this mean that those polls should have also
been
> showing 50% undecided? Not every find in survey research can be taken
> literally.<<
>
> I agree with you on this. I am on the VNS survey committee and argued
against
> this question (I lost) because I think it vastly overstates the proportion
> deciding late. Nonetheless, some have argued, using data from this
question,
> that the reason McCain was overstated in the pre-election polls was because
> of late deciders going more for McCain. It's a good theory, but there is
> absolutely no support for this in the data.
>
> >>Whoever it was that said "good polls" are only those conducted up
through
> the
> night before an election eliminates 80%-90% of all media polls. When is an
> editorial decision.>>
>
> I think you're missing my point. If a pollster is going to be out there
> tracking the final weekend before the election, the smart thing to do is
> interview through the last night. Pollsters who miss the mark invariably
say
> it's because they stopped interviewing a day or two early. If they really
> believed this, then why not save themselves from potentially misleading the
> public by extending the field period a day or two?
>
> Daniel Merkle

=====
Date: Wed, 09 Feb 2000 23:24:44 -0500
To: aapornet@usc.edu
From: "Robert D. Putnam" <robert_putnam@harvard.edu>
Subject: Re: New Hampshire
In-Reply-To: <ee.121c6ea.25d319a4@aol.com>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

As a New Hampshire voter, I have followed with interest the discussion of cross-party voting. One minor correction to an assumption made in some of today's postings: *Any* New Hampshire voter or potential voter could have voted in *either primary* for *any* candidate. Although formally only voters "registered" in a party could vote in that primary, in fact any voter was able to switch registration on the spot, vote in either primary, and immediately switch registration back.

In my town dozens of voters were doing so during the quarter hour that I spent there; indeed, in my entirely unscientific poll, it appeared that nearly half of all people who were voting were also standing in line at the table for re-registering, either before or after voting (or both). The voting clerks repeatedly emphasized to everyone how straight-forward the process of registering, unregistering, and re-registering was. I personally heard numbers of people in line wondering aloud whether to vote for McCain or Bradley. I can imagine that the unexpectedly high turnout was part of the problem facing pollsters, but it must be the case that estimating who would vote in which primary was an even larger part of the last minute uncertainty.

To move from the details of estimating outcomes to the larger picture, it surely felt to me, standing in line that evening, as though party had dramatically diminished as a framework for thinking about political choice. (Yes, yes, I know the academic literature on that point, but I'm speaking now as a simple voter, not a researcher.)

Robert D. Putnam
Kennedy School of Government
Harvard University
Cambridge, MA 02138
<<http://ksgwww.harvard.edu/saguaro/>>

Date: Thu, 10 Feb 2000 00:02:31 -0500
To: aapornet@usc.edu
From: Warren Mitofsky <mitofsky@mindspring.com>
Subject: Re: New Hampshire
In-Reply-To: <4.2.0.58.20000209231559.00a302d0@127.0.0.1>
References: <ee.121c6ea.25d319a4@aol.com>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

Not everyone can switch their registration on the day of the New Hampshire presidential primary. Only those who are undeclared. If you were registered in a party you had to switch parties or become undeclared in October of 1999. If registrars were doing what Robert Putnam said they were violating NH law.

New Hampshire law states:

- 1) Meet with the Supervisors of the Checklist no later than October 29, 1999 -- the last day to change your political party and still be eligible to vote in the presidential primary election, or register the change with your town or city clerk by that date. The last day to change your party affiliation before the state primary is June 6, 2000.
- 2) If you are a registered member of a party, you may change your registration at any primary, however, you will not be allowed to vote in that primary. Undeclared voters may declare a party and vote at any primary. The law allows an undeclared voter to declare a party at the polls, vote the ballot of that party, and then change their party affiliation back to undeclared simply by completing the form available from the Supervisors of the Checklist at the polling place.

At 11:24 PM 2/9/00 -0500, Robert D. Putnam wrote:

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>cross-party voting. One minor correction to an assumption made in some of
>today's postings: *Any* New Hampshire voter or potential voter could have
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>Robert D. Putnam
>Kennedy School of Government
>Harvard University
>Cambridge, MA 02138
><<http://ksgwww.harvard.edu/saguaro/>>

=====
Date: Thu, 10 Feb 2000 10:38:54 -0500
From: "Mark Richards" <mark@bisconti.com>
To: "AAPORNET" <aapornet@usc.edu>
Subject: Census--Redistricting Battle in VA
Message-ID: <NCBBKJCJKFIDCKOFNAEEEECECOAA.mark@bisconti.com>
MIME-Version: 1.0
Content-Type: text/plain;
charset="iso-8859-1"
Content-Transfer-Encoding: 8bit
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

The Washington Post
Metro Section

In Va., a Showdown Over Census, Redistricting

Democrats Want Statistical Sample to Increase Head Count; GOP Favors Traditional Approach

By D'Vera Cohn and Justin Blum
Washington Post Staff Writers
Thursday, February 10, 2000; Page B01

Even before the 2000 Census forms are mailed out, Democrats and Republicans in Virginia and across the country are maneuvering to ensure that the numbers favor them during the redrawing of political boundary lines next year.

The jockeying in Richmond and other capitals underscores how the national battle over counting methods is spreading to the states. The outcome in Virginia could affect the region's balance of legislative power. The dispute in the states promises to create the most contentious redistricting season ever, over an issue likely to end up in the Supreme Court--again.

The argument centers on the government's plan to publish two sets of figures for the first time since the census began. One includes the people tallied in the door-to-door and mail-back count. The other will be augmented with a statistical sample of the population to compensate for people who were missed in the direct count.

In Richmond, where Republicans control the legislature, the House debated a bill yesterday that would prohibit use of sampling data for redistricting and defeated Democratic amendments that would have weakened it. Republicans complain that the statistical sample would create imaginary people, conveniently located to help Democrats. Democrats say sampling would produce a truer and scientifically valid portrait, and that Republicans just want to shut out poor people, minorities and immigrants missed in the census.

GOP-dominated legislatures in Alaska, Arizona, Colorado and Kansas have passed bills similar to Virginia's, and analysts say several other states will take up the issue this year. Maryland and the District, dominated by Democrats, are expected to favor use of numbers that include sampling data.

Virginia will be one of the first states to redistrict, a job that must be done for the 2001 elections.

"There's a lot of activity on this question of trying to get out front and saying we will use the adjusted data or not," said Tim Storey, a redistricting expert with the National Conference of State Legislatures. "Virginia is sort of the poster child for that, because they have the election in the off year."

No matter which set of numbers each state chooses, advocacy groups on each side promise lawsuits. Also, in states such as Virginia that are subject to the Voting Rights Act because of past racial discrimination, the Justice Department must rule on whether minority representation would be illegally worsened by failure to use sampling numbers. The Justice Department is studying the Alaska and Arizona bills.

Census figures are the basis for the once-a-decade redesign of governmental districts from Congress to city school boards, which are supposed to be as equal in population as possible. Last year, in a victory for Republicans,

the Supreme Court ruled that sampling numbers cannot be used to divide up seats in Congress among the states.

"We want real numbers, not cooked numbers," said Lila Young, a spokeswoman for Gov. James S. Gilmore III (R), who supports the anti-sampling measure. A co-sponsor of the Virginia bill, Del. John A. "Jack" Rollison III (R-Prince William) said, "I would trust the actual results rather than a theoretical, educated guess."

An expert panel from the National Academy of Sciences has endorsed sampling as scientifically sound. The political reality is that people missed by the census, and added in by sampling, are more likely to favor Democrats than Republicans. They disproportionately are likely to be minorities, immigrants and big-city residents.

"That's essentially why you see those bills--to discourage low-income voting," said Sen. Richard L. Saslaw (D-Fairfax), the Senate minority leader. Furthermore, said Del. Kenneth R. Plum (Fairfax), Virginia's Democratic chairman, the bill would cheat Northern Virginia, where most of the last decade's population growth has been due to minorities and immigrants.

The American Civil Liberties Union and the NAACP are lobbying against the Virginia bill, and other civil rights groups have battled such bills in other states.

An analysis by the National Committee for an Effective Congress, an arm of the Democratic Party, found that the 10 Virginia House districts with the highest number of people missed by the 1990 Census were heavily or majority minority. Three were in Alexandria or Arlington County. The group's analysis relied on the Census Bureau's own survey conducted after the 1990 Census.

Similar trends were found in Maryland: The 10 most undercounted legislative districts were at least 44 percent minority, including four in Baltimore, five in Prince George's County and one in Montgomery County.

Census officials say that no matter how good a tally they do, they still will miss millions of people who are too fearful, suspicious or apathetic to fill out forms, so they must do sampling. The people who are missed, sampling advocates say, will be crammed into too few political districts, violating the legal requirement that all votes have the same value.

"On one side of the [Potomac] River, there will be an accurate count, and on the other side there will be a deliberate undercount," said U.S. Rep. Carolyn B. Maloney (N.Y.), ranking Democrat on the House census subcommittee. "They're bringing back segregation by purposely leaving people out."

Republicans and their conservative allies say it's unfair to divide up congressional seats among states and draw lines for those seats within states using two different sets of numbers. Many Republicans do not object to using sampling data to allocate federal funds, the other major use of the census.

The sampling issue is being injected into the presidential campaign. Democrats Al Gore and Bill Bradley and Republican John McCain have said

they would release both sets of numbers to states. Conservatives want Republican George W. Bush to promise not to release sampling numbers, but so far he has said only that he prefers an actual count to sampling.

COUNTING HEADS

The 2000 Census will miss millions of people, so it's important to use statistical sampling to compensate for people who were not counted, especially minorities, according to Democrats. Republicans oppose sampling, saying it will create imaginary people. The most undercounted state House districts in suburban Maryland and Northern Virginia in the 1990 Census according to a study:

MARYLAND

District: 25

Place: Prince George's

Minorities in district: 78%

Official count: 106,428

People missed in count: 4,135

District: 24

Place: Prince George's

Minorities in district: 87%

Official count: 104,650

People missed in count: 3,891

District: 22B

Place: Prince George's

Minorities in district: 66%

Official count: 33,959

People missed in count: 1,258

District: 21

Place: Prince George's

Minorities in district: 44%

Official count: 106,401

People missed in count: 3,787

District: 20

Place: Montgomery

Minorities in district: 48%

Official count: 105,085

People missed in count: 3,242

VIRGINIA

District: 49

Place: Arlington

Minorities in district: 39%

Official count: 60,899

People missed in count: 1,897

District: 46

Place: Alexandria

Minorities in district: 35%

Official count: 60,802

People missed in count: 1,880

District: 47

Place: Arlington

Minorities in district: 34%

Official count: 61,807

People missed in count: 1,868

District: 52

Place: Prince William

Minorities in district: 24%

Official count: 62,084

People missed in count: 1,596

District: 38

Place: Fairfax

Minorities in district: 32%

Official count: 62,792

People missed in count: 1,516

SOURCE: National Committee for an Effective Congress, based on Census Bureau analysis of the 1990 Census undercount

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Mark-David RICHARDS
mark@bisconti.com

Date: Thu, 10 Feb 2000 12:04:54 -0500
From: "Mark Richards" <mark@bisconti.com>
To: "AAPORNET" <aapornet@usc.edu>
Subject: School Boards
Message-ID: <NCBBKJCKFIDCKOFNAEECECHCOAA.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

Is anyone aware of research (perception or otherwise) related to public school governance--elected vs. mixed-mode vs. appointed school boards; parental and teacher opinion on school governance issues; lessons learned from members of effective school boards; design and mechanics of governance (board size, structures to reduce conflict, structural relationships of board to executive and legislative branches, etc.). Any information greatly appreciated. Thanks, Mark Richards, mark@bisconti.com

Date: Thu, 10 Feb 2000 12:13:37 -0500
Message-Id: <200002101713.MAA68130@garnet2.acns.fsu.edu>
X-Sender: slosh@garnet.acns.fsu.edu
X-Mailer: Windows Eudora Light Version 1.5.2
Mime-Version: 1.0

Content-Type: text/plain; charset="us-ascii"
To: aapornet@usc.edu
From: Susan Losh <slosh@garnet.acns.fsu.edu>
Subject: Re: School Boards

Try Eugenie Scott, an anthropologist at the National Center for Science Education:

<scott@natcensci.ed.org>

Her research centers more around the creation-evolution material but she has learned a lot about school boards along the way. If she doesn't have material for you she will probably know who will.

At 12:04 PM 2/10/2000 -0500, you wrote:

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>school governance--elected vs. mixed-mode vs. appointed school boards;
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>board to executive and legislative branches, etc.). Any information greatly
>appreciated. Thanks, Mark Richards, mark@bisconti.com

>
>

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

Susan Carol Losh, PhD.
Academic Year 1999-2000 PHONE 850-385-4266
slosh@garnet.fsu.edu

PLEASE MAKE A NOTE!

I AM NOW IN TRANSITION TO:

The Department of Educational Research
Florida State University
Tallahassee FL 32306-4453

850-644-4592 Educational Research Office
FAX 850-644-8776

FROM:

The Department of Sociology
Florida State University
Tallahassee FL 32306-2270

850-644-6416 Sociology Office
FAX 850-644-6208

=====
Date: Thu, 10 Feb 2000 12:17:26 -0500
From: "Mark Richards" <mark@bisconti.com>
To: <aapornet@usc.edu>
Subject: RE: School Boards
Message-ID: <NCBBKJCJKFIDCKOFNAEEIECICOOA.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)
In-Reply-To: <200002101713.MAA68130@garnet2.acns.fsu.edu>
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2314.1300

thanks! mark

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

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of Susan Losh
Sent: Thursday, February 10, 2000 12:14 PM
To: aapornet@usc.edu
Subject: Re: School Boards

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<scott@natcensci.ed.org>

Her research centers more around the creation-evolution material but she has learned a lot about school boards along the way. If she doesn't have material for you she will probably know who will.

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FROM:

The Department of Sociology
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Tallahassee FL 32306-2270

850-644-6416 Sociology Office
FAX 850-644-6208

=====
Date: Thu, 10 Feb 2000 13:44:02 -0500
To: AAPORNET <aapornet@usc.edu>
From: "Ronald B. Rapoport" <rbrapo@wm.edu>
Subject: Redistricting data
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

I am trying to find a dataset with a measure of how much each Congressional district was changed by the 1990 census. Does anyone know of such a dataset which would be available from the person who created it or from another source?

Thanks.

Ron Rapoport

Ronald Rapoport
Department of Government
College of William and Mary
Williamsburg, VA 23187-8795

e-mail: rbrapo@malthus.morton.wm.edu
phone: (757) 221-3042
fax: (757) 221-2390

=====
Date: Thu, 10 Feb 2000 15:16:45 EST
From: RFunk787@aol.com
Received: from RFunk787@aol.com
by imo-d03.mx.aol.com (mail_out_v25.3.) id 5.22.1d1a558 (3956)
for <aapornet@usc.edu>; Thu, 10 Feb 2000 15:16:45 -0500 (EST)
Message-ID: <22.1d1a558.25d476ad@aol.com>
Subject: Census vs. sampling
To: aapornet@usc.edu (AAPORNET)
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 4.0 for Windows sub 54

Mark Richards posted a message earlier about the census, sampling, redistricting, etc, including many relevant facts and figures. After reading through his posting, I sent Mark the note below. It turns out, he claims to be as clueless as I am. Can any of you political scientists out there help a couple of survey researchers with this? Thanks -- Ray Funkhouser

*

Mark --

The figures you gave are very interesting and caused me to wonder -- what are the actual (i.e., quantitative) implications of including vs. not including the "missing voters"? Givens (?) :

1. there is in a state a fixed number of representatives,
2. districts are supposed to be roughly of the same populations,
3. these "missing voters" are probably no more likely to vote than they were to include themselves in the Census (if they exist at all) . . .

So adding, let's say, 4% more "voters" to a district via sampling . . . wouldn't that bring the boundaries of that district inward, shrinking the (geographic) size of that district and enlarging the size of an adjacent district that hadn't suffered so many "missing" voters? Would this then reduce the number of actual votes in such a district (due to lower voting rates) ? While at the same time concentrating its demographics toward minorities, immigrants, etc ? And would it really make a difference in what candidates were elected in these two districts ?

I can see the problem when what is at stake is federal funds, and more people, "real" or "projected", means more funds. But -- putting racial gerrymandering aside for purposes of theoretical discussion -- how would this change voting outcomes in Virginia (since you're close to that particular state's situation) ?

Interesting, is it not, how principle once again seems to line up with partisan interests, Democrats favoring "science" and Republicans favoring "the letter of the law"? But from the above, I don't see a clear advantage one way or the other. I must be missing something, because a lot of folks

are exercised about this, and I can't believe it's entirely from principle. Although I can see the Republicans arguing from the experience of dealing with the Clinton administration and therefore suspecting that this would amount to one more opportunity for Democrat chicanery.

Ray Funkhouser

=====
Date: Thu, 10 Feb 2000 15:29:54 -0500
From: "Thornberry, Mary" <mathornberry@davidson.edu>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Census vs. sampling
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2650.21)
Content-Type: text/plain;
 charset="iso-8859-1"

Part of the issue is point #1. The number of Congressional representatives a state gets depends on the number of people it has. Therefore, if a state gets "undercounted," it may end up with one less person in the House of Representatives. Neighboring states may get more representation if some states lose out. States are therefore likely to favor an enumeration that lets their interests get counted and disadvantages their neighbors.

The other part is point #2. For all districts to be of the same size in terms of population, you have to match geography with population. Think of a central city surrounded by suburbs. If the people in the central city get counted in the census, that city gets a larger distribution of seats in the state legislature, more funds for highway and water projects, and a host of benefits that depend on population. It also may get a Congressional district that includes more of it and less of the suburbs.

If voters were randomly distributed in cities and suburbs by partisan affiliation, not much of this discussion would matter. The fact is that central cities may well be more Democratic and the outer belt areas more Republican. (Warren Miller, were he still with us, would insist at this point that data on suburban voting should not be over generalized.) Still, the Congress seems to be convinced enough that either the "good guys" or "bad guys" would benefit if one system or another is used. The issue isn't the proportion of voters who get to vote for a candidate but the partisan and ideological results of the candidate who gets elected.

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

From: RFunk787@aol.com [mailto:RFunk787@aol.com]
Sent: Thursday, February 10, 2000 3:17 PM
To: aapornet@usc.edu
Subject: Census vs. sampling

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So adding, let's say, 4% more "voters" to a district via sampling . . . wouldn't that bring the boundaries of that district inward, shrinking the (geographic) size of that district and enlarging the size of an adjacent district that hadn't suffered so many "missing" voters? Would this then reduce the number of actual votes in such a district (due to lower voting rates) ? While at the same time concentrating its demographics toward minorities, immigrants, etc ? And would it really make a difference in what

candidates were elected in these two districts ?

I can see the problem when what is at stake is federal funds, and more people, "real" or "projected", means more funds. But -- putting racial gerrymandering aside for purposes of theoretical discussion -- how would this change voting outcomes in Virginia (since you're close to that particular state's situation) ?

Interesting, is it not, how principle once again seems to line up with partisan interests, Democrats favoring "science" and Republicans favoring "the letter of the law"? But from the above, I don't see a clear advantage one way or the other. I must be missing something, because a lot of folks are exercised about this, and I can't believe it's entirely from principle.

Although I can see the Republicans arguing from the experience of dealing with the Clinton administration and therefore suspecting that this would amount to one more opportunity for Democrat chicanery.

Ray Funkhouser

=====
Date: Thu, 10 Feb 2000 15:43:20 -0500 (EST)
From: Marlene Bednarz <mbednarz@umich.edu>
X-Sender: mbednarz@choplifter.gpcc.itd.umich.edu
To: aapornet@usc.edu
Subject: Position available at Cyfit
Message-ID: <Pine.SOL.4.10.10002101541360.25632-100000@choplifter.gpcc.itd.umich.edu>
MIME-Version: 1.0

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

Respond to Cyfit.com

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

Date: Thu, 10 Feb 2000 15:24:45 EST
From: GHUNTER199@aol.com
To: aapor@umich.edu
Subject: Position available at Cyfit

from : George Hunter

Consultant Position at Cyfit.com

Cyfit.com is a new internet company that will provide Personalized nutrition and fitness information to an online clientel. Online questionnaires will be the main tool used for qualifying the needs and goals of the clients including client feedback.

Position: Cyfit is looking for a degreed professional with a doctorate (or currently in a Ph.D. program) who specializes in questionnaire development. Background in Research, Nutrition, Fitness, and Marketing is preferred. To find out details about the position, please contact George Hunter;

Telephone: (631) 951-0581
Fax: (631) 951-0811
Email: ghunter199@aol.com

=====
Date: Thu, 10 Feb 2000 18:09:53 +0000
From: Nick Panagakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Redistricting data
References: <4.2.2.20000210134017.01b26f00@facstaff.wm.edu>
Content-Type: text/plain; charset=us-ascii; x-mac-type="54455854"; x-mac-creator="4D4F5353"
Content-Transfer-Encoding: 7bit

Election Data Services in Washington has been providing re-map services for a number of jurisdictions. I know they did the Chicago Ward map (more than once) after 1990. I believe they work for various entities; e.g., municipalities, state parties, etc. They might be able to provide you with the data.

Their number is 202-789-2004. Kim Brace heads up this company. Another contact is Dean Plotnick.

Here is their web address: <http://www.electiondataservices.com/>

Nick Panagakis

"Ronald B. Rapoport" wrote:

> I am trying to find a dataset with a measure of how much each Congressional
> district was changed by the 1990 census.
> Does anyone know of such a dataset which would be available from the person
> who created it or from another source?
>
> Thanks.
>
> Ron Rapoport
>
> Ronald Rapoport
> Department of Government
> College of William and Mary
> Williamsburg, VA 23187-8795
>
> e-mail: rbrapo@malthus.morton.wm.edu
> phone: (757) 221-3042
> fax: (757) 221-2390

Date: Thu, 10 Feb 2000 22:00:56 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: CFP: Race, Ethnicity, and Migration: The US in a Global Context
Message-ID: <Pine.GSO.4.10.10002102158320.9913-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

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

Date: Thu, 10 Feb 2000 12:03:49 -0000
From: Stefan Wolff <S.Wolff@bath.ac.uk>
To: beniger@rcf.usc.edu
Subject: CFP: Race, Ethnicity, and Migration: The US in a Global Context

Race, Ethnicity, and Migration: The US in a Global Context
Location: Minnesota, United States
Call for Papers Deadline: 2000-03-01

A conference cosponsored by the REM Seminar and the Immigration
& Ethnic History Society to be held on November 16 - 18, 2000 at
the University of Minnesota, Twin Cities campus.

As we enter the new millennium, issues of race and ethnicity remain vibrant and contentious in the United States and virtually everywhere else in the world. Migration, past and present, is a key to understanding the diversity and the dynamic pluralism of the United States of America. In Europe, nation-states that once considered themselves ethnically homogeneous now encompass increasingly diverse and self-conscious population groups. In Asia, Africa, and Latin America migration flows, voluntary and forced, have intensified as the web of global economic, social, cultural, and political linkages grow tighter. Ethnic and racial conflict, sometimes of a quite systematic

and deadly kind, seems almost commonplace all over the world.

In the United States, questions of race, ethnicity, and changing demographics have long been at the heart of political and academic discourse concerning the past, present, and future of American society. In the last twenty years, these topics have also become fixed features of intellectual and policy debates in many other countries. The Race, Ethnicity, and Migration Conference intends to bring together scholars who work on the United States and other parts of the world for comparative and interdisciplinary discussions on race, ethnicity, and migration in communities, past and present. The conference seeks to address the urgent need for a more comprehensive and transnational research agenda.

Proposals are welcome from advanced graduate students, junior and senior scholars, and independent scholars. Proposals should include an abstract of each paper. Proposals for full panels, roundtables, interactive arts presentations, or performances are encouraged. Preference will be given to submissions which include the work of graduate students, which cross national boundaries by engaging in comparative or transnational work or by presenting material on racial and ethnic formation outside of the U.S., and which transcend single disciplinary boundaries. We encourage submissions on a range of relevant topics including, but not limited to:

Diaspora and diasporic identities; Genocide, ethnic cleansing, and forced migration; Gender, race, and migration; Comparative migrations; Political economies of migration; Politics of difference/Politics of otherness; Refugee migration; Creating and enforcing borders; Migration: Theatrical performances and literary texts; Labor and migration; Identity: Nationalism and transnationalism; Technology, migration, and cyberspace; Race and transnational radicalisms; Language, religion, and the racialization of immigrants; Migration and the (re)learning of race; State-determined identity and citizenship: documenting the immigrant; Migration and film; Race, migration, and law; Representations of immigrants and performances of identity; Linking the global and the local; Migration and cultural diffusion; (Re)imagined communities; Transnationalism and globalization; Teaching migration; Migrant families: Intergenerational issues; The rights of migrants (health care, education, and housing).

Deadline for submissions: March 1, 2000

Contact information:

Rachel Leatham
Seminar on Race, Ethnicity, and Migration
Immigration History Research Center
University of Minnesota
Immigration History Research Center
826 Berry Street
St. Paul, MN 55114
Phone: (612) 627-4208
Fax: (612) 627-4190

=====
Date: Fri, 11 Feb 2000 07:26:10 -0000
From: "Robert M Worcester" <worc@mori.com>
To: <aapornet@usc.edu>
Subject: Re: NH poll performance?
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 4.72.3110.5
X-MimeOLE: Produced By Microsoft MimeOLE V4.72.3110.3

Let's not go overboard Skip; it does no good for anybody to talk about
'wildly inaccurate NH polls; the Democratic primary, as my grid clearly
showed, was excellent by any standards;

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

From: Skip Oliver <soliver@mail.heidelberg.edu>
To: aapornet@usc.edu <aapornet@usc.edu>
Date: 09 February 2000 15:07
Subject: Re: NH poll performance?

>Colleagues -

>

> Several points on the wildly inaccurate NH polls:

>

> 1. One possible explanation might be in the E.C. Ladd thesis
>advanced in 1996 - that conservatives are much more suspicious of, and
>hostile to, the polling process; and are more likely to refuse to respond.
>This might explain the fact that the predicted Dem. outcome was pretty
>close, and the GOP result was way off (Of the six major polls, EVERY ONE
>underestimated the McCain vote by at least ten, and up to 24%). On the
>other hand, we would still be left with explaining the differences within
>the GOP vote - why McCain was underestimated, and the Schrub
>over-estimated. Is there any data out there that might shed light on this?

>

> 2. This points up once again the necessity for pollsters to report
>response rates. Let's be blunt here: not to do so is an unethical
>practice.

>

> 3. Pollsters should stop implying that the statistical margin of
>error is the ONLY error. The NH results clearly show an impossible
>statistical result UNLESS systematic (not random) error somehow crept in -
>not just to one or a few polls, but to all six of the major ones (reported
>by AP).

>

> 4. Until these issues are resolved, poll results should be
>reported with the caution that SIGNIFICANT errors can appear for reasons
>other than those due to random probability sampling. It's really dangerous
>to the profession for the media and public to get the impression that we
>are insisting our results are more accurate than they really are.

>

> I'd also like to make a belated thanks to those on AAPORnet who
>assisted me in preparing a conference paper in the Fall on the

>relationships and tensions between polling and democracy - especially Jan
>Werner, Traugott & Lavrakas, and Jacobs & Shapiro. Though they might well
>disagree with my conclusions, their help was graciously tendered, and
>gratefully accepted. Their's is the spirit of helpful, free inquiry that
>makes AAPORnet the great resource that it is.

>
> AJ Oliver
> Political Science
> Heidelberg College
>
>

Date: Fri, 11 Feb 2000 09:50:55 EST
From: DMMerkle@aol.com
Received: from DMMerkle@aol.com
by imo-d07.mx.aol.com (mail_out_v25.3.) id 5.aa.12f603a (3973)
for <aapornet@usc.edu>; Fri, 11 Feb 2000 09:50:55 -0500 (EST)
Message-ID: <aa.12f603a.25d57bcf@aol.com>
Subject: Re: New Hampshire
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 3.0 for Windows 95 sub 49

In a message dated 00-02-09 21:42:15 EST, you write:

<< Regarding your second point, the smart thing to do is not in the budget. I
have
done about 150 races and can think of only two occasions when we did a final
weekend poll. >>

Nick, I'm no expert on listserve etiquette, but I don't think it's
appropriate to send a message I sent to you personally to the entire AAPOR
listerserve group. Since I was responding directly to you, I think the
appropriate thing to do is respond back to me personally and not the whole
group.

Again, in any case, I am not saying one should do a poll the weekend before
the election for each and every race they cover. That would be nonsense.

Date: Fri, 11 Feb 2000 09:20:35 +0000
From: Nick Panagakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: New Hampshire
References: <aa.12f603a.25d57bcf@aol.com>
Content-Type: text/plain; charset=us-ascii; x-mac-type="54455854"; x-mac-
creator="4D4F5353"
Content-Transfer-Encoding: 7bit

You are right. That was careless of me and I apologize.

My experience has been that even polls that conclude two weeks from election day (because of editorial policy re: final poll publication), even those polls are judged as if they were final weekend polls. There is no late decider defense we can hide behind, or at least not effectively hide behind.

Once again, please accept my apology.

DMMerkle@aol.com wrote:

> In a message dated 00-02-09 21:42:15 EST, you write:
>
> << Regarding your second point, the smart thing to do is not in the budget.
I
> have
> done about 150 races and can think of only two occasions when we did a
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> weekend poll. >>
>
> Nick, I'm no expert on listserve etiquette, but I don't think it's
> appropriate to send a message I sent to you personally to the entire AAPOR
> listerserve group. Since I was responding directly to you, I think the
> appropriate thing to do is respond back to me personally and not the whole
> group.
>
> Again, in any case, I am not saying one should do a poll the weekend before
> the election for each and every race they cover. That would be nonsense.

=====
Date: Fri, 11 Feb 2000 10:35:44 -0500
Sender: DION HOEY <hoeyd@sunynassau.edu>
From: DION HOEY <hoeyd@sunynassau.edu>
To: AAPORNET@USC.EDU
X-EXP32-SerialNo: 00002181
Subject: FORGET NEW HAMPSHIRE - BUSH PUSH POLL ALERT IN S.C.
Message-ID: <3899BC2D@sunynassau.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="ISO-8859-1"
Content-Transfer-Encoding: 7bit
X-Mailer: WebMail (Hydra) SMTP v3.60

Forget New Hampshire...for now...that's old news. The campaign has turned south, in more ways than one.

News reports are beginning to circulate about the Bush campaigns use of push polls in S. Carolina. One report has a mom complaining that a Bush pollster brought her son to tears with derogatory statements about Senator McCain.

Shouldn't AAPOR get to the bottom of this right away?

How about some E-Action in the form of a flood of E-Mail to GEORGEBUSH.Com until it stops.

=====
Date: Fri, 11 Feb 2000 10:49:25 -0500
From: "Bill Thompson" <bthompson@directionsrsch.com>
To: aapornet@usc.edu
Message-ID: <85256882.0056EC58.00@drione.directionsrsch.com>
Subject: Re: FORGET NEW HAMPSHIRE - BUSH PUSH POLL ALERT IN S.C.
Mime-Version: 1.0
Content-type: text/plain; charset=us-ascii
Content-Disposition: inline

How about we not overreact until we know for sure what happened?

Dole was accused of push polling by Forbes when it turned out to be a legitimate poll containing what most researchers consider "push" questions (also considered legitimate) about Forbes and other candidates.

Quite often "push polls" are advocacy calls orchestrated by groups outside of the campaign itself who mistakenly feel they are helping when indeed they can cause more harm than good to their candidate.

Let's be sure we know who is responsible before we find someone guilty.

=====
Date: Fri, 11 Feb 2000 08:32:10 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Push-Poll or Not, Spotlight Turns on Ugly Side of Politicking
Message-ID: <Pine.GSO.4.10.10002110825230.2882-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Rumors or not, here's all the news that fits the print. Some variation of "poll-" appears six times in this piece. It's not the brightest moment in the history of public opinion research, I'm afraid...

-- Jim

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February 11, 2000

WAR OF WORDS

Spotlight Turns on Ugly Side of Politicking

By ALISON MITCHELL with FRANK BRUNI

CHARLESTON, S.C., Feb. 10 -- With the battle for the Republican presidential nomination turning bitter, a distraught woman at one of Senator John McCain's campaign events today said her teenage son had taken a call from a pollster who portrayed Mr. McCain as a "cheat and a liar and a fraud."

The woman, Donna Duren, rose from the audience after Mr. McCain had delivered a speech in Spartanburg and told him how she had had to answer questions from her son Chris about the "slime that was going on" last year during the Lewinsky scandal. So she was gratified, Ms. Duren said, that he had found a hero in the senator.

But she said her son was almost in tears on Wednesday night after he got the call from the pollster. "I am so mad," she said, "I was so livid last night I couldn't sleep."

Obviously emotional, Mr. McCain said "the disillusionment of a young boy" was something that "any of them -- even as crass and base as some of the people who get into this business become -- would be ashamed of."

Afterward, at a news conference, Mr. McCain demanded that Mr. Bush end "push-polling," the campaign technique Ms. Duren was describing, as well as negative television advertisements.

It was the second time this week that the McCain camp had contended that Mr. Bush was using a pollster to do push-polling, a practice in which questions are intended to spread negative information.

"I'm calling on my good friend George Bush to stop this now," Mr. McCain said. "Stop this now. He comes from a better family. He knows better than this. He should stop it. I'll pull down every negative ad that I have. I want this thing stopped and get this campaign back on the level."

Mr. Bush, who was also campaigning across South Carolina, said he would fire anyone on his campaign who had conducted a poll portraying Mr. McCain as a liar and fraud.

"I don't accept that kind of phone calling," he said.

Mr. Bush's aides released the script they said their callers were following. It invokes Senator Strom Thurmond, Republican of South Carolina, and cites Mr. Bush's victory in the Delaware primary on Tuesday.

"Now he's in South Carolina, working hard and stressing his message of reform with results," the script says. "Unfortunately, the race has turned ugly. John McCain has TV ads comparing Governor Bush to Bill Clinton. Senator Thurmond said, 'There is no excuse for the negative ads.' He called it 'sad' and 'the sort of message that the people of this country have rejected.'

"Don't be misled by McCain's negative campaign tactics," the callers are to continue. "Please support George W. Bush because he has a strong message that unites our party, and he will restore integrity to the White House." All of this leads to a question about whether the person telephoned will support Mr. Bush.

South Carolina's primary is crucial for both campaigns and has turned into a heated battle on the stump and the airwaves. Mr. McCain has to win the Feb. 19 contest to show that his huge victory in New Hampshire was not a one-state phenomenon. Mr. Bush is under equal pressure to rebound here.

Mr. Bush pressed his own line of attack today, stepping up his effort to sully the senator's image as a reformer.

He noted that Mr. McCain had transferred \$2 million from his Senate campaign account to his presidential fund. He then cited a speech Mr. McCain had made in the Senate in 1990 charging that rolling over money from one account to another was a practice used to intimidate challengers.

"It's one thing to say something, it's another thing to do it in politics," Mr. Bush said. "I want to make sure that people understand that a campaign funding reformer must be held to high standards."

Mr. McCain has tried to portray himself as a new kind of politician, above the usual campaign practices. And he has accused the Bush campaign and the Washington establishment of pulling out all the stops to defeat him.

But he acknowledged today that he had learned lessons from Mr. Clinton's campaigns, particularly the need to answer charges fast.

"You've got to respond," he said. "You've got to have people ready with access to all the information as soon as the phone rings, and if you don't get into that same news cycle, you've got a problem."

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=====
Date: Fri, 11 Feb 2000 11:46:15 -0500
From: "Andrew A. Beveridge" <andy@troll.soc.qc.edu>
X-Mailer: Mozilla 4.7 [en] (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: FORGET NEW HAMPSHIRE - BUSH PUSH POLL ALERT IN S.C.
References: <3899BC2D@sunynassau.edu>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit
```

Given the results of the ARG Poll this morning, it is on CNN among others, it was an AP story, it is obvious that negative phone calls are going on in South Carolina. However, Bush can deny that his campaign is doing it, and he maybe correct.

It could be carried out by a host of groups that are doing "issue education" and so would have deniability as not being "part of the Bush campaign."

Andy Beveridge

DION HOEY wrote:

```
> Forget New Hampshire...for now...that's old news. The campaign has turned
> south, in more ways than one.
>
> News reports are beginning to circulate about the Bush campaigns use of
push
> polls in S. Carolina. One report has a mom complaining that a Bush
pollster
> brought her son to tears with derogatory statements about Senator McCain.
>
> Shouldn't AAPOR get to the bottom of this right away?
>
> How about some E-Action in the form of a flood of E-Mail to GEORGEBUSH.Com
> until it stops.
```

--

Andrew A. Beveridge	Home Office
209 Kissena Hall	50 Merriam Avenue
Department of Sociology	Bronxville, NY 10708
Queens College and Grad Ctr/CUNY	Phone: 914-337-6237
Flushing, NY 11367-1597	Fax: 914-337-8210
Phone: 718-997-2837	E-Mail: andy@troll.soc.qc.edu
Fax: 718-997-2820	Website: http://www.soc.qc.edu/Maps

=====
Date: Fri, 11 Feb 2000 11:09:56 -0600
From: "Rob Daves" <daves@startribune.com>
To: aapornet@usc.edu
Subject: Push polls
Mime-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-7
Content-Disposition: inline
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id JAA00397

One AAPORnet correspondent is correct. We ought not overreact until the facts come out.

I'm embarrassed to say that my newspaper and the newspaper across the river mischaracterized who does push polling. The info was in an AP story, so it may be AP's characterization.

St. Paul Pioneer Press version: "This time, the two clashed over the practice of 'push polling,' in which one campaign's pollsters call voters and offer distorted appraisals of opponents' positions."

Star Tribune version: "Push polling is a technique in which a campaign's pollsters twist opponents' records when they call people."

The error, of course, is saying that it's pollsters who do the nefarious deed.

AAPOR and the American Association of Political Consultants (separately or together) can and should:

1. Immediately issue a press release correctly defining what a push poll is and isn't: It is unethical and it isn't a poll, nor do legitimate researchers do it.
2. Remind news organizations that AAPOR condemns it.
3. Remind reporters that there are resources available in person and on the web to help them when they need to get correct information about push polling or other poll-related issues.

Robert P. Daves, Director	
Polling & News Research	v: 612.673-7278
Star Tribune	f: 612.673-4359

425 Portland Av. S.
Minneapolis MN 55419 USA

e: daves@startribune.com

```
=====
Date: Fri, 11 Feb 2000 09:57:44 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: HOW TO ACCESS THE AAPORNET ARCHIVES
Message-ID: <Pine.GSO.4.10.10002110916560.6894-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII
=====
```

In response to an increasingly asked question...

HOW TO ACCESS THE AAPORNET ARCHIVES

(Yes, every word ever posted to AAPORNET is available to all members of the list, any time, day nor night, even on major holidays.)

*** To: listproc@usc.edu , with *NO* subject header, send the one-line command: get aapornet logYYMM where YY is the two-digit year (1999 is 99, etc.) and where MM is the two-digit month (03 is March, etc.)

NOTE: The archives are available in one-month chunks only; they are *NOT* available by days, weeks, years, decades, or centuries

*** FOR EXAMPLE, to get the January 1999 archive, send to: listproc@usc.edu the one-line command: get aapornet log9901 and *ABSOLUTELY NOTHING ELSE*

Within a minute or two after sending this, you will receive, from listproc@usc.edu , and with your own one-line command in the subject header, a massive file with every message received during January 1999, in the order posted.

To find then the topic of interest to you, you will do best to search the archive by keywords using your own internet mail software.

Because of the size of most monthly archives, I cannot personally recommend that you order more than one in a single message--the server can handle more, but I'm not sure you wish to have more than one sitting in your mail files at any one time.

-- Jim

Here's the beginning of the January 1999 archive, just mailed to me...

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

Date: Fri, 11 Feb 2000 09:14:13 PST
From: "CREN ListProcessor(tm) at USC" <listproc@usc.edu>
To: beniger@rcf.usc.edu
Subject: GET aapornet log9901 (1/1)

Archive aapornet, file log9901.
Part 1/1, total size 199495 bytes:

----- Cut here -----

=====
Date: Fri, 1 Jan 1999 21:27:01 -0500
From: "Albert Parker" <acep@sprintmail.com>
To: "AAPORNET" <aapornet@usc.edu>
Subject: Census Sampling and New Speaker
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 4.72.2106.4
X-MimeOLE: Produced By Microsoft MimeOLE V4.72.2106.4

AAPOR might have gained an important supporter of its position on Census sampling estimation. The latest estimates reported in the Washington Post today are that Illinois will just barely miss losing a seat in the 2000 reapportionment. Thus, Illinois might be one of the states that would

.
. .
. .
. .
. .
. .
. .

=====
Date: Fri, 11 Feb 2000 13:09:53 -0500
Message-ID: <vines.Utk8+q+3dsA@vserver1.gsbc.com>
X-Priority: 3 (Normal)
To: <aapornet@usc.edu>
From: "RBerkowitz" <rberkowitz@harrisinteractive.com>
Reply-To: <rberkowitz@harrisinteractive.com>
Subject: Question : Is there a way
X-Incognito-SN: 788
X-Incognito-Version: 5.1.0.43
MIME-Version: 1.0
Content-type: text/plain; charset=us-ascii

Is there a way for me to receive a digest on a daily basis...just one time a day? I don't really mean archives I just mean...for the current day

receiving it all at one time (usually midnight) instead of a few messages every hour.

Thanks

Ron

Thanks

Ron

^^
Ron Berkowitz
Research Assistant
Harris Interactive
.....Bringing critical knowledge to you at Internet Speed.
Voice 212-539-9665 Fax 212-539-9669
E-Mail: rberkowitz@harrisinteractive.com
^^

----- Original Text -----

From: "James Beniger" <beniger@rcf.usc.edu>, on 2/11/00 12:57 PM:

In response to an increasingly asked question...

HOW TO ACCESS THE AAPORNET ARCHIVES

(Yes, every word ever posted to AAPORNET is available to all members of the list, any time, day nor night, even on major holidays.)

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NOTE: The archives are available in one-month chunks only; they are *NOT* available by days, weeks, years, decades, or centuries

*** FOR EXAMPLE, to get the January 1999 archive, send to: listproc@usc.edu the one-line command: get aapornet log9901 and *ABSOLUTELY NOTHING ELSE*

Within a minute or two after sending this, you will receive, from listproc@usc.edu , and with your own one-line command in the subject header, a massive file with every message received during January 1999, in the order posted.

To find then the topic of interest to you, you will do best to search the archive by keywords using your own internet mail software.

Because of the size of most monthly archives, I cannot personally recommend that you order more than one in a single message--the server can handle more, but I'm not sure you wish to have more than one sitting in your mail files at any one time.

-- Jim

Here's the beginning of the January 1999 archive, just mailed to me...

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

Date: Fri, 11 Feb 2000 09:14:13 PST
From: "CREN ListProcessor(tm) at USC" <listproc@usc.edu>
To: beniger@rcf.usc.edu
Subject: GET aapornet log9901 (1/1)

Archive aapornet, file log9901.
Part 1/1, total size 199495 bytes:

----- Cut here -----

```
=====
Date: Fri, 1 Jan 1999 21:27:01 -0500
From: "Albert Parker" <acep@sprintmail.com>
To: "AAPORNET" <aapornet@usc.edu>
Subject: Census Sampling and New Speaker
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 4.72.2106.4
X-MimeOLE: Produced By Microsoft MimeOLE V4.72.2106.4

```

AAPOR might have gained an important supporter of its position on Census sampling estimation. The latest estimates reported in the Washington Post today are that Illinois will just barely miss losing a seat in the 2000 reapportionment. Thus, Illinois might be one of the states that would

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=====
Date: Fri, 11 Feb 2000 12:09:36 -0600
From: "Rob Daves" <daves@startribune.com>
To: aapornet@usc.edu
Subject: Golf at this year's conference

```

Colleagues...

If this message is just e-mail clutter, please accept my apology and just hit your delete button.

If you're interested in playing golf at AAPOR in Portland on Thursday in the morning before the conference begins, please send me your e-mail address and I'll get back to you with the details. If you know of someone who isn't on AAPORnet who might be interested in playing, you're welcome to forward this message to him or her.

Best wishes...

Rob

Robert P. Daves, Director
Polling & News Research v: 612.673-7278
Star Tribune f: 612.673-4359
425 Portland Av. S. e: daves@startribune.com
Minneapolis MN 55419 USA

=====
Date: Fri, 11 Feb 2000 13:21:14 -0500
From: "Mark Schulman" <M.SCHULMAN@srbi.com>
To: aapornet@usc.edu
Subject: Portland 2000 - Sneak Preview
Mime-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-1
Content-Disposition: inline
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id KAA16261

55th Annual AAPOR Conference
Portland, Oregon

May 18-21, 2000

Doubletree Hotel -- Janzen Beach & Columbia River

"FACING THE CHALLENGES
OF THE NEW MILLENNIUM"

For 55 years, the AAPOR conference has been the flagship *meeting place* for market and opinion research professionals to confront current challenges and sharpen their skills. This year's conference in Portland, Oregon, May 18-21 will be four days full of provocative sessions, cutting-edge panels, short courses, and our traditional AAPOR camaraderie.

The AAPOR Conference Committee has just about completed plans for Portland 2000. Here are some of the reasons that you should be planning to attend:

Internet Polling: Keeping up with the dot-coms: Virtually every major U.S. internet polling researcher is scheduled to present findings and confront the issues arising from web surveys. Other panels will examine

web-tv surveys, web sample design issues, comparisons with telephone surveys, and on-screen issues. John Robinson has also organized a lively session on how the Internet is affecting ourselves and society.

Non-Response: Reflections from Portland '99: A group of leading researchers, led by Bob Groves, will review findings from last year's Non-Response Conference and discuss their implications. In an era of declining response rates, the impact of non-response has been one of the hottest topics not just among researchers, but in the media as well.

Improving Questionnaire Design: Several panels will share their experiences in applying new techniques, including new approaches to cognitive testing, to improve data quality through improved questionnaire design.

In addition, we'll have over 50 panels and roundtables on the election, RDD sample design, strategies for reducing non-response, generational issues, cross-national survey methods, and much more.

Our Friday plenary, *The Impact of the e-Revolution,* will feature Adam Clayton Powell III, award-winning journalist and Vice President for Technology at the Freedom Forum Media Studies Center. Hear his provocative thoughts about how technology is changing the linkage between citizens and leaders.

You'll also be able to sharpen your skills by taking some short courses taught by renown experts. These courses include:

- Designing Great Questionnaires, Part II, with Jon Krosnick
- Introduction to Weighting for Surveys, with J. Michael Brick
- Tailored Design of Mail and Internet Surveys, with Don Dillman

This year will also be a joint AAPOR/WAPOR year. The WAPOR Conference starts Wednesday, May 17. We'll have joint registration materials this year. Fly out a day early and attend both conferences.

Check the AAPOR web site, www.aapor.org, starting later this month, for updates and registration information.

Mark Schulman
AAPOR 2000 Conference Chair
m.schulman@srbi.com

Date: Fri, 11 Feb 2000 10:46:42 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Set AAPORNET Mail to Digest, and other commands
Message-ID: <Pine.GSO.4.10.10002111044480.15341-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

How to set AAPORNET mail to a daily "digest"--and related commands:

Send to: listproc@rcf.usc.edu
with *NO* subject header
the one-line command:

COMMAND -----	RESULT FOR YOUR AAPORNET MAIL -----
set aapornet mail ack	your own messages are sent back to you
set aapornet mail noack	your messages are not sent back to you
set aapornet mail postpone	no messages will be sent to you until you change mode again
set aapornet mail digest	your message is not sent back to you. New messages are not sent to you as they arrive, but are accumulated into digests that are periodically sent to you. To preserve the internal formatting of the list messages, digests are sent in a multipart MIME format.

=====
Date: Fri, 11 Feb 2000 18:48:34 -0800
From: Jennifer Franz <jdfranz@earthlink.net>
X-Mailer: Mozilla 4.7 [en] (Win98; I)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: School Boards
References: <NCBBKJCKFKFIDCKOFNAEECECHCOAA.mark@bisconti.com>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

The American Educational Research Association has a number of members who study the topics you are inquiring about. Actually, I believe AERA even has an entire division devoted to these and related issues. (It is a very large association, orders of magnitude greater than AAPOR.) You can find abstracts of papers and journal articles at www.aera.net. E-mail can be directed to aera@gmu.edu. The Association's phone number is (202) 223-9485.

Mark Richards wrote:

> Is anyone aware of research (perception or otherwise) related to public
> school governance--elected vs. mixed-mode vs. appointed school boards;
> parental and teacher opinion on school governance issues; lessons learned
> from members of effective school boards; design and mechanics of governance
> (board size, structures to reduce conflict, structural relationships of

> board to executive and legislative branches, etc.). Any information
> greatly
> appreciated. Thanks, Mark Richards, mark@bisconti.com

=====
Date: Sat, 12 Feb 2000 22:20:22 -0500
To: aapornet@usc.edu
From: Dick Halpern <rshalpern@mindspring.com>
Subject: Despite Options on Census, Many to Check 'Black' Only
Mime-Version: 1.0
Content-Type: multipart/alternative;
boundary="=====_23620326==_ .ALT"

-----_23620326==_ .ALT
Content-Type: text/plain; charset="us-ascii"; format=flowed

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>census might face in accurately counting blacks.....
>

February 12, 2000

Despite Options on Census, Many to Check 'Black' Only

By DIANA JEAN SCHEMO

>This year's new, racially inclusive census might have seemed tailor made
>for Michael Gelobter.
>
>The son of a white Jewish father and an African-Bermudan mother, Mr.
>Gelobter lives in Harlem with his wife, Sharron Williams, a black woman
>whose Caribbean background melds African and Indian influences. Creating
>their own cultural road map as they go, the couple embrace the range of
>their heritages and those of friends, marking Passover, for example, with
>an African-American Latino seder.
>
>But when the census invites Mr. Gelobter, for the first time, to name all
>the races that describe him, he will do what he has always done, and claim
>just one: black.
>
>Checking more than one race, he contends, would undermine the influence of
>blacks by reducing their number as a distinct group and so most likely
>diluting public policies addressing their concerns.
>
>The census forms that will be mailed to most Americans in April -- the
>count began last month in Alaska, where the winter chill tends to keep
>people at home and easier to tally -- offers a nod to the nation's
>increasing diversity. No longer will the Census Bureau instruct
>respondents to "select one" race to describe themselves.
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>Instead, it will tell them to mark one or more of 14 boxes

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>representing 6 races (and subcategories) -- white, black, American Indian
>or Alaska Native, Asian Indian, other Asian and Pacific Islander -- or to
>check "some other race."
>
>But like Mr. Gelobter, many people, indeed most, who could claim more than
>one race are not expected to do so, demographers and census officials say.
>
>Part of the reason, according to demographers, is habit: Americans are
>simply unaccustomed to the option. More profoundly, however, the change is
>fueling a weighty debate about the meaning of race, in which
>interpretations of history, politics and experience frequently overshadow
>the simpler matter of parentage.
>
>Thirty years after Loving v. Virginia struck down the last laws barring
>interracial marriage, the new change in the census and the ensuing
>controversy have become a barometer of the complexity of American
>attitudes toward race, and their contradictions. With the 6 racial
>categories offering 63 possible combinations of racial identity, which
>government demographers will tabulate as distinct groups, the census could
>provide a remarkably meticulous racial profile of American society.
>
>On one side of the debate stand those who see the revision as a tactic to
>divide blacks at a time when affirmative action and other remedies to
>discrimination are under attack. Opposing them are multiracial Americans
>who resent having to identify with just one part of their heritage.
>
>Apart from his perception that the change could diminish blacks'
>influence, Mr. Gelobter, a 38-year-old professor of environmental policy
>at Rutgers University, said that claiming a multiracial identity would
>link him to a bitter, freighted history of privilege for blacks who could
>cite some white lineage.
>
>"Should Frederick Douglass have checked white and black?" Mr. Gelobter
>said. "Should W. E. B. Du Bois have checked white and black? He
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>The decisions people make, while personal, will echo through public
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>The department's special investigations division uses such data to look
>into accusations of racial profiling by law-enforcement officers.
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>And city and state planners study the information to direct help to needy
>communities and predict population trends.
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>"It's hard to come up with an area of our work where we wouldn't have, at
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>race," said Anita S. Hodgekiss, deputy assistant attorney general for
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>request of people who are part white and part Asian.
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>The impact of the change remains hazy, however, since it is not known how
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>committee advising the Census Bureau about the coming count.
>
>"This is being worked out as we go."
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>Kerry Ann Rockquemore, a sociologist at Pepperdine University, polled 250
>college students who had one black parent and one white, and found that
>those reared in middle-class or affluent white neighborhoods tended to
>identify as biracial, while those who had grown up in black communities
>generally considered themselves black.
>
>How will nonblacks of mixed race answer the census? There is little more
>than anecdotal evidence.
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>But some experts note that checking options like Asian and white, or
>American Indian and Pacific Islander, does not carry the same historical
>baggage that mixed-race blacks confront in deciding whether to say they
>are part white.
>
>Scott Wasmuth, who is white and has a Filipino wife, said that when he
>filled out the census in 1990, he ignored the one-race-only rule that then
>prevailed and checked both white and Asian to describe his daughters. This
>year he will do the same. "People are beginning to say, 'I'm a mixture,
>and I don't have to choose one or the other,' " he said.
>
>Bertrand Wade, a 34-year-old industrial electronics technician from
>Brooklyn, wishes he could avoid descriptions altogether. His father is
>half-black and half-white, and his mother is East Indian and white.
>
>When applications ask his race and none of the boxes fit, Mr. Wade said,
>"the first thing I feel is excluded; then sometimes I feel that I should
>not be in a position where I have to state my race." He said that on the
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>
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>
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>not identify themselves as members of any race, said Margo J. Anderson,

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>

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>

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>single category that would accurately define her children.

>

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>

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>crimes against interracial families. Without a single statistical category
>for interracial people, she argued, those crimes remain obscured in the
>thicket of hate crimes generally.

>

>Some opponents of the change describe it as a passport to denial, and a
>reflection of prejudice. "The only reason it isn't fair to make them
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>

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>

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>white and Jewish and whose mother is black, said, "It's a contradiction
>we're forced to live with."

>

>Mr. Karp noted that in America, the label "black" on people who are only
>partly so tends to incorporate other races in their lineage, including
>white and Native American, while "white" means the absence of other races.
>Socially, he said, "black Americans get identified with their poorest
>members -- success is seen as the exception."

>

>He looked up, leaned forward and said, "I am also the black experience."

>

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>Ask questions, give answers and tell other readers what you know. Join
><http://images2.nytimes.com/RealMedia/ads/click_lx.ads/www.nytimes.com/yr/mo/day/news/national/census-race.html/0/Bottom1/askbuz20/abz_nwsbtm.html/616e6e616c69766961>Abuzz, a new knowledge network from The New York
>Times.<http://images2.nytimes.com/RealMedia/ads/click_lx.ads/www.nytimes.com/yr/mo/day/news/national/census-race.html/0/Bottom1/askbuz20/abz_nwsbtm.html/616e6e616c69766961>
>
>
><<http://www.nytimes.com/yr/mo/day/news/national/census-race.html>
>/subscribe/help/copyright.html>Copyright<<http://www.nytimes.com/yr/mo/day/news/national/census-race.html>
>/subscribe/help/copyright.html> 2000 The
>New York Times Company
>

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

<html>
<blockquote>
<dl>
<dd>An excellent article describing the potential problems that the 2000
census might face in accurately counting blacks.....

</blockquote><h5>
<dd>February 12, 2000

</h5><h2>
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<dd>But like Mr. Gelobter, many people, indeed most, who could claim more than one race are not expected to do so, demographers and census officials say.

<dd>Part of the reason, according to demographers, is habit: Americans are simply unaccustomed to the option. More profoundly, however, the change is fueling a weighty debate about the meaning of race, in which interpretations of history, politics and experience frequently overshadow the simpler matter of parentage.

<dd>Thirty years after Loving v. Virginia struck down the last laws barring interracial marriage, the new change in the census and the ensuing controversy have become a barometer of the complexity of American attitudes toward race, and their contradictions. With the 6 racial categories offering 63 possible combinations of racial identity, which government demographers will tabulate as distinct groups, the census could provide a remarkably meticulous racial profile of American society.

<dd>On one side of the debate stand those who see the revision as a tactic to divide blacks at a time when affirmative action and other remedies to discrimination are under attack. Opposing them are multiracial Americans who resent having to identify with just one part of their heritage.

<dd>Apart from his perception that the change could diminish blacks' influence, Mr. Gelobter, a 38-year-old professor of environmental policy at Rutgers University, said that claiming a multiracial identity would link him to a bitter, freighted history of privilege for blacks who could cite some white lineage.

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<dd>"God help us," said Joseph J. Salvo, director of the New York City Planning Department's population division, who sits on a national committee advising the Census Bureau about the coming count.

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250 college students who had one black parent and one white, and found that those reared in middle-class or affluent white neighborhoods tended to identify as biracial, while those who had grown up in black communities generally considered themselves black.

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<dd>Bertrand Wade, a 34-year-old industrial electronics technician from Brooklyn, wishes he could avoid descriptions altogether. His father is half-black and half-white, and his mother is East Indian and white.

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Date: Sun, 13 Feb 2000 15:08:12 -0800
From: sullivan@fsc-research.com
Received: from 6b7va (fscnt1.fsc-research.com [206.180.228.75])
by web2.tdl.com (8.9.1a/8.9.1) with SMTP id PAA20565
for <aapornet@usc.edu>; Sun, 13 Feb 2000 15:02:21 -0800
Message-Id: <200002132302.PAA20565@web2.tdl.com>
To: aapornet@usc.edu
MIME-Version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT
Subject: Re: New Hampshire
In-reply-to: <aa.12f603a.25d57bcf@aol.com>
X-mailer: Pegasus Mail for Win32 (v3.01d)
Content-Transfer-Encoding: 7BIT

For an interesting non-technical discussion of some fundamental reasons why the New Hampshire polls might have missed the mark see Philip Knight's piece below.

<http://www.usatoday.com/usatoday/20000209/1920970s.htm>

The information contained in this communication is confidential and is intended only for the use of the addressee. It is the property of Freeman, Sullivan & Co. If you have received this communication in error, please notify us immediately by return e-mail or by e-mail to postmaster@fsc-research.com, and destroy this communication and all copies thereof, including attachments.

```
=====
Date: Sun, 13 Feb 2000 23:29:15 -0500
From: "Andrew A. Beveridge" <andy@troll.soc.qc.edu>
X-Mailer: Mozilla 4.7 [en] (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Push Polls and the NY Times
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit
```

Dear AAPOR'ers:

Big doing in the Push Poll advocacy business in the NY Times on Monday. Many AAPOR heavy weights are quoted more or less disagreeing among themselves.

Go to this link, free registration is required:

<http://www.nytimes.com/library/politics/camp/021400wh-gop-bush.html>

Andy Beveridge

```
=====
Date: Mon, 14 Feb 2000 01:11:42 -0500
From: "Miguel Basanez" <mb@mori-usa.com>
To: "Mahar Mangahas" <mangahas@mozcom.com>
Cc: "Wapornet" <wapornet@lambada.oit.unc.edu>, "AAPORNET" <aapornet@usc.edu>,
    "Robyn Goodman" <rgoodman@mail.utexas.edu>
Subject: Re: Philippine Supreme Court rules exit polls legal
MIME-Version: 1.0
Content-Type: text/plain;
    charset="iso-8859-1"
Content-Transfer-Encoding: 8bit
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
```

Mahar, congratulations on your success. I will send the Supreme Court resolution to the WAPOR Newsletter and our nets. Colleagues

in other countries are going through similar fighting. I am sure they will benefit from your successful experience.

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

From: Mahar Mangahas <mangahas@mozcom.com>
Date: Saturday, February 12, 2000 7:56 PM
Subject: Philippine Supreme Court rules exit polls legal

On January 28, 2000, the Supreme Court of the Philippines issued a decision that nullified the Commission on Election [Comelec] resolution of April 21, 1998 which was intended to prevent the ABS-CBN broadcast network or anyone else from conducting an exit poll on the May 11, 1998 presidential election.

The Comelec resolution had been initially kept confidential, but became known on May 4, 1998, prompting ABS-CBN to immediately petition the Supreme Court for a Temporary Restraining Order on the Comelec. The Court granted the TRO on May 9, 1998, and made it permanent by the January 28, 2000 decision, reached by a vote of 10 to 4, with 1 abstention.

The Supreme Court decision, written by Associate Justice Artemio V. Panganiban, said:

"The holding of exit polls and the dissemination of their results through mass media constitute an essential part of the freedoms of speech and of the press. Hence, the Comelec cannot ban them totally in the guise of promoting clean, honest, orderly and credible elections. Quite the contrary, exit polls - properly conducted and publicized - can be vital tools in eliminating the evils of election-fixing and fraud."

The 1998 day-of-election or 'exit poll' conducted by Social Weather Stations for broadcast by ABS-CBN on May 12, 1998, the day after the election, obtained a 39.2% vote for winning candidate Joseph Estrada, which was validated by the official Comelec count of 39.9% announced on May 28, 1998, over two weeks later. The average difference between exit poll score and official Comelec score among the ten presidential candidates was only 0.25%.

The Court's decision continued: "Narrowly tailored countermeasures may be prescribed by the Comelec so as to minimize or suppress the incidental problems in the conduct of exit polls, without transgressing in any manner the fundamental rights of our people."

The Court's suggestions as to such 'countermeasures' included: "For instance, a specific limited area for conducting exit polls may be designated. Only professional survey groups may be allowed to conduct the same. Pollsters may be kept at a reasonable distance from the voting center. They may be required to explain to voters that the latter may refuse to be interviewed, and that the interview is not part of the official balloting process. The pollsters may further be required to wear distinctive clothing that would show that they are not election officials. Additionally, they may be required to undertake an information campaign on the nature of the exercise and the results to be obtained therefrom. These measures, together with a general prohibition of disruptive behavior, could ensure a clean, safe and orderly election."

Details of the 1998 Philippine presidential exit poll are in the book SWS Surveys on the 1998 National Elections, by Mahar Mangahas, published by Social Weather Stations, Quezon City, 1999. The SWS webpage is at www.sws.org.ph, and the SWS email address is sws885@mozcom.com.

Date: Mon, 14 Feb 2000 10:15:44 -0500
From: "Jack Marcum" <JackM@ctr.pcusa.org>
To: aapornet@usc.edu
Subject: Software for Scanning

I'm looking for suggestions on software that would allow us to scan surveys for data capture. We have been using Remark OMR 4.0, but it is very labor-intensive. Anything out there that you've successfully used that would work better?

Our scanner is a Panasonic Scanner KV-S2055.

Jack Marcum (aka John P. Marcum), Ph.D., Research Services, Presbyterian Church (U.S.A.), 100 Witherspoon Street, Louisville KY 40202-1396; 502-569-5161, 502-569-5501 (fax)

Date: Mon, 14 Feb 2000 10:25:01 -0500
From: "Cwi, Joan S" <cwijs@BATTELLE.ORG>
Subject: RE: Software for Scanning
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Message-id:
<8D6D98F05334D1118BE600A0C96E9612027C9AA8@ns-bco-mse4.im.battelle.org>
X-Mailer: Internet Mail Service (5.5.2448.0)

I would also be interested in people's responses about scanners, as we are looking into purchasing a new system.

Joan Cwi
Battelle
Centers for Public Health Research and Evaluation
6115 Falls Road
Suite 200
Baltimore, MD 21209

P: 410-372-2703
F. 410-377-6802

> -----Original Message-----
> From: Jack Marcum [SMTP:JackM@ctr.pcusa.org]
> Sent: Monday, February 14, 2000 10:16 AM
> To: aapornet@usc.edu

> Subject: Software for Scanning
>
> I'm looking for suggestions on software that would allow us to scan
> surveys
> for data capture. We have been using Remark OMR 4.0, but it is very
> labor-intensive. Anything out there that you've successfully used that
> would work better?
>
> Our scanner is a Panasonic Scanner KV-S2055.
>
>
>
> Jack Marcum (aka John P. Marcum), Ph.D., Research Services, Presbyterian
> Church (U.S.A.), 100 Witherspoon Street, Louisville KY 40202-1396;
> 502-569-5161, 502-569-5501 (fax)

Date: Mon, 14 Feb 2000 11:24:44 -0500
From: Michael Traugott <mtrau@umich.edu>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Golf at this year's conference
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2448.0)
Content-Type: text/plain;
charset="iso-8859-1"

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

From: Rob Daves [mailto:daves@startribune.com]
Sent: Friday, February 11, 2000 1:10 PM
To: aapornet@usc.edu
Subject: Golf at this year's conference

Colleagues...

If this message is just e-mail clutter, please accept my
apology and
just hit your delete button.

If you're interested in playing golf at AAPOR in Portland on
Thursday
in the morning before the conference begins, please send me
your
e-mail address and I'll get back to you with the details.
If you know
of someone who isn't on AAPORnet who might be interested in
playing,
you're welcome to forward this message to him or her.

Best wishes...

Rob

Robert P. Daves, Director
Polling & News Research

v: 612.673-7278

Star Tribune
425 Portland Av. S.
daves@startribune.com
Minneapolis MN 55419 USA

f: 612.673-4359
e:

Date: Mon, 14 Feb 2000 12:03:12 -0500
From: Manfred Kuechler <mkuechle@shiva.hunter.cuny.edu>
Received: from social54 (social54.hunter.cuny.edu [146.95.12.54])
by hejira.hunter.cuny.edu (8.9.3/8.9.3) with ESMTTP id MAA00230
for <aapornet@usc.edu>; Mon, 14 Feb 2000 12:12:17 -0500 (EST)
Message-Id: <4.2.2.20000214120209.00a2ec20@shiva.hunter.cuny.edu>
X-Sender: mkuechle@shiva.hunter.cuny.edu (Unverified)
X-Mailer: QUALCOMM Windows Eudora Pro Version 4.2.2
To: aapornet@usc.edu
Subject: Re: Software for Scanning
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

At 10:15 AM 2/14/00 -0500, Jack Marcum wrote:
>I'm looking for suggestions on software that would allow us to scan surveys
>for data capture. We have been using Remark OMR 4.0, but it is very
>labor-intensive. Anything out there that you've successfully used that
>would work better?
>
>Our scanner is a Panasonic Scanner KV-S2055.

I am surprised that you call Remark OMR 4.0 "labor intensive" given that you have a powerful scanner (300 page feeder, 50 pages/min). My experience with Remark is quite good -- except that I have only a slow scanner with a 25 page feeder available which requires almost continuous attention.

However, the quality in marking as well as layout of the questionnaire (sufficient space between "fields") as well as the setup of the template (definition [physical location] of the fields) can make a big difference in the number of scanning errors produced -- some of which require immediate attention during the scanning process.

But if there is better (easier to use, faster) OMR software around, I would be interested to learn about it. M.

Manfred Kuechler, Sociology Department at Hunter College (CUNY)
<http://maxweber.hunter.cuny.edu/socio/faculty/kuech.html>

Date: Sat, 12 Feb 2000 02:43:48 -0800
To: aapornet@usc.edu
From: Victoria Albright <albright@field.com>
Subject: Field Research Corporation Job Openings
In-Reply-To: <Pine.GSO.4.10.10002020957100.2342-100000@almaak.usc.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"

Field Research Corporation has several positions open for Survey Researchers to serve at various levels commensurate with background.

Field Research Corporation provides policy and marketing research to governments, non-profits, educational institutions, and the private sectors. Clients include financial institutions, health care organizations, telecommunications companies and high tech businesses. Located in the heart of San Francisco, Field Research was founded in 1945 by Mervin Field, a nationally recognized and regarded leader in political polling and public opinion research. Field Research has become one of the oldest and largest full-service marketing and opinion research firms headquartered in the Western United States. Resources include a technical staff of highly skilled researchers and 120+ station CATI facility. Field Research added Web-surveys to its capabilities last year and has enjoyed substantial growth in this area.

Positions are full time regular. We offer competitive compensation, excellent benefits, and fabulous downtown SF location. Excellent opportunities for new graduates as well as more seasoned survey researchers.

Activities will include:

Assist on/manage social, political, commercial and policy research projects.
Assist on/manage all aspects of the research process including questionnaire design, CATI and Web-survey operations, data analysis and report writing.
Develop/design graphics for reports and presentations.

Requirements:

Degree (preferably masters level) in the social/political sciences or other relevant discipline.
Knowledge of survey research methods.
Research experience in professional setting a plus
Experience with Word, Excel, SPSS and Internet desirable.

Please mail or email your resume to:

Victoria A. Albright
Research Director
Field Research Corporation
550 Kearny Street
San Francisco, CA 94108
ALBRIGHT@FIELD.COM

Victoria A. Albright (Albright@Field.com)
VP/Research Director
Field Research Corporation
550 Kearny Street
San Francisco, CA 94108
415 392 5763

=====
Date: Tue, 15 Feb 2000 00:05:27 EST
From: Thomoconr@aol.com
Received: from Thomoconr@aol.com
by imo22.mx.aol.com (mail_out_v25.3.) id 5.76.19ea6ca (4223)
for <aapornet@usc.edu>; Tue, 15 Feb 2000 00:05:28 -0500 (EST)
Message-ID: <76.19ea6ca.25da3897@aol.com>
Subject: Re: Field Research Corporation Job Openings

To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 3.0 for Windows 95 sub 51

I'm graduating from NYU in May with a Masters in Industrial/Organizational Psychology. I'm currently taking Applied Research. Do you think that there may be any openings for me in your company? May I send you my resume?

Thank you.

Thomas O'Connor

=====
Date: Tue, 15 Feb 2000 08:29:10 -0700
From: "Kristi K. Hagen" <Kristi.Hagen@NAU.EDU>
Subject: Re: Field Research Corporation Job Openings
In-reply-to: <76.19ea6ca.25da3897@aol.com>
X-Sender: kkh3@jan.ucc.nau.edu
To: aapornet@usc.edu
Message-id: <4.1.20000215082715.00a2ec90@jan.ucc.nau.edu>
MIME-version: 1.0
X-Mailer: QUALCOMM Windows Eudora Pro Version 4.1
Content-type: multipart/alternative;
boundary="Boundary_(ID_ErfH9mNxvedKKa3dNS7Ujw)"

--Boundary_(ID_ErfH9mNxvedKKa3dNS7Ujw)
Content-type: text/plain; charset=us-ascii

We don't currently have any openings but would be happy to have your resume on hand. Please send it to the address listed below. Thank you for your interest.

At 12:05 AM 2/15/00 -0500, you wrote:

>I'm graduating from NYU in May with a Masters in Industrial/Organizational
>Psychology. I'm currently taking Applied Research. Do you think that there
>may be any openings for me in your company? May I send you my resume?
>
>Thank you.
>
>Thomas O'Connor

~~~~~  
Kristi Kay Hagen, MA, MA  
Research Operations Manager  
Social Research Laboratory  
PO Box 15301, College of SBS  
Northern Arizona University  
Flagstaff, AZ 86011-5301  
Phone: (520) 523-1515  
Fax: (520) 523-6654

--Boundary\_(ID\_ErfH9mNxvedKKa3dNS7Ujw)  
Content-type: text/html; charset=us-ascii

<html><div>We don't currently have any openings but would be happy to have your resume on hand.&nbsp; Please send it to the address listed below.&nbsp; Thank you for your interest. </div>  
<br>  
<br>  
<div>At 12:05 AM 2/15/00 -0500, you wrote:</div>  
<div>&gt;I'm graduating from NYU in May with a Masters in Industrial/Organizational</div>  
<div>&gt;Psychology.&nbsp; I'm currently taking Applied Research.&nbsp; Do you think that there</div>  
<div>&gt;may be any openings for me in your company?&nbsp; May I send you my resume?</div>  
<div>&gt;</div>  
<div>&gt;Thank you.</div>  
<div>&gt;</div>  
<div>&gt;Thomas O'Connor</div>  
<br>

~~~~~<br>  
<i>Kristi Kay Hagen, MA, MA

Research Operations Manager

Social Research Laboratory

PO Box 15301, College of SBS

Northern Arizona University

Flagstaff, AZ 86011-5301

Phone: (520) 523-1515

Fax: (520) 523-6654</i></html>

--Boundary_(ID_ErfH9mNxvedKKa3dNS7Ujw)--

=====
Date: Tue, 15 Feb 2000 10:38:04 -0500
From: Michael Traugott <mtrau@umich.edu>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: AAPOR Update
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2448.0)
Content-Type: text/plain;
charset="iso-8859-1"

I wanted to update you on a couple of matters. Most recently, the AAPOR Council decided to issue a press release about "push polling" and to try to produce news related to the negative impact that this campaign tactic disguised as polling has on our profession. I am enclosing a copy of an AP wire story that appeared yesterday; many of you were directed to the New York Times story that appeared yesterday as well.:

<http://www.usatoday.com/aponline/2000021418/2000021418545600.htm>

The full press release is posted on the AAPOR Web site, where you will also find the first Web-based version of the Blue Book. We have further plans for updates to the Web site that we will keep you informed about in the coming weeks.

Date: Tue, 15 Feb 2000 11:14:27 EST
From: HOneill1536@aol.com
Received: from HOneill1536@aol.com
by imo-d05.mx.aol.com (mail_out_v25.3.) id 5.bf.fb0c2f (4254)
for <aapornet@usc.edu>; Tue, 15 Feb 2000 11:14:27 -0500 (EST)
Message-ID: <bf.fb0c2f.25dad563@aol.com>
Subject: Push polls
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 38

While I agree with the AAPOR release on push polls and decry their use, there is no evidence that the recently reported push polling in South Carolina was in fact push polling. The reported effort does not have the characteristics of push polling. Let's continue to strongly criticize push polls, but be careful not to condemn a particular effort without having all the facts.

Harry O'Neill

Date: Tue, 15 Feb 2000 11:56:17 -0500
From: Rosi Schwarz <wordwitch@erols.com>
X-Mailer: Mozilla 4.04 [en] (Win95; U)
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Not for general consumption
X-Corel-MessageType: EMail
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Please, everyone, for your own sake, be more careful about using the correct "reply to" line when replying to postings on aapornet. It is easy to overlook a separate instruction like "E-mail your reply to.....[something other than aapornet@usc.edu]" somewhere in the message, but if you just click on "Reply" when you are composing your message, your reply goes out to all of aapornet. You may not always want that to happen. And we may not want to read messages that obviously should have been less widely circulated. Thank you.

Date: Tue, 15 Feb 2000 09:41:42 -0800
To: aapornet@usc.edu
From: victoria albright <albright@field.com>
Subject: Re: Field Research Corporation Job Openings
In-Reply-To: <76.19ea6ca.25da3897@aol.com>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"

Absolutely. We'd love to see your resume.

Best, -Vicky

At 12:05 AM 2/15/00 EST, you wrote:

>I'm graduating from NYU in May with a Masters in Industrial/Organizational
>Psychology. I'm currently taking Applied Research. Do you think that there
>may be any openings for me in your company? May I send you my resume?

>

>Thank you.

>

>Thomas O'Connor

>

>

Victoria A. Albright (Albright@Field.com)

VP/Research Director

Field Research Corporation

550 Kearny Street

San Francisco, CA 94108

415 392 5763

Date: Tue, 15 Feb 2000 12:00:25 EST

From: JayMattlin@aol.com

Received: from JayMattlin@aol.com

by imo-d06.mx.aol.com (mail_out_v25.3.) id 5.c7.2166cd2 (3966)

for <aapornet@usc.edu>; Tue, 15 Feb 2000 12:00:26 -0500 (EST)

Message-ID: <c7.2166cd2.25dae029@aol.com>

Subject: Re: Push polls

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 41

Sounds like there may be some disagreement within the NCPP's "Polling
Review Board." Has the Polling Review Board issued a statement about this?

Jay Mattlin

In a message dated 2/15/00 11:16:00 AM Eastern Standard Time,
HOneill1536@aol.com writes:

<< Subj: push polls

Date: 2/15/00 11:16:00 AM Eastern Standard Time

From: HOneill1536@aol.com

Sender: owner-aapornet@usc.edu

Reply-to: aapornet@usc.edu

To: aapornet@usc.edu

While I agree with the AAPOR release on push polls and decry their use,
there is no evidence that the recently reported push polling in South
Carolina was in fact push polling. The reported effort does not have the
characteristics of push polling. Let's continue to strongly criticize push
polls, but be careful not to condemn a particular effort without having all
the facts.

Harry O'Neill

----- Headers -----

Return-Path: <owner-aapornet@usc.edu>
Received: from rly-yh04.mx.aol.com (rly-yh04.mail.aol.com [172.18.147.36])
by air-yh04.mail.aol.com (v67_b1.24) with ESMTTP; Tue, 15 Feb 2000 11:15:59
-0500
Received: from usc.edu (usc.edu [128.125.253.136]) by rly-yh04.mx.aol.com
(v67_b1.24) with ESMTTP; Tue, 15 Feb 2000 11:15:48 -0500
Received: from usc.edu (listproc@localhost [127.0.0.1])
by usc.edu (8.9.3.1/8.9.3/usc) with SMTP
id IAA18171; Tue, 15 Feb 2000 08:15:41 -0800 (PST)
Received: from imo-d05.mx.aol.com (imo-d05.mx.aol.com [205.188.157.37])
by usc.edu (8.9.3.1/8.9.3/usc) with ESMTTP
id IAA17861 for <aapornet@usc.edu>; Tue, 15 Feb 2000 08:15:06 -0800 (PST)
Received: from HOneill536@aol.com
by imo-d05.mx.aol.com (mail_out_v25.3.) id 5.bf.fb0c2f (4254)
for <aapornet@usc.edu>; Tue, 15 Feb 2000 11:14:27 -0500 (EST)
Message-Id: <bf.fb0c2f.25dad563@aol.com>
Date: Tue, 15 Feb 2000 11:14:27 EST
Reply-To: aapornet@usc.edu
Sender: owner-aapornet@usc.edu
Precedence: bulk
From: HOneill536@aol.com
To: aapornet@usc.edu
Subject: push polls
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 4.0 for Windows 95 sub 38
X-Listprocessor-Version: 8.1 -- ListProcessor(tm) by CREN

>>

=====
Date: Tue, 15 Feb 2000 14:39:19 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: NYT Plays "Changing Headlines" with Push-Poll Story
Message-ID: <Pine.GSO.4.10.10002151438290.7663-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

The following article, with the term "push poll" in its five-column, single-line headline, appeared on page A20 of the National Edition of today's New York Times, just below the super-headline "THE POLLING." The writer, Don Van Natta, ranks among the more prominent of the NYT's national correspondents; his work frequently appears on the first page.

Much the same article currently appears on the Times Web site under a revised headline which no longer includes the term "push poll":

Bush Adviser in Texas Helped Draft a Poll Using Disputed Method

Another I suppose related change--the following sentence has been added to the very end of the article:

Howard Opinsky, a spokesman for Mr. McCain, said the firm [Public Opinion Strategies] was not conducting push polls for his campaign.

This has not been the brightest day in the history of public opinion research, I'm afraid.

-- Jim

Copyright 2000 The New York Times Company

February 15, 2000

THE POLLING

Years Ago, a Bush Adviser Helped Draft
a Push Poll Against a Texas Official

By DON VAN NATTA Jr.

WASHINGTON, Feb. 14 -- Gov. George W. Bush of Texas has expressed outrage at the accusation from the McCain camp that his campaign is involved in the controversial political technique in which workers give the impression of taking a public opinion poll while actually spreading negative charges about a candidate.

Mr. Bush has threatened to fire any campaign staff member involved with such "push polls."

In early 1996 in Texas, however, Karl Rove, Governor Bush's longtime political adviser and the chief architect of his presidential campaign, helped draft a push poll, financed by the tobacco industry, that was used in an effort to thwart a planned state lawsuit against the tobacco companies.

At the time, Mr. Rove was both a top consultant to Mr. Bush and a \$3,000-a-month consultant to Phillip Morris.

The target of the 1996 poll was the attorney general of Texas, Dan Morales, a Democrat. At the time, Mr. Morales was preparing to file a lawsuit against several tobacco companies to seek reimbursement for billions of dollars that the state had spent on smoking-related illnesses.

In an interview today, Mr. Morales, who is no longer attorney general, said the pollsters had used negative and false information about his record in an effort to sway the respondents'

answers.

A copy of the survey shows that it included more than a dozen negative statements about Mr. Morales's record as attorney general.

Mr. Morales said that the results, which showed that most Texans rated a tobacco lawsuit as a low priority, were shared with him by a Phillip Morris lobbyist.

"They tried to use the results of this poll to intimidate me into not filing the lawsuit," Mr. Morales said. "I was not surprised by the effort. But it was somewhat disconcerting to see the dual role that Mr. Rove was playing, as chief Phillip Morris lobbyist for Texas while he was the chief political consultant to the governor of Texas."

Two months after the poll was released, Mr. Morales filed the lawsuit against the tobacco companies. And in January 1998, the industry settled the lawsuit with the State of Texas for \$15 billion, a figure that was eventually increased to \$17.3 billion, including \$2.3 billion in fees to the five lawyers and firms for the plaintiffs. Governor Bush took no position on the merits of the lawsuit, but after the settlement he called the fees awarded to plaintiffs' lawyers "outrageous."

Mr. Rove was unavailable for comment today.

But Ari Fleischer, a spokesman for the Bush campaign, said: "Mr. Rove's role was only to review a fifth draft of a survey that had been written by someone else and to suggest that a copy be shared with the attorney general. That was the extent of his role."

In a deposition conducted in 1997, Mr. Rove acknowledged that he had offered suggestions about the poll's questions and demographics and recommended that a copy of the results be provided to Mr. Morales.

Mr. Rove was a consultant to Phillip Morris from 1991 to December 1996. He said he ended his representation of Phillip Morris in December 1996, in part to avoid bringing controversy to Governor Bush. But from January 1995 to December 1996, the two jobs overlapped.

The issue of push polling erupted in South Carolina last week as a bitterly divisive issue between the McCain and Bush campaigns. It began when a distraught woman told Senator McCain that

her teenage son had taken a call from a pollster who portrayed Mr. McCain as "cheat and a liar and a fraud."

Mr. Bush angrily denied that the call came from one of his pollsters and has released the scripts used by some of them.

Some Bush operatives have privately pointed fingers at Mr. McCain's advisers for past client work that involved push polls.

In his deposition, Mr. Rove said that after the poll was conducted, he delivered a copy to Joe Allbaugh, an executive assistant to Governor Bush and now his campaign chairman.

Mr. Rove said that Mr. Allbaugh did not give the document to Governor Bush, but instead "put it in the trash."

The tobacco push poll was conducted by Public Opinion Strategies, an Alexandria, Va., firm. Neil Newhouse, a partner at the firm, did not return calls today.

Mr. Morales said that in the push-poll that Mr. Rove helped draft his positions on an array of issues, including gun control and affirmative action, were mischaracterized. And he said respondents had been influenced by the false information. "They said conservative groups rated me as a left-leaning, liberal Democrat, which is simply not true," Mr. Morales said.

Public Opinion Strategies summarized its findings this way: "The lawsuit is opposed by a strong majority of Texans, and they express skepticism over the motives of the attorney general on the issue. Dan Morales is in good shape politically, but he has some areas of softness, and others of outright vulnerability. The lack of support for the lawsuit -- especially since it is being filed by private lawyers who stand to gain after contributing to the attorney general's campaign -- is a clear vulnerability for the attorney general."

Mr. Morales did not seek re-election in 1998.

Public Opinion Strategies has a new client in the 2000 political race: John McCain.

=====
Date: Tue, 15 Feb 2000 16:42:00 -0800
To: aapornet@USC.Edu
From: Colleen King <kingx012@maroon.tc.umn.edu>
Subject: Re: Field Research Corporation Job Openings
In-Reply-To: <76.19ea6ca.25da3897@aol.com>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"

At 12:05 AM 2/15/00 EST, you wrote:

>I'm graduating from NYU in May with a Masters in Industrial/Organizational
>Psychology. I'm currently taking Applied Research. Do you think that there
>may be any openings for me in your company? May I send you my resume?
>
>Thank you.
>
>Thomas O'Connor
>
>Please send your resume

=====
Date: Wed, 16 Feb 2000 09:00:20 -0500
From: Michael Traugott <mtrau@umich.edu>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: NYT Plays "Changing Headlines" with Push-Poll Story
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2448.0)
Content-Type: text/plain;
 charset="iso-8859-1"

For what it's worth, my copy of the NYT has a full-page display ad on p.
A20.

=====
Date: Wed, 16 Feb 2000 11:28:30 -0500
From: "Mark Richards" <mark@bisconti.com>
To: "AAPORNET" <aapornet@usc.edu>
Subject: AP Story Hits Press
Message-ID: <NCBBKJCKFKFIDCKOFNAEEOEGDCOAA.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

Washington Times (2/16/00) ran an AP article (can't located on their

website so will type a bit of it) titled "Republicans' phone polling, campaign rile S. Carolinians." Says "Sen. John McCain calls it 'push poling and Gov. George W. Bush says it's 'advocacy calling.' But no matter the name, South Carolinians are getting an earful of phone calls, mostly negative, about these two Republican presidential candidates. 'I was getting pretty disgusted with it,' retiree Joanna O'Neill of Charleston said of the five straight calls she recently received from a computerized service. She was a Bush supporter, but she said is now leaning toward Mr. McCain because of the repeated calls and the negative turn of the campaign. 'I had gotten at least five calls earlier from human beings, who asked me to vote for Bush,' she aid Monday. 'I got so many calls, I felt like, 'Quit calling me.' The Bush campaign acknowledges it has made more than 200,000 'advocacy calls' that boost his programs and note that Mr. McCain made a 'negative ad' comparing Mr. Bush to President Clinton. A Houston firm, Voter-Consumer Research, conducted the poll, asking questions about Mr. McCain's record on campaign finance, the Keating Five savings and loan investigation, and claims that he has voted for tax increases. ...'The governor has made it crystal clear that he will not tolerate anybody doing push polls,' said Mr. Fleischer. [Bush spokesman]. ... The reports of push poling brought a warning from the polling industry, which maintains that practice harms the industry and the political system. 'They breed cynicism about politics, and we also believe they contribute to declining response rates for polls, just as telemarketing does,' said Michael Traugott, president of the American Association for Public Opinion Research. Dick Bennett, a New Hampshire-based pollster who has been polling in South Caroling, said between 10 percent and 15 percent of the people he has surveyed say they have received a negative call, usually about Mr. McCain, including personal attacks on such topics as cheating on his first wife."

///

February 16, 2000

GOP hopes of holding House bolstered by Gallup findings

By Sean Scully

THE WASHINGTON TIMES

More Americans are likely to vote for a Republican congressional candidate than a Democratic one, giving the GOP some hope of holding the House of Representatives, according to a new Gallup poll.

The poll shows Republicans ahead 49 percent to 44 percent in a generic comparison taken the first week of February.

Democrats have generally held the advantage in recent months, which helped fuel their enthusiasm for retaking the House. Democrats need to pick up only six seats to retake control after six years of Republican leadership.

The numbers are similar to a poll a month ago by Fox News and Opinion Dynamics, which showed Republicans ahead 42 percent to 36 percent over Democrats.

This time a year ago, Democrats were up by about 10 points in most such generic polls, said Jill Schroeder, spokeswoman for the Republican National Congressional Committee.

"We've turned that around," she said. "The American people obviously approve of what we are doing."

The polls are the latest in a series of small victories for the Republicans, who are holding onto a tenuous lead in the House of Representatives and face a huge wave of retirements.

Last month, Republicans were cheered when Rep. Virgil H. Goode Jr. of Virginia abandoned the Democratic Party. He declined to join the Republicans outright, but he agreed to caucus with the majority party and join in party conferences in return for a Republican seat on the Appropriations Committee.

At almost the same moment, Rep. Owen B. Pickett, Virginia Democrat, said he would retire. His open seat is almost certain to go to a Republican.

But not all the news is good for Republicans.

The news on Mr. Pickett was offset by news that Rep. Herbert H. Bateman, Virginia Republican, would retire, giving the party yet another open seat to defend.

So far, 23 Republicans have announced their retirements, while only seven Democrats are bowing out.

Meanwhile, pollster John Zogby came to a different conclusion from Gallup, finding this month that Democrats hold a very slight advantage in a generic comparison, 39 percent to 36 percent.

"Barring some sort of catastrophic event, we're looking at a very hotly contested battle for Congress," Mr. Zogby said.

One of the great unknowns is the shape of the presidential race, he said. The Republicans are locked in an unexpectedly tight battle between Texas Gov. George W. Bush and Arizona Sen. John McCain. The outcome of that primary fight will determine the shape of the debate on issues such as tax cuts and campaign-finance reform, issues which will affect the congressional races.

It's also not clear which of the two men would be a better match against Vice President Al Gore, who appears headed for the Democratic nomination.

Still, the Republicans can take some comfort. Gallup's generic poll has a demonstrably good record in indicating the outcome of congressional elections in recent years.

Another Gallup poll shows that the public is generally satisfied with the job Congress is doing for the first time in two years. A poll taken in early January, the latest available number, shows 51 percent of Americans approve of this Congress, while 42 percent disapprove. The previous poll, in September, showed that only 37 percent approved of Congress, while 56 percent disapproved.

The last time Congress made a favorable impression on the public was January 1999, when 50 percent of those surveyed approved of the job the legislators were doing.

mark@bisconti.com

Date: Wed, 16 Feb 2000 12:47:08 EST
From: PAHARDING7@aol.com
Received: from PAHARDING7@aol.com
by im013.mx.aol.com (mail_out_v25.3.) id 5.a6.c0ab23 (4561)
for <aapornet@usc.edu>; Wed, 16 Feb 2000 12:47:09 -0500 (EST)
Message-ID: <a6.c0ab23.25dc3c9c@aol.com>
Subject: Outa Woik
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 5.0 for Windows sub 44

My sincere thanks to the people who took the trouble to reply to my earlier

cry for help on the subject of job sources in the survey and public opinion research professions (there's less interest in marketing research). I do have one last question: besides worldopinion.com (which skews toward marketing research) and aapornet (which was never intended to be as a principal source for job postings), are there any other websites that specialize in research. I've searched -- even put the question to Jeeves, whose contribution was to misunderstand it no matter how it was worded.

I appreciate any and all suggestions. Thanks much.

Phil Harding
paharding7@aol.com

Date: Wed, 16 Feb 2000 10:31:45 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: NYT Plays "Changing Headlines" with Push-Poll Story
In-Reply-To: <5D28BEE5CAE8D1119F5700A0C9B4268E03BC69C0@isr.umich.edu>
Message-ID: <Pine.GSO.4.10.10002161020060.25823-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Mike (and others who didn't check my date),

My copy of *today's* National Edition of the New York Times also has a full-page display ad on page A20.

I posted my message about the Times push-poll story to AAPORNET roughly 24 hours ago, after reading *yesterday's* Times and Web site story.

For some reason unknown to me, several messages posted to AAPORNET yesterday were held up, somewhere on the Internet, for approximately 16 hours. This seems to happen only once every few years, so who are we mere mortals to complain about such wondrous technology, I suppose...

Sorry for the confusion.

-- Jim

On Wed, 16 Feb 2000, Michael Traugott wrote:

> For what it's worth, my copy of the NYT has a full-page display ad on p.
> A20.

Date: Wed, 16 Feb 2000 13:45:43 -0500
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en

MIME-Version: 1.0
To: AAPORNET <aapornet@usc.edu>
CC: Rich Morin <morinr@clark.net>, hkurtz@aol.com
Subject: Washington Post survey disclosure
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Today's Washington Post contains an article under the joint byline of Howard Kurtz and Richard Morin describing the results of a poll conducted online to measure the effect of negative advertising in the South Carolina republican primary on voters, and described as follows:

In the first attempt by a news organization to measure public reaction to political ads by showing them to a national sample of adults over the Internet, The Washington Post surveyed 871 Republicans over five days ending last week. InterSurvey, a California research firm, fed the ads to respondents' television sets, which are equipped with WebTV, and they responded on keyboards to questions posed on the screen.

I have no quarrel with the results of the survey, but the article itself provides a sad example of the extent to which the press will misrepresent polls and sampling error to its own advantage.

This sample was not drawn from the national population, but from a panel pre-recruited by InterSurvey, a company in which the Washington Post is an investor. Neither fact is mentioned in the article, which says only, in the "disclosure box" at the end:

The latest Washington Post poll is based on interviews conducted online with 871 randomly chosen Republican adults across the country on Feb. 5 -- 9, 2000. The margin of error for results shown is plus or minus 3 percentage points. Sampling error is only one of many potential sources of error in this or any other public opinion poll. The survey was conducted by InterSurvey of Palo Alto, Calif.

Note how the disclosure box skillfully shifts from the expression "margin of error" to the elaboration that "Sampling error is only one of many potential sources of error...", thus managing to imply that not just sampling, but all sources of error are included in computing that figure.

But even if the InterSurvey panel were a true probability sample of the U.S. population, and even if the sample selected for this poll were a true probability sample from the panel, the "margin of error" provided here would still only apply to the probability that the sample represents the panel from which it was drawn, not with respect to the overall U.S. population.

While a reader may not be expected to understand the statistics involved, the failure to disclose the population from which the sample was drawn is an egregious violation of the principles of disclosure that AAPOR, NCPP and others in the opinion research profession have been

trying to promote.

Since Mr. Kurtz spends much of his time describing how political ads stretch the truth, it is all the more depressing to see this under his own byline. And Rich Morin, an AAPOR member, should certainly know better.

Jan Werner
jwerner@jwdp.com

The full article may be read at:

<http://washingtonpost.com/wp-srv/WPlate/2000-02/16/1001-021600-idx.html>

For an article in today's Washington Post describing another (dubious) survey conducted by InterSurvey that supplies more accurate information about them and their methodology, go to:

<http://washingtonpost.com/wp-srv/WPlate/2000-02/16/1551-021600-idx.html>

Date: Wed, 16 Feb 2000 10:50:32 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: aapornet@usc.edu
Subject: Re: Outa Woik
In-Reply-To: <a6.c0ab23.25dc3c9c@aol.com>
Message-ID: <Pine.GSO.4.10.10002161041300.25823-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Hey!

I must take issue with Phil Harding when he writes:

> aapornet (which was never intended to be
> as a principal source for job postings)

AAPORNET was never intended to be anything other than what all of us on it wish it to be (or else I have no idea what it might be).

Would all of you who either hired someone or else were yourself hired, thanks to AAPORNET, please send a brief message to Phil? Let's see how many messages he receives.

-- Jim

On Wed, 16 Feb 2000 PAHARDING7@aol.com wrote:

> My sincere thanks to the people who took the trouble to reply to my earlier
> cry for help on the subject of job sources in the survey and public opinion
> research professions (there's less interest in marketing research). I do
> have one last question:
> besides worldopinion.com (which skews toward marketing research) and

aapornet
> (which was never intended to be as a principal source for job postings),
are
> there any other websites that specialize in research. I've searched --
even
> put the question to Jeeves, whose contribution was to misunderstand it no
> matter how it was worded.
>
> I appreciate any and all suggestions. Thanks much.
>
> Phil Harding
> paharding7@aol.com

Date: Wed, 16 Feb 2000 13:51:51 -0500
From: "Bill Thompson" <bthompson@directionsrsch.com>
To: aapornet@usc.edu
Message-ID: <85256887.0067A044.00@drione.directionsrsch.com>
Subject: Re: Outa Woik
Mime-Version: 1.0
Content-type: text/plain; charset=us-ascii
Content-Disposition: inline

While I agree with Mr. Beniger, that AAPOR has been most helpful in job networking, it is surprising to me that AAPOR has as of yet not had a job postings section on its website. That to me would seem a logical addition. Perhaps it is a budget or staffing issue, but it would seem that a professional organization such as AAPOR would think that this would be important to its members.

Date: Wed, 16 Feb 2000 15:04:47 -0500 (EST)
From: Bruce Altschuler <altschul@Oswego.EDU>
To: aapornet@usc.edu
Subject: Re: Outa Woik
In-Reply-To: <Pine.GSO.4.10.10002161041300.25823-100000@almaak.usc.edu>
Message-ID: <Pine.SOL.4.21.0002161500380.26468-100000@rocky-gw.oswego.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

I agree that if members on the list want to make their availability for employment known that's a reasonable use of the list. However, what is irritating is when everyone on the list receives a message saying I might be interested so send me your resume. Such messages should be directed to the one person they are intended for not the rest of us.
Bruce Altschuler
SUNY Oswego

=====
Date: Wed, 16 Feb 2000 15:04:33 -0500
From: "Mark Richards" <mark@bisconti.com>
To: "AAPORNET" <aapornet@usc.edu>
Cc: <morinr@clark.net>, "Claudia Deane" <deanec@washpost.com>
Subject: RE: Washington Post survey disclosure
Message-ID: <NCBBKJCJKFIDCKOFNAEECEGICOOA.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: <38AAF056.8CC00A0@jwdp.com>

And here I was, all impressed to see The Post's pollsters release full results (and put it on their website with some demos) of a DC telephone poll they conducted, even showing a question revealing that a majority of DC citizens support keeping their school board elected rather than making it appointed. They made it public despite the fact that The Post editorial page has been STRONGLY promoting an appointed school board. I've wondered about what kind of internal pressure media pollsters face from powerful editorial boards. In this case, the information was made public on the front page. And, I have reason to believe the poll influenced the Mayor, who changed his proposal for an all appointed board to a majority elected and partly appointed one the next day. As a result, today the editorial page called the Mayor "Mercurial." cheers, Mark Richards

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

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of Jan Werner
Sent: Wednesday, February 16, 2000 1:46 PM
To: AAPORNET
Cc: Rich Morin; hkurtz@aol.com
Subject: Washington Post survey disclosure

Today's Washington Post contains an article under the joint byline of Howard Kurtz and Richard Morin describing the results of a poll conducted online to measure the effect of negative advertising in the South Carolina republican primary on voters, and described as follows:

In the first attempt by a news organization to measure public reaction to political ads by showing them to a national sample of adults over the Internet, The Washington Post surveyed 871 Republicans over five days ending last week. InterSurvey, a California research firm, fed the ads to respondents' television sets, which are equipped with WebTV, and they responded on keyboards to questions posed on the screen.

I have no quarrel with the results of the survey, but the article itself provides a sad example of the extent to which the press will misrepresent polls and sampling error to its own advantage.

This sample was not drawn from the national population, but from a panel pre-recruited by InterSurvey, a company in which the Washington Post is an investor. Neither fact is mentioned in the article, which says only, in the "disclosure box" at the end:

The latest Washington Post poll is based on interviews conducted online with 871 randomly chosen Republican adults across the country on Feb. 5 -- 9, 2000. The margin of error for results shown is plus or minus 3 percentage points. Sampling error is only one of many potential sources of error in this or any other public opinion poll. The survey was conducted by InterSurvey of Palo Alto, Calif.

Note how the disclosure box skillfully shifts from the expression "margin of error" to the elaboration that "Sampling error is only one of many potential sources of error...", thus managing to imply that not just sampling, but all sources of error are included in computing that figure.

But even if the InterSurvey panel were a true probability sample of the U.S. population, and even if the sample selected for this poll were a true probability sample from the panel, the "margin of error" provided here would still only apply to the probability that the sample represents the panel from which it was drawn, not with respect to the overall U.S. population.

While a reader may not be expected to understand the statistics involved, the failure to disclose the population from which the sample was drawn is an egregious violation of the principles of disclosure that AAPOR, NCPP and others in the opinion research profession have been trying to promote.

Since Mr. Kurtz spends much of his time describing how political ads stretch the truth, it is all the more depressing to see this under his own byline. And Rich Morin, an AAPOR member, should certainly know better.

Jan Werner
jwerner@jwdp.com

The full article may be read at:

<http://washingtonpost.com/wp-srv/WPlate/2000-02/16/1001-021600-idx.html>

For an article in today's Washington Post describing another (dubious) survey conducted by InterSurvey that supplies more accurate information about them and their methodology, go to:

<http://washingtonpost.com/wp-srv/WPlate/2000-02/16/1551-021600-idx.html>

Date: Wed, 16 Feb 2000 12:31:50 -0800
To: aapornet@usc.edu

From: Richard Rands <rrands@cfmc.com>
Subject: Re: Outa Woik
Cc: wwinslow@austin.rr.com
In-Reply-To: <a6.c0ab23.25dc3c9c@aol.com>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"

>besides worldopinion.com (which skews toward marketing research) and
>aapornet
>(which was never intended to be as a principal source for job postings), are
>there any other websites that specialize in research.

Hi Phil,

I don't know of any web sites, but there is a head hunter in Texas who specializes in MR professionals by the name of Wally Winslow. His email address is wwinslow@austin.rr.com. I suspect he would love to have your resume.

Richard Rands

Date: Wed, 16 Feb 2000 15:34:16 -0500
From: "Bill Thompson" <bthompson@directionsrsch.com>
To: aapornet@usc.edu
Message-ID: <85256887.007100A5.00@drione.directionsrsch.com>
Subject: Re: Outa Woik
Mime-Version: 1.0
Content-type: text/plain; charset=us-ascii
Content-Disposition: inline

There is also a company called Management Recruiters International which focuses on MR. They have multiple offices (I know of one in NJ and one in Silver Spring, MD) and a website I believe.

Date: Wed, 16 Feb 2000 15:49:37 -0500
From: Michael Traugott <mtrau@umich.edu>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Outa Woik
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2448.0)
Content-Type: text/plain;
charset="iso-8859-1"

Providing more or better information about jobs and careers is one of the functions that the Long Range Planning Committee is looking at, including postings on the AAPOR Web site. In addition to considering whether or how useful this would be to members, we are also considering setting up an "ad" system on the Web site that would involve a charge. What would you think of that?

Date: Wed, 16 Feb 2000 15:51:26 -0500
To: aapornet@usc.edu
From: Warren Mitofsky <mitofsky@mindspring.com>
Subject: Re: Push polls
In-Reply-To: <c7.2166cd2.25dae029@aol.com>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

The only discussion the Polling Review Board has had about the recent alleged push polling in South Carolina is to re-issue the NCPP statement on push polling from 1996. For those of you who are interested it can be found on www.ncpp.org
warren mitofsky

At 12:00 PM 2/15/00 -0500, you wrote:

>Sounds like there may be some disagreement within the NCPP's "Polling Review
>Board." Has the Polling Review Board issued a statement about this?

>

> Jay Mattlin

>

>

>In a message dated 2/15/00 11:16:00 AM Eastern Standard Time,
>HOneill1536@aol.com writes:

>

><< Subj: push polls

> Date: 2/15/00 11:16:00 AM Eastern Standard Time

> From: HOneill1536@aol.com

> Sender: owner-aapornet@usc.edu

> Reply-to: aapornet@usc.edu

> To: aapornet@usc.edu

>

> While I agree with the AAPOR release on push polls and decry their use,
>there

> is no evidence that the recently reported push polling in South Carolina
> was

> in fact push polling. The reported effort does not have the
> characterists of

> push polling. Let's continue to strongly criticize push polls, but be
>careful

> not to condemn a particular effort without having all the facts.

>

> Harry O'Neill

>

>

> ----- Headers -----

> Return-Path: <owner-aapornet@usc.edu>

> Received: from rly-yh04.mx.aol.com (rly-yh04.mail.aol.com

[172.18.147.36])

>by air-yh04.mail.aol.com (v67_b1.24) with ESMTTP; Tue, 15 Feb 2000 11:15:59
>-0500

> Received: from usc.edu (usc.edu [128.125.253.136]) by rly-yh04.mx.aol.com
>(v67_b1.24) with ESMTTP; Tue, 15 Feb 2000 11:15:48 -0500

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

> by usc.edu (8.9.3.1/8.9.3/usc) with SMTP

> id IAA18171; Tue, 15 Feb 2000 08:15:41 -0800 (PST)

> Received: from imo-d05.mx.aol.com (imo-d05.mx.aol.com [205.188.157.37])

> by usc.edu (8.9.3.1/8.9.3/usc) with ESMTTP
> id IAA17861 for <aapornet@usc.edu>; Tue, 15 Feb 2000 08:15:06 -0800
(PST)
> Received: from HOneill1536@aol.com
> by imo-d05.mx.aol.com (mail_out_v25.3.) id 5.bf.fb0c2f (4254)
> for <aapornet@usc.edu>; Tue, 15 Feb 2000 11:14:27 -0500 (EST)
> Message-Id: <bf.fb0c2f.25dad563@aol.com>
> Date: Tue, 15 Feb 2000 11:14:27 EST
> Reply-To: aapornet@usc.edu
> Sender: owner-aapornet@usc.edu
> Precedence: bulk
> From: HOneill1536@aol.com
> To: aapornet@usc.edu
> Subject: push polls
> MIME-Version: 1.0
> Content-Type: text/plain; charset="US-ASCII"
> Content-Transfer-Encoding: 7bit
> X-Mailer: AOL 4.0 for Windows 95 sub 38
> X-Listprocessor-Version: 8.1 -- ListProcessor(tm) by CRENN
>
> >>

Mitofsky International
1 East 53rd Street - 5th Floor
New York, NY 10022

212 980-3031 Phone
212 980-3107 FAX
mitofsky@mindspring.com

=====
Date: Wed, 16 Feb 2000 16:04:27 -0500
To: aapornet@usc.edu
From: Jim Wolf <Jim-Wolf@worldnet.att.net>
Subject: RE: Outa Woik
In-Reply-To: <5D28BEE5CAE8D1119F5700A0C9B4268E03BC69C5@isr.umich.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"

At 03:49 PM 2/16/00 -0500, Michael Traugott wrote:
>...In addition to considering whether or how
>useful [website job listings] would be to members, we are also
>considering setting up an "ad"
>system on the Web site that would involve a charge. What would you think of
>that?
>

I think charging for ads would severely constrain the number of job
postings submitted. Consider charges only if AAPOR becomes flooded with
listings.

Otherwise, I would strongly encourage job listings on the AAPOR website. I
would also encourage the requirement that all postings have dates attached
so those reviewing them know when the notice was posted and when it
expires. There are some "do-it-yourself" job post sites that are not
maintained and have listings that ended up being posted and forgotten years

ago.

=====
Jim Wolf Jim-Wolf@worldnet.att.net

=====
Date: Wed, 16 Feb 2000 16:38:10 -0500
To: aapornet@usc.edu
From: "John T. Young" <jtyoung@hsph.harvard.edu>
Subject: RE: Outa Woik
In-Reply-To: <5D28BEE5CAE8D1119F5700A0C9B4268E03BC69C5@isr.umich.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

long range planning committee

please proceed with this idea. i think that it could be a terrific benefit to both potential employees and employers. however, Bruce Altschuler's point is well taken. but, perhaps the problem could be circumvented if the service were provided at aapor.org and not on aapornet.

john t. young
jtyoung@hsph.harvard.edu

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>functions that the Long Range Planning Committee is looking at, including
>postings on the AAPOR Web site. In addition to considering whether or how
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>system on the Web site that would involve a charge. What would you think of
>that?

=====
Date: Wed, 16 Feb 2000 17:38:34 -0500
From: "Mark Schulman" <M.SCHULMAN@srbi.com>
To: aapornet@usc.edu
Subject: Call for Panel Chairs and Discussants, Portland 2000
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Disposition: inline
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id OAA03870

55th Annual AAPOR Conference
Portland, Oregon

May 18-21, 2000
Doubletree Hotel -- Janzen Beach & Columbia River

Call for Panel Chairs and Discussants

The Conference Committee is putting the finishing touches on this year's program. Each of the 50 or so sessions in Portland will require a Chair

and a Discussant. Please contact us if you are interesting in serving in either of these capacities.

Responsibilities:

Chair:

The Chair is responsible for coordinating all aspects of the session and for making sure that all presentations are available to the panel discussant for review at least two weeks prior to the conference. The Chair also presides over the session, ensures that presentations are made within the time limits, and facilitates the question-and-answer period. The Chair should be knowledgeable in the panel subject area and be prepared to lead the discussion following the presentations.

Discussant:

The Discussant is responsible for critically reviewing all presentations, tying together the findings, and helping to clarify the research issues for those in attendance. The Discussant must be highly knowledgeable in the panel's subject matter and be prepared to make a presentation of 10 minutes or so. The Discussant's role is one of the most important at the conference.

Subject areas include:

Internet Survey Design
Internet Utilization
RDD Sampling
Non-Response Issues
Issue Measurement
Questionnaire Design
Cognitive Testing
Health Research
Election Polling
Research Design Issues
Surveying Difficult Populations
Cross-National Research Methods
CASI/CATI Issues
Interviewer/Respondent Interactions
Generational Issues
Gender and Race Issues
Media/Communications Issues

Please e-mail Nealia Khan at: n.khan@srbi.com, by February 25 if you are interested in serving. Please do not respond to AAPORNET. Provide a brief description of your areas of expertise. Be sure to include your email address and organizational affiliation.

Thank you very much for your assistance!

Mark Schulman
AAPOR 2000 Conference Chair

Date: Wed, 16 Feb 2000 18:46:25 -0500
Message-Id: <200002162346.SAA65144@garnet2.acns.fsu.edu>
X-Sender: slosh@garnet.acns.fsu.edu

X-Mailer: Windows Eudora Light Version 1.5.2
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: aapornet@usc.edu
From: Susan Losh <slosh@garnet.acns.fsu.edu>
Subject: Re: Outa Woik

I think that this is a good idea, but how fast do the jobs get filled? If an agency fills PDQ the job may be filled by the time it gets to the WEB-site...unless the agency directly posts on the AAPOR-site & the member who receives it can directly post to the AAPOR site too.

Susan

At 01:51 PM 2/16/2000 -0500, you wrote:

>
>

>While I agree with Mr. Beniger, that AAPOR has been most helpful in job
>networking, it is surprising to me that AAPOR has as of yet not had a job
>postings section on its website. That to me would seem a logical addition.
>Perhaps it is a budget or staffing issue, but it would seem that a
professional
>organization such as AAPOR would think that this would be important to its
>members.

>
>
>

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

Susan Carol Losh, PhD.
Academic Year 1999-2000 PHONE 850-385-4266
slosh@garnet.fsu.edu

PLEASE MAKE A NOTE!

I AM NOW IN TRANSITION TO:

The Department of Educational Research
Florida State University
Tallahassee FL 32306-4453

850-644-4592 Educational Research Office
FAX 850-644-8776

FROM:

The Department of Sociology
Florida State University
Tallahassee FL 32306-2270

850-644-6416 Sociology Office
FAX 850-644-6208

=====
Date: Wed, 16 Feb 2000 20:36:53 -0500
From: Frank Rusciano <rusciano@rider.edu>
Subject: Re: Outa Woik
To: aapornet@usc.edu
Message-id: <38AB50B5.C5C1C78C@rider.edu>
MIME-version: 1.0
X-Mailer: Mozilla 4.08 [en]C-NECCK (Win95; I)
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit
References: <4.2.0.58.20000216162454.0095f370@hsph.harvard.edu>

Actually, it might be even more convenient if academic jobs in public opinion and related fields were published on AAPORnet. We've had a few, but for the most part, it's the survey research positions that tend to be listed. In fact, it might be time to have a separate listing on the AAPOR web for all such positions.

Frank Rusciano

John T. Young wrote:

> long range planning committee
>
> please proceed with this idea. i think that it could be a terrific benefit
> to both potential employees and employers.
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> "ad"
> >system on the Web site that would involve a charge. What would you think
> of
> >that?

=====
Date: Wed, 16 Feb 2000 21:22:28 EST
From: Unovic@aol.com
Received: from Unovic@aol.com
by im018.mx.aol.com (mail_out_v25.3.) id 5.dd.16b9acf (4533);

Wed, 16 Feb 2000 21:22:28 -0500 (EST)
Message-ID: <dd.16b9acf.25dcb564@aol.com>
Subject: Fwd: [News from OAH]: OAH will hold St. Louis meeting
To: aapornet@usc.edu, SRMSNET@umdd.umd.edu
MIME-Version: 1.0
Content-Type: multipart/mixed; boundary="part1_dd.16b9acf.25dcb564_boundary"
X-Mailer: AOL 4.0 for Windows 95 sub 14

--part1_dd.16b9acf.25dcb564_boundary
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit

I believe this is of interest to any professional organization that convenes meetings from time to time.

Apologies for the cross-posting and to those of you who have received the message from the OAH.

Regards,
Dominic

Dominic Lusinchi
Statistical Consultant
Far West Research
Demography-Survey Research-Applied Statistics
1323 Sixteenth Avenue
San Francisco, CA 94122-2042
Telephone: 415-664-3032
Fax: 415-664-4459
Email: unovic@aol.com

--part1_dd.16b9acf.25dcb564_boundary
Content-Type: message/rfc822
Content-Disposition: inline

Return-Path: <mr@oah.org>
Received: from rly-zb02.mx.aol.com (rly-zb02.mail.aol.com [172.31.41.2]) by air-zb05.mail.aol.com (v67_b1.24) with ESMTTP; Tue, 15 Feb 2000 13:23:23 -0500
Received: from fins.uits.indiana.edu (fins.uits.indiana.edu [129.79.6.185]) by rly-zb02.mx.aol.com (v67_b1.24) with ESMTTP; Tue, 15 Feb 2000 13:23:07 -0500
Received: from oah.org (po.oah.org [156.56.25.10]) by fins.uits.indiana.edu (8.9.3/8.9.3/1.1IUPO) with ESMTTP id KAA28874; Tue, 15 Feb 2000 10:00:14 -0500 (EST)
Received: from NOAH/SpoolDir by oah.org (Mercury 1.46); 15 Feb 00 10:29:27 -0500
Received: from SpoolDir by NOAH (Mercury 1.46); 15 Feb 00 09:49:51 -0500
From: "Michael Regoli" <mr@oah.org>
To: "OAH Members" <members@oah.org>
Subject: [News from OAH]: OAH will hold St. Louis meeting
Date: Mon, 14 Feb 2000 11:50:55 -0500
Sender: Maiser@oah.org
X-listname: <members@oah.org>
Comments: Originally To: "OAH Members" <members@oah.org>
Organization: Org of American Historians
MIME-Version: 1.0

Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT
Reply-To: feedback@oah.org
X-mailer: Pegasus Mail for Win32 (v3.11) (via Mercury MTS (Bindery) v1.45)
(via Mercury MTS (Bindery) v1.45) (via Mercury MTS (Bindery) v1.45)
(via Mercury MTS (Bindery) v1.45)
Message-ID: <35DC0141208@oah.org>

[You are receiving this mail message as a current OAH member.
This message is being distributed across many lists; please accept
our apologies if you receive multiple copies. Please direct
comments, questions, etc. to <feedback@oah.org>. For the latest
news, visit the OAH website at <<http://www.oah.org/>>.]

ORGANIZATION OF AMERICAN HISTORIANS
WILL HOLD ST. LOUIS MEETING

** Bloomington, Indiana
** For Immediate Release
** Mon Feb 14, 2000 - 9:00a.m. EST
** Contact: Lee W. Formwalt, OAH Executive Director
** Phone: (812) 855-7311 Fax: (812) 855-0696
** E-mail: <feedback@oah.org> web: <<http://www.oah.org/>>

Although diverse in their points of view, historians are united in their conviction that racism is a scourge on the land, which the OAH has long been committed to overcome. All OAH members must be able to participate fully and freely in its conventions. Therefore, after hearing from hundreds of OAH members and engaging in extensive discussions, the Executive Board has decided to hold its annual meeting in St. Louis as a protest convention (30 March-2 April 2000).

Despite the efforts of the OAH and other organizations, Adam's Mark, the convention hotel, has not made progress toward resolving its legal difficulties over accusations of racial discrimination toward its guests and others. The recalcitrance of the hotel has made it impossible for the OAH to conduct its international scholarly meeting there as planned. Already, many of its members and other participants have stated that they feel unwelcome and will require alternative spaces if they are to participate in the meeting.

Therefore, in an effort to have a scholarly meeting in a way that accommodates all members, the OAH will move registration, sessions, and other events out of the convention hotel as alternative venues in St. Louis are located. Already, affiliated historical organizations have relocated luncheons and receptions.

The OAH is not canceling the contract it signed in 1995 with Adam's Mark and surrendering the penalty fee to the hotel. The organization will not pay penalty fees on the grounds that the Adam's Mark made a normal convention impossible. This action may result in a heavy financial cost, but it will not inflict the devastating blow to future OAH activities that could come from cancellation at this late date.

The OAH continues to encourage Adam's Mark to sign a consent decree with the Justice Department. Should they not, a public demonstration against racial discrimination will be held at the time of the annual meeting in Luther Ely Smith Park, adjacent to the Adam's Mark Hotel and across from the Old Courthouse where the Dred Scott case began. In addition to more than 40 scholarly sessions already scheduled that deal with issues of race, there will be other opportunities for extended discussion of race and racism in American history and the role of historians as public intellectuals and teachers.

The OAH annual meeting will proceed. Executive Director Lee W. Formwalt and Graduate Assistant Damon Freeman will spend several days this week in St. Louis lining up alternative venues and speaking with a number of St. Louisans, especially historians and administrators at the various colleges and universities in and around St. Louis. Meanwhile, the staff at the Bloomington office will be coordinating the effort to relocate registration, sessions, receptions and other food and beverage events, as well as the book exhibit hall. Every effort will be made to keep most of the sessions and the exhibit hall in close geographical proximity.

Latest updates on the St. Louis meeting will be posted at the OAH website <<http://www.oah.org/>>. Members interested in lodging options in St. Louis should check out <<http://www.oah.org/meetings/2000/index.html>> and click on lodging. It is time for everyone to make travel plans now. This will be a conference devoted to serious scholarship, held in a way that makes all students of history welcome.

#

--part1_dd.16b9acf.25dcb564_boundary--

Date: Wed, 16 Feb 2000 21:29:08 -0500
From: Michael Traugott <mtrau@umich.edu>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Outa Woik
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2448.0)
Content-Type: text/plain;
charset="windows-1252"

Jim - Thanks for your comments. I'll pass them along to Council. Mike

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

From: Jim Wolf [mailto:Jim-Wolf@worldnet.att.net]
Sent: Wednesday, February 16, 2000 4:04 PM
To: aapornet@usc.edu
Subject: RE: Outa Woik

At 03:49 PM 2/16/00 -0500, Michael Traugott wrote:
>...In addition to considering whether or how
>useful [website job listings] would be to members, we are also

considering setting up an "ad"
>system on the Web site that would involve a charge. What would you think
of
>that?
>

I think charging for ads would severely constrain the number of job
postings submitted. Consider charges only if AAPOR becomes flooded with
listings.

Otherwise, I would strongly encourage job listings on the AAPOR website. I
would also encourage the requirement that all postings have dates attached
so those reviewing them know when the notice was posted and when it
expires. There are some "do-it-yourself" job post sites that are not
maintained and have listings that ended up being posted and forgotten years
ago.

=====
Jim Wolf Jim-Wolf@worldnet.att.net

=====
Date: Wed, 16 Feb 2000 21:30:04 -0500
From: Michael Traugott <mtrau@umich.edu>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Outa Woik
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2448.0)
Content-Type: text/plain;
 charset="windows-1252"

John - Thanks for your comment. I'll pass it along to Council. Mike

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From: John T. Young [mailto:jtyoung@hsph.harvard.edu]
Sent: Wednesday, February 16, 2000 4:38 PM
To: aapornet@usc.edu
Subject: RE: Outa Woik

long range planning committee

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>that?

=====
Date: Wed, 16 Feb 2000 22:05:27 -0800
From: Doug Rivers <drivers@intersurvey.com>
To: jwerner@jwdp.com, AAPORNET <aapornet@usc.edu>
Cc: Rich Morin <morinr@clark.net>, hkurtz@aol.com
Subject: RE: Washington Post survey disclosure
MIME-Version: 1.0
Content-Type: text/plain;
 charset="iso-8859-1"

Contrary to Mr. Werner's statement, the InterSurvey Panel is a random sample of the U.S. population and the margin of error is correctly calculated and reported in the Post story.

I have previously posted a short statement of the methodology employed by InterSurvey on AAPORnet, but for those who missed it:

- 1) InterSurvey draws a random sample of US households using RDD
- 2) All selected households are provided with free hardware and Internet access
- 3) For particular studies, subsamples are drawn at random from the panel. These samples are true probability samples with a sampling frame that includes all households, including households without computers. We do NOT use volunteers.

Doug Rivers

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

From: Jan Werner [mailto:jwerner@jwdp.com]
Sent: Wednesday, February 16, 2000 10:46 AM
To: AAPORNET
Cc: Rich Morin; hkurtz@aol.com
Subject: Washington Post survey disclosure

Today's Washington Post contains an article under the joint byline of Howard Kurtz and Richard Morin describing the results of a poll conducted online to measure the effect of negative advertising in the South Carolina republican primary on voters, and described as follows:

In the first attempt by a news organization to measure public reaction to political ads by showing them to a national sample of adults over the Internet, The Washington Post surveyed 871 Republicans over five days ending last week. InterSurvey, a California research firm, fed the ads to respondents' television sets, which are equipped with WebTV, and they responded on keyboards to questions posed on the screen.

I have no quarrel with the results of the survey, but the article itself provides a sad example of the extent to which the press will misrepresent polls and sampling error to its own advantage.

This sample was not drawn from the national population, but from a panel pre-recruited by InterSurvey, a company in which the Washington Post is an investor. Neither fact is mentioned in the article, which says only, in the "disclosure box" at the end:

The latest Washington Post poll is based on interviews conducted online with 871 randomly chosen Republican adults across the country on Feb. 5 -- 9, 2000. The margin of error for results shown is plus or minus 3 percentage points. Sampling error is only one of many potential sources of error in this or any other public opinion poll. The survey was conducted by InterSurvey of Palo Alto, Calif.

Note how the disclosure box skillfully shifts from the expression "margin of error" to the elaboration that "Sampling error is only one of many potential sources of error...", thus managing to imply that not just sampling, but all sources of error are included in computing that figure.

But even if the InterSurvey panel were a true probability sample of the U.S. population, and even if the sample selected for this poll were a true probability sample from the panel, the "margin of error" provided here would still only apply to the probability that the sample represents the panel from which it was drawn, not with respect to the overall U.S. population.

While a reader may not be expected to understand the statistics involved, the failure to disclose the population from which the sample was drawn is an egregious violation of the principles of disclosure that AAPOR, NCPP and others in the opinion research profession have been trying to promote.

Since Mr. Kurtz spends much of his time describing how political ads stretch the truth, it is all the more depressing to see this under his own byline. And Rich Morin, an AAPOR member, should certainly know better.

Jan Werner
jwerner@jwdp.com

The full article may be read at:

<http://washingtonpost.com/wp-srv/WPlate/2000-02/16/1001-021600-idx.html>

For an article in today's Washington Post describing another (dubious) survey conducted by InterSurvey that supplies more accurate information about them and their methodology, go to:

<http://washingtonpost.com/wp-srv/WPlate/2000-02/16/1551-021600-idx.html>

=====
Date: Thu, 17 Feb 2000 08:33:20 -0500
To: aapornet@usc.edu
From: "Paul J. Lavrakas, Ph.D." <lavrakas.1@osu.edu>
Subject: Re: Washington Post survey disclosure

What strikes me about this Washington Post internet survey, is the apparent failure to take advantage of the power of this sampling methodology by deploying a randomized experiment within the random sample. This would provide a internally valid test of cause-and-effect.

A variation of the Solomon 4-group design where one randomly assigned group saw only Bush ads, another group saw only McCain ads, another saw Bush then McCain ads, and the last group saw McCain then Bush ads, would provide the type of data to be able to make valid statements about what effects the respective ads have on attitudes and behavioral dispositions.

Possibly an experimental design of some type was used for this survey, but the write-up suggest not. Thus, it leaves the one to wonder what analyses were used to support the conclusions.

The current problems with drawing a representative sample from an Internet frame notwithstanding, the ability to use audio-visual stimuli in randomized design is truly a great advantage of the Internet mode of surveying. Not taking advantage of this power is a waste.

At 01:45 PM 2/16/00 -0500, Jan Werner wrote:

>Today's Washington Post contains an article under the joint byline of
>Howard Kurtz and Richard Morin describing the results of a poll
>conducted online to measure the effect of negative advertising in the
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>
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>
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>

* * * * *
* Paul J. Lavrakas, Ph.D. *
* Professor of Journalism & Communication *
* Professor of Public Policy & Management *
* Professor of Sociology *
* 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 *
* * * * *

=====
Date: Thu, 17 Feb 2000 06:28:36 -0800
From: Doug Rivers <drivers@intersurvey.com>
To: aapornet@usc.edu
Subject: RE: Washington Post survey disclosure
MIME-Version: 1.0
Content-Type: text/plain;

charset="iso-8859-1"

To repeat yet again: InterSurvey does NOT use an "Internet sampling frame." The sampling frame is a standard RDD sampling frame.

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

From: Paul J. Lavrakas, Ph.D. [mailto:lavrakas.1@osu.edu]
Sent: Thursday, February 17, 2000 5:33 AM
To: aapornet@usc.edu
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* 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 *
* * * * *

=====
Date: Thu, 17 Feb 2000 09:29:47 -0500

From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: Doug Rivers <drivers@intersurvey.com>
CC: AAPORNET <aapornet@usc.edu>, Rich Morin <morinr@clark.net>, hkurtz@aol.com
Subject: Re: Washington Post survey disclosure
References: <4dfa01ee83a940b968e11c6c8431bc3538ab8fd8@inter-survey.com>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

I have no quarrel with InterSurvey's methodology, which is certainly one of the best yet designed for the Internet, nor with its use by the Washington Post to conduct polls.

Mr. Rivers is wrong about the "margin of error"--a simple random sample of 871 from the overall population without any corrections for non-response or any design effects would yield a sampling error of 3.4%, so the sampling error for a complex design such as InterSurvey's certainly would not be low enough to round to 3%--but no other polling organization computes their sampling error correctly anyway, and that was not the point of my complaint.

My problem is with the Washington Post article itself, which violates basic principles of integrity in journalism in several ways:

- 1) It misrepresents the nature of the poll by failing to reveal that the sample was taken from a panel rather than from the total population. In fact, by repeatedly using the expression "national sample" it appears to deliberately fudge the issue, leading readers to believe that the methodology is the same as for other national polls.
- 2) It promotes the new technology involved without disclosing that the Washington Post is an investor in the company doing the work, which is a clear violation of basic journalistic principles.
- 3) The language of the disclosure box is, whether deliberately or as the result of sloppiness, blurs the distinction between sampling error and total error, implying that the reported "margin or error" includes both sampling and other sources of error.

Since Howard Kurtz and Rich Morin have both made a career of exposing deceptive practices in reporting and in particular, in reporting on political and social science issues, they, more than anyone, should know better than to allow this to be published under their own names.

Regardless of whether or not the InterSurvey panel provides an adequate sample for political polls, I feel that it is unethical for the Washington Post and its reporters not to explain the difference between this poll and the other polls conducted by the paper or other polling firms.

As a practical matter, what the authors accomplish by thier omission is to legitimize all online polls, whatever their quality or methodology, so

you really should not be surprised to see just about any kind of junk poll being presented as valid without any further justification.

Jan Werner

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> I have no quarrel with the results of the survey, but the article itself
> provides a sad example of the extent to which the press will
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> pre-recruited by InterSurvey, a company in which the Washington Post is
> an investor. Neither fact is mentioned in the article, which says only,
> in the "disclosure box" at the end:

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> conducted online with 871 randomly chosen Republican
> adults across the country on Feb. 5 -- 9, 2000. The
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> percentage points. Sampling error is only one of many
> potential sources of error in this or any other public
> opinion poll. The survey was conducted by InterSurvey
> of Palo Alto, Calif.
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> represents the panel from which it was drawn, not with respect to the
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> stretch the truth, it is all the more depressing to see this under his
> own byline. And Rich Morin, an AAPOR member, should certainly know
> better.
>
> Jan Werner
> jwerner@jwdp.com
>
> _____
>
> The full article may be read at:
>
> <http://washingtonpost.com/wp-srv/WPlate/2000-02/16/1001-021600-idx.html>
>
> For an article in today's Washington Post describing another (dubious)
> survey conducted by InterSurvey that supplies more accurate information
> about them and their methodology, go to:
>
> <http://washingtonpost.com/wp-srv/WPlate/2000-02/16/1551-021600-idx.html>

=====
Date: Thu, 17 Feb 2000 09:42:51 -0500
To: aapornet@usc.edu
From: "Paul J. Lavrakas, Ph.D." <lavrakas.1@osu.edu>
Subject: RE: Washington Post survey disclosure

Doug,

My final aside about the internet sampling frame was a general one, and not

directed to your firm's frame.

At 06:28 AM 2/17/00 -0800, you wrote:

>To repeat yet again: InterSurvey does NOT use an "Internet sampling frame."
>The sampling frame is a standard RDD sampling frame.

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

>From: Paul J. Lavrakas, Ph.D. [mailto:lavrakas.1@osu.edu]
>Sent: Thursday, February 17, 2000 5:33 AM
>To: aapornet@usc.edu
>Subject: Re: Washington Post survey disclosure

>
>
>What strikes me about this Washington Post internet survey, is the apparent
>failure to take advantage of the power of this sampling methodology by
>deploying a randomized experiment within the random sample. This would
>provide a internally valid test of cause-and-effect.

>
>A variation of the Solomon 4-group design where one randomly assigned group
>saw only Bush ads, another group saw only McCain ads, another saw Bush then
>McCain ads, and the last group saw McCain then Bush ads, would provide the
>type of data to be able to make valid statements about what effects the
>respective ads have on attitudes and behavioral dispositions.

>
>Possibly an experimental design of some type was used for this survey, but
>the write-up suggest not. Thus, it leaves the one to wonder what analyses
>were used to support the conclusions.

>
>The current problems with drawing a representative sample from an Internet
>frame notwithstanding, the ability to use audio-visual stimuli in randomized
>design is truly a great advantage of the Internet mode of surveying. Not
>taking advantage of this power is a waste.

>
>
>

>At 01:45 PM 2/16/00 -0500, Jan Werner wrote:

>>Today's Washington Post contains an article under the joint byline of
>>Howard Kurtz and Richard Morin describing the results of a poll
>>conducted online to measure the effect of negative advertising in the
>>South Carolina republican primary on voters, and described as follows:

>>
>>
>>
>>

>* * * * *
> Paul J. Lavrakas, Ph.D. *
> Professor of Journalism & Communication *
> Professor of Public Policy & Management *
> Professor of Sociology *
> 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 *
>* * * * *

>
>

=====
Date: Thu, 17 Feb 2000 10:19:45 -0500
Message-Id: <00Feb17.103119est.119105@gateway.macoint.com>
From: tduffy@macoint.com (Tom Duffy)
Subject: Re: Washington Post survey disclosure
To: jwerner@jwdp.com, AAPORNET <aapornet@usc.edu>, Doug Rivers <drivers@intersurvey.com>
Cc: Rich Morin <morinr@clark.net>, hkurtz@aol.com
Content-Type: text/plain; charset=US-ASCII
Content-Transfer-Encoding: 7bit
Content-Description: cc:Mail note part

I doubt that the "margin of error is correctly calculated" on this Intersurvey poll.

Given the sample size of 871, and the reported sampling error of 3%, it appears that a simple random sample error estimation was used. This is inappropriate and grossly underestimates the sampling error, and can lead to inaccurate claims of significant differences.

Since a telephone survey was used to recruit the panel, and demographic post-stratification was used, there appear to be at least 3 factors contributing to individual weights: # of phones, # of adults, and the demographic post-stratification factor. If an appropriate variance estimation method were used on these data, my guess is that the margin of error would be roughly twice as large, in the neighborhood of 6%. Since I haven't read the article, I can't say what this would mean for the reported results.

Tom Duffy
Macro International Inc.
New York, NY

_____ Reply Separator

Subject: RE: Washington Post survey disclosure
Author: Doug Rivers <drivers@intersurvey.com> at Internet
Date: 2/16/2000 10:05 PM

Contrary to Mr. Werner's statement, the InterSurvey Panel is a random sample of the U.S. population and the margin of error is correctly calculated and reported in the Post story.

I have previously posted a short statement of the methodology employed by InterSurvey on AAPORnet, but for those who missed it:

- 1) InterSurvey draws a random sample of US households using RDD
- 2) All selected households are provided with free hardware and Internet access
- 3) For particular studies, subsamples are drawn at random from the panel. These samples are true probability samples with a sampling

frame that includes all households, including households without computers. We do NOT use volunteers.

Doug Rivers

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

From: Jan Werner [mailto:jwerner@jwdp.com]
Sent: Wednesday, February 16, 2000 10:46 AM
To: AAPORNET
Cc: Rich Morin; hkurtz@aol.com
Subject: Washington Post survey disclosure

Today's Washington Post contains an article under the joint byline of Howard Kurtz and Richard Morin describing the results of a poll conducted online to measure the effect of negative advertising in the South Carolina republican primary on voters, and described as follows:

In the first attempt by a news organization to measure public reaction to political ads by showing them to a national sample of adults over the Internet, The Washington Post surveyed 871 Republicans over five days ending last week. InterSurvey, a California research firm, fed the ads to respondents' television sets, which are equipped with WebTV, and they responded on keyboards to questions posed on the screen.

I have no quarrel with the results of the survey, but the article itself provides a sad example of the extent to which the press will misrepresent polls and sampling error to its own advantage.

This sample was not drawn from the national population, but from a panel pre-recruited by InterSurvey, a company in which the Washington Post is an investor. Neither fact is mentioned in the article, which says only, in the "disclosure box" at the end:

The latest Washington Post poll is based on interviews conducted online with 871 randomly chosen Republican adults across the country on Feb. 5 -- 9, 2000. The margin of error for results shown is plus or minus 3 percentage points. Sampling error is only one of many potential sources of error in this or any other public opinion poll. The survey was conducted by InterSurvey of Palo Alto, Calif.

Note how the disclosure box skillfully shifts from the expression "margin of error" to the elaboration that "Sampling error is only one of many potential sources of error...", thus managing to imply that not just sampling, but all sources of error are included in computing that figure.

But even if the InterSurvey panel were a true probability sample of the U.S. population, and even if the sample selected for this poll were a true probability sample from the panel, the "margin of error" provided

here would still only apply to the probability that the sample represents the panel from which it was drawn, not with respect to the overall U.S. population.

While a reader may not be expected to understand the statistics involved, the failure to disclose the population from which the sample was drawn is an egregious violation of the principles of disclosure that AAPOR, NCPP and others in the opinion research profession have been trying to promote.

Since Mr. Kurtz spends much of his time describing how political ads stretch the truth, it is all the more depressing to see this under his own byline. And Rich Morin, an AAPOR member, should certainly know better.

Jan Werner
jwerner@jwdp.com

The full article may be read at:

<http://washingtonpost.com/wp-srv/WPlate/2000-02/16/1001-021600-idx.html>

For an article in today's Washington Post describing another (dubious) survey conducted by InterSurvey that supplies more accurate information about them and their methodology, go to:

<http://washingtonpost.com/wp-srv/WPlate/2000-02/16/1551-021600-idx.html>

```
=====
Date: Thu, 17 Feb 2000 10:33:52 -0500
From: "Dumont, Bryan" <BDumont@apcoassoc.com>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Washington Post survey disclosure
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2448.0)
Content-Type: multipart/alternative;
        boundary="----=_NextPart_001_01BF795C.64E791B0"
```

This message is in MIME format. Since your mail reader does not understand this format, some or all of this message may not be legible.

```
-----=_NextPart_001_01BF795C.64E791B0
Content-Type: text/plain;
        charset="iso-8859-1"
```

Of course these adjustments should be made for any RDD sample survey - and rarely are. The criticism should not be leveled at InterSurvey exclusively.

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

```
> From: tduffy@macroint.com [SMTP:tduffy@macroint.com]
> Sent: Thursday, February 17, 2000 10:20 AM
> To: jwerner@jwdp.com; AAPORNET; Doug Rivers
> Cc: Rich Morin; hkurtz@aol.com
> Subject: Re[2]: Washington Post survey disclosure
>
```

```
> I doubt that the "margin of error is correctly calculated" on this
```

> Intersurvey poll.
>
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> adults, and the demographic post-stratification factor. If an
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> guess is that the margin of error would be roughly twice as large, in
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> the neighborhood of 6%. Since I haven't read the article, I can't say
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> what this would mean for the reported results.
>
> Tom Duffy
> Macro International Inc.
> New York, NY

> _____ Reply Separator

> Subject: RE: Washington Post survey disclosure
> Author: Doug Rivers <drivers@intersurvey.com> at Internet
> Date: 2/16/2000 10:05 PM

> Contrary to Mr. Werner's statement, the InterSurvey Panel is a random
> sample of the U.S. population and the margin of error is correctly
> calculated and reported in the Post story.

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> by InterSurvey on AAPORnet, but for those who missed it:

- > 1) InterSurvey draws a random sample of US households using RDD
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> access
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> panel. These samples are true probability samples with a sampling
> frame that includes all households, including households without
> computers. We do NOT use volunteers.

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> Sent: Wednesday, February 16, 2000 10:46 AM
> To: AAPORNET

> Cc: Rich Morin; hkurtz@aol.com
> Subject: Washington Post survey disclosure
>
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-----_NextPart_001_01BF795C.64E791B0

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charset="iso-8859-1"

Content-Transfer-Encoding: quoted-printable

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 3.2//EN">

<HTML>

<HEAD>

<META HTTP-EQUIV=3D"Content-Type" CONTENT=3D"text/html; =
charset=3Dus-ascii">

<META NAME=3D"Generator" CONTENT=3D"MS Exchange Server version =
5.5.2448.0">

<TITLE>RE: Re[2]: Washington Post survey disclosure</TITLE>

</HEAD>

<BODY>

<P>Of course these =
adjustments should be made for any RDD sample survey - and rarely =
are. The criticism should not be leveled at InterSurvey =
exclusively.</P>

<P>-----Original Message-----

From: <FONT =
SIZE=3D1 FACE=3D"Arial">tduffy@macroint.com =
[SMTP:tduffy@macroint.com]

Sent: <FONT =
SIZE=3D1 FACE=3D"Arial">Thursday, February 17, 2000 10:20 AM

<FONT SIZE=3D1 =
FACE=3D"Arial">To: <FONT SIZE=3D1 =
FACE=3D"Arial">jwerner@jwdp.com; AAPORNET; Doug Rivers

<FONT SIZE=3D1 =
FACE=3D"Arial">Cc: <FONT SIZE=3D1 =
FACE=3D"Arial">Rich Morin; hkurtz@aol.com

<FONT SIZE=3D1 =
FACE=3D"Arial">Subject: =
 Re[2]: Washington Post survey =
disclosure

</P>

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Tom Duffy
 Macro International Inc.
 New York, NY

Reply Separator _____
 Subject: RE: Washington Post survey = disclosure
 Author: Doug Rivers = <drivers@intersurvey.com> at Internet
 Date: 2/16/2000 = 10:05 PM

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</HTML>

-----=_NextPart_001_01BF795C.64E791B0--

Date: Thu, 17 Feb 2000 10:50:56 -0500
From: "Bill Thompson" <bthompson@directionsrsch.com>
To: aapornet@usc.edu
Message-ID: <85256888.00570FF7.00@drione.directionsrsch.com>
Subject: Re: Outa Woik
Mime-Version: 1.0
Content-type: text/plain; charset=us-ascii
Content-Disposition: inline

I see no reason that job announcements can't be made on AAPORnet as they come up. It doesn't seem to be too frequent. I think the AAPOR site is appropriate for those who may not be on the list but who are members or those who know about AAPOR and would look to it for information about jobs

Date: Thu, 17 Feb 2000 08:12:25 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Re: Lavrakas on Solomon 4-group design
In-Reply-To: <2.2.32.20000217133320.0072509c@pop.service.ohio-state.edu>
Message-ID: <Pine.GSO.4.10.10002170755010.10066-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Folks,

I began to write this message to just Paul Lavrakas, but now see no reason not to post it to AAPORNET.

Thank you, Paul, for taking the time to write and post this to us all. It's because of you, and a growing number of others (you know who you are), that AAPORNET continues to be one of best social science methods courses--and undoubtedly by far the most interesting one--on the planet (the rest of the cosmos can speak for itself).

-- Jim

P.S. That said, I wonder if representative samples are required in experimental designs if respondents chosen are randomly distributed among all the groups and the Ns in each cell are sufficiently large to achieve reasonable significance. The Internet seems to me an excellent means to conduct research such as this--at least as good as rounding up the usual undergraduate subjects.

On Thu, 17 Feb 2000, Paul J. Lavrakas, Ph.D. wrote:

> What strikes me about this Washington Post internet survey, is the apparent
> failure to take advantage of the power of this sampling methodology by
> deploying a randomized experiment within the random sample. This would
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> The current problems with drawing a representative sample from an Internet
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> design is truly a great advantage of the Internet mode of surveying. Not
> taking advantage of this power is a waste.

Date: Thu, 17 Feb 00 11:17:38 EST
From: Judy Tanur <JTANUR@ccvm.sunysb.edu>
Subject: Re: Lavrakas on Solomon 4-group design
To: aapornet@usc.edu
In-Reply-To: <Pine.GSO.4.10.10002170755010.10066-100000@almaak.usc.edu>
X-Mailer: MailBook 98.01.000
Message-Id: <000217.112123.EST.JTANUR@ccvm.sunysb.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII
Content-Transfer-Encoding: 7BIT

I couldn't agree more with Jim's characterization of aapornet as a wonderful social science methods course. It's in that spirit that I point out that Jim's question at the end about needing a representative sample for an experimental design is a question about internal vs. external validity. Randomization of subjects to groups provides internal validity; only a random sample from a population can provide external validity. But of course, such a "sample" from the internet is surely no worse than the usual rounding up of undergraduate subjects. Best, Judy Tanur

On Thu, 17 Feb 2000 08:12:25 -0800 (PST) James Beniger said:

>
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>Folks,
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>

Date: Thu, 17 Feb 2000 11:25:03 -0500
Message-Id: <200002171625.LAA44230@garnet2.acns.fsu.edu>
X-Sender: slosh@garnet.acns.fsu.edu
X-Mailer: Windows Eudora Light Version 1.5.2
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: aapornet@usc.edu
From: Susan Losh <slosh@garnet.acns.fsu.edu>
Subject: Re: Lavrakas on Solomon 4-group design

If subjects/respondents are randomized across groups, all other things
equal, we can use tests of statistical significance to see the odds of the

group differences being due to chance.

However if there is not some kind of probability sample, how can one legitimately generalize beyond the subjects at hand to make "universal statements" about the effects of the treatments?

(I know, I know, medicine does it all the time--and sometimes has egg on its face as a result.)

Susan

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>experimental designs if respondents chosen are randomly distributed among
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>> taking advantage of this power is a waste.

>

>

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

Susan Carol Losh, PhD.

Academic Year 1999-2000 PHONE 850-385-4266

slosh@garnet.fsu.edu

PLEASE MAKE A NOTE!

I AM NOW IN TRANSITION TO:

The Department of Educational Research
Florida State University
Tallahassee FL 32306-4453

850-644-4592 Educational Research Office
FAX 850-644-8776

FROM:

The Department of Sociology
Florida State University
Tallahassee FL 32306-2270

850-644-6416 Sociology Office
FAX 850-644-6208

Date: Thu, 17 Feb 00 11:16:48 EST
From: Don Ferree <SSDCF@UConnVM.UConn.Edu>
Subject: Re: Lavrakas on Solomon 4-group design
To: Members of AAPORNET <aapornet@usc.edu>
In-Reply-To: <Pine.GSO.4.10.10002170755010.10066-100000@almaak.usc.edu>
X-Mailer: MailBook 98.01.000
Message-Id: <000217.112911.EST.SSDCF@UConnVM.UConn.Edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII
Content-Transfer-Encoding: 7BIT

On Thu, 17 Feb 2000 08:12:25 -0800 (PST) James Beniger said:
(IN PART)

>

>P.S. That said, I wonder if representative samples are required in
>experimental designs if respondents chosen are randomly distributed among
>all the groups and the Ns in each cell are sufficiently large to achieve
>reasonable significance. The Internet seems to me an excellent means to
>conduct research such as this--at least as good as rounding up the usual
>undergraduate subjects.

>

>

Fundamentally, what experimental design requires is that the subjects
be randomly assigned to "conditions", which then makes possible
statistical analysis of the effects (main, interaction, etc.) of the
various conditions. If this random assignment is not made, or cannot
be presumed, one is out of luck.

Of course, that is not the end of the story. As is the case for ALL inferential procedures, one is not interested solely in the subjects actually in the design, but in the (supposed) broader population that they are taken to represent. Strictly speaking, the typical experimental study on college students which is generalized to "people" assumes that (a) the subjects in question can be regarded as a sample of students and (b) students as a population can be equated to "people" in terms of all meaningful characteristics. Otherwise, one is unjustified in carrying any interpretation of experimental effects found beyond the specific persons taking part. The fact that the "leaps" implied in the two conditions specified are routinely ignored does not mean they should be. Randomly assigning participants in the 1936 Literary Digest "survey" to experimental conditions would not render any conclusions any more generalizable than the marginal voting preference was.

```
=====
Date: Thu, 17 Feb 2000 13:05:43 -0500
From: OM <abider@american.edu>
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Lavrakas on Solomon 4-group design
References: <000217.112911.EST.SSDCF@UConnVM.UConn.Edu>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit
```

Don Ferree wrote IN PART:

```
> On Thu, 17 Feb 2000 08:12:25 -0800 (PST) James Beniger said:
> (IN PART)
> >
> >P.S. . The Internet seems to me an excellent means to
> >conduct research such as this--at least as good as rounding up the usual
> >undergraduate subjects.
> ><SNIP>
> >
> Of course, that is not the end of the story. As is the case for ALL
> inferential procedures, one is not interested solely in the subjects
> actually in the design, but in the (supposed) broader population that
> they are taken to represent. Strictly speaking, the typical experimental
> study on college students which is generalized to "people" assumes that
> (a) the subjects in question can be regarded as a sample of students and
> (b) students as a population can be equated to "people" in terms of
> all meaningful characteristics. Otherwise, one is unjustified in
> carrying any interpretation of experimental effects found beyond the
> specific persons taking part.
```

<SNIP>

But then the particular selection of folks making up the Year 2000 population of the US cannot "be equated to [all] people" either.
Albert Biderman
abider@american.edu

=====
Date: Thu, 17 Feb 2000 13:23:19 EST
From: RoniRosner@aol.com
Received: from RoniRosner@aol.com
by imo-d09.mx.aol.com (mail_out_v25.3.) id 5.2d.167ddef (4584)
for <aapornet@usc.edu>; Thu, 17 Feb 2000 13:23:19 -0500 (EST)
Message-ID: <2d.167ddef.25dd9697@aol.com>
Subject: MONITORING POLLS & POLL COVERAGE -- 3/2 NYAAPOR MTG.
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="ISO-8859-1"
X-Mailer: AOL 4.0 for Windows 95 sub 229
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id KAA12428

NEW YORK AAPOR & the MEDIA STUDIES CENTER
present an Evening Meeting

Date Thursday, 2 March 2000
Reception 5:30 p.m.
Presentation 6:00 -- 7:30 p.m.

Place Newseum/NY (The Media Studies Center)
580 Madison Ave. (56-57th Sts.)/Mezzanine Level

Admission NYAAPOR members, student members, HLMS,
MSC, free; other students, \$5*; all
others, \$15*
(* free if joining at the meeting)

RSVP by Friday, 25 Feb.-- E-mail RoniRosner@aol.com

MONITORING POLLS & POLL COVERAGE:
THE NCPP's POLLING REVIEW BOARD

Harry O'Neill, Roper Starch Worldwide
Warren Mitofsky, Mitofsky International
Humphrey Taylor, Harris Interactive

The National Council on Public Polls recently announced the formation of a Polling Review Board to monitor the conduct and reporting of polls and, when appropriate, issue clarifying commentary.

This unprecedented effort, by a major public opinion research association, to draw increased attention to the issue of professional standards in the polling industry, has the potential to have a significant impact on the industry and its relationship with the news media.

All three members of the Review Board will address these important questions:

How far should the Board go in commenting on polls and poll reporting?

Under what circumstances should the Board issue statements about polls and/or poll reporting?

What mechanisms ought to be established for communicating concerns to

the PRB?

What should AAPOR's relationship be to this NCPP initiative?

```
=====
Date: Thu, 17 Feb 2000 15:06:19 -0500
From: Manfred Kuechler <mkuechle@shiva.hunter.cuny.edu>
Received: from social54 (social54.hunter.cuny.edu [146.95.12.54])
        by hejira.hunter.cuny.edu (8.9.3/8.9.3) with ESMTTP id PAA00714
        for <aapornet@usc.edu>; Thu, 17 Feb 2000 15:12:51 -0500 (EST)
Message-Id: <4.2.2.20000217145620.00a3b500@shiva.hunter.cuny.edu>
X-Sender: mkuechle@shiva.hunter.cuny.edu (Unverified)
X-Mailer: QUALCOMM Windows Eudora Pro Version 4.2.2
To: aapornet@usc.edu
Subject: InterSurvey's latest project: Studying Internet access and use
In-Reply-To: <2.2.32.20000217144251.00735ba4@pop.service.ohio-state.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed
```

You have probably seen the front page story in the NYT two days ago, a new study on Internet access and use co-directed by Norman Nie (yes, "the" Norman Nie of SPSS and American Voter fame). What the NYT did not tell you was that the survey of some 4000 respondents was conducted by InterSurvey using their innovative "random sampling on the Web" approach. More information is now available at:
http://www.stanford.edu/group/siqss/Press_Release/press_release.html

There are several support documents including the precise wording of the questions; a commendable level of disclosure. Some of the findings fly in the face of the Census studies on Internet access -- like that the ethnicity effect on Internet access is "statistically insignificant". I quote:

" By far the most important factors facilitating or inhibiting Internet access are education and age, and not income - nor race/ethnicity or gender, each of which account for less than 5 percent change in rates of access and are statistically insignificant."

One would need to check whether the web administration mode may have had an effect on findings like these. For now, I reserve judgment, but this is good stuff for more discussion on the issue of (real, not trash) web surveys.

```
=====
Date: Thu, 17 Feb 2000 15:10:44 -0500
From: Manfred Kuechler <mkuechle@shiva.hunter.cuny.edu>
Received: from social54 (social54.hunter.cuny.edu [146.95.12.54])
        by hejira.hunter.cuny.edu (8.9.3/8.9.3) with ESMTTP id PAA01037
        for <aapornet@usc.edu>; Thu, 17 Feb 2000 15:17:15 -0500 (EST)
Message-Id: <4.2.2.20000217150753.00a2eee0@shiva.hunter.cuny.edu>
X-Sender: mkuechle@shiva.hunter.cuny.edu (Unverified)
X-Mailer: QUALCOMM Windows Eudora Pro Version 4.2.2
To: aapornet@usc.edu
Subject: InterSurvey's latest project: Studying Internet access and use
        (PS)
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed
```

PS: I did not complete the sentence about the co-principal investigators, so here is the rest:

You have probably seen the front page story in the NYT two days ago, a new study on Internet access and use co-directed by Norman Nie (yes, "the" Norman Nie of SPSS and American Voter fame) and Lutz Erbring (formerly at Chicago, but back in Germany at FU Berlin for the last 12 years or so).

Date: Thu, 17 Feb 2000 15:17:57 -0500
From: "Bob Groves" <BGroves@survey.umd.edu>
To: <aapornet@usc.edu>
Subject: Faculty Position at Joint Program in Survey Methodology for
Survey Statistician
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Disposition: inline
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id MAA13790

The Joint Program in Survey Methodology (JPSM) seeks applications for an open rank (tenured or tenure-track) faculty appointment from persons with research interests in survey statistics. The JPSM is a graduate degree program (MS and PhD) teaching principles and practices in the design, conduct, analysis and evaluation of sample surveys. Its faculty is an interdisciplinary mix of statistical and social scientists.

The JPSM is a consortium of the University of Maryland, the University of Michigan, and Westat, sponsored by the U.S. Federal statistical agencies. Responsibilities include graduate teaching and research. Research interests should include one or more of the following areas: sample design, variance estimation with complex sample designs, weighting and imputation, model-based vs. design based inference, measurement error models, and small area estimation. Doctorate in statistics, biostatistics or a related field is required. Applicants for a tenured appointment should have a strong publication record in sampling or survey statistics. A strong record in funded research is also desirable.

Send CV and names of three references to Dr. Graham Kalton, Search Committee Chair, JPSM, 1218 LeFrak Hall, College Park, Maryland 20742. Reviews will continue until the position is filled. For more information call Dr. Kalton at 301-251-8253 or email to Gkalton@survey.umd.edu. The University of Maryland is an EEO/AA Employer. Women and minorities are encouraged to apply.

Detailed information concerning JPSM and its programs can be found on the web at: www.jpsm.umd.edu

Date: Thu, 17 Feb 2000 15:41:19 -0500
To: aapornet@usc.edu
From: Warren Mitofsky <mitofsky@mindspring.com>
Subject: Re: Washington Post survey disclosure
In-Reply-To: <00Feb17.103119est.119105@gateway.macoint.com>
Mime-Version: 1.0

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

I have computed the sampling error for surveys like these and for many characteristics the design effect is negligible. Tom's guess that the sampling error would be twice as large as that produced by pq/n was not correct in my experience. pq/n is a reasonable approximation for many 50% characteristics.

At 10:19 AM 2/17/00 -0500, you wrote:

> I doubt that the "margin of error is correctly calculated" on this
> Intersurvey poll.

>
> Given the sample size of 871, and the reported sampling error of 3%,
> it appears that a simple random sample error estimation was used. This
> is inappropriate and grossly underestimates the sampling error, and
> can lead to inaccurate claims of significant differences.

>
> Since a telephone survey was used to recruit the panel, and
> demographic post-stratification was used, there appear to be at least
> 3 factors contributing to individual weights: # of phones, # of
> adults, and the demographic post-stratification factor. If an
> appropriate variance estimation method were used on these data, my
> guess is that the margin of error would be roughly twice as large, in
> the neighborhood of 6%. Since I haven't read the article, I can't say
> what this would mean for the reported results.

>
> Tom Duffy
> Macro International Inc.
> New York, NY

> _____ Reply Separator

> _____
>Subject: RE: Washington Post survey disclosure
>Author: Doug Rivers <drivers@intersurvey.com> at Internet
>Date: 2/16/2000 10:05 PM

>
>
>Contrary to Mr. Werner's statement, the InterSurvey Panel is a random
>sample of the U.S. population and the margin of error is correctly
>calculated and reported in the Post story.

>
>I have previously posted a short statement of the methodology employed
>by InterSurvey on AAPORnet, but for those who missed it:

- >
>1) InterSurvey draws a random sample of US households using RDD
>
>2) All selected households are provided with free hardware and Internet
>access
>
>3) For particular studies, subsamples are drawn at random from the
>panel. These samples are true probability samples with a sampling
>frame that includes all households, including households without
>computers. We do NOT use volunteers.

>
>Doug Rivers

>

>

>

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

>From: Jan Werner [mailto:jwerner@jwdp.com]

>Sent: Wednesday, February 16, 2000 10:46 AM

>To: AAPORNET

>Cc: Rich Morin; hkurtz@aol.com

>Subject: Washington Post survey disclosure

>

>

>Today's Washington Post contains an article under the joint byline of

>Howard Kurtz and Richard Morin describing the results of a poll

>conducted online to measure the effect of negative advertising in the

>South Carolina republican primary on voters, and described as follows:

>

> In the first attempt by a news organization to measure
> public reaction to political ads by showing them to a
> national sample of adults over the Internet, The
> Washington Post surveyed 871 Republicans over five
> days ending last week. InterSurvey, a California
> research firm, fed the ads to respondents' television
> sets, which are equipped with WebTV, and they
> responded on keyboards to questions posed on the
> screen.

>

>I have no quarrel with the results of the survey, but the article itself

>provides a sad example of the extent to which the press will

>misrepresent polls and sampling error to its own advantage.

>

>This sample was not drawn from the national population, but from a panel

>pre-recruited by InterSurvey, a company in which the Washington Post is

>an investor. Neither fact is mentioned in the article, which says only,

>in the "disclosure box" at the end:

>

> The latest Washington Post poll is based on interviews
> conducted online with 871 randomly chosen Republican
> adults across the country on Feb. 5 -- 9, 2000. The
> margin of error for results shown is plus or minus 3
> percentage points. Sampling error is only one of many
> potential sources of error in this or any other public
> opinion poll. The survey was conducted by InterSurvey
> of Palo Alto, Calif.

>

>Note how the disclosure box skillfully shifts from the expression

>"margin of error" to the elaboration that "Sampling error is only one of

>many potential sources of error...", thus managing to imply that not

>just sampling, but all sources of error are included in computing that

>figure.

>

>But even if the InterSurvey panel were a true probability sample of the

>U.S. population, and even if the sample selected for this poll were a

>true probability sample from the panel, the "margin of error" provided

>here would still only apply to the probability that the sample

>represents the panel from which it was drawn, not with respect to the

>overall U.S. population.

>

>While a reader may not be expected to understand the statistics

>involved, the failure to disclose the population from which the sample
>was drawn is an egregious violation of the principles of disclosure that
>AAPOR, NCPP and others in the opinion research profession have been
>trying to promote.

>

>Since Mr. Kurtz spends much of his time describing how political ads
>stretch the truth, it is all the more depressing to see this under his
>own byline. And Rich Morin, an AAPOR member, should certainly know
>better.

>

>Jan Werner
>jwerner@jwdp.com

>

>

>The full article may be read at:

>

><http://washingtonpost.com/wp-srv/WPlate/2000-02/16/1001-021600-idx.html>

>

>For an article in today's Washington Post describing another (dubious)
>survey conducted by InterSurvey that supplies more accurate information
>about them and their methodology, go to:

>

><http://washingtonpost.com/wp-srv/WPlate/2000-02/16/1551-021600-idx.html>

Mitofsky International
1 East 53rd Street - 5th Floor
New York, NY 10022

212 980-3031 Phone
212 980-3107 FAX
mitofsky@mindspring.com

=====
Date: Thu, 17 Feb 2000 16:07:23 -0500
From: Karen Donelan <kdonelan@hsph.harvard.edu>
X-Mailer: Mozilla 4.05 [en] (Win95; I)
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Washington Post survey disclosure
References: <54731b9812473b331576d634cf5f228938ac05bb@inter-survey.com>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

>From prior postings, I understood that this is not a standard RDD
sample--indeed, I thought it was a cluster sample with a design effect
greater than 1.00. So I presume the standard errors you report somehow
account for the design effect.

You noted previously that the CASRO response rate (similar to AAPOR #4) was
slightly above 50%. I presume you did a survey to screen for people and
then invited them to be in the panel. I presume some declined. Is the
response rate a composite rate that takes into account cooperation at each
stage (initial interview, installation of equipment.

The other questions still on the table for me are:

1. In the original effort to recruit the panel, were internet users more likely to cooperate than non-users? What other groups were more or less likely to cooperate compared with national demographics? This is ESPECIALLY critical since there is, in this first release, a deliberate effort to compare internet users and non-users and it is not clear to me whether the data come from the recruitment survey, or a survey conducted in the homes of people who are now all, by definition, internet users.

2. How are the weights calculated for the data you report from any (sub)sample? Do you weight back to national or panel demographics? Do you weight on internet use?

3. How many times can you tap the same people in the panel and still call them a random sample of the nation's population as opposed to just a random sample of a panel?

4. Related to my early point, are the "newly created" Internet users different from those responders who were users before in other ways you don't report? Are you tracking how they change once you expose them to this new technology and ask them to use it?

5. This is simply not a standard RDD population. It perhaps is the first time you called them, but from that point forward these people are different by virtue of your intervention to change their behavior. The challenge for you and for all of us is to measure and describe what happens.

I think many of us admire this next attempt in a series of efforts to understand how to do surveys better in a new methodology. Like any new method, it needs evaluation and refinement.

Karen Donelan
Harvard School of Public Health

Doug Rivers wrote:

> To repeat yet again: InterSurvey does NOT use an "Internet sampling frame."
> The sampling frame is a standard RDD sampling frame.

>

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

> From: Paul J. Lavrakas, Ph.D. [mailto:lavrakas.1@osu.edu]

> Sent: Thursday, February 17, 2000 5:33 AM

> To: aapornet@usc.edu

> Subject: Re: Washington Post survey disclosure

>

> What strikes me about this Washington Post internet survey, is the apparent
> failure to take advantage of the power of this sampling methodology by
> deploying a randomized experiment within the random sample. This would
> provide a internally valid test of cause-and-effect.

>

> A variation of the Solomon 4-group design where one randomly assigned group
> saw only Bush ads, another group saw only McCain ads, another saw Bush
then

> McCain ads, and the last group saw McCain then Bush ads, would provide the
> type of data to be able to make valid statements about what effects the

> respective ads have on attitudes and behavioral dispositions.
>
> Possibly an experimental design of some type was used for this survey, but
> the write-up suggest not. Thus, it leaves the one to wonder what analyses
> were used to support the conclusions.
>
> The current problems with drawing a representative sample from an Internet
> frame notwithstanding, the ability to use audio-visual stimuli in
randomized
> design is truly a great advantage of the Internet mode of surveying. Not
> taking advantage of this power is a waste.
>
> At 01:45 PM 2/16/00 -0500, Jan Werner wrote:
> >Today's Washington Post contains an article under the joint byline of
> >Howard Kurtz and Richard Morin describing the results of a poll
> >conducted online to measure the effect of negative advertising in the
> >South Carolina republican primary on voters, and described as follows:
> >
> >
> >
> >
> >
> * * * * *
> * Paul J. Lavrakas, Ph.D. *
> * Professor of Journalism & Communication *
> * Professor of Public Policy & Management *
> * Professor of Sociology *
> * 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 *
> * * * * *

=====
Date: Thu, 17 Feb 00 16:15:24 EST
From: Don Ferree <SSDCF@UConnVM.UConn.Edu>
Subject: Re: Lavrakas on Solomon 4-group design
To: Members of AAPORNET <aapornet@usc.edu>
In-Reply-To: <38AC3877.D46DB4E6@american.edu>
X-Mailer: MailBook 98.01.000
Message-Id: <000217.162526.EST.SSDCF@UConnVM.UConn.Edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII
Content-Transfer-Encoding: 7BIT

Al Biderman is strictly correct that one cannot generalize from the Year 2000 population of the US to all people everywhere, but in surveys, I think it is generally understood that this generalization is not being made. If it were, there would be no reason to repeat questions and examine trends, which presuppose that population characteristics can and do change over time. Similarly, cross national research and comparison rests on the assumption that people in the United States (or any country) cannot be equated to human beings generally. Nonetheless, his point is reflected in the way some refer to "margin of error"

as relating to the 'chance that, had the entire population of X been asked exactly these questions at the time the survey was conducted, the results would be off from those reported here by more than Y', coupled with a disclaimer about other causes of discrepancy between the survey and the population characteristics it purports to measure. Beyond that, though, if the impact of his point is to vitiate the importance of being aware what generalization is being claimed, it overstates the case, I think. And my basic point was that one type of randomization does not do away with the necessity of it at other points in the research design.

On Thu, 17 Feb 2000 13:05:43 -0500 OM IN PART

>

><SNIP>

>But then the particular selection of folks making up the Year 2000 population

>of the US cannot "be equated to [all] people" either.

>Albert Biderman

>abider@american.edu

>

Date: Thu, 17 Feb 2000 13:27:43 -0800

From: sullivan@fsc-research.com

Received: from 6b7va (fscnt1.fsc-research.com [206.180.228.75])
by web2.tdl.com (8.9.1a/8.9.1) with SMTP id NAA10689

for <aapornet@usc.edu>; Thu, 17 Feb 2000 13:33:41 -0800

Message-Id: <200002172133.NAA10689@web2.tdl.com>

To: aapornet@usc.edu

MIME-Version: 1.0

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

Content-transfer-encoding: 7BIT

Subject: Re: Lavrakas on Solomon 4-group design

In-reply-to: <200002171625.LAA44230@garnet2.acns.fsu.edu>

X-mailer: Pegasus Mail for Win32 (v3.01d)

Content-Transfer-Encoding: 7BIT

The results of most classical scientific experiments cannot be used to make universal statements about the effects of treatments under the logic you espouse. Chemists don't generally experiment with representative samples of chemicals, physicists don't generally experiment with representative samples of particles and biologists don't generally perform experiments on representative samples of cells and animals. In fact, in most cases the chemicals, particles, cells and animals involved in experimentation are very different from those that are found in vivo.

The business of describing the features of the world (i.e., how many of something there are, how big they are and so forth) is really quite different from the business of describing the processes that make things happen in the world (i.e., what causes what). One activity is the proper domain of surveys and surveyors. The other is the domain of experiments and experimenters. This not to say that the two paradigms are never mixed. Sometimes they are.

It's just not a requirement for the advancement of science or for making universal statements about how things work.

Now, on the other matter, I really don't see how InterSurvey's

sample design differs dramatically from an RDD sample. It appears to be a simple random sample from a simple random sample or a proportional random sample. So from the point of view of sample design, it should be unbiased and efficient. Weighting by telephone instruments might be appropriate but it would have a negligible effect on the variance. I don't see why it would be weighted by number of adults or other undefined stratification variables. Ballpark, it is probably plus or minus 3%. But, what if it was 4% or 5%? Would that be a big deal? I don't think so. Especially given the interesting nature of the survey measurement protocol used.

But the problem here really isn't sampling precision, is it? The problem is in the representativeness of the realized sample. There are three filters on the InterSurvey sample that could dramatically distort the picture of the underlying US Population. First, it is comprised of people who can be reached by RDD -- no more than about 65% of the population. Second it is comprised of people within that 65% who have agreed to the conditions of InterSurvey's panel participation. Finally, it is limited to the fraction of the InterSurvey panel that responded to the particular survey wave. I suspect these three filters take away more 50% of the sample that would represent the population of interest. Ok, so there is considerable potential for measurement error in this survey arising from non-response. But their disclaimer dealt with that openly in the article, which by the way we seldom see with other reported polls.

When all is said and done, variations in the protocols used to carry out RDD surveying could have a much larger impact on non-response bias than the two additional filters that are present in the InterSurvey process. I have seen some pretty badly executed RDD telephone surveys in my time -- surveys with 25% to 50% response rates. Time will tell whether InterSurvey's measurement protocols and management practices produce measurements that are comparable to or better than well executed RDD surveys of the same populations. I for one hope they succeed brilliantly.

Date sent: Thu, 17 Feb 2000 11:25:03 -0500
Send reply to: aapornet@usc.edu
From: Susan Losh <slosh@garnet.acns.fsu.edu>
To: aapornet@usc.edu
Subject: Re: Lavrakas on Solomon 4-group design

If subjects/respondents are randomized across groups, all other things equal, we can use tests of statistical significance to see the odds of the group differences being due to chance.

However if there is not some kind of probability sample, how can one legitimately generalize beyond the subjects at hand to make "universal statements" about the effects of the treatments?
(I know, I know, medicine does it all the time--and sometimes has egg on its face as a result.)

Susan

>P.S. That said, I wonder if representative samples are required in
>experimental designs if respondents chosen are randomly distributed among
>all the groups and the Ns in each cell are sufficiently large to achieve
>reasonable significance. The Internet seems to me an excellent means to
>conduct research such as this--at least as good as rounding up the usual
>undergraduate subjects.

>

>

>*****

>

>On Thu, 17 Feb 2000, Paul J. Lavrakas, Ph.D. wrote:

>

>> What strikes me about this Washington Post internet survey, is the
apparent

>> failure to take advantage of the power of this sampling methodology by
>> deploying a randomized experiment within the random sample. This would
>> provide a internally valid test of cause-and-effect.

>>

>> A variation of the Solomon 4-group design where one randomly assigned
group

>> saw only Bush ads, another group saw only McCain ads, another saw Bush
then

>> McCain ads, and the last group saw McCain then Bush ads, would provide the
>> type of data to be able to make valid statements about what effects the
>> respective ads have on attitudes and behavioral dispositions.

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>> Possibly an experimental design of some type was used for this survey, but
>> the write-up suggest not. Thus, it leaves the one to wonder what analyses
>> were used to support the conclusions.

>>

>> The current problems with drawing a representative sample from an Internet
>> frame notwithstanding, the ability to use audio-visual stimuli in
randomized

>> design is truly a great advantage of the Internet mode of surveying. Not
>> taking advantage of this power is a waste.

>

>

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

Susan Carol Losh, PhD.

Academic Year 1999-2000 PHONE 850-385-4266

slosh@garnet.fsu.edu

PLEASE MAKE A NOTE!

I AM NOW IN TRANSITION TO:

The Department of Educational Research

Florida State University

Tallahassee FL 32306-4453

850-644-4592 Educational Research Office

FAX 850-644-8776

FROM:

The Department of Sociology
Florida State University
Tallahassee FL 32306-2270

850-644-6416 Sociology Office
FAX 850-644-6208

The information contained in this communication is confidential and is intended only for the use of the addressee. It is the property of Freeman, Sullivan & Co. If you have received this communication in error, please notify us immediately by return e-mail or by e-mail to postmaster@fsc-research.com, and destroy this communication and all copies thereof, including attachments.

```
=====  
Date: Thu, 17 Feb 2000 16:18:37 -0700  
From: Fred Solop <Fred.Solop@NAU.EDU>  
Subject: Survey of Arizona Primary Voters  
X-Sender: solop@jan.ucc.nau.edu  
To: aapornet@usc.edu  
Message-id: <4.1.20000217161502.00a71260@jan.ucc.nau.edu>  
MIME-version: 1.0  
X-Mailer: QUALCOMM Windows Eudora Pro Version 4.1  
Content-type: multipart/alternative;  
  boundary="Boundary_(ID_BYBwOo/tDZVwYDfcxHDq3A)"
```

```
--Boundary_(ID_BYBwOo/tDZVwYDfcxHDq3A)  
Content-type: text/plain; charset=us-ascii
```

The results of a new survey of likely Republican primary voters in Arizona is now available on the web:

www.nau.edu/~srl

Frederic I. Solop, Ph.D.

Director
Social Research Laboratory
PO Box 15301
Northern Arizona University
Flagstaff, AZ 86011
(520) 523-3135 -- phone
(520) 523-6654 -- fax
Fred.Solop@nau.edu
www.nau.edu/~srl

Tomorrow's Information ... Today!

--Boundary_(ID_BYBwOo/tDZVwYDfcxHDq3A)
Content-type: text/html; charset=us-ascii

<html><div>The results of a new survey of likely Republican</div>
<div>primary voters in Arizona is now available on the web:</div>

<div><a href="http://www.nau.edu/~srl"
EUDORA=AUTOURL>www.nau.edu/~srl</div>

<i>Frederic I. Solop, Ph.D.

</i>Director

Social Research Laboratory

PO Box 15301

Northern Arizona University

Flagstaff, AZ 86011

(520) 523-3135 -- phone

(520) 523-6654 -- fax

Fred.Solop@nau.edu

www.nau.edu/~srl

Tomorrow's Information ...
Today!</html>

--Boundary_(ID_BYBwOo/tDZVwYDfcxHDq3A)--

=====
Date: Thu, 17 Feb 2000 19:18:10 -0500
To: aapornet@usc.edu
From: Manfred Kuechler <mkuechle@shiva.hunter.cuny.edu>
Subject: Re: Survey of Arizona Primary Voters
In-Reply-To: <4.1.20000217161502.00a71260@jan.ucc.nau.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

At 04:18 PM 2/17/00 -0700, Fred Solop wrote:
>The results of a new survey of likely Republican
>primary voters in Arizona is now available on the web:
>www.nau.edu/~srl

To get to the actual page with the survey results one needs to click on a

button labeled "Push", I hope this was not a "push poll".

The lopsided result of McCain leading Bush 60 to 24 (with a reported margin of error of +/- 5) is amazing and with the primary less than week away (Feb 22), I wonder whether Fred Solop is ready to accept the actual primary results as a fair measure of the accuracy of this poll (barring a major development or breaking scandal between now and next Tuesday).

I am a bit puzzled by the following description:

" Four hundred likely Republican voters in Arizona were called between February 15 and February 16, 2000."

Do you know beforehand who is a "likely Republican voter" and only those are called? Or what screening questions are used to identify "likely Republican voters" among those willing to respond (and how many people were willing but did not fit the "likely Republican voter" bill). I won't even ask about the "dirty little secret" aka the response rate -- though 2 days seem an awfully short time (just one Tuesday/Wednesday). The latest NYT poll had 3 days including a weekend (Feb 12-14). M.

PS: As this seems to be necessary on this list: I am *not* a supporter of Mr. Bush. Personally, I like McCain and would be quite happy if this poll were on the money.

Manfred Kuechler, Sociology Department at Hunter College (CUNY)
<http://maxweber.hunter.cuny.edu/socio/faculty/kuech.html>

Date: Thu, 17 Feb 2000 17:52:37 -0800 (PST)
From: Susan Pinkus <Susan.Pinkus@latimes.com>
X-Sender: pinkus@laspl1.latimes.com
To: Mark Richards <mark@bisconti.com>
cc: AAPORNET <aapornet@usc.edu>
Subject: Re: AP Story Hits Press
In-Reply-To: <NCBBKJCJKFIDCKOFNAEEEOEGDCOAA.mark@bisconti.com>
Message-ID: <Pine.A32.3.91.1000217174500.51832C-100000@laspl1.latimes.com>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Most of the stories written about push polling do not say this kind of device for putting out lots of negative information about a candidate is not a poll. Even the NYT Times article doesn't mention that. It is important to tell the readers there is a difference between good polling with a representative sample of 300-1000+ than a "push poll" that takes less than 5 minutes and calls thousands or hundreds of thousands of voters with the sole intent of pushing them away from a particular candidate.

I was happy to see that Doyle McManus' story yesterday about push polling does tell the L.A. Times reader just that. (I guess my harping on the reporters about good vs. bad polling is paying off.)

I thank AAPOR and Mike Traugott for sending out a timely release about this.

Susan Pinkus

Susan H. Pinkus
Los Angeles Times Poll
Internet:susan.pinkus@latimes.com
American Online: spinkus@aol.com
FAX: 213-237-2505

=====
Date: Fri, 18 Feb 2000 07:14:16 -0600
From: Tom Smith <smitht@norcmail.uchicago.edu>
Received: from norcmail.uchicago.edu (norcmail.uchicago.edu [128.135.45.4])
by genesis1.norc.uchicago.edu (8.8.7/8.8.7) with SMTP id HAA27960
for <aapornet@usc.edu>; Fri, 18 Feb 2000 07:25:53 -0600
Received: from ccMail by norcmail.uchicago.edu (ccMail Link to SMTP
R8.30.00.7)
id AA950879666; Fri, 18 Feb 2000 07:14:29 -0600
Message-Id: <0002189508.AA950879666@norcmail.uchicago.edu>
X-Mailer: ccMail Link to SMTP R8.30.00.7
To: <aapornet@usc.edu>
Subject: Re: AP Story Hits Press
MIME-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Transfer-Encoding: 7bit
Content-Description: "cc:Mail Note Part"

Not only is "push polling" not a poll, being negative telephone campaigning disguised as a poll, but much supposed "push polling" isn't even "push polling." It's just plain, negative campaigning over the telephone not even pretending to be poll.

Tom W. Smith

_____ Reply Separator

Subject: Re: AP Story Hits Press
Author: <aapornet@usc.edu> at INTERNET
Date: 2/17/00 5:52 PM

Most of the stories written about push polling do not say this kind of device for putting out lots of negative information about a candidate is not a poll. Even the NYT Times article doesn't mention that. It is important to tell the readers there is a difference between good polling with a representative sample of 300-1000+ than a "push poll" that takes less than 5 minutes and calls thousands or hundreds of thousands of voters with the sole intent of pushing them away from a particular candidate.

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I thank AAPOR and Mike Traugott for sending out a timely release about this.

Susan Pinkus

```
*****
*
**
*****
Susan H. Pinkus
Los Angeles Times Poll
Internet:susan.pinkus@latimes.com
American Online: spinkus@aol.com
FAX: 213-237-2505
*****
*
*
```

Date: Fri, 18 Feb 2000 08:57:04 -0500
From: "Bill Thompson" <bthompson@directionsrsch.com>
To: aapornet@usc.edu
Message-ID: <85256889.004CA35A.00@drione.directionsrsch.com>
Subject: Re: Survey of Arizona Primary Voters
Mime-Version: 1.0
Content-type: text/plain; charset=us-ascii
Content-Disposition: inline

The results of the poll may be surprising to some, but they are a necessity for McCain...he is a US Senator from Arizona. if he's not getting 60% in his home state, he has a problem.

Date: Fri, 18 Feb 2000 09:23:06 -0500
To: aapornet@usc.edu
From: Manfred Kuechler <mkuechle@shiva.hunter.cuny.edu>
Subject: Re: InterSurvey and SIQSS Internet study methodology
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

As I have received some queries privately, other people may be interested in the following sources to facilitate an informed and well-meaning discussion:

General information about the InterSurvey methodology is available from their web site at <http://www.intersurvey.com/>
Some more specific information about the methodology for this particular study is available at

http://www.stanford.edu/group/siqss/Press_Release/studyObjectives_and_Methodology.pdf

Supposedly, more details about methodology will be added. Also, the list of questions (questionnaire extract) seems to be incomplete as several important questions (about time spent on non-Internet activities) are not included. Apparently an oversight that should be fixed shortly. Check: http://www.stanford.edu/group/siqss/Press_Release/survey_questions.pdf
M.

Manfred Kuechler, Sociology Department at Hunter College (CUNY)
<http://maxweber.hunter.cuny.edu/socio/faculty/kuech.html>

```
=====
Date: Fri, 18 Feb 2000 09:39:52 -0500
From: "Barry A. Hollander" <barry@arches.uga.edu>
To: <aapornet@usc.edu>
References: <4.2.2.20000218091437.00a5da60@shiva.hunter.cuny.edu>
Subject: Re: InterSurvey and SIQSS Internet study methodology
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 had trouble with the posted url, but I found that this one got me to where I wanted to go.

<http://www.stanford.edu/group/siqss/>

Interesting. In their findings they report the Internet is five years old. Strange. I must have been using something else in the 1980s and early 1990s for email, gopher, Archie searches, and the like. Obviously they mean the Web. The two are not the same.

Interesting that they argue race is not a factor in Internet use. The census study from last year pointed to race as a major factor, even when controlling for education. Have things changed or are the methodologies so different as to explain the results? Or am I misreading both studies?

Finally, what are the odds the data will be made available for secondary analysis (someone asked me this today and I guessed not for some time).

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>

=====
Date: Fri, 18 Feb 2000 10:43:31 -0500
To: aapornet@usc.edu
From: Manfred Kuechler <mkuechle@shiva.hunter.cuny.edu>
Subject: Re: InterSurvey and SIQSS Internet study methodology
In-Reply-To: <001b01bf7a1e\$0475cda0\$e623c080@Grady.uga.edu>
References: <4.2.2.20000218091437.00a5da60@shiva.hunter.cuny.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

At 09:39 AM 2/18/00 -0500, Barry A. Hollander wrote:
>I had trouble with the posted url, but I found that this one got me to
>where I wanted to go.
><http://www.stanford.edu/group/siqss/>

Trouble with long URLs is that some mail software (along the way or on your own computer) may split them across two lines, insert a space, line feed, etc. So, typically, long URLs need some repair before they can be used. I prefer to include precise URLs as a lot of people are still not that good in finding their way around a site. The SIQSS site, however, has all important links right on the front page.

>Interesting that they argue race is not a factor in Internet use. The
>census study from last year pointed to race as a major factor, even when
>controlling for education. Have things changed or are the methodologies
>so different as to explain the results? Or am I misreading both studies?

No, I think you are reading them right. One important difference (apart from a possible sampling problem) is that SIQSS does not differentiate (in the final analysis) between home access and access at work. This tends to obscure the ethnicity factor:
That a black secretary does e-mail at work every day is irrelevant when she in her second role as student she does not have Internet access from home to visit my course page, retrieve assignments, do research for her paper, etc., etc. Increasingly, Internet/Web access at the work place is heavily regulated and private use often a reason for dismissal. "Access at work" can mean very different things and the SIQSS study (as other) don't include questions that would allow to determine whether this access is functionally equivalent. "Access at work" is becoming a myth in itself to claim equal opportunity in access to new information technologies.

>Finally, what are the odds the data will be made available for secondary
>analysis (someone asked me this today and I guessed not for some time).

This, of course, only Norman Nie can answer. But, I don't doubt that I would come up with the basically the same results. What you don't ask in the first place you cannot find out by more analysis. These studies are

supposed to be replicated annually, so at least we should get some trend data from them (after a while).

Manfred Kuechler, Sociology Department at Hunter College (CUNY)
<http://maxweber.hunter.cuny.edu/socio/faculty/kuech.html>

```
=====
Date: Fri, 18 Feb 2000 11:50:05 -0500
From: "Chase Harrison" <chase@csra.uconn.edu>
To: <aapornet@usc.edu>
Subject: Internet Usage at Work
Message-ID: <NDBBIAJCGKIDOEHBNPOLOEDDCHAA.chase@csra.uconn.edu>
MIME-Version: 1.0
Content-Type: text/plain;
    charset="iso-8859-1"
Content-Transfer-Encoding: 7bit
X-Priority: 3 (Normal)
X-MSMail-Priority: Normal
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: <4.2.2.20000218102619.00a49c80@shiva.hunter.cuny.edu>
```

For a recent study that focuses on computer and Internet usage at work, see:

<http://www.heldrich.rutgers.edu/publications/ACFEB45.pdf>

Manfred Kuechler wrote:

--SNIP--

```
> No, I think you are reading them right. One important difference (apart
> from a possible sampling problem) is that SIQSS does not
> differentiate (in
> the final analysis) between home access and access at work. This tends to
> obscure the ethnicity factor:
> That a black secretary does e-mail at work every day is
> irrelevant when she
> in her second role as student she does not have Internet access from home
> to visit my course page, retrieve assignments, do research for her paper,
> etc., etc. Increasingly, Internet/Web access at the work place is heavily
> regulated and private use often a reason for dismissal. "Access at work"
> can mean very different things and the SIQSS study (as other)
> don't include
> questions that would allow to determine whether this access is
> functionally
> equivalent. "Access at work" is becoming a myth in itself to claim equal
> opportunity in access to new information technologies.
>
```

=====

Chase H. Harrison
chase@csra.uconn.edu
Department of Political Science and
Center for Survey Research and Analysis
University of Connecticut U-32
341 Mansfield Rd. Room 404
Storrs, Connecticut 06268 USA

(860) 486-0653 (Office)
(860) 486-6655 (FAX)

Date: Fri, 18 Feb 2000 11:54:22 EST
From: Mickey Blum <BLUMWEP@aol.com>
Received: from BLUMWEP@aol.com
by im019.mx.aol.com (mail_out_v25.3.) id 5.d0.237150f (9251)
for <aapornet@usc.edu>; Fri, 18 Feb 2000 11:54:22 -0500 (EST)
Message-ID: <d0.237150f.25ded33e@aol.com>
Subject: Re: AP Story Hits Press
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 5.0 for Windows sub 67

Good for you, Susan. We need to stress that "push polls" are not
polls--they're just trash talk. It might help if we had a way of referring
to them in the press that didn't include the word "poll." Any suggestions?

Mickey Blum

Date: Fri, 18 Feb 2000 12:15:17 -0500
From: "Nancy Belden" <nancybelden@brspoll.com>
To: <aapornet@usc.edu>
References: <d0.237150f.25ded33e@aol.com>
Subject: Re: AP Story Hits Press
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 5.00.2314.1300
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2314.1300
X-SLUIDL: 3B166F07-DD7B11D3-B7530060-0830048B

I like "trash talkers"

Nancy Belden

----- Original Message -----
From: <BLUMWEP@aol.com>
To: <aapornet@usc.edu>
Sent: Friday, February 18, 2000 11:54 AM

Subject: Re: AP Story Hits Press

> Good for you, Susan. We need to stress that "push polls" are not
> polls--they're just trash talk. It might help if we had a way of
referring
> to them in the press that didn't include the word "poll." Any
suggestions?
>
> Mickey Blum

Date: Fri, 18 Feb 2000 11:37:09 -0600
From: "Rob Daves" <daves@startribune.com>
To: BLUMWEP@aol.com, aapornet@usc.edu
Subject: Nomenclature (was AP story hits press)
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Disposition: inline
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id JAA27667

Unfortunately, my friends, I think we're too late to affect a swift change in nomenclature. The PP words already are in the popular lexicon. We shouldn't, however, let that stop us from taking a stab at change.

I'd suggest "advocacy calling." That term already is taken, but that shouldn't stop us, either. Advocacy calling is a specific type of "phone-banking" (don'tcha just love the way we verb nouns?). It can be either truthful, above-board advocacy calling, as many campaigns use. Or it can be untruthful, masquerading as a poll, and what we USED TO call "push-polling." Either way it's advocacy calling.

This way, the onus will be on the advocacy callers to clean up their own public relations mess when they litter the campaign trail. Then the public opinion research community won't have to clean up someone else's poop.

Rob

Robert P. Daves, Director
Polling & News Research v: 612.673-7278
Star Tribune f: 612.673-4359
425 Portland Av. S. e: daves@startribune.com
Minneapolis MN 55419 USA

Date: Fri, 18 Feb 2000 12:38:33 -0500
Message-Id: <00Feb18.124429est.119104@gateway.macoint.com>
From: tduffy@macoint.com (Tom Duffy)
Subject: Re[3]: Washington Post survey disclosure
To: aapornet@usc.edu

Content-Type: text/plain; charset=US-ASCII
Content-Transfer-Encoding: 7bit
Content-Description: cc:Mail note part

Warren Mitofsky wrote:

"I have computed the sampling error for surveys like these and for many characteristics the design effect is negligible. Tom's guess that the sampling error would be twice as large as that produced by pq/n was not correct in my experience. pq/n is a reasonable approximation for many 50% characteristics."

Warren's right, I probably overestimated the Design Effect. I assumed that the magnitude of the DE at the sampling FROM panel stage would be similar to that sampling TO the panel, but if they have demographic info on all panel members they could proportionately stratify the design at the second stage and possibly reduce the DE. I also assumed they sampled individuals from households into the frame (therefore the # of adults weighting factor), but that may not be the case. They may have a household level census.

I disagree that the DE would be "negligible" though: many national RDD surveys that sample adults from HH's using RDD, and then apply demographic post-stratification, have DE's in the range of 1.2 - 1.3. If clustering and oversampling are present, they can be higher. One question: how did Intersurvey achieve a panel composition so close to the US population on certain demographics? There must have been differential nonresponse. If demographic weighting applies at both the recruitment and panel sampling stages, the DE could be higher.

sullivan@fsc-research.com wrote:

"I really don't see how InterSurvey's sample design differs dramatically from an RDD sample. It appears to be a simple random sample from a simple random sample or a proportional random sample."

Doug Rivers stated that "panel recruitment has been handled by NORC using a complex design." And Kathy Frankovic from CBS stated that respondents are weighted to account for differential probabilities of selection, and are demographically weighted as well. This is not a simple random sample.

I agree that representation is a bigger question here, but sampling precision is not unimportant. People make claims using survey data, and use tests of "statistical significance" to support their claims.

Tom Duffy
Macro International Inc.
New York, NY

Date: Fri, 18 Feb 2000 13:28:47 -0500
From: Leo Simonetta <Simonetta@artsci.com>

To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Nomenclature (was AP story hits press)
X-Priority: 3
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.0.1460.8)
Content-Type: text/plain

I agree with Rob (as usual).

This disguised advocacy calling is better described by that name than the other more popular one. Not that this means the other phrase will go away quietly.

Perhaps we could also characterize it as advocacy calling disguised as a poll. We should stress that the reason that this form of campaigning disguises itself as a poll is to cloak itself with the hard earned respectability of political polling.

--

Leo G. Simonetta
Art & Science Group, Inc.
simonetta@artsci.com

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

> From: Rob Daves [SMTP:daves@startribune.com]
> Sent: Friday, February 18, 2000 12:37 PM
> To: BLUMWEP@aol.com; aapornet@usc.edu
> Subject: Nomenclature (was AP story hits press)

>

> Unfortunately, my friends, I think we're too late to affect a swift
> change in nomenclature. The PP words already are in the popular
> lexicon. We shouldn't, however, let that stop us from taking a stab
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>

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> use. Or it can be untruthful, masquerading as a poll, and what we
> USED TO call "push-polling." Either way it's advocacy calling.

>

> This way, the onus will be on the advocacy callers to clean up their
> own public relations mess when they litter the campaign trail. Then
> the public opinion research community won't have to clean up someone
> else's poop.

>

> Rob

> -----

>

>

>

>

> Robert P. Daves, Director

> Polling & News Research

v: 612.673-7278

> Star Tribune

f: 612.673-4359

> 425 Portland Av. S.

e: daves@startribune.com

> Minneapolis MN 55419 USA

>

Date: Fri, 18 Feb 2000 12:35:58 -0600
To: aapornet@usc.edu
From: Robert Godfrey <rgodfrey@facstaff.wisc.edu>
Subject: Exploring the nature of polling and push polling
Content-Type: text/plain; charset="us-ascii" ; format="flowed"

There is an ongoing series of dialogues in "Slate" magazine at the moment over the question: Are campaign polls sleazy? Charles Cook, an editor of the Cook Political Report, has argued earlier that "every campaign poll that asks about an opponent's flaws is a push poll," and that "real polls" can be just as invidious. William Saletan, a Slate senior writer, explores the nature of polling itself as a product of on-going public policy making.

See <http://slate.msn.com/dialogues/00-02-17/dialogues.asp>

Robert Godfrey
UW-Madison

Date: Fri, 18 Feb 2000 18:40:05 -0000
From: "Robert M Worcester" <worc@mori.com>
To: <aapornet@usc.edu>
References: <8125C7B6D1A9D011943A0060975E6BA92ACB07@AS_SERVER>
Subject: Re: Nomenclature (was AP story hits press)
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 5.00.2615.200
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2615.200

I have for years been dismissive about all such polls, phone-in and push alike, as 'Voodoo Polls', and it's pretty well worked here in the UK.

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

From: Leo Simonetta <Simonetta@artsci.com>
To: <aapornet@usc.edu>
Sent: Friday, February 18, 2000 6:28 PM
Subject: RE: Nomenclature (was AP story hits press)

> I agree with Rob (as usual).

>

> This disguised advocacy calling is better described by that name than
> the other more popular one. Not that this means the other phrase will
> go away quietly.

>

> Perhaps we could also characterize it as advocacy calling disguised as
> a poll. We should stress that the reason that this form of campaigning
> disguises itself as a poll is to cloak itself with the hard earned
> respectability

> of political polling.
>
> --
> Leo G. Simonetta
> Art & Science Group, Inc.
> simonetta@artsci.com
>
> > -----Original Message-----
> > From: Rob Daves [SMTP:daves@startribune.com]
> > Sent: Friday, February 18, 2000 12:37 PM
> > To: BLUMWEP@aol.com; aapornet@usc.edu
> > Subject: Nomenclature (was AP story hits press)
> >
> > Unfortunately, my friends, I think we're too late to affect a swift
> > change in nomenclature. The PP words already are in the popular
> > lexicon. We shouldn't, however, let that stop us from taking a stab
> > at change.
> >
> > I'd suggest "advocacy calling." That term already is taken, but that
> > shouldn't stop us, either. Advocacy calling is a specific type of
> > "phone-banking" (don'tcha just love the way we verb nouns?). It can
> > be either truthful, above-board advocacy calling, as many campaigns
> > use. Or it can be untruthful, masquerading as a poll, and what we
> > USED TO call "push-polling." Either way it's advocacy calling.
> >
> > This way, the onus will be on the advocacy callers to clean up their
> > own public relations mess when they litter the campaign trail. Then
> > the public opinion research community won't have to clean up someone
> > else's poop.
> >
> > Rob
> > -----
> >
> >
> > Robert P. Daves, Director
> > Polling & News Research v: 612.673-7278
> > Star Tribune f: 612.673-4359
> > 425 Portland Av. S. e: daves@startribune.com
> > Minneapolis MN 55419 USA
> >

Date: Fri, 18 Feb 2000 11:07:43 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Straw in the Wind: Web Cookies as Stalking
Message-ID: <Pine.GSO.4.10.10002181059500.14307-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Marketers and cyber-researchers take note...

February 18, 2000

Lawsuit Says Web Cookies Allow Illegal Stalking

By CARL S. KAPLAN

Under the law of Texas, a person who follows another person around repeatedly in a way that is calculated to cause the victim to fear for his safety or the safety of his family or property is guilty of the crime of stalking.

Obviously, the law would apply to a crazed fan who shows up with a baseball bat at a movie starlet's home every Saturday night.

But in the Internet age, can the Texas law be applied to a Web site owner that is accused of electronically monitoring the browsing habits of its customers?

That is the novel theory put forward in a suit filed last week in Dallas County District Court by a big-thinking Texas lawyer. The case, filed against Yahoo! Inc. and another company it owns, Broadcast.com, seeks class-action status on behalf of 50 million Yahoo users in the United States and seeks economic damages of more than \$50 billion for violation of the state's anti-stalking law, as well as other wrongs.

In the suit, the Dallas lawyer, Lawrence J. Friedman, said that Yahoo's use of cookies -- the bits of information planted on a user's computer that allow a Web site to record a surfer's comings and goings -- is a "surveillance-like" scheme that monitors and stalks users without their full knowledge or consent. The named plaintiff in the case, Karen Stewart, a resident of Tarrant County, Tex., was not available for comment, and Friedman did not elaborate as why she was chosen.

A lawyer for Yahoo vigorously denied all the accusations in an interview and called the stalking claim a "very creative" legal theory that "seems to be completely off base." The company has about three weeks to file a formal

answer in court.

Even some privacy advocates questioned whether the Texas stalking law is a good fit for the facts of the cookies case. But others pointed out that the stalking lawsuit reflects the growing concern that consumers have about the information-collection practices of major Web sites.

Recently, for example, the Federal Trade Commission said it had launched an investigation into the privacy practices of DoubleClick after a privacy watchdog group complained that the online advertising company had engaged in deceptive practices concerning the information it collects about Internet users. At least six private lawsuits have targeted DoubleClick's privacy practices, and two states - New York and Michigan are pursuing legal action against the company.

David L. Sobel, general counsel of the Electronic Privacy Information Center, a consumer group basing in Washington, also pointed out that given the dearth of privacy laws on the state and federal books, lawyers who wish to challenge the privacy practices of Web companies have to be resourceful in finding legal weapons.

"Stalking -- that's new to me," he said, referring to the Texas lawsuit suit's legal claim.

"To a certain extent, lawyers have to go through some contortions in these cases because we don't have effective, concise privacy laws that are readily applicable," he said, adding that the Texas stalking case "underscores the need for uniform federal legislation that would create a privacy framework."

In legal papers, filed on Feb. 8, Friedman contended that Yahoo and Broadcast.com's cookie technology enables the company "to watch, to spy, to conduct surveillance, to analyze the habits, inclinations, preferences, and tastes" of those who visit their sites "without consent, agreement or permission of the class members." The companies have the ability, the papers continue, to monitor "identified persons" without their knowledge. In addition, the companies improperly benefit financially from the collection of the confidential information, the papers allege.

In an interview, Friedman acknowledged that the Texas law requires a stalker to act in a way so as to make a victim fear for his personal safety

or the safety of his property. But he said that the law applied in his case because the cookie scheme involves a direct threat to a computer user's property.

Briefly, Friedman argued that in using cookie technology, Yahoo places the cookie bits on users' hard drives -- taking up computer space without adequate permission. The parking of cookies on a user's computer is a form of theft, Friedman asserted, adding: "It's like placing a video camera on your dining room table. That would be [taking] a section of the table -- you couldn't dine on it."

Indeed, in addition to the stalking claim, Friedman is accusing Yahoo of theft, trespassing and other related wrongs. He said he was confident that the court would eventually certify the class of Yahoo users at plaintiffs in the case.

Friedman conceded that Yahoo's most recent privacy policy addresses its use of cookies, but he said the policy statement is confusing and inadequate.

(This is not the first time that Friedman has been involved in a suit against Yahoo. Last year the lawyer, representing a Dallas video company, sued Yahoo and Broadcast.com alleging that Yahoo breached a contract signed by Broadcast.com to provide customer registration data to the video company. The hard-fought case is pending in state court in Texas. Friedman said the two lawsuits are unrelated.)

Jon Sobel, associate general counsel of Yahoo, said in an interview that the Texas stalker case "demonstrates a fundamental misunderstanding about cookies."

"Cookies are a good thing," he said. "They are widely used by leading Internet companies. . . . They help Web sites provide personalized services, such as a shopping cart or recognizing your browser when you return."

Sobel denied that Yahoo directly sent cookies onto a user's hard drive -- the underlying basis for Friedman's stalking claim. "Cookies are strips of data that are given to [a user's Internet] browser," Sobel said. "I'm distinguishing between Yahoo doing something to your hard drive and Yahoo providing a strip of data to a [browser] program equipped to receive and manage the data."

Sobel also maintained that all of Friedman's legal theories were without merit. "We're confident this will be resolved favorably for us," he said. He stated that many factual claims in the lawsuit were false, including the "completely bogus" accusation that Yahoo monitors people as they travel across the Web.

Susan Howley, director of public policy at the National Center for Victims of Crime in Arlington, Va., and an expert in stalking laws, which have been passed by all the states and the federal government, said that she had never heard of a stalking lawsuit against a corporation, or a stalking case involving 50 million plaintiffs. "Normally, the stalking laws are designed to prohibit conduct directed at a particular person," she said. "I've never head of a class-action stalking case."

But Evan Hendricks, a privacy expert and editor of Privacy Times, said he believed the Internet stalking claim passed the laugh test, although he quickly added that victory might be a stretch, given that the intent of the law was to protect personal security, not privacy.

"I've always said, no question, that cookies are a form of surveillance," he said. "It's put on a hard drive and it tracks what you do."

"Yahoo has cause to fear," Hendricks said, "not just because Texas juries are supposedly plaintiff-friendly, but because there is a rising temperature and frustration over the lack of respect for privacy. If the issue of privacy gets before a jury, and the allegation is that a well-endowed Net company is using technology to secretly put people under surveillance, ... [there's] likely to be a significant percentage of the jury that would be very receptive" to accusations of invasion of personal property, he said.

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=====

Date: Fri, 18 Feb 2000 12:10:39 -0700
From: Fred Solop <Fred.Solop@NAU.EDU>
Subject: Reply to Manfred Kuechler
In-reply-to: <4.2.2.20000217190242.00a90dc0@shiva.hunter.cuny.edu>
X-Sender: solop@jan.ucc.nau.edu
To: aapornet@usc.edu
Message-id: <4.1.20000218103733.0092b650@jan.ucc.nau.edu>
MIME-version: 1.0
X-Mailer: QUALCOMM Windows Eudora Pro Version 4.1
Content-type: multipart/alternative;
 boundary="Boundary_(ID_0TM6YJh9Oo6mxvalzucR4Q)"
References: <4.1.20000217161502.00a71260@jan.ucc.nau.edu>

--Boundary_(ID_0TM6YJh9Oo6mxvalzucR4Q)
Content-type: text/plain; charset=us-ascii

I am compelled to respond to Professor Kuechler's comments. I am frankly surprised that he singled out my work for criticism given the large number of surveys produced by a wide variety of organizations in the election season. I don't mean to suggest that my work should be above scrutiny. I just don't understand why the polling police are raiding my shop.

At 07:18 PM 2/17/00 -0500, you wrote:

>At 04:18 PM 2/17/00 -0700, Fred Solop wrote:

>>The results of a new survey of likely Republican
>>primary voters in Arizona is now available on the web:
>>www.nau.edu/~srl

>

>To get to the actual page with the survey results one needs to click on a
>button labeled "Push", I hope this was not a "push poll".

Its "push data" rather that a "push poll."

>

>The lopsided result of McCain leading Bush 60 to 24 (with a reported margin
>of error of +/- 5) is amazing and with the primary less than week away (Feb
>22), I wonder whether Fred Solop is ready to accept the actual primary
>results as a fair measure of the accuracy of this poll (barring a major
>development or breaking scandal between now and next Tuesday).

A look back at the performance of "favorite son" candidates shows an average win by 51 points in their home state primaries. McCain's lead is substantially below this figure. Many people in Arizona are wondering why McCain's lead isn't larger.

Using primary results to verify the accuracy of polls is rather naive. I stand

by the results as an accurate reflection of attitudes in Arizona during the fielding period of the survey. As we all know, polls are but a snapshot of public opinion. Public opinion is notoriously volatile during primary season.

As I said in the release, the New Hampshire bounce has been felt in the Grand

Canyon State. Opinion has shifted toward McCain here in Arizona since the New Hampshire election and subsequent media attention. It is reasonable to assume that South Carolina primary results will also affect opinions in Arizona.

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>" Four hundred likely Republican voters in Arizona were called between
>February 15 and February 16, 2000."
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>are called? Or what screening questions are used to identify "likely
>Republican voters" among those willing to respond (and how many people were
>willing but did not fit the "likely Republican voter" bill). I won't even
>ask about the "dirty little secret" aka the response rate -- though 2 days
>seem an awfully short time (just one Tuesday/Wednesday). The latest NYT
>poll had 3 days including a weekend (Feb 12-14). M.
>

We use a standard procedure of screening first for registered voters, then for registered Republicans. Next we asked how likely they were to vote in the upcoming election. We verify likely voter status at the end of the survey by asking whether or not they participated in the 1996 election. Two days is a short fielding period, though not an uncommon practice during a period in which opinions are changing quickly. Zogby is using two-day tracking polls in South Carolina. Other South Carolina poll's also have short fielding periods. Here is information taken from the Polling Report:

Statewide surveys of Republican primary voters. [South Carolina]

CNN/USA Today/Gallup Poll: 2/11-13, 2/16-17 (B)

NBC News Poll: 2/16-17 (A)

Mason-Dixon Polling & Research: 2/14-15

American Research Group: 2/2-3, 2/7-9, 2/13-15

Los Angeles Times Poll: 2/10-12

Newsweek Poll conducted by Princeton Survey Research Assoc.: 2/9-11

ABC News/Washington Post Poll, field work by TNS Intersearch: 2/3-6

CNN/Time Polls conducted by Yankelovich Partners: 1/26-27, 2/3-4

Finally, response rates are an important issue that I've been looking into lately. Response rates vary significantly. The Gallup Social Audit for 1998 had a response rate of 40% (www.gallup.com/poll/socialaudits/saving_habits.asp).

Response rates for the National Election Survey, an RDD telephone survey conducted by the University of Michigan, vary from 68% to 81% between 1958 and 1994. Don Dillman, working through Washington State University's Social Research Center's Public Opinion Laboratory, regularly achieves response rates between 73% and 91% with his telephone surveys (Don A. Dillman, *Mail and Telephone Surveys: The Total Design Method*, pp. 28-33). What are acceptable response rates and what defines survey data as legitimate?

>PS: As this seems to be necessary on this list: I am *not* a supporter of
>Mr. Bush. Personally, I like McCain and would be quite happy if this poll
>were on the money.

I'm glad to know that no personal bias was reflected in these comments.

Fred Solop, Ph.D.
Director
Social Research Laboratory
PO Box 15301
Northern Arizona University
Flagstaff, AZ 86011
E-mail: Fred.Solop@nau.edu
(520) 523-3135 -- phone
(520) 523-6654 -- fax
www.nau.edu/~srl

--Boundary_(ID_0TM6YJh9Oo6mxvalzucR4Q)
Content-type: text/html; charset=us-ascii

<html>

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<a href="http://www.gallup.com/poll/socialaudits/saving_habits.asp"
eudora="autourl"><font face="Arial, Helvetica"
color="#0000FF"><u>www.gallup.com/poll/socialaudits/saving_habits.asp</f
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nt></u>.

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>PS: As this seems to be necessary on this list: I am *not* a
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MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Folks,

The word "voodoo" comes to English from "voudou" of Louisiana Creole, which in turn comes from the Kwa "vodu," which denotes a guardian deity of the Ewe people, who are today the Kwa-speaking people resident mostly in Ghana and Togo.

The English word "voodoo," as used by ethnographers and scholars in related disciplines, refers to a religion derived from ancient African polytheism and ancestor worship, and still practiced today, especially in Haiti and throughout the United States, among other places. The literature on this subject is rather impressive.

As an English word, "voodoo" is first recorded in the American South in the decade before the Civil War (Merriam Webster now puts the year at 1850); it quickly spread throughout America as Union and Confederate soldiers returned to their homes from assignments in the South.

In recent years, unfortunately, the word "voodoo" has come to be an adjective for things thought fraudulent or of questionable value or merit--perhaps most notably in the recent and still occasionally heard "voodoo economics." I say "unfortunately" because this meaning bears the lingering whiff of European colonialism and a part of American history which are happily now behind us.

Although voodoo is not my own religion, it does denote the religious beliefs--with a long and venerable history--of hundreds of thousands of people on at least two continents. To associate a religious term with anything contemptible, unworthy or vulgar is--by definition--to utter a profanity.

And so, although I do take considerable pride in so often resisting the misguided forces of political correctness, I must here confess--in all sincerity and humility--that I would much rather see our dear term "poll" modified by even the nightmarish "push" than by the word "voodoo," which I think has earned its right to be left to those who either hold to and practice it, as a belief, or else study it, as ethnography or ethnology, but in any case accord it the respect it must deserve.

-- Jim

=====
Date: Fri, 18 Feb 2000 15:32:13 -0500
From: Lou Cook <LCook@FGINC.com>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: On V-word Polls
X-Mailer: Internet Mail Service (5.5.2448.0)

Well spoken. Thank you.

Louis Cook
Senior Account Manager
FGI Research
(919) 932-8871
lcook@fginc.com

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

From: James Beniger [mailto:beniger@rcf.usc.edu]
Sent: Friday, February 18, 2000 3:29 PM
To: AAPORNET
Subject: On V-word Polls

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-- Jim

Date: Fri, 18 Feb 2000 15:41:01 EST
From: HOneill1536@aol.com
Received: from HOneill1536@aol.com
by imo-d03.mx.aol.com (mail_out_v25.3.) id 5.5a.18d9dea (3879)
for <aapornet@usc.edu>; Fri, 18 Feb 2000 15:41:01 -0500 (EST)
Message-ID: <5a.18d9dea.25df085d@aol.com>
Subject: Re: Nomenclature (was AP story hits press)
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 38

Calling "push polls" advocacy calling will confuse this type of irresponsible activity with responsible advocacy research. Let's not try to solve what some people believe to be a problem by creating what I regard as a potentially bigger problem.

Harry O'Neill

Date: Fri, 18 Feb 2000 15:57:26 EST
From: HOneill1536@aol.com
Received: from HOneill1536@aol.com
by imo-d07.mx.aol.com (mail_out_v25.3.) id 5.63.1f83b23 (3879)
for <aapornet@usc.edu>; Fri, 18 Feb 2000 15:57:26 -0500 (EST)
Message-ID: <63.1f83b23.25df0c36@aol.com>
Subject: Re: On V-word Polls
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 38

Jim - You should have developed your tortuous essay on political correctness when voodoo economics was being accepted as proper for candidate bashing.

Harry

Date: Fri, 18 Feb 2000 14:02:54 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: HOneill1536@aol.com
cc: aapornet@usc.edu
Subject: Re: On V-word Polls
In-Reply-To: <63.1f83b23.25df0c36@aol.com>
Message-ID: <Pine.GSO.4.10.10002181356100.15684-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Harry,

I did indeed speak out against "voodoo economics," from the first, but in that political era I was forced to use an entirely different argument. I argued that the term ought to be abandoned because it is redundant, and therefore constitutes a lamentable waste of ink.

-- Jim

On Fri, 18 Feb 2000 HOneill536@aol.com wrote:

> Jim - You should have developed your tortuous essay on political correctness
> when voodoo economics was being accepted as proper for candidate bashing.
>
> Harry

Date: Fri, 18 Feb 2000 17:14:23 -0500
From: "Mark Richards" <mark@bisconti.com>
To: <aapornet@usc.edu>
Subject: RE: On V-word Polls
Message-ID: <NCBBKJCJKFIDCKOFNAEEKEINCOAA.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)
In-Reply-To: <Pine.GSO.4.10.10002181356100.15684-100000@almaak.usc.edu>
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2314.1300

Dear Jim and Harry, Thanks for putting a smile on my face on this gloomy rainy afternoon! You could always refer to these pushy calls as direct marketing. Or maybe we could be creative and honor Ms. Huffington for contributing to the confusion by naming them after her. Huffington specials or something. cheers, mark

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

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of James Beniger
Sent: Friday, February 18, 2000 5:03 PM
To: HOneill536@aol.com
Cc: aapornet@usc.edu
Subject: Re: On V-word Polls

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>
> Harry

Date: Fri, 18 Feb 2000 16:18:49 -0600
From: "Rob Daves" <daves@startribune.com>
To: aapornet@usc.edu
Subject: Re: Nomenclature (was AP story hits press)
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Disposition: inline
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id OAA17968

But Harry, advocacy calling is not research. It's calling. Period. Just
as push polling is not research. It's calling. Period.

Candidate research is a legitimate activity, and those who do such work, as
you know, often messages the client and his or her opponent. Basic market
research, eh?

So why not call real candidate polls, "polls," and media polls, "polls" and
both types of calling "calling?"

Cheers.

Rob

Robert P. Daves, Director
Polling & News Research v: 612.673-7278
Star Tribune f: 612.673-4359
425 Portland Av. S. e: daves@startribune.com
Minneapolis MN 55419 USA

Date: Fri, 18 Feb 2000 17:38:35 -0500
From: Michael Traugott <mtrau@umich.edu>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Nomenclature (was AP story hits press)
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2448.0)

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

I'd like to hear a little more about why "advocacy calling" through phone banks might be confused with advocacy research. In my view the problem/distinction is just the same: large numbers of calls without any intent to collect and analyze data. So I think there is some benefit to getting the word "poll" (as in push poll) out of the lexicon of journalists and spin meisters.

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

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Sent: Friday, February 18, 2000 3:41 PM
To: aapornet@usc.edu
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Date: Fri, 18 Feb 2000 17:41:16 -0500
From: "Nancy Belden" <nancybelden@brspoll.com>
To: <aapornet@usc.edu>
References: <5a.18d9dea.25df085d@aol.com>
Subject: Re: Nomenclature (was AP story hits press)
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 5.00.2314.1300
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2314.1300
X-SLUIDL: 3B167039-DD7B11D3-B7530060-0830048B

Here here.

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

From: <HOneill1536@aol.com>
To: <aapornet@usc.edu>
Sent: Friday, February 18, 2000 3:41 PM
Subject: Re: Nomenclature (was AP story hits press)

> Calling "push polls" advocacy calling will confuse this type of
> irresponsible
> activity with responsible advocacy research. Let's not try to solve what
> some
> people believe to be a problem by creating what I regard as a potentially
> bigger problem.

>
> Harry O'Neill

=====
Date: Fri, 18 Feb 2000 17:42:04 -0500
From: "caplanjr@bellsouth" <caplanjr@bellsouth.net>
To: <aapornet@usc.edu>
References: <5D28BEE5CAE8D1119F5700A0C9B4268E03BC69FB@isr.umich.edu>
Subject: Re: Nomenclature (was AP story hits press)
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 5.00.2919.6600
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2919.6600

Let's also explore the professional ethics of doing research on possible tag lines that register with prospective voters, regardless of their veracity.

Jim Caplan
Miami

----- Original Message -----
From: "Michael Traugott" <mtrau@umich.edu>
To: <aapornet@usc.edu>
Sent: Friday, February 18, 2000 5:38 PM
Subject: RE: Nomenclature (was AP story hits press)

> I'd like to hear a little more about why "advocacy calling" through phone
> banks might be confused with advocacy research. In my view the
> problem/distinction is just the same: large numbers of calls without any
> intent to collect and analyze data. So I think there is some benefit to
> getting the word "poll" (as in push poll) out of the lexicon of
> journalists
> and spin meisters.

>
> -----Original Message-----
> From: HOneill1536@aol.com [mailto:HOneill1536@aol.com]
> Sent: Friday, February 18, 2000 3:41 PM
> To: aapornet@usc.edu
> Subject: Re: Nomenclature (was AP story hits press)

>
> Calling "push polls" advocacy calling will confuse this type of
> irresponsible
> activity with responsible advocacy research. Let's not try to solve what
> some
> people believe to be a problem by creating what I regard as a potentially
> bigger problem.

>
> Harry O'Neill
>

=====
Date: Fri, 18 Feb 2000 18:00:44 EST
From: SavellJM@aol.com
Received: from SavellJM@aol.com
by im015.mx.aol.com (mail_out_v25.3.) id 5.13.1a386be (4219)
for <aapornet@usc.edu>; Fri, 18 Feb 2000 18:00:44 -0500 (EST)
Message-ID: <13.1a386be.25df291c@aol.com>
Subject: Re: Nomenclature (was AP story hits press)
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 5.0 for Windows sub 44

A problem I see with the term "advocacy calling" is that, taken at face value, it refers to an activity which (as Rob Daves points out) is not in itself objectionable. What about something like "advocacy polling"?

=====
Date: Fri, 18 Feb 2000 18:07:05 EST
From: HOneill536@aol.com
Received: from HOneill536@aol.com
by imo-d10.mx.aol.com (mail_out_v25.3.) id 5.8c.11fa9da (3999)
for <aapornet@usc.edu>; Fri, 18 Feb 2000 18:07:05 -0500 (EST)
Message-ID: <8c.11fa9da.25df2a99@aol.com>
Subject: Re: Nomenclature (was AP story hits press)
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 38

Ypu don't understand advocacy research. It does not entail a large number of calls as does push poilling. I'm surprised at your comment - and disappointed. Harry

=====
Date: Fri, 18 Feb 2000 17:27:51 -0600
From: "Rob Daves" <daves@startribune.com>
To: aapornet@usc.edu
Subject: Re: Nomenclature (was AP story hits press)
Mime-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-7
Content-Disposition: inline
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id PAA07677

Perhaps I don't understand advocacy research, Harry.

But what the Bush campaign did in S.C. using the Feather Hodges, et. al. group, was to phone 200,000 voters using a script. That's advocacy calling, and it's a legitimate political work, even if we don't like to be bothered during dinner by those sort of telemarketing calls. It wasn't polling. What they had a Houston research company do with a sample of 300 voters might be what you're calling advocacy research; it appears as if they were testing messages. If it's research - sampling, gathering data,

etc. — that's fine. Call it research. You can call it advocacy research if you like, or campaign polling if you like.

But if it's only calling — advocacy calling, for example, as Bush had the Feather Hodges group do with 200,000 voters in South Carolina — then let's call it advocacy calling. And especially if it's not polling, as in "push polling" let's call it calling, 'cause that's what it is.

I expect we're in similar places, but we just have to straighten out the names for things.

Cheers.

Rob

Robert P. Daves, Director
Polling & News Research v: 612.673-7278
Star Tribune f: 612.673-4359
425 Portland Av. S. e: daves@startribune.com
Minneapolis MN 55419 USA

Date: Fri, 18 Feb 2000 18:56:20 -0500
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: On V-word Polls
References: <Pine.GSO.4.10.10002181116270.14307-100000@almaak.usc.edu>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

In the Voodoo religion (as in many pagan religions), a variety of signs, including the results of animal sacrifices, are read by priests or shamans to predict future events. This led some economists to deprecate economic predictions that were not derived from mathematical models as "Voodoo Economics".

George Bush (father of "W") used the expression correctly during the 1980 primaries in an attempt to deflect Ronald Reagan's supply-side economics, which were based on the "Laffer Curve" rather than orthodox economic theory.

As usual, the press didn't understand what the expression meant and started using "Voodoo" in all kinds of situations to mean crazy, or off-the-wall.

If it were to be used at all, the expression "Voodoo poll" should properly be applied to the results Dick Morris pretends to get from his Vote.Com web site, or other such nonsense.

Jan Werner

James Beniger wrote:

>
> Folks,
>
> The word "voodoo" comes to English from "voudou" of Louisiana Creole,
> which in turn comes from the Kwa "vodu," which denotes a guardian deity
> of the Ewe people, who are today the Kwa-speaking people resident mostly
> in Ghana and Togo.
>
> The English word "voodoo," as used by ethnographers and scholars in
> related disciplines, refers to a religion derived from ancient African
> polytheism and ancestor worship, and still practiced today, especially in
> Haiti and throughout the United States, among other places. The
> literature on this subject is rather impressive.
>
> As an English word, "voodoo" is first recorded in the American South in
> the decade before the Civil War (Merriam Webster now puts the year at
> 1850); it quickly spread throughout America as Union and Confederate
> soldiers returned to their homes from assignments in the South.
>
> In recent years, unfortunately, the word "voodoo" has come to be an
> adjective for things thought fraudulent or of questionable value or
> merit--perhaps most notably in the recent and still occasionally heard
> "voodoo economics." I say "unfortunately" because this meaning bears the
> lingering whiff of European colonialism and a part of American history
> which are happily now behind us.
>
> Although voodoo is not my own religion, it does denote the religious
> beliefs--with a long and venerable history--of hundreds of thousands of
> people on at least two continents. To associate a religious term with
> anything contemptible, unworthy or vulgar is--by definition--to utter a
> profanity.
>
> And so, although I do take considerable pride in so often resisting the
> misguided forces of political correctness, I must here confess--in all
> sincerity and humility--that I would much rather see our dear term
> "poll" modified by even the nightmarish "push" than by the word
> "voodoo," which I think has earned its right to be left to those who
> either hold to and practice it, as a belief, or else study it, as
> ethnography or ethnology, but in any case accord it the respect it must
> deserve.
>
>
> -- Jim
>
> *****

Date: Fri, 18 Feb 2000 19:07:55 -0500
From: "Michael Mokrzycki" <Michael_Mokrzycki@ap.org>
To: aapornet@usc.edu
Message-ID: <8525688A.0000BA62.00@nyc2.ap.org>
Subject: Re: Nomenclature
Mime-Version: 1.0
X-MIMETrack: Itemize by SMTP Server on APRelay1/TheAP(Release 5.0.1 (Intl)|16

July 1999) at
02/18/2000 07:02:11 PM,
Serialize by Router on APRelay1/TheAP(Release 5.0.1 (Intl)|16 July
1999)
at
02/18/2000 07:02:14 PM,
Serialize complete at 02/18/2000 07:02:14 PM
X-Priority: 3 (Normal)
Content-type: text/plain; charset=us-ascii
Content-Disposition: inline

I believe "political telemarketing" was the term NCPP or AAPOR (I forget which) coined when this issue first reared its head a few years ago.

Problems: 1) it doesn't carry quite the negative connotation of something with "push" in it; 2) lacks catchy alliteration to help us journalists remember it; 3) too many syllables for us journalists to keep typing or saying; and 4) bound to offend legitimate annoying telemarketers

Mike Mokrzycki, AP

SavellJM@aol.com on 02/18/2000 06:00:44 PM

Please respond to aapornet@usc.edu

To: aapornet@usc.edu
cc: (bcc: Michael Mokrzycki/TheAP)
Subject Re: Nomenclature (was AP story hits press)
:

A problem I see with the term "advocacy calling" is that, taken at face value, it refers to an activity which (as Rob Daves points out) is not in itself objectionable. What about something like "advocacy polling"?

Date: Fri, 18 Feb 2000 16:34:09 -0800
From: "Jim Flynn" <jflynn@decisionresearch.org>
To: <aapornet@usc.edu>
Subject: Re: On V-word Polls
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 4.72.3155.0
X-MimeOLE: Produced By Microsoft MimeOLE V4.72.3155.0

Why not call these messages exactly what they are: propaganda pushes?

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

From: Mark Richards <mark@bisconti.com>
To: aapornet@usc.edu <aapornet@usc.edu>
Date: Friday, February 18, 2000 2:05 PM
Subject: RE: On V-word Polls

>Dear Jim and Harry, Thanks for putting a smile on my face on this gloomy
>rainy afternoon! You could always refer to these pushy calls as direct
>marketing. Or maybe we could be creative and honor Ms. Huffington for
>contributing to the confusion by naming them after her. Huffington
specials
>or something. cheers, mark
>

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

>From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu]On Behalf Of
>James Beniger
>Sent: Friday, February 18, 2000 5:03 PM
>To: HOneill536@aol.com
>Cc: aapornet@usc.edu
>Subject: Re: On V-word Polls
>
>
>
>

>Harry,
>

>I did indeed speak out against "voodoo economics," from the first, but in
>that political era I was forced to use an entirely different argument. I
>argued that the term ought to be abandoned because it is redundant, and
>therefore constitutes a lamentable waste of ink.

> -- Jim

>*****
>

>On Fri, 18 Feb 2000 HOneill536@aol.com wrote:
>

>> Jim - You should have developed your tortuous essay on political
>correctness

>> when voodoo economics was being accepted as proper for candidate bashing.

>>

>> Harry

>
>
>

=====
Date: Fri, 18 Feb 2000 19:51:54 -0500
From: "Mark Richards" <mark@bisconti.com>
To: "AAPORNET" <aapornet@usc.edu>
Subject: RE: On the W. word
Message-ID: <NCBBKJCJKFIDCKOFNAEEAEJCCOAA.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)
In-Reply-To: <38ADDC24.A2586A85@jwdp.com>
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2314.1300

Does anybody know what the W. stands for in George W. Bush? (Is the emphasis a play on "George Washington," rather than saying George Jr.?)

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

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of Jan Werner
Sent: Friday, February 18, 2000 6:56 PM
To: aapornet@usc.edu
Subject: Re: On V-word Polls

In the Voodoo religion (as in many pagan religions), a variety of signs, including the results of animal sacrifices, are read by priests or shamans to predict future events. This led some economists to deprecate economic predictions that were not derived from mathematical models as "Voodoo Economics".

George Bush (father of "W") used the expression correctly during the 1980 primaries in an attempt to deflect Ronald Reagan's supply-side economics, which were based on the "Laffer Curve" rather than orthodox economic theory.

As usual, the press didn't understand what the expression meant and started using "Voodoo" in all kinds of situations to mean crazy, or off-the-wall.

If it were to be used at all, the expression "Voodoo poll" should properly be applied to the results Dick Morris pretends to get from his Vote.Com web site, or other such nonsense.

Jan Werner

James Beniger wrote:

>
> Folks,

>
> The word "voodoo" comes to English from "voudou" of Louisiana Creole,
> which in turn comes from the Kwa "vodu," which denotes a guardian deity
> of the Ewe people, who are today the Kwa-speaking people resident mostly
> in Ghana and Togo.
>
> The English word "voodoo," as used by ethnographers and scholars in
> related disciplines, refers to a religion derived from ancient African
> polytheism and ancestor worship, and still practiced today, especially in
> Haiti and throughout the United States, among other places. The
> literature on this subject is rather impressive.
>
> As an English word, "voodoo" is first recorded in the American South in
> the decade before the Civil War (Merriam Webster now puts the year at
> 1850); it quickly spread throughout America as Union and Confederate
> soldiers returned to their homes from assignments in the South.
>
> In recent years, unfortunately, the word "voodoo" has come to be an
> adjective for things thought fraudulent or of questionable value or
> merit--perhaps most notably in the recent and still occasionally heard
> "voodoo economics." I say "unfortunately" because this meaning bears the
> lingering whiff of European colonialism and a part of American history
> which are happily now behind us.
>
> Although voodoo is not my own religion, it does denote the religious
> beliefs--with a long and venerable history--of hundreds of thousands of
> people on at least two continents. To associate a religious term with
> anything contemptible, unworthy or vulgar is--by definition--to utter a
> profanity.
>
> And so, although I do take considerable pride in so often resisting the
> misguided forces of political correctness, I must here confess--in all
> sincerity and humility--that I would much rather see our dear term
> "poll" modified by even the nightmarish "push" than by the word
> "voodoo," which I think has earned its right to be left to those who
> either hold to and practice it, as a belief, or else study it, as
> ethnography or ethnology, but in any case accord it the respect it must
> deserve.
>
>
> -- Jim
>
>
> *****

Date: Fri, 18 Feb 2000 18:00:56 -0800
To: aapornet@usc.edu
From: "H.H. Kassarian" <hkassarj@ucla.edu>
Subject: Internet Polling Results
Mime-Version: 1.0
Content-Type: multipart/alternative;
types="text/plain,text/html";
boundary="====_4399942==_ .ALT"

-----_4399942==_ .ALT
Content-Type: text/plain; charset="us-ascii"

referred to as George Bush Jr. (which might not be proper in any case, unless he had the same middle names as his father-- Herbert Walker). The W might stand for Walker, but the idea was to distinguish him from his father when it was politically expedient to do so. That's not a bad strategy, given that his father only gained 37% of the vote in 1992, but the irony is that much of his early support came from his name (and the rumored fact that some may have mixed him up with his father). The first time I heard him referred to as W (or Dubya, as it was written) was in a William Safire column. At any rate, I suppose everyone has the right to their own name choice.

Frank Rusciano

Mark Richards wrote:

> Does anybody know what the W. stands for in George W. Bush? (Is the
> emphasis a play on "George Washington," rather than saying George Jr.?)
>
> -----Original Message-----
> From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu]On Behalf Of
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> Sent: Friday, February 18, 2000 6:56 PM
> To: aapornet@usc.edu
> Subject: Re: On V-word Polls
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> As usual, the press didn't understand what the expression meant and
> started using "Voodoo" in all kinds of situations to mean crazy, or
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> properly be applied to the results Dick Morris pretends to get from his
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> _____
>
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> > The word "voodoo" comes to English from "voudou" of Louisiana Creole,
> > which in turn comes from the Kwa "vodu," which denotes a guardian deity
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> > And so, although I do take considerable pride in so often resisting the
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> > "voodoo," which I think has earned its right to be left to those who
> > either hold to and practice it, as a belief, or else study it, as
> > ethnography or ethnology, but in any case accord it the respect it must
> > deserve.
> >
> >
> > -- Jim
> >
> > *****

=====
Date: Sat, 19 Feb 2000 13:08:05 +0000
From: Nick Panagakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Nomenclature (was AP story hits press)
References: <8c.11fa9da.25df2a99@aol.com>
Content-Type: text/plain; charset=us-ascii; x-mac-type="54455854"; x-mac-creator="4D4F5353"
Content-Transfer-Encoding: 7bit

I just returned from out of town and have another 112 e-mail messages to read so I hope this response is not premature.

I agree with those who say push polling is not polling - it is telemarketing instead - but I would take this a step further.

Since callers are *posing as pollsters*, push polls could be considered as *telemarketing fraud* according to the FTC rule under 3,C below: "any person engaged in telemarketing for the sale of goods or services shall promptly and clearly disclose to the person receiving the call that the purpose of the call is to sell goods or services and *make such other disclosures as the Commission deems appropriate*."

Would the Commission consider it appropriate disclosure that the purpose of the call is on behalf of a candidate? Or would the Commission consider it an appropriate disclosure that the caller is not really conducting a poll but promoting a candidate instead (by trashing the opponent)?

If we have a standard for the sale of goods and services shouldn't we also have one for political campaigns which influence election outcomes?

Is this worth pursuing with the FTC?

SOURCES BELOW:

<http://www4.law.cornell.edu/uscode/15/ch87.text.html>

CHAPTER 87 - TELEMARKETING AND CONSUMER FRAUD AND ABUSE PREVENTION

Sec. 6102. Telemarketing rules

(a) In general

(1) The Commission shall prescribe rules prohibiting deceptive telemarketing acts or practices and other abusive telemarketing acts or practices. (2) The Commission shall include in such rules respecting deceptive telemarketing acts or practices a definition of deceptive telemarketing acts or practices which may include acts or practices of entities or individuals that assist or facilitate deceptive telemarketing, including credit card laundering.

(3) The Commission shall include in such rules respecting other abusive telemarketing acts or practices -

(A) a requirement that telemarketers may not undertake a pattern of unsolicited telephone calls which the reasonable consumer would consider coercive or abusive of such consumer's right to privacy,

(B) restrictions on the hours of the day and night when unsolicited telephone calls can be made to consumers, and

(C) a requirement that any person engaged in telemarketing for the sale of goods or services shall promptly and clearly disclose to the person receiving the call that the purpose of the call is to sell goods or services and make such other disclosures as the Commission deems appropriate, including the nature and price of the goods and services. In prescribing the rules described in this paragraph, the Commission shall also consider recordkeeping requirements.

HOneill1536@aol.com wrote:

> Ypu don't understand advocacy research. It does not entail a large number of

> calls as does push poilling. I'm surprised at your comment - and

> disappointed. Harry

Date: Sat, 19 Feb 2000 17:45:14 EST
From: SavellJM@aol.com
Received: from SavellJM@aol.com
by imo-d08.mx.aol.com (mail_out_v25.3.) id 5.27.2064f3c (4221)
for <aapornet@usc.edu>; Sat, 19 Feb 2000 17:45:15 -0500 (EST)
Message-ID: <27.2064f3c.25e076fa@aol.com>
Subject: Re: On V-word Polls
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 5.0 for Windows sub 44

. . . One reason is that we would like to have members agree on terminology. I don't imagine many "push pollers" would say (at least in this context) that they are engaging in propaganda. They might, however--just might--be willing to acknowledge that they are engaging in advocacy. But pairing "advocacy" with "calling" produces a total term ("advocacy calling") that is insufficiently explicit and doesn't carry the intended message. It seems to me that the idea we are seeking is something like "advocacy polling". After all, push polling (at least by one definition) really is polling; it's just that such polling is inherently and inevitably biased to an unknown degree and thus totally uninterpretable.

Date: Sat, 19 Feb 2000 17:46:38 -0500
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: On the W. word
References: <NCBBKJCJKFIDCKOFNAEEAEJCCOAA.mark@bisconti.com>
<38AE01BE.3A232440@rider.edu>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

"W" does stand for Walker.

The name "Dubya" was originally popularized by Molly Ivins, one of the most persistent (and funny) critics of Governor Bush over the years. I don't know if she thought up the spelling herself, which is presumably a phonetic version of how "W" is pronounced in Texas, but it certainly caught on in the national press when Governor Bush began his presidential bid.

Of late, Ms. Ivins has been using the nickname "Shrub" instead of "Dubya" for Mr. Bush in her columns and in the title of her latest book: "Shrub: The Short but Happy Political Life of George W. Bush.

G.W.Bush worked on his father's 1988 campaign and was supposedly was in fact usually referred to as "Junior" by Lee Atwater and the others in the Bush organization. I can imagine that he would not be happy with that moniker.

Jan Werner

Frank Rusciano wrote:

>
> Actually, it is my understanding that George W. Bush did not wish to be
> referred to as George Bush Jr. (which might not be proper in any case,
unless
> he had the same middle names as his father-- Herbert Walker). The W might
> stand for Walker, but the idea was to distinguish him from his father when
it
> was politically expedient to do so. That's not a bad strategy, given that
his
> father only gained 37% of the vote in 1992, but the irony is that much of
his
> early support came from his name (and the rumored fact that some may have
mixed
> him up with his father). The first time I heard him referred to as W (or
> Dubya, as it was written) was in a William Safire column. At any rate, I
> suppose everyone has the right to their own name choice.

>
> Frank Rusciano

>
> Mark Richards wrote:

>
> > Does anybody know what the W. stands for in George W. Bush? (Is the
> > emphasis a play on "George Washington," rather than saying George Jr.?)
> >
> > -----Original Message-----
> > From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of
> > Jan Werner
> > Sent: Friday, February 18, 2000 6:56 PM
> > To: aapornet@usc.edu
> > Subject: Re: On V-word Polls
> >
> > In the Voodoo religion (as in many pagan religions), a variety of signs,
> > including the results of animal sacrifices, are read by priests or
> > shamans to predict future events. This led some economists to deprecate
> > economic predictions that were not derived from mathematical models as
> > "Voodoo Economics".
> >
> > George Bush (father of "W") used the expression correctly during the
> > 1980 primaries in an attempt to deflect Ronald Reagan's supply-side
> > economics, which were based on the "Laffer Curve" rather than orthodox
> > economic theory.
> >
> > As usual, the press didn't understand what the expression meant and
> > started using "Voodoo" in all kinds of situations to mean crazy, or
> > off-the-wall.
> >
> > If it were to be used at all, the expression "Voodoo poll" should
> > properly be applied to the results Dick Morris pretends to get from his
> > Vote.Com web site, or other such nonsense.

> > Jan Werner

> > _____

> >
> > James Beniger wrote:
> > >
> > > Folks,
> > >
> > > The word "voodoo" comes to English from "voudou" of Louisiana Creole,
> > > which in turn comes from the Kwa "vodu," which denotes a guardian deity
> > > of the Ewe people, who are today the Kwa-speaking people resident
mostly
> > > in Ghana and Togo.
> > >
> > > The English word "voodoo," as used by ethnographers and scholars in
> > > related disciplines, refers to a religion derived from ancient African
> > > polytheism and ancestor worship, and still practiced today, especially
in
> > > Haiti and throughout the United States, among other places. The
> > > literature on this subject is rather impressive.
> > >
> > > As an English word, "voodoo" is first recorded in the American South in
> > > the decade before the Civil War (Merriam Webster now puts the year at
> > > 1850); it quickly spread throughout America as Union and Confederate
> > > soldiers returned to their homes from assignments in the South.
> > >
> > > In recent years, unfortunately, the word "voodoo" has come to be an
> > > adjective for things thought fraudulent or of questionable value or
> > > merit--perhaps most notably in the recent and still occasionally heard
> > > "voodoo economics." I say "unfortunately" because this meaning bears
the
> > > lingering whiff of European colonialism and a part of American history
> > > which are happily now behind us.
> > >
> > > Although voodoo is not my own religion, it does denote the religious
> > > beliefs--with a long and venerable history--of hundreds of thousands of
> > > people on at least two continents. To associate a religious term with
> > > anything contemptible, unworthy or vulgar is--by definition--to utter a
> > > profanity.
> > >
> > > And so, although I do take considerable pride in so often resisting the
> > > misguided forces of political correctness, I must here confess--in all
> > > sincerity and humility--that I would much rather see our dear term
> > > "poll" modified by even the nightmarish "push" than by the word
> > > "voodoo," which I think has earned its right to be left to those who
> > > either hold to and practice it, as a belief, or else study it, as
> > > ethnography or ethnology, but in any case accord it the respect it must
> > > deserve.
> > >
> > >
> > > -- Jim
> > >
> > > *****

Date: Sat, 19 Feb 2000 18:07:09 -0500
From: "Mark Richards" <mark@bisconti.com>
To: <aapornet@usc.edu>
Subject: RE: On V-word Polls
Message-ID: <NCBBKJCJKFIDCKOFNAEEMEJHCOAA.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: <27.2064f3c.25e076fa@aol.com>

Once they call more than a sample of 1,000 or so... say 200,000, they're not "message testing" or "push-polling," they're lobbying, so call them "Citizen lobbying calls." Callers could be required to identify themselves and the funders, and make their lobby efforts public.

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

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of SavellJM@aol.com
Sent: Saturday, February 19, 2000 5:45 PM
To: aapornet@usc.edu
Subject: Re: On V-word Polls

. . . One reason is that we would like to have members agree on terminology. I don't imagine many "push pollers" would say (at least in this context) that they are engaging in propaganda. They might, however--just might--be willing to acknowledge that they are engaging in advocacy. But pairing "advocacy" with "calling" produces a total term ("advocacy calling") that is insufficiently explicit and doesn't carry the intended message. It seems to me that the idea we are seeking is something like "advocacy polling". After all, push polling (at least by one definition) really is polling; it's just that such polling is inherently and inevitably biased to an unknown degree and thus totally uninterpretable.

Date: Sat, 19 Feb 2000 18:12:03 -0500 (EST)
From: "Barry A. Hollander" <barry@arches.uga.edu>
X-Sender: barry@arch14.cc.uga.edu
To: aapornet@usc.edu
Subject: On the W. and V. words
In-Reply-To: <38AF1D4E.58804D41@jwdp.com>
Message-ID: <Pine.A41.4.10.10002191759530.41606-100000@arch14.cc.uga.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Okay, I believe I've got this nailed now. We can't use voodoo as an adjective because that'll make some people mad, and we can't call George W. "junior" because he doesn't like it either. I'm going to guess "Dubya" is out as well, and I'm pretty sure "Shrub" doesn't go down well at his campaign headquarters.

Push Poll is bothersome. After all, I can think of at least two "Operation Push" groups who do good things

for handicapped people. Ooops. Handicapped. Um, I'll need to rephrase that sentence as well, but I'm fairly certain they'd hate to see the word "push" used to describe a negative political weapon.

I'm lost. Does this leave us with advocacy polls, or something else? And will other advocates (isn't there an official pseudo-judicial position by that name, specifically for juvenile offenders or perhaps for children taken from a home?) find this name offensive as well?

I doubt the campaigns make use of any data they collect from these things, except to perhaps see which buttons they push do the best job. So aren't these telephone calls just advertising disguised as a poll, not unlike those infuriating telemarketing calls that always manage to come at dinner time?

Barry A. Hollander College of Journalism
Associate Professor and Mass Communication
barry@arches.uga.edu The University of Georgia
phone: 706.542.5027 Athens, GA 30602

web: <http://www.grady.uga.edu/faculty/~bhollander>

Date: Sat, 19 Feb 2000 22:38:55 -0500
From: Albert Biderman <abider@american.edu>
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: ABC's indiscriminating poll
Content-Type: text/plain; charset=iso-8859-1
Content-Transfer-Encoding: 8bit

I was about to write a reply to Don Ferree's 2/17 rejoinder in the thread "Re: Lavrakas on Solomon 4-group design" but paused to read the day's news on my start page. What did I find there but a report of an ABC poll <http://abcnews.go.com/onair/2020/2020_000217_abcpoll_races.html> that is a simply gorgeous illustration for my forthcoming book, "How to Swallow a Camel" (working title, estimated publication date--2023):

ABCNEWS Poll on Racial Discrimination
Analysis By Dalia Sussman

widely Feb. 17 - Perceptions of racial discrimination differ
between the races - but at least in some areas, actual discrimination seems to be less prevalent than many suspect.
A plurality of blacks, but only a minority of

whites,

believe that taxi drivers, sales clerks and the police discriminate against blacks. But when asked about their own experiences, the numbers drop and the gap between the races narrows substantially. . . .

The survey used the following pairs of yes-or-no questions:

Do Taxi Drivers Avoid Picking up Blacks?
Have You Ever Been Refused by a Taxi Driver?

Do Sales Clerks in Expensive Stores Make Blacks Feel Unwelcome?
Have They Ever Made You Feel Unwelcome?

Are Police More Likely to Pull Over Blacks?
Have The Police Ever Pulled You Over?

The conclusions rest on studious obviousness to how dependent are the chances of personally encountering each of these forms of discrimination on the exposures "ever" to encounters in which such acts can occur. One could conclude from a similarly designed survey that teenagers exaggerate vastly the actual discrimination against kids by bartenders when it comes to serving whiskey.

The survey's logic is that of the shopkeepers, restaurateurs, landlords, employers etc. who say: "we don't discriminate; they just don't choose to come here."

This survey seems screwed up about seven ways from Sunday

An appropriate measure of the ubiquity of forms of [apparent] actual discrimination is not the prevalence of persons who can recall this ever happening to them in their lifetime but rather the rate of apparent discrimination per incident among all relevant events in some recent historical interval in which such discrimination could have occurred. Only the item about police stops embodies a "more likely" qualifier in its "perceptions" question (although with grammatical violence). Taxi drivers?. . . any? some? most? all? anytime? sometimes? often? usually?

black drivers? white drivers? East Indian drivers?

We had hoped the efficacy of "Did you ever . . ." questions (I call them "Jevers") for anything but prominent state-entry events would have been discredited by the methods research leading to the National Crime Survey.

How does one go from samples of people to samples of events?
With difficulty and very cautiously if you care at all about validity.

If you want to swallow this camel, however, it comes with a
"Methodology"
disclosure to help it go down smoothly:

Methodology
This ABCNEWS survey was conducted by telephone Jan.
26-Feb.1 among a random national sample of 1,097
adults,
including an oversample of 177 blacks. The results have
a
three-point error margin for the full sample and 7.5
points for blacks. Field work was done by
ICR-International
Communications Research of Media, Pa.

Date: Sun, 20 Feb 2000 00:02:47 -0500
From: Albert Biderman <abider@american.edu>
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: ABC's indiscriminating poll
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Ooops: I hope you can delete before reading the cited post.
Sorry, I have not mastered Netscape's Composer and the format
is dreadful.

Albert D. Biderman
abider@american.edu

Date: Sun, 20 Feb 2000 11:03:13 -0600
From: Tom Smith <smitht@norcmail.uchicago.edu>
Received: from norcmail.uchicago.edu (norcmail.uchicago.edu [128.135.45.4])
by genesis1.norc.uchicago.edu (8.8.7/8.8.7) with SMTP id LAA03322
for <aapornet@usc.edu>; Sun, 20 Feb 2000 11:19:27 -0600
Received: from ccMail by norcmail.uchicago.edu (ccMail Link to SMTP
R8.30.00.7)
id AA951066478; Sun, 20 Feb 2000 11:07:59 -0600
Message-Id: <0002209510.AA951066478@norcmail.uchicago.edu>
X-Mailer: ccMail Link to SMTP R8.30.00.7
To: <aapornet@usc.edu>
Subject: Re: Nomenclature (was AP story hits press)
MIME-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Transfer-Encoding: 7bit
Content-Description: "cc:Mail Note Part"

First, it's important to distinguish when it's straightforward

advocacy, when it's message testing using surveys, and when it's "push polling."

Second, it would be best for true polling to have a another replace "push polling". I think we have a family of terms that provide a good model: sugging (selling under the guise of a survey), frugging (fund raising under the guise...), and now cugging (campaigning under the guise...).

Reply Separator

Subject: Re: Nomenclature (was AP story hits press)
Author: <aapornet@usc.edu> at INTERNET
Date: 2/18/00 6:00 PM

A problem I see with the term "advocacy calling" is that, taken at face value, it refers to an activity which (as Rob Daves points out) is not in itself objectionable. What about something like "advocacy polling"?

Date: Sun, 20 Feb 2000 12:25:24 -0800
From: Jeanne Anderson <ande271@attglobal.net>
Reply-To: ande271@ibm.net
X-Mailer: Mozilla 4.5 [en]C-CCK-MCD {TLC;RETAIL} (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Nomenclature (was AP story hits press)
References: <s8ad2f15.059@mail.startribune.com>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

The trick is to find some name for what we now call "push polls" that help people identify them. If the callers in such "polls" say they are "taking a poll" and we refer in press releases, etc. to "advocacy calling," trash talk," or anything else that does not link our reference to people's experience, it won't do much good. What about something like "what-if pseudo polls?" Having hung up on the few callers who sounded as they they were push pollers, I wouldn't know how to characterize the approach in terms that the recipients of the calls can use. Perhaps other AAPOR members can do better.

Rob Daves wrote:

> Unfortunately, my friends, I think we're too late to affect a swift change in nomenclature. The PP words already are in the popular lexicon. We shouldn't, however, let that stop us from taking a stab at change.

>

> I'd suggest "advocacy calling." That term already is taken, but that shouldn't stop us, either. Advocacy calling is a specific type of "phone-banking" (don'tcha just love the way we verb nouns?). It can

be either truthful, above-board advocacy calling, as many campaigns use. Or it can be untruthful, masquerading as a poll, and what we USED TO call "push-polling." Either way it's advocacy calling.

>

> This way, the onus will be on the advocacy callers to clean up their own public relations mess when they litter the campaign trail. Then the public opinion research community won't have to clean up someone else's poop.

>

> Rob

> -----

>

> Robert P. Daves, Director

> Polling & News Research

v: 612.673-7278

> Star Tribune

f: 612.673-4359

> 425 Portland Av. S.

e: daves@startribune.com

> Minneapolis MN 55419 USA

Date: Sun, 20 Feb 2000 12:42:04 -0800
From: Jeanne Anderson <ande271@attglobal.net>
Reply-To: ande271@ibm.net
X-Mailer: Mozilla 4.5 [en]C-CCK-MCD {TLC;RETAIL} (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Nomenclature (was AP story hits press)
References: <s8ad710a.025@mail.startribune.com>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Once more I comment. this time, I was reluctant to do so earlier because I was not sure I understood what actually is done, and I don't like to criticize the public opinion profession.

If "candidate research" sometimes involve asking "what if" questions ("what if you found out that candidate X...") it should probably be done in focus groups rather than in surveys. That is the reason "copy testing" in advertising is usually done in small groups, with the purpose clearly explained. It seems to me there is no way for legitimate candidate research to avoid the possibility of influencing respondents' thinking even though that is not the purpose.

Is there a justification for legitimate polls asking "what if" questions that might be interpreted as "push polling?" Is there a way that the legitimate poll organizations identify their surveys as NOT push polling?

Rob Daves wrote:

> But Harry, advocacy calling is not research. It's calling. Period. Just as push polling is not research. It's calling. Period.

>

> Candidate research is a legitimate activity, and those who do such work, as

you know, often messages the client and his or her
opponent. Basic market research, eh?

>

> So why not call real candidate polls, "polls," and media polls, "polls" and
both types of calling "calling?"

>

> Cheers.

>

> Rob

>

> Robert P. Daves, Director

> Polling & News Research v: 612.673-7278

> Star Tribune f: 612.673-4359

> 425 Portland Av. S.

e: daves@startribune.com

> Minneapolis MN 55419 USA

Date: Sun, 20 Feb 2000 13:42:46 -0500
From: Albert Biderman <abider@american.edu>
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Nomenclature (was AP story hits press)
References: <0002209510.AA951066478@norcmail.uchicago.edu>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

smitht@norcmail.uchicago.edu wrote (in part):

>

> Second, it would be best for true polling to have a another replace
> "push polling". I think we have a family of terms that provide a good
> model: sugging (selling under the guise of a survey), frugging (fund
> raising under the guise...), and now cugging (campaigning under the
> guise...).

> <SNIP>

--

Perhaps Smith would have the family adopt also "stugging" for the not
uncommon practice of sex talk under the guise of a survey. And would
"spugging" (spying under the guise. . .) be welcome? Maybe some nominal
family planning is needed.

Date: Sun, 20 Feb 2000 15:42:20 -0500
Sender: DION HOEY <hoeyd@sunynassau.edu>
From: DION HOEY <hoeyd@sunynassau.edu>
To: aapornet@usc.edu
X-EXP32-SerialNo: 00002181
Subject: Christian Right Influence in S. Carolina
Message-ID: <389AD18A@sunynassau.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="ISO-8859-1"
Content-Transfer-Encoding: 7bit
X-Mailer: WebMail (Hydra) SMTP v3.60

Just a few q's about the Christian Right in the S.C. Rep. Primary.

How much of the christian coalition participation in the election was in excess of their representation in the S.C. electoral population?

Is there any indication, or any way to find out, the S.C. results with christian coalition identifiers excluded from the analysis?

Thanks.

hoeyd@sunynassau.edu

Date: Sun, 20 Feb 2000 16:28:16 -0800
From: Jeanne Anderson <ande271@attglobal.net>
Reply-To: ande271@ibm.net
X-Mailer: Mozilla 4.5 [en]C-CCK-MCD {TLC;RETAIL} (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Nomenclature (was AP story hits press)
References: <0002209510.AA951066478@norcmail.uchicago.edu>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Great idea! Or how about pugging (pushing or "politicking" under the guise of)?

smitht@norcmail.uchicago.edu wrote:

> First, it's important to distinguish when it's straightforward
> advocacy, when it's message testing using surveys, and when it's "push
> polling."
> Second, it would be best for true polling to have a another replace
> "push polling". I think we have a family of terms that provide a good
> model: sugging (selling under the guise of a survey), frugging (fund
> raising under the guise...), and now cugging (campaigning under the
> guise...).

> _____ Reply Separator

> Subject: Re: Nomenclature (was AP story hits press)
> Author: <aapornet@usc.edu> at INTERNET
> Date: 2/18/00 6:00 PM

>
> A problem I see with the term "advocacy calling" is that, taken at face
> value, it refers to an activity which (as Rob Daves points out) is not in
> itself objectionable. What about something like "advocacy polling"?
>

Date: Sun, 20 Feb 2000 16:49:42 -0500 (EST)
From: Philip Meyer <pmeyer@email.unc.edu>
X-Sender: pmeyer@login9.isis.unc.edu
To: aapornet@usc.edu

Subject: RE: On V-word Polls
In-Reply-To: <NCBBKJCKJFKIDCKOFNAEEMEJHCOAA.mark@bisconti.com>
Message-ID: <Pine.A41.4.21L1.0002201647550.71974-100000@login9.isis.unc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

So how about calling it "LUGing" (lobbying under the guise of research)? I've been searching for an appropriate verb that starts with B, but no luck.

=====
Philip Meyer, Knight Chair in Journalism Voice: 919 962-4085
CB 3365 Carroll Hall Fax: 919 962-1549
University of North Carolina Cell: 919 906-3425
Chapel Hill NC 27599-3365 <http://www.unc.edu/~pmeyer>
=====

On Sat, 19 Feb 2000, Mark Richards wrote:

> Date: Sat, 19 Feb 2000 18:07:09 -0500
> From: Mark Richards <mark@bisconti.com>
> Reply-To: aapornet@usc.edu
> To: aapornet@usc.edu
> Subject: RE: On V-word Polls
>
> Once they call more than a sample of 1,000 or so... say 200,000, they're not
> "message testing" or "push-polling," they're lobbying, so call them
> "Citizen
> lobbying calls." Callers could be required to identify themselves and the
> funders, and make their lobby efforts public.
>
> -----Original Message-----
> From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu]On Behalf Of
> SavellJM@aol.com
> Sent: Saturday, February 19, 2000 5:45 PM
> To: aapornet@usc.edu
> Subject: Re: On V-word Polls
>
>
> . . . One reason is that we would like to have members agree on
> terminology.
> I don't imagine many "push pollers" would say (at least in this context)
> that
> they are engaging in propoganda. They might, however--just might--be
> willing
> to acknowledge that they are engaging in advocacy. But pairing "advocacy"
> with "calling" produces a total term ("advocacy calling") that is
> insufficiently explicit and doesn't carry the intended message. It seems to
> me that the idea we are seeking is something like "advocacy polling".
After
> all, push polling (at least by one definition) really is polling; it's just
> that such polling is inherently and inevitably biased to an unknown degree
> and thus totally uninterpretable.
>
>
>

=====
Date: Sun, 20 Feb 2000 17:52:41 -0500
From: Albert Biderman <abider@american.edu>
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: GOTVugging [was AP story hits press]
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

The most common political abuse of the mantle of polling has escaped attention in these discussions. The get-out-the-vote pre-election canvass simply to identify "the good guys" has been replaced in considerable measure by calls pretending to be surveys. These activities do not differ from some real polls in that they are often done by contractors, do not disclose in whose actual political interest the call is being made or that record is being made of replies linked to name (or at least address).

--

Albert D. Biderman
abider@american.edu

=====
Date: Mon, 21 Feb 2000 08:44:58 -0500
From: "Bill Thompson" <bthompson@directionsrsch.com>
To: aapornet@usc.edu
Message-ID: <8525688C.004B87CD.00@drione.directionsrsch.com>
Subject: RE: On the W. word
Mime-Version: 1.0
Content-type: text/plain; charset=us-ascii
Content-Disposition: inline

George W. Bush is NOT a Junior. That's why the emphasis on his middle initial.

=====
Date: Mon, 21 Feb 2000 08:50:39 -0500
From: "Bill Thompson" <bthompson@directionsrsch.com>
To: ande271@ibm.net
cc: aapornet@usc.edu
Message-ID: <8525688C.004C0D01.00@drione.directionsrsch.com>
Subject: Re: Nomenclature (was AP story hits press)
Mime-Version: 1.0
Content-type: text/plain; charset=us-ascii
Content-Disposition: inline

While "what if" questions may influence telephone respondents, calling 300 or even 1,000 people will NOT turn an election which is why asking "push

questions"
on a poll is considered legitimate. Asking "what if" questions to 200,000 people, however, WILL turn an election (that's how George W.'s brother jeb lost his first race for Governor of Florida) and why it should be distinguished from legitimate polling.

=====
Date: Mon, 21 Feb 2000 08:19:25 +0000
From: Nick Panagakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Nomenclature (was AP story hits press)
References: <8525688C.004C0D01.00@drione.directionsrsch.com>
Content-Type: multipart/alternative;
boundary="-----3E9DF1B3F5E9B6D9CEE66EDE"

-----3E9DF1B3F5E9B6D9CEE66EDE
Content-Type: text/plain; charset=iso-8859-1; x-mac-type="54455854"; x-mac-creator="4D4F5353"
Content-Transfer-Encoding: 8bit

FYI

> Statement by the Honorable Joseph R. Pitts
>
> before the
>
> Committee on House Administration
>
> July 13, 1999
>
>
>
> Mr. Chairman, I thank you for the opportunity to testify before the
Committee on House Administration regarding my
> bill, H.R. 223, the Push Poll Disclaimer Act. Simply put, the Push Poll
Disclaimer Act amends the Federal Election
> Campaign Act of 1971 to require individuals conducting Federal election-
related polls, by telephone or electronic
> means, to disclose their identity and the identity of the individual or
organization sponsoring the poll or paying the
> expenses associated with the poll. This bill would impact any push poll
conducted by an individual or organization,
> profit or nonprofit, which seeks to sway an individual or voter's opinion
away from one candidate or toward another
> candidate for federal office.
>
> As each of you know, push polls can be used to spread false and damaging
information about a candidate and sway

> public opinion. They are a series of questions that build upon each other and are designed to "push" the people away

> from the candidate -- to test the loyalty that a voter has to a particular candidate. Further, this misuse of push polls

> reinforces public cynicism that burdens our democratic process.

>

> I originally introduced the Push Poll Disclaimer Act as a freshman, on the first day of the 105th Congress. I introduced

> this bill because push polls were used against me in an election to spread false and disparaging information about

> my candidacy.

>

> For example, under current law, a push poll could resemble the following: "Would you vote for candidate X if you knew

> he or she was indicted for tax evasion? Would you vote for candidate X if you knew he or she was ever arrested for

> misdemeanor crime, like domestic abuse?" You see, a candidate can completely fabricate a story, or make

> hypothetical statement about another candidate -- never actually accusing the person, but intimating that the

> information is fact. The constituents, of course, would respond, "Did he or she really do all that?" The caller would

> then say, "No, but suppose he or she did. Would it sway your vote?" Push polls plant the seed of doubt about a

> candidate in the minds of voters

>

> Often, these statements are blatant lies. But because there is no accountability, a candidate is able to plant seeds of

> doubt regarding another candidate without having to tell the voter who was sponsoring the push poll. How much less

> of an impact would the push poll have if caller had to give his or her name and who, candidate or organization, was

> sponsoring the poll? With these disclaimers, candidates will be less likely to spread rumors or lies about another

> candidate for fear these rumors will backfire.

>

> When I reintroduced the Push Poll Disclaimer Act during this Congress, I excluded a provision from the original

> version of the bill which I included in the 105th Congress. This provision would have required the individual

> conducting the poll to substantiate any information relating to a candidate.

I excluded this provision out of concern that

> it makes the caller responsible for the information that the sponsor provides for the push poll. Often, phone bank

> services are purchased, and individuals are paid to make calls and read off a script. I did not intend to hold these

> callers responsible for defending the misinformation that is supplied by the poll sponsor.

>

> Push polls are a widely used method of anonymously spreading lies about a political opponent. Push polls are

> dishonest, they subvert our democratic process, and they breed public cynicism. By requiring verification of who is

> sponsoring the push poll, we can take a step in cleaning up and restoring

accountability to federal election
> campaigns. Voter should be told the truth in campaigns -- not given
misleading and often disparaging information
> about a political candidate.
>
> The Push Poll Disclaimer Act is a rifle shot -- seeking to clean up a
specific part of campaigns by which many
> candidates have been negatively impacted.
>
> Again, thank you for the opportunity to testify and I look forward to any
questions that you may have.
>
Bill Thompson wrote:

> While "what if" questions may influence telephone respondents, calling 300
or
> even 1,000 people will NOT turn an election which is why asking "push
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> on a poll is considered legitimate. Asking "what if" questions to 200,000
> people, however, WILL turn an election (that's how George W.'s brother jeb
lost
> his first race for Governor of Florida) and why it should be distinguished
from
> legitimate polling.

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Content-Transfer-Encoding: 8bit

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<!doctype html public "-//w3c//dtd html 4.0 transitional//en">  
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FYI  
<blockquote TYPE=CITE>  
<pre>Statement by the Honorable Joseph R. Pitts&nbsp;
```

before the

Committee on House Administration

July 13, 1999

Mr. Chairman, I thank you for the opportunity to testify before the
Committee on House Administration regarding my bill, H.R. 223, the Push
Poll Disclaimer Act. Simply put, the Push Poll Disclaimer Act amends the
Federal Election Campaign Act of 1971 to require individuals conducting
Federal election-related polls, by telephone or electronic means, to
disclose their identity and the identity of the individual or organization
sponsoring the poll or paying the expenses associated with the poll. This
bill would impact any push poll conducted by an individual or organization,
profit or nonprofit, which seeks to sway an individual or voter's opinion
away from one candidate or toward another candidate for federal
office.

As each of you know, push polls can be used to spread false and damaging
information about a candidate and sway public opinion. They are a series of

questions that build upon each other and are designed to "push" the people away from the candidate -- to test the loyalty that a voter has to a particular candidate. Further, this misuse of push polls reinforces public cynicism that burdens our democratic process.

I originally introduced the Push Poll Disclaimer Act as a freshman, on the first day of the 105th Congress. I introduced this bill because push polls were used against me in an election to spread false and disparaging information about my candidacy.

For example, under current law, a push poll could resemble the following: "Would you vote for candidate X if you knew he or she was indicted for tax evasion? Would you vote for candidate X if you knew he or she was ever arrested for misdemeanor crime, like domestic abuse?" You see, a candidate can completely fabricate a story, or make hypothetical statement about another candidate -- never actually accusing the person, but intimating that the information is fact. The constituents, of course, would respond, "Did he or she really do all that?" The caller would then say, "No, but suppose he or she did. Would it sway your vote?" Push polls plant the seed of doubt about a candidate in the minds of voters

Often, these statements are blatant lies. But because there is no accountability, a candidate is able to plant seeds of doubt regarding another candidate without having to tell the voter who was sponsoring the push poll. How much less of an impact would the push poll have if caller had to give his or her name and who, candidate or organization, was sponsoring the poll? With these disclaimers, candidates will be less likely to spread rumors or lies about another candidate for fear these rumors will backfire.

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Push polls are a widely used method of anonymously spreading lies about a political opponent. Push polls are dishonest, they subvert our democratic process, and they breed public cynicism. By requiring verification of who is sponsoring the push poll, we can take a step in cleaning up and restoring accountability to federal election campaigns. Voter should be told the truth in campaigns -- not given misleading and often disparaging information about a political candidate.

The Push Poll Disclaimer Act is a rifle shot -- seeking to clean up a specific part of campaigns by which many candidates have been negatively impacted.

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<blockquote TYPE=CITE>While "what if" questions may influence telephone respondents, calling 300 or

even 1,000 people will NOT turn an election which is why asking "push questions"

on a poll is considered legitimate. Asking "what if" questions to 200,000

people, however, WILL turn an election (that's how George W.'s brother jeb lost

his first race for Governor of Florida) and why it should be distinguished
from

legitimate polling.</blockquote>
</html>

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=====
Date: Mon, 21 Feb 2000 10:11:34 -0600
From: "Richard Day" <rday@rdresearch.com>
To: <aapornet@usc.edu>
Subject: Position Open. Director of Data Collection
MIME-Version: 1.0
Content-Type: multipart/mixed;
 boundary="-----_NextPart_000_0007_01BF7C54.08280200"
X-Priority: 3
X-MSMail-Priority: Normal
X-Mailer: Microsoft Outlook Express 5.00.2314.1300
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2314.1300

This is a multi-part message in MIME format.

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 charset="iso-8859-1"
Content-Transfer-Encoding: 7bit

Richard Day Research an Evanston based market research firm is interested in finding a Director of Data Collection. This job is quite different from most Field Director jobs for the following reasons:

- we have a relatively small data collection facility (26 CATI stations)
- we conduct numerous high level interviewing projects
 with physicians and financial managers requiring exceptional interviewers
- we conduct some rather extensive mail panel studies that require careful management.
- we subcontract a good deal of our work to select vendors.

The Director of Data Collection will be responsible for

- recruiting, training and evaluating interviewers and supervisors
 and the front desk administrative assistant.
- dealing with data collection subcontractors
- providing a pool of part time assistants
- payroll for part time staff

We are seeking someone who can show that they can multi task, work with a lot of different people, willing to make decisions, and has a positive attitude. This person needs to be computer literate.

This job is different than a typical Field Director position in you will have more and varied responsibilities.

We offer:

real profit sharing
health and dental benefits as well as discounted health club memberships
a history of providing bonuses which will depend on the profitability and contribution of the data collection effort and how much you can help lighten the load of the other professionals.
pay that is negotiable, dependent on experience
a team who wants you to be successful.

Please review our website at www.RDRESEARCH.com. Then contact us via email at RDay@RDRESEARCH.com

-----=_NextPart_000_0007_01BF7C54.08280200
Content-Type: text/x-vcard;
name="Richard Day.vcf"
Content-Transfer-Encoding: quoted-printable
Content-Disposition: attachment;
filename="Richard Day.vcf"

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VERSION:2.1
N:Day;Richard
FN:Richard Day
ORG:Richard Day Research
TEL;WORK;VOICE:(847) 328-2329
ADR;WORK;ENCODING=3DQUOTED-PRINTABLE;;;801 Davis Street=3D0D=3D0AThird =
Floor;Evanston;Il;60201
LABEL;WORK;ENCODING=3DQUOTED-PRINTABLE:801 Davis Street=3D0D=3D0AThird =
Floor=3D0D=3D0AEvanston, Il 60201
URL:
URL:http://www.rdresearch.com
EMAIL;PREF;INTERNET:rday@rdresearch.com
REV:20000221T161134Z
END:VCARD

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=====
Date: Mon, 21 Feb 2000 16:56:45 -0500
From: Michael Traugott <mtrau@umich.edu>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Survey of Arizona Primary Voters
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2448.0)
Content-Type: text/plain;
charset="iso-8859-1"

Fred - I hope this information is getting to you in time to be useful. I have just a couple of small comments on your second questionnaire.

Q8. There could be an indication of a pause, maybe with a "-" only, between "election" and "from"

Q9. Change "really care" to "care a lot"

Q13. Change "who" to "whom"

QD3b. Change "in the near future" to some specification like "in the next six months" or "in the next year"

QD11b. Change to "have you visited a Web site for any of the presidential candidates..."

Date: Mon, 21 Feb 2000 16:04:35 +0000
From: Nick Panagakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Survey of Arizona Primary Voters
References: <5D28BEE5CAE8D1119F5700A0C9B4268E03BC6A2F@isr.umich.edu>
Content-Type: text/plain; charset=us-ascii; x-mac-type="54455854"; x-mac-creator="4D4F5353"
Content-Transfer-Encoding: 7bit

RE: QD11b. I prefer "Have you visited a presidential candidate's Web site?".

Michael Traugott wrote:

> Fred - I hope this information is getting to you in time to be useful. I
> have just a couple of small comments on your second questionnaire.
>
> Q8. There could be an indication of a pause, maybe with a "-" only,
between
> "election" and "from"
>
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> six months" or "in the next year"
>
> QD11b. Change to "have you visited a Web site for any of the presidential
> candidates..."

Date: Mon, 21 Feb 2000 16:37:07 -0600
From: "Rob Daves" <daves@startribune.com>
To: HOneill1536@aol.com, aapornet@usc.edu
Subject: Re: Nomenclature (was AP story hits press)

Mime-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-7
Content-Disposition: inline
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id PAA21548

Tom's "cugging" has some merit. Phil's suggestion to find a "b" word prompts me to suggest "BUGging" - badgering under the guise of research. But Harry, Mike M. others may have the best idea. Why not call PP "political telemarketing," which it is. Further, why not make the distinction that it is unethical political telemarketing, because it is based in deceiving those on the receiving end of the call.

Mike's caution is right, though; political telemarketing isn't as sexy or alliterative as the term "push poll" and thus is less likely to be adopted.

Whatever term we come up with - I favor "unethical political telemarketing" at this hour - let's not just use the term among ourselves. Let's make sure that whatever we come up with, we make it clear when we talk on and off the record to journalists, candidates and campaign honchos that they make the distinction, too.

Cheers.

Rob

Robert P. Daves, Director
Polling & News Research v: 612.673-7278
Star Tribune f: 612.673-4359
425 Portland Av. S. e: daves@startribune.com
Minneapolis MN 55419 USA

Date: Mon, 21 Feb 2000 17:31:10 +0000
From: Nick Panagakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Nomenclature (was AP story hits press)
References: <s8b169d8.031@mail.startribune.com>
Content-Type: text/plain; charset=iso-8859-1; x-mac-type="54455854"; x-mac-creator="4D4F5353"
Content-Transfer-Encoding: 8bit

I agree with "political telemarketing". It may not produce a clever acronym, but it does clearly distinguish push polling from legitimate polling.

In your discussions, you should also note that this is deceptive telemarketing that does not meet FTC standards established for the commercial telemarketing industry. The deceptive framing of the call as a "poll" gains more call recipients who will cooperative and probably makes the trashing of the opponent more believable.

Here is more on Rep. Joseph Pitt's "Push Poll Disclaimer Act". I don't know what that will ever see the light of day. It was referred to the House Committee on House Administration a year ago. I think this is a step in the right direction but it requires all pollsters to reveal the sponsor which is a problem. A sample agreeing to participate in a CNN poll could differ from a sample agreeing to participate in a Fox network poll.

<http://thomas.loc.gov/cgi-bin/query/D?c106:4:./temp/~c106V2sd2m::>

Nick

Rob Daves wrote:

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>

> Rob

>

> Robert P. Daves, Director

> Polling & News Research

v: 612.673-7278

> Star Tribune

f: 612.673-4359

> 425 Portland Av. S.

e: daves@startribune.com

> Minneapolis MN 55419 USA

Date: Tue, 22 Feb 2000 11:00:52 -0500
From: "Mark Schulman" <M.SCHULMAN@srbi.com>
To: aapornet@usc.edu
Subject: Ways Organizations Can Assist Portland 2000
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Disposition: inline
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id HAA05287

The Conference Committee is putting the finishing touches on our Portland Conference, May 18 - 21. This year's conference will bring together more than 600 public opinion researchers from both the academic and commercial

research communities. Attendees will also include members of the World Association for Public Opinion Research (WAPOR).

There are a variety of ways that organizations can support our efforts to make the Conference as valuable an experience as possible for attendees. The Registration Fees pay only a part of the expense for the meeting rooms, the Conference Program book, audio-visual equipment, social functions, staff costs, etc.

Most of you have already received mailings asking for the support of your organizations in purchasing listings and advertising in the Conference Program. Here are some other opportunities for organizations to help:

1. Exhibitors: The AAPOR Conference provides invaluable exposure to research organizations, publishers, internet service and software companies to exhibit their products and services. This year we are expanding the exhibit area. We will be scheduling some events in the exhibit area to increase traffic and exposure. The Exhibit Fee is \$500 for a standard exhibit booth. We still have some space available for exhibitors on a first-come basis.

2. Sponsoring gatherings/social events: Each year we have a number of receptions and social gatherings during the conference. We encourage organizations to sponsor or co-sponsor these events. Join organizations such as Survey Sampling Inc. and Genesys in sponsoring such events as the Newcomer's Reception Friday night, the Fun Walk, the President's Reception, and the All-AAPOR party among others. Sponsoring organizations will be listed in the Conference Program Book. We will also announce sponsoring organizations at each function. Fees vary depending upon the event, starting at \$1,000

All contributions from exhibits and sponsored events will be used to offset conference costs and help us make the conference an even more valuable experience. Please let me know if your organization would like to assist us in these ways.

Contact me directly at: m.schulman@srbi.com

Thanks!

Date: Tue, 22 Feb 2000 12:17:01 -0500
From: dkb@casro.org ((CASRO) Diane Bowers)
To: aapornet@usc.edu
Subject: Re: Nomenclature (was AP story hits press)
MIME-Version: 1.0
X-Priority: 3
X-MSMail-Priority: Normal
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This is a multi-part message in MIME format.

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Content-Type: text/plain;
charset="ISO-8859-7"

Content-Transfer-Encoding: 8bit

The discussion on push polling has been great--now, to add my cents to the pot on behalf of CMOR. Political telemarketing is the term we've been using in our efforts to distinguish legitimate political research from political telemarketing. See the attached report and language from the NY, FL, and NEV bills. Hope this is helpful. Diane

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

From: Rob Daves <daves@startribune.com>
To: HOneill1536@aol.com <HOneill1536@aol.com>; aapornet@usc.edu <aapornet@usc.edu>
Date: Monday, February 21, 2000 6:11 PM
Subject: Re: Nomenclature (was AP story hits press)

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425 Portland Av. S. e: daves@startribune.com
Minneapolis MN 55419 USA

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Content-Transfer-Encoding: base64
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filename="polls - feb98.doc"

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bG1jIG9mZmljaWFsIA0JCSggd2hpY2ggZXhjZWVkcYyYyIGl1bnV0ZXMgaW4gZHVyYXRpb24gDQkJ
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/////wEA/v8DCgAA/////wYJAgAAAAAAwAAAAAAAEYAAAATWljcm9zb2Z0IFdvcmQgRG9jdW1l
bnQACgAAAE1TV29yZERVyYwQAAAV29yZC5Eb2N1bWVudC44APQ5snEAAAAAAAAAAAAAAAAAAAA
AA
AA
AA
AA
AA
AA
AAAAA

-----=_NextPart_000_000B_01BF7D2E.B8D81600--

=====
Date: Tue, 22 Feb 2000 09:41:32 -0800
From: Jennifer Franz <jdfranz@earthlink.net>
Reply-To: jdfranz@earthlink.net
X-Mailer: Mozilla 3.0C-NSCP (Win95; U)
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Focus Groups
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

I realize this is a bit far afield for AAPOR, but I was always taught there is no such thing as a stupid question. Does anyone have any suggestions for the successful recruitment of focus groups with tourists? Recent experience would be particularly helpful. Thanks!

=====
Date: Tue, 22 Feb 2000 11:18:24 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>

To: AAPORNET <aapornet@usc.edu>
Subject: What's Your Rosetta Stone?
Message-ID: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Everyone Is a Methodologist Dept.

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If each one of you posts one sentence, run-on or not, and there aren't many duplicates, we'll have written AAPORNET's first methods textbook, not to mention the first textbook with 900 authors.

-- Jim

P.S. "Demand all payments in advance" is **not** methodological, in my sense here--it's merely common sense.

Date: Tue, 22 Feb 00 14:47:02 EST
From: Don Ferree <SSDCF@UConnVM.UConn.Edu>
Subject: Re: What's Your Rosetta Stone?
To: Members of AAPORNET <aapornet@usc.edu>
In-Reply-To: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>
X-Mailer: MailBook 98.01.000
Message-Id: <000222.144749.EST.SSDCF@UConnVM.UConn.Edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII
Content-Transfer-Encoding: 7BIT

One's conclusions can never be more robust than the (often unspoken) assumptions on which, along with data, they are based.

Date: Tue, 22 Feb 2000 14:49:32 -0500
From: "Thornberry, Mary" <mathornberry@davidson.edu>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: What's Your Rosetta Stone?
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2650.21)
Content-Type: text/plain;
charset="iso-8859-1"

My advice: Think very carefully about the question you are seeking to answer. Make the question as explicit as possible. Then think again. Will what you are proposing to do in any way provide an answer to that question? Note the ways it will and the ways it won't. You will probably always have to settle for an answer that is less than ideal, but try to remain aware of your original goal and be honest about why the answer will not be perfect.

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

From: James Beniger [mailto:beniger@rcf-fs.usc.edu]
Sent: Tuesday, February 22, 2000 2:18 PM
To: AAPORNET
Subject: What's Your Rosetta Stone?

Everyone Is a Methodologist Dept.

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```
=====
Date: Tue, 22 Feb 2000 14:59:07 -0500
From: "James P. Murphy" <jpmurphy@jpmurphy.com>
To: <aapornet@usc.edu>
Subject: Re: What's Your Rosetta Stone?
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
```

KEEP AN OPEN MIND.

(This entry also nominated for Most Succinct -- three real words plus an article.)

James P. Murphy, Ph.D.
Voice (610) 408-8800
Fax (610) 408-8802
jpmurphy@jpmurphy.com

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

From: James Beniger <beniger@rcf-fs.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Date: Tuesday, February 22, 2000 2:19 PM
Subject: What's Your Rosetta Stone?

>

>

>

>Everyone Is a Methodologist Dept.

>

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>
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>
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>
>
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>here--it's merely common sense.
>
>*****
>
>

Date: Tue, 22 Feb 2000 15:27:05 -0500
From: Leo Simonetta <Simonetta@artsci.com>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: What's Your Rosetta Stone?
X-Priority: 3
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.0.1460.8)
Content-Type: text/plain

This is probably a hair simplistic

Make sure that the data you have represents what you think/hope it does/designed the study to measure.

This covers everything from bad experimental design, poor manipulations (in an experiment), misleading and misunderstood questions, problems with data entry and coding as well as a myriad of other sins.

I considered Fast, Accurate, Cheap - Pick any two.

--

Leo G. Simonetta
Art & Science Group, Inc.
simonetta@artsci.com

> -----Original Message-----
> From: James Beniger [SMTP:beniger@rcf.usc.edu]
> Sent: Tuesday, February 22, 2000 2:18 PM
> To: AAPORNET
> Subject: What's Your Rosetta Stone?
>
>
>

>
> Everyone Is a Methodologist Dept.
>
>
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> sense
> here--it's merely common sense.
>
> *****

Date: Tue, 22 Feb 2000 15:42:42 -0800
From: Jeanne Anderson <ande271@attglobal.net>
Reply-To: ande271@ibm.net
X-Mailer: Mozilla 4.5 [en]C-CCK-MCD {TLC;RETAIL} (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
References: <E93D9E6ED6B7D31192EA0090273D1F226622BC@zipcode.davidson.edu>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Amen. I was going to write "always know what it is you want to measure. But Mary adds the second important part: make sure that you measure that, and nothing else.

Jeanne Anderson

"Thornberry, Mary" wrote:

> My advice: Think very carefully about the question you are seeking to
> answer. Make the question as explicit as possible. Then think again. Will
> what you are proposing to do in any way provide an answer to that question?
> Note the ways it will and the ways it won't. You will probably always have
> to settle for an answer that is less than ideal, but try to remain aware of
> your original goal and be honest about why the answer will not be perfect.

>

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

> From: James Beniger [mailto:beniger@rcf-fs.usc.edu]

> Sent: Tuesday, February 22, 2000 2:18 PM

> To: AAPORNET

> Subject: What's Your Rosetta Stone?

>

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>

>

-- Jim

>

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> here--it's merely common sense.

>

> *****

Date: Tue, 22 Feb 2000 16:08:22 -0500
From: Jim Bason <jbason@arches.uga.edu>
X-Mailer: Mozilla 4.7 [en] (Win98; I)
X-Accept-Language: en
MIME-Version: 1.0

To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
References: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>
Content-Type: multipart/mixed;
boundary="-----EAC7C8163389F5D4E0D00493"

This is a multi-part message in MIME format.
-----EAC7C8163389F5D4E0D00493
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

I would have to go with "always expect the unexpected".

Jim Bason
University of Georgia

James Beniger wrote:

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> *****

-----EAC7C8163389F5D4E0D00493
Content-Type: text/x-vcard; charset=us-ascii;
name="jbason.vcf"
Content-Transfer-Encoding: 7bit
Content-Description: Card for Jim Bason
Content-Disposition: attachment;

filename="jbason.vcf"

begin:vcard
n:Bason;James
tel;work:(706)542-6110
x-mozilla-html:FALSE
org:Director, Survey Research Center;University of Georgia
version:2.1
email;internet:jbason@arches.uga.edu
title:James J. Bason, Ph.D
adr;quoted-printable::;114 Barrow Hall=0D=0A;Athens;GA;30602;
end:vcard

-----EAC7C8163389F5D4E0D00493--

=====
Date: Tue, 22 Feb 2000 12:34:54 -0800
From: sullivan@fsc-research.com
Received: from 6b7va (fscntl.fsc-research.com [206.180.228.75])
by web2.tdl.com (8.9.1a/8.9.1) with SMTP id NAA19247
for <aapornet@usc.edu>; Tue, 22 Feb 2000 13:17:39 -0800
Message-Id: <200002222117.NAA19247@web2.tdl.com>
To: aapornet@usc.edu
MIME-Version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT
Subject: Re: What's Your Rosetta Stone?
In-reply-to: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>
X-mailer: Pegasus Mail for Win32 (v3.01d)
Content-Transfer-Encoding: 7BIT

Corollary to Occam's Razor -- always point the investigation at the simplest and most obvious explanation for the phenomenon under study.

Date sent: Tue, 22 Feb 2000 11:18:24 -0800 (PST)
Send reply to: aapornet@usc.edu
From: James Beniger <beniger@rcf-fs.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: What's Your Rosetta Stone?

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The information contained in this communication is confidential and is intended only for the use of the addressee. It is the property of Freeman, Sullivan & Co. If you have received this communication in error, please notify us immediately by return e-mail or by e-mail to postmaster@fsc-research.com, and destroy this communication and all copies thereof, including attachments.

Date: Tue, 22 Feb 2000 16:18:53 -0500
From: wilson@roanoke.edu (Wilson, Harry)
X-Mailer: Mozilla 4.05 [en] (Win95; U)
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
References: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Garbage in, garbage out.

I don't know who coined the phrase, but its uses are endless.

Harry Wilson

James Beniger wrote:

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>
> *****

Date: Tue, 22 Feb 2000 16:30:15 -0500
From: "Mark Richards" <mark@bisconti.com>
To: <aapornet@usc.edu>
Subject: RE: What's Your Rosetta Stone?
Message-ID: <NCBBKJCKFKIDCKOFNAEEMELDCOAA.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: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>

Robert Park wanted his students to answer "what is this thing you want to study?" (what is a gang? what is a public? what is a race?) ...to be clear about the system of classification, the frame of reference, for use in sorting out and describing things under investigation.

Maybe: "slow down, see what else has been done, define terms, clarify question(s), think it through--how does it fit into the bigger picture, ask "what difference will knowing this make?--is it worth the resources invested

to find out?"

Maybe the "garbage in, garbage out" takes care of it!

And... practice makes perfect (if one accepts criticism and learns).

mark richards

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

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of James Beniger

Sent: Tuesday, February 22, 2000 2:18 PM

To: AAPORNET

Subject: What's Your Rosetta Stone?

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Date: Tue, 22 Feb 2000 16:34:51 -0500 (EST)
From: Philip Meyer <pmeyer@email.unc.edu>
X-Sender: pmeyer@login6.isis.unc.edu

To: AAPORNET <aapornet@usc.edu>
Subject: Re: What's Your Rosetta Stone?
In-Reply-To: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>
Message-ID: <Pine.A41.4.21L1.0002221632300.18144-100000@login6.isis.unc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Never generalize from Chapel Hill. (Or Ann Arbor or Cambridge, etc.)

There is a corollary among newspaper researchers: Never generalize from the publisher's friends.

```
=====
Philip Meyer, Knight Chair in Journalism  Voice: 919 962-4085
CB 3365 Carroll Hall                      Fax: 919 962-1549
University of North Carolina              Cell: 919 906-3425
Chapel Hill NC 27599-3365                http://www.unc.edu/~pmeyer
=====
```

On Tue, 22 Feb 2000, James Beniger wrote:

```
> Date: Tue, 22 Feb 2000 11:18:24 -0800 (PST)
> From: James Beniger <beniger@rcf-fs.usc.edu>
> Reply-To: aapornet@usc.edu
> To: AAPORNET <aapornet@usc.edu>
> Subject: What's Your Rosetta Stone?
>
>
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>
> *****
>
>

=====
Date: Tue, 22 Feb 2000 16:46:15 -0500
Message-Id: <200002222146.QAA52848@garnet1.acns.fsu.edu>
X-Sender: slosh@garnet.acns.fsu.edu
X-Mailer: Windows Eudora Light Version 1.5.2
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: aapornet@usc.edu
From: Susan Losh <slosh@garnet.acns.fsu.edu>
Subject: Re: What's Your Rosetta Stone?

Triangulate.

At 04:34 PM 2/22/2000 -0500, you wrote:

>
> Never generalize from Chapel Hill. (Or Ann Arbor or Cambridge, etc.)

But is TALLAHASSEE OK?

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

Susan Carol Losh, PhD.
Academic Year 1999-2000 PHONE 850-385-4266
slosh@garnet.fsu.edu

PLEASE MAKE A NOTE!

I AM NOW IN TRANSITION TO:

The Department of Educational Research
Florida State University
Tallahassee FL 32306-4453

850-644-4592 Educational Research Office
FAX 850-644-8776

FROM:

The Department of Sociology
Florida State University
Tallahassee FL 32306-2270

850-644-6416 Sociology Office
FAX 850-644-6208

=====
Date: Tue, 22 Feb 2000 14:04:38 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Essex Summer School in Social Research Methods: 2000 (fwd)
Message-ID: <Pine.GSO.4.10.10002221402440.2343-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

----- Forwarded message -----
Date: Tue, 22 Feb 2000 11:32:43 +0000 (GMT)
From: Eric Tanenbaum <tanenb@essex.ac.uk>
To: James Beniger <beniger@rcf.usc.edu>
Subject: Essex Summer School in Social Research Methods: 2000

33'rd ESSEX SUMMER SCHOOL
IN
SOCIAL SCIENCE DATA ANALYSIS
AND
COLLECTION
9th July - 18th August 2000

The Essex Summer School in Social Science Data Analysis and Collection offers over 50 one and two-week courses on social survey design and analysis, sampling, regression, multilevel analysis, time series analysis, correspondence analysis, log linear analysis, latent class analysis, discourse analysis, game theory, rational choice, social theory, data visualisation and data mining, social network analysis, maximum likelihood estimation and limited dependent variables, categorisation and sorting, scaling, structural equation models, qualitative data analysis, focus groups, deliberative polls, interviewing, participant observation, content analysis (including the General Inquirer), SPSS, Amos, Lisrel, British Household Panel Survey, time budgets diary collection and analysis, facet theory, frame analysis and international conflict management.

A small number of ESRC bursaries are available to participants from British academic institutions.

For further details see URL <<http://www.essex.ac.uk/smethods>>
or
e-mail sumsch@essex.ac.uk
or
write to The Essex Summer School in Social Science Data Analysis & Collection
University of Essex
Colchester, Essex CO4 3SQ,
United Kingdom
or
Fax [international] 44-1206-873598 [UK/Eire] 01206-873598
or
telephone [international] 44-1206-872502 [UK/Eire] 01206-872502.

Eric Tanenbaum
Dept of Government
University of Essex
Colchester, Essex CO4 3SQ
England

Date: Tue, 22 Feb 2000 17:05:17 -0500
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
References: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>
<38B2FD3B.5C54E95C@roanoke.edu>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

The phrase "garbage in, garbage out" has been used in the data processing business since the days of EAM (punch card tabulating equipment that predated modern computers).

The somewhat cynical version that all too often applies in survey (or any other) research is:

"Garbage in, gospel out"

Either version without the other loses an essential part of the message.

Jan Werner

"Wilson, Harry" wrote:

>
> Garbage in, garbage out.
>
> I don't know who coined the phrase, but its uses are endless.

>

```
=====
Date: Tue, 22 Feb 2000 17:59:26 -0500
From: Jennifer Hochschild <hochschi@Princeton.EDU>
Reply-To: hochschi@Princeton.EDU
X-Sender: "Jennifer Hochschild" <hochschi@smtp.princeton.edu>
X-Mailer: Mozilla 4.5 [en]C-CCK-MCD Princeton University 05-99 (WinNT; I)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
References: <Pine.A41.4.21L1.0002221632300.18144-100000@login6.isis.unc.edu>
Content-Type: multipart/mixed;
  boundary="-----3C3C9AB145C606FC687B996D"
```

This is a multi-part message in MIME format.

```
-----3C3C9AB145C606FC687B996D
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit
```

this is a wonderful string; I am printing them all out, and will pass on to undergrad. thesis students and graduate students starting diss. prospectuses...

My contribution: comparison is essential; you never know what you have found until you have compared it with something else. The comparison could be across time, across space, across independent variables,...; the crucial thing is to make sure that your comparison is the right one given the analytic question you want to answer. \

JH

```
-----3C3C9AB145C606FC687B996D
Content-Type: text/x-vcard; charset=us-ascii;
  name="hochschi.vcf"
Content-Transfer-Encoding: 7bit
Content-Description: Card for Jennifer Hochschild
Content-Disposition: attachment;
  filename="hochschi.vcf"
```

```
begin:vcard
n:Hochschild;Jennifer
tel;fax:609-258-2809
tel;work:609-258-5634
x-mozilla-html:FALSE
org:Princeton University;Woodrow Wilson School OR Dept. of Politics
adr:;;;;;
version:2.1
email;internet:hochschi@Princeton.EDU
title:W. S. Tod Prof. of Public and International Affairs
fn:Jennifer L. Hochschild
end:vcard
```

```
-----3C3C9AB145C606FC687B996D--
```

Date: Tue, 22 Feb 2000 18:03:13 -0500
Subject: Re: What's Your Rosetta Stone?
From: "Ward Rakestraw Kay" <rakekay@erols.com>
To: aapornet@usc.edu
Mime-version: 1.0
X-Priority: 3
Content-type: text/plain; charset="US-ASCII"
Content-transfer-encoding: 7bit
Message-Id: <E12NOK0-0004MT-00@smtp01.mrf.mail.rcn.net>

My motto in questionnaire design is "how are you going to use the responses to this question?" If the answer is "it would be nice to know..." then question should not be included in the survey.

Date: Tue, 22 Feb 2000 18:44:46 -0500
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: AAPORNET <aapornet@usc.edu>
Subject: Charles Cook on "push polls"
Content-Type: text/plain; charset=iso-8859-1
Content-Transfer-Encoding: 8bit

The following letter appeared in Slate yesterday.

Charles Cook's views may be of interest to many of the AAPORNET members.

Jan Werner

You can find this article online at
<http://slate.msn.com/dialogues/00-02-17/dialogues.asp>,

DIALOGUES

Are Campaign Polls Sleazy?

By Charles Cook and William Saletan

From: Charles Cook

To: William Saletan

Posted Monday, Feb. 21, 2000, at 10:30 a.m. PT

Charles Cook is editor of the Cook Political Report and a political analyst for the National Journal and CNN. William Saletan is a Slate senior writer. Earlier this week Saletan penned this "Frame Game [http://slate.msn.com/framegame/entries/00-02-15_74943.asp] " arguing that "every campaign poll that asks about an opponent's flaws is a push poll," and that "real polls" can

be just as invidious. In response, Cook posted the message below in "The Fray," Slate's reader feedback forum. Slate has asked them to continue their discussion about the merits and perils of campaign polling in this "Dialogue."

Dear Will,

First, I think it is very, very important that negative phone banks or advocacy phoning be distinguished from polling. That's why I refuse to even use the term "push polling." One is advocacy, persuasion, just the same as a TV or radio advertisement; the other is intended to learn something, to test an argument to see whether it works or not. I feel very strongly that the media should never use the term "push polling," because it fails to distinguish between a very small number of calls intended to learn something from a large number of calls intended to persuade voters. Stu Rothenberg's piece in Roll Call, which you refer to, goes into that point quite well.

In terms of the use of push questions in polls, what the mass media fail to understand is that these questions, quite often, are used to test the vulnerabilities of the candidates that sponsor the polls. Am I more vulnerable to an attack on this point or that one? Which should I be more worried about? In my previous life, as a campaign consultant back in 1980, I worked for a congressional incumbent who represented a very dangerous district, one that should be represented by someone from the other party. My client always polled strongly early and midway through the race; then invariably, the race would tighten and he would just barely win. So in April or May of the election year, far out from the general election, on the next-to-last substantive (non-demographic) question in the survey, we beat up our candidate badly, then built up our opponent, then asked the trial-heat question one final time. The race went from a runaway with the early question to very, very close with the final one. We then were able to look at the political and demographic attributes of those that defected from us to either undecided or to our opponent, so we could see whom we should focus the rest of the campaign on. We knew what kinds of people they were, even their media habits. My client won by one of his biggest margins in a very tough year. This is a classic use of push questions, even though we "pushed" against our own candidate. That is very different from running a phone bank trashing the opponent.

In terms of negative phone banks, perhaps there should be additional legislation requiring clear disclaimers as to who paid for an advocacy phone call, so there would be some accountability for the substance of these calls. That's fine, but it should not affect legitimate survey research efforts.

This whole episode was triggered by the allegations of a South Carolina woman who spoke up at a McCain rally, saying that her 14-year-old son was in tears, that he was told over the phone that his hero, John McCain, was a liar and crook, or something to that effect. She said her son was push-pollled.

Putting aside the question of where she learned about push polls, this whole story was quite suspicious. I have never heard of a campaign that polled 14-year-olds. The first question in every political survey I ever heard of is "Are you 18 years of age and registered to vote at your current address?" Why would a pollster bother to interview or, for that matter, attempt to persuade a 14-year-old? Sounds to me like either the kid lied and said he was a registered voter or this never occurred, at least as it was stated.

I know well and am very familiar with both of George W. Bush's pollsters and, for that matter, John McCain's as well. I have serious doubt either one would have interviewed a 14-year-old for a presidential primary. I kind of doubt that even a negative/advocacy phone bank would have either. That's what smelled. Then the media took the leap and got into the whole push-polling business. Some handled the story very responsibly, for example the Los Angeles Times, others more ham-handedly, like the New York Times, and others just practiced the standard pack journalism, without bothering to look beneath the surface and examine the practice.

Your piece suggested that campaign polls may be sleazy. Unaddressed is the fact that campaign polls—that is, those that are conducted by respected professionals—are very high-quality survey instruments, equal to or, in some cases, of higher quality than those of the national network surveys. Where there is a problem is many local media-sponsored polls, often shoddily done, sometimes by classes of college students who may or may not be making the calls or introducing interviewer bias. Some of the media-sponsored polls we see coming through our office every day are sloppy and/or methodologically unsound, offering less reliable data than those produced by campaign pollster.

There is considerable skepticism regarding campaign-sponsored polls; some think they are inherently tainted. While that is sometimes the case, most likely what happens is that when campaigns get unfavorable numbers, the data never sees the light of day. When they get numbers that are favorable and may help a campaign's credibility, and perhaps fund raising, they are quick to release that data. Or sometimes the data is selectively released—only the good parts of polls. That's what we have to deal with, with some sleazy pollsters and others of the highest integrity.

You ask whether campaign polls are sleazy: My answer would be sometimes, but we find that in every profession. The bottom line is that campaigns are about trying to win. I frankly have no ethical problems with pollsters asking push questions, to test arguments that they may later use on television, radio, or via direct mail. I do have some problems with negative/advocacy phoning, as it isn't as clear who is calling, what is paying for it, and general accountability about the content of the call.

Frankly though, in the grand scheme of things, I find none of

this as troubling as where another part of the political-consulting profession has gone, opposition research. I once sat in on a consultant's professional meeting in which someone on a panel spoke of the importance of obtaining the opponent's date of birth, Social Security number, and mother's maiden name, which made it much easier to obtain the opponents medical and credit records. It is now becoming commonplace that private detective agencies are hired to look into opponents' backgrounds, rather than just campaign consultants looking into opponents' voting records. Frankly, I find that far more appalling than whether pollsters are testing arguments with 300 or 400 voters out of hundreds of thousands in a state or congressional district.

Let's try to get some perspective about this whole thing. Thanks.

=====
Date: Tue, 22 Feb 2000 15:57:44 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: Jennifer Hochschild <hochschi@Princeton.EDU>
cc: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
In-Reply-To: <38B314CE.AA6524BB@princeton.edu>
Message-ID: <Pine.GSO.4.10.10002221541450.19415-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Jennifer,

I give essentially your message to students all the time, although-- especially for students who wish to do a "case study" of but one case--I put it a little differently:

Studying 2 things tells one infinitely more than studying only 1, but studying, say, 6 things isn't all that much better than studying 5, and yet studying a random sample of, say, 1500 things is much better than studying a random sample of 150, which in turn is much better than studying a nonrandom sample of any size--at least far short of the actual population size.

The best counter example is ethnography, I suppose, although ethnographers usually begin their fieldwork well schooled in a wide range of other ethnographies, which I would like to think means that there will always be a place for us teachers, at least as long as comparison is held to be central to research and analysis.

It's surprising how many others who have responded to "What's Your Rosetta Stone?" have made more or less this same point (Phil Meyer's comment comes most vividly to mind).

Thank you, Jennifer, for your encouraging words.

-- Jim

On Tue, 22 Feb 2000, Jennifer Hochschild wrote:

> this is a wonderful string; I am printing them all out, and will pass on to
> undergrad. thesis students and graduate students starting diss.
prospectuses...
>
> My contribution: comparison is essential; you never know what you have
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> until you have compared it with something else. The comparison could be
across
> time, across space, across independent variables,...; the crucial thing is
to
> make sure that your comparison is the right one given the analytic question
you
> want to answer.
>
> JH

=====
Date: Tue, 22 Feb 2000 16:01:39 -0800 (PST)
From: Susan Pinkus <Susan.Pinkus@latimes.com>
X-Sender: pinkus@laspl.latimes.com
To: Nick Panagakis <mkshares@mcs.net>
cc: aapornet@usc.edu
Subject: Re: Nomenclature (was AP story hits press)
In-Reply-To: <38AE95B0.C39EB543@mcs.net>
Message-ID: <Pine.A32.3.91.1000222155918.68790C-100000@laspl.latimes.com>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Interesting thought Nick - but these push poll interviewers are not
selling anything per se and don't fit technically as telemarketers. But
I think the more we (NCPPI/AAPOR) speak out against it the more the public
will be aware of these kinds of "advocacy" phone calls and reject
answering them. I think education is a strong key to this.

Susan Pinkus

On Sat, 19 Feb 2000, Nick Panagakis wrote:

> I just returned from out of town and have another 112 e-mail messages to
read
> so I hope this response is not premature.
>
> I agree with those who say push polling is not polling - it is
telemarketing
> instead - but I would take this a step further.
>
> Since callers are *posing as pollsters*, push polls could be considered as

> *telemarketing fraud* according to the FTC rule under 3,C below: "any person
> engaged in telemarketing for the sale of goods or services shall promptly and
> clearly disclose to the person receiving the call that the purpose of the call
> is to sell goods or services and *make such other disclosures as the Commission
> deems appropriate*."
>
> Would the Commission consider it appropriate disclosure that the purpose of the
> call is on behalf of a candidate? Or would the Commission consider it an
> appropriate disclosure that the caller is not really conducting a poll but
> promoting a candidate instead (by trashing the opponent)?
>
> If we have a standard for the sale of goods and services shouldn't we also have
> one for political campaigns which influence election outcomes?
>
> Is this worth pursuing with the FTC?
>
> SOURCES BELOW:
> <http://www4.law.cornell.edu/uscode/15/ch87.text.html>
>
> CHAPTER 87 - TELEMARKEETING AND CONSUMER FRAUD AND ABUSE PREVENTION
>
> Sec. 6102. Telemarketing rules
>
> (a) In general
> (1) The Commission shall prescribe rules prohibiting deceptive telemarketing
> acts or practices and other abusive telemarketing acts or practices.
> (2) The Commission shall include in such rules respecting deceptive
> telemarketing acts or practices a definition of deceptive telemarketing acts
> or
> practices which may include acts or practices of entities or individuals that
> assist or facilitate deceptive telemarketing, including
> credit card laundering.
> (3) The Commission shall include in such rules respecting other abusive
> telemarketing acts or practices -
> (A) a requirement that telemarketers may not undertake a pattern of
> unsolicited
> telephone calls which the reasonable consumer would consider coercive or
> abusive of such consumer's right to privacy,
> (B) restrictions on the hours of the day and night when unsolicited
> telephone
> calls can be made to consumers, and
> (C) a requirement that any person engaged in telemarketing for the sale of
> goods or services shall promptly and clearly disclose to the person
> receiving
> the call that the purpose of the call is to sell goods or services and make
> such other disclosures as the Commission deems appropriate, including the
> nature and price of the goods and services. In prescribing the rules
> described

> in this paragraph, the Commission shall also consider recordkeeping
> requirements.
>
>
>
> HOneill1536@aol.com wrote:
>
> > Ypu don't understand advocacy research. It does not entail a large number
of
> > calls as does push poilling. I'm surprised at your comment - and
> > disappointed. Harry
>
>

```
*****  
*  
*****  
Susan H. Pinkus  
Los Angeles Times Poll  
Internet:susan.pinkus@latimes.com  
American Online: spinkus@aol.com  
FAX: 213-237-2505  
*****  
*  
*
```

Date: Tue, 22 Feb 2000 19:37:20 -0500 (EST)
From: ALICE R ROBBIN <arobbin@mailers.fsu.edu>
To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
In-Reply-To: <Pine.GSO.4.10.10002221541450.19415-100000@almaak.usc.edu>
Message-ID: <Pine.GSO.4.05.10002221934410.9700-100000@mailers.fsu.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

I posted this wonderful exchange in the "Faculty Office" of my web-based Introduction to Research Methods course. I can't tell you how relevant the remarks are for the students. Thank you all for being such great teachers. It is a privilege to belong to this organization.

Alice Robbin

```
*****  
* Alice Robbin *  
* School of Information Studies *  
* Florida State University *  
* 232 Louis Shores Building *  
* Tallahassee, Florida 32306-2100 *  
* Office: 850-645-5676 Fax: 850-644-6253 *  
* email: arobbin@mailers.fsu.edu *  
*****
```

=====
Date: Tue, 22 Feb 2000 22:27:50 -0000
From: "Robert M Worcester" <worc@mori.com>
To: <aapornet@usc.edu>
References: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>
Subject: Re: What's Your Rosetta Stone?
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 5.00.2615.200
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2615.200

For what it is worth, I've always thought the most useful question I put into questionnaires, or topic guides, is 'Why do you say that?'

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

From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Sent: Tuesday, February 22, 2000 7:18 PM
Subject: What's Your Rosetta Stone?

>
>
>
> Everyone Is a Methodologist Dept.
>
>
> This morning I was asked by a student, in a meeting with several
> other students, what is--in a sentence--the single most important
> methodological advice I could give to would-be researchers.
>
> Never having thought about this before, and with only seconds to think, I
> blurted out something like the following:
>
> The best methodological advice I can give you: Always assume that
> whatever you find is wrong, and continue to think and work to
> discover how and why it is wrong--not only will you then never be
> disappointed, but you will also make only honest mistakes (the only
> acceptable kind of mistakes, but of course).
>
> (Okay, okay--so it's a run-on sentence...)
>
> But now my curiosity is aroused--how would all of the rest of you
> researchers and truth-seekers have answered the same question--what is the
> Golden Rule, the Rosetta stone, the First Commandment, the "Keep your
> powder dry" of systematic research methodology?
>
> If each one of you posts one sentence, run-on or not, and there aren't
> many duplicates, we'll have written AAPORNET's first methods textbook, not
> to mention the first textbook with 900 authors.
>
> -- Jim
>

>
> P.S. "Demand all payments in advance" is *not* methodological, in my sense
> here--it's merely common sense.
>
> *****
>

=====
Date: Tue, 22 Feb 2000 22:34:12 -0000
From: "Robert M Worcester" <worc@mori.com>
To: <aapornet@usc.edu>
References: <Pine.A41.4.21L1.0002221632300.18144-100000@login6.isis.unc.edu>
Subject: Re: What's Your Rosetta Stone?
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 5.00.2615.200
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2615.200

Oh yes, Worcester's first law of public opinion research is 'An opinion of one is only more accurate than that of his/her partner'.

----- Original Message -----
From: Philip Meyer <pmeyer@email.unc.edu>
To: AAPORNET <aapornet@usc.edu>
Sent: Tuesday, February 22, 2000 9:34 PM
Subject: Re: What's Your Rosetta Stone?

>
> Never generalize from Chapel Hill. (Or Ann Arbor or Cambridge, etc.)
>
> There is a corollary among newspaper researchers: Never generalize
> from the publisher's friends.
>

> =====
> Philip Meyer, Knight Chair in Journalism Voice: 919 962-4085
> CB 3365 Carroll Hall Fax: 919 962-1549
> University of North Carolina Cell: 919 906-3425
> Chapel Hill NC 27599-3365 http://www.unc.edu/~pmeyer
> =====

>
> On Tue, 22 Feb 2000, James Beniger wrote:

>
> > Date: Tue, 22 Feb 2000 11:18:24 -0800 (PST)
> > From: James Beniger <beniger@rcf-fs.usc.edu>
> > Reply-To: aapornet@usc.edu
> > To: AAPORNET <aapornet@usc.edu>
> > Subject: What's Your Rosetta Stone?

> >
> >
> >
> >

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> > not
> > to mention the first textbook with 900 authors.
> >
> > -- Jim
> >
> >
> > P.S. "Demand all payments in advance" is *not* methodological, in my
> > sense
> > here--it's merely common sense.
> >
> > *****
> >
> >
>

Date: Tue, 22 Feb 2000 21:52:34 -0500 (EST)
From: Bikramjit S Garcha <dscbsg@panther.Gsu.EDU>
To: AAPORNET <aapornet@usc.edu>
Subject: Re: What's Your Rosetta Stone?
In-Reply-To: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>
Message-ID: <Pine.GSO.3.95.100022215128.2331A-100000@panther.Gsu.EDU>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

The purpose of methodology is improve the probability that the statement we accept is true.

On Tue, 22 Feb 2000, James Beniger wrote:

>
>
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>
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>
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> here--it's merely common sense.
>
> *****
>
>

Date: Tue, 22 Feb 2000 22:06:50 -0500
From: Rachel Hickson <rhickson@monmouth.com>
X-Mailer: Mozilla 2.01 (Win95; I)
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
References: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

I like to ask these things as acid tests to make sure we have asked the right questions:

1) If you could ask only ONE question on this interview, what would it

be? (More than once that question was not already on the interview, though many others were!)

2) If you get an answer to these questions, what bellyache will you solve?

Regards, Rachel Hickson

Date: Tue, 22 Feb 2000 23:35:15 -0500
To: aapornet@usc.edu, "'aapornet@usc.edu'" <aapornet@usc.edu>
From: Jim Wolf <Jim-Wolf@worldnet.att.net>
Subject: RE: What's Your Rosetta Stone?
In-Reply-To: <8125C7B6D1A9D011943A0060975E6BA92ACB17@AS_SERVER>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"

At 02:18 PM 2/22/00 -0500, James Beniger wrote:
>
> ...what is ...the First Commandment...of systematic research methodology?
>

Know thy data. And if unable to collect one's own data, cherish and hold all documentation that comes forth from the source of thy data, for without documentation all data are suspect. Give glory and honor to those colleagues who publicly admit the shortcomings of their data, for theirs is the kingdom of truth. And smite those who would attempt to distort or otherwise influence their data, for the damage they do is irreparable and casts darkness over the truth causing great confusion and sorrow in the land.

(or at least that's the way I remember learning it...)

Jim Wolf Jim-Wolf@worldnet.att.net

Date: Wed, 23 Feb 2000 00:52:56 -0500
From: Albert Biderman <abider@american.edu>
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
References: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

James Beniger wrote:
>
> Everyone Is a Methodologist Dept.
>
> This morning I was asked by a student, in a meeting with several
> other students, what is--in a sentence--the single most important
> methodological advice I could give to would-be researchers.
>
>

> *****

KP's "The Grammar of Science" was for me a crucial early influence. The book ends with the injunction "Ignoramibus," dare to be ignorant. Unfortunately, those in a best position to take this advice seem least inclined to do so.

--

Albert D. Biderman
abider@american.edu

=====
Date: Wed, 23 Feb 2000 08:04:33 +0000
From: Nick Panagakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
References: <Pine.GSO.4.10.10002221541450.19415-100000@almaak.usc.edu>
Content-Type: text/plain; charset=us-ascii; x-mac-type="54455854"; x-mac-creator="4D4F5353"
Content-Transfer-Encoding: 7bit

My favorite is:

Always interpret data in terms of what they mean - not simply what they say.

Source: Marvin Sosin, 1968 (Jennifer's Dad).

James Beniger wrote:

> Jennifer,

>

> I give essentially your message to students all the time, although--
> especially for students who wish to do a "case study" of but one
> case--I put it a little differently:

>

> Studying 2 things tells one infinitely more than studying only 1, but
> studying, say, 6 things isn't all that much better than studying 5, and
> yet studying a random sample of, say, 1500 things is much better than
> studying a random sample of 150, which in turn is much better than
> studying a nonrandom sample of any size--at least far short of the
> actual population size.

>

> The best counter example is ethnography, I suppose, although ethnographers
> usually begin their fieldwork well schooled in a wide range of other
> ethnographies, which I would like to think means that there will always be
> a place for us teachers, at least as long as comparison is held to be
> central to research and analysis.

>

> It's surprising how many others who have responded to "What's Your Rosetta
> Stone?" have made more or less this same point (Phil Meyer's comment comes
> most vividly to mind).

>

> Thank you, Jennifer, for your encouraging words.

-- Jim

>
>
> *****
>
> On Tue, 22 Feb 2000, Jennifer Hochschild wrote:
>
> > this is a wonderful string; I am printing them all out, and will pass on
> to
> > undergrad. thesis students and graduate students starting diss.
> prospectuses...
> >
> > My contribution: comparison is essential; you never know what you have
> found
> > until you have compared it with something else. The comparison could be
> across
> > time, across space, across independent variables,...; the crucial thing
> is
> to
> > make sure that your comparison is the right one given the analytic
> question you
> > want to answer.
> >
> > JH
>

Date: Wed, 23 Feb 2000 08:06:33 -0600
From: "Rob Daves" <daves@startribune.com>
To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Disposition: inline
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id GAA06045

1. I have hanging on my office wall a framed piece of calligraphy:
Assumption is the mother of all screwups.

Other jewels I've collected in my research journeys include...

2. Always asks clients what it is they want to find out?
3. Never give clients words without numbers or numbers without words.
4. A single number by itself is lonesome and tells no tale; it needs a companion for comparison.

Certainly the list is incomplete, but these are some saying I've found useful.

Cheers.

Rob

Robert P. Daves, Director
Strategic & News Research
Star Tribune
425 Portland Av. S.
Minneapolis MN 55419 USA

v: 612.673-7278
f: 612.673-4359
e: daves@startribune.com

Date: Wed, 23 Feb 2000 09:44:52 -0500
From: Margaret Roller <71501.716@compuserve.com>
Subject: What's Your Rosetta Stone?
Sender: Margaret Roller <71501.716@compuserve.com>
To: "INTERNET:aapornet@usc.edu" <aapornet@usc.edu>
Message-ID: <200002230946_MC2-9A56-C23B@compuserve.com>
MIME-Version: 1.0
Content-Transfer-Encoding: 7bit
Content-Type: text/plain;
charset=us-ascii
Content-Disposition: inline

Dear Students,

The single most important methodological advice I can give is to begin at the beginning, with the research problem. And, only on that basis, develop the appropriate research scheme. Will your design encompass qual or quant or both? What type of qual? What type of quant? And, what will each piece of the design give you (you hope) towards your end? Research conclusions are meaningless --- and all the statistics in the world useless --- unless founded on well-thought out design parameters.

Date: Wed, 23 Feb 2000 10:30:14 -0500
From: s.kraus@NotesMail1.csuohio.edu
Received: by notesmail1.csuohio.edu (Lotus SMTP MTA Internal build v4.6.2 (651.2 6-10-1998)) id 8525688E.00552C87 ; Wed, 23 Feb 2000 10:30:19 -0500
X-Lotus-FromDomain: CSU
To: aapornet@usc.edu
cc: Jennifer Hochschild <hochschi@Princeton.EDU>, aapornet@usc.edu
Message-ID: <8525688E.00552ACB.00@notesmail1.csuohio.edu>
Subject: Re: What's Your Rosetta Stone?
Mime-Version: 1.0
Content-type: text/plain; charset=us-ascii
Content-Disposition: inline

Validity and reliability; validity and reliability; validity and reliability.

Date: Wed, 23 Feb 2000 11:03:28 -0500 (EST)
Message-Id: <200002231603.LAA27019@mail4.uts.ohio-state.edu>
X-Sender: lavrakas.1@postbox.acs.ohio-state.edu (Unverified)
X-Mailer: Windows Eudora Pro Version 2.1.2

Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: aapornet@usc.edu
From: "Paul J. Lavrakas, Ph.D." <lavrakas.1@osu.edu>
Subject: Re: What's Your Rosetta Stone?

Conducting systematic research is like any effort to seek the "truth," if our means/methods are flawed we won't know with any confidence if our conclusions are accurate (enough).

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

=====
Date: Wed, 23 Feb 2000 11:06:21 -0500 (Eastern Standard Time)
From: "Thomas M. Guterbock" <tmg1p@cms.mail.virginia.edu>
To: AAPORnet List server <aapornet@usc.edu>
Subject: What's Your Rosetta Stone?
Message-ID: <SIMEON.10002231121.E@98cab544.config.mail.virginia.edu>
X-Mailer: Simeon for Win32 Version 4.1.4 Build (40)
X-Authentication: IMSP
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; CHARSET=US-ASCII

My stab at a one-sentence guide to the essence of what we do:

Strive to match research design to the research questions, by continuously refining the questions and flexibly applying the best methods available within resource constraints.

And a favorite aphorism:
All researchers make mistakes: the good researchers are the ones who detect and correct their own errors.

Thomas M. Guterbock Voice:(804) 924-6516
Sociology/Center for Survey Research FAX: (804) 924-7028
University of Virginia
539 Cabell Hall
Charlottesville, VA 22903 e-mail: TomG@virginia.edu

=====
Date: Wed, 23 Feb 2000 11:19:14 -0500
From: "Colleen K. Porter" <cporter@hp.ufl.edu>
To: aapornet@usc.edu

MIME-Version: 1.0
Content-type: text/plain; charset=US-ASCII
Content-transfer-encoding: 7BIT
Subject: Re: What's Your Rosetta Stone?
In-reply-to: <200002231603.LAA27019@mail4.uts.ohio-state.edu>
X-mailer: Pegasus Mail for Win32 (v3.12b)

Always remember that there are real people behind each number.

When we dare to ask these intrusive questions about income or behaviors relevant to HIV or for whom they cast a ballot, it's like standing on the threshold of someone's soul. We should never forget that we are guests in their home, and act accordingly and not expect too much from them.

Colleen

Colleen K. Porter
Project Coordinator, Florida Health Insurance Study
cporter@hp.ufl.edu
phone: 352/392-6919, Fax: 352/392-7109
UF Department of Health Services Administration
Location: 1600 SW SW Archer Road, Rm. G1-009
Mailing Address: P.O. Box 100195, Gainesville, FL 32610-0195

Date: Wed, 23 Feb 2000 11:30:13 -0500 (EST)
From: ALICE R ROBBIN <arobbin@mailier.fsu.edu>
To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
In-Reply-To: <200002231618.LAA19825@topo.hp.ufl.edu>
Message-ID: <Pine.GSO.4.05.10002231123540.19737-100000@mailier.fsu.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Lovely, Colleen. One of the things I always remarked on during my years at the UW-Madison data library, was how students took those numbers as "real," "objective," and, a propos of your remark, "disembodied." This I attributed to a variety of reasons (which I won't bore you with); however, think, seems to desensitize people because analysts don't collect the data themselves. The numbers assume an independent status...

Alice Robbin

On Wed, 23 Feb 2000, Colleen K. Porter wrote:

> Always remember that there are real people behind each number.
>
> When we dare to ask these intrusive questions about income or
> behaviors relevant to HIV or for whom they cast a ballot, it's like
> standing on the threshold of someone's soul. We should never forget
> that we are guests in their home, and act accordingly and not expect
> too much from them.
>
> Colleen

>
>
> Colleen K. Porter
> Project Coordinator, Florida Health Insurance Study
> cporter@hp.ufl.edu
> phone: 352/392-6919, Fax: 352/392-7109
> UF Department of Health Services Administration
> Location: 1600 SW SW Archer Road, Rm. G1-009
> Mailing Address: P.O. Box 100195, Gainesville, FL 32610-0195
>

```
*****  
* Alice Robbin *  
* School of Information Studies *  
* Florida State University *  
* 232 Louis Shores Building *  
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* email: arobbin@mailier.fsu.edu *  
*****
```

Date: Wed, 23 Feb 2000 08:53:32 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Exit Poll Data Released Before Polls Close
Message-ID: <Pine.GSO.4.10.10002230842270.13645-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Was VNS data responsible for keeping Michigan voters away from the polls yesterday? Which candidate would have gained most if lazy Slate readers had remained even more ignorant than we already are? Are you ready for the debate about release of exit poll data before the polls close, yet again?

-- Jim

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February 23, 2000

THE POLLSTERS

Race's Outcome Is Online Before All Votes Are Cast

By PETER MARKS

John McCain 48 percent; George W. Bush 46 percent," said the story about the Michigan primary on Slate, the online magazine.

What was unusual about the story was not the who, what or why, but the when: it was posted on Slate's Web site yesterday afternoon, several hours before the polls in Michigan closed. The numbers were the early results of the exit polls conducted yesterday at polling places across Michigan by an organization run by the major television networks and The Associated Press.

The numbers, by mutual agreement of the news organizations, are supposed to remain secret until the polls close so as not to have any influence on voters who have not yet cast their ballots. But Slate says that the rampant hinting on the television networks about the exit polls' contents on various election days has made a farce of the agreement.

"Why am I publishing exit poll numbers before the polls close?" the Slate writer, Jack Shafer, asked on Friday, in one of several pieces he has posted on the subject. "Because the exit poll embargo that the media observes is a big joke."

Mr. Shafer, who also released exit polls numbers early for the New Hampshire and South Carolina primaries, wrote that the embargo "places a terrible burden on reporters, who are paid to disseminate information and are rotten at keeping secrets."

In a posting titled "Git Yer Early Exit Poll Numbers Here!" Mr. Shafer said he would ask "friends, enemies and acquaintances in the media" who had access to the data to give it to him.

The exit polls the networks and leading newspapers use all come from a single surveying organization, the Voter News Service, based in New York and administered by a consortium consisting of ABC, NBC, CBS, CNN, Fox and The Associated Press. Other news organizations, including The New York Times, are subscribers. A representative of one member of the governing consortium, who spoke on condition of anonymity, said Voter News Service's lawyers had sent two letters to Slate, calling the postings an unauthorized use and demanding that they be withdrawn.

Lee C. Shapiro, director of media services for the Voter News Service, said the organization would have no comment. Michael Kinsley, editor of Slate, could not be reached last night.

Indeed, the competition among the networks, particularly the 24-hour news channels on cable,

has become so fierce that primary races tend to be called the instant the polls close, if not a few minutes earlier. And in the final hours of voting, many of the commentators and correspondents on the air have seemed extraordinarily prescient this year.

Last night, the race proved so tight that the networks actually waited until the polls had been closed for 30 minutes to call the Republican race in Michigan. At 8:34 p.m., for instance, the Fox News Channel called the race for Senator McCain. In its projection of his Michigan victory, a graphic flashed with the estimates of his share of the vote there: 48 percent, just as Mr. Shafer had reported.

Related Sites

These sites are not part of The New York Times on the Web, and The Times has no control over their content or availability.

- o Slate: Exit Poll Fetishism.

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```
=====
Date: Wed, 23 Feb 2000 12:25:30 -0500
From: "Barry A. Hollander" <barry@arches.uga.edu>
To: <aapornet@usc.edu>
References: <Pine.GSO.4.10.10002230842270.13645-100000@almaak.usc.edu>
Subject: Re: Exit Poll Data Released Before Polls Close
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 looking forward to another debate on this, but I do have a question. Does VNS constantly update the subscribing news agencies? I assume so, letting

reporters flesh out the story with the right interviews, etc., when they announce the results. Assuming others continue to break the embargo, wouldn't it be simpler to just not release the results to news agencies until after the polls closed? Or are the various operations so intertwined that this is not feasible?

I readily admit to not knowing the mechanics of how this is handled. Beyond that, let the hackers have Slate next.

Barry A. Hollander
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College of Journalism and Mass Communication
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Athens, GA 30602

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

Date: Wed, 23 Feb 2000 12:28:51 -0500
From: "Mark Richards" <mark@bisconti.com>
To: "AAPORNET" <aapornet@usc.edu>
Cc: "Tom Sherwood" <Tom.Sherwood@nbc.com>
Subject: Political calling
Message-ID: <NCBBKJCKFKFIDCKOFNAEEAEMACOOA.mark@bisconti.com>
MIME-Version: 1.0
Content-Type: text/plain;
charset="iso-8859-1"
Content-Transfer-Encoding: 8bit
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

Our mayor's office, after having underperformed on snow and trash removal and after the head of the responsible agency explained to exasperated reporters that "they had met industry standards," decided to reassure colonists with, yes, a telephone call.

(This phone message technique was used during the election--in one case,

a Republican Party leader, failing to tell the Republican candidate, left messages across the city and created a big stir.)

On the latest perception management strategy from the performance-based municipal governance era, NBC reporter Tom Sherwood writes: "Where is the singer Brenda Leen when you need her? ('I'm sorry, so sorry, That I was such a fool. I didn't know, Snow (and trash) could be so cruel. Oh oh, oh oh, un-oh, oh yes...') Okay, so the very popular mayor is sorry. But whose idea was it to come up with a recorded phone message to people at home? If there's anything people hate as much as poor city government services, it's

telemarketing calls--telemarketing calls of any kind, sales, charity, or, we guess now, city service apologies..." Sherwood notes that the mayor decided this is cheaper than a letter (.14 p/call by a Minnesota firm that promises not to call after 5 pm to not intrude on "family time"), and asks "How about just saying 'I'm sorry' at a news conference? Oops, too simple. We've entered a new era."

The good news: Nobody is confusing "the apology call" with a poll.

(But

it

would be interesting to know the attitudinal impact.)

cheers, mark

WASH POST ARTICLE:

Williams To Phone, Pledge to Improve
Taped Message Notes Delays on Trash, Plowing
By Michael H. Cottman
Washington Post Staff Writer
Tuesday, February 22, 2000; Page A01

District Mayor Anthony A. Williams feels bad enough about the city's less-than-stellar recent record of collecting trash and plowing streets that he will begin telephoning about 100,000 D.C. households today with a promise to do better.

The mayoral phone call to residences representing more than half the District's population will cost about \$19,000 and will be delivered over the next few days. Williams aides said the automated calls will be made by a marketing firm and paid for by fines the city will collect from recycling companies whose efforts fell short during the winter storms.

The mayor's office described the 30-second calls as an unprecedented effort to show D.C. residents that Williams is taking their criticisms seriously and is committed to improving services.

The calls could make some residents mad all over again, but Williams's office believes that a vow to do better will cast the mayor as an executive who isn't shying away from his responsibility. Williams also is banking on the general faith residents seem to have in his administration, as reflected in his high approval ratings in a recent Washington Post poll.

For Williams (D), whose government has made it a priority to improve services and make the District a more attractive place to live, the breakdown in trash collection has been an embarrassing reminder of how fragile the city's service delivery system remains. Pickup crews were off on the Martin Luther King Jr. holiday and took weeks to get back on their regular schedules while dealing with icy roads and alleys, residents who weren't sure when to put out their trash and breakdowns of aging garbage trucks.

"The mayor is moving toward a gold standard of service delivery," said Lydia Sermons, the mayor's director of communications, using a buzz phrase that is popular in Williams's office these days. "The mayor wants to let residents know he is responding to their concerns."

As many calls as possible will be made today, but they could spill over into

tomorrow, aides said. The calls will be directed at parts of the city that had trash and plowing problems.

Ron Lester, who owns a Democratic polling firm, said that while Williams's message is "a nice gesture," it could backfire.

"He runs the danger of reminding everyone in the community about the ongoing inefficiencies of District government," said Lester, who has done work for former mayors Marion Barry and Sharon Pratt Kelly and the Democratic National Committee.

"People are livid," Lester said, about delays in trash pickups that in some cases left garbage piling up for two or three weeks. "I think the mayor would be best served if he just fixed the problem, instead of calling people [and] telling them he's going to fix the problem. . . . He should stay focused and take a proactive approach instead of making excuses. . . . The mayor ran [his campaign] on being a reformer, and now he's apologizing."

Williams recently announced a plan to help get trash pickups back on schedule until new trucks arrive. The city will shift about six trucks from street and alley cleaning to regular trash pickup, boosting to 54 the maximum number of trash trucks available each day. At the same time, the District will rent trucks to replace those being taken from street and alley cleaning.

A request for bids is scheduled to go out soon for 20 new trash trucks, which officials said would help prevent the type of interruptions in pickups that have occurred this year. The trucks could be here as soon as December.

D.C. Council members have complained that suburban governments managed to keep trash pickups relatively on schedule this winter, even though some jurisdictions received more than the 15 inches of snow that fell on the District.

Philip Pannell, president of Ward 8 Democrats, said he has listened to residents complain about snow and trash for weeks. He wasn't sure whether a taped message from the mayor would matter much.

"People were dissatisfied with the trash collection and the slow way the streets were cleared," Pannell said. But "frankly, in Ward 8, when services are not delivered in a timely manner, this isn't news."

Williams, who is the subject of a profile in the works for the CBS program "60 Minutes" that will focus on his efforts to improve the city's image, promises that improvements are coming soon.

"Even though services are generally improving, I want residents to know that I won't be satisfied until our government lives up to a gold standard of service," he said. "Residents deserve nothing less."

Mayor's Message

Here is Mayor Anthony A. Williams's taped message, according to his aides:

Hello, this is Mayor Tony Williams. We have made great strides in the last year. The good news is we have higher expectations for our city. The bad

news is we have not done a good job plowing snow, picking up garbage and cleaning alleys.

As your mayor, I'm calling to tell you we will redouble our efforts. Starting last week, extra crews began cleaning up alleys that are now badly littered with trash. And from now on, regular trash pickups will be on time. If we don't deliver, I want to hear from you. Visit our new Web site at www.washingtondc.gov, or call us at 727-1000. We can and will deliver the services you deserve.

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mark@bisconti.com

Date: Wed, 23 Feb 2000 12:42:53 -0500 (EST)
From: Philip Meyer <pmeyer@email.unc.edu>
X-Sender: pmeyer@login1.isis.unc.edu
To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
In-Reply-To: <Pine.GSO.4.05.10002231123540.19737-100000@mailier.fsu.edu>
Message-ID: <Pine.A41.4.21L1.0002231241440.33016-100000@login1.isis.unc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Research that you do yourself has hidden costs and visible inefficiencies. Research that you buy has visible costs and hidden inefficiencies.

| | |
|--|---|
| Philip Meyer, Knight Chair in Journalism | Voice: 919 962-4085 |
| CB 3365 Carroll Hall | Fax: 919 962-1549 |
| University of North Carolina | Cell: 919 906-3425 |
| Chapel Hill NC 27599-3365 | http://www.unc.edu/~pmeyer |

Date: Wed, 23 Feb 2000 12:52:02 -0500 (EST)
From: Howard Schuman <hschuman@umich.edu>
X-Sender: hschuman@choplifter.gpcc.itd.umich.edu
To: aapor <aapornet@usc.edu>
Subject: Many minds, many stones (was Rosetta Stone)
Message-ID: <Pine.SOL.4.10.10002231134120.22404-100000@choplifter.gpcc.itd.umich.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Both in one's own research, and in giving & receiving advice, it's worth keeping in mind Whitehead's maxim: Seek simplicity and distrust it.

=====
Date: Wed, 23 Feb 2000 12:55:57 -0500 (EST)
From: Philip Meyer <pmeyer@email.unc.edu>
X-Sender: pmeyer@login1.isis.unc.edu
To: AAPORNET <aapornet@usc.edu>
Subject: Re: Exit Poll Data Released Before Polls Close
In-Reply-To: <Pine.GSO.4.10.10002230842270.13645-100000@almaak.usc.edu>
Message-ID: <Pine.A41.4.21L1.0002231250160.33016-100000@login1.isis.unc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

There's nothing wrong with citizens considering the actions of other citizens when making their own voting decisions. That's one of the components of deliberative democracy -- from the New England town meetings to the present day. I'm all for ending the voluntary censorship of exit polls. Hooray for Slate!

=====
Philip Meyer, Knight Chair in Journalism Voice: 919 962-4085
CB 3365 Carroll Hall Fax: 919 962-1549
University of North Carolina Cell: 919 906-3425
Chapel Hill NC 27599-3365 <http://www.unc.edu/~pmeyer>
=====

=====
Date: Wed, 23 Feb 2000 10:05:23 -0800
From: LPollack@psg.ucsf.edu
Received: by psg.ucsf.edu with Internet Mail Service (5.0.1460.8)
 id <FDBDFMJB>; Wed, 23 Feb 2000 10:05:26 -0800
Message-ID: <71364B64597CD211B02800A0C921A213018579C4@psg.ucsf.edu>
To: aapornet@usc.edu
Subject: RE: Exit Poll Data Released Before Polls Close
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.0.1460.8)
Content-Type: text/plain;
 charset="iso-8859-1"

In a town meeting you hear other peoples' opinions AND have the chance to express yours PRIOR to the vote. Exit polls tend to be portrayed as fait accompli - it's done, you're vote won't change it. In most cases this is entirely true ... FOR THAT RACE. However, most ballots have a plethora of other races and initiatives to vote on (you should see the California ballot). To the extent that early exit poll information discourages people from voting late because the major race has been decided, they do a disservice to democracy. In that vein, I believe exit poll information should be held until polls close. Besides, press organizations and the minions being "unable to keep a secret" is a pretty sorry reason to excuse violation of the agreement.

Lance M. Pollack, Ph.D.
Center for AIDS Prevention Studies (CAPS)

University of California, San Francisco
lpollack@psg.ucsf.edu <mailto:lpollack@psg.ucsf.edu>

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

From: Philip Meyer [SMTP:pmeyer@email.unc.edu]
Sent: Wednesday, February 23, 2000 9:56 AM
To: AAPORNET
Subject: Re: Exit Poll Data Released Before Polls Close

There's nothing wrong with citizens considering the actions of other citizens when making their own voting decisions. That's one of the components of deliberative democracy -- from the New England town meetings to the present day. I'm all for ending the voluntary censorship of exit polls. Hooray for Slate!

Philip Meyer, Knight Chair in Journalism Voice: 919 962-4085
CB 3365 Carroll Hall Fax: 919 962-1549
University of North Carolina Cell: 919 906-3425
Chapel Hill NC 27599-3365 http://www.unc.edu/~pmeyer

Date: Wed, 23 Feb 2000 13:16:15 -0500
From: "Barry A. Hollander" <barry@arches.uga.edu>
To: <aapornet@usc.edu>
References: <Pine.A41.4.21L1.0002231250160.33016-100000@login1.isis.unc.edu>
Subject: Re: Exit Poll Data Released Before Polls Close
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

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And then, after we vote, Regis can ask, "Is that your final answer?"

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>

Date: Wed, 23 Feb 2000 13:16:17 -0500 (EST)
From: Philip Meyer <pmeyer@email.unc.edu>
X-Sender: pmeyer@login1.isis.unc.edu
To: aapornet@usc.edu
Subject: RE: Exit Poll Data Released Before Polls Close
In-Reply-To: <71364B64597CD211B02800A0C921A213018579C4@psg.ucsf.edu>
Message-ID: <Pine.A41.4.21L1.0002231312160.33016-100000@login1.isis.unc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

I'm not defending the copyright violation if there was one, but deploring the effect on democracy plays into the hands of those who would ban all pre-election polling.

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University of North Carolina Cell: 919 906-3425
Chapel Hill NC 27599-3365 <http://www.unc.edu/~pmeyer>

On Wed, 23 Feb 2000 LPollack@psg.ucsf.edu wrote:

> Date: Wed, 23 Feb 2000 10:05:23 -0800
> From: LPollack@psg.ucsf.edu
> Reply-To: aapornet@usc.edu
> To: aapornet@usc.edu
> Subject: RE: Exit Poll Data Released Before Polls Close
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>
> Lance M. Pollack, Ph.D.
> Center for AIDS Prevention Studies (CAPS)
> University of California, San Francisco
> lpollack@psg.ucsf.edu <mailto:lpollack@psg.ucsf.edu>

>
> -----Original Message-----
> From: Philip Meyer [SMTP:pmeyer@email.unc.edu]
> Sent: Wednesday, February 23, 2000 9:56 AM
> To: AAPORNET
> Subject: Re: Exit Poll Data Released Before Polls Close

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> University of North Carolina Cell: 919 906-3425
> Chapel Hill NC 27599-3365 http://www.unc.edu/~pmeyer
> =====

=====
Date: Wed, 23 Feb 2000 13:20:02 -0500 (EST)
From: Philip Meyer <pmeyer@email.unc.edu>
X-Sender: pmeyer@login1.isis.unc.edu
To: aapornet@usc.edu
Subject: Re: Exit Poll Data Released Before Polls Close
In-Reply-To: <001401bf7e2a\$12acbd60\$e623c080@Grady.uga.edu>
Message-ID: <Pine.A41.4.21L1.0002231318390.33016-100000@login1.isis.unc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

In colonial America, that's how it was done! The candidates were
standing right there to thank or glare at the voter.

When we adopted the secret ballot, it wasn't to protect privacy. It was
to make it more difficult to bribe voters.

=====
Philip Meyer, Knight Chair in Journalism Voice: 919 962-4085
CB 3365 Carroll Hall Fax: 919 962-1549
University of North Carolina Cell: 919 906-3425
Chapel Hill NC 27599-3365 http://www.unc.edu/~pmeyer

On Wed, 23 Feb 2000, Barry A. Hollander wrote:

> Date: Wed, 23 Feb 2000 13:16:15 -0500
> From: Barry A. Hollander <barry@arches.uga.edu>
> Reply-To: aapornet@usc.edu
> To: aapornet@usc.edu
> Subject: Re: Exit Poll Data Released Before Polls Close
>
> > There's nothing wrong with citizens considering the actions of other
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> Barry A. Hollander
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> Email: barry@arches.uga.edu
> <http://www.grady.uga.edu/faculty/~bhollander>
>
>
>

Date: Wed, 23 Feb 2000 13:32:32 -0500
From: Lou Cook <LCook@FGINC.com>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Exit Poll Data Released Before Polls Close
X-Mailer: Internet Mail Service (5.5.2448.0)

Wouldn't it be interesting to determine just how deliberative today's voter is? I imagine there would be, assuming the respondents told the truth, a fair amount of voters who want to "go with the winner". Isn't this why campaigns attempt to spin their candidate's primary victories into fait accompli? And wouldn't this also be a basis for not releasing any exit poll information? How many lemmings are walking into the voting booths?

Too many questions.

Louis Cook
Senior Account Manager
FGI Research
(919) 932-8871
lcook@fginc.com

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

From: Philip Meyer [mailto:pmeyer@email.unc.edu]
Sent: Wednesday, February 23, 2000 1:16 PM
To: aapornet@usc.edu
Subject: RE: Exit Poll Data Released Before Polls Close

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And Californians who aren't motivated to turn out to vote for minor offices probably should not have a say in those offices. No injustice there.

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On Wed, 23 Feb 2000 LPollack@psg.ucsf.edu wrote:

> Date: Wed, 23 Feb 2000 10:05:23 -0800
> From: LPollack@psg.ucsf.edu
> Reply-To: aapornet@usc.edu
> To: aapornet@usc.edu
> Subject: RE: Exit Poll Data Released Before Polls Close
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> Lance M. Pollack, Ph.D.
> Center for AIDS Prevention Studies (CAPS)
> University of California, San Francisco
> lpollack@psg.ucsf.edu <mailto:lpollack@psg.ucsf.edu>
>

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> -----Original Message-----
> From: Philip Meyer [SMTP:pmeyer@email.unc.edu]
> Sent: Wednesday, February 23, 2000 9:56 AM
> To: AAPORNET
> Subject: Re: Exit Poll Data Released Before Polls Close
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> Chapel Hill NC 27599-3365 http://www.unc.edu/~pmeyer
> =====
>
>
>
>

=====
Date: 23 Feb 2000 13:39:23 -0500
Message-ID: <-1260809335rmatovic@ssk.com>
Sender: Rebecca Matovic <rmatovic@ssk.com>
From: Rebecca Matovic <rmatovic@ssk.com>
Subject: Re:What's Your Rosetta Stone?
To: <aapornet@usc.edu>
X-Mailer: QuickMail Pro 2.0 (Mac)
X-Priority: 3
MIME-Version: 1.0
Reply-To: Rebecca Matovic <rmatovic@ssk.com>
Content-Type: text/plain; charset="US-Ascii"
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id KAA01034

Is your client (or are you) primarily interested in exploring an issue or in proving a point?

If the former, be cautious and make sure you bring focus to the project.

If the latter, be cautious and make sure you bring honesty and objectivity to the project.

=====
Date: Wed, 23 Feb 2000 11:05:14 -0800
From: LPollack@psg.ucsf.edu
Received: by psg.ucsf.edu with Internet Mail Service (5.0.1460.8)
id <FDBDFMV4>; Wed, 23 Feb 2000 11:05:16 -0800
Message-ID: <71364B64597CD211B02800A0C921A213018579C5@psg.ucsf.edu>
To: aapornet@usc.edu

Subject: RE: Exit Poll Data Released Before Polls Close
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.0.1460.8)
Content-Type: text/plain;
charset="iso-8859-1"

What a perfectly elitest statement. I think I'll frame it.

- 1) I simply state that exit polling may diminish participation which may unduly affect other races.
- 2) Note you used the term "minor" which amplifies what many voters think, and major news outlets promote, that only the presidential primary "counts".
- 3) Such "minor" votes on propositions will have a far greater impact on the electorate than any individual primary race. Maximizing participation in both the electoral and the polling process should be joint goals.

Lance M. Pollack, Ph.D.
Center for AIDS Prevention Studies (CAPS)
University of California, San Francisco
lpollack@psg.ucsf.edu <mailto:lpollack@psg.ucsf.edu>

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

From: Philip Meyer [SMTP:pmeyer@email.unc.edu]
Sent: Wednesday, February 23, 2000 10:16 AM
To: aapornet@usc.edu
Subject: RE: Exit Poll Data Released Before Polls Close

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On Wed, 23 Feb 2000 LPollack@psg.ucsf.edu wrote:

> Date: Wed, 23 Feb 2000 10:05:23 -0800
> From: LPollack@psg.ucsf.edu
> Reply-To: aapornet@usc.edu
> To: aapornet@usc.edu
> Subject: RE: Exit Poll Data Released Before Polls Close
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> Center for AIDS Prevention Studies (CAPS)

> University of California, San Francisco

> lpollack@psg.ucsf.edu <mailto:lpollack@psg.ucsf.edu>

>

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> From: Philip Meyer [SMTP:pmeyer@email.unc.edu]

> Sent: Wednesday, February 23, 2000 9:56 AM

> To: AAPORNET

> Subject: Re: Exit Poll Data Released Before Polls

Close

>

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=====
> Philip Meyer, Knight Chair in Journalism Voice: 919
962-4085

> CB 3365 Carroll Hall

Fax: 919 962-1549

> University of North Carolina

Cell: 919 906-3425

> Chapel Hill NC 27599-3365

<http://www.unc.edu/~pmeyer>

>

=====
>

>

>

```
=====
Date: Wed, 23 Feb 2000 14:11:59 -0500
From: Frank Rusciano <rusciano@rider.edu>
Subject: Re: Exit Poll Data Released Before Polls Close
To: aapornet@usc.edu
Message-id: <38B430FF.2830830F@rider.edu>
MIME-version: 1.0
X-Mailer: Mozilla 4.08 [en]C-NECCK (Win95; I)
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7bit
References: <Pine.GSO.4.10.10002230842270.13645-100000@almaak.usc.edu>
```

Just as an observation, there are actually many ways one can see who is going to win an election contest when there is extensive coverage. For instance, in Presidential campaigns, the one thing to look at is where are the reporters gathering, and what are the candidates doing. If a candidate is on a plane for somewhere while the other candidate is in his/her home base, chances are the latter candidate has won. Similarly, if the reporters are gathering at one candidate's base setting up for a live feed, chances are that candidate has won. As a final clue, regarding primaries, look to see which candidates are scheduled for interviews that night. Usually networks (especially CNN) will block out time for the winning candidate, whereas the losing candidate will have his/her press secretary or spokesperson speaking. The last seems to work well in primary contests-- I noticed, for instance, that George W. Bush was scheduled on the day of the South Carolina primary, whereas John McCain's spokesperson was scheduled.

The point to keep in mind is that these clues exist because the networks have access to the exit polls and many times know who the winner is before the polls close-- indeed, they often have the winner in early afternoon if the election is not close. Just because they do not explicitly say who won does not mean that a viewer cannot figure it out.

Frank Rusciano

James Beniger wrote:

> Was VNS data responsible for keeping Michigan voters away from the polls
> yesterday? Which candidate would have gained most if lazy Slate readers
> had remained even more ignorant than we already are? Are you ready for
> the debate about release of exit poll data before the polls close, yet
> again?

-- Jim

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February 23, 2000
THE POLLSTERS
Race's Outcome Is Online Before All Votes Are Cast

> By PETER MARKS

>
> John McCain 48 percent; George W. Bush 46
> percent," said the story about the Michigan
> primary on Slate, the online magazine.

>
> What was unusual about the story was not the who,
> what or why, but the when: it was posted on
> Slate's Web site yesterday afternoon, several
> hours before the polls in Michigan closed. The
> numbers were the early results of the exit polls
> conducted yesterday at polling places across
> Michigan by an organization run by the major
> television networks and The Associated Press.

>
> The numbers, by mutual agreement of the news
> organizations, are supposed to remain secret
> until the polls close so as not to have any
> influence on voters who have not yet cast their
> ballots. But Slate says that the rampant hinting
> on the television networks about the exit polls'
> contents on various election days has made a
> farce of the agreement.

>
> "Why am I publishing exit poll numbers before the
> polls close?" the Slate writer, Jack Shafer,
> asked on Friday, in one of several pieces he has
> posted on the subject. "Because the exit poll
> embargo that the media observes is a big joke."

>
> Mr. Shafer, who also released exit polls numbers
> early for the New Hampshire and South Carolina
> primaries, wrote that the embargo "places a
> terrible burden on reporters, who are paid to
> disseminate information and are rotten at keeping
> secrets."

>
> In a posting titled "Git Yer Early Exit Poll
> Numbers Here!" Mr. Shafer said he would ask
> "friends, enemies and acquaintances in the media"
> who had access to the data to give it to him.

>
> The exit polls the networks and leading
> newspapers use all come from a single surveying
> organization, the Voter News Service, based in
> New York and administered by a consortium
> consisting of ABC, NBC, CBS, CNN, Fox and The
> Associated Press. Other news organizations,
> including The New York Times, are subscribers. A
> representative of one member of the governing
> consortium, who spoke on condition of anonymity,
> said Voter News Service's lawyers had sent two
> letters to Slate, calling the postings an
> unauthorized use and demanding that they be
> withdrawn.

>
> Lee C. Shapiro, director of media services for

> the Voter News Service, said the organization
> would have no comment. Michael Kinsley, editor of
> Slate, could not be reached last night.

> Indeed, the competition among the networks,
> particularly the 24-hour news channels on cable,
> has become so fierce that primary races tend to
> be called the instant the polls close, if not a
> few minutes earlier. And in the final hours of
> voting, many of the commentators and
> correspondents on the air have seemed
> extraordinarily prescient this year.

> Last night, the race proved so tight that the
> networks actually waited until the polls had been
> closed for 30 minutes to call the Republican race
> in Michigan. At 8:34 p.m., for instance, the Fox
> News Channel called the race for Senator McCain.
> In its projection of his Michigan victory, a
> graphic flashed with the estimates of his share
> of the vote there: 48 percent, just as Mr. Shafer
> had reported.

> Related Sites

> These sites are not part of The New York Times on
> the Web, and The Times has no control over their
> content or availability.

- > o Slate: Exit Poll Fetishism.

> Copyright 2000 The New York Times Company

> *****

```
=====
Date: Wed, 23 Feb 00 14:21:08 EST
From: Don Ferree <SSDCF@UConnVM.UConn.Edu>
Subject: Re: Exit Poll Data Released Before Polls Close
To: Members of AAPORNET <aapornet@usc.edu>
In-Reply-To: <38B430FF.2830830F@rider.edu>
X-Mailer: MailBook 98.01.000
Message-Id: <000223.143554.EST.SSDCF@UConnVM.UConn.Edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII
Content-Transfer-Encoding: 7BIT
```

To be sure, there are some fine lines here. Using exit polls for "characterization" (e.g. there is a big gender gap) may "explain" what is going on without disclosing the (poll-predicted) outcome. Or even "McCain does much better relatively and Bush does much

worse among self-described Independents than is the case among Republicans". (Yes, yes, I know where almost everyone will vote for either of two candidates one doing better MEANS the other does worse but my redundant wording was meant to obscure who was "ahead" in either group). From personal experience, I recall one reporter who will remain unnamed who wanted to "characterize" the 1984 race by saying "women are voting equally for Mondale and Reagan, but the President has a very substantial lead among men", even after I pointed out that since everyone was either male or female that HAD to mean Reagan was ahead overall.

Also, it certainly could be the case that reporting facts like the partisan split could easily affect individual's decisions to vote.

My own sympathies are strongly on the side of avoiding day of election reporting which could affect turnout, and discomfort at simply saying we report the facts. This stems among other things from the sense that as a system, we are ill-served by anything which seems to cut into the legitimacy of results. For the same reason, if someone suggested counting ballots as the day was going on (real ballots not exit poll questionnaires) or releasing partial tallies from voting machines, I would be against it.

All that said, it is true as others have noted that there are numerous clues out there. I was quite struck, watching CNN before the South Carolina primary polls closed, that questions were being addressed to the McCain campaign "what if your man loses here" and to the Bush folks, "what would the impact of a substantial win be". At which point I turned to my wife and predicted the outcome, resisting the temptation to call my bookie (just kidding!).

I see nothing salutary for either our profession or our polity from day of election polling release, and fear what will happen when, sooner or later -- as some maintain HAS happened -- results are released which appear to be wrong, running the risk both of discreditation and tainting. I think exit polls are far too valuable for use AFTER the election to risk losing them to premature or inappropriate release.

Side comment. I commend those news organizations who did NOT take advantage of SLATE's release to maintain that the embargo was therefore lifted. All too often, the "normal rule" is followed that embargoes hold only so long as no one breaks them.

Don Ferree
Roper Center for Public Opinion Research
University of Connecticut

Date: Wed, 23 Feb 2000 11:49:03 -0800
From: LPollack@psg.ucsf.edu
Received: by psg.ucsf.edu with Internet Mail Service (5.0.1460.8)
id <FDBDFM9R>; Wed, 23 Feb 2000 11:49:07 -0800
Message-ID: <71364B64597CD211B02800A0C921A213018579C6@psg.ucsf.edu>
To: aapornet@usc.edu
Subject: RE: Exit Poll Data Released Before Polls Close
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.0.1460.8)

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

Of course there are other indicators, but my opinion is that the average voter does not have access to the indicators you suggested or doesn't note them. I'm concerned about the voter who left work at 5PM, turns on his car radio and hears "Exit polls indicate McCain has WON the Michigan primary..." I think that can have a powerful effect on the motivation of individual voters. Again, I believe that exit polling does a sufficiently good job that revealing results probably does not affect the outcome of THAT race, but the called race is rarely the only one on the ballot. The presidency may be the focus, but it is not the only game in town. I believe such "ripple effects" should be considered when talking about the TOTAL effect of letting the cat out of the bag.

Lance M. Pollack, Ph.D.
Center for AIDS Prevention Studies (CAPS)
University of California, San Francisco
lpollack@psg.ucsf.edu <mailto:lpollack@psg.ucsf.edu>

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

From: Frank Rusciano [SMTP:rusciano@rider.edu]
Sent: Wednesday, February 23, 2000 11:12 AM
To: aapornet@usc.edu
Subject: Re: Exit Poll Data Released Before Polls Close

Just as an observation, there are actually many ways one can see who is going to win an election contest when there is extensive coverage. For instance, in Presidential campaigns, the one thing to look at is where are the reporters gathering, and what are the candidates doing. If a candidate is on a plane for somewhere while the other candidate is in his/her home base, chances are the latter candidate has won. Similarly, if the reporters are gathering at one candidate's base setting up for a live feed, chances are that candidate has won. As a final clue, regarding primaries, look to see which candidates are scheduled for interviews that night. Usually networks (especially CNN) will block out time for the winning candidate, whereas the losing candidate will have his/her press secretary or spokesperson speaking. The last seems to work well in primary contests-- I noticed, for instance, that George W. Bush was scheduled on the day of the South Carolina primary, whereas John McCain's spokesperson was scheduled.

The point to keep in mind is that these clues exist because the networks

have access to the exit polls and many times know who the winner is before the polls close-- indeed, they often have the winner in early afternoon if the election is not close. Just because they do not explicitly say who won does not mean that a viewer cannot figure it out.

Frank Rusciano

James Beniger wrote:

> Was VNS data responsible for keeping Michigan voters away from the polls yesterday? Which candidate would have gained most if lazy Slate readers had remained even more ignorant than we already are? Are you ready for the debate about release of exit poll data before the polls close, yet again?

Jim

--

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February 23, 2000

THE POLLSTERS

Race's Outcome Is Online Before All Votes Are Cast

By PETER MARKS

John McCain 48 percent; George W. Bush 46 percent," said the story about the Michigan primary on Slate, the online magazine.

What was unusual about the story was not the who, what or why, but the when: it was posted on Slate's Web site yesterday afternoon, several hours before the polls in Michigan closed. The numbers were the early results of the exit polls conducted yesterday at polling places across Michigan by an organization run by the major television networks and The Associated Press.

The numbers, by mutual agreement of the news organizations, are supposed to remain secret until the polls close so as not to have any influence on voters who have not yet cast their ballots. But Slate says that the rampant hinting on the television networks about the exit polls' contents on various election days has made a

> farce of the agreement.
>
> "Why am I publishing exit poll numbers before the
> polls close?" the Slate writer, Jack Shafer,
> asked on Friday, in one of several pieces he has
> posted on the subject. "Because the exit poll
> embargo that the media observes is a big joke."
>
> Mr. Shafer, who also released exit polls numbers
> early for the New Hampshire and South Carolina
> primaries, wrote that the embargo "places a
> terrible burden on reporters, who are paid to
> disseminate information and are rotten at keeping
> secrets."
>
> In a posting titled "Git Yer Early Exit Poll
> Numbers Here!" Mr. Shafer said he would ask
> "friends, enemies and acquaintances in the media"
> who had access to the data to give it to him.
>
> The exit polls the networks and leading
> newspapers use all come from a single surveying
> organization, the Voter News Service, based in
> New York and administered by a consortium
> consisting of ABC, NBC, CBS, CNN, Fox and The
> Associated Press. Other news organizations,
> including The New York Times, are subscribers. A
> representative of one member of the governing
> consortium, who spoke on condition of anonymity,
> said Voter News Service's lawyers had sent two
> letters to Slate, calling the postings an
> unauthorized use and demanding that they be
> withdrawn.
>
> Lee C. Shapiro, director of media services for
> the Voter News Service, said the organization
> would have no comment. Michael Kinsley, editor of
> Slate, could not be reached last night.
>
> Indeed, the competition among the networks,
> particularly the 24-hour news channels on cable,
> has become so fierce that primary races tend to
> be called the instant the polls close, if not a
> few minutes earlier. And in the final hours of
> voting, many of the commentators and
> correspondents on the air have seemed
> extraordinarily prescient this year.
>
> Last night, the race proved so tight that the
> networks actually waited until the polls had been
> closed for 30 minutes to call the Republican race
> in Michigan. At 8:34 p.m., for instance, the Fox
> News Channel called the race for Senator McCain.
> In its projection of his Michigan victory, a
> graphic flashed with the estimates of his share
> of the vote there: 48 percent, just as Mr. Shafer
> had reported.

>
>
>
>
> Related Sites
>
> These sites are not part of The New York Times on
> the Web, and The Times has no control over their
> content or availability.
>
> o Slate: Exit Poll Fetishism.
>
>
>
> _____
> Copyright 2000 The New York Times Company
> _____
>
> *****

=====

Date: Wed, 23 Feb 2000 15:17:39 -0500
From: "Mark Richards" <mark@bisconti.com>
To: <aapornet@usc.edu>
Subject: RE: Exit Poll Data Released Before Polls Close
Message-ID: <NCBBKJCJKFIDCKOFNAEEKEMECOAA.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: <38B430FF.2830830F@rider.edu>

I don't think people need more reasons not to vote/participate. If the organizations cannot prove they are not reducing voter turnout, they should give the rest of us the benefit of the doubt and hold on to their hot data, and we'll pat their heads and call them good citizens. What do people gain by knowing, anyway? It's a media competition--who got the scoop first. This is too important to play with--the data shouldn't have been released, and those who didn't should be congratulated (even if they were winking to the savvy voter).

If people care and think the race is close or their vote matters, and they can get to the polls, they'll vote (smart candidates make it easy for people to vote). Going to the polls instills a sense of civic belonging and people at times actually meet one another and talk (at least in my neighborhood), and sometimes get more involved in their community. There's something magic/mythological about it. In South Africa, people stood in lines for hours around the block: they understood that this simple act signaled they were a part of their country--they were no longer excluded. When you don't have the vote, you don't take it for granted as much. That's one side of it.

And there's the cynical side. Why vote at all? (Polling is more accurate, isn't it?) Whether any of our elections determine who has real power (or

whether we're participating in some grand facade to hide the Wizard of Oz) is up for debate, but at this point of history I don't think anybody is served by undermining voter turnout in this country. It's already the lowest (or close to it) worldwide. What if nobody showed up? That's happening a lot lately in local elections. Is that OK? If your nation is founded on the principles this nation is, I don't think so. I find it alarming.

Some countries ban political polling on day of election (of course, their neighbors across the border do it and media broadcast over borders, so...).

How's that for fragmented thinking? cheers, mark

Date: Wed, 23 Feb 2000 15:40:34 -0500
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Exit Poll Data Released Before Polls Close
References: <Pine.A41.4.21L1.0002231250160.33016-100000@login1.isis.unc.edu>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

I agree with Phil.

There has never been any real evidence to prove that poll results influence whether or not people turn out to vote, and the same is true in spades for exit polls. It could certainly be argued that making exit poll information available frequently during the polling day could in fact spur campaign workers to turn out the vote in greater numbers in competitive races.

The one possible exception might be the presidential election, where it could be argued that the turnout on the West Coast will be reduced if the election is already settle by the time the polls close in the East. But solving that is a matter of standardizing polling time frames nationwide, since the media list winners as each state's polls close anyway.

If people really are worried about depressing turnout, a good compromise might be to ban broadcasting exit poll results but allowing them to be posted on the Internet along with whatever caveats Murray and his crew have about interpreting them as they are released to the media.

This would allow political junkies and campaign workers to get the information they want or need, while minimizing the effect on those who really are not particularly interested in the first place. If it proved to be a big draw online, it could even prove profitable for the consortium backing VNS, as they could charge more for advertising on their web sites on election day.

Jan Werner

Philip Meyer wrote:

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> There's nothing wrong with citizens considering the actions of other
> citizens when making their own voting decisions. That's one of the
> components of deliberative democracy -- from the New England town meetings
> to the present day. I'm all for ending the voluntary
> censorship of exit polls. Hooray for Slate!

> =====
> Philip Meyer, Knight Chair in Journalism Voice: 919 962-4085
> CB 3365 Carroll Hall Fax: 919 962-1549
> University of North Carolina Cell: 919 906-3425
> Chapel Hill NC 27599-3365 http://www.unc.edu/~pmeyer
> =====

=====
Date: Wed, 23 Feb 2000 15:50:25 -0500
To: jwerner@jwdp.com, aapornet@usc.edu
From: Ashley Grosse <agrosse@umich.edu>
Subject: Re: Exit Poll Data Released Before Polls Close
In-Reply-To: <38B445C2.CA45266D@jwdp.com>
References: <Pine.A41.4.21L1.0002231250160.33016-100000@login1.isis.unc.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"

Well, that's not exactly true see Seymour Sudman's article, "Do Exit Polls Influence Voting Behavior?" POQ (1986). Sudman found that exit polls do appear to depress turnout in voting areas where the polls close late and where the exit polls predict a clear winner.

At 03:40 PM 02/23/2000 -0500, Jan Werner wrote:

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>> Chapel Hill NC 27599-3365 http://www.unc.edu/~pmeyer
>> =====

Ashley Grosse
Director of Studies
National Election Studies
University of Michigan
ISR, office 4118
voice: 734.936.1774 fax: 734.764.3341

=====
Date: Wed, 23 Feb 2000 15:07:42 -0600
From: "Nordbo, John" <john.nordbo@dot.state.wi.us>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: What's Your Rosetta Stone?
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2650.21)
Content-Type: text/plain;
 charset="iso-8859-1"

Several of you all have already touched on this one... so, in spite of the
threat of sounding redundant...

When I set up a consultation with a survey client, I pose three questions
for them to answer when we initially sit down to discuss their project:

1. What do you hope to find out?
2. What action will this information enable you to take?
3. What decisions will this information be used to influence?

Great thread! I have saved the numerous responses to this question (as I'm
sure many of you have) and plan to condense them into a handout that I can
use with clients and in future training sessions. Thanks, everyone! And
thanks, Jim, for posing the question to us all!

Regards,

John P. Nordbo
Customer Research Consultant
Office of Organizational Development Services
Wisconsin Department of Transportation
4802 Sheboygan Ave, Box 7915
Madison, WI 53707
Voice: 608.266.0172
Fax: 608.266.2760

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

From: James Beniger [mailto:beniger@rcf.usc.edu]
Sent: Tuesday, February 22, 2000 1:18 PM
To: AAPORNET
Subject: What's Your Rosetta Stone?

Everyone Is a Methodologist Dept.

This morning I was asked by a student, in a meeting with several other students, what is--in a sentence--the single most important methodological advice I could give to would-be researchers.

Never having thought about this before, and with only seconds to think, I blurted out something like the following:

The best methodological advice I can give you: Always assume that whatever you find is wrong, and continue to think and work to discover how and why it is wrong--not only will you then never be disappointed, but you will also make only honest mistakes (the only acceptable kind of mistakes, but of course).

(Okay, okay--so it's a run-on sentence...)

But now my curiosity is aroused--how would all of the rest of you researchers and truth-seekers have answered the same question--what is the Golden Rule, the Rosetta stone, the First Commandment, the "Keep your powder dry" of systematic research methodology?

If each one of you posts one sentence, run-on or not, and there aren't many duplicates, we'll have written AAPORNET's first methods textbook, not to mention the first textbook with 900 authors.

-- Jim

P.S. "Demand all payments in advance" is **not** methodological, in my sense here--it's merely common sense.

=====
Date: Wed, 23 Feb 2000 17:35:46 -0500
To: aapornet@usc.edu
From: Warren Mitofsky <mitofsky@mindspring.com>
Subject: Re: Exit Poll Data Released Before Polls Close
In-Reply-To: <38B445C2.CA45266D@jwdp.com>
References: <Pine.A41.4.21L1.0002231250160.33016-100000@login1.isis.unc.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

There is a better reason for not releasing exit poll data during the voting day than its possible influence on voter turnout, as important as that consideration might be. During the day, an exit poll is not a fair reflection of the electorate. It is not a fair reflection until the end of the day when the voting and the polling is complete. A reporter would not release half collected or half processed information on any other story. I am surprised at Phil for recommending it in the case of exit polling. Slate's Jack Shafer should know better also. Why would any reporter knowingly report a story that had an excellent chance of being wrong? What ever happened to reporting with the goal of "getting it right"? You cannot do that half way through the voting day.
warren mitofsky

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> > CB 3365 Carroll Hall Fax: 919 962-1549
> > University of North Carolina Cell: 919 906-3425
> > Chapel Hill NC 27599-3365 http://www.unc.edu/~pmeyer
> > =====

Mitofsky International
1 East 53rd Street - 5th Floor
New York, NY 10022

212 980-3031 Phone
212 980-3107 FAX
mitofsky@mindspring.com

=====
Date: Wed, 23 Feb 2000 14:38:09 -0800
From: "H. Stuart Elway" <hse@elwaypoll.com>
To: "'AAPORNET'" <aapornet@usc.edu>
Subject: Rosetta Stone
MIME-Version: 1.0

Content-Type: multipart/alternative;
boundary="-----_NextPart_000_0090_01BF7E0B.9AEC9840"
X-Priority: 3
X-MSMail-Priority: Normal
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X-MimeOLE: Produced By Microsoft MimeOLE V4.72.3110.3

This is a multi-part message in MIME format.

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

The most dangerous thing about survey research is that if you ask people =
a question, they will give you an answer.
Stuart Elway
The Elway Poll
206/ 264-1500

-----=_NextPart_000_0090_01BF7E0B.9AEC9840
Content-Type: text/html;
charset="iso-8859-1"
Content-Transfer-Encoding: quoted-printable

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about survey=20
research is that if you ask people a question, they will give you an=20
answer.</DIV>
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Elway
The Elway Poll<FONT color=3D#000000 =
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264-1500</DIV></BODY></HTML>

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=====
Date: Wed, 23 Feb 2000 17:47:33 -0500 (EST)
From: Philip Meyer <pmeyer@email.unc.edu>
X-Sender: pmeyer@login6.isis.unc.edu
To: aapornet@usc.edu
Subject: Re: Exit Poll Data Released Before Polls Close
In-Reply-To: <4.1.20000223154625.009d9730@a.imap.itd.umich.edu>
Message-ID: <Pine.A41.4.21L1.0002231741420.36412-100000@login6.isis.unc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

There is also some evidence that voters use that information rationally, for example by being more likely to vote for a member of Congress from the party that the exit polls show is winning the presidency. Or by casting a protest vote for John Anderson when Jimmy Carter conceded before the polls closed in the west in 1988.

For citations of such work in the 1980s, see my IJPOR article in Vol I, No. 3 (1989).

```
=====
Philip Meyer, Knight Chair in Journalism  Voice: 919 962-4085
CB 3365 Carroll Hall                    Fax: 919 962-1549
University of North Carolina            Cell: 919 906-3425
Chapel Hill NC 27599-3365              http://www.unc.edu/~pmeyer
=====
```

On Wed, 23 Feb 2000, Ashley Grosse wrote:

```
> Date: Wed, 23 Feb 2000 15:50:25 -0500
> From: Ashley Grosse <agrosse@umich.edu>
> Reply-To: aapornet@usc.edu
> To: jwerner@jwdp.com, aapornet@usc.edu
> Subject: Re: Exit Poll Data Released Before Polls Close
>
> Well, that's not exactly true see Seymour Sudman's article, "Do Exit Polls
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> >> =====
>
> *****
> Ashley Grosse
> Director of Studies
> National Election Studies
> University of Michigan
> ISR, office 4118
> voice: 734.936.1774 fax: 734.764.3341
> *****
>

Date: Wed, 23 Feb 2000 17:52:54 -0500 (EST)
From: Philip Meyer <pmeyer@email.unc.edu>
X-Sender: pmeyer@login6.isis.unc.edu
To: aapornet@usc.edu
Subject: Re: Exit Poll Data Released Before Polls Close
In-Reply-To: <4.2.0.58.20000223172547.00d2bd30@pop.mindspring.com>
Message-ID: <Pine.A41.4.21L1.0002231749140.36412-100000@login6.isis.unc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Darn! I'll bet Warren was trying to goad me into using a sports analogy, and I'm falling for it.

Why do broadcasters report scores of games that aren't over yet? The first half is not a representative sample of a football game.

In other words, I think that if media reported exit polls results as of mid-day, citizens would be smart enough to know that the election wasn't over yet -- and might even be motivated to participate and try to change the outcome.

=====
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Chapel Hill NC 27599-3365 http://www.unc.edu/~pmeyer
=====

On Wed, 23 Feb 2000, Warren Mitofsky wrote:

> Date: Wed, 23 Feb 2000 17:35:46 -0500
> From: Warren Mitofsky <mitofsky@mindspring.com>
> Reply-To: aapornet@usc.edu
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> > > =====
>
>
> Mitofsky International
> 1 East 53rd Street - 5th Floor
> New York, NY 10022
>
> 212 980-3031 Phone
> 212 980-3107 FAX
> mitofsky@mindspring.com
>

=====
Date: Wed, 23 Feb 2000 18:03:58 -0500
From: "Barry Feinberg" <feinberg@surveys.com>
X-Mailer: Mozilla 4.5 [en] (Win95; I)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Rosetta Stone
References: <009601bf7e4e\$c2559240\$898bfea9@uranus>
Content-Type: multipart/alternative;
boundary="-----1895F89EFFFBB7AD32273F1D"

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Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Here are three that have served me well...

What we know is based on how we know it.

Just because something is statistically significant doesn't make it meaningful.

Respondents are like cats, if you give them a box they will go in it.

Barry M. Feinberg
Audits & Surveys Worldwide

>

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Content-Transfer-Encoding: 7bit

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<html>
<body bgcolor="#FFFFFF">
Here are three that have served me well...
<p>What we know is based on how we know it.
<p>Just because something is statistically significant doesn't make it
meaningful.
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<p>Barry M. Feinberg
<br>Audits & Surveys Worldwide
<br>&nbsp;
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color="#000000"></font></font>&nbsp;</blockquote>

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-----1895F89EFFFBB7AD32273F1D--

=====
Date: Wed, 23 Feb 2000 18:02:45 -0500
To: aapornet@usc.edu
From: Warren Mitofsky <mitofsky@mindspring.com>
Subject: Re: Exit Poll Data Released Before Polls Close
In-Reply-To: <Pine.A41.4.21L1.0002231749140.36412-100000@login6.isis.unc.edu>
References: <4.2.0.58.20000223172547.00d2bd30@pop.mindspring.com>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

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At 05:52 PM 2/23/00 -0500, you wrote:
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>and I'm falling for it.

>
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>first half is not a representative sample of a football game.

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>mid-day, citizens would be smart enough to know that the election wasn't
>over yet -- and might even be motivated to participate and try to change
>the outcome.

>
>=====
>Philip Meyer, Knight Chair in Journalism Voice: 919 962-4085
>CB 3365 Carroll Hall Fax: 919 962-1549
>University of North Carolina Cell: 919 906-3425
>Chapel Hill NC 27599-3365 <http://www.unc.edu/~pmeyer>
>=====

>
>
>On Wed, 23 Feb 2000, Warren Mitofsky wrote:
>
>> Date: Wed, 23 Feb 2000 17:35:46 -0500
>> From: Warren Mitofsky <mitofsky@mindspring.com>
>> Reply-To: aapornet@usc.edu
>> To: aapornet@usc.edu
>> Subject: Re: Exit Poll Data Released Before Polls Close
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>> There is a better reason for not releasing exit poll data during the
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>> day than its possible influence on voter turnout, as important as that
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> > > > =====
> >
> >
> > Mitofsky International
> > 1 East 53rd Street - 5th Floor
> > New York, NY 10022
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> > 212 980-3031 Phone
> > 212 980-3107 FAX
> > mitofsky@mindspring.com
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New York, NY 10022

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mitofsky@mindspring.com

Date: Wed, 23 Feb 2000 15:35:09 -0800
From: Jim Lemert <jlemert@ballmer.uoregon.edu>
To: aapornet@usc.edu
Cc: jlemert@oregon.uoregon.edu
Subject: RE: Exit Poll Data Released Before Polls Close
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2650.21)
Content-Type: text/plain;
charset="iso-8859-1"

This is an old question, of course, one that stimulated a lot of research

decades ago. In general that research adds up to this: Generally exit polls may have a slight depressing effect on turnout-roughly 2-3% as I recall-but no effect on voting choice. I've done a number of exit polls myself, using that technique to determine effects on voting choice. We found that voting choice-Reagan vs. Mondale-was the same for those who had heard the projection as for those who hadn't, and the same for all those voting after 5 pm Pacific time, as for those voting before 5 pm. (The projection was broadcast at precisely 5 pm Pacific Time). However, there is one very clear effect on people who did turn out to vote-it raises the refusal rate because they think that's why you're interviewing, and it makes people angry.

Jim Lemert

Professor emeritus

Journalism and Communication, Univ. of Oregon (not in residence)

Mailing address: P.O. Box 2224, Waldport, OR 97394

email: JLemert@Oregon,UOregon.edu

phone: (541) 563-2984

FAX: (541) 563-7101

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

From: James Beniger [mailto:beniger@rcf.usc.edu]

Sent: Wednesday, February 23, 2000 8:54 AM

To: AAPORNET

Subject: Exit Poll Data Released Before Polls Close

Was VNS data responsible for keeping Michigan voters away from the polls yesterday? Which candidate would have gained most if lazy Slate readers had remained even more ignorant than we already are? Are you ready for the debate about release of exit poll data before the polls close, yet again?

-- Jim

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February 23, 2000

THE POLLSTERS

Race's Outcome Is Online Before All Votes Are Cast

By PETER MARKS

John McCain 48 percent; George W. Bush 46 percent," said the story about the Michigan primary on Slate, the online magazine.

What was unusual about the story was not the who, what or why, but the when: it was posted on Slate's Web site yesterday afternoon, several hours before the polls in Michigan closed. The numbers were the early results of the exit polls conducted yesterday at polling places across

Michigan by an organization run by the major television networks and The Associated Press.

The numbers, by mutual agreement of the news organizations, are supposed to remain secret until the polls close so as not to have any influence on voters who have not yet cast their ballots. But Slate says that the rampant hinting on the television networks about the exit polls' contents on various election days has made a farce of the agreement.

"Why am I publishing exit poll numbers before the polls close?" the Slate writer, Jack Shafer, asked on Friday, in one of several pieces he has posted on the subject. "Because the exit poll embargo that the media observes is a big joke."

Mr. Shafer, who also released exit polls numbers early for the New Hampshire and South Carolina primaries, wrote that the embargo "places a terrible burden on reporters, who are paid to disseminate information and are rotten at keeping secrets."

In a posting titled "Git Yer Early Exit Poll Numbers Here!" Mr. Shafer said he would ask "friends, enemies and acquaintances in the media" who had access to the data to give it to him.

The exit polls the networks and leading newspapers use all come from a single surveying organization, the Voter News Service, based in New York and administered by a consortium consisting of ABC, NBC, CBS, CNN, Fox and The Associated Press. Other news organizations, including The New York Times, are subscribers. A representative of one member of the governing consortium, who spoke on condition of anonymity, said Voter News Service's lawyers had sent two letters to Slate, calling the postings an unauthorized use and demanding that they be withdrawn.

Lee C. Shapiro, director of media services for the Voter News Service, said the organization would have no comment. Michael Kinsley, editor of Slate, could not be reached last night.

Indeed, the competition among the networks, particularly the 24-hour news channels on cable, has become so fierce that primary races tend to be called the instant the polls close, if not a few minutes earlier. And in the final hours of voting, many of the commentators and correspondents on the air have seemed extraordinarily prescient this year.

Last night, the race proved so tight that the networks actually waited until the polls had been closed for 30 minutes to call the Republican race in Michigan. At 8:34 p.m., for instance, the Fox News Channel called the race for Senator McCain. In its projection of his Michigan victory, a graphic flashed with the estimates of his share of the vote there: 48 percent, just as Mr. Shafer had reported.

Related Sites

These sites are not part of The New York Times on the Web, and The Times has no control over their content or availability.

- o Slate: Exit Poll Fetishism.

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=====
Date: Wed, 23 Feb 2000 18:34:42 -0500
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Exit Poll Data Released Before Polls Close
References: <4.2.0.58.20000223172547.00d2bd30@pop.mindspring.com>
<4.2.0.58.20000223175954.00d05120@pop.mindspring.com>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit
```

Warren,

Surely you can't mean to be saying that reporters should have access to the exit poll numbers but the public should not because reporters are smarter than the general public! That wouldn't be a very smart opinion to express for someone who makes his living assessing public opinion.

Exit polls should be made available to everyone at the same time, with the same caveats about what they represent. If you believe that they should not be released to the public before the polls close, then they should not be released to the media either, since any analysis based on

incomplete data is just as likely to be wrong as any decision made by a potential voter.

Jan Werner

Warren Mitofsky wrote:

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> mitofsky@mindspring.com

Date: Wed, 23 Feb 2000 19:20:14 -0500 (EST)
From: "Barry A. Hollander" <barry@arches.uga.edu>
X-Sender: barry@archa13.cc.uga.edu
To: aapornet@usc.edu
Subject: Re: Exit Poll Data Released Before Polls Close
In-Reply-To: <Pine.A41.4.21L1.0002231741420.36412-100000@login6.isis.unc.edu>
Message-ID: <Pine.A41.4.10.10002231909490.61314-100000@archa13.cc.uga.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

On Wed, 23 Feb 2000, Philip Meyer wrote:

> There is also some evidence that voters use that information
> rationally, for example by being more likely to vote for a member of
> Congress from the party that the exit polls show is winning the
> presidency. Or by casting a protest vote for John Anderson when Jimmy
> Carter conceded before the polls closed in the west in 1988.
>
> For citations of such work in the 1980s, see my IJPOR article in Vol
> I, No. 3 (1989).
>

The point being that the research is mixed. So I suppose we should err on the side of the ethically-challenged and serve up a half-cooked dish, ignoring the possibility that it may be full of bacterial mistakes.

Ok, ok, my analogies are getting away from me.

It strikes me that we have a lot of good reasons not to release such data early (potential influence on turnout, the journalistic ethics of giving news before we have it nailed down, etc.), while on the other hand we don't have very many good reasons to release such data (New England town meeting? Deliberative democracy? I'm still wrestling with exactly how these translate to the voting booth).

I come from a "run that sucker" journalistic background, but honestly I see no good reason for releasing exit poll data early. Yes, I hated to get beat on a story. And yes, I tortured my colleagues at drinks afterward when I scooped them. But I am not convinced it serves democracy to know a few hours in advance of the polls being closed who has already won an election that's not even finished. Please.

Barry A. Hollander College of Journalism
Associate Professor and Mass Communication
barry@arches.uga.edu The University of Georgia
phone: 706.542.5027 Athens, GA 30602

web: <http://www.grady.uga.edu/faculty/~bhollander>

Date: Wed, 23 Feb 2000 20:03:08 -0500 (EST)
From: Philip Meyer <pmeyer@email.unc.edu>
X-Sender: pmeyer@login5.isis.unc.edu
To: aapornet@usc.edu
Subject: Re: Exit Poll Data Released Before Polls Close
In-Reply-To: <Pine.A41.4.10.10002231909490.61314-100000@archa13.cc.uga.edu>
Message-ID: <Pine.A41.4.21L1.0002231959530.62148-100000@login5.isis.unc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

I wonder if this isn't the famous third-person problem. I'm pretty sure I could handle early exit poll information and use it wisely in making my

own voting decision. I trust Barry and Warren to use it wisely, too. So who don't we trust and why? And which of us is the elitist?

```
=====
Philip Meyer, Knight Chair in Journalism  Voice: 919 962-4085
CB 3365 Carroll Hall                    Fax: 919 962-1549
University of North Carolina            Cell: 919 906-3425
Chapel Hill NC 27599-3365              http://www.unc.edu/~pmeyer
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> Date: Wed, 23 Feb 2000 19:20:14 -0500 (EST)
> From: Barry A. Hollander <barry@arches.uga.edu>
> Reply-To: aapornet@usc.edu
> To: aapornet@usc.edu
> Subject: Re: Exit Poll Data Released Before Polls Close
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```
> -----
> Barry A. Hollander                College of Journalism
> Associate Professor                and Mass Communication
```

> barry@arches.uga.edu The University of Georgia
> phone: 706.542.5027 Athens, GA 30602
>
> web: http://www.grady.uga.edu/faculty/~bhollander
>
>

Date: Wed, 23 Feb 2000 20:18:33 -0500
From: Sid Groeneman <sidg@his.com>
X-Mailer: Mozilla 4.7 [en] (Win95; I)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
References: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

My advice (given to research assistants and others looking through data tabulations) is a specific application of Jim Beniger's advice: 90% of the time, what you think is an interesting finding is a data processing error.

Sid Groeneman
Market Facts
McLean, VA

James Beniger wrote:

> Everyone Is a Methodologist Dept.
>
> This morning I was asked by a student, in a meeting with several
> other students, what is--in a sentence--the single most important
> methodological advice I could give to would-be researchers.
>
> Never having thought about this before, and with only seconds to think, I
> blurted out something like the following:
>
> The best methodological advice I can give you: Always assume that
> whatever you find is wrong, and continue to think and work to
> discover how and why it is wrong--not only will you then never be
> disappointed, but you will also make only honest mistakes (the only
> acceptable kind of mistakes, but of course).
>
> (Okay, okay--so it's a run-on sentence...)
>
> But now my curiosity is aroused--how would all of the rest of you
> researchers and truth-seekers have answered the same question--what is the
> Golden Rule, the Rosetta stone, the First Commandment, the "Keep your
> powder dry" of systematic research methodology?
>
> If each one of you posts one sentence, run-on or not, and there aren't
> many duplicates, we'll have written AAPORNET's first methods textbook, not

> to mention the first textbook with 900 authors.
>
>
> P.S. "Demand all payments in advance" is *not* methodological, in my sense
> here--it's merely common sense.
>
> *****

-- Jim

Date: Wed, 23 Feb 00 20:39:06 EST
From: Don Ferree <SSDCF@UConnVM.UConn.Edu>
Subject: Re: Exit Poll Data Released Before Polls Close
To: Members of AAPORNET <aapornet@usc.edu>
In-Reply-To: <Pine.A41.4.21L1.0002231749140.36412-100000@login6.isis.unc.edu>
X-Mailer: MailBook 98.01.000
Message-Id: <000223.204047.EST.SSDCF@UConnVM.UConn.Edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII
Content-Transfer-Encoding: 7BIT

Phil Meyer's parallel is inexact in at least one important dimension. Half-time scores (or any other partial results) show how the teams on the field are doing. But the fans cannot directly affect the outcome, which they manifestly can do in elections.

Date: Wed, 23 Feb 2000 18:22:10 -0800 (PST)
From: Susan Pinkus <Susan.Pinkus@latimes.com>
X-Sender: pinkus@laspl1.latimes.com
To: Jan Werner <jwerner@jwdp.com>
cc: aapornet@usc.edu
Subject: Re: Exit Poll Data Released Before Polls Close
In-Reply-To: <38B445C2.CA45266D@jwdp.com>
Message-ID: <Pine.A32.3.91.1000223180955.81306D-100000@laspl1.latimes.com>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

In 1980 when Carter conceded before the polls closed in the West and the election was called there was anger and frustration, especially among the lower rung candidates (state and local races). March Fong Eu, then Cal sec of state - asked to see the LA times Calif exit poll and subpoenaed Bud Lewis (the Poll Director at that time) to speak before her commission on this issue. Before he went, the Times Poll did a poll to see if people did not go to the polls because of the concession and the projection of the winner called by the networks. The poll found that it did not suppress people from voting -- only a very minute percentage of people said it affected their vote. (It would not have changed the result in Ca) But, I think, (correct me if I'm wrong) that the networks made a verbal agreement after this episode that they would not call the race in a state until all the polls are closed in that particular state. They have done a good job in enforcing that agreement.

Unfortunately, now Slate comes along and thinks it is a joke and puts the preliminary results in an article. The thing about exit polls and projections -- u have to wait until all waves of interviewing are in because the numbers (horserace) can bounce all over the place (as we saw in the Dem NH primary with Bradley winning early in the day and Gore winning late in the day). To me, that is irresponsible journalism. I would hope that the networks and the net journals still verbally agree not to release the data until the state polls close.

On Wed, 23 Feb 2000, Jan Werner wrote:

> I agree with Phil.
>
> There has never been any real evidence to prove that poll results
> influence whether or not people turn out to vote, and the same is true
> in spades for exit polls. It could certainly be argued that making exit
> poll information available frequently during the polling day could in
> fact spur campaign workers to turn out the vote in greater numbers in
> competitive races.
>
> The one possible exception might be the presidential election, where it
> could be argued that the turnout on the West Coast will be reduced if
> the election is already settle by the time the polls close in the East.
> But solving that is a matter of standardizing polling time frames
> nationwide, since the media list winners as each state's polls close
> anyway.
>
> If people really are worried about depressing turnout, a good compromise
> might be to ban broadcasting exit poll results but allowing them to be
> posted on the Internet along with whatever caveats Murray and his crew
> have about interpreting them as they are released to the media.
>
> This would allow political junkies and campaign workers to get the
> information they want or need, while minimizing the effect on those who
> really are not particularly interested in the first place. If it proved
> to be a big draw online, it could even prove profitable for the
> consortium backing VNS, as they could charge more for advertising on
> their web sites on election day.
>
> Jan Werner
> _____
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> > University of North Carolina Cell: 919 906-3425
> > Chapel Hill NC 27599-3365 http://www.unc.edu/~pmeyer
> > =====
>

*

Susan H. Pinkus
Los Angeles Times Poll
Internet:susan.pinkus@latimes.com
American Online: spinkus@aol.com
FAX: 213-237-2505

*
*

=====
Date: Wed, 23 Feb 2000 18:23:18 -0800 (PST)
From: Susan Pinkus <Susan.Pinkus@latimes.com>
X-Sender: pinkus@laspl1.latimes.com
To: aapornet@usc.edu
cc: aapornet@usc.edu
Subject: Re: Exit Poll Data Released Before Polls Close
In-Reply-To: <4.2.0.58.20000223172547.00d2bd30@pop.mindspring.com>
Message-ID: <Pine.A32.3.91.1000223182301.81306E-100000@laspl1.latimes.com>
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Hear, hear. I absolutely agree.

Susan Pinkus

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> > > University of North Carolina Cell: 919 906-3425

> > > Chapel Hill NC 27599-3365 http://www.unc.edu/~pmeyer

> > > =====

>

>

> Mitofsky International

> 1 East 53rd Street - 5th Floor

> New York, NY 10022

>

> 212 980-3031 Phone

> 212 980-3107 FAX

> mitofsky@mindspring.com

>

*

Susan H. Pinkus

Los Angeles Times Poll

Internet:susan.pinkus@latimes.com

American Online: spinkus@aol.com

FAX: 213-237-2505

*

*

=====
Date: Wed, 23 Feb 2000 21:28:57 -0500 (EST)

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

X-Sender: barry@arch14.cc.uga.edu

To: aapornet@usc.edu

Subject: Re: Exit Poll Data Released Before Polls Close

In-Reply-To: <Pine.A41.4.21L1.0002231959530.62148-100000@login5.isis.unc.edu>

Message-ID: <Pine.A41.4.10.10002232115150.49366-100000@archa13.cc.uga.edu>

MIME-Version: 1.0

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

On Wed, 23 Feb 2000, Philip Meyer wrote:

> I wonder if this isn't the famous third-person problem. I'm pretty sure

> I could handle early exit poll information and use it wisely in making my

> own voting decision. I trust Barry and Warren to use it wisely, too. So

> who don't we trust and why? And which of us is the elitist?

>

Heck, you're more trusting of myself than I am. I can't explain why I do things. Certainly my wife can't explain why I do things.

I always thought the purpose of exit polls was to explain *why* people voted the way they did, or why an election turned out the way it did. Maybe I'm wrong there.

There's a lot going on here:

1. Do exit polls influence turnout?
 - A. We don't know for sure. Maybe a little.
2. Is it journalistically ethical to report a result when you don't really *know* or have complete data?
 - A. I don't think so, but if couched properly, with enough caveats, maybe. Funny, though, we often complain when the press overextends survey data and doesn't provide complete methodological details.
3. Is it ok for Slate to release these results?
 - A. Absolutely not. If I understand this correctly, they had a contractual obligation not to break the embargo. If not contractual, an understanding.
4. If we just put out a running tab all day long, is this good for democracy?
 - A. Who can say? My own take is, no. Not because I think rational voter models are a crock, and not because I am elitist (I am, so there), but I find the whole notion another slide down the step to making politics a game show. I believe Phil is right that a running tab would encourage more "get out the vote" efforts by the side that is behind and might even increase turnout. My gut feeling, though, is that it demeans a process already bordering on the laughable.
5. Finally, is it necessary?
 - A. No, it's not.

| | |
|----------------------|---------------------------|
| Barry A. Hollander | College of Journalism |
| Associate Professor | and Mass Communication |
| barry@arches.uga.edu | The University of Georgia |
| phone: 706.542.5027 | Athens, GA 30602 |

web: <http://www.grady.uga.edu/faculty/~bhollander>

Date: Thu, 24 Feb 2000 00:22:44 EST
From: Mrktgsage@aol.com
Received: from Mrktgsage@aol.com
by imo-d10.mx.aol.com (mail_out_v25.3.) id 5.8.1a181bd (4353)

for <aapornet@usc.edu>; Thu, 24 Feb 2000 00:22:44 -0500 (EST)
Message-ID: <8.1a181bd.25e61a24@aol.com>
Subject: Re: What's Your Rosetta Stone?
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 5.0 for Windows sub 45

Will my survey in fact measure what I intend it to measure and say it measures?

Robert Sorensen

=====
Date: Thu, 24 Feb 2000 10:55:05 -0000
From: "Robert M Worcester" <worc@mori.com>
To: <aapornet@usc.edu>
References: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>
<38B486E8.44B2B932@his.com>
Subject: Re: What's Your Rosetta Stone?
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 5.00.2615.200
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2615.200

Reminds me of another MORI saying: "If it's that interesting, it's probably wrong!"

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

From: Sid Groeneman <sidg@his.com>
To: <aapornet@usc.edu>
Sent: Thursday, February 24, 2000 1:18 AM
Subject: Re: What's Your Rosetta Stone?

> My advice (given to research assistants and others looking through data
> tabulations) is a specific application of Jim Beniger's advice: 90% of
> the
> time, what you think is an interesting finding is a data processing error.
>
> Sid Groeneman
> Market Facts
> McLean, VA
>
>
>
> James Beniger wrote:
>
>> Everyone Is a Methodologist Dept.
>>
>> This morning I was asked by a student, in a meeting with several
>> other students, what is--in a sentence--the single most important

> > methodological advice I could give to would-be researchers.
> >
> > Never having thought about this before, and with only seconds to think,
I
> > blurted out something like the following:
> >
> > The best methodological advice I can give you: Always assume that
> > whatever you find is wrong, and continue to think and work to
> > discover how and why it is wrong--not only will you then never be
> > disappointed, but you will also make only honest mistakes (the only
> > acceptable kind of mistakes, but of course).
> >
> > (Okay, okay--so it's a run-on sentence...)
> >
> > But now my curiosity is aroused--how would all of the rest of you
> > researchers and truth-seekers have answered the same question--what is
the
> > Golden Rule, the Rosetta stone, the First Commandment, the "Keep your
> > powder dry" of systematic research methodology?
> >
> > If each one of you posts one sentence, run-on or not, and there aren't
> > many duplicates, we'll have written AAPORNET's first methods textbook,
not
> > to mention the first textbook with 900 authors.
> >
> >
> > -- Jim
> >
> > P.S. "Demand all payments in advance" is *not* methodological, in my
sense
> > here--it's merely common sense.
> >
> > *****
>

Date: Thu, 24 Feb 2000 08:00:32 -0500
To: aapornet@usc.edu
From: "Paul J. Lavrakas, Ph.D." <lavrakas.1@osu.edu>
Subject: RE: Exit Poll Data Released Before Polls Close

At 11:49 AM 2/23/00 -0800, you wrote:
>Of course there are other indicators, but my opinion is that the average
>voter does not have access to the indicators you suggested or doesn't note
>them. I'm concerned about the voter who left work at 5PM, turns on his car
>radio and hears "Exit polls indicate McCain has WON the Michigan
>primary...." I think that can have a powerful effect on the motivation of
>individual voters. Again, I believe that exit polling does a sufficiently
>good job that revealing results probably does not affect the outcome of THAT
>race, but the called race is rarely the only one on the ballot. The
>presidency may be the focus, but it is not the only game in town. I believe
>such "ripple effects" should be considered when talking about the TOTAL
>effect of letting the cat out of the bag.
>
>Lance M. Pollack, Ph.D.
>Center for AIDS Prevention Studies (CAPS)
>University of California, San Francisco

>lpollack@psg.ucsf.edu <mailto:lpollack@psg.ucsf.edu>
>

As reported in Lavrakas, Paul J., Miller, Holley, Jack K., and Miller, Peter V. (1991). "Public Reactions to Polling News During the 1988 Presidential Election Campaign" in P.J. Lavrakas and J.K. Holley, eds. POLLING AND PRESIDENTIAL ELECTION COVERAGE, pp151-183, Newbury Park CA: Sage:

At least 10% of registered nonvoters for the 1988 election did not vote because they expected a Bush win. The primary source of information on which this expectation was based was their exposure to news reports of *pre*-election polls in October 1988. Other evidence gathered in that study, which used a 50-state national before/after election panel survey (n=1100), suggested that another 10% of registered nonvoters decided not to vote in part because of their expectation of a Bush win.

However, other data gathered in this study suggested that had these registered nonvoters actually vote, the outcome of that Bush-Dukakis election would not have changed.

There was no indication that exposure to exit poll news from eastern time zones affected any decisions to vote (or not) among those in western time zones. Nevertheless, there was strong support among the public to suppress the use of exit poll information released on Election Eve and solid evidence the many in the public held the perception that election day exit poll results suppress turnout in the west.

=====
Date: Thu, 24 Feb 2000 08:26:09 -0500
To: aapornet@usc.edu
From: "Paul J. Lavrakas, Ph.D." <lavrakas.1@osu.edu>
Subject: Re: Exit Poll Data Released Before Polls Close

Well spoken!!!

At 05:35 PM 2/23/00 -0500, you wrote:

>There is a better reason for not releasing exit poll data during the voting
>day than its possible influence on voter turnout, as important as that
>consideration might be. During the day, an exit poll is not a fair
>reflection of the electorate. It is not a fair reflection until the end of
>the day when the voting and the polling is complete. A reporter would not
>release half collected or half processed information on any other story. I
>am surprised at Phil for recommending it in the case of exit polling.
>Slate's Jack Shafer should know better also. Why would any reporter
>knowingly report a story that had an excellent chance of being wrong? What
>ever happened to reporting with the goal of "getting it right"? You cannot
>do that half way through the voting day.
>warren mitofsky
>
>

=====

Date: Thu, 24 Feb 2000 08:41:29 -0500
To: aapornet@usc.edu
From: "Ronald B. Rapoport" <rbrapo@wm.edu>
Subject: Re: What's Your Rosetta Stone?
In-Reply-To: <38B486E8.44B2B932@his.com>
References: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

I think that the advice has been great. But I often find that students are overly cautious in designing their research, and sometimes miss bigger questions because they don't have the perfect measures. Because of the cautiousness that students are likely to take from methods texts, I like to tell them:

Anything that is worth doing is worth doing poorly (or at least mediocrelly).

Ronald Rapoport
Department of Government
College of William and Mary
Williamsburg, VA 23187-8795

e-mail: rbrapo@wm.edu
phone: (757) 221-3042
fax: (757) 221-2390

Date: Thu, 24 Feb 00 09:04:58 EST
From: Don Ferree <SSDCF@UCONNVM.UConn.Edu>
Subject: RE: Exit Poll Data Released Before Polls Close
To: Members of AAPORNET <aapornet@usc.edu>
In-Reply-To: <2.2.32.20000224130032.00717604@pop.service.ohio-state.edu>
X-Mailer: MailBook 98.01.000
Message-Id: <000224.090822.EST.SSDCF@UConnVM.UConn.Edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII
Content-Transfer-Encoding: 7BIT

Paul's contribution is helpful, and reinforces my point that one of the factors which OUGHT to be considered in thinking about the use of exit polls is what the public thinks (rightly or wrongly). If many in the public do not think a trial is fair, that is a problem for the judicial system even if it "objectively" fair. This does not mean, of course, that anything the public would like to see should happen, but it ought be a concern. Just as trials need to BE and APPEAR fair for the good of the legal system, a perceived illegitimate impact, even if not real, is a "cost" we ought to put into our calculations. I don't want judges and attorneys saying, "we know the trial was fair so who cares what the public thinks".

Date: Thu, 24 Feb 2000 09:17:29 -0500
From: "Larry Cohen" <lcohen@sruc.sarnoff.com>
X-Mailer: Mozilla 4.61 [en]C-CCK-MCD (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0

To: aapornet@usc.edu
Subject: Saving the Rosetta Stone for Posterity
References: <009601bf7e4e\$c2559240\$898bfea9@uranus>
<38B4675E.9D3543BF@surveys.com>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Jim, et at;

Having read and enjoyed many of these, but knowing that I have undoubtedly missed some, perhaps someone might collect them (and any others that people might suggest) and turn them into a downloadable document for off-line reading and distribution? With or without attribution, it might provide more than just an amusing read, but some meaningful insights into our profession and the survey process.

Larry

Larry Cohen
Consumer Financial Decisions
SRI Consulting
201 Washington Road
Princeton, NJ 08543
Tel: 609 734 2048
Fax: 609 734 2094
e-mail: lcohen@srlic.sarnoff.com
URL: <http://future.sri.com/CFD>

Barry Feinberg wrote:

> Here are three that have served me well...
>
> What we know is based on how we know it.
>
> Just because something is statistically significant doesn't make it
> meaningful.
>
> Respondents are like cats, if you give them a box they will go in it.
>
> Barry M. Feinberg
> Audits & Surveys Worldwide
>
>
>>
>
--

=====
Date: Thu, 24 Feb 2000 10:35:06 -0500
From: Margaret Roller <71501.716@compuserve.com>
Subject: Re: Exit Poll Data Released Before Polls Close
Sender: Margaret Roller <71501.716@compuserve.com>
To: "INTERNET:aapornet@usc.edu" <aapornet@usc.edu>
Message-ID: <200002241038_MC2-9A7C-5585@compuserve.com>

MIME-Version: 1.0
Content-Transfer-Encoding: 7bit
Content-Type: text/plain;
charset=us-ascii
Content-Disposition: inline

Warren asked: " Why would any reporter knowingly report a story that had an excellent chance of being wrong?" And, why would any researcher celebrate the virtues of uncontrollable variables? Thank you, Warren, for saying what needed to be said and saying it so eloquently.

Margaret Roller
Roller Marketing Research

>There is a better reason for not releasing exit poll data during the voting day than its possible influence on voter turnout, as important as that consideration might be. During the day, an exit poll is not a fair reflection of the electorate. It is not a fair reflection until the end of the day when the voting and the polling is complete. A reporter would not release half collected or half processed information on any other story. I am surprised at Phil for recommending it in the case of exit polling. Slate's Jack Shafer should know better also. Why would any reporter knowingly report a story that had an excellent chance of being wrong? What ever happened to reporting with the goal of "getting it right"? You cannot do that half way through the voting day.
warren mitofsky<

=====
Date: Thu, 24 Feb 2000 10:54:47 -0800
From: Jeanne Anderson <ande271@attglobal.net>
Reply-To: ande271@ibm.net
X-Mailer: Mozilla 4.5 [en]C-CCK-MCD {TLC;RETAIL} (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: AAPORNET@USC.EDU
Subject: ATTACHED
Content-Type: multipart/mixed;
boundary="-----147782465A326DF19E999089"

This is a multi-part message in MIME format.
-----147782465A326DF19E999089
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Sorry, Netscape disconnected just as I was about to send this message:

-----147782465A326DF19E999089
Content-Type: text/plain; charset=us-ascii;
name="AAPOR.txt"
Content-Transfer-Encoding: 7bit
Content-Disposition: inline;
filename="AAPOR.txt"

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

CLOSING DATE: March 21, 2000

ABOUT THIS POSITION: The incumbent serves as a Research Specialist in the Russia, Ukraine, and Commonwealth Branch of the Office of Research. S/he initiates, plans, and oversees public opinion research studies in the former USSR, and analyzes relationships between public opinion and political, economic, and social issues in the region. The work includes (1) planning and overseeing public opinion surveys; (2) reporting results from such polls and others acquired in the region by writing clear, concise, interpretative briefing papers and memoranda for top-level officials in the United States Government foreign policy community; and, (3) keeping up with activities and developments in the former USSR. Applicants must be able to obtain a special sensitive security clearance. This position has promotion potential to GS-13.

BASIS OF RATING: Competitors will be rated on the basis of the extent and quality of experience and training relevant to the duties of the position, based on information contained in their applications and their responses to the questions on the

Supplemental Qualifications Statement. Answers to the questions MUST be provided on the Form C (by mail), or via the Internet at the OPM web site.

INCOMPLETE APPLICATIONS MAY RESULT IN A LOWER OR INELIGIBLE RATING.

TO APPLY BY MAIL, YOU MUST REQUEST APPLICATION MATERIALS BY

CALLING: (919)790-2822, and leave your name, address and the

announcement # of the position you wish to apply for; OR WRITE:

U.S. Office of Personnel Management, Raleigh Service Center,
4407 Bland Road, Suite 200, Raleigh, North Carolina 27609.

TO APPLY VIA THE INTERNET (WWW.USAJOB.S.OPM.GOV): You can use your computer to access our Internet site where you can search for current job openings, file and transmit a resume, and complete and submit the Supplemental Qualifications Statement (SQS) on line-- instead of filing by mail. A complete application consists of the resume, the SQS (or Form C, if applying by mail), and any additional forms required in the announcement. Failure to provide all required materials, either on-line or through the mail, will result in your not being considered for this position. If applying on-line, you MUST do so before midnight Eastern Time of the closing date.

PLEASE CHECK THAT THE FOLLOWING MATERIALS ARE INCLUDED IN YOUR APPLICATION PACKAGE & SEND THEM TO THE ADDRESS SHOWN ABOVE: your completed Form C (unless applying electronically--see above); your application/resume; a list of your college courses, if relevant; your DD-214 if claiming veterans preference; and your SF-15 and proof of preference if claiming 10-points veterans preference. If you fax your application to us, please try to do so after regular business hours, and do NOT include certificates, references, or other information/documents not specifically requested. BE SURE TO WRITE THE ANNOUNCEMENT NUMBER ON THE FRONT OF YOUR APPLICATION TO ENSURE ITS QUICK PROCESSING. FAILURE TO DO SO MAY RESULT IN YOUR NOT BEING CONSIDERED FOR THIS POSITION.

U.S. Office of Personnel Management

Raleigh Service Center
4407 Bland Road, Suite 200
Raleigh, North Carolina 27609
Phone: (919) 790-2822
Fax #: (919) 790-2824
E-mail : RALEIGH@OPM.GOV

Date: Thu, 24 Feb 2000 12:56:24 -0500
From: Leo Simonetta <Simonetta@artsci.com>
To: "aapornet (E-mail)" <aapornet@usc.edu>
Subject: Many minds, many stones (was Rosetta Stone)
X-Priority: 3
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.0.1460.8)
Content-Type: text/plain

I would like to encourage people to continue posting their personal research touchstones. I have been saving them for future edification (as I am sure others have) and have been amazed by both the diversity and the similarities contained therein.

And, of course, major kudos to Jim for starting the stones rolling.

--
Leo 'Avalanche' Simonetta
Art & Science Group, Inc.
simonetta@artsci.com

Date: Thu, 24 Feb 2000 10:13:20 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Virus Alert!
Message-ID: <Pine.GSO.4.10.10002241010001.10565-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

If you receive a message called Pretty Park.exe, do not run it. It is a virus (actually a Trojan and a worm) which will copy itself and send itself to whatever names it can find in your address book.

For those who care, this one is climbing the charts, #6 overall and #2 on McAfee's "Recent Threats" list.

The original is from June of last year, but it looks like it is making

another round in unpacked form.

If you don't have AV software, now is as good a time as any...

-- Jim

=====
Date: Thu, 24 Feb 2000 10:24:54 -0800 (PST)
From: Kurt Lang <lang@u.washington.edu>
To: aapornet@usc.edu
Subject: RE: Exit Poll Data Released Before Polls Close
In-Reply-To: <71364B64597CD211B02800A0C921A213018579C6@psg.ucsf.edu>
Message-ID: <Pine.A41.4.10.10002241019340.39070-
100000@homer30.u.washington.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

In our monograph about the 1964 presidential election, Gladys and I present some data about reaction by California registered voters to the news that Johnslon had definitely won. Evaluation by voters of the possible effect on other concurrent races was a boost, albeit a small one, to turnout rather than a discouragement. Ref. VOTING AND NONVOTING (1968)

Kurt Lang, Prof. emeritus
Dept. of Sociology
University of Washington
Seattle, WA 98195-3340
Home Address:
1249 20th Ave. E.
Seattle, WA 98112-3530
Tel. (206) 325-4569
FAX (at UW) 206-543-2516

On Wed, 23 Feb 2000 LPollack@psg.ucsf.edu wrote:

> Of course there are other indicators, but my opinion is that the average
> voter does not have access to the indicators you suggested or doesn't note
> them. I'm concerned about the voter who left work at 5PM, turns on his car
> radio and hears "Exit polls indicate McCain has WON the Michigan
> primary...." I think that can have a powerful effect on the motivation of
> individual voters. Again, I believe that exit polling does a sufficiently
> good job that revealing results probably does not affect the outcome of
THAT
> race, but the called race is rarely the only one on the ballot. The
> presidency may be the focus, but it is not the only game in town. I believe
> such "ripple effects" should be considered when talking about the TOTAL
> effect of letting the cat out of the bag.

>
> Lance M. Pollack, Ph.D.
> Center for AIDS Prevention Studies (CAPS)
> University of California, San Francisco
> lpollack@psg.ucsf.edu <mailto:lpollack@psg.ucsf.edu>
>

>
> -----Original Message-----
> From: Frank Rusciano [SMTP:rusciano@rider.edu]
> Sent: Wednesday, February 23, 2000 11:12 AM
> To: aapornet@usc.edu
> Subject: Re: Exit Poll Data Released Before Polls Close
>
> Just as an observation, there are actually many ways one can see who
> is going to win an election contest when there is extensive coverage.
> For instance, in Presidential campaigns, the one thing to look at is
> where are the reporters gathering, and what are the candidates doing. If a
> candidate is on a plane for somewhere while the other candidate is in his/her
> home base, chances are the latter candidate has won. Similarly, if the
> reporters are gathering at one candidate's base setting up for a live feed,
> chances are that candidate has won. As a final clue, regarding primaries,
> look to see which candidates are scheduled for interviews that night.
> Usually networks (especially CNN) will block out time for the winning
> candidate, whereas the losing candidate will have his/her press secretary or
> spokesperson speaking. The last seems to work well in primary
> contests-- I noticed, for instance, that George W. Bush was scheduled on the day
> of the South Carolina primary, whereas John McCain's spokesperson was
> scheduled.
>
> The point to keep in mind is that these clues exist because the
> networks have access to the exit polls and many times know who the winner is
> before the polls close-- indeed, they often have the winner in early
> afternoon if the election is not close. Just because they do not explicitly say
> who won does not mean that a viewer cannot figure it out.
>
> Frank Rusciano
>
> James Beniger wrote:
>
> > Was VNS data responsible for keeping Michigan voters away from the
> polls yesterday? Which candidate would have gained most if lazy Slate
> readers had remained even more ignorant than we already are? Are you
> ready for the debate about release of exit poll data before the polls close,
> yet

> > again?

> >
> Jim

--

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February 23, 2000

THE POLLSTERS

Race's Outcome Is Online Before All Votes Are Cast

By PETER MARKS

John McCain 48 percent; George W. Bush 46 percent," said the story about the Michigan primary on Slate, the online magazine.

What was unusual about the story was not the who, what or why, but the when: it was posted on Slate's Web site yesterday afternoon, several hours before the polls in Michigan closed. The numbers were the early results of the exit polls conducted yesterday at polling places across Michigan by an organization run by the major television networks and The Associated Press.

The numbers, by mutual agreement of the news organizations, are supposed to remain secret until the polls close so as not to have any influence on voters who have not yet cast their ballots. But Slate says that the rampant hinting on the television networks about the exit polls' contents on various election days has made a farce of the agreement.

"Why am I publishing exit poll numbers before the polls close?" the Slate writer, Jack Shafer, asked on Friday, in one of several pieces he has posted on the subject. "Because the exit poll embargo that the media observes is a big joke."

Mr. Shafer, who also released exit polls numbers early for the New Hampshire and South Carolina primaries, wrote that the embargo "places a terrible burden on reporters, who are paid to disseminate information and are rotten at keeping secrets."

In a posting titled "Git Yer Early Exit Poll Numbers Here!" Mr. Shafer said he would ask "friends, enemies and acquaintances in the media" who had access to the data to give it to him.

> > The exit polls the networks and leading
> > newspapers use all come from a single surveying
> > organization, the Voter News Service, based in
> > New York and administered by a consortium
> > consisting of ABC, NBC, CBS, CNN, Fox and The
> > Associated Press. Other news organizations,
> > including The New York Times, are subscribers. A
> > representative of one member of the governing
> > consortium, who spoke on condition of anonymity,
> > said Voter News Service's lawyers had sent two
> > letters to Slate, calling the postings an
> > unauthorized use and demanding that they be
> > withdrawn.

> > Lee C. Shapiro, director of media services for
> > the Voter News Service, said the organization
> > would have no comment. Michael Kinsley, editor of
> > Slate, could not be reached last night.

> > Indeed, the competition among the networks,
> > particularly the 24-hour news channels on cable,
> > has become so fierce that primary races tend to
> > be called the instant the polls close, if not a
> > few minutes earlier. And in the final hours of
> > voting, many of the commentators and
> > correspondents on the air have seemed
> > extraordinarily prescient this year.

> > Last night, the race proved so tight that the
> > networks actually waited until the polls had been
> > closed for 30 minutes to call the Republican race
> > in Michigan. At 8:34 p.m., for instance, the Fox
> > News Channel called the race for Senator McCain.
> > In its projection of his Michigan victory, a
> > graphic flashed with the estimates of his share
> > of the vote there: 48 percent, just as Mr. Shafer
> > had reported.

> > Related Sites

> > These sites are not part of The New York Times on
> > the Web, and The Times has no control over their
> > content or availability.

- > > o Slate: Exit Poll Fetishism.

> > Copyright 2000 The New York Times Company

> > *****

Date: Thu, 24 Feb 2000 12:32:07 -0600
From: "Dr. Ulises Beltran" <ulisesb@mail.internet.com.mx>
X-Mailer: Mozilla 4.61 [en] (Win98; I)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Your Rosseta stone
References: <8125C7B6D1A9D011943A0060975E6BA92ACB34@AS_SERVER>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

OK

1. Never forget the very bases of what we do: probability sampling. I say that I have a shrine where I worship a very generous deity (the Lord of the Central Limit Theorem) that usuauy delivers the miracle, but sometimes he doesn't.
2. Don't concentrate in the average, look for the variance.
3. When reporting results, always look for the good theories behind your topic, you won't start from scratch.

Ulises Beltran
Survey Research Unit of the
Office of the President of Mexico

Leo Simonetta wrote:

> I would like to encourage people to continue posting their
> personal research touchstones. I have been saving them
> for future edification (as I am sure others have) and have been
> amazed by both the diversity and the similarities contained
> therein.
>
> And, of course, major kudos to Jim for starting the stones rolling.
>
> --
> Leo 'Avalanche' Simonetta
> Art & Science Group, Inc.
> simonetta@artsci.com

Date: Thu, 24 Feb 2000 11:03:35 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
In-Reply-To: <4.2.2.20000224083623.01ad5670@facstaff.wm.edu>
Message-ID: <Pine.GSO.4.10.10002241051240.10565-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Ronald,

I agree with you completely, of course, but I put this in a slightly different way:

Anything that is worth doing is worth doing just as well as you possibly can, even if that is not very well or even poorly, and regardless of whether this is because your measure must be indirect or imperfect, your sample must be small, or your knowledge is partial or imperfect.

In other words: It is better research to do worthwhile things imperfectly than to do worthless things with perfection--although of course nothing beats doing worthwhile things extremely well, whenever possible.

-- Jim

On Thu, 24 Feb 2000, Ronald B. Rapoport wrote:

> I think that the advice has been great. But I often find that students are
> overly cautious in designing their research, and sometimes miss bigger
> questions because they don't have the perfect measures. Because of the
> cautiousness that students are likely to take from methods texts, I like to
> tell them:

>
> Anything that is worth doing is worth doing poorly (or at least
mediocrely).

>
> Ronald Rapoport
> Department of Government
> College of William and Mary
> Williamsburg, VA 23187-8795
>
> e-mail: rbrapo@wm.edu
> phone: (757) 221-3042
> fax: (757) 221-2390
>
>

=====
Date: Thu, 24 Feb 2000 14:06:39 -0500
From: "Andrew A. Beveridge" <andy@troll.soc.qc.edu>
X-Mailer: Mozilla 4.7 [en] (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Virus Alert!
References: <Pine.GSO.4.10.10002241010001.10565-100000@almaak.usc.edu>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Dear All:

This is a "bad" variant of the Melissa virus, but is automatically stopped by both Mcafee and Norton (and their other brands that

are the same.)

I was on a list that accidentally circulated it a few months ago.

Andy

James Beniger wrote:

> If you receive a message called Pretty Park.exe, do not run it. It
> is a virus (actually a Trojan and a worm) which will copy itself and send
> itself to whatever names it can find in your address book.
>
> For those who care, this one is climbing the charts, #6 overall and #2 on
> McAfee's "Recent Threats" list.
>
> The original is from June of last year, but it looks like it is making
> another round in unpacked form.
>
> If you don't have AV software, now is as good a time as any...
>
>
> -- Jim
>
>
> *****

--

| | |
|----------------------------------|-------------------------------------|
| Andrew A. Beveridge | Home Office |
| 209 Kissena Hall | 50 Merriam Avenue |
| Department of Sociology | Bronxville, NY 10708 |
| Queens College and Grad Ctr/CUNY | Phone: 914-337-6237 |
| Flushing, NY 11367-1597 | Fax: 914-337-8210 |
| Phone: 718-997-2837 | E-Mail: andy@troll.soc.qc.edu |
| Fax: 718-997-2820 | Website: http://www.soc.qc.edu/Maps |

Date: Thu, 24 Feb 2000 11:18:36 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Norm Bradburn New Head of NSF's SBE Directorate
Message-ID: <Pine.GSO.4.10.10002241113490.10565-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII
Content-Transfer-Encoding: 8BIT

>From the Consortium of Social Science Associations
WASHINGTON UPDATE, Volume 19, Number 3, February 7, 2000

BRADBURN NEW SBE HEAD

Norman M. Bradburn has been selected as the new Assistant Director for

the National Science Foundation's Social, Behavioral and Economic Sciences Directorate (SBE). The Tiffany and Margaret Blake Distinguished Service Professor Emeritus at the University Chicago, Bradburn becomes the third person to lead the directorate since its establishment in 1991. He succeeds Bennett Bertenthal, who has become Professor of Psychology at the University of Chicago. Bertenthal replaced Cora Marrett, now the Provost at the University of Massachusetts, Amherst, and the inaugural Assistant Director.

The new Assistant Director is also the Vice President and Director of Research at the National Opinion Research Center (NORC) at the University of Chicago. An expert in survey methodology, Bradburn has also served three terms as NORC's President from 1967 to 1992. In between, he was the Provost of the University of Chicago from 1984 to 1989.

No stranger to Washington and the policy world, Bradburn served as Chairman of the National Academy of Sciences' Committee on National Statistics from 1993 to 1998, led the Panel to Evaluate Alternative Census Methods, produced the report Counting People in the Information Age (1994), and is currently a member of the research and advisory panel of the U.S. General Accounting Office.

As a scientist, Bradburn pioneered in the application of cognitive psychology to questionnaire design and methodological problems in survey research. His books with Seymour Sudman, Thinking About Answers: The Application of Cognitive Processes to Survey Methodology (1996); Polls and Surveys: What They Tell Us (1988); Asking Questions (1982); Improving Interview Methods and Questionnaire Design (1979); and Response Effects Surveys: A Review and Synthesis (1966), have made huge contributions to the field of public opinion and survey research. With Dorothy Gilford, he edited a volume Framework and Principles for International Education (1990).

He received B.A. degree from the University of Chicago and Magdalen College, Oxford, an M.A. in clinical psychology from Harvard, and a Ph.D. in social psychology from Harvard. He is a member of the American Academy of Arts and Sciences, the International Statistical Institute, and a fellow of the American Statistical Association (ASA), a member organization of COSSA. Bradburn is expected to take the reins at SBE on March 13th. Until then, Wanda Ward will remain as SBE's Acting Assistant Director.

=====
Date: Thu, 24 Feb 2000 13:34:10 -0600
To: aapornet@usc.edu
From: "Garrett J. O'Keefe" <gjokeefe@facstaff.wisc.edu>
Subject: Re: What's Your Rosetta Stone?
In-Reply-To: <Pine.GSO.4.10.10002241051240.10565-100000@almaak.usc.edu>
References: <4.2.2.20000224083623.01ad5670@facstaff.wm.edu>

Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"

I've avoided this, but it reminds of the old cliché:

"Any research that is not worth doing is not worth doing well."

With apologies to whomever the original author may be...

Garrett

PS: I personally prefer the sentiment addressed below!

At 11:03 AM 2/24/00 -0800, you wrote:

>

>

>Ronald,

>

>I agree with you completely, of course, but I put this in a slightly
>different way:

>

>Anything that is worth doing is worth doing just as well as you possibly
>can, even if that is not very well or even poorly, and regardless of
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>In other words: It is better research to do worthwhile things imperfectly
>than to do worthless things with perfection--although of course nothing
>beats doing worthwhile things extremely well, whenever possible.

>

>

-- Jim

>

>*****

>

>

>On Thu, 24 Feb 2000, Ronald B. Rapoport wrote:

>

>> I think that the advice has been great. But I often find that students
>> are

>> overly cautious in designing their research, and sometimes miss bigger
>> questions because they don't have the perfect measures. Because of the
>> cautiousness that students are likely to take from methods texts, I like
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>> tell them:

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>> mediocrely).

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>> Ronald Rapoport

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>> Williamsburg, VA 23187-8795

>>

>> e-mail: rbrapo@wm.edu

>> phone: (757) 221-3042

>> fax: (757) 221-2390
>>
>>

Garrett J. O'Keefe, Ph.D.
Professor of Agricultural Journalism and Environmental Studies
440 Henry Mall
University of Wisconsin-Madison
Madison, WI 53706
Voice: (608) 262-1843
Fax: (608) 265-3042
E-mail: gjokeefe@facstaff.wisc.edu
Web: <http://www.wisc.edu/agjournal>

Date: Thu, 24 Feb 2000 15:13:53 -0500
To: aapornet@usc.edu
From: Manfred Kuechler <mkuechle@shiva.hunter.cuny.edu>
Subject: Re: Virus Alert!
In-Reply-To: <38B5813E.789D6F3E@troll.soc.qc.edu>
References: <Pine.GSO.4.10.10002241010001.10565-100000@almaak.usc.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

At 02:06 PM 2/24/00 -0500, Andy Beveridge (in response to James Beniger) wrote:

>.....
>This is a "bad" variant of the Melissa virus, but is automatically
>stopped by both McAfee and Norton (and their other brands that
>are the same.)

More info about this threat is available at:
<http://vil.nai.com/vil/wm98500.asp>
including the news that you need to download an "extra.dat" to be protected. The current full "dat" file is version 4066 which was released yesterday (Feb 23, 2000). Protection against this "worm" will be included in the next release 4067 (scheduled for March 1). Till then, make sure to download the extra.dat file called "pretty4.zip" if you want to be protected. M.

Manfred Kuechler, Sociology Department at Hunter College (CUNY)
<http://maxweber.hunter.cuny.edu/socio/faculty/kuech.html>

Date: Thu, 24 Feb 2000 15:54:20 -0500
To: aapornet@usc.edu
From: "Ronald B. Rapoport" <rbrapo@wm.edu>
Subject: Re: What's Your Rosetta Stone?
In-Reply-To: <Pine.GSO.4.10.10002241051240.10565-100000@almaak.usc.edu>
References: <4.2.2.20000224083623.01ad5670@facstaff.wm.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

Agreed.

Ron

At 11:03 AM 2/24/2000 -0800, you wrote:

>Ronald,

>

>I agree with you completely, of course, but I put this in a slightly
>different way:

>

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>can, even if that is not very well or even poorly, and regardless of
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>

>

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>

>

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Ronald Rapoport

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Williamsburg, VA 23187-8795

e-mail: rbrapo@wm.edu

phone: (757) 221-3042
fax: (757) 221-2390

Date: Thu, 24 Feb 2000 15:20:35 +0000
From: Nick Panagakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Nomenclature (was AP story hits press)
References: <Pine.A32.3.91.1000222155918.68790C-100000@laspl.latimes.com>
Content-Type: text/plain; charset=us-ascii; x-mac-type="54455854"; x-mac-creator="4D4F5353"
Content-Transfer-Encoding: 7bit

Susan is right. Even if push poll interviewers could be legally defined as telemarketers, the FTC rules I referred to are limited to telemarketers selling goods and services.

Susan Pinkus wrote:

> Interesting thought Nick - but these push poll interviewers are not
> selling anything per se and don't fit technically as telemarketers. But
> I think the more we (NCPA/AAPOR) speak out against it the more the public
> will be aware of these kinds of "advocacy" phone calls and reject
> answering them. I think education is a strong key to this.
>
> Susan Pinkus

Date: Thu, 24 Feb 2000 16:38:50 -0500
To: aapornet@usc.edu
From: Warren Mitofsky <mitofsky@mindspring.com>
Subject: Re: Exit Poll Data Released Before Polls Close
In-Reply-To: <Pine.A41.4.21L1.0002231959530.62148-100000@login5.isis.unc.edu>
References: <Pine.A41.4.10.10002231909490.61314-100000@archa13.cc.uga.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="iso-8859-1"; format=flowed
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id NAA29807

Just to straighten out your thinking, I would not give the data to anyone until late in the voting day. Even Phil. See my Brill's Content article from 1998 saying just that.
warren mitofsky

At 08:03 PM 2/23/00 -0500, you wrote:

> I wonder if this isn't the famous third-person problem. I'm pretty sure
> I could handle early exit poll information and use it wisely in making my
> own voting decision. I trust Barry and Warren to use it wisely, too. So
> who don't we trust and why? And which of us is the elitist?

>

>=====

>Philip Meyer, Knight Chair in Journalism Voice: 919 962-4085
>CB 3365 Carroll Hall Fax: 919 962-1549
>University of North Carolina Cell: 919 906-3425
>Chapel Hill NC 27599-3365 <http://www.unc.edu/~pmeyer>

>=====

>

>

>On Wed, 23 Feb 2000, Barry A. Hollander wrote:

>

> > Date: Wed, 23 Feb 2000 19:20:14 -0500 (EST)
> > From: Barry A. Hollander <barry@arches.uga.edu>
> > Reply-To: aapornet@usc.edu
> > To: aapornet@usc.edu
> > Subject: Re: Exit Poll Data Released Before Polls Close

> >

> > On Wed, 23 Feb 2000, Philip Meyer wrote:

> >

> > > There is also some evidence that voters use that information
> > > rationally, for example by being more likely to vote for a member of
> > > Congress from the party that the exit polls show is winning the
> > > presidency. Or by casting a protest vote for John Anderson when Jimmy
> > > Carter conceded before the polls closed in the west in 1988.

> > >

> > > For citations of such work in the 1980s, see my IJPOR article in
Vol

> > > I, No. 3 (1989).

> > >

> >

> > The point being that the research is mixed. So I suppose
> > we should err on the side of the ethically-challenged and
> > serve up a half-cooked dish, ignoring the possibility that
> > it may be full of bacterial mistakes.

> >

> > Ok, ok, my analogies are getting away from me.

> >

> > It strikes me that we have a lot of good reasons not to
> > release such data early (potential influence on turnout,
> > the journalistic ethics of giving news before we have it
> > nailed down, etc.), while on the other hand we don't have
> > very many good reasons to release such data (New England
> > town meeting? Deliberative democracy? I'm still wrestling
> > with exactly how these translate to the voting booth).

> >

> > I come from a "run that sucker" journalistic background,
> > but honestly I see no good reason for releasing exit poll
> > data early. Yes, I hated to get beat on a story. And yes,
> > I tortured my colleagues at drinks afterward when I scooped
> > them. But I am not convinced it serves democracy to know
> > a few hours in advance of the polls being closed who has
> > already won an election that's not even finished. Please.

> >

> > -----

| | |
|--|---------------------------|
| > > Barry A. Hollander | College of Journalism |
| > > Associate Professor | and Mass Communication |
| > > barry@arches.uga.edu | The University of Georgia |

> > phone: 706.542.5027 Athens, GA 30602
> >
> > web: <http://www.grady.uga.edu/faculty/~bhollander>
> >
> >

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

212 980-3031
212 980-3107 fax

e-mail: mitofsky@mindspring.com

Date: Thu, 24 Feb 2000 14:37:51 -0800
From: "Hank Zucker" <surveys@wco.com>
To: <aapornet@usc.edu>
References: <Pine.A41.4.10.10002241019340.39070-100000@homer30.u.washington.edu>
Subject: Re: Exit Poll Data Released Before Polls Close
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 5.00.2615.200
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2615.200

I see several considerations in the question of whether to release exit poll results before the polls close. The most significant are:

First, the accuracy issue: Warren Mitofsky pointed out that early voters might not be representative of later ones. I would think the embarrassment concern would be enough to prevent anyone from releasing results they doubt would hold up (visions of Truman...).

Aside from potential accuracy problems, releasing poll data before the polls close in one state is no different from releasing results from Eastern states before the polls close in the West. Since our leaders have not enacted national poll times (which may not be practical when you include Alaska and Hawaii), they do not truly consider allowing voters knowing early results to be a problem. If so, why should we?

As for suppressing turnout, as Kurt Lang points out, that is far from clear. I do not believe turnout in CA has been lower in landslide years when the results were known early as opposed to years when the results were known later. I once looked into the issue, but don't have the results handy. Further, if high turnout is somehow morally or practically "better" than low turnout, shouldn't we amend the Constitution to only have elections in Presidential election years, since their turnout is far higher than that of off years? This difference is vastly greater than has ever been alleged for early returns or poll results. I also believe a case can be made that

higher turnout is not inherently better. The reasons for higher turnout matter.

Lastly, I confess a bias against proscribed knowledge.

I vote to cast my votes with the most knowledge available to me.

Hank Zucker

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

From: Kurt Lang <lang@u.washington.edu>

To: <aapornet@usc.edu>

Sent: Thursday, February 24, 2000 10:24 AM

Subject: RE: Exit Poll Data Released Before Polls Close

> In our monograph about the 1964 presidential election, Gladys and I
> present some data about reaction by California registered voters to the
> news that Johnslon had definitely won. Evaluation by voters of the
> possible effect on other concurrent races was a boost, albeit a small one,
> to turnout rather than a discouragement. Ref. VOTING AND NONVOTING (1968)
>

> Kurt Lang, Prof. emeritus
> Dept. of Sociology
> University of Washington
> Seattle, WA 98195-3340
> Home Address:
> 1249 20th Ave. E.
> Seattle, WA 98112-3530
> Tel. (206) 325-4569
> FAX (at UW) 206-543-2516
>

> On Wed, 23 Feb 2000 LPollack@psg.ucsf.edu wrote:

>
>> Of course there are other indicators, but my opinion is that the average
>> voter does not have access to the indicators you suggested or doesn't
note

>> them. I'm concerned about the voter who left work at 5PM, turns on his
car

>> radio and hears "Exit polls indicate McCain has WON the Michigan
>> primary...." I think that can have a powerful effect on the motivation
of

>> individual voters. Again, I believe that exit polling does a
sufficiently

>> good job that revealing results probably does not affect the outcome of
THAT

>> race, but the called race is rarely the only one on the ballot. The
>> presidency may be the focus, but it is not the only game in town. I
believe

>> such "ripple effects" should be considered when talking about the TOTAL
>> effect of letting the cat out of the bag.

>>

>> Lance M. Pollack, Ph.D.

>> Center for AIDS Prevention Studies (CAPS)

>> University of California, San Francisco

> > lpollack@psg.ucsf.edu <mailto:lpollack@psg.ucsf.edu>
> >
> >
> > -----Original Message-----
> > From: Frank Rusciano [SMTP:rusciano@rider.edu]
> > Sent: Wednesday, February 23, 2000 11:12 AM
> > To: aapornet@usc.edu
> > Subject: Re: Exit Poll Data Released Before Polls Close
> >
> > Just as an observation, there are actually many ways one can see who
> > is
> > going to win an election contest when there is extensive coverage.
> > For
> > instance, in Presidential campaigns, the one thing to look at is
> > where are
> > the reporters gathering, and what are the candidates doing. If a
> > candidate
> > is on a plane for somewhere while the other candidate is in his/her
> > home
> > base, chances are the latter candidate has won. Similarly, if the
> > reporters
> > are gathering at one candidate's base setting up for a live feed,
> > chances
> > are that candidate has won. As a final clue, regarding primaries,
> > look to
> > see which candidates are scheduled for interviews that night.
> > Usually
> > networks (especially CNN) will block out time for the winning
> > candidate,
> > whereas the losing candidate will have his/her press secretary or
> > spokesperson speaking. The last seems to work well in primary
> > contests-- I
> > noticed, for instance, that George W. Bush was scheduled on the day
> > of the
> > South Carolina primary, whereas John McCain's spokesperson was
> > scheduled.
> >
> > The point to keep in mind is that these clues exist because the
> > networks
> > have access to the exit polls and many times know who the winner is
> > before
> > the polls close-- indeed, they often have the winner in early
> > afternoon if
> > the election is not close. Just because they do not explicitly say
> > who won
> > does not mean that a viewer cannot figure it out.
> >
> > Frank Rusciano
> >
> > James Beniger wrote:
> >
> > > Was VNS data responsible for keeping Michigan voters away from the
> > > polls
> > > yesterday? Which candidate would have gained most if lazy Slate
> > > readers
> > > had remained even more ignorant than we already are? Are you
> > > ready for

> > > the debate about release of exit poll data before the polls close,
> > yet
> > > again?

> > >
> > Jim

--

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February 23, 2000

THE POLLSTERS

Race's Outcome Is Online Before All Votes Are Cast

By PETER MARKS

John McCain 48 percent; George W. Bush 46 percent," said the story about the Michigan primary on Slate, the online magazine.

What was unusual about the story was not the who, what or why, but the when: it was posted on Slate's Web site yesterday afternoon, several hours before the polls in Michigan closed. The numbers were the early results of the exit polls conducted yesterday at polling places across Michigan by an organization run by the major television networks and The Associated Press.

The numbers, by mutual agreement of the news organizations, are supposed to remain secret until the polls close so as not to have any influence on voters who have not yet cast their ballots. But Slate says that the rampant hinting on the television networks about the exit polls' contents on various election days has made a farce of the agreement.

"Why am I publishing exit poll numbers before the polls close?" the Slate writer, Jack Shafer, asked on Friday, in one of several pieces he has posted on the subject. "Because the exit poll embargo that the media observes is a big joke."

Mr. Shafer, who also released exit polls numbers early for the New Hampshire and South Carolina primaries, wrote that the embargo "places a terrible burden on reporters, who are paid to disseminate information and are rotten at keeping secrets."

In a posting titled "Git Yer Early Exit Poll Numbers Here!" Mr. Shafer said he would ask "friends, enemies and acquaintances in the media"

> > > who had access to the data to give it to him.

> > >

> > > The exit polls the networks and leading
> > > newspapers use all come from a single surveying
> > > organization, the Voter News Service, based in
> > > New York and administered by a consortium
> > > consisting of ABC, NBC, CBS, CNN, Fox and The
> > > Associated Press. Other news organizations,
> > > including The New York Times, are subscribers. A
> > > representative of one member of the governing
> > > consortium, who spoke on condition of anonymity,
> > > said Voter News Service's lawyers had sent two
> > > letters to Slate, calling the postings an
> > > unauthorized use and demanding that they be
> > > withdrawn.

> > >

> > > Lee C. Shapiro, director of media services for
> > > the Voter News Service, said the organization
> > > would have no comment. Michael Kinsley, editor of
> > > Slate, could not be reached last night.

> > >

> > > Indeed, the competition among the networks,
> > > particularly the 24-hour news channels on cable,
> > > has become so fierce that primary races tend to
> > > be called the instant the polls close, if not a
> > > few minutes earlier. And in the final hours of
> > > voting, many of the commentators and
> > > correspondents on the air have seemed
> > > extraordinarily prescient this year.

> > >

> > > Last night, the race proved so tight that the
> > > networks actually waited until the polls had been
> > > closed for 30 minutes to call the Republican race
> > > in Michigan. At 8:34 p.m., for instance, the Fox
> > > News Channel called the race for Senator McCain.
> > > In its projection of his Michigan victory, a
> > > graphic flashed with the estimates of his share
> > > of the vote there: 48 percent, just as Mr. Shafer
> > > had reported.

> > >

> > >

> > >

> > > Related Sites

> > >

> > > These sites are not part of The New York Times on
> > > the Web, and The Times has no control over their
> > > content or availability.

> > >

> > > o Slate: Exit Poll Fetishism.

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> > > *****

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=====
Date: Thu, 24 Feb 2000 17:45:14 -0500
From: "Mark Richards" <mark@bisconti.com>
To: <aapornet@usc.edu>
Subject: RE: Exit Poll Data Released Before Polls Close
Message-ID: <NCBBKJCJKFIDCKOFNAEEIENICOAA.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: <Pine.A41.4.10.10002232115150.49366-100000@archa13.cc.uga.edu>

This is a useful and interesting discussion, I appreciate all the angles and info and would love to see it sorted out. Here's a thought: Barry Hollander started a grid laying out the issues, what is known, and various positions/opinions. This seems to be a good working outline suited to be a "working paper" that could be a useful resource (Title? "Issues and Impacts of Early Release of Exit Polling Data..."). Is anyone interested in settling on categories and seeing this updated so that we come out with 1-5 page "talking points" in the end? And if so, what would be the most effective way to do it--could it be posted on a bulletin board where people insert their own work or what they're aware of and findings, or would someone volunteer to sort through the info and make it available to everyone? (Sorry, can't volunteer on this one.) Maybe it would be more work and trouble than it's worth--what do you think? mark richards

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

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of Barry A. Hollander
Sent: Wednesday, February 23, 2000 9:29 PM
To: aapornet@usc.edu
Subject: Re: Exit Poll Data Released Before Polls Close

There's a lot going on here:

1. Do exit polls influence turnout?
 - A. We don't know for sure. Maybe a little.

[IF YES--HOW?--Reduced turnout, increased turnout]

2. Is it journalistically ethical to report a result when you don't really *know* or have complete data?
 - A. I don't think so, but if couched properly, with enough caveats, maybe. Funny, though, we often complain when the press overextends survey data and doesn't provide complete methodological details.
3. Is it ok for Slate to release these results?

- A. Absolutely not. If I understand this correctly, they had a contractual obligation not to break the embargo. If not contractual, an understanding.
4. If we just put out a running tab all day long, is this good for democracy?
- A. Who can say? My own take is, no. Not because I think rational voter models are a crock, and not because I am elitist (I am, so there), but I find the whole notion another slide down the step to making politics a game show. I believe Phil is right that a running tab would encourage more "get out the vote" efforts by the side that is behind and might even increase turnout. My gut feeling, though, is that it demeans a process already bordering on the laughable.
5. Finally, is it necessary?
- A. No, it's not.

Barry A. Hollander College of Journalism
Associate Professor and Mass Communication
barry@arches.uga.edu The University of Georgia
phone: 706.542.5027 Athens, GA 30602

web: <http://www.grady.uga.edu/faculty/~bhollander>

Date: Thu, 24 Feb 2000 17:50:52 -0800
To: aapornet@usc.edu
From: Mary Ann Jones <maj1@is2.nyu.edu>
Subject: Re: Nomenclature (was AP story hits press)
In-Reply-To: <38B035A6.15A80241@american.edu>
References: <0002209510.AA951066478@norcmail.uchicago.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"

At 01:42 PM 2/20/00 -0500, you wrote:

>smitht@norcmail.uchicago.edu wrote (in part):

>>

>> Second, it would be best for true polling to have a another replace
>> "push polling". I think we have a family of terms that provide a good
>> model: sugging (selling under the guise of a survey), frugging (fund
>> raising under the guise...), and now cugging (campaigning under the
>> guise...).

>> <SNIP>

And, let's not forget "mugging" (money making under the guise of..) to depict the fax "polls" on controversial topics that are conducted sheerly to make \$5 or \$6 on each response that is returned.

=====
Date: Thu, 24 Feb 2000 18:26:53 -0500
From: "Marc Zwelling" <vector@sympatico.ca>
To: <aapornet@usc.edu>
References: <Pine.GSO.4.10.10002241051240.10565-100000@almaak.usc.edu>
Subject: What's Your Rosetta Stone?
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 5.00.2615.200
X-MIMEOLE: Produced By Microsoft MimeOLE V5.00.2615.200

Data are only useful relative to other data.

It's a good collection. I hope AAPOR edits the list and posts it for reference.

 - Marc Zwelling -
Vector Research + Development Inc.
 Phone: 416 - 733 - 2320
 Fax: 416 - 733 - 4991
 <http://www.vectorresearch.com/>

----- Original Message -----
From: James Beniger <beniger@rcf-fs.usc.edu>
To: <aapornet@usc.edu>
Sent: Thursday, February 24, 2000 2:03 PM
Subject: Re: What's Your Rosetta Stone?

>
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> Ronald,
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> >
> > e-mail: rbrapo@wm.edu
> > phone: (757) 221-3042
> > fax: (757) 221-2390
> >
> >
>
>

Date: Thu, 24 Feb 2000 17:28:31 -0700
From: Shapard Wolf <shap.wolf@asu.edu>
Subject: RE: What's Your Rosetta Stone?
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Message-id: <82E57D16D1D7D111A6B300A0C99B54100605B001@mainex2.asu.edu>
MIME-version: 1.0
X-Mailer: Internet Mail Service (5.5.2650.21)
Content-type: text/plain; charset="iso-8859-1"

The Truth is Expensive.

(That is, a big part of our profession is explaining to sponsors why they
should:

- a) fund a quality effort, or
- b) scale their expectations to their budget.)

Shap Wolf
Survey Research Laboratory
Arizona State University

Date: Thu, 24 Feb 2000 20:04:18 -0500
From: Ann Gollin <algollin@worldnet.att.net>
Reply-To: algollin@worldnet.att.net
X-Mailer: Mozilla 4.61 [en]C-CCK-MCD {MPI;Chase} (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Exit Poll Data Released Before Polls Close
References: <Pine.A41.4.10.10002231909490.61314-100000@archa13.cc.uga.edu>

<4.2.0.58.20000224163730.01f12490@pop.mindspring.com>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Dear Warren,

I still get all the e-mail that Al would get, and I find some of it of particular interest. Just wanted you to know that although I skim through most of it, I always (and carefully) read what you have to say. On the issue of exit poll data I am in complete agreement with you - curious (maybe, on second-thought, not so curious) that you seem to be a lone voice. I do believe that Al would join you and thereby make a chorus! And that he would have enjoyed these primaries. I hope you are.

In one month Al will have been dead a year. I think that I will then feel like re-entering the world at large (beyond work and family) and shall call you and invite you and Mia to have dinner with me at La Carridad. I hope that you'll accept. (Tab's on me.) As I recall when we moved to the neighborhood, you mentioned that it was one of your favorite restaurants. Mine too.

My warm regards to Mia.

Ann

=====
Date: Thu, 24 Feb 2000 20:25:48 -0500
From: Ann Gollin <algollin@worldnet.att.net>
Reply-To: algollin@worldnet.att.net
X-Mailer: Mozilla 4.61 [en]C-CCK-MCD {MPI;Chase} (Win95; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: My apologies
References: <Pine.A41.4.10.10002231909490.61314-100000@archa13.cc.uga.edu>
<4.2.0.58.20000224163730.01f12490@pop.mindspring.com>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

> to all. I didn't realize that I was responding to all of aapornet when I wrote
> my personal e-mail response to Warren Mitofsky. This group e-mail
> communications is new to me.

Sincerely,

Ann Gollin

Date: Thu, 24 Feb 2000 22:03:33 -0500
From: "Albert Biderman" <abider@american.edu>
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
References: <Pine.GSO.4.10.10002241051240.10565-100000@almaak.usc.edu>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Jim's post moves me to make a second entry: "All slogans are bull including this one." One shouldn't get too riled up about slogans but the one Rapoport posted is special.

While Jim's amendments to it are in the right direction, they do not go nearly far enough. I've railed publicly several times about a version of this slogan since I first heard Pete Rossi enunciate it a few decades ago this way: "Anything that is worth doing is worth doing badly." It has served then and remains an invitation to irresponsibility and opportunism. It also helps perpetuate the training in being ineffectual in the grad social science departments I knew where everything was just an academic exercise (worth doing to get an "A," worth doing to get published, worth doing to get the grant or contract, but not likely to have any adverse consequence you ever could be held to answer for). I recall an exchange with Al Kerckhoff when he and I (sociologists both) ended up as co-chairs of the Air Force Working Group on Survival Training. We talked about how our training had not involved many exercises where a lot of guys would get killed or worse if it turned out you were wrong. I'm all in favor of graduate research training with tasks that give students plenty reason to be timid about being wrong.

Can one imagine suggesting that slogan to the source of the news report I read yesterday that respiratory intubation is (often fatally) worse than none at all when inexpertly done, as apparently it awfully frequently is?

Now, in the other direction, Jim's "doing as well as we can," is a cuz to that ubiquitous lame excuse, "I did the best I could" which almost always means nothing more than "I did the best I did." In research and the rest of life, we rarely do the best we could. Applied stats rarely are up to the the most advanced state of the art; more time usually would help; samples are never ideal, cites rarely exhaustive, etc. We satisfice, to use Simon's great term. So the question is what satisfices and the responsible answer lies in thinking carefully, as was writ on some of the other suggested Rosettas, about what may follow from your being wrong. The burden is relieved in sciences which swallow nothing until it has been replicated or where adversarial, competitive or other strong checks can be counted on to correct or chasten adverse consequence. In our trade, however, we often have to be our own source of discipline.

Albert D. Biderman
abider@american.edu

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Date: Fri, 25 Feb 2000 05:58:12 -0500

From: "Karen Donelan" <kdonelan@hsph.harvard.edu>

To: <aapornet@usc.edu>

References: <Pine.GSO.4.10.10002241051240.10565-100000@almaak.usc.edu>
<38B5F105.4455A807@american.edu>
Subject: Re: What's Your Rosetta Stone?
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 5.00.2615.200
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2615.200

My two favorites come from my colleague George Lundberg with whom I teach a course on writing and publishing in health policy and medicine:

1. Speed. Price. Quality. Pick two.
2. Ask yourself two questions about any research you do. So What? (why does it matter?) and Who Cares? (who is your audience?). For surveys I add a third--the "is it important enough to interrupt my dinner with my family?" test

and for those of you looking at these to show to your graduate students, the words from health economist Joe Newhouse that sustained me while writing my dissertation:

"If your dissertation is your best work, then your career is a failure."

Karen Donelan
Harvard School of Public Health
----- Original Message -----
From: Albert D. Biderman <abider@american.edu>
To: <aapornet@usc.edu>
Sent: Thursday, February 24, 2000 10:03 PM
Subject: Re: What's Your Rosetta Stone?

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=====
Date: Fri, 25 Feb 2000 08:11:55 +0000
From: Nick Panagakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0

To: aapornet@usc.edu

Subject: RE: Michigan

Content-Type: text/plain; charset=us-ascii; x-mac-type="54455854"; x-mac-creator="4D4F5353"

Content-Transfer-Encoding: 7bit

McCain won Michigan by 91,000 votes including Detroit by 26,000 votes. He also won carried about 70 of Michigan's counties. (Source: CNN)

For those of you who followed the race in Michigan: Which was the greater factor, Democrats causing mischief in the GOP primary or the emergence of McCain Democrats who will stick with him in November?

Virtually all upcoming state primaries will have both GOP and Dems voting on the same day and many will be closed to registered party members only. So McCain has his work cut out for him. But I would like to know if anyone close to the Michigan politics has an answer to the question above.

Nick

P.S. Perhaps VNS should add a question asking primary voters how they will vote in November.

Date: Fri, 25 Feb 2000 09:38:34 -0500
From: Ellen Boisvert <research@shore.net>
Reply-To: research@compendiumgroup.com
X-Mailer: Mozilla 4.7 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0
To: AAPOR <aapornet@usc.edu>
Subject: Re: Rosetta Stone
Content-Type: text/plain; charset=iso-8859-1; x-mac-type="54455854"; x-mac-creator="4D4F5353"
Content-Transfer-Encoding: 8bit

My advise is more of an attitude toward a task, job or process. It borrows from the terminology of Chefs who , in my current position, are my respondent base along with others in the foodservice industry. The philosophy applies to the research process nicely, but the mindset has broader applications.

"Mise en place"

Is the French cooking phrase that means thinking of what you need, organizing the steps in your mind, getting all of your [ingredients] ready - laid out, peeled, cut, mixed. Essentially, doing anything you can ahead of time so you can focus on the most important steps at the last minute (and, I'll add, be poised and ready for the unexpected). Mise en place is at the core of any good professional [kitchen].

Ellen Boisvert, APR
Director of Research
The Compendium Group

Date: Fri, 25 Feb 2000 08:44:40 -0600
From: "Barbara Burrell" <TI0BCB1@wpo.cso.niu.edu>
To: <aapornet@usc.edu>
Subject: Calling strategies for different months of the year
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Disposition: inline

I vaguely recall a thread on AAPORNET this past year about the success of surveying calling in different months of the year, especially focused on calling in the summer months. I have looked through the AAPORNET archives but could not find anything.

Does anyone remember it there has been such a discussion and if so, could you point in me in a direction to find it. If not, is there any

systematic research about calling results in different months of the year?

Thanks,

Barbara Burrell

Barbara Burrell
Associate Director
Public Opinion Laboratory
Northern Illinois University
DeKalb, Illinois 60115
815-753-9657

Date: Fri, 25 Feb 2000 09:55:17 -0500
From: Suzanne_Hart@umit.maine.edu (Suzanne Hart)
To: aapornet@usc.edu
Subject: Rosetta Stone
Message-ID: <msg5241691.thr-54b63a6.4c4d19@umit.maine.edu>
MIME-Version: 1.0
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 8bit
Content-ID: <msg5241691.thr-54b63a6.4c4d19.part0@umit.maine.edu>
X-Gateway: NASTA Gate 2.0 for FirstClass(R)

Think backwards. Always.

For example:

- ...from the decisions you ll make with the data to your research approach.
- ...from what you ll do if the results turn out other than you expect or hope, to your (or your client's) willingness and ability to cope with the bad news.
- ...from the time you have available for your oral presentation to the number of graphic slides you cram into it.
- ...from the funding you have available to the scope of your project.
- ...from the analysis techniques you ll use to the response categories in the questions.
- ...from the file building software you ll use to the format of the instruments you ll collect the data with.
- ...from the audience for your results to the level of complexity of your presentation.
- ...from the personnel you have available to the magnitude of the work.
- ...from the questions you want to ask just for the heck of it to your need to know.
- ...from the burden on respondents to the value of the information they give.
- ...from your technical jargon to plain language (well, maybe that s not backwards..)
- ...from your burning desire to use certain analysis techniques to your client s (and your own) understanding of them.
- ...from your hypotheses to the literature.
- ...from the literature to common sense.

.....
.....

Suzanne K. Hart
Research Associate
Margaret Chase Smith Center for Public Policy
5715 Coburn Hall
University of Maine
Orono, Maine
Phone (207) 581-1631; Fax (207)581-1266; e-mail shart@maine.maine.edu
.....
.....

=====
Date: Fri, 25 Feb 2000 11:05:11 EST
From: TomPellFW@aol.com
Received: from TomPellFW@aol.com
by im011.mx.aol.com (mail_out_v25.3.) id 5.99.1aa7d5c (6108)
for <aapornet@usc.edu>; Fri, 25 Feb 2000 11:05:11 -0500 (EST)
Message-ID: <99.1aa7d5c.25e80237@aol.com>
Subject: Charging for fax responses
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: Unknown (No Version)

I have received a fax from an organization called The New York Bureau of Dichotomous Self Selecting Research asking me to check off my choice for president and fax it back to a 900 number -- which charges \$2.95 a minute for a two- to three-minute call.

The fax says results will be presented to the candidates' campaigns and the national party chairs, and will appear on a Web site.

Has anyone ever heard of this group? Are they doing anything remotely newsworthy? Or are they -- as the name suggests -- gathering self-selected information for some other reason?

Tom Pellegrene Jr.
Manager of News Technologies
The Journal Gazette
Fort Wayne, Indiana

=====
Date: Fri, 25 Feb 2000 11:25:23 -0500
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Charging for fax responses
References: <99.1aa7d5c.25e80237@aol.com>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

The fax solicitation to call a 900 number appears to have really caught

on lately among confidence men and scam artists.

This one shows a certain impish creativity on behalf of the crook who came up with the name "New York Bureau of Dichotomous Self Selecting Research."

At least he/she is not mugging little old ladies in the subway.

Jan Werner

TomPellFW@aol.com wrote:

>
> I have received a fax from an organization called The New York Bureau of
Dichotomous Self Selecting Research asking me to check
off my choice for president and fax it back to a 900 number -- which charges
\$2.95 a minute for a two- to three-minute call.
>
> The fax says results will be presented to the candidates' campaigns and the
national party chairs, and will appear on a Web site.
>
> Has anyone ever heard of this group? Are they doing anything remotely
newsworthy? Or are they -- as the name suggests -- gathering
self-selected information for some other reason?
>
> Tom Pellegrene Jr.
> Manager of News Technologies
> The Journal Gazette
> Fort Wayne, Indiana

Date: Fri, 25 Feb 2000 13:17:29 EST
From: HOneill1536@aol.com
Received: from HOneill1536@aol.com
by imo20.mx.aol.com (mail_out_v25.3.) id 5.4.15db3ad (3862)
for <aapornet@usc.edu>; Fri, 25 Feb 2000 13:17:29 -0500 (EST)
Message-ID: <4.15db3ad.25e82139@aol.com>
Subject: Early release of exit polls
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 38

Regardless of what research shows is or is not the effect of early release of exit poll data, if the public or legislators perceive or believe such release has a negative effect we leave ourselves open to criticism for interfering with the election process and invite prohibitory legislation. It is a gooc populist issue. The safest policy for our profession in no release until all polls are closed. We certainly do not want to jeopardize loosing the useful information that exit polls provide. And this is final data, not partial data.

Harry O'Neill

Date: Fri, 25 Feb 2000 13:31:32 EST

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of
HOneill1536@aol.com
Sent: Friday, February 25, 2000 12:17 PM
To: aapornet@usc.edu
Subject: Early release of exit polls

Regardless of what research shows is or is not the effect of early release of exit poll data, if the public or legislators perceive or believe such release has a negative effect we leave ourselves open to criticism for interfering with the election process and invite prohibitory legislation. It is a good populist issue. The safest policy for our profession is no release until all polls are closed. We certainly do not want to jeopardize losing the useful information that exit polls provide. And this is final data, not partial data.

Harry O'Neill

=====
Date: Fri, 25 Feb 2000 18:42:52 -0000
From: "Robert M Worcester" <worc@mori.com>
To: <aapornet@usc.edu>
References: <99.1aa7d5c.25e80237@aol.com>
Subject: Re: Charging for fax responses
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 5.00.2615.200
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2615.200

There's a similar outfit in the UK who do this more or less weekly, and thousands are taken in by it; they (and British Telecom) are making out like bandits. They send it to No. 10, who bin it.

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

From: <TomPellFW@aol.com>
To: <aapornet@usc.edu>
Sent: Friday, February 25, 2000 4:05 PM
Subject: Charging for fax responses

> I have received a fax from an organization called The New York Bureau of Dichotomous Self Selecting Research asking me to check off my choice for president and fax it back to a 900 number -- which charges \$2.95 a minute for a two- to three-minute call.

>

> The fax says results will be presented to the candidates' campaigns and the national party chairs, and will appear on a Web site.

>

> Has anyone ever heard of this group? Are they doing anything remotely newsworthy? Or are they -- as the name suggests -- gathering self-selected information for some other reason?

>
> Tom Pellegrine Jr.
> Manager of News Technologies
> The Journal Gazette
> Fort Wayne, Indiana

Date: Fri, 25 Feb 00 14:07:24 EST
From: Don Ferree <SSDCF@UCONNVM.UConn.Edu>
Subject: Re: Early release of exit polls
To: Members of AAPORNET <aapornet@usc.edu>
In-Reply-To: <4.15db3ad.25e82139@aol.com>
X-Mailer: MailBook 98.01.000
Message-Id: <000225.140756.EST.SSDCF@UConnVM.UConn.Edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII
Content-Transfer-Encoding: 7BIT

Amen, Harry.

On Fri, 25 Feb 2000 13:17:29 EST said:
>Regardless of what research shows is or is not the effect of early release
>of
>exit poll data, if the public or legislators perceive or believe such
>release
>has a negative effect we leave ourselves open to criticism for interfering
>with the election process and invite prohibitory legislation. It is a gooc
>populist issue. The safest policy for our profession in no release until all
>polls are closed. We certainly do not want to jeopardize losing the useful
>information that exit polls provide. And this is final data, not partial
>data.
>
>Harry O'Neill

Date: Fri, 25 Feb 2000 15:26:34 -0500 (EST)
Message-Id: <103102800b4dc4da4c50b@[141.139.155.12]>
In-Reply-To: <4.2.0.58.20000223172547.00d2bd30@pop.mindspring.com>
References: <38B445C2.CA45266D@jwdp.com>
<Pine.A41.4.21L1.0002231250160.33016-100000@login1.isis.unc.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: aapornet@usc.edu
From: Skip Oliver <soliver@mail.heidelberg.edu>
Subject: Exit Polls and Rosetta Stones

Colleaguyes -

I have to respectfully disagree with Warren on this one. While I realize that many aapor members have a primary concern with the science of survey research and its accuracy, that is not the primary concern of all social scientists. For some of us, the central issue is the "struggle for democracy" - to borrow a phrase from my old dissertation advisor.

To at least a few of us, survey research practioners must continually demonstrate that their art can be (and is being) used to further the democratic project. If they cannot do so, then they will not receive, nor should they expect, public support.

Could this be yet another methodological rosetta stone? What is the purpose of opinion research? What ends can, and should, it meet? Can it claim political neutrality? Check out Christian Bay on these issues.

AJ Oliver, Heidelberg College

>There is a better reason for not releasing exit poll data during the voting
>day than its possible influence on voter turnout, as important as that
>consideration might be. During the day, an exit poll is not a fair
>reflection of the electorate. It is not a fair reflection until the end of
>the day when the voting and the polling is complete. A reporter would not
>release half collected or half processed information on any other story. I
>am surprised at Phil for recommending it in the case of exit polling.
>Slate's Jack Shafer should know better also. Why would any reporter
>knowingly report a story that had an excellent chance of being wrong? What
>ever happened to reporting with the goal of "getting it right"? You cannot
>do that half way through the voting day.
>warren mitofsky

Date: Fri, 25 Feb 2000 16:44:05 -0500
From: s.kraus@NotesMail1.csuohio.edu
Received: by notesmail1.csuohio.edu (Lotus SMTP MTA Internal build v4.6.2
(651.2 6-10-1998)) id 85256890.00776644 ; Fri, 25 Feb
2000 16:44:09 -0500
X-Lotus-FromDomain: CSU
To: aapornet@usc.edu
Message-ID: <85256890.007764D7.00@notesmail1.csuohio.edu>
Subject: Re: Exit Poll Data Released Before Polls Close
Mime-Version: 1.0
Content-type: text/plain; charset=us-ascii
Content-Disposition: inline

I have spent a good deal of time in presidential elections since 1976 following the press and observing the gathering and decimating of political information by reporters with deadlines on site and in competitive filing situations. The horse-race is a race that is participated in by many. Exit poll data are in demand, even since some media have been involved in generating them. Whatever the reason for the timing in releasing or not releasing the data, those who are in a position to make the decision are not the only source for the data, though they may be the most valid source. The deadline may promote the filing of incomplete, inaccurate data -- inaccurate when compared to the formal release by the exit polls. Social science research on exit polling largely has been concerned with effects on voting behavior, both voting turnout and the vote itself. Aside from a few notable pieces, little impirical research has been published about the news process and exit polling.

Sid Kraus

Date: Fri, 25 Feb 2000 17:29:07 -0500
From: "Richard M. Perloff" <r.perloff@csuohio.edu>
Subject: Third person & exit polls
X-Sender: r.perloff@popmail.csuohio.edu (Unverified)
To: aapornet@usc.edu
Message-id: <3.0.3.32.20000225172907.0071cb84@popmail.csuohio.edu>
MIME-version: 1.0
X-Mailer: QUALCOMM Windows Eudora Light Version 3.0.3 (32)
Content-type: text/plain; charset=us-ascii
Content-transfer-encoding: 7BIT

Some people suggested there could be a third-person effect with exit polls, such that people assume that others are more influenced by polls than they are. The implication is that this makes exit polls okay because we all know that people exaggerate and distort campaign effects.

But even if there is a third-person effect, it still could be that exit polls have actual subtle effects on some third persons. Which means you can't get from is to ought. You can't get from description to prescription.

To do that you have to look normatively. And if you took, say, Kant's categorical universal imperative, you'd say, What if every media did what Slate did in releasing results early? Slate's actions would be judged according to whether, if everyone did what Slate did, it would cause harm to the system.

Phrased that way, you might conclude that exit polling would do harm and should therefore be discouraged. Or not -- but at least you have to take into account some kind of normative rule of thumb to answer this question.

Which is why it is so difficult to get agreement on exit polls -- people not only disagree on the facts but also on the values.

Rick Perloff
Cleveland State University

Date: Fri, 25 Feb 2000 18:12:01 EST
From: SavellJM@aol.com
Received: from SavellJM@aol.com
by imo23.mx.aol.com (mail_out_v25.3.) id 5.5a.1c9e258 (4221)
for <aapornet@usc.edu>; Fri, 25 Feb 2000 18:12:02 -0500 (EST)
Message-ID: <5a.1c9e258.25e86641@aol.com>
Subject: Re: Nomenclature (was AP story hits press)
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 5.0 for Windows sub 44

What is our goal here? I'm not clear.

In trying to come up with an appropriate term, are we seeking a simple description that most of us can agree with (including the push pollers), or

are we looking for an evaluative term that tells which side the good guys are on?

Daves discussion provides what seems to me to be a nice example of each of these two types. The first is illustrated by the term "political telemarketing, while the second is illustrated by the term "unethical political telemarketing,"

Date: Fri, 25 Feb 2000 18:18:08 EST
From: SavellJM@aol.com
Received: from SavellJM@aol.com
by imo13.mx.aol.com (mail_out_v25.3.) id 5.3e.1490a67 (4221)
for <aapornet@usc.edu>; Fri, 25 Feb 2000 18:18:08 -0500 (EST)
Message-ID: <3e.1490a67.25e867b0@aol.com>
Subject: Re: What's Your Rosetta Stone?
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 5.0 for Windows sub 44

I like a comment made some years ago by Donald Campbell--that the most important characteristic of a study is that the results be interpretable. I think I would make this point, adding the question of--if the results are not going to be interpretable--why do the study

Joel Savell.

Date: Fri, 25 Feb 2000 18:00:15 -0500
Message-Id: <200002251800.AA125436510@fsmail.pace.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset=us-ascii
From: "Robert Lee" <RLee@fsmail.pace.edu>
Reply-To: <RLee@fsmail.pace.edu>
To: <aapornet@usc.edu>
Subject: RE: What's Your Rosetta Stone?
X-Mailer: <IMail v5.07>

Avoid the Type 3 error -- asking the wrong question in the first place.

Bob Lee

Date: Fri, 25 Feb 2000 19:21:41 -0500
Message-Id: <200002260021.TAA93056@garnet3.acns.fsu.edu>
X-Sender: slosh@garnet.acns.fsu.edu
X-Mailer: Windows Eudora Light Version 1.5.2
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
To: aapornet@usc.edu
From: Susan Losh <slosh@garnet.acns.fsu.edu>
Subject: Re: Rosetta stone

And...to succinctly paraphrase several earlier statements with a similar

message, my old adages to all introductory research methods students:

1. Just do the best you can with what you got

&

2. No one said it would be easy but this is ridiculous.

Susan

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

Susan Carol Losh, PhD.
Academic Year 1999-2000 PHONE 850-385-4266
slosh@garnet.fsu.edu

PLEASE MAKE A NOTE!

I AM NOW IN TRANSITION TO:

The Department of Educational Research
Florida State University
Tallahassee FL 32306-4453

850-644-4592 Educational Research Office
FAX 850-644-8776

FROM:

The Department of Sociology
Florida State University
Tallahassee FL 32306-2270

850-644-6416 Sociology Office
FAX 850-644-6208

Date: Fri, 25 Feb 2000 19:42:42 -0500 (EST)
From: Philip Meyer <pmeyer@email.unc.edu>
X-Sender: pmeyer@login4.isis.unc.edu
To: aapornet@usc.edu
Subject: Re: Exit Poll Data Released Before Polls Close
In-Reply-To: <85256890.007764D7.00@notesmail1.csuohio.edu>
Message-ID: <Pine.A41.4.21L1.0002251936410.16512-100000@login4.isis.unc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Even I will admit that early release of exit poll data gives us PR problems. When a presidential election is called by the networks before California has finished voting, my California cousins accuse me (they think I'm in charge of everything back east) of stealing their vote.

I keep telling them that there will come an election where Dan Rather will look them in the eye and say, "This election is so close that the outcome will be determined by California." And that will be their compensation for all the elections where they felt powerless. That was my story in 1980, and I'm standing by it. Maybe 2000 will be the one.

```
=====
Philip Meyer, Knight Chair in Journalism  Voice: 919 962-4085
CB 3365 Carroll Hall                    Fax: 919 962-1549
University of North Carolina            Cell: 919 906-3425
Chapel Hill NC 27599-3365              http://www.unc.edu/~pmeyer
=====
```

```
=====
Date: Fri, 25 Feb 2000 21:39:13 EST
From: PAHARDING7@aol.com
Received: from PAHARDING7@aol.com
        by im012.mx.aol.com (mail_out_v25.3.) id 5.88.11bd44a (3311)
        for <aapornet@usc.edu>; Fri, 25 Feb 2000 21:39:14 -0500 (EST)
Message-ID: <88.11bd44a.25e896d1@aol.com>
Subject: The Misuse of Surveys by the (Subjectively Defined) Good Guys
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 5.0 for Windows sub 66
=====
```

I confess to not having read every contribution of AAPORneters to the issue of the challenges to true survey research that have been posed by telemarketers (and, I suppose, direct mail marketers).

Someone probably touched on this angle, and if so, I apologize for the redundancy.

I have been a contributor to the World Wildlife Federation, who, I gather, shares its list of contributors with other philanthropic organizations in the worthy sphere of conservation. The result, naturally, is that I'm bombarded with requests for support from these groups -- to which I have no objection.

Where I do have a problem is that many of these mailings to me contain what purport to be surveys positioned just before the outright funding request. Maybe that hikes up cooperation rate, maybe it doesn't, but that isn't the point; what is the point is that the prospective giver is led to believe that his or her responses (collectively) to the "survey" will perhaps impact public policy, legislation, et. al. with regard to the protection of animals and nature in general. His or her responses together with a monetary gift.

It's commendable for AAPOR to do what it can to come down on the people who want to sell us something and go the survey route to facilitate that end. But what's to be done about the practitioners of "good works" who use

essentially the same approach and, further, at least imply that responses to the "survey" are going to have some effect on the accomplishment of worthy objectives? I've just observed this exercise yet again -- this time for the National Parks Conservation Association. And, while I personally support national parks (to the extent that I think about them, which isn't much), I suspect a certain bias exists among the the people who fill out the "questionnaire," and especially when they've just seen pictures of wildlife caring for their young, etc.

I recognize the disparate beneficiaries of the fruits of effective telemarketing and effective requests for charitable giving by these groups. We're of course apt to take a different view of the practice when it's carried out by the NRA -- which it is, despite the absence of cute (living) animals and the difficulty of evoking the same kind of response with pictures of firearms, whether in the hands of obvious game hunters (you can tell by the plaid jackets they seem always to be wearing) or of American military personnel fighting the Brits 200-plus years ago.

If we dare to descend to the level of cold absolutes, all of these -- whether we love, hate, or simply tolerate the causes they're working toward -- have the same basic purpose: to separate the people contacted from their money. And if dummy surveys are being used to effect that end by any group, I have to wonder how AAPOR can justify trying to nail the black hats and say nothing about the others.

As I said at the outset, you may well have dealt with this and come up with an appropriate policy, and I just missed it. But I've spent some time today catching up on back mail and come across four examples of what I've been referring to. The mood tends to darken.

Phil Harding

```
=====
Date: Fri, 25 Feb 2000 21:26:55 +0000
From: Nick Panagakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Exit Poll Data Released Before Polls Close
Content-Type: text/plain; charset=us-ascii; x-mac-type="54455854"; x-mac-creator="4D4F5353"
Content-Transfer-Encoding: 7bit
```

Warren's point is very clear.

Before an exit poll is completed, the data are incomplete. This is the same as survey data scheduled for five interviewing days are incomplete after one day, after three days, or four.

The only difference between the two is that the time frame for exit poll interviewing is hours and the time frame for other surveys is days.

I have a solution.

Those who call for release of exit poll results throughout the day must also agree to release their survey findings at the end of every day of interviewing.

=====
Date: Sat, 26 Feb 2000 00:25:09 -0700
From: "Michael O'Neil" <oneil@speedchoice.com>
To: <aapornet@usc.edu>
Subject: Re: Michigan
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 5.00.2615.200
X-MimeOLE: Produced By Microsoft MimeOLE V5.00.2615.200

I have heard occasional reference in the media to "mischief" voting (partisans of one party voting for the presumed weaker candidate in the opposing party's primary), but have always had the impression that this was largely a myth. Is there any empirical evidence of more than a trivial incidence of this? If there was ever a situation that might produce the potential, this year might provide a unique opportunity (one race largely decided, the other contested, an increase in "open" primaries). Still, I suspect the number of such sophisticated, dedicated, tactical voters would be very small, but would be interested in seeing actual evidence.

Mike O'Neil

> ----- Original Message -----
> From: Nick Panagakis <mkshares@mcs.net>
> To: <aapornet@usc.edu>
> Sent: Friday, February 25, 2000 1:11 AM
> Subject: RE: Michigan
>
>
> > McCain won Michigan by 91,000 votes including Detroit by 26,000 votes.
> > He also won carried about 70 of Michigan's counties. (Source: CNN)
> >
> > For those of you who followed the race in Michigan: Which was the
> > greater factor, Democrats causing mischief in the GOP primary or the
> > emergence of McCain Democrats who will stick with him in November?
> >
> > Virtually all upcoming state primaries will have both GOP and Dems
> > voting on the same day and many will be closed to registered party
> > members only. So McCain has his work cut out for him. But I would like
> > to know if anyone close to the Michigan politics has an answer to the
> > question above.
> >
> > Nick
> >
> > P.S. Perhaps VNS should add a question asking primary voters how they
> > will vote in November.
> >
> >
>

Date: Sat, 26 Feb 2000 08:31:42 -0500
From: Michael Traugott <mtrau@umich.edu>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Michigan
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2448.0)
Content-Type: text/plain;
charset="iso-8859-1"

Some form of the analysis Mike suggests might be possible with the VNS exit poll data from Michigan. The exact questions he is interested in weren't asked, but the "mischief" and "strategic Democratic voters" (two different groups) could probably be defined as follows:

Mischief Voters: self-described Democrats who indicated Gov. Engler was a big influence in their decision who supported McCain (and would be first-time voters in a Republican primary ?? and maybe from "Democratic" locations like Detroit, Ann Arbor, East Lansing??).

Strategic Democratic Voters: self-described Democrats who are ideologically moderate or liberal who were first-time voters in a Republican primary and didn't have an opinion who would be the better Republican candidate in the fall.

Date: Sat, 26 Feb 2000 12:26:44 EST
From: SavellJM@aol.com
Received: from SavellJM@aol.com
by imo23.mx.aol.com (mail_out_v25.3.) id 5.27.24528ca (3738)
for <aapornet@usc.edu>; Sat, 26 Feb 2000 12:26:44 -0500 (EST)
Message-ID: <27.24528ca.25e966d4@aol.com>
Subject: Re: What's Your Rosetta Stone?
To: aapornet@usc.edu
MIME-Version: 1.0
Content-Type: text/plain; charset="US-ASCII"
Content-Transfer-Encoding: 7bit
X-Mailer: AOL 5.0 for Windows sub 66

A variation on this is that anything not worth doing is not worth doing well.

Joel Savell

Date: Sat, 26 Feb 2000 15:11:28 -0500
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?
References: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

The Rosetta Stone was a piece of basalt engraved with a Coptic text written out in Greek and Demotic characters and Egyptian hieroglyphs, found during Napoleon's campaign in Egypt. It allowed J.-F. Champollion, a French Egyptologist who was fluent in Coptic, to determine that hieroglyphs formed an alphabet, rather than symbolic representations, and by decoding the text, provided the basis for the modern understanding of ancient Egyptian history. A "Rosetta Stone" is therefore a key to understanding something that is mysterious or encrypted, not a piece of methodological advice.

Jan Werner

James Beniger wrote:

>
> Everyone Is a Methodologist Dept.
>
> This morning I was asked by a student, in a meeting with several
> other students, what is--in a sentence--the single most important
> methodological advice I could give to would-be researchers.
>
> Never having thought about this before, and with only seconds to think, I
> blurted out something like the following:
>
> The best methodological advice I can give you: Always assume that
> whatever you find is wrong, and continue to think and work to
> discover how and why it is wrong--not only will you then never be
> disappointed, but you will also make only honest mistakes (the only
> acceptable kind of mistakes, but of course).
>
> (Okay, okay--so it's a run-on sentence...)
>
> But now my curiosity is aroused--how would all of the rest of you
> researchers and truth-seekers have answered the same question--what is the
> Golden Rule, the Rosetta stone, the First Commandment, the "Keep your
> powder dry" of systematic research methodology?
>
> If each one of you posts one sentence, run-on or not, and there aren't
> many duplicates, we'll have written AAPORNET's first methods textbook, not
> to mention the first textbook with 900 authors.
>
>
> -- Jim
>
> P.S. "Demand all payments in advance" is *not* methodological, in my sense
> here--it's merely common sense.
>
> *****

Date: Sat, 26 Feb 2000 15:16:48 -0500
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
X-Mailer: Mozilla 4.7 [en] (Win98; U)
X-Accept-Language: en
MIME-Version: 1.0
To: AAPORNET <aapornet@usc.edu>
Subject: Slate and exit poll data

Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

One thing that strikes me about the entire exchange about whether or not exit poll data should be released before the polls close is that none of the people writing seem to have read Jack Shafer's explanation in Slate for why he was publishing the information.

Mr. Shafer pointed out that members of the press, particularly the anchors and correspondents for the major broadcast networks, are provided with partial exit poll information during the day, but because of the embargo on releasing results before the polls close, cannot come right out and say that one candidate or another appears to be leading in the exit polls.

The result is that you have pundits and correspondents dropping self-serving hints all day about how the election appears to be going, and trying to show how smart they are by "predicting" how the vote will actually turn out, while pretending not to have the information they have been provided with (regardless of the accuracy of that information).

Mr. Shafer feels (and I agree) that this is hypocritical, if not downright dishonest, and that news people should not be deceiving their audience. It was for this reason that he decided to attempt to obtain from friends in the news media the exit poll data as distributed during the day, and to post it on Slate immediately. He also suggested a contest to pick which network news person had the smarriest way of suggesting the eventual results without actually coming out and spilling the beans.

The decision was not that of Slate itself (although the editors did not attempt to prevent Mr. Shafer from doing what he did), and since Slate is not a member of the VNS consortium, it did not violate any contractual agreements, as one particularly silly complaint had it.

The networks and AP fund VNS, so they presumably own the exit poll data and can do what they want with it, when they want to. But if they choose to make incomplete data available to their own people before the polls close, for whatever reason, then they, and they alone, are responsible for the dissemination of that information, directly or indirectly.

Jan Werner

Date: Sat, 26 Feb 2000 12:37:06 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Re: What's Your Rosetta Stone?
Message-ID: <Pine.GSO.4.10.10002261231330.17941-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Jan,

I call your attention to the playful context of my *only* mention of "Rosetta stone":

"But now my curiosity is aroused--how would all of the rest of you researchers and truth-seekers have answered the same question--what is the Golden Rule, the Rosetta stone, the First Commandment, the "Keep your powder dry" of systematic research methodology?"

Even modest English dictionaries have long acknowledged that the world famous Rosetta stone has lent its name--including widely in print and broadcast media--to a term meaning "a humble key which unlocks voluminous understanding" (put the term into any good search engine if you doubt this is true).

I doubt that anyone's interest--or lack of interest--in this would be changed in any way if we were to change the name of the exercise to "The Golden Rule" or "The First Commandment" or "chicken potpie."

-- Jim

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

Date: Sat, 26 Feb 2000 15:11:28 -0500
From: Jan Werner <jwerner@jwdp.com>
To: aapornet@usc.edu
Subject: Re: What's Your Rosetta Stone?

The Rosetta Stone was a piece of basalt engraved with a Coptic text written out in Greek and Demotic characters and Egyptian hieroglyphs, found during Napoleon's campaign in Egypt. It allowed J.-F. Champollion, a French Egyptologist who was fluent in Coptic, to determine that hieroglyphs formed an alphabet, rather than symbolic representations, and by decoding the text, provided the basis for the modern understanding of ancient Egyptian history. A "Rosetta Stone" is therefore a key to understanding something that is mysterious or encrypted, not a piece of methodological advice.

Jan Werner

=====
Date: Sat, 26 Feb 2000 18:49:30 EST
From: RFunk787@aol.com
Received: from RFunk787@aol.com
by imo-d06.mx.aol.com (mail_out_v25.3.) id 5.3a.1d2efa6 (4555)
for <aapornet@usc.edu>; Sat, 26 Feb 2000 18:49:30 -0500 (EST)
Message-ID: <3a.1d2efa6.25e9c08a@aol.com>
Subject: Rosetta whatever
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 sub 54

If anyone (e.g., Jan Werner) is in the market for an alternative to "Rosetta Stone," let me suggest "lodestar": (Webster's New World Dictionary -- "1. a

star by which one directs his course; 2., a guiding principle or ideal").

And here's an apropos lodestar (among many I learned the hard way): "The mark of a true professional is accurate usage of technical terminology."

Rosetta Stone . . . wasn't she that blues singer with that great rendition of "Baby, it's Code Outside" ? (ouch !) (sorry)

Ray Funkhouser

```
=====
Date: Sun, 27 Feb 2000 11:09:23 +0100
To: aapornet@usc.edu
From: Edith de Leeuw <edithl@xs4all.nl>
Subject: Re: Rosetta whatever
In-Reply-To: <3a.1d2efa6.25e9c08a@aol.com>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed
```

To add to this very amusing discussion (besides its educational too) a non-sequitur about Rosetta.

There is a very old science fiction story, in which scientists on Mars (I told you it was an old story) have to decipher a document. As true scientist they use the 'periodic table of elements' as their Rosetta Stone to find a translation.

And I bet that lode star has nothing to do with the mineral lode, but comes from the Dutch word 'loods'. Loods is the 'pilot' who comes a board ship near the coast and guides the ship safely into the harbour.

Thank you for sharing your methodological fun and wisdom with me through AAPORNET
Edith

At 06:49 PM 2/26/00 -0500, you wrote:
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```
=====
|      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@xs4all.nl                  |
=====
```

A man said to the universe, "Madam I exist"

"Excellent", replied the universe,
"I need someone to take care of my cats"

with thanks to Stephen Crane's cat

Date: Sun, 27 Feb 2000 07:46:55 -0500
From: "Hill, Craig A." <chill@rti.org>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Rosetta whatever/lodestar
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2448.0)
Content-Type: text/plain;
charset="ISO-8859-1"

one lodestar (among many):

Funding won is twice as sweet as funding taken.

Craig A. Hill, PhD
RTI

Date: Sun, 27 Feb 2000 12:49:41 +0000
From: Nick Panagakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
CC: "Warden, Rob" <Rlwchi@aol.com>
Subject: Death Penalty Question Wording
Content-Type: text/plain; charset=iso-8859-1
Content-Transfer-Encoding: 8bit

AAPORites-

Would any of you like to comment on the following issue?

Rob Warden, who is copied on this message, would appreciate your thoughts regarding death penalty poll question wording. Rob is the former publisher and founder of Chicago Lawyer magazine, former chief assistant to Cook County States Attorney Jack O'Malley, current Executive Director for the Center On Wrongful Convictions at Northwestern University School of Law, and instrumental in *six of the recent thirteen* death row exonerations here in Illinois.

The question "do you favor or oppose the death penalty sentence in cases of murder?" is the question form most commonly used. But I suspect that when the question is so stated, many people are in favor because of the *absence of an alternative* sentence.

The Gallup Organization has been asking the death penalty question in

two different forms. In a February, 2000 survey, 66% were in favor of the death penalty and 28% were opposed. But in the *second form of the question* which offered respondents a choice between the death penalty or life in prison without parole, only 52% chose the death penalty and 37% chose life in prison. This has been the pattern in Gallup polls over the past decade.

<http://www.gallup.com/poll/releases/pr000224.asp>

In a January, 2000 poll, ABC News found 64% in favor of the death penalty and 27% opposed. But response to ABC's choice question was only 48% favoring the death penalty for murder and 43% favoring life in prison when offered as an alternative.

<http://abcnews.go.com/sections/politics/DailyNews/poll000119.html>

Cliff Zukin's recent Star-Ledger poll in New Jersey, mirrors the ABC data above with a 7-point win for the death penalty when offered as a choice but a 40-point win when asked as favor/oppose. Recent credible polls in New York (Quinnipiac), Kentucky, Michigan, and Ohio (Eric Stewart, OSU) show greater support for life in prison without parole than the death penalty when both choices were given. Some of these states don't have a death penalty (e.g., MI) or just recently reinstated it (NY)

So which question form is the *more valid measure* of public sentiment on this issue?

One could argue in favor of the choice question because life in prison without parole *is the alternative* in most states without a death penalty. Rob Warden says of 38 states which now have death penalty statutes, 33 provide life in prison without parole as an alternative. And of 12 states without the death penalty, 8 have life in prison without parole.

Withholding an alternative already in place may lead respondents to inappropriately guess about an unacceptable alternative (e.g., early parole, or whatever) which in turn leads to greater support for the death penalty.

Is there a more valid form for asking this question? I think this is important because of the constant references in the media to "overwhelming support for the death penalty".

Comments? I don't know what the protocol is on this listserve but you can reply to me or to both of us.

Thanks

Nick

=====
Date: Sun, 27 Feb 2000 14:58:37 -0600 (CST)
From: ALLAN L MCCUTCHEON <amccutch@unlserve.unl.edu>
To: aapornet@usc.edu
Subject: 2000 Symposium Announcement
Message-ID: <Pine.A41.4.02.10002271453440.15250-100000@unlserve.unl.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

>>>>>>>>>>>>>>>> http://www.unl.edu/unl-grc/ <<<<<<<<<<<<<<<<<<<<<<<<<<<<

The UNL-Gallup Research Center presents the fourth annual
Nebraska Symposium on Survey Research

PAST, PRESENT AND INTERNET

April 13-15, 2000

Web surveys are certain to play a significant role in the future of survey and market research. Yet the challenges posed by web surveys are non-trivial. How can we increase the representativeness of web survey samples? How can measurement error in web surveys be assessed and minimized? How can we assess the validity and reliability of web surveys?

The 2000 Nebraska Symposium on Survey Research brings together leading survey and market researchers from business and academia to discuss what we have learned thus far about survey research and how this knowledge can advance our understanding in the future of surveys on the internet.

The 1999 Nebraska Symposium on Survey Research brings together leading researchers and pollsters from the United States and Europe to discuss the role of election polling and the electoral process.

Speakers include:

George Gallup, Jr.
The Gallup Organization

Andy Anderson
University of Massachusetts at Amherst

James Beniger
University of Southern California

Mick Couper
Joint Program on Survey Methodology

Don Dillman
Washington State University

James Fishkin
University of Texas at Austin

Jon Krosnick
Ohio State University

case "life without parole"). However, there is no single way balance a question, e.g., another alternative might point out the possibility of an innocent person being put to death. And these results might be still different. Therefore, the best approach is probably to ask a number of questions on this or any important issue, and to draw conclusions as best one can from the results, rather than to think of any single way of framing a question as measuring "public sentiment."

Since validity is often best conceived as the relation of answers to whatever else one is interested in and believes should be related, it's difficult to speak of validity in the abstract in a case like this.

On Sun, 27 Feb 2000, Nick Panagakis wrote:

>
>
> AAPORites-
>
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> can reply to me or to both of us.
>
> Thanks
>
> Nick
>

Date: Sun, 27 Feb 2000 15:54:10 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: aapornet@usc.edu
Subject: Howard's Rosetta Nugget
In-Reply-To: <Pine.SOL.4.10.10002271553490.23038-
100000@galaxian.gpcc.itd.umich.edu>
Message-ID: <Pine.GSO.4.10.10002271458000.13840-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=X-UNKNOWN
Content-Transfer-Encoding: 8BIT

I find that Howard Schuman's message today contains so much distilled wisdom in such few words, about instrument design and social research generally, that I think it a shame to let it pass by all of our screens as but sage advice on the wording of death penalty questions.

And so, without Howard's permission (I'm afraid he might decline), but in the hope that he will, first, forgive me, and second, improve on my own version, here's what I see as Howard's Rosetta Nugget:

Howard Schuman (generalized somewhat):

Although balancing a question usually produces more choices of the added alternative, there is no single way to balance a question, and results among the various ways might differ considerably. Therefore, the best approach is probably to ask a number of questions on any important issue, and to draw conclusions as best one can from the results, rather than to think of any single way of framing a question as measuring "public sentiment."

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-- Jim

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=====
Date: Sun, 27 Feb 2000 18:42:10 +0000
From: Nick Panagakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Howard's Rosetta Nugget
References: <Pine.GSO.4.10.10002271458000.13840-100000@almaak.usc.edu>
Content-Type: text/plain; charset=iso-8859-1; x-mac-type="54455854"; x-mac-creator="4D4F5353"
Content-Transfer-Encoding: 8bit

I don't think my issue was whether there is a best way to balance a question but whether a balanced question here is better than simply favor/oppose on the issue.

Let me state the question better: If a poll was conducted in any of the 35 states with the death penalty where the alternative is life in prison without parole, which would be the better question: 1) favor/oppose death penalty or, 2) the choice question; i.e., death penalty vs. life without parole?

Since in these 35 with the death penalty, the absence of the death penalty *means* life in prison without parole, the balanced question would seem better.

By "better" I mean the more accurate measure of public support for the death penalty.

While it often takes more than one question to form our conclusions, I think one answer is preferable to "it's either 64% or 48% depending on how you ask the question" (simply put).

If a balanced question presenting such exclusive choices is possible, depending on where you ask it, it seems better to me, better than constant references by the media to "overwhelming support for the death penalty".

Nick

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> > > Thanks
> > >
> > > Nick

=====
Date: Sun, 27 Feb 2000 19:03:09 -0800
From: Jennifer Franz <jdfranz@earthlink.net>
Reply-To: jdfranz@earthlink.net
X-Mailer: Mozilla 3.0C-NSCP (Win95; U)
MIME-Version: 1.0
To: aapornet@usc.edu, mkshares@mcs.net
Subject: Re: Death Penalty Question Wording
References: <38B91D52.C4AD7197@mcs.net>
Content-Type: text/plain; charset=iso-8859-1
Content-Transfer-Encoding: 8bit

It seems to me that one way to look at this question is to ascertain how a judge would instruct a jury. This might vary from state to state and from case to case, might it not?

I hasten to add, however, that I suggest this from the perspective of someone who conducts change of venue surveys - a considerably narrower sphere than one might consider for a national Gallup Poll question.

Jennifer Franz
JD Franz Research

Nick Panagakis wrote:

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> AAPORites-
>
> Would any of you like to comment on the following issue?
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> thoughts regarding death penalty poll question wording. Rob is the
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>
> Thanks
>
> Nick

Date: Sun, 27 Feb 2000 22:00:54 +0000
From: Nick Panagakakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Re: Death Penalty Question Wording
Content-Type: text/plain; charset=iso-8859-1
Content-Transfer-Encoding: 8bit

----- Original Message -----
Subject: Re: Death Penalty Question Wording
Date: Sun, 27 Feb 2000 22:00:07 +0000

From: Nick Panagakis <mkshares@mcs.net>
Reply-To: mkshares@mcs.net
Organization: Market Shares Corporation
To: Warren Mitofsky <mitofsky@mindspring.com>
CC: "Warden, Rob" <Rlwchi@aol.com>
References: <4.2.0.58.20000227213200.0224d160@pop.mindspring.com>

Warren-

This would make a good experiment.

Moreover, at:

<http://www.gallup.com/poll/releases/pr000224.asp>

you will note that in 1999 and 1998, Gallup asked your question 1 and your question 3 on a split sample basis. This year, when both were asked of the same

sample, there was more opposition to DP in the favor/oppose question and less in favor of DP in the choice question.

Any ideas about this?

Warren Mitofsky wrote:

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> questions asked, where the order in which they are asked is rotated: 1) "do
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> position, before posing the two alternatives in a single question.
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> >question usually produces more choices of the added alternative (in this
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> >whatever else one is interested in and believes should be related, it's
> >difficult to speak of validity in the abstract in a case like this.

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> > > Nick
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>
> MITOFSKY INTERNATIONAL
> 1 East 53rd Street - 5th Floor
> New York, NY 10022
>
> 212 980-3031
> 212 980-3107 fax
>
> e-mail: mitofsky@mindspring.com

Date: Mon, 28 Feb 2000 08:30:06 -0600
From: Frank_Newport@gallup.com
Received: from exchn2.gallup.com (exchn2.gallup.com [198.175.140.80])
by fw (8.8.8+Sun/8.8.8) with ESMTMP id IAA11189;
Mon, 28 Feb 2000 08:30:08 -0600 (CST)
Received: by exchn2.gallup.com with Internet Mail Service (5.5.2650.21)
id <1JXPTD7N>; Mon, 28 Feb 2000 08:30:08 -0600
Message-ID: <D18E70780D62D1119580006008162F9099C387@EXCHNG3>
To: mkshares@mcs.net, aapornet@usc.edu
Subject: RE: [Fwd: Re: Death Penalty Question Wording]
MIME-Version: 1.0
X-Mailer: Internet Mail Service (5.5.2650.21)
Content-Type: text/plain;
charset="iso-8859-1"

Nick:

Your email called our attention to something which needed to be edited in the Gallup Poll release on the death penalty. As you will note in the methodology statement which accompanies the release, we asked the death penalty qs over two surveys, the 14-15 and the 20-21. In fact, in order to preserve the independence of the two ways of asking about the death penalty, we asked the "life sentence with no parole" question in the 20-21 poll, while the basic death penalty question was asked on the 14-15 poll. Your e mail called our attention to the fact that the date on the "life sentence" question was incorrect on the data tables which followed the web release; the latest asking should be listed as Feb 20-21 for that one question. The trend context thus remains the same as when they were split sampled, with any one respondent getting only one version of the question.

Thanks

Frank

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

Subject: Re: Death Penalty Question Wording

Date: Sun, 27 Feb 2000 22:00:07 +0000

From: Nick Panagakis <mkshares@mcs.net>

Reply-To: mkshares@mcs.net

Organization: Market Shares Corporation

To: Warren Mitofsky <mitofsky@mindspring.com>

CC: "Warden, Rob" <Rlwchi@aol.com>

References: <4.2.0.58.20000227213200.0224d160@pop.mindspring.com>

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> MITOFSKY INTERNATIONAL
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> 212 980-3107 fax
>
> e-mail: mitofsky@mindspring.com

=====
Date: Mon, 28 Feb 2000 09:29:32 -0600
From: "Rob Daves" <daves@startribune.com>
To: aapornet@usc.edu
Subject: Re: The Misuse of Surveys by the (Subjectively Defined) Good
Guys
Mime-Version: 1.0
Content-Type: text/plain; charset=ISO-8859-7
Content-Disposition: inline
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id HAA20380

Phil Harding makes a good point, and that's a dilemma that many good souls —
conservatives and liberals alike — find themselves in:
They believe that their contributions will help their cause, but they don't
like the tactics used to boost those fund-raising
efforts.

In my talks to people on survey methods, I use examples from many sides of the political spectrum to avoid the perception of partisanship. I condemn such as SUGGING and FRUGGING -- and unethical political telemarketing -- whenever I run across it, no matter which side of the aisle their sponsors are on. That's because all of those tactics, I believe, chip away at the credibility of legitimate public opinion research, no matter whether it's done for the media, for market research, or for candidates and campaigns.

Rob Daves
The Minnesota Poll

Robert P. Daves, Director
Strategic & News Research v: 612.673-7278
Star Tribune f: 612.673-4359
425 Portland Av. S. e: daves@startribune.com
Minneapolis MN 55419 USA

>>> <PAHARDING7@aol.com> 02/25 8:39 PM >>>

I confess to not having read every contribution of AAPORneters to the issue of the challenges to true survey research that have been posed by telemarketers (and, I suppose, direct mail marketers).

Someone probably touched on this angle, and if so, I apologize for the redundancy.

I have been a contributor to the World Wildlife Federation, who, I gather, shares its list of contributors with other philanthropic organizations in the worthy sphere of conservation. The result, naturally, is that I'm bombarded with requests for support from these groups -- to which I have no objection.

Where I do have a problem is that many of these mailings to me contain what purport to be surveys positioned just before the outright funding request. Maybe that hikes up cooperation rate, maybe it doesn't, but that isn't the point; what is the point is that the prospective giver is led to believe that his or her responses (collectively) to the "survey" will perhaps impact public policy, legislation, et. al. with regard to the protection of animals and nature in general. His or her responses together with a monetary gift.

It's commendable for AAPOR to do what it can to come down on the people who want to sell us something and go the survey route to facilitate that end. But what's to be done about the practitioners of "good works" who use essentially the same approach and, further, at least imply that responses to the "survey" are going to have some effect on the accomplishment of worthy objectives? I've just observed this exercise yet again -- this time for the National Parks Conservation Association. And, while I personally support national parks (to the extent that I think about them, which isn't much), I suspect a certain bias exists among the the people who fill out the "questionnaire," and especially when they've just seen pictures of wildlife caring for their young, etc.

I recognize the disparate beneficiaries of the fruits of effective telemarketing and effective requests for charitable giving by these groups. We're of course apt to take a different view of the practice when it's

carried out by the NRA -- which it is, despite the absence of cute (living) animals and the difficulty of evoking the same kind of response with pictures of firearms, whether in the hands of obvious game hunters (you can tell by the plaid jackets they seem always to be wearing) or of American military personnel fighting the Brits 200-plus years ago.

If we dare to descend to the level of cold absolutes, all of these -- whether we love, hate, or simply tolerate the causes they're working toward -- have the same basic purpose: to separate the people contacted from their money. And if dummy surveys are being used to effect that end by any group, I have to wonder how AAPOR can justify trying to nail the black hats and say nothing about the others.

As I said at the outset, you may well have dealt with this and come up with an appropriate policy, and I just missed it. But I've spent some time today catching up on back mail and come across four examples of what I've been referring to. The mood tends to darken.

Phil Harding

```
=====
Date: Mon, 28 Feb 2000 12:22:07 -0500
From: "Mark Schulman" <M.SCHULMAN@srbi.com>
To: aapornet@usc.edu
Subject: Short Courses at AAPOR Portland 2000
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Disposition: inline
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id JAA11756
```

Here's an update on the three short courses available at the AAPOR Portland Conference 2000, May 18-21. Nancy Mathiowetz did her usual outstanding job in organizing these courses.

These short courses are a great opportunity to brush up on your skills under the tutelage of renowned experts. We anticipate heavy demand for these courses. These courses are suitable for researchers at every skills level. Most of the material is non-technical.

AAPOR members will be receiving a conference registration packet shortly in the mail. The packet has information on registering for the conference and signing up for the courses. Please sign up early to ensure a seat. The packet also includes the preliminary schedule of panels.

Course #1
Designing Great Questionnaires, Part II
Jon Krosnick, Ohio State University
Thursday, May 18th
2:00 p.m. to 6:00 p.m.
Fee: \$100

This course follows-up Jon's short course two years ago. Every questionnaire designer's goal is to build items that produce maximally reliable and valid measurements. And since the beginning of this century, social scientists have conducted thousands of studies comparing different item designs in order to understand which yield the most reliable and valid assessments. In an investigative project lasting ten years, Jon Krosnick has located these studies and pulled them together in a forthcoming book that makes surprisingly powerful recommendations about the best ways to design questionnaires. Dr. Krosnick will present a summary of his findings concerning social desirability response bias, response order effects, no-opinion filters, question wording, and question ordering. The emphasis will be on practical recommendations of how to design questionnaires to minimize cost and maximize respondent satisfaction and data quality.

The Instructor: Winner of the Erik H. Erikson Early Career Award for Excellence and Creativity in the Field of Political Psychology, Jon Krosnick is Professor of Psychology and Political Science at the Ohio State University. Dr. Krosnick has published more than 70 articles on methods to maximize the quality of data collected through surveys, on how public attitudes on political issues are formed and changed, and on the social and cognitive forces shaping political activism and voting behavior. He serves on the Board of Overseers of the National Election Study, and he has lectured on survey research methods at the General Accounting Office, the Census Bureau, the Internal Revenue Service, universities, and commercial firms.

Course #2:

Introduction to Weighting for Surveys

J. Michael Brick, Westat and Joint Program in Survey Methodology

Thursday, May 18th

2:00-5:00 p.m.

Fee: \$75

The course is a nontechnical overview of important topics for weighting sample surveys. The types of weighting will be described and the reasons for doing each type will be explained. The methods of implementing weighting will be outlined without the use of sophisticated mathematical formulations. The effects of weights on the estimates, including a discussion on the failure to use weights, will be demonstrated. The presentation will define terminology used in weighting, such as calibration weights, and related this to the practice of weighting. The principles and practices will be related to those used in well-known sample surveys such as the Current Population Survey and the National Household Education Survey.

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Tailored Design of Mail and Internet Surveys

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9:00 a.m. to 12:00 p.m.

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=====
Date: Mon, 28 Feb 2000 11:38:26 -0600
From: "Diane O'Rourke" <DORourke@SRL.UIC.EDU>
To: aapornet@usc.edu
Subject: RE: Short Courses at AAPOR Portland 2000

Mark, (cc to AAPORNET)

- (1) What is the cost of the Dillman short course?
 - (2) Some of us have already purchased the book. Would it be possible to pay a reduced fee for JUST the short course, not including the book?
- Diane O'Rourke

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AAPOR members will be receiving a conference registration packet

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Jon Krosnick, Ohio State University

Thursday, May 18th

2:00 p.m. to 6:00 p.m.

Fee: \$100

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=====
Date: Mon, 28 Feb 2000 12:46:18 -0500
From: "Mark Schulman" <M.SCHULMAN@srbi.com>
To: aapornet@usc.edu
Subject: Re: Fee for Short Course
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Disposition: inline
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id JAA29613

The fee for Don Dillman's "Tailored Design of Mail and Internet Surveys" is \$125, including a copy of his text.

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Date: Mon, 28 Feb 2000 09:33:53 -0800
From: Albert & Susan Cantril <cantril@a.crl.com>
X-Mailer: Mozilla 4.08 [en] (Win16; I)
MIME-Version: 1.0
To: AAPORNET <aapornet@usc.edu>
Subject: Rosetta Stone
Content-Type: text/plain; charset=us-ascii
Content-Transfer-Encoding: 7bit

Our candidate is from Einstein and Infeld: "The formulation of a problem is often more essential than its solution." Or, in the words of Charlie Roll: "Put the chart before the course."

Tad & Susan Cantril

Date: Mon, 28 Feb 2000 13:41:05 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: Albert & Susan Cantril <cantril@a.crl.com>
cc: AAPORNET <aapornet@usc.edu>
Subject: Re: Rosetta Stone
In-Reply-To: <38BAB180.7EC4E823@a.crl.com>
Message-ID: <Pine.GSO.4.10.10002281313440.12095-100000@almaak.usc.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Priceless! How about what I think may amount to but a loose translation of the same idea: Our research careers will be remembered, not so much by the answers we discovered, but rather by the quality of the questions we raised, and left behind for future generations to explore.

-- Jim

P.S. I must say that, without any doubt, the most valuable things I have taken from books and academic papers are not answers but rather questions. What more valuable thing could any one researcher ever give to any other researcher than a good question? Much more than answers, 'tis questions which have most changed the world. Example: Do objects of different weights really fall at different speeds? This question leads almost immediately to: Why not? And the rest is history--the last few chapters of which I can still not begin to understand, but I can at least see that the questions are important.

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>

>
> Tad & Susan Cantril

=====
Date: Tue, 29 Feb 2000 11:49:53 -0500
From: "Mark Schulman" <M.SCHULMAN@srbi.com>
To: aapornet@usc.edu
Subject: RE: Short Courses at AAPOR Portland 2000
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII
Content-Disposition: inline
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id IAA28626

Diane, my guess is that we'll reduce the fee without the book to \$100, comparable to Krosnick's short course. Does this sound reasonable?

Let me know. Thanx. Mark

>>> "Diane O'Rourke" <DOroure@SRL.UIC.EDU> 02/28/00 12:38PM >>>
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=====
Date: Tue, 29 Feb 2000 12:11:53 -0500 (EST)
From: ALICE R ROBBIN <arobbin@mailers.fsu.edu>
To: aapornet@usc.edu
Subject: RE: Short Courses at AAPOR Portland 2000
In-Reply-To: <s8bbb5f5.063@srbi.com>
Message-ID: <Pine.GSO.4.05.10002291211010.19213-100000@mailers.fsu.edu>
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII

Maybe I missed it, but I didn't see a "fee" associated with Dillman's short course. If you are reducing the fee to \$100, how much is the course "with" the book. Thanks.

* Alice Robbin *
* School of Information Studies *
* Florida State University *
* 232 Louis Shores Building *
* Tallahassee, Florida 32306-2100 *
* Office: 850-645-5676 Fax: 850-644-6253 *
* email: arobbin@mailers.fsu.edu *

=====
Date: Tue, 29 Feb 2000 12:12:34 -0500
From: "Mark Schulman" <M.SCHULMAN@srbi.com>
To: aapornet@usc.edu
Subject: Re: Fee for Short Course
Mime-Version: 1.0
Content-Type: text/plain; charset=US-ASCII

Content-Disposition: inline
Content-Transfer-Encoding: 8bit
X-MIME-Autoconverted: from quoted-printable to 8bit by usc.edu id JAA12697

Whoops, sorry to confuse the issue. The fee for Don Dillman's "Tailored Design of Mail and Internet Surveys" is \$125, including a copy of his text. We will provide a discount, to be determined, if you already have purchased the text.

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Date: Tue, 29 Feb 2000 21:15:39 +0100
To: aapornet@usc.edu
From: Edith de Leeuw <edithl@xs4all.nl>
Subject: More Rosetta Whatever
In-Reply-To: <38B83370.1FB7C38C@jwdp.com>
References: <Pine.GSO.4.10.10002221054020.17608-100000@almaak.usc.edu>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"; format=flowed

Some more detail:

The Rosetta Stone is a 'bilingual', a piece of information coded in two languages, of which one is known. A bilingual is what you need to gain a foothold on a totally unknown language. Actually, the Rosetta Stone is a trilingual.

Which made me think of the old SF story, which is by Beam Piper. In this story, a group of archeologists set out to investigate the ruins of an ancient and extinct civilization on Mars. It was a quite advanced civilization, and one archeologist starts to collect and analyze the writings in a building that must have been a university. She is ridiculed by her colleagues, because there can be no bilingual, so we will never be able to decipher this language. An obvious waste of time! Until they reach the physics lab, and find their bilingual. It is the Periodic table of Elements... The high point is when one of the archeologists asks, how do you know that they have the same Periodic Table? Of course, one of the physicists explodes and tells him there is only one Periodic Table, THE Periodic Table, and that settles it. Later they start deciphering the scientific journals they find lying around. Obviously, like the Rosetta Stone, the Periodic Table is more than a bilingual. Beam Piper knew this, and the title of this story is 'Omnilingual'.

I wonder... They did stumble upon a physics building. What if it had been the department of sociology, or if they found a copy of the Martian Journal of Marketing Research...

Just my two bits,

Joop Hox, by way of Edith de Leeuw
Edith de Leeuw, Plantage Doklaan 40, NL-1018 CN Amsterdam
tel/fax +31.20.6223438 e-mail edithl@xs4all.nl

Sic Transit Gloria Mundi (transl.: On Monday Gloria Got Car-sick)

Date: Tue, 29 Feb 2000 17:18:25 -0500 (Eastern Standard Time)
From: "Thomas M. Guterbock" <tmglp@cms.mail.virginia.edu>
To: AAPORnet List server <aapornet@usc.edu>
Cc: "Freedman, Paul" <Freedman@virginia.edu>,
"Meloy, Alison" <ajm3f@virginia.edu>
Subject: Advice on panel incentives
Message-ID: <SIMEON.10002291725.H@98cab544.config.mail.virginia.edu>
X-Mailer: Simeon for Win32 Version 4.1.4 Build (40)
X-Authentication: IMSP
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; CHARSET=US-ASCII

Topic: Incentives for CATI Panel Studies

The UVA Center for Survey Research is looking for information, based on direct experience or other knowledge, regarding monetary incentives in offsetting attrition in panel studies.

The specifications for the study in question are 4-5 general population 20-30 minute CATI waves over four to five months on the topic of political campaign behavior; however, we would appreciate hearing about any related experience you might have with paying incentives versus not paying for panels. In particular: How much? Offered when? Paid when? larger amounts for later waves? Any data on effectiveness of the incentives?

If you have advice or information you would like to share please reply directly to Alison Meloy, Survey Manager at ameloy@virginia.edu or call Alison at (804) 824-0983. We'll share a summary of received info with the list later on.

Alison Meloy
Survey Operations Manager
Center for Survey Research
University of Virginia
(804) 924-0983, Fax (804) 924-7028
ameloy@virginia.edu

Posted by:

Thomas M. Guterbock Voice:(804) 924-6516
Sociology/Center for Survey Research FAX: (804) 924-7028
University of Virginia
539 Cabell Hall
Charlottesville, VA 22903 e-mail: TomG@virginia.edu

=====
Date: Mon, 28 Feb 2000 19:08:46 -0500
From: "Colleen K. Porter" <cporter@hp.ufl.edu>
X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)
X-Accept-Language: en
MIME-Version: 1.0
To: aapornet@usc.edu
Subject: Just say no (was Rosetta Stone)
References: <27.24528ca.25e966d4@aol.com>
Content-Type: text/plain; charset=us-ascii

Content-Transfer-Encoding: 7bit

Joel Savell <SavellJM@aol.com> wrote:

>

> A variation on this is that anything not worth doing is not worth doing well.

This facet of the delightful thread has really hit home and got me thinking.

I have a tendency to refrain from doing something if I know it can't be done well. Specifically, I try to avoid asking questions that I suspect the respondents can't really answer. As such, I fear I get a reputation as an obfuscator, pessimist and nay-sayer.

I try to avoid asking crap because it scares me to see how some questionable research is thrown around as if it is an incontrovertible fact.

For example...we have funding for a second year of a statewide survey about health insurance. In the first year, we did a great job of counting the uninsured. Our thorough questioning strategy really did seem to determine who doesn't have coverage. We had a 1% margin of error statewide, and gathered the first-ever reliable data on regional variability in uninsurance rates, which turned out to be huge.

In developing the original questionnaire, people kept criticizing us for not asking about kinds of coverage and underinsurance. Does their health plan have a pharmacy benefit, does it pay for eye glasses, how about lab work? We begged off in year 1 due to constraints of interview length.

But now we're developing the questionnaire for year 2, and I spent some time researching. And it seems that while some surveys do ask those questions, the answers are not considered very accurate. In more thorough studies where researchers get permission to contact the respondent's insurance company, it turns out that people were way off on their guesses about how much the insurance pays for prescription drugs, whether physical therapy or mental health is covered, and how much the employer pays for the coverage. People who use that particular kind of coverage are more likely to know a bit better--but then another kind of bias enters into the mix.

Two highly qualified consultants counseled against attempting the quick and dirty approach of asking such questions of our respondents. Instead, they suggested spending the time finding out more about why the uninsured are not covered, or at what level of premium cost the insured would consider going bare. Really, there are bunches of other questions that respondents could answer without feeling incompetent.

Were we to ask the questions on underinsurance, people reading our report would assume that those answers are just as reliable as our precise estimates of health insurance status. It's just so hard to explain that not all items on a questionnaire are created equally. Such caveats do not make it into a sound bite.

I just wonder...what is our professional responsibility in such cases?

If we counsel the client and they insist, do we go ahead and ask it against our best judgement? Is there ever good reason to just say no?

Colleen

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Date: Tue, 29 Feb 2000 22:33:46 -0500
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To: "AAPORNET" <aapornet@usc.edu>
Subject: Public opinion
Message-ID: <NCBBKJCKJFKIDCKOFNAEEEEEOCPAA.mark@bisconti.com>
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X-MIMEOLE: Produced By Microsoft MimeOLE V5.00.2314.1300

"In proportion as the structure of a government gives force to public opinion, it is essential that public opinion should be enlightened." From George Washington's farewell address, Philadelphia, Sept. 19, 1796

Here's an interesting book for the campaign season: The Comedy of Democracy, by James E. Combs and Dan Nimmo, Praeger, 1996: Contents: 1) the political comedies of citizenship (the citizen's role in democracy -- a romantic comedy; candidates, campaigns, and voters --comedies of farce; voices of public opinion -- comedies of wit; politics and the news media -- a comedy of manners) and 2) the political comedies of policy makers (Hell to the Chief -- comedies of character; legislators deliberate -- political comedies of the situation; political bureaucracies -- comedies of error and intrigue; and the mystique of courts and judges -- comedies of ideas and imagination).

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