
Date: Wed, 28 Aug 2002 11:20:27 -0700
Sender: AAPORnet American Association for Public Opinion Research
<AAPORNET@ASU.EDU>
From: Shapard Wolf <shap.wolf@ASU.EDU>
Subject: (A note about this month's archive)

This was the month AAPORNET was hit with the 'my pictures' virus. I took it upon myself to delete all message attachments from this archive to ensure we don't propogate it further. I kept a copy of the original archive; let me know if you'd like the whole file.

Shap Wolf
shap.wolf@asu.edu

Date: Tue, 1 Jan 2002 12:23:23 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: AP Poll Suggests Growing Optimism (LasVegasSun)

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www.lasvegassun.com/sunbin/stories/nat-gen/2001/dec/31/123104698.html

December 31, 2001 at 14:15:30 PST

Las Vegas SUN

AP Poll Suggests Growing Optimism

WASHINGTON (AP) - Seven in 10 Americans think another terrorist attack is likely, an Associated Press poll says, although their worry is less intense than it was a few months ago. Despite these concerns going into 2002, the public is optimistic about the struggling economy.

"I think terrorism is not done yet, we have to be a little leery," said Ron Kaiser, a 33-year-old employee of a medical products company in Buffalo, N.Y. "I think we're too sophisticated a country to miss a major attack coming. It's more likely to be little things, like things in the mail."

The number of people who believe a terrorist attack is "very likely" in the near future has dropped by half - from 48 percent to 23 percent - since October, according to the poll taken for the AP by ICR of Media, Pa. Another 47 percent in the new poll thought another terrorist attack was "somewhat likely" in the near future.

The poll of 1,013 people, taken Dec. 14-18, has an error margin of plus or minus 3 percentage points.

The interviews were conducted before the arrest of a man on a Paris-to-Miami flight who allegedly had bombs in his shoes. Several people surveyed said that arrest hadn't changed their view about the likelihood of future attacks.

While they remain worried about terrorism, Americans are increasingly

optimistic about the direction of the country. More than half - 56 percent - said they think the country is headed in the right path. A year ago, slightly more people thought the country was on the wrong track than felt it was headed in the correct direction.

"I feel the country is on the road to recovery, both from economic troubles as well as the terrorist attacks. Things are looking up," said Rick Sergeant, 40, a contractor in Grand Junction, Tenn. "My personal outlook is that you must remember the past, but you can't dwell on it. There's still going to be a concerted effort to execute terrorist attacks."

The question about the country's direction drew differing responses depending on gender, race and political affiliation.

Men were more likely than women - 60 percent compared with 50 percent - to think the country is headed in the right direction, and whites were three times as likely as blacks to think so. Three-fourths of Republicans felt the country is headed in the right direction, while half of Democrats and fewer than half of independents felt that way.

"We're absolutely on the wrong track," said Lois Kain, a Democratic retiree from Santa Maria, Calif. "There are no peace talks going on anywhere in the world. Now, Pakistan and India are squaring off. We had better pay more attention to the poor people, or we're going to be in deep trouble."

Retired policeman George Zigler, a Republican from Cape May, N.J., feels good about the country's direction, despite concerns about terrorist attacks.

"I think we're headed in the right direction," he said. "Bush is a real good guy, he knows what he's doing. This stuff's been building up, but he'll get us out of it. But I don't think the terrorists are done, something else will happen."

The number who considered themselves very confident in the government's ability to protect citizens from terrorists attack was up slightly - from 30 percent in October to 37 percent.

"Everyone's confidence in our government is rising," said Shelly Conlin, a 29-year-old Las Vegas restaurant worker. "We pretty much feel secure, but we won't be going anywhere near the (Las Vegas) strip on New Year's Eve."

More than half in the poll - 52 percent - felt their own family's financial situation would improve in the coming year, up from about a third who felt that way a year ago.

"From what I see, things look very positive," said Belinda Bishop, a mother of three and a shipping clerk in Plymouth, Ohio. "At my workplace, things are busy, people are working overtime."

But people were about evenly split on whether putting \$1,000 in the stock market was a good or bad idea - about the same split as a year ago.

For some, being optimistic is the best way to cope with the continuing

threat.

"At first, I was a little afraid, thinking the world was falling apart," said Bishop, recalling the days after the Sept. 11 attacks. "But I'm going to have a positive attitude because we have to."

www.lasvegassun.com/sunbin/stories/nat-gen/2001/dec/31/123104698.html

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Date: Tue, 1 Jan 2002 22:28:37 -0500
From: "Albert Biderman" <abider@american.edu>
To: <aapornet@usc.edu>
References: <Pine.GSO.4.33.0201011221530.8622-100000@almaak.usc.edu>
Subject: Re: AP Poll Suggests Growing Optimism (LasVegasSun)

On the one hand, polls wish to assure people of the anonymity of poll responses and of the interest of polls as residing solely in aggregated responses; on the other hand, in reporting polls as in today's Washington Post coverage of this Post/ABC survey <http://www.washingtonpost.com/wp-dyn/articles/A46692-2001Dec31.html> about as much attention is given to direct quotes from named individuals, identified by place of residence, age and occupation, as is given to poll aggregates.

Does this also reflect and affect views of the worth of the two kinds of information?

Albert Biderman
abider@american.edu

----- Original Message -----
From: "James Beniger" <beniger@rcf.usc.edu>
To: "AAPORNET" <aapornet@usc.edu>
Sent: Tuesday, January 01, 2002 3:23 PM
Subject: AP Poll Suggests Growing Optimism (LasVegasSun)

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> Ron Kaiser, a 33-year-old employee of a medical products company in
> Buffalo, N.Y. "I think we're too sophisticated a country to miss a major
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> *****
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Date: Wed, 02 Jan 2002 10:35:25 +0100
From: Thomas Petersen <tpetersen@ifd-allensbach.de>
To: aapornet@usc.edu
Subject: Re: Opinion leaders and the mass media <fwd>
References: <SIMEON.10112211029.B@gj9k20b.config.mail.virginia.edu>
<3C237C69.65524DEE@rider.edu>
boundary="-----13967C50C8C265B05A3FE6EE"

This is a multi-part message in MIME format.
-----13967C50C8C265B05A3FE6EE

Frank refers to the Allensbach personality strength scale. It was published first at the 1985 ESOMAR Conference in Wiesbaden, Germany. The Scale is described in Gabriel Weimann's book "The Influentials - People Who Influence People" (New York 1994). There are also several follow-up studies, for example Elisabeth Noelle-Neumanns paper at the 1999 WAPOR conference in Paris, France. I think the WAPOR secretariat at the Gallup Research Institute (University of Nebraska-Lincoln) has a copy of it.

Thomas Petersen

Frank Rusciano wrote:

>
> Elisabeth Noelle-Neumann did an interesting piece on opinion leaders in (I believe) the
> mid-1980s. It used a content analysis to create indicators of who opinion leaders were.
> Sorry, but I don't remember the exact reference, but it should be available somewhere.

>
> Frank Rusciano
>
> tmglp@cms.mail.virginia.edu wrote:

>
>> Fellow 'netters:
>> An esteemed colleague of mine in Sociology has asked me the following
>> question, which I'm not able to answer very well. What should I tell
>> Murray Milner about this issue? What would be a good reference to
>> recommend? Wasn't it Berelson, Lazarsfeld, and McFee who posited the
>> "two-step process" of mass communication? My memories from grad school
>> are, alas, fading all too quickly.
>> If you don't wish to clutter the net with your answers, you can answer

>> directly to me and feel free to cc: to Murray Milner at
mm5k@virginia.edu.

>> I'll be checking e-mail again after Christmas.

>> Thanks and holiday greetings to
all,

>> Tom

> >
> > --- Begin Forwarded Message ---
> > Date: Fri, 21 Dec 2001 00:09:51 -0500 (Eastern Standard Time)
> > From: "Murray Milner, Jr" <mm5k@cms.mail.virginia.edu>
> > Subject: Opinion leaders and the mass media
> > Sender: "Murray Milner, Jr" <mm5k@cms.mail.virginia.edu>
> > To: tmglp@virginia.edu
> >
> > Reply-To: "Murray Milner, Jr" <mm5k@cms.mail.virginia.edu>
> > Message-ID: <SIMEON.10112210051.A@mm5k98.config.mail.virginia.edu>
> >
> > Tom
> >
> > Have an intellectual question. In the early work on the
formation of public
> > opinion it was argued that particular individuals, opinion leaders, were
often the
> > crucial link in the spread of ideas and the adoption of particular
behaviors. If I
> > remember correctly this was a key story in many of the early studies of
voting, e.g.,
> > Lazarfeld's "The People's Choice," diffusion studies, e.g. Coleman,
Katz, and Menzel on
> > drugs adoption and the studies on hybrid corn adoption, Frank Staunton
and Gallup on
> > radio, etc.
> >
> > My question: is this still considered an important process? Or
do the mass
> > media influence people more directly, making interpersonal forms of
influence less
> > important. Is there a good textbook or review article discussion of the
development of
> > these ideas that you could point me to (or better yet loan me)?
> >
> > Murray
> >
> > Murray Milner, Jr.
> > Department of Sociology
> > University of Virginia, Cabell 539
> > P.O. Box 400766
> > Charlottesville VA 22904-4766
> > (804) 924-6520 Fax 924-7028
> > mm5k@virginia.edu
> > --- End Forwarded Message ---
> >
> > Thomas M. Guterbock Voice: (434) 243-5223
> > NOTE: NEW TELEPHONE AREA CODE CSR Main Number: (434) 243-5222
> > Center for Survey Research FAX: (434) 243-5233
> > University of Virginia EXPRESS DELIVERY: 2205 Fontaine Ave
> > P. O. Box 400767 Suite 303
> > Charlottesville, VA 22904-4767 e-mail: TomG@virginia.edu
-----13967C50C8C265B05A3FE6EE
name="tpetersen.vcf"
Content-Description: Card for Thomas Petersen
Content-Disposition: attachment;
filename="tpetersen.vcf"

begin:vcard
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tel;fax:+49 (0)7533 3048
tel;work:+49 (0)7533 8050
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adr:;;;;;
version:2.1
email;internet:tpetersen@ifd-allensbach.de
x-mozilla-cpt;;1
fn:Thomas Petersen
end:vcard

-----13967C50C8C265B05A3FE6EE--

=====
Date: Wed, 02 Jan 2002 07:18:43 -0600
From: smitht@norcmail.uchicago.edu
To: <aapornet@usc.edu>, <smitht@norcmail.uchicago.edu>
Subject: No subject given

--simple boundary
Content-Description: "cc:Mail Note Part"

General Social Survey
Student Paper Competition

The National Opinion Research Center (NORC) at the University of Chicago announces the latest annual General Social Survey (GSS) Student Paper Competition. To be eligible papers must: 1) be based on data from the 1972-2000 GSSs or from the GSS's cross-national component, the International Social Survey Program (any year or combination of years may be used), 2) represent original and unpublished work, and 3) be written by a student or students at an accredited college or university. Both undergraduates and graduate students may enter and college graduates are eligible for one year after receiving their degree. Recent college graduates who completed an appropriate undergraduate or senior honors thesis are encouraged to consider submitting such research. Professors are urged to inform their students of this opportunity.

The papers will be judged on the basis of their: a) contribution to expanding understanding of contemporary American society, b) development and testing of social science models and theories, c) statistical and methodological sophistication, and d) clarity of writing and organization. Papers should be less than 40 pages in length (including tables, references, appendices, etc.) and should be double spaced.

Paper will be judged by the principal investigators of the GSS (James A. Davis and Tom W. Smith) with assistance from a group of leading scholars. Separate prizes will be awarded to the best undergraduate and best graduate-level entries. Entrants should indicate in which group they are competing. Winners will receive a cash prize of \$500, a commemorative plaque, and SPSS Base, the main statistical analysis package of SPSS. SPSS Base is donated by SPSS, Inc. of Chicago, Illinois. Honorable mentions may also be awarded by

the judges.

Two copies of each paper must be received by February 15, 2002.
The winner will be announced in late April, 2002. Send entries to:

Tom W. Smith
General Social Survey
National Opinion Research Center
1155 East 60th St.
Chicago, Il 60637

For further information:

Phone: 773-256-6288 Fax: 773-753-7886
Email: smitht@norcmail.uchicago.edu

Date: Wed, 2 Jan 2002 11:08:39 EST
From: JAnnSelzer@aol.com
Subject: (no subject)
To: aapornet@usc.edu

--part1_7a.20114a38.29648a87_boundary

The Iowa Poll includes a question at the end of the interview asking respondents if they are willing to be contacted by a Des Moines Register reporter for follow up questions and perhaps be quoted in the newspaper, or if they'd prefer not. We call those "talkers" and provide their names, phone numbers, demographics, and answers to key questions to reporters for further

interviews. I can't think that this influences their responses. The participants articulate the why behind their answer to the closed ended poll

answers and the reporters chose those "why" answers that illuminate the story.

JAS

J. Ann Selzer, Ph.D.
Selzer & Company, Inc.
Des Moines
JAnnSelzer@aol.com, for purposes of this list; otherwise,
JASelzer@SelzerCo.com
Visit our website at www.SelzerCo.com

On the one hand, polls wish to assure people of the anonymity of poll responses and of the interest of polls as residing solely in aggregated responses; on the other hand, in reporting polls as in today's Washington Post

coverage of this Post/ABC survey
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about as much attention is given to direct quotes from named individuals, identified by place of residence, age and occupation, as is given to poll

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Does this also reflect and affect views of the worth of the two kinds of information?

Albert Biderman
abider@american.edu

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Albert Biderman

abider@american.edu

</HTML>
--part1_7a.20114a38.29648a87_boundary--

=====
Date: Wed, 2 Jan 2002 11:21:13 -0500 (EST)
From: Philip Meyer <pmeyer@email.unc.edu>
To: aapornet@usc.edu
Subject: Confidentiality
In-Reply-To: <7a.20114a38.29648a87@aol.com>

Newspapers have always done it that way. Confidentiality is a waivable privilege. Even Institutional Review Boards agree on that.

=====
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, 2 Jan 2002 JAnnSelzer@aol.com wrote:

> Date: Wed, 2 Jan 2002 11:08:39 EST
> From: JAnnSelzer@aol.com
> Reply-To: aapornet@usc.edu
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> Subject: (no subject)
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> abider@american.edu
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Date: Wed, 2 Jan 2002 11:30:20 -0500
From: "James P. Murphy" <jpmurphy@jpmurphy.com>
To: <aapornet@usc.edu>
Subject: Re: (no subject)

The point is not that something asked at the end will have influenced earlier responses. That's why certain things are not asked until the end, obviously. The point is that, over time, people may begin to view a request

to participate in a poll as an opportunity to have your name in the newspaper or on the evening news. Those who decline your request are fine. But there will be some whose answers may be influenced by knowing that this will be asked and it may happen. Lots of consumers show up at focus groups thinking -- despite everything they've been told -- that it may secretly be a screen test. And the televised "focus groups" around recent national elections haven't helped, either.

James P. Murphy, Ph.D.
Voice (610) 408-8800
Fax (610) 408-8802
jpmurphy@jpmurphy.com
-----Original Message-----
From: JAnnSelzer@aol.com <JAnnSelzer@aol.com>
To: aapornet@usc.edu <aapornet@usc.edu>
Date: Wednesday, January 02, 2002 11:09 AM
Subject: (no subject)

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Date: Wed, 2 Jan 2002 14:58:09 -0600
From: Lydia_Saad@gallup.com
To: aapornet@usc.edu
Subject: RE: Confidentiality

I don't think the initial posting on this subject (Bidmerman's) was questioning the ethics of quoting respondents in poll stories, rather wondering about the message that doing so may send to readers about the implied value of quotes vs. quantitative data. Also (according to Biderman), while respondents may have granted permission at the end of the interview, the quotes may raise concerns in the minds of the casual reader about the confidentiality of their own views the next time they do a poll. I'm not particularly concerned about either issue, but these are the issues he raised.

Lydia Saad

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

From: Philip Meyer [mailto:pmeyer@email.unc.edu]
Sent: Wednesday, January 02, 2002 11:21 AM
To: aapornet@usc.edu
Subject: Confidentiality

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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
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> identified by place of residence, age and occupation, as is given to poll
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> Does this also reflect and affect views of the worth of the two kinds of
> information?

>

> Albert Biderman
> abider@american.edu

>

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=====

Date: Wed, 2 Jan 2002 16:18:03 -0500 (EST)
From: Alice Robbin <arobbin@indiana.edu>
Reply-To: Alice Robbin <arobbin@indiana.edu>
To: aapornet@usc.edu
Subject: RE: Confidentiality
In-Reply-To: <BFC17A2EB27CD411A9E30000D1ECEFE407E2B84E@Exchng7.gallup.com>

The use of quotes is a way to create a "human interest" story that draws the reader in, which wouldn't be the case if the story reported only the statistics about the responses to the poll's questions. It's stories about people that sell newspapers and keeps people reading what many might consider a "dry" text of "nothing but numbers." I encourage my students to "write a good story" in their survey research and field observation reports that includes direct quotes of their respondents/informants if the quote is useful for elaborating a theoretical or methodological issue.

On Wed, 2 Jan 2002 Lydia_Saad@gallup.com wrote:

> I don't think the initial posting on this subject (Bidmerman's) was
> questioning the ethics of quoting respondents in poll stories, rather
> wondering about the message that doing so may send to readers about the
> implied value of quotes vs. quantitative data. Also (according to
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> Lydia Saad

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>

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

> From: Philip Meyer [mailto:pmeyer@email.unc.edu]
> Sent: Wednesday, January 02, 2002 11:21 AM
> To: aapornet@usc.edu
> Subject: Confidentiality

>

>

> Newspapers have always done it that way. Confidentiality is a waivable
> privilege. Even Institutional Review Boards agree on that.
>
> =====
> 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, 2 Jan 2002 JAnnSelzer@aol.com wrote:
>
> > Date: Wed, 2 Jan 2002 11:08:39 EST
> > From: JAnnSelzer@aol.com
> > Reply-To: aapornet@usc.edu
> > To: aapornet@usc.edu
> > Subject: (no subject)
> >
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*
Alice Robbin, Associate Professor
SLIS, The Information Science School
Indiana University
021 Main Library
1320 East 10th Street
Bloomington, IN 47405-3907
Office: (812) 855-5389 Fax: (812) 855-6166
Email: arobbin@indiana.edu

=====
Date: Wed, 02 Jan 2002 16:29:02 -0500
From: Will Lester <wlester@ap.org>
To: aapornet@usc.edu
Subject: Re: Confidentiality
References: <BFC17A2EB27CD411A9E30000D1ECEFE407E2B84E@Exchng7.gallup.com>
01/02/2002 04:40:53 PM,
Serialize by Router on CTCMail1/TheAP(Release 5.0.5 |September 22,
2000) at
01/02/2002 04:41:57 PM,
Serialize complete at 01/02/2002 04:41:57 PM,
Itemize by SMTP Server on APRelay1/TheAP(Release 5.0.6a |January 17,
2001) at
01/02/2002 04:22:19 PM,
Serialize by Router on APRelay1/TheAP(Release 5.0.6a |January 17,
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01/02/2002 04:22:29 PM,
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Date: Wed, 2 Jan 2002 13:37:00 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Leadership Shifts in the Land of Nielsen (B Lowry LATimes)

January 2 2002

ON TV/BRIAN LOWRY

Leadership Shifts in the Land of Nielsen

By BRIAN LOWRY

High in a tower, a group of wizards spins mysterious spells, their alchemy governing the fate of a kingdom and its minions.

But enough about Nielsen Media Research.

From a commercial and perhaps even cultural perspective, few enterprises may be more influential, and less understood, than Nielsen, which provides the television ratings that networks and media buyers rely upon to negotiate advertising rates. Beyond governing more than \$50 billion in annual spending on TV ads, the information serves as a cultural touchstone, a tool people use to gauge the prevailing public mood and tastes. That dynamic alone would be reason to take note of a change within the castle, as Susan D. Whiting became president and chief executive of the ratings service effective Tuesday, succeeding John Dimling, who is retiring.

Whiting, 45, has spent her entire career at Nielsen, having started in the company's management development program in 1978 after graduating from Denison University with a degree in economics. Still, she takes the helm at a time when Nielsen (acquired by Dutch media giant VNU in 1999) faces enormous challenges, as researchers grapple with how best to estimate viewing patterns in a world populated by hundreds of channels, viewed and distributed in an ever-changing variety of ways.

And, yes, by the way, the word is "estimate," which, despite the high stakes, is all Nielsen or similar research firms can profess to do. In this case, the service employs samples of several thousand to estimate TV viewing in more than 105 million U.S. homes with television, both on a national basis and in 210 individually rated cities across the U.S., from New York to tiny Glendive, Mont.

On a national level, viewing is monitored by "people meters," introduced in the 1980s, which offer detailed next-day information along various demographic lines, recording viewing by every member in a household.

Intricate as the system is, it is not without shortcomings. The networks themselves, at various times, have griped about the validity of the Nielsen sample (many people pass at the opportunity) and its failure to count such things as out-of-home viewing in bars, offices and hotel rooms, potentially punishing franchises ranging from "Monday Night Football" to daytime soaps to CNN and the Weather Channel.

Despite such complaints, Nielsen, founded in 1923, has endured as TV's primary ratings source for more than four decades, weathering challenges from competitors to maintain a virtual monopoly. "The agencies, the networks, the stations and the producers live and die by those figures," said Harold Simpson, vice president of research for the Television Bureau of Advertising, or TVB, which, like Nielsen, is based in New York.

Whiting, situated more than 20 floors above Park Avenue, is undaunted by the fact Nielsen is invariably perceived as a bad guy or a punch line, an insidious force that can't possibly get it right. Fans of canceled series fill Web sites insisting Nielsen doesn't approximate their tastes, just as disgruntled producers are occasionally heard muttering, "Well, everyone I know was watching the show. ... "

Perhaps more than anything, however, people are curious. Often, when she meets people, Whiting said, "their first question is, 'How do you do that?' You spend a lot of your time describing how we do what we do."

Nielsen's methodology runs the gamut from high-tech (wiring people's homes) to low, which includes mailing out "diaries" that ask individuals to report their own viewing habits. More recently, the company has joined with Arbitron, which provides radio ratings, to test a "portable people meter," a device about the size of pager that detects identification codes embedded in TV or radio programs. Data are downloaded at the end of each day.

Preliminary tests of the Arbitron system have revealed increased use levels for TV and radio, with another round to begin in Philadelphia this month. New cable set-top box technology, as well as such personal video recorders as TiVo, also present opportunities to gather data directly from consumers, though Whiting pointed out that such information's value must be balanced against the fact that the relatively few people who own such devices aren't representative of the population at large. In order to be valid, the sample must be randomly chosen, with everyone having an equal chance to be asked.

Nielsen's biggest problem, historically, has been getting people to participate--either to fill out diaries or become "Nielsen families" for anywhere from two years (at the national level) to up to five years for local markets.

"The most important part of the process is getting the right homes, getting people to cooperate," Whiting said.

Other limitations are financial. For example, Whiting noted, discussion of methodology to measure viewing in college dorms and vacation homes (the former, in particular, would be good news to shows such as "Late Night With Conan O'Brien" or "The Daily Show With Jon Stewart") has temporarily been deemed cost-prohibitive due to a downturn in the advertising market.

Moreover, the entertainment and advertising industries have both consolidated, so Nielsen finds itself dealing with fewer companies. The push and pull among those massive media conglomerates will determine the kind of information Nielsen collects.

"The data exist minute to minute," Whiting said. "Our clients have to

help to decide what it is they want us to report."

Whiting stresses that Nielsen data are "extremely reliable and very accurate" and that the service must remain open to new alliances and technology that will augment its data. As it is, listening to the way Nielsen goes about measuring the viewing patterns of 270 million U.S. residents brings to mind Winston Churchill's comment about democracy--namely, that it is the worst system of government ever invented, except for all the others.

Such disclaimers aside, Nielsen ratings are generally reported as gospel, to the extent that adults actually find themselves quibbling over hundredths of rating points--as evidenced by the amusing spectacle that followed the November sweeps, when NBC and Fox split hairs over who finished first among adults age 18 to 49, the most important category to advertisers and networks.

Then again, if the system requires suspension of disbelief--a need to have faith that the No. 23 show did, indeed, beat out the No. 24 show when the situation might actually have been reversed--consider that part of the magic denizens of Nielsen's kingdom have come to accept.

"Nobody pays attention to the small print," said Ave Butensky, a veteran TV executive and former head of the TVB, conceding that ratings are not an exact science. Still, he added, "if there were no Nielsen, I don't know what kind of mayhem you'd have."

Brian Lowry can be reached at brian.lowry@latimes.com.

www.latimes.com/entertainment/printedition/calendar/la-000000261jan02.stry

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=====
Date: Wed, 02 Jan 2002 16:54:54 -0500
To: aapornet@usc.edu
From: Susan Losh <slosh@garnet.acns.fsu.edu>
Subject: Is it Confidentiality or Misperception?

I agree with Alice and Will that quotes humanize the story and make it more readable.

By the same token, we know that vivid information is remembered more easily and is often taken as "the average." If quotes are not close to measures of central tendency (e.g., the story tries to "balance" positive and negative views, even if the true representation is 95% "for"), people will probably misremember the main points in the stories the statistics tell.

I show the old Milgram documentary every chance I get, but I always point

out that three out of the four men shown stop before the 450 volt end, and close to the reverse is true instead.

My suggestion is that quotes are shown in proportion to the percentages so hopefully people will remember the main findings correctly--and for heaven's sake don't highlight a particularly vivid, but atypical quote.

Susan

Susan Carol Losh, Ph.D.
(850) 644-8778 Voice Mail Available
(850) 644-8776 FAX
Department of Educational Research
Florida State University
Tallahassee, FL 32306-4453
(904) 249-1683

Visit the site:
<http://garnet.acns.fsu.edu/~slosh//Index.htm>

=====
Date: Wed, 02 Jan 2002 16:23:24 -0500
From: Nick Panagakis <mail@marketsharescorp.com>
To: aapornet@usc.edu
Subject: Re: Confidentiality
References: <7a.20114a38.29648a87@aol.com>
boundary="-----1CE797DB7E7A60190E4CECCF"

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I agree with the other comments about "humanizing" the data in the story.

The procedure JoAnn describes below is what we have been doing for years. At the conclusion of the interview, the respondent is thanked for participating in the [Sponsor] Poll and then asked if it would be all right if a reporter calls to discuss some of the issues further. About 50% agree to do this, depending on the media organization and its presence across the state. Key response and demographics of cooperating respondents are then forwarded to the reporters.

JAnnSelzer@aol.com wrote:

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

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Date: Wed, 02 Jan 2002 17:26:07 -0500

To: aapornet@usc.edu

From: Warren Mitofsky <mitofsky@mindspring.com>
Subject: Re: Confidentiality
In-Reply-To: <3C337B9E.CDDC7781@ap.org>
References: <BFC17A2EB27CD411A9E30000D1ECEFE407E2B84E@Exchng7.gallup.com>
boundary="====_15227629==_ .ALT"

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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
<http://www.MitofskyInternational.com>

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will lester

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Lydia_Saad@gallup.com wrote:

>

> I don't think the initial posting on this subject (Bidmerman's)
was

> questioning the ethics of quoting respondents in poll stories,
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> wondering about the message that doing so may send to readers about
the

> implied value of quotes vs. quantitative data. Also (according
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> Biderman), while respondents may have granted permission at the end
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> interview, the quotes may raise concerns in the minds of the casual
reader

> about the confidentiality of their own views the next time they do a
poll.

> I'm not particularly concerned about either issue, but these are the
issues

> he raised.

>

> Lydia Saad

>

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

> From: Philip Meyer
[<a href="mailto:pmeyer@email.unc.edu"
eudora="autourl">mailto:pmeyer@email.unc.edu]

> Sent: Wednesday, January 02, 2002 11:21 AM

> To: aapornet@usc.edu

> Subject: Confidentiality

>

> Newspapers have always done it that way. Confidentiality
is a waivable

> privilege. Even Institutional Review Boards agree on that.

>

>

=====
> Philip Meyer, Knight Chair in Journalism
962-4085
> CB 3365 Carroll
Hall
>

Fax: 919 962-1549
> University of North
Carolina
>
Cell: 919 906-3425
> Chapel Hill NC
27599-3365
>
<a href="http://www.unc.edu/~pmeyer"
eudora="autourl">http://www.unc.edu/~pmeyer
>

=====
>

>

> On Wed, 2 Jan 2002 JAnnSelzer@aol.com wrote:
>

> > Date: Wed, 2 Jan 2002 11:08:39 EST
> > From: JAnnSelzer@aol.com
> > Reply-To: aapornet@usc.edu
> > To: aapornet@usc.edu
> > Subject: (no subject)
> >
> > The Iowa Poll includes a question at the end of the interview
asking
> > respondents if they are willing to be contacted by a Des Moines
Register
> > reporter for follow up questions and perhaps be quoted in the
newspaper,
> > or
> > if they'd prefer not. We call those "talkers"
and provide their names,
> > phone
> > numbers, demographics, and answers to key questions to
reporters for
> > further
> > interviews. I can't think that this influences their
responses. The
> > participants articulate the why behind their answer to the
closed ended
> > poll
> > answers and the reporters chose those "why" answers
that illuminate the
> > story.
> >
> > JAS
> >
> > J. Ann Selzer, Ph.D.
> > Selzer & Company, Inc.
> > Des Moines
> > JAnnSelzer@aol.com, for purposes of this list; otherwise,
> > JASelzer@SelzerCo.com

> > Visit our website at
www.SelzerCo.com

> >

> > On the one hand, polls wish to assure people of the anonymity
of poll

> > responses and of the interest of polls as residing solely in
aggregated

> > responses; on the other hand, in reporting polls as in
today's Washington

> > Post

> > coverage of this Post/ABC survey

> >

<a

href="http://www.washingtonpost.com/wp-dyn/articles/A46692-2001Dec31.html"

eudora="autourl">http://www.washingtonpost.com/wp-dyn/articles/A46692-2001De
c31.html

> > about as much attention is given to direct quotes from named
individuals,

> > identified by place of residence, age and occupation, as is
given to poll

> > aggregates.

> >

> > Does this also reflect and affect views of the worth of the two
kinds of

> > information?

> >

> > Albert Biderman

> > abider@american.edu

> >

> >

> >

> >

> > </blockquote>

<div align="center">

Mitofsky International

1 East 53rd Street - 5th Floor

New York, NY 10022

212 980-3031 Phone

212 980-3107 FAX

mitofsky@mindspring.com

<a href="http://www.mitofskyinternational.com/"

eudora="autourl">http://www.MitofskyInternational.com

</div>

</html>

-----_15227629==_.ALT--

=====
Date: Wed, 2 Jan 2002 17:52:54 EST

From: JAnnSelzer@aol.com

Subject: Re: Confidentiality
To: aapornet@usc.edu

--part1_18f.15a14e6.2964e946_boundary

I agree wholeheartedly with Warren and in fact, I think this is good practice for pollsters who are writing strategic reports as well. The story told by the data is what's important and really what clients pay for. Not easy to do, but therefore more valuable. JAS

PS: For what it matters, my first name is not Jo; I'm just a rare individual who has a first initial--like G. Gordon Liddy, H. Robert Haldeman, E. Howard Hunt and a host of other Watergate co-conspirators.

J. Ann Selzer, Ph.D.
Selzer & Company, Inc.
Des Moines
JAnnSelzer@aol.com, for purposes of this list; otherwise,
JASelzer@SelzerCo.com
Visit our website at www.SelzerCo.com

In a message dated 1/2/02 4:26:36 PM Central Standard Time, mitofsky@mindspring.com writes:

> There is an alternative that may deal with Will's dilemma about not wanting
> to write a number story and the potentially bad effects of using quotes.
> That alternative is to have reporters write stories that draw conclusions
> from the survey data. What they need to do is interpret the data. Make a
> story out of it, instead of just citing numbers. When they cite numbers
the
> put the burden on the reader to draw the conclusions. The numbers are
> boring. The conclusions based on those numbers are not. Rather than citing

> either numbers or quotes from respondents the reporters can cite news
> events that fit with the conclusions.
> warren mitofsky
>

--part1_18f.15a14e6.2964e946_boundary

<HTML><BODY BGCOLOR="#ffffff">I agree wholeheartedly with Warren and in fact, I think this is good practice for pollsters who are writing strategic reports as well. The story told by the data is what's

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In a message dated 1/2/02 4:26:36 PM Central Standard Time, mitofsky@mindspring.com writes:

<BLOCKQUOTE TYPE=CITE style="BORDER-LEFT: #0000ff 2px solid; MARGIN-LEFT: 5px; MARGIN-RIGHT: 0px; PADDING-LEFT: 5px">There is an alternative that may deal with Will's dilemma about not wanting to write a number story and the potentially bad effects of using quotes. That alternative is to have reporters write stories that draw conclusions from the survey data. What they need to do is interpret the data. Make a story out of it, instead of just citing numbers. When they cite numbers the put the burden on the reader to draw the conclusions. The numbers are boring. The conclusions based on those numbers are not. Rather than citing either numbers or quotes from respondents the reporters can cite news events that fit with the conclusions.

warren mitofsky

</BLOCKQUOTE>

</HTML>

--part1_18f.15a14e6.2964e946_boundary--

=====

Date: Wed, 02 Jan 2002 17:06:17 -0500
From: Nick Panagakis <mail@marketsharescorp.com>
To: aapornet@usc.edu
Subject: Re: Confidentiality
References: <18f.15a14e6.2964e946@aol.com>
boundary="-----075282F9A805BCB513BB50F2"

-----075282F9A805BCB513BB50F2

Sorry J.

I agree also that a good poll story should include conclusions; i.e., what the data mean, not just what the data say.

But the issue of using quotes is another issue.

N.

JAnnSelzer@aol.com wrote:

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> story told by the data is what's important and really what clients pay
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>

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> J. Ann Selzer, Ph.D.
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> JAnnSelzer@aol.com, for purposes of this list; otherwise,
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>

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>> warren mitofsky

>

>

>

>

-----075282F9A805BCB513BB50F2

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

<html>

<body bgcolor="#FFFFFF">

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warren mitofsky</blockquote>

 </blockquote>

</body>

</html>

-----075282F9A805BCB513BB50F2--

=====
Date: Wed, 2 Jan 2002 19:41:34 -0500 (EST)
From: Philip Meyer <pmeyer@email.unc.edu>
To: Susan Losh <slosh@garnet.acns.fsu.edu>
cc: aapornet@usc.edu
Subject: Re: Is it Confidentiality or Misperception?

In-Reply-To: <3.0.32.20020102165437.008234e0@garnet.acns.fsu.edu>

Stanley Milgram's film, "Obedience," is an excellent illustration of the problem. But he focused on the few who disobeyed for the same reason that we journalists are drawn to deviance. The news is in the outliers! Social scientists and journalists alike want to celebrate the variance. I say, hooray for both of us.

```
=====
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, 2 Jan 2002, Susan Losh wrote:

```
> Date: Wed, 02 Jan 2002 16:54:54 -0500
> From: Susan Losh <slosh@garnet.acns.fsu.edu>
> Reply-To: aapornet@usc.edu
> To: aapornet@usc.edu
> Subject: Is it Confidentiality or Misperception?
>
> I agree with Alice and Will that quotes humanize the story and make it
> more
> readable.
>
> By the same token, we know that vivid information is remembered more
> easily
> and is often taken as "the average." If quotes are not close to measures
> of
> central tendency (e.g., the story tries to "balance" positive and negative
> views, even if the true representation is 95% "for"), people will probably
> misremember the main points in the stories the statistics tell.
>
> I show the old Milgram documentary every chance I get, but I always point
> out that three out of the four men shown stop before the 450 volt end, and
> close to the reverse is true instead.
>
> My suggestion is that quotes are shown in proportion to the percentages so
> hopefully people will remember the main findings correctly--and for
> heaven's sake don't highlight a particularly vivid, but atypical quote.
>
> Susan
>
>
> Susan Carol Losh, Ph.D.
> (850) 644-8778 Voice Mail Available
> (850) 644-8776 FAX
> Department of Educational Research
> Florida State University
```

> Tallahassee, FL 32306-4453
> (904) 249-1683
>
> Visit the site:
> <http://garnet.acns.fsu.edu/~slosh//Index.htm>
>
>

Date: Wed, 2 Jan 2002 16:44:27 -0800 (PST)
Received: from 24.200.5.172 ([24.200.5.172]) by
VL-MS-MR003.scl.videotron.ca (Netscape Messaging Server 4.15
MR003 Jul 24 2001 16:23:26) with SMTP id GPC7DA02.YYI for
<aapornet@usc.edu>; Wed, 2 Jan 2002 19:43:58 -0500
Subject: Re: Is it Confidentiality or Misperception?
From: circum <gauthier@circum.com>
To: Philip Meyer <pmeyer@email.unc.edu>
Precedence: bulk

Veillez prendre note que je serai absent jusqu'au 7 janvier 2002.
Merci.

Please note that I will be out of the office until January 7, 2002.
Thank you.

Benoît Gauthier, pdg/president
Réseau Circum inc. / Circum Network Inc.
(mailto:gauthier@circum.com <http://circum.com>)
74, rue du Val-Perché, Hull, Québec (Canada) J8Z 2A6
+1 819.770.2423 téléc. fax: +1 819.770.5196

Date: Thu, 03 Jan 2002 09:56:04 -0500
To: aapornet@usc.edu
From: Quin Monson <monson.6@osu.edu>
Subject: Re: Confidentiality

Paul Lavrakas, Steve Mockabee, and I presented a paper at AAPOR in 1998 that addresses our take on the theory behind calling survey respondents back ("Adding Texture to Data: Using Respondent Profiles to Enhance Media Reporting of Survey Data"). In addition to providing a more interesting news account that is more accessible to an average reader, calling respondents back can also serve as a useful technique to collect additional data from respondents who are unusual or who give answers that are counterintuitive. For example, in our paper, we detail how after interacting with a reporter we used discriminant analysis to isolate poll respondents that our model predicted should have been supporting Bob Dole, but instead said they intended to vote for Bill Clinton. This led to a story rich in detail about what voters saw as problems with Dole and

Clinton's strengths.

We also address the specific procedures followed by the Columbus Dispatch and the Buckeye State Poll at the time. I want to address the confidentiality issue at length. In our view, the Columbus Dispatch reporter to whom the respondent profile was eventually given was considered an integral part of the team conducting the survey with the same rights for access to the data that we had. This also gave them the same obligation to preserve the anonymity and confidentiality of respondents as interviewers, supervisors, and other survey personnel. However, during some presentations of our paper, we were alerted to the possibility that our question to respondents may not have disclosed enough information about how we were planning to use their responses. Consequently, we tested our version of the consent question against two other versions in a three-way randomized experiment.

In version one (our original version) respondents were asked: "Finally, a reporter from the Columbus Dispatch or Channel 10 (WBNS TV) in Columbus may want to call some people back and ask further questions. Would that be OK?"

In version 2 respondents in version two were asked the same question as version one. Then, those who responded "yes" were asked the following question: "Some of the information from your interview may be given to the reporter to help them know what to ask about if they call, but the reporter would not reveal any information that you have given without your permission. Would that be OK? "

Finally, in version three, the first two versions were combined into a single question: "Finally, a reporter from the Columbus Dispatch or Channel 10 WBNS TV) in Columbus may want to call some people back and ask further questions. Some of the information from your interview may be given to the reporter to help them know what to ask about if they call, but the reporter would not reveal any information that you have given without your permission. Would that be OK?"

The percentage of respondents giving their permission for a reporter to call back was virtually identical across the three versions. In version one 70 percent gave permission for a reporter to call back. In version two, 73 percent gave permission to the first question and 97 percent consented to the second question. Overall, 71 percent consented to a callback in version two. In version three, which combines the two questions from version two, 71 percent consented to have a reporter call back. We believe that the disclosure in version one was adequate, however the increased clarity in versions two and three allow one to err on the side of caution without decreasing the response to the question. For these reasons, in subsequent uses of this technique, version three was adopted.

In reading newspaper accounts of polling data, it is obvious that many organizations use techniques similar to those used by OSU and the Columbus Dispatch. I've noticed evidence of this in the New York Times, USA Today, Gallup and elsewhere. I would be interested in knowing the specific questions used to gain consent for a re-contact as well as the proportion of respondents willing to be contacted and details about who contacts the respondents, and any instructions that are given to reporters to ensure that confidentiality is protected.

Quin Monson

Quin Monson
Department of Political Science
Ohio State University
2140 Derby Hall, 154 N. Oval Mall
Columbus, OH 43210
(614) 292-2880 (dept. phone)
(443) 431-1439 (efax)
(740) 397-7719 (home phone)
Email: monson.6@osu.edu

=====
Date: Thu, 03 Jan 2002 09:17:06 -0600
To: aapornet@usc.edu
From: Don Ferree <gferree@ssc.wisc.edu>
Subject: RE: Confidentiality
In-Reply-To: <Pine.GSO.3.96.1020102160634.18168B-100000@ariel.ucs.indian
a.edu>
References: <BFC17A2EB27CD411A9E30000D1ECEFE407E2B84E@Exchng7.gallup.com>

There is another wrinkle here that I have not seen directly addressed. I am personally not distressed at the ethics of calling people back if they have given their permission, and I do understand that real people may make for a better story than dry numbers. I am a LITTLE concerned that -- if those polled know they may have a chance to be interviewed personally some might have an incentive to "promote" their opinions in an effort to be chosen (but this is more of a paranoid fear than anything for which I can adduce hard data). Similarly, I worry about potential spillover on respondents who really want confidentiality who may fear that seeing quotes indicate their views might be reported and don't realize they must give explicit permission.

My real fear, however, is that -- especially granted the tendency of some news organizations and reporters to always try to have representatives of different views, regardless of the preponderance of one side over the other (e.g., always trying to find at least one "pro" and one "con" quote), that the real findings -- which views are more prevalent, and how do views of one sort relate to those of another -- can be lost in a general sense of "there are different opinions".

BTW, the desiderata of "fleshing out a story" and invoking "real people" could be met by including quotes from persons NOT interviewed for the survey. Admittedly this looses some efficiency, since one would not have the advantage of knowing in advance how they would answer the questions on the survey, but I merely point out that including real people does not necessarily pose even the hypothetical difficulties concerning confidentiality noted already in this thread.

Don

ps they might have an incentive to M, btnewsstroy polehonousing aeiAt 04:18 PM 01/02/2002 -0500, you wrote:
>The use of quotes is a way to create a "human interest" story that draws
>the reader in, which wouldn't be the case if the story reported only the

>statistics about the responses to the poll's questions. It's stories about
>people that sell newspapers and keeps people reading what many might
>consider a "dry" text of "nothing but numbers." I encourage my students
>to "write a good story" in their survey research and field observation
>reports that includes direct quotes of their respondents/informants if the
>quote is useful for elaborating a theoretical or methodological issue.

>
>On Wed, 2 Jan 2002 Lydia_Saad@gallup.com wrote:

>> I don't think the initial posting on this subject (Bidmerman's) was
>> questioning the ethics of quoting respondents in poll stories, rather
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>> implied value of quotes vs. quantitative data. Also (according to
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>> I'm not particularly concerned about either issue, but these are the
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>> he raised.

>>

>> Lydia Saad

>>

>>

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

>> From: Philip Meyer [mailto:pmeyer@email.unc.edu]

>> Sent: Wednesday, January 02, 2002 11:21 AM

>> To: aapornet@usc.edu

>> Subject: Confidentiality

>>

>>

>> Newspapers have always done it that way. Confidentiality is a waivable
>> privilege. Even Institutional Review Boards agree on that.

>>

>> =====

>> 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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>> > From: JAnnSelzer@aol.com

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

>> > To: aapornet@usc.edu

>> > Subject: (no subject)

>> >

>> > The Iowa Poll includes a question at the end of the interview asking
>> > respondents if they are willing to be contacted by a Des Moines
Register

>> > reporter for follow up questions and perhaps be quoted in the
newspaper,

>021 Main Library
>1320 East 10th Street
>Bloomington, IN 47405-3907
>Office: (812) 855-5389 Fax: (812) 855-6166
>Email: arobbin@indiana.edu
>
>

G. Donald Ferree, Jr.
Associate Director for Public Opinion Research
University of Wisconsin Survey Center
1800 University Avenue
Madison WI 53705
608-263-3744/262-1688 (V) 608-262-8432 (F)
gferree@ssc.wisc.edu

Date: Thu, 03 Jan 2002 11:45:04 -0500
To: aapornet@usc.edu
From: Susan Losh <slosh@garnet.acns.fsu.edu>
Subject: RE: Confidentiality

Thanks, Don! You said it with more elegance than I did!

Susan

Don Ferree said:

>My real fear, however, is that -- especially granted the tendency of some
>news organizations and reporters to always try to have representatives of
>different views, regardless of the preponderance of one side over the other

>(e.g., always trying to find at least one "pro" and one "con" quote), that
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>"there are different opinions".
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Susan Carol Losh, Ph.D.
(850) 644-8778 Voice Mail Available
(850) 644-8776 FAX
Department of Educational Research
Florida State University
Tallahassee, FL 32306-4453
(904) 249-1683

Visit the site:
<http://garnet.acns.fsu.edu/~slosh//Index.htm>

Date: Thu, 3 Jan 2002 14:15:07 -0500
From: MMokrzycki@ap.org
Subject: drawing conclusions (was Re: Confidentiality)
To: aapornet@usc.edu

Warren Mitofsky wrote:

>>There is an alternative that may deal with Will's dilemma about not wanting to write a number story and the potentially bad effects of using quotes. That alternative is to have reporters write stories that draw conclusions from the survey data. What they need to do is interpret the data. Make a story out of it, instead of just citing numbers. When they cite numbers the put the burden on the reader to draw the conclusions. The numbers are boring. The conclusions based on those numbers are not. Rather than citing either numbers or quotes from respondents the reporters can cite news events that fit with the conclusions.<<

Journalists accustomed to "objective" reporting might see the notion of drawing conclusions as getting uncomfortably close to expressing opinions, which journalism-school profs and graybeard editors taught us NOT to do in news stories. I encounter this issue in teaching AP reporters how to cover state exit polls. I start addressing it by noting how quality surveys differ from most other news -- here reporters have scientific raw material to work with, rather than having to cite "authorities" who may have motivations that color their own conclusions about a subject (and thus need to be "balanced" with opposing views). As I see it, poll reporters' main tasks are 1) knowing how sampling works so they can interpret the data properly, including understanding the limits to a survey's precision, and 2) providing necessary context -- trend data, news events, etc -- that give the numbers meaning.

Borrowing from social science, I also suggest to poll reporters that they start with a hypothesis -- yup, the "preconceived notion" that the j-school profs warned against -- and see if the data support it or not. The surprise of a knocked-down hypothesis can wind up being the big news. Example for the ages: Clinton job approval despite Lewinsky.

I must say that these days I see fairly few news stories about polls -- or press releases from pollsters, for that matter -- that simply cite numbers without providing at least some context, if not full-blown analysis.

Quotes complement the analysis by amplifying key results, which helps reporters & readers draw conclusions. But journalists need to avoid giving undue weight to a good quote if it doesn't reflect a prevalent view in the poll. In other words, you wouldn't do the he said/she said balancing act in a poll story if the data don't merit it. I'd also say it should be disclosed in the story that quotes come from poll respondents who consented to being interviewed or from people who were not in the poll sample, as the case may be.

Mike Mokrzycki, AP

=====
Date: Thu, 3 Jan 2002 16:08:16 -0500
From: "Scott McBride" <hcmresch@erols.com>
Subject: Re: Callbacks

Is there any type of industry standard regarding callbacks on RDD and/or listed samples? I tried to search CMOR, MRA, and AAPOR, but didn't turn up anything. I remember reading an article about how the productivity of call attempts drops off significantly after 3 callbacks, but I was looking for a

supporting study or article. Also any comments on how the number of callbacks influences project costs. Since few firms leave return numbers on answering machines, are answering machines in effect treated as a respondent not available and thus count as one callback. Thanks in advance for your help.

Scott McBride
Hollander Cohen & McBride
22 West Rd., Suite 301
Towson, Maryland 21204
410-337-2121
410-337-2129 fax

Date: Thu, 3 Jan 2002 17:04:17 -0500
From: "Phillip Downs" <pd@kerr-downs.com>
To: "AAPORNET" <aapornet@usc.edu>
Subject: Personality test

Can someone recommend a short (<10 items) personality inventory that can be used to categorize adults. The inventory will be used in conjunction with items regarding college activities and success/happiness in college.

Phillip E. Downs, PhD
Kerr & Downs Research
2992 Habersham Drive
Tallahassee, FL 32309
Phone: 850.906.3111
Fax: 850.906.3112
www.kerr-downs.com

Date: Thu, 03 Jan 2002 18:06:33 -0500
To: aapornet@usc.edu
From: Warren Mitofsky <mitofsky@mindspring.com>
Subject: Re: drawing conclusions (was Re: Confidentiality)
In-Reply-To: <OFDA0B9007.018BBC0D-ON85256B36.00682DDA@ap.org>
boundary="====_17454355==_ .ALT"

====_17454355==_ .ALT

Mike,
Drawing conclusions from survey data is not the same thing as expressing opinions. Reporters synthesize facts in almost every story. They gather information, they synthesize it, and then they tell a story. That is what I think they should be doing with results from polls. They should not just be reporting numbers or quotes from respondents. Context for the survey results is a good start, but that is not enough.

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But Mike, the point is that reporters should be doing that with almost all poll results, and not just those where there is a recent example. Reporting is more than reciting numbers and illustrating them with quotes. Reporting is synthesizing facts and putting the facts in context. Most reporters, in my opinion, are too lazy to do that. It's too easy to just cite numbers instead of telling me a story.

warren

At 02:15 PM 1/3/2002 -0500, you wrote:

>Warren Mitofsky wrote:

>

> >>There is an alternative that may deal with Will's dilemma about not
>wanting to write a number story and the potentially bad effects of using
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>Journalists accustomed to "objective" reporting might see the notion of
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>Mike Mokrzycki, AP

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<div align="center">
Mitofsky International
1 East 53rd Street - 5th Floor
New York, NY 10022
<br>
212 980-3031 Phone
212 980-3107 FAX
mitofsky@mindspring.com
<font color="#0000FF"><a href="http://www.mitofskyinternational.com/"
eudora="autourl">http://www.MitofskyInternational<a
href="http://www.mitofskyinternational.com/" eudora="autourl">.com
<br>
<br>
</a></font></div>
</html>
```

-----_17454355==_.ALT--

```
=====
Date: Thu, 3 Jan 2002 18:09:59 EST
From: JAnnSelzer@aol.com
Subject: Opinions about research
To: aapornet@usc.edu
```

--part1_cc.45dfbfc.29663ec7_boundary

I'm moving forward with a demonstration project on how data collection methods affect response rates--and more importantly, the quality of the data.

More on all that another time.

I thought I'd pose this to the list. We'll have time/space in these surveys to ask about attitudes toward surveys, how frequently the respondent cooperates/optes out, whether their attitudes toward cooperating with surveys would differ if there were no such thing as telemarketing . . . and so on. At this stage, I'm collecting suggestions for questions gauging respondents' attitudes toward data collection. I'd welcome your input. JAS

J. Ann Selzer, Ph.D.
Selzer & Company, Inc.
Des Moines
JAnnSelzer@aol.com, for purposes of this list; otherwise,
JASelzer@SelzerCo.com
Visit our website at www.SelzerCo.com

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J. Ann Selzer, Ph.D.

Selzer & Company, Inc.

Des Moines

JAnnSelzer@aol.com, for purposes of this list; otherwise,
JASelzer@SelzerCo.com

Visit our website at www.SelzerCo.com</HTML>

--part1_cc.45dfbfc.29663ec7_boundary--

=====
Date: Thu, 03 Jan 2002 16:11:04 -0800
From: "Ellen Gordon" <gordon.e@ghc.org>
To: <aapornet@usc.edu>
Subject: email w/ virus
Content-Disposition: inline

I just received an email from Margarita Rodriguez with the subject line "China's Leader Urges Access..." Our virus detection software alerted me that the email had a virus that could not be cleaned and the email was successfully "quarantined", meaning I did not receive the body of the email.

Ellen

=====
Date: Thu, 3 Jan 2002 19:12:26 -0500
From: "Mark David Richards" <mark@bisconti.com>
To: <aapornet@usc.edu>
Subject: RE: email w/ virus
In-Reply-To: <sc3482a5.086@ROC403.ghc.org>

I received a virus from the same person that was also quarantined, however, the subject line was different (it appears to be similar to something I

posted to aapornet last year). Mark Richards

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

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of Ellen Gordon
Sent: Thursday, January 03, 2002 7:11 PM
To: aapornet@usc.edu
Subject: email w/ virus

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Our virus detection software alerted me that the email had a virus that could not be cleaned and the email was successfully "quarantined", meaning I did not receive the body of the email.

Ellen

Date: Thu, 03 Jan 2002 19:36:05 -0500
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
To: aapornet@usc.edu
Subject: Re: email w/ virus
References: <sc3482a5.086@ROC403.ghc.org>

I also just received an email containing a script virus from the same sender with a different subject header "Re: US Representative cities" which, if I am not mistaken, refers to an actual recent AAPORNET message.

Some of these virus writers seem to be getting pretty good at trying to fool people into launching their vicious wares.

Once again, if you use any variant of Outlook as your email client, it is imperative to have a virus checker on your email and to update its virus information files frequently.

Jan Werner
jwerner@jwdp.com

Ellen Gordon wrote:

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>
> Ellen

Date: Thu, 3 Jan 2002 16:56:53 -0800
From: "Voigt, Lynda" <lvoigt@fhcrc.org>

To: "'AAPORNET'" <aapornet@usc.edu>
Subject: CAPI coding of occupation and industry

We have coded occupation and industry by hand in the past. We will be fielding a study using BLAISE software for CAPI (in-person interviews) that will include occupation and industry. The Blaise look-up system will be a little slow for this coding in the field. What systems are others using that incorporate the latest NAICS and SOC codes?

thanks!

Lynda F. Voigt, Ph.D.
Senior Staff Scientist,
Fred Hutchinson Cancer Research Center
Seattle, WA
lvoigt@fhcrc.org

Date: Thu, 3 Jan 2002 17:33:10 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: <aapornet@usc.edu>
Subject: Re: email w/ virus
In-Reply-To: <sc3482a5.086@ROC403.ghc.org>

I received precisely the same email that Ellen describes here, and only seven minutes after Ellen posted her message.

Jim

On Thu, 3 Jan 2002, Ellen Gordon wrote:

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>
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>
>

Date: Thu, 3 Jan 2002 17:32:48 -0800
From: Leora Lawton <llawton@informative.com>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: email w/ virus

The one I got was sent from calsurvey.com, and I wrote to their webmaster to alert them of it.

leora

Leora Lawton, Ph.D.
Director of Research
t | 650.534.1080
f | 650.534.1020
llawton@informative.com

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

From: James Beniger [mailto:beniger@rcf.usc.edu]
Sent: Thursday, January 03, 2002 5:33 PM
To: aapornet@usc.edu
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>
>

Date: Thu, 3 Jan 2002 22:54:08 -0500
From: "Albert Biderman" <abider@american.edu>
To: "AAPORNET" <aapornet@usc.edu>
Subject: Contradictions (was Re: ABC Poll..., Confidentiality, etc.
boundary="-----_NextPart_000_003F_01C194A9.8D592CA0")

This is a multi-part message in MIME format.

-----=_NextPart_000_003F_01C194A9.8D592CA0

I appreciate the responsiveness of many of the posts to the pragmatic =

professional issues despite the change of thread subject to =
"Confidentiality."

The theoretical concerns of my original post remain even when no =
identifiable individual is associated with the direct quotes from =
respondents used in a report and when no one had broken any promises =
made to gain respondents' co-operation, including promises akin to the =
"no salesman will call" pitch of the telemarketer. In a way, the ethical =
concerns with rights of human subjects divert attention from the fact =
that respondent privacy and confidentiality are as much or more rights =
or privileges of the pollster and the reporter as of the respondent. =
They are essential for preventing censoring (in the statistical sense) =
of respondents or responses or the intrusion of any relevance of =
sensoriousness into the atmosphere of the interview. As Don cogently =
sensed, do we want willingness to waive confidentiality to affect the =
chances of representation of respondents or responses in a report?.=20

One might, however, see an ethical implication in the suggestion, to put =
it most crudely, that pollsters may be befouling their own nest by =
reporting polls in a manner - -

that confuses the public regarding what polls are all about and what =
one's role is if asked to be a respondent,=20

that suggests, to bosses, editors and one's own professional =
self-concept, that aggregated poll reporting is inherently dull and =
needs spicing up by individuation,

that requires a direct quote from Joe Albright, Age 65, an =
embalmer's assistant in Chillicothe Ohio, to convey the meaning of poll =
questions better than do the text and context uniformly presented to =
respondents. (Perhaps my view is colored by having listened to Bob and =
Ray "interviews" once too often.)=20

An exception to sticking to the instrument in reporting can occur when =
one notes that there has been a failure in pretesting and one finds many =
respondents balking at being led down a garden path which the instrument =
has prepared for them. Quotes can illustrate difficulties some =
respondents may have had in fitting their experiences or views to the =
instrument's mold.

The observation that reader interest falls off unless personalization is =
added leaves Warren and me cold until we are assured that this is true =
even after the best efforts have been made to do studies constructed and =
reported in ways that grab interest of audiences who have come to an =
educated acquired taste for that kind of copy. I included a cite to the =
Washington Post report of the same poll because it made more liberal use =
of identified direct quotes than did the Will Lester AP story copied in =
Beniger's original message. If one can hold reader interest through =
seven graphs with poll material, only, as the Post did, can adding on =
the non-anonymous stuff beginning at the 8th graph be all that crucial? =
Lester waited only to the 7th graph to juice up his "dry numbers." =
(Don's phrase). But his numbers can be seen as potentially dripping with =
meaning. imparted by the items and context of an artfully-designed =
questionnaire?

Albert Biderman

abider@american.edu

-----=_NextPart_000_003F_01C194A9.8D592CA0

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<HTML><HEAD>

<META http-equiv=3DContent-Type content=3D"text/html; charset=3Diso-8859-1">

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<STYLE></STYLE>

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<BODY bgColor=3D#a6caf0>

<DIV>

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2000) at
01/04/2002 10:12:38 AM,
Serialize complete at 01/04/2002 10:12:38 AM,
Itemize by SMTP Server on APRelay2/TheAP(Release 5.0.6a |January 17,
2001) at
01/04/2002 09:51:47 AM,
Serialize by Router on APRelay2/TheAP(Release 5.0.6a |January 17,
2001) at
01/04/2002 09:51:50 AM,
Serialize complete at 01/04/2002 09:51:50 AM

warren:

we already try to synthesize the poll data in every poll story we do. The quotes still give it a human context that make it far more readable and marketable to newspaper editors.

I might have oversimplified my reasoning for the quotes in the earlier post, but the caution on making sure the quotes accurately blend with the findings of the poll are well taken, and I try to do that now. because of this intriguing string I will be even more conscious of that issue.

the concern raised by several that it should be clear that the people agreed to be called back is a good one. The question about the callback is always asked after the main poll questions, so it shouldn't influence their answers. And we get a large pool of people willing to talk about the poll, so it's not like we have to pick from a handful who want to make a speech.

cheers

w-

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> New York, NY 10022

>

> 212 980-3031 Phone

> 212 980-3107 FAX

> mitofsky@mindspring.com

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

=====
Date: Fri, 4 Jan 2002 10:30:54 -0500

From: MMokrzycki@ap.org

Subject: Re: drawing conclusions (was Re: Confidentiality)

To: aapornet@usc.edu

Warren, I don't disagree with any of that (although I'll refrain from commenting on whether most reporters are lazy). I'd simply define "context" broadly to include the sorts of examples you cite.

Mike Mokrzycki, AP

Warren Mitofsky <mitofsky@mindspring.com>@usc.edu on 01/03/2002 06:06:33 PM

Please respond to aapornet@usc.edu

Sent by: owner-aapornet@usc.edu

To: aapornet@usc.edu

cc:

Subject: Re: drawing conclusions (was Re: Confidentiality)

Mike,

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At 02:15 PM 1/3/2002 -0500, you wrote:

Warren Mitofsky wrote:

>>There is an alternative that may deal with Will's dilemma about not wanting to write a number story and the potentially bad effects of using quotes. That alternative is to have reporters write stories that draw conclusions from the survey data. What they need to do is interpret the data. Make a story out of it, instead of just citing numbers. When they cite numbers they put the burden on the reader to draw the conclusions. The numbers are boring. The conclusions based on those numbers are not. Rather than citing either numbers or quotes from respondents the reporters can cite news events that fit with the conclusions.<<

Journalists accustomed to "objective" reporting might see the notion of drawing conclusions as getting uncomfortably close to expressing opinions, which journalism-school profs and graybeard editors taught us NOT to do in news stories. I encounter this issue in teaching AP reporters how to cover state exit polls. I start addressing it by noting how quality surveys differ from most other news -- here reporters have scientific raw material

to work with, rather than having to cite "authorities" who may have motivations that color their own conclusions about a subject (and thus need to be "balanced" with opposing views). As I see it, poll reporters' main tasks are 1) knowing how sampling works so they can interpret the data properly, including understanding the limits to a survey's precision, and 2) providing necessary context -- trend data, news events, etc -- that give the numbers meaning.

Borrowing from social science, I also suggest to poll reporters that they start with a hypothesis -- yup, the "preconceived notion" that the j-school profs warned against -- and see if the data support it or not. The surprise of a knocked-down hypothesis can wind up being the big news. Example for the ages: Clinton job approval despite Lewinsky.

I must say that these days I see fairly few news stories about polls -- or press releases from pollsters, for that matter -- that simply cite numbers without providing at least some context, if not full-blown analysis.

Quotes complement the analysis by amplifying key results, which helps reporters & readers draw conclusions. But journalists need to avoid giving undue weight to a good quote if it doesn't reflect a prevalent view in the poll. In other words, you wouldn't do the he said/she said balancing act in a poll story if the data don't merit it. I'd also say it should be disclosed in the story that quotes come from poll respondents who consented to being interviewed or from people who were not in the poll sample, as the case may be.

Mike Mokrzycki, AP

Mitofsky International
1 East 53rd Street - 5th Floor
New York, NY 10022

212 980-3031 Phone
212 980-3107 FAX
mitofsky@mindspring.com
<http://www.MitofskyInternational.com>

=====
Date: Fri, 4 Jan 2002 11:07:03 -0700
From: Karl Feld <KFeld@humanvoice.com>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Opinions about research
boundary="----_=_NextPart_001_01C1954A.9D24D5C0"

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_01C1954A.9D24D5C0

Ann,

You might want to duplicate or use some of the work done by CMOR on exactly

this subject. A comparison of results using similar questions would be useful and you could use CMORs/Walker's trend data back through the years for measurement purposes. I highly recommend you contact Jane Sheppard of CMOR to discuss. Jane is at 330-244-8616.

Regards,
Karl G. Feld
Vice President, Research Development
humanvoice, inc.
2155 North Freedom Blvd.
Provo, Utah 84601
p: +1 801 344 5500
f: +1 801 370 1008
e: kfeld@humanvoice.com

Karl's next speaking engagement is ESOMAR Net Effects 5 in Berlin, Germany on February 3-5. Learn more at
http://www.esomar.nl/seminar_progs/NetEffects2002.htm
<http://www.esomar.nl/seminar_progs/NetEffects2002.htm>

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

From: JAnnSelzer@aol.com [mailto:JAnnSelzer@aol.com]
Sent: Thursday, January 03, 2002 4:10 PM
To: aapornet@usc.edu
subject: Opinions about research

I'm moving forward with a demonstration project on how data collection methods affect response rates--and more importantly, the quality of the data. More on all that another time.

I thought I'd pose this to the list. We'll have time/space in these surveys to ask about attitudes toward surveys, how frequently the respondent cooperates/opt's out, whether their attitudes toward cooperating with surveys would differ if there were no such thing as telemarketing . . . and so on. At this stage, I'm collecting suggestions for questions gauging respondents' attitudes toward data collection. I'd welcome your input. JAS

J. Ann Selzer, Ph.D.
Selzer & Company, Inc.
Des Moines
JAnnSelzer@aol.com, for purposes of this list; otherwise,
JASelzer@SelzerCo.com
Visit our website at www.SelzerCo.com

----- _NextPart_001_01C1954A.9D24D5C0

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">
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charset=3Diso-8859-1">
```

<META content="MSHTML 5.50.4522.1800" name="GENERATOR"></HEAD>
<BODY bgColor="#ffffff">
<DIV>Ann,</DIV>
<DIV> </DIV>
<DIV>You might want to duplicate or use some of the work done by CMOR on exactly this subject. A comparison of results using similar questions would be useful and you could use CMORs/Walker's trend data back through the years for measurement purposes. I highly recommend you contact Jane Sheppard of CMOR to discuss. Jane is at 330-244-8616.</DIV>
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<DIV>Regards,</DIV>
<DIV>
<P>Karl G. Feld
Vice President, Research Development
humanvoice, inc.
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Provo, Utah 84601
p: +1 801 344-5500
f: +1 801 370 1008
e: kfeld@humanvoice.com </P>
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<BLOCKQUOTE>

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Visit our website at www.SelzerCo.com </BLOCKQUOTE></BODY></HTML>

-----_NextPart_001_01C1954A.9D24D5C0--

Date: Fri, 4 Jan 2002 11:12:37 -0700
From: Karl Feld <KFeld@humanvoice.com>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Callbacks

Scott, I recall an OSU presentation at AAPOR in the last couple of years which addressed exactly these issues. If you comb back through the annual conference programs or contact the research folks at OSU, I'm sure they'll be able to produce the paper for you.

Regards,

Karl G. Feld
Vice President, Research Development
humanvoice, inc.
2155 North Freedom Blvd.
Provo, Utah 84601
p: +1 801 344 5500
f: +1 801 370 1008
e: kfeld@humanvoice.com

Karl's next speaking engagement is ESOMAR Net Effects 5 in Berlin, Germany on February 3-5. Learn more at http://www.esomar.nl/seminar_progs/NetEffects2002.htm

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

From: Scott McBride [mailto:hcmresch@erols.com]
Sent: Thursday, January 03, 2002 2:08 PM
To: aapornet@usc.edu
Subject: Re: Callbacks

Is there any type of industry standard regarding callbacks on RDD and/or listed samples? I tried to search CMOR, MRA, and AAPOR, but didn't turn up anything. I remember reading an article about how the productivity of call attempts drops off significantly after 3 callbacks, but I was looking for a supporting study or article. Also any comments on how the number of callbacks influences project costs. Since few firms leave return numbers on answering machines, are answering machines in effect treated as a respondent not available and thus count as one callback. Thanks in advance for your help.

Scott McBride
Hollander Cohen & McBride
22 West Rd., Suite 301
Towson, Maryland 21204
410-337-2121
410-337-2129 fax

Date: Fri, 4 Jan 2002 13:14:39 -0500
From: "Allen Barton" <allenbarton@mindspring.com>
To: <aapornet@usc.edu>
Subject: Assumed effects of respondent quotes in poll stories

My God -- all this speculation about the possible negative or positive effects of quotations from respondents in newspaper stories reporting surveys. Aren't we researchers? Couldn't we run a dozen or so experimental focus groups exposing some to news stories with quotes and some without, and then see how interesting they thought the stories were, how they interpreted the survey results (e.g. did giving pro and con quotes make them feel that opinion was equally divided), whether they were worried about confidentiality of survey interviews, "what they thought polls are all about", how they see the respondent's role, etc etc?

On the University of Chicago Jury project we examined how experimental jurors exposed to different versions of a taped reenactment of a case responded to the presence or absence of a judge's instruction to ignore certain testimony, how they responded to the McNaughten insanity rule vs. the proposed new rule, and such by seeing how it affect their deliberations and their verdicts. Of course we used real members of jury pools in real courtrooms and transcribed the deliberations and it was all very expensive. But testing response of newspaper readers to different was of presenting poll data is a cheapy, and might well be combined with the kind of readership research people do every day.

Allen Barton Retired researcher Chapel Hill, NC

Date: Fri, 04 Jan 2002 13:24:40 -0500
To: aapornet@usc.edu

From: "Robert D. Putnam" <robert_putnam@harvard.edu>
Subject: RE: Callbacks
In-Reply-To: <C7D496BDFDBEE745BB21226605670F510B2F6F@nehor.office.humanv
oice.net>
boundary="====_83731830==_.ALT"

====_83731830==_.ALT

TNSI did a very large (N=30k) nationwide RDD survey for us in the fall of 2000, with up to 25 callbacks. I did an exhaustive, unpublished examination of the productivity of the later call-backs. Of the interviews eventually completed, here are the cumulative percentages completed at each call-back.

124%
240%
353%
462%
569%
674%
778%
882%
985%
1087%

Thus, there was no significant drop-off after 3 callbacks. Generally speaking, respondents reached in the earlier call-backs were somewhat older and more likely to be white than those reached in the later call-backs.

Bob Putnam

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>Sent: Thursday, January 03, 2002 2:08 PM

>To: aapornet@usc.edu

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>410-337-2129 fax

Robert D. Putnam
Malkin Professor of Public Policy
Kennedy School of Government
Harvard University
Cambridge, MA 02138
<<http://ksgwww.harvard.edu/saguaro/>>
-----_83731830==_ .ALT

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EUDORA=AUTOURL><http://ksgwww.harvard.edu/saguaro/>

</html>

-----_83731830==_.ALT--

=====
Date: Fri, 04 Jan 2002 12:52:29 -0600

From: smitht@norcmail.uchicago.edu

To: <aapornet@usc.edu>

Subject: Re[2]: Callbacks

--simple boundary

Content-Description: "cc:Mail Note Part"

Bob, could you explain these numbers a little more? First, the last
number can't be 109%. Second, are these calls 1-9 and then 10+? Third,
the percentages accumulated at such a constant rate (about 10
percentage points at each step) that this looks suspicious.

Reply Separator

Subject: RE: Callbacks

Author: <aapornet@usc.edu> at INTERNET

Date: 1/4/02 1:24 PM

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>To: aapornet@usc.edu

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<tr><td width=79>2<td width=82>40%</td></tr>

<tr><td width=79>3<td width=82>53%</td></tr>

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<div>Malkin Professor of Public Policy</div>
<div>Kennedy School of Government</div>
<div>Harvard University</div>
<div>Cambridge, MA 02138</div>
<<a href="http://ksgwww.harvard.edu/saguaro/"
EUDORA=AUTOURL>http://ksgwww.harvard.edu/saguaro/>
</html>

--simple boundary--

=====
Date: Fri, 4 Jan 2002 14:29:41 -0500 (Eastern Standard Time)
From: tmg1p@cms.mail.virginia.edu
To: AAPORnet List server <aapornet@usc.edu>
Subject: Re[2]: Callbacks

I think the tab key on Bob's computer doesn't transmit a signal that we can interpret on our mailers. I figured out that the first digit is the call number, and the next two digits are the cumulative percentage in whole percents. So, the first entry is: call 1, 24%. Last entry: call 10, 87%.
Tom

On Fri, 04 Jan 2002 12:52:29 -0600 smitht@norcmail.uchicago.edu wrote:

> Bob, could you explain these numbers a little more? First, the last
> number can't be 109%. Second, are these calls 1-9 and then 10+?
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> >Sent: Thursday, January 03, 2002 2:08 PM
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> Robert D. Putnam
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> Kennedy School of Government
> Harvard University
> Cambridge, MA 02138
> <<http://ksgwww.harvard.edu/saguaro/>>
>

Thomas M. Guterbock

Voice: (434) 243-5223

NOTE: NEW TELEPHONE AREA CODE CSR Main Number: (434) 243-5222
Center for Survey Research FAX: (434) 243-5233
University of Virginia EXPRESS DELIVERY: 2205 Fontaine Ave
P. O. Box 400767 Suite 303
Charlottesville, VA 22904-4767 e-mail: TomG@virginia.edu

=====
Date: Fri, 4 Jan 2002 14:45:45 -0500
From: "Baker, Amy" <Amy.Baker@edelman.com>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Cc: "Judis, Melissa" <Melissa.Judis@edelman.com>
Subject: Position Available: StrategyOne New York

StrategyOne-New York

Account Supervisor/Project Manager

StrategyOne, a corporate positioning, market research and strategic communications agency, has a position opening for an Account Supervisor - Project Manager in its New York City office. The ideal candidate for this position will have at least four years' experience with all aspects of the quantitative and qualitative research process, with emphasis on qualitative experience including original client contact and proposal writing; developing discussion guides, questionnaires and other research instruments;

coordinating work with third-party data collection vendors and facilities; moderating focus groups; and designing, developing and presenting finished analytical reports. A Bachelor's degree and strong writing and communication skills are required. A solid background in qualitative research design and experience moderating focus groups is required. Master's

degree in statistics and/or social science research preferred. Previous experience in communications, public opinion/marketing research, public relations, advertising agency or academic social research center is highly desirable.

The successful candidate for this position will be responsible for proposal writing, project management, and working in collaboration with project directors and clients. Must be highly organized, adept at managing multiple projects simultaneously and meeting project deadlines. The ability

to synthesize information in a concise and effective manner is a must, as is the ability to graphically present research findings using Microsoft PowerPoint.

For more information about StrategyOne, please visit our website at www.StrategyOne.net. Position offers excellent benefits/compensation and the opportunity to work with an exceptional staff and world-class clients. Forward cover letter and resume to:

Melissa Judis
Edelman Public Relations Worldwide-StrategyOne
202-326-1834 (Fax)
melissa.judis@edelman.com

=====
Date: Fri, 4 Jan 2002 12:10:14 -0800 (PST)

From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Re[2]: Callbacks (fwd)

This seems to be the essence of it... -- Jim

		linear	diff
		-----	-----
> 1	24%	24 8.7	+ 15.3
> 2	40%	16 17.4	- 1.4
> 3	53%	13 26.1	- 13.1
> 4	62%	9 34.8	- 25.8
> 5	69%	7 43.5	- 36.5
> 6	74%	5 52.2	- 47.2
> 7	78%	4 60.9	- 56.9
> 8	82%	4 69.6	- 65.6
> 9	85%	3 78.3	- 75.3
>10	87%	2 87.0	- 85.0
>			

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From: "Robert D. Putnam" <robert_putnam@harvard.edu>
Subject: Re[2]: Callbacks
In-Reply-To: <0201041010.AA1010170350@norcmail.uchicago.edu>
boundary="====_90410423==_ .ALT"

-----_90410423==_ .ALT

The formatting in the message as received at your end was off, Tom. The first digit in each row should have been separated by a tab from the rest of the row, like this 1<tab>24%.

Thus, for example, by call-back #9 (actually, the tenth call) we had interviewed 87% of those whom we would ever reach, even by call-back #25. I did not bother to show the cumulative returns all the way up to the 25th call-back, because each additional call-back in that range was generating only 1-2 percent in additional respondents.

At 12:52 PM 1/4/2002 -0600, you wrote:

> Bob, could you explain these numbers a little more? First, the last
> number can't be 109%. Second, are these calls 1-9 and then 10+?
Third,
> the percentages accumulated at such a constant rate (about 10
> percentage points at each step) that this looks suspicious.
>
>

> _____ Reply Separator
> _____

>Subject: RE: Callbacks
>Author: <aapornet@usc.edu> at INTERNET

>Date: 1/4/02 1:24 PM

>
>

>TNSI did a very large (N=30k) nationwide RDD survey for us in the fall of
>2000, with up to 25 callbacks. I did an exhaustive, unpublished
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>Thus, there was no significant drop-off after 3 callbacks. Generally
>speaking, respondents reached in the earlier call-backs were somewhat older

>and more likely to be white than those reached in the later call-backs.

>
>Bob Putnam

>
> >-----Original Message-----
> >From: Scott McBride [mailto:hcmresch@erols.com]
> >Sent: Thursday, January 03, 2002 2:08 PM
> >To: aapornet@usc.edu
> >Subject: Re: Callbacks

> >
> >
> >Is there any type of industry standard regarding callbacks on RDD and/or
> >listed samples? I tried to search CMOR, MRA, and AAPOR, but didn't turn
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> >anything. I remember reading an article about how the productivity of
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> >callbacks influences project costs. Since few firms leave return numbers
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> respondent
> >not available and thus count as one callback. Thanks in advance for your

> >help.
> >
> >Scott McBride
> >Hollander Cohen & McBride
> >22 West Rd., Suite 301
> >Towson, Maryland 21204
> >410-337-2121
> >410-337-2129 fax

>

>
>Robert D. Putnam
>Malkin Professor of Public Policy
>Kennedy School of Government
>Harvard University
>Cambridge, MA 02138
><<http://ksgwww.harvard.edu/saguaro/>>
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<blockquote type=cite class=cite cite>-----Original Message-----

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Robert D. Putnam

Malkin Professor of Public Policy

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Cambridge, MA 02138

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</blockquote>

<div>Robert D. Putnam</div>
<div>Malkin Professor of Public Policy</div>
<div>Kennedy School of Government</div>
<div>Harvard University</div>
<div>Cambridge, MA 02138</div>
<<a href="http://ksgwww.harvard.edu/saguaro/"
EUDORA=AUTOURL>http://ksgwww.harvard.edu/saguaro/>
</html>

-----_90410423==_.ALT--

Date: Fri, 4 Jan 2002 15:40:59 -0500
From: Lori Kaplan <LKaplan@npr.org>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: 2 Positions Available: NPR Audience & Corporate Research

NPR's Audience and Corporate Research Department is seeking two senior research analysts.

The Senior Research Analyst for Business Support will provide research support to the underwriting sales force and our online division. The candidate must demonstrate knowledge of research for advertising sales and experience in using syndicated data sources.

The Senior Research Analyst for Programming will provide research support and analysis to the programming divisions. The candidate must show competency with advanced Excel and Access modules.

The ideal candidate for either position will have at least two years experience in media research with knowledge and understanding of syndicated research and its methodologies including Arbitron (Act1, Maximi\$er, PD Advantage), MRI, and Nielsen NetRatings. Must be a team player that can handle multiple tasks simultaneously and have strong interpersonal skills. Must also be able to provide comprehensive analysis of

research data and have an ability to interpret and explain data. Solid computer skills in Excel, Word and Powerpoint are required.

NPR produces and distributes award-winning news and cultural programming via public radio stations nationwide and on the Internet. We offer a business casual environment and excellent benefits, including three weeks of annual leave. For more information about these positions and NPR, please visit our Web site at www.npr.org. To apply send cover letter, resume, and salary requirements, identifying position by number

and title to: NPR, Human Resources Department, 635 Massachusetts Ave.,
NW, Washington, DC 20001-3753; Fax 202.513.3047. Email-
employment@npr.org. Equal Opportunity Employer.

Lori A. Kaplan
NPR
Research Manager
Audience & Corporate Research
635 Massachusetts Ave., NW
Washington, DC 20001
ph. 202.513.2811
fx. 202.513.3041

=====
Date: Fri, 04 Jan 2002 15:32:04 -0500
To: aapornet@usc.edu
From: "Robert D. Putnam" <robert_putnam@harvard.edu>
Subject: RE: Callbacks

Several people have written privately to ask more about the study I
reported early today on call-back productivity.

Frankly, I was much more interested in the substantive results of the
project (which profiled social capital, civic engagement, and similar
issues). The call-back analysis was merely part of preliminary work I did
to see whether response rate issues might affect our substantive
findings. Bottom line was "probably not enough to worry
about." Ironically, I tried to publish a paper on that same topic several
years ago in POQ and was told that it was of insufficient general
interest. I may eventually return to that general topic, because I believe
that the modal view in the profession significantly over-estimates the
substantive impact of response rates and significantly under-estimates the
substantive impact of other error sources, like context effects. But for
now I'm afraid I don't have anything written that I can share, and other
writing is higher on my agenda.

For more information about the basic study, see
<http://www.cfsv.org/communitysurvey/>. In an effort to encourage widespread
research on social capital, civic engagement, and the like, we put the
entire data-set into the public domain within weeks of having it reasonably
clean. So if you are interested in these data and want to replicate my
call-back analysis, you can readily get the data at
http://www.ropercenter.uconn.edu/scc_bench.html. The relevant variable is
named CALL.

Bob

Robert D. Putnam
Malvin Professor of Public Policy
Kennedy School of Government
Harvard University
Cambridge, MA 02138

<<http://ksgwww.harvard.edu/saguaro/>>

=====
Date: Fri, 04 Jan 2002 14:56:21 -0600
From: "Jennifer Parsons" <jparsons@srl.uic.edu>
To: aapornet@usc.edu
Subject: Faculty position opening at UIC Survey Research Laboratory
Content-Disposition: inline

The Survey Research Laboratory at the University of Illinois at Chicago intends to make a tenured or tenure track appointment of a survey methodologist in its Chicago office beginning in August 2002. Depending on the candidate's qualifications, an appointment will be made at the Assistant, Associate or Full Professor level. The tenure or tenure track line will be in the Graduate Program of Public Administration in the College of Urban Planning and Public Affairs. Considerations will be given to qualified candidates who have an earned doctorate from any relevant discipline, including Business, Economics, Political Science, Psychology, Public Administration, Public Health, Sociology, or Statistics.

We are looking for candidates who have outstanding records in survey research methodology with a developed research program in one or more sub-specialties. Examples include, but are not limited to: survey measurement error; survey non-response processes; sample designs for rare populations; and cross cultural survey equivalence. Candidates should also demonstrate a superior publication record or potential for superior contributions; a history of or potential for funding in peer reviewed grant and/or research contract mechanisms; and experience in graduate teaching or ability to teach at the graduate level.

The successful candidate is expected to contribute to the Survey Research Laboratory's continued methodological advancement and serve as a resource to junior survey staff and the campus community. They will also teach graduate level courses in survey research and have the opportunity to direct doctoral dissertations.

The Survey Research Laboratory was established in 1964 and currently has offices on the Chicago and Urbana campuses of the University, where it employs 27 full-time professionals. SRL conducts research for faculty researchers and governmental and other not-for-profit agencies. In addition, SRL also has a long and distinguished record of methodological research and offers an excellent environment for the support of methodological innovation. Additional information regarding SRL can be found at: <http://www.srl.uic.edu>.

The University of Illinois at Chicago, with 25,000 students located just west of Chicago's Loop, is the largest university in the Chicago area. It ranks among the top universities in the nation in attracting external support for research and public service. The College of Urban Planning and Public Affairs was created in 1995 as part of UIC's Great Cities Initiative. It houses two academic graduate programs, Public Administration and Urban Planning, and several research centers and institutes, including the Survey Research Laboratory.

Application Procedure. Submit a curriculum vitae, at least three references (including phone numbers and e-mail addresses), two sample publications, and a one-page statement of research interests to: Chair, SRL Recruiting

Committee, Survey Research Laboratory (M/C 336), 412 S. Peoria St.,
University of Illinois at Chicago, Chicago, IL. 60607. Applications received
by February 15, 2002, will receive fullest consideration. The University of
Illinois is an Affirmative Action/Equal Opportunity Employer.

=====
Date: Fri, 04 Jan 2002 16:09:35 -0500
To: aapornet@usc.edu
From: Claire Durand <Claire.Durand@UMontreal.CA>
Subject: Re: drawing conclusions (was Re: Confidentiality)
In-Reply-To: <3C35C405.8B7E0BB2@ap.org>
References: <5.1.0.14.2.20020103175216.02849440@mail.mindspring.com>

Just to add some information from "elsewhere". To my knowledge, this
practice of adding quotes to survey reports is not used in Quebec nor in
France and very rarely in English Canada. Since people in these countries
are not supposed to be that different from US citizens, perhaps a research
on that topic could compare accross countries...
I was personally quite surprised the first time I ran into a poll report
with quotes; it seemed awkward since poll reports are not about individuals
but about "group" trends...

Best,
Claire Durand

At 10:02 2002-01-04 -0500, you wrote:

>warren:
>
>we already try to synthesize the poll data in every poll story we do.
>The quotes still give it a human context that make it far more readable
>and marketable to newspaper editors.
>
>I might have oversimplified my reasoning for the quotes in the earlier
>post, but the caution on making sure the quotes accurately blend with
>the findings of the poll are well taken, and I try to do that now.
>because of this intriguing string I will be even more conscious of that
>issue.
>
>the concern raised by several that it should be clear that the people
>agreed to be called back is a good one. The question about the callback
>is always asked after the main poll questions, so it shouldn't influence
>their answers. And we get a large pool of people willing to talk about
>the poll, so it's not like we have to pick from a handful who want to
>make a speech.
>
>cheers
>
>w-
>
>
>Warren Mitofsky wrote:
> >
> > Mike,

> > Drawing conclusions from survey data is not the same thing as
> > expressing opinions. Reporters synthesize facts in almost every story.
> > They gather information, they synthesize it, and then they tell a
> > story. That is what I think they should be doing with results from
> > polls. They should not just be reporting numbers or quotes from
> > respondents. Context for the survey results is a good start, but that
> > is not enough.

> >
> > For example, to report on the President's extremely high approval
> > rating as just high numbers is not adequate reporting. It should be
> > compared to other presidents during times of crisis. The story should
> > indicate whether this has carried over to other areas of Bush's
> > performance. It should indicate the advantages or disadvantages it
> > might have for his legislative agenda. There are many other areas that
> > could be commented upon so the public understands the meaning of his
> > exceptional performance during this time of crisis. Reporters and
> > pollsters have caught on to the ephemeral nature of high approval
> > ratings as a result of his father's ratings during the Gulf War.
> > Without that I doubt that reporters would be wise to those effects.

> >
> > But Mike, the point is that reporters should be doing that with almost
> > all poll results, and not just those where there is a recent example.
> > Reporting
> > is more than reciting numbers and illustrating them with quotes.
> > Reporting is synthesizing facts and putting the facts in context. Most
> > reporters, in my opinion, are too lazy to do that. It's too easy to
> > just cite numbers instead of telling me a story.

> > warren
> > At 02:15 PM 1/3/2002 -0500, you wrote:

> >
> > > Warren Mitofsky wrote:
> > >
> > > >>There is an alternative that may deal with Will's dilemma about
> > > not
> > > wanting to write a number story and the potentially bad effects of
> > > using
> > > quotes. That alternative is to have reporters write stories that
> > > draw
> > > conclusions from the survey data. What they need to do is interpret
> > > the
> > > data. Make a story out of it, instead of just citing numbers. When
> > > they
> > > cite numbers the put the burden on the reader to draw the
> > > conclusions. The
> > > numbers are boring. The conclusions based on those numbers are not.
> > > Rather
> > > than citing either numbers or quotes from respondents the reporters
> > > can
> > > cite news events that fit with the conclusions.<<
> > >
> > > Journalists accustomed to "objective" reporting might see the notion
> > > of
> > > drawing conclusions as getting uncomfortably close to expressing
> > > opinions,
> > > which journalism-school profs and graybeard editors taught us NOT to
> > > do in
> > > news stories. I encounter this issue in teaching AP reporters how to

> > > cover
> > > state exit polls. I start addressing it by noting how quality
> > > surveys
> > > differ from most other news -- here reporters have scientific raw
> > > material
> > > to work with, rather than having to cite "authorities" who may have
> > > motivations that color their own conclusions about a subject (and
> > > thus need
> > > to be "balanced" with opposing views). As I see it, poll reporters'
> > > main
> > > tasks are 1) knowing how sampling works so they can interpret the
> > > data
> > > properly, including understanding the limits to a survey's
> > > precision, and
> > > 2) providing necessary context -- trend data, news events, etc --
> > > that give
> > > the numbers meaning.
> > >
> > > Borrowing from social science, I also suggest to poll reporters that
> > > they
> > > start with a hypothesis -- yup, the "preconceived notion" that the
> > > j-school
> > > profs warned against -- and see if the data support it or not. The
> > > surprise
> > > of a knocked-down hypothesis can wind up being the big news. Example
> > > for
> > > the ages: Clinton job approval despite Lewinsky.
> > >
> > > I must say that these days I see fairly few news stories about polls
> > > -- or
> > > press releases from pollsters, for that matter -- that simply cite
> > > numbers
> > > without providing at least some context, if not full-blown analysis.
> > >
> > > Quotes complement the analysis by amplifying key results, which
> > > helps
> > > reporters & readers draw conclusions. But journalists need to avoid
> > > giving
> > > undue weight to a good quote if it doesn't reflect a prevalent view
> > > in the
> > > poll. In other words, you wouldn't do the he said/she said balancing
> > > act in
> > > a poll story if the data don't merit it. I'd also say it should be
> > > disclosed in the story that quotes come from poll respondents who
> > > consented
> > > to being interviewed or from people who were not in the poll sample,
> > > as the
> > > case may be.
> > >
> > > Mike Mokrzycki, AP
> >
> >
> > Mitofsky International
> > 1 East 53rd Street - 5th Floor
> > New York, NY 10022
> >
> > 212 980-3031 Phone
> > 212 980-3107 FAX

> > mitofsky@mindspring.com
> > http://www.MitofskyInternational.com

Claire Durand

Claire.Durand@umontreal.ca

http://www.fas.umontreal.ca/socio/durandc/

Université de Montréal, dept. de sociologie,
C.P. 6128, succ. Centre-ville,
Montréal, Québec, Canada, H3C 3J7
Actuellement à Paris : 01-45-81-58-52

```
=====
Date: Fri, 04 Jan 2002 16:01:03 -0500
From: Nick Panagakis <mail@marketsharescorp.com>
To: aapornet@usc.edu
Subject: Re: Callbacks
References: <SIMEON.10201041441.B@gj9k20b.config.mail.virginia.edu>
```

To Bob-

Your numbers looked OK on my computer.

tmglp@cms.mail.virginia.edu wrote:

> I think the tab key on Bob's computer doesn't transmit a signal that we
> can
> interpret on our mailers. I figured out that the first digit is the call
> number, and the next two digits are the cumulative percentage in whole
> percents. So, the first entry is: call 1, 24%. Last entry: call 10,
> 87%.

> Tom

> On Fri, 04 Jan 2002 12:52:29 -0600 smitht@norcmail.uchicago.edu wrote:

> > Bob, could you explain these numbers a little more? First, the last

> > number can't be 109%. Second, are these calls 1-9 and then 10+?
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> >
> > _____ Reply Separator

> > Subject: RE: Callbacks

> > Author: <aapornet@usc.edu> at INTERNET

> > Date: 1/4/02 1:24 PM

> >

> >

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> > >Sent: Thursday, January 03, 2002 2:08 PM
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> > >
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> > >Kennedy School of Government
> > >Harvard University
> > >Cambridge, MA 02138

> > <<http://ksgwww.harvard.edu/saguaro/>>
> >
>
> Thomas M. Guterbock Voice: (434) 243-5223
> NOTE: NEW TELEPHONE AREA CODE CSR Main Number: (434) 243-5222
> Center for Survey Research FAX: (434) 243-5233
> University of Virginia EXPRESS DELIVERY: 2205 Fontaine Ave
> P. O. Box 400767 Suite 303
> Charlottesville, VA 22904-4767 e-mail: TomG@virginia.edu

=====
Date: Fri, 4 Jan 2002 17:58:28 -0500
From: "Scott McBride" <hcmresch@erols.com>
To: <aapornet@usc.edu>
References: <5.1.0.14.2.20020104131633.00ab4d38@pop.fas.harvard.edu>
Subject: Re: Callbacks
boundary="-----_NextPart_000_0083_01C19549.6A075060"

This is a multi-part message in MIME format.

-----_NextPart_000_0083_01C19549.6A075060

Thanks for the comments on callbacks. I was surprised by the steady = instead of dramatic decline in productivity over various callbacks in = Bob Putnam's study. However, if you take out the cumulative effect, it = does appear less productive after three or four attempts (24%, 16%, 13%, = 9%, 7% completed).

If I am interpreting this correctly, a study should have a greater than = 50% cooperation rate with one call and 3 or more callbacks. We tabbed = results years ago by callback and found the same demographic = difference---slightly younger and less affluent with additional = callbacks. However, differences were not significant.

I also saw an interesting study summary in Marketing Research Essentials = by McDaniel and Gates (1998). On page 161, they reference a study by = Thomas Danbury, chairman of Survey Sampling. The study included 65,000 = completed telephone interviews. They tabbed results from one call to = seven callbacks and were surprised to find that there were no = significant differences in results by demographic characteristics. It = also says, "Despite the findings, Danbury still recommends three = callback attempts."

In a study where I was referred by Tim Triplett (University of = Maryland), his graphs show that it took 6 calls (5 callbacks) to reach a = 50% response rate in Fall of 95, but it took 20 call attempts to reach = 50% in the Spring of 2000. He says that each call attempt after the = third call contributes less to the overall response rate. The decline = is linear until 15 attempts and then dramatic. He recommends 15 call = attempts for studies where the budget can support it. He said = demographic differences by call attempt vary from study to study.

We will set CATI to anywhere from 4 to 8 callbacks depending how much = sample is available, budget, how much time is allotted until results are = needed, whether there is a targeted response rate, subject matter, and = the targeted audience. We work with a lot of field agencies and I don't = expect that our discussions on this issue are different with other firms =

they deal with. I don't see a lot of solid evidence that going beyond 4 = callbacks results in different results which is most important, so I = question a blanket requirement. It does make you wonder though about = these overnight polls discussed so frequently on aapornet. How many = call backs are done in these?

Thanks again for your help. I would be interested in any comments.

Scott McBride
Hollander Cohen & McBride
22 West Rd., Suite 301
Towson, Maryland 21204
410-337-2121
410-337-2129 fax

----- Original Message -----=20
From: Robert D. Putnam=20
To: aapornet@usc.edu=20
Sent: Friday, January 04, 2002 1:24 PM
Subject: RE: Callbacks

TNSI did a very large (N=3D30k) nationwide RDD survey for us in the = fall of 2000, with up to 25 callbacks. I did an exhaustive, unpublished = examination of the productivity of the later call-backs. Of the = interviews eventually completed, here are the cumulative percentages = completed at each call-back.

1 24%=20
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3 53%=20
4 62%=20
5 69%=20
6 74%=20
7 78%=20
8 82%=20
9 85%=20
10 87%=20
=20
=20
=20
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=20

Thus, there was no significant drop-off after 3 callbacks. Generally = speaking, respondents reached in the earlier call-backs were somewhat = older and more likely to be white than those reached in the later = call-backs.

Bob Putnam

-----Original Message-----
From: Scott McBride [mailto:hcmresch@erols.com]
Sent: Thursday, January 03, 2002 2:08 PM
To: aapornet@usc.edu

Subject: Re: Callbacks

Is there any type of industry standard regarding callbacks on RDD =
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Scott McBride
Hollander Cohen & McBride
22 West Rd., Suite 301
Towson, Maryland 21204
410-337-2121
410-337-2129 fax=20

Robert D. Putnam
Malin Professor of Public Policy
Kennedy School of Government
Harvard University
Cambridge, MA 02138
<<http://ksgwww.harvard.edu/saguaro/>>=20

-----_NextPart_000_0083_01C19549.6A075060

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<STYLE></STYLE>
</HEAD>
<BODY bgColor=3D#ffffff>
<DIV><FONT size=3D2>Thanks for the comments on callbacks.&nbsp; I was =
surprised by=20
the steady instead of dramatic decline in productivity over various =
callbacks in=20
Bob Putnam's study.&nbsp; However, if you take out the cumulative =
effect, it=20
does appear less productive after three or four attempts (24%, 16%, 13%, =
9%, 7%=20
completed).</FONT></DIV>
```

If I am interpreting this correctly, a study should have a greater than 50% cooperation rate with one call and 3 or more callbacks. We tabbed results years ago by callback and found the same demographic difference---slightly younger and less affluent with additional callbacks. However, differences were not significant.

I also saw an interesting study summary in Marketing Research Essentials by McDaniel and Gates (1998). On page 161, they reference a study by Thomas Danbury, chairman of Survey Sampling. The study included 65,000 completed telephone interviews. They tabbed results from one call to seven callbacks and were surprised to find that there were no significant differences in results by demographic characteristics. It also says, "Despite the findings, Danbury still recommends three callback attempts."

In a study where I was referred by Tim Triplett (University of Maryland), his graphs show that it took 6 calls (5 callbacks) to reach a 50% response rate in Fall of 95, but it took 20 call attempts to reach 50% in the Spring of 2000. He says that each call attempt after the third contributes less to the overall response rate. The decline is linear until 15 attempts and then dramatic. He recommends 15 call attempts for studies where the budget can support it. He said demographic differences by call attempt vary from study to study.

We will set CATI to anywhere from 4 to 8 callbacks depending on how much sample is available, budget, how much time is allotted until results are needed, whether there is a targeted response rate, subject matter, and the targeted audience. We work with a lot of field agencies and I don't expect that our discussions on this issue are different with other firms they deal with. I don't see a lot of solid evidence that going beyond 4 callbacks results in different results which is most important, so I question a blanket requirement. It does make you wonder though about these overnight polls

discussed so frequently on aapornet. How many call backs are done =
in=20
these?</DIV>
<DIV> </DIV>
<DIV>Thanks again for your help. I would be =
interested in any=20
comments.</DIV>
<DIV> </DIV>
<DIV>Scott McBride
Hollander Cohen & McBride
22 West Rd., =
Suite=20
301
Towson, Maryland 21204
410-337-2121
410-337-2129 =
fax</DIV>
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<A href=3D"mailto:robert_putnam@harvard.edu"=20
title=3Drobert_putnam@harvard.edu>Robert D. Putnam </DIV>
<DIV style=3D"FONT: 10pt arial">To: <A =
href=3D"mailto:aapornet@usc.edu"=20
title=3Daapornet@usc.edu>aapornet@usc.edu </DIV>
<DIV style=3D"FONT: 10pt arial">Sent: Friday, January 04, 2002 =
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<TR>
<TD width=3D79>7

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87%

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Thanks in advance for your help.

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21204
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<DIV>Robert D. Putnam</DIV>
<DIV>Malkin Professor of Public Policy</DIV>
<DIV>Kennedy School of Government</DIV>
<DIV>Harvard University</DIV>
<DIV>Cambridge, MA 02138</DIV><<A =
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-----=_NextPart_000_0083_01C19549.6A075060--

Date: Fri, 4 Jan 2002 19:08:01 EST
From: HOneill536@aol.com
Subject: Re: drawing conclusions (was Re: Confidentiality)
To: aapornet@usc.edu

The comment that journalists accustomed to "objective" reporting might be uncomfortable expressing an opinion is hilarious - just tune into ABC, NBC, CBS or read The New York Times any day of the week.

Harry O'Neill

Date: Fri, 4 Jan 2002 19:13:48 EST
From: HOneill536@aol.com
Subject: Re: Opinions about research
To: aapornet@usc.edu

Ann - contact Jane Sheppard at CMOR. She has a study that contains much of what you are looking for. Her e-mail is: jsheppard@cmor.org

Harry O'Neill

Date: Fri, 4 Jan 2002 17:23:55 -0800
From: Richard <rmaullin@fmma.org>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: Position available: Fairbank, Maslin, Maullin & Associates

Fairbank, Maslin, Maullin & Associates, (FMM&A) a public policy-oriented opinion research and consulting company, has a position open for a Senior Research Associate in its Santa Monica, California office. The ideal candidate for this position will have at least three years of experience with all aspects of the quantitative and qualitative opinion research process, particularly proposal writing, client contact and interaction, writing questionnaires and focus group discussion guides, analyzing and interpreting quantitative and qualitative opinion data and designing, developing and presenting reports in written narrative, graph and verbal presentations. An interest in electoral politics for election clients, as well as an interest in policy issues of interest to a broad range of government and corporate clients, is essential. FMM&A works exclusively for

Democratic candidates in partisan elections. Strong writing and other communication skills are also a requisite, as is academic training in quantitative opinion data analysis. The ability to meet deadlines, organize materials, maintain files, utilize e-mail and the Internet, synthesize information rapidly and concisely, handle multiple projects and tasks and work well with others in a team environment are also desirable and necessary traits. Although not a requisite, the ideal candidate will have had experience in qualitative research as a focus group moderator and interpreter of qualitative opinion data. There is also an advantage to having a working knowledge of Spanish.

The position offers competitive compensation and benefits, stimulating professional colleagues, interesting clients and a pleasant working environment.

Please forward a cover letter and resume to:

Richard Maullin
Fairbank, Maslin, Maullin & Associates
MGM Plaza
2425 Colorado Ave, Suite 180
Santa Monica, CA
90404
Richard@fmma.com
Santa Monica,

=====
Date: Sat, 5 Jan 2002 01:40:41 -0500
From: "Albert Biderman" <abider@american.edu>
To: <aapornet@usc.edu>
References: <002101c1954b\$b114c9e0\$3c9bf7a5@default>
Subject: Re: Assumed effects of respondent quotes in poll stories
boundary="-----_NextPart_000_006B_01C19589.FC2C3BA0"

This is a multi-part message in MIME format.

-----_NextPart_000_006B_01C19589.FC2C3BA0

On 01/04, Allen Barton wrote, in part:=20

> My God -- all this speculation about the possible negative or positive
> effects of quotations from respondents in newspaper stories reporting
> surveys. Aren't we researchers?=20

Oh, dear Allen's God - if we didn't think we'd have some influence on =
what and how research gets done, particularly methodological research =
and studies of the profession, why [in Heaven?] would we be beating our =
gums to this list?

Nonetheless, although Allen's proposed program can be highly =
illuminating, it does not have the systemic perspective of the question =
posed in my original post:

Does this (extensive use of quotes from individuals) also reflect and =

affect views of the worth of the two kinds of information.

To be responsive to a systemic formulation, Allen's proposed [semi-quasi-] experimental program would have to be modified. The concepts and practices of those who conduct and who report polls, as well as the concepts and actions of members of the public as readers and potentially in-sample cases, would have to be looked at as both dependent and independent variables. So one would want to have one third of the polls in each treatment conducted and reported by, say, Mitofskyites, one third by Panagakistas and one third by Bidermaniacs. Decisions could be deferred on whether further treatments seem indicated in order to investigate order of exposure differences. The experiments, however, must be conducted over a sufficient span of time for the influential and educative functions I am concerned about to take effect -- 10 years, perhaps. Since it will not be possible, however, to insulate everyone involved from potential concept contamination by exposure to a lot of other poll reporting, or by other solicitations of their time by phone, on-line, or by someone with a clipboard at the plant, I guess I'll just remain, like Allen, a retired researcher. I do hope, however, to continue as long as able a career as full-time carping critic and BS artist.=20

Albert Biderman

abider@american.edu

----- Original Message -----=20

From: "Allen Barton" <allenbarton@mindspring.com>
To: <aapornet@usc.edu>
Sent: Friday, January 04, 2002 1:14 PM
Subject: Assumed effects of respondent quotes in poll stories

> My God -- all this speculation about the possible negative or positive
> effects of quotations from respondents in newspaper stories reporting
> surveys. Aren't we researchers? Couldn't we run a dozen or so experimental
> focus groups exposing some to news stories with quotes and some without, and
> then see how interesting they thought the stories were, how they interpreted
> the survey results (e.g. did giving pro and con quotes make them feel that
> opinion was equally divided), whether they were worried about
> confidentiality of survey interviews, "what they thought polls are all about
> ", how they see the respondent's role, etc etc?
>=20
> On the University of Chicago Jury project we examined how experimental
> jurors exposed to different versions of a taped reenactment of a case
> responded to the presence or absence of a judge's instruction to ignore
> certain testimony, how they responded to the McNaughten insanity rule vs.

> the proposed new rule, and such by seeing how it affect their =
deliberations
> and their verdicts. Of course we used real members of jury pools in =
real
> courtrooms and transcribed the deliberations and it was all very =
expensive.
> But testing response of newspaper readers to different was of =
presenting
> poll data is a cheapy, and might well be combined with the kind of
> readership research people do every day.
>=20
> Allen Barton Retired researcher Chapel Hill, NC
>=20

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<P><A =
href=3D"mailto:abider@american.edu">abider@american.edu</P></D=

IV>
<DIV>
----- Original Message =

-----=20
</DIV>

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size=3D4>></DIV>

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size=3D4>aapornet@usc.edu<FONT face=3D"Times New Roman"=20
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<DIV>Sent: Friday, January 04, =
2002 1:14=20

PM</DIV>

<DIV>Subject: Assumed effects of =
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<DIV>
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1	26.7	26.4	27.0
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6	76.1	78.1	74.5
7	80.5	82.0	79.3
8	84.4	85.5	83.5
9	87.6	89.1	86.4
10	90.1	91.5	89.1
15	99.0	99.2	98.8
20	99.95	99.93	99.97

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

From: Robert D. Putnam [mailto:robert_putnam@harvard.edu]
 Sent: Friday, January 04, 2002 1:25 PM
 To: aapornet@usc.edu
 Subject: RE: Callbacks

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numbers are quite similar to the same statewide RDD survey of =
(2750,3500)=20
we completed during 2000 and 2001.</DIV>
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410-337-2129 fax </BLOCKQUOTE>

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<DIV>Malkin Professor of Public Policy</DIV>
<DIV>Kennedy School of Government</DIV>
<DIV>Harvard University</DIV>
<DIV>Cambridge, MA 02138</DIV><<A =
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=====
Date: Sat, 5 Jan 2002 11:25:23 -0500
From: "David Smith" <dwsmith2@nycap.rr.com>
To: <aapornet@usc.edu>
References: <b9.197da3a0.29679f3c@aol.com>
Subject: Surveys on effects of WTC and Pentagon attacks

Greetings:

I want to compile a list of studies and resources, predominantly surveys, on the impact of the WTC and Pentagon attacks and the recent anthrax assaults on the public. I mention this to distinguish studies of the population from studies of victims or others involved in these events, such as public safety officers, per se.

Several of these have been mentioned in this list, but I have not kept systematic track of them. Moreover, aapornet members may be aware of other similar activities that have not been mentioned. I would appreciate information about any and all such studies, sent to my address below. If there is sufficient interest, I will post a summary listing the items I receive.

Cordially,
David Smith

David W. Smith, Ph.D., M.P.H.

45 The Crosway
Delmar, NY 12054

dwsmith2@nycap.rr.com

=====
Date: Sat, 5 Jan 2002 09:40:53 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: <aapornet@usc.edu>
cc: <HOneill1536@aol.com>
Subject: Re: drawing conclusions (was Re: Confidentiality)
In-Reply-To: <f6.147975ae.29679del@aol.com>

I wish to note, in response to Harry O'Neill's posting, that the young Marx and Engels delighted in the notion that even young idealist intellectuals would be willing to shut off their capacities for political and social analysis in the service of reporting "news" for the new objective journalism--now a "profession," no less.

It was one thing to find that uneducated young men (not to mention women and children), who did nothing more than tend machines for twelve-hour shifts, would necessarily have to be alienated from their own labor--it was an obvious objective demand of the economic and productive systems. It was quite a different thing, however, to see well-educated professionals happily surrendering large parts of their cognitive capacities for a venerable production system used to do nothing more than to publish newspapers--which had usually *not* been at all objective, for much of their history to that time (mid-19th century).

Scientists must do much the same thing, of course, but were not often viewed as dealing with issues where social or political analysis would be at all relevant, through most of the 19th century. Journalists who bothered to publish books were not alienated in the Marxian sense, nor were academics, or at least not as long as they remained relatively quiet on events current.

Having myself Clark-Kented it for several daily metropolitan newspapers, during summer months, I find the notion of "objective" reporting worthy of laughing out loud. The obvious antidote: bylines! Each of us has to learn for ourselves which reporters are relatively objective and which are not, and also what their various biases might be. I do see our popular culture shifting in this direction, and I think it is a good thing, Karl and Fred be damned. Harry O'Neill's short list of obviously "non-objective" reporting shows that he must agree with my own finding, even if he doesn't agree that it is an encouraging development--I hope he will tell us his own subjective views on this.

My own view is that anyone who can report much of today's news purely objectively must surely be dead--or at least brain dead, or very weak of human heart. I'd much rather read two or three different slants on a story, written by someone who appears to be at least alive and human, than one written to read like an automatic, machine-generated report from some weather station. To write that way is indeed to alienate oneself from one's own labor--that I think Fred and Karl did get right.

-- Jim

P.S. What is it about Harry O'Neill that always makes me think of Marx and Engels?

On Fri, 4 Jan 2002 HOneill1536@aol.com wrote:

> The comment that journalists accustomed to "objective" reporting might be
> uncomfortable expressing an opinion is hilarious - just tune into ABC,
NBC,
> CBS or read The New York Times any day of the week.
>
> Harry O'Neill
>

=====
Date: Sat, 5 Jan 2002 12:52:57 -0500
From: "James P. Murphy" <jpmurphy@jpmurphy.com>
To: <aapornet@usc.edu>
Subject: Re: Callbacks

My reading of the original comment by Putnam says nothing about response rate. He states "of the interviews eventually completed." The report in the link states that the response rate was 29% and the cooperation rate was 42%. The incremental contribution (expressed as a proportion) of repeated callbacks, while related, is a separate issue from the ending response and cooperation rates.

Perhaps Prof. Putnam could tell us if his conclusion that concerns about response rates are exaggerated is based on an internal analysis of the referenced survey, or other studies. If the former only, it's difficult to accept that a study not exceeding 42% would contain the information needed to support such a conclusion. Some work has been done on this by Prof. Gendall in New Zealand who concluded (correct me if I am wrong) that non-trivial differences in results do not appear to vanish until the response rate goes above 50%.

James P. Murphy, Ph.D.
Voice (610) 408-8800
Fax (610) 408-8802
jpmurphy@jpmurphy.com
-----Original Message-----

From: Scott McBride <hcmresch@erols.com>
To: aapornet@usc.edu <aapornet@usc.edu>
Date: Saturday, January 05, 2002 3:15 AM
Subject: Re: Callbacks

Thanks for the comments on callbacks. I was surprised by the steady instead of dramatic decline in productivity over various callbacks in Bob Putnam's study. However, if you take out the cumulative effect, it does appear less

productive after three or four attempts (24%, 16%, 13%, 9%, 7% completed).

If I am interpreting this correctly, a study should have a greater than 50% cooperation rate with one call and 3 or more callbacks. We tabbed results years ago by callback and found the same demographic difference---slightly younger and less affluent with additional callbacks. However, differences were not significant.

I also saw an interesting study summary in Marketing Research Essentials by McDaniel and Gates (1998). On page 161, they reference a study by Thomas Danbury, chairman of Survey Sampling. The study included 65,000 completed telephone interviews. They tabbed results from one call to seven callbacks and were surprised to find that there were no significant differences in results by demographic characteristics. It also says, "Despite the findings, Danbury still recommends three callback attempts."

In a study where I was referred by Tim Triplett (University of Maryland), his graphs show that it took 6 calls (5 callbacks) to reach a 50% response rate in Fall of 95, but it took 20 call attempts to reach 50% in the Spring of 2000. He says that each call attempt after the third call contributes less to the overall response rate. The decline is linear until 15 attempts and then dramatic. He recommends 15 call attempts for studies where the budget can support it. He said demographic differences by call attempt vary from study to study.

We will set CATI to anywhere from 4 to 8 callbacks depending how much sample is available, budget, how much time is allotted until results are needed, whether there is a targeted response rate, subject matter, and the targeted audience. We work with a lot of field agencies and I don't expect that our discussions on this issue are different with other firms they deal with. I don't see a lot of solid evidence that going beyond 4 callbacks results in different results which is most important, so I question a blanket requirement. It does make you wonder though about these overnight polls discussed so frequently on aapornet. How many call backs are done in these?

Thanks again for your help. I would be interested in any comments.

Scott McBride
Hollander Cohen & McBride
22 West Rd., Suite 301
Towson, Maryland 21204
410-337-2121
410-337-2129 fax

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

From: Robert D. Putnam
To: aapornet@usc.edu
Sent: Friday, January 04, 2002 1:24 PM
Subject: RE: Callbacks

TNSI did a very large (N=30k) nationwide RDD survey for us in the fall of 2000, with up to 25 callbacks. I did an exhaustive, unpublished examination

of the productivity of the later call-backs. Of the interviews eventually completed, here are the cumulative percentages completed at each call-back.

1	24%
2	40%
3	53%
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7	78%
8	82%
9	85%
10	87%

Thus, there was no significant drop-off after 3 callbacks. Generally speaking, respondents reached in the earlier call-backs were somewhat older and more likely to be white than those reached in the later call-backs.

Bob Putnam

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

From: Scott McBride [mailto:hcmresch@erols.com]

Sent: Thursday, January 03, 2002 2:08 PM

To: aapornet@usc.edu

Subject: Re: Callbacks

Is there any type of industry standard regarding callbacks on RDD and/or listed samples? I tried to search CMOR, MRA, and AAPOR, but didn't turn up anything. I remember reading an article about how the productivity of call attempts drops off significantly after 3 callbacks, but I was looking for a supporting study or article. Also any comments on how the number of callbacks influences project costs. Since few firms leave return numbers on answering machines, are answering machines in effect treated as a respondent not available and thus count as one callback. Thanks in advance for your help.

Scott McBride

Hollander Cohen & McBride
22 West Rd., Suite 301
Towson, Maryland 21204
410-337-2121
410-337-2129 fax

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

Date: Sat, 05 Jan 2002 11:55:20 -0500
To: aapornet@usc.edu
From: "Robert D. Putnam" <robert_putnam@harvard.edu>
Subject: Re: Callbacks
In-Reply-To: <008601c19573\$53639f60\$0700a8c0@SCOTT>
References: <5.1.0.14.2.20020104131633.00ab4d38@pop.fas.harvard.edu>
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At the risk of overstaying my welcome at the e-podium, I need to say that Scott McBride's comment last evening (quoted below) reflected a misunderstanding of the call-back data I posted yesterday. As I said in my posting, the data referred to the percentage of "all interviews ever completed" that were completed by a given number of call-backs. The final cooperation rate on this study (after all callbacks) was 42%, so if (for example) we had stopped at 3 calls we would have had a cooperation rate of $42\% \times 53\% = 22\%$, not 53%.

We also would have had a sample that was significantly older and "whiter" (and therefore more "established") than the final sample. Respondents reached within 3 call attempts were 75% non-Hispanic white with a mean age of 46.5; respondents reached only after 4 or more calls were 69% non-Hispanic white with a mean age of 42.7. Respondents reached only after 20 attempts or more were only 59% non-Hispanic white with a mean age of 40.1; they comprised only 2.4% of the final sample, but in this large study that amounted to 699 respondents. For some purposes this modest bias--it's somewhat easier to reach older whites than younger minority members--may be substantively relevant, but for other purposes it would not be. In our case, for example, 49% of respondents reached within 3 call attempts trusted their neighbors "a lot," as compared to 41% of those reached only after 20 calls or more.

For what it's worth, we also examined the effects of "conversion calls," in which initial refusals were subsequently persuaded to do the interview. This group of "reluctants" is quite different from the high-call-backs group. (People reached only after many call-backs may not be home much during normal hours, but quite willing to be interviewed once

<not younger, as was true of the high-call-back respondents>, less racially tolerant, and more socially isolated. This finding was reminiscent of the Pew finding a few years ago that pushing for higher response rates does not affect most variables, but does uncover a somewhat more racist stratum of the population.

Bob Putnam

At 05:58 PM 1/4/2002 -0500, Scott McBride wrote:

<blockquote type=cite class=cite cite>If I am interpreting this [Putnam's data] correctly, a study should have a greater than 50% cooperation rate with one call and 3 or more callbacks.</blockquote>

<div>Robert D. Putnam</div>

<div>Malkin Professor of Public Policy</div>

<div>Kennedy School of Government</div>

<div>Harvard University</div>

<div>Cambridge, MA 02138</div>

<<a href="http://ksgwww.harvard.edu/saguaro/"

EUDORA=AUTOURL>http://ksgwww.harvard.edu/saguaro/>

</html>

-----=_168329885==_ .ALT--

=====
Date: Sat, 5 Jan 2002 10:24:18 -0800 (PST)

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

To: Albert Biderman <abider@american.edu>

cc: <aapornet@usc.edu>

Subject: Re: Assumed effects of respondent quotes in poll stories

In-Reply-To: <006e01c195b3\$e56e9a00\$d7ba0304@oemcomputer>

Before this particular thread unravels, fades into the sunset, or otherwise disappears in whatever way threads do, I would like to recall and acknowledge especially the contributions of both Warren Mitofsky and Al Biderman, for making this--at least for me--one of the more interesting, stimulating and memorable discussions that I think we have had here on our humble list. I also wish to thank again Lydia Saad, for her selfless efforts in representing Al Biderman's ideas in the continuing discussions, in his absence. My personal thanks also to all of you others who helped contribute to making this a true "meeting place," in the spirit of our first volume of published history.

-- Jim

On Sat, 5 Jan 2002, Albert Biderman wrote:

> On 01/04, Allen Barton wrote, in part:

>

> > My God -- all this speculation about the possible negative or positive

> > effects of quotations from respondents in newspaper stories reporting
> > surveys. Aren't we researchers?

Date: Sat, 05 Jan 2002 15:24:36 -0500
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
To: aapornet@usc.edu
Subject: Re: Callbacks
References: <5.1.0.14.2.20020104131633.00ab4d38@pop.fas.harvard.edu>
<008601c19573\$53639f60\$0700a8c0@SCOTT>

The information provided in this thread relating response rate improvement to the number of callbacks is interesting but one critical dimension seems to have been left out of all the comments I have seen, that is the time patterns of the callbacks.

Telephone interviewing is not my primary interest, so I can't say that I have been diligently looking into this, but the only serious quantitative analysis that I recall on this aspect of the relationship between callbacks and response rates came in a presentation by someone from Abt Associates at a NEAAPOR mini-conference a few years back. Even there, the analysis did not go much beyond finding which successive weekday+timeslot pairings resulted in the highest completion rates.

Can anyone tell me if there have been other studies along these lines?

Jan Werner
jwerner@jwdp.com

> Thanks for the comments on callbacks. I was surprised by the
> steady instead of dramatic decline in productivity over various
> callbacks in Bob Putnam's study. However, if you take out the
> cumulative effect, it does appear less productive after three
> or four attempts (24%, 16%, 13%, 9%, 7% completed).

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> greater than 50% cooperation rate with one call and 3 or more
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> characteristics. It also says, "Despite the findings, Danbury
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> How many call backs are done in these?

> Thanks again for your help. I would be interested in any comments.

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>> From: Robert D. Putnam
>> To: aapornet@usc.edu
>> Sent: Friday, January 04, 2002 1:24 PM
>> Subject: RE: Callbacks

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>> Generally speaking, respondents reached in the earlier
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>>
>> Bob Putnam

Date: Sat, 5 Jan 2002 17:49:55 -0500
From: "Albert Biderman" <abider@american.edu>
To: "James Beniger" <beniger@rcf.usc.edu>, <Lydia_Saad@gallup.com>
Cc: <aapornet@usc.edu>
References: <Pine.GSO.4.33.0201050948230.7228-100000@almaak.usc.edu>
Subject: Re: Assumed effects of respondent quotes in poll stories

A draft of my second post to this thread began with a paragraph that got lost when I attempted to revise it to acknowledge some good on-point posts that had been entered after Lydia's. Mr. Norton's unerase utility has allowed me to recover the lost opener:

> I appreciate Lydia Saad's post that got this
> derailed train of thought back on track,
> particularly since she did not have much
> interest in the points to which I sought to
> direct it. . . .

Al

Albert Biderman
abider@american.edu

Date: Sun, 6 Jan 2002 00:37:28 -0500
From: "Albert Biderman" <abider@american.edu>
To: "AAPORNET" <aapornet@usc.edu>
Subject: Re: Callbacks
boundary="-----_NextPart_000_007A_01C1964A.51C07C00"

This is a multi-part message in MIME format.

-----_NextPart_000_007A_01C1964A.51C07C00

Given Putnam's interest in response rate issues only as they might affect his substantive findings, I wonder whether he went beyond the sequential productivity measure discussed in this thread. (Forgive me if I get gratuitously didactic in explaining why I question that criterion.)

"Productivity" is a crude criterion from some statistical standpoints. While the raw number of completions at successive callbacks may decline at an increasing rate, this does not necessarily mean that the reduction of non-completion bias is similarly non-linear.

Even in sample studies, some are more equal than others. The statistical =
=3D
importance of an incremental completion will vary:

- a. with sample weight where a design employing weights is employed
- b. with moment where the variates added by incremental callbacks =
=3D
are of high moment in important analyses, particularly when modes of =3D
analyses are employed that are not robust with regard to extreme values
- c. with power increment when the extra completions are essential to =
=3D
achieve sufficient sensitivity or discrimination to base some important =
=3D
statistical statement on the data.

Sometimes these contributions of a case to bias may be partially =3D
mutually offsetting, as in the case with young, black males. =3D
Over-sampling design features often reduce the sample weight of each =3D
such case; but they can leverage in major ways many important variables =
=3D
and they can have attributes that are uncommon but often important in =
=3D
studies, such as of morbidity.

=3D20

Clearly, to go after particular types of non-completions (by =3D
concentrating callbacks on certain geocodes, for instance) is biasing so =
=3D
that uniformly increasing the number of callbacks is indicated. There =
=3D
presumably are statistical quality control methods that would allow for =
=3D
a more selective approach but these are beyond me.

My own rule is to run for cover whenever I see an economic word like =
=3D
"productivity" for fear of being sandbagged by a bunch of powerful =3D
hidden value assumptions. However, I do see a problem with =3D
"increments" also because of its unfortunate antonym.

Albert Biderman
abider@american.edu

----- Original Message -----=20
From: "Robert D. Putnam" <robert_putnam@harvard.edu>
To: <aapornet@usc.edu>
Sent: Friday, January 04, 2002 3:32 PM
Subject: RE: Callbacks

> Several people have written privately to ask more about the study I=20
> reported early today on call-back productivity.
>=20

> Frankly, I was much more interested in the substantive results of the=20
> project (which profiled social capital, civic engagement, and similar=20
> issues). The call-back analysis was merely part of preliminary work I =
did=20
> to see whether response rate issues might affect our substantive=20
> findings. Bottom line was "probably not enough to worry=20
> about." Ironically, I tried to publish a paper on that same topic =
several=20
> years ago in POQ and was told that it was of insufficient general=20
> interest. I may eventually return to that general topic, because I =
believe=20
> that the modal view in the profession significantly over-estimates the =

> substantive impact of response rates and significantly under-estimates =
the=20
> substantive impact of other error sources, like context effects. But =
for=20
> now I'm afraid I don't have anything written that I can share, and =
other=20
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>=20
> For more information about the basic study, see=20
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> entire data-set into the public domain within weeks of having it =
reasonably=20
> clean. So if you are interested in these data and want to replicate =
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> http://www.ropercenter.uconn.edu/scc_bench.html. The relevant =
variable is=20
> named CALL.
>=20
> Bob
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>=20
> Robert D. Putnam
> Malkin Professor of Public Policy
> Kennedy School of Government
> Harvard University
> Cambridge, MA 02138
> <<http://ksgwww.harvard.edu/saguaro/>>
>=20

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Albert Biderman
<A=20
href=3D"mailto:abider@american.edu"><FONT=20
size=3D3>abider@american.edu
</P>
<P>----- Original Message ----- =

From:=20
"Robert D. Putnam" <robert_putnam@harvard.edu>
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<aapornet@usc.edu>
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<http://ksgwww.harvard.edu/saguaro/>
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=====
Date: Sun, 6 Jan 2002 09:11:33 -0500 (EST)
From: Alice Robbin <arobbin@indiana.edu>
To: aapornet@usc.edu
Subject: j article of potential interest: online surveys
In-Reply-To: <007f01c19674\$484f16c0\$8fbb0304@oemcomputer>

Title: Navigational issues in the design of online self-administered
questionnaires
Author(s): Kent L. Norman; Zachary Friedman; Kirk Norman; Rod
Stevenson
Source: Behaviour and Information Technology
Volume: 20 Number:1 Page: 37 -- 45

Abstract: Answering questions on surveys involves the access of internal
knowledge structures, the retrieval of records from external
databases and the navigation of items on the interface. In this study
a number of alternative designs for online questionnaire presentation
were investigated. A long heterogeneous survey was partitioned in
four ways: whole form, semantic sections, screen pages and single items.
Questionnaires were presented with or without an index, resulting in
eight versions. Neither initial completion times nor subjective
assessments differed among the eight versions due to the highly
linear navigation of the surveys. Respondents were asked to revisit 16
questions based on the topic of the question or on the question
number and to change their answers. Revision times reflected ease of
finding items in the structure of the survey and the use of an index to the
sections of the questionnaire.

*

Alice Robbin, Associate Professor
SLIS, The Information Science School
Indiana University
021 Main Library
1320 East 10th Street
Bloomington, IN 47405-3907
Office: (812) 855-5389 Fax: (812) 855-6166
Email: arobbin@indiana.edu

=====
Date: Sun, 6 Jan 2002 09:12:20 -0800 (PST)

From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Three War Stars Are Born (Wm Schneider LATimes)

Bill Schneider, CNN political analyst, begins and ends his piece here with poll data--a December Time magazine poll at the beginning, a December Gallup poll, at the end.

-- Jim

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<http://www.latimes.com/news/printedition/opinion/la-000001283jan06.story>

January 6 2002

POLITICS

Three War Stars Are Born

By WILLIAM SCHNEIDER

WASHINGTON -- "Star Wars" is fiction. But war stars is a fact. Wars create popular heroes. And political stars. It goes all the way back to the beginning of the republic--George Washington, Ulysses S. Grant, Theodore Roosevelt, Dwight D. Eisenhower, Colin L. Powell.

And now, who? Well, to start with, Rudolph W. Giuliani.

Rarely has a politician seen his image transformed so quickly and so dramatically. Remember last summer when the New York tabloids were filled with stories about Mayor Giuliani's scandalous personal life? After Sept. 11, Giuliani appeared with his girlfriend all over New York--and overseas--and nobody seemed to notice. Or care. Giuliani's pitch-perfect response to the terrorist attacks made him a hero and an inspiration. The percentage of Americans who say Giuliani has done a "very good" job of responding to the terrorist attacks: 61 (in a Time magazine mid-December poll). Percentage of Americans who say President Bush has done a "very good" job of responding to the terrorist attacks: 53 in late October. The old Giuliani was petty and vindictive. The new Giuliani is ... well, petty and vindictive. At a farewell meeting in Brooklyn last month, the mother of a policeman rose to ask the mayor why the city had not given police officers a long overdue pay raise. "What you just did isn't right," the mayor said sharply. "I can't negotiate a contract with you now. You shouldn't have done this." And that is one reason why, despite his Churchillian stature, Giuliani's political future is cloudy. He has an outsized personality and a difficult temperament. He does not, as they used to say in school, work and play well with others.

Sen. Giuliani? It's hard to see him going along or getting along with 99 colleagues. Vice President Giuliani? A vice president's job is to be loyal and self-abasing. That's not him. Gov. Giuliani? That's the role most people see him in. But he'll have to wait five years, since New York's Republican Gov. George Pataki is running for a third term this year. President Giuliani? He'd be a formidable contender. He's already impressed the country with his presidential qualities. But he has to find a party that will nominate him. Conservatives distrust him. He's pro-choice, pro-gay rights and pro-gun control. And, anyway, the GOP nomination won't be open for another seven years, during which time Giuliani has to figure out a way to stay in the spotlight.

A presidential appointment, maybe. Some kind of reconstruction czar. If anyone was ever born to be a czar, it's Giuliani. But Bush needs to keep Giuliani at arm's length. He's already overshadowed the president once.

Another unlikely war star has emerged out of the ranks of the GOP-- Secretary of Defense Donald H. Rumsfeld. Before Sept. 11, Rumsfeld was a retread. He first served as defense secretary in the Gerald R. Ford administration--more than 26 years ago.

Now he's a TV star. Rumsfeld's daily press briefings are cool, crisp and authoritative. He speaks to the American people like he's speaking to grown-ups. In polished sentences and paragraphs. Without spin. When a reporter asked him what's being done with prisoners of war being held by the Pakistanis, Rumsfeld replied, "I'm not as knowledgeable as I might be in 24 hours.'" Rumsfeld's briefings are a metaphor. The U.S. is in control of the military situation, just as Rumsfeld is in control of the press. "[Osama bin Laden] is important. We're after him. We intend to find him. I believe we will,'" Rumsfeld said on Dec. 19. "And if he turns up somewhere thumbing his nose at you?" a reporter asked. Rumsfeld replied, "We will go see about that thumb.'" In other words: trust us. We know what we're doing.

In effect, Rumsfeld is doing what Vice President Dick Cheney was supposed to do. He's a reassuring presence in an administration headed by a president with little national or international experience. Meanwhile, Cheney is in an "undisclosed, secure location." Where he may remain in 2004. If the international situation is still tense, Rumsfeld would be a good choice for the No. 2 spot on the GOP ticket.

The Democrats have their own war star--Senate Majority Leader Tom Daschle. Daschle was propelled into prominence by two unlikely events last year. The first was in June, when Vermont Sen. James M. Jeffords startled the political world by leaving the Republican Party to become an independent. That made Daschle the new Senate majority leader--and the highest-ranking Democrat in Washington.

Then, in October, Daschle was the target of an anthrax attack. The attack was so virulent it forced senators to vacate their offices for months. And magnified Daschle's image of importance. Once an obscure senator from an obscure state (South Dakota), Daschle has become an assured figure who rallies Democrats and infuriates Republicans. Why? Because the majority leader came up with a devious plan: He said Democrats should stand squarely with the president on the war while opposing Bush's domestic agenda.

What's devious about that? It's the way most Democrats feel. But it's driving Republicans crazy. They're trying to depict Daschle's opposition as disloyalty. What it is is partisanship. On issues that have nothing to do with the war, and where partisanship has always prevailed. Conservatives ran a newspaper ad in South Dakota picturing Daschle side by side with Saddam Hussein. The implication? Daschle is in league with the Iraqi dictator because he opposes oil drilling in Alaska's Arctic National Wildlife Refuge.

They ran a radio ad in Daschle's home state accusing the majority leader of plotting "to use the economy as a campaign issue." So, what else is new? Well, there's the implication, spelled out in the ad, that Democrats blocked passage of Bush's economic stimulus package because they "really don't want the recession to end." Daschle's defense? "We want to pass something but we don't want to pass anything."

In a memo to Senate Republicans, GOP strategist Frank Luntz wrote, "Remember what the Democrats did to [former House Speaker Newt] Gingrich? We need to do exactly the same thing to Daschle."

Memo to Luntz: Tom Daschle isn't Newt Gingrich. Daschle comes across as mild-mannered and soft-spoken--a nice guy. Yeah, Luntz said in an interview, "He's so nice, so unassuming, that you'll never see the knife until it's in your back."

The fact is, the economy has surpassed terrorism as a public concern. Does that mean the memory of Sept. 11 is fading? No. It means the war on terrorism is going well, while the economy is not going well. Republicans want to turn public support for Bush Agenda II--the war on terrorism--into support for Bush Agenda I--"compassionate conservatism." But they've got Daschle standing in their way.

The number of people who support Bush--more than 80%--is noticeably higher than the number who say they agree with him on the issues (about 60%). News flash: You can support the president even if you don't agree with him. Especially at a time like this.

That's what Daschle is saying. He's saying it so well, it's making him a contender for the presidency in 2004.

Daschle's star is rising while Al Gore's is falling. Last month, a Gallup poll asked Democrats whether they would like to see their party nominate Gore for president in 2004 "or someone else." The winner?

"Someone else," 66% to 26%.

Gore does a lot better among Democrats who believe Bush stole the election. But the number of Democrats who believe Bush stole the election has been dropping. It's now down to 25%.

The Democrats' war star is Daschle. Gore is a war casualty.

William Schneider, a contributing editor to Opinion, is a political analyst for CNN.

<http://www.latimes.com/news/printedition/opinion/la-000001283jan06.story>

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Date: Mon, 07 Jan 2002 11:24:27 +0100
To: aapornet@usc.edu
From: Edith de Leeuw <edith1@xs4all.nl>
Subject: Re: Opinions about research
In-Reply-To: <cc.45dfbfc.29663ec7@aol.com>
boundary="====_1038924==_ .ALT"

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Dear J. Ann,

I did a large mode comparison focussing on data quality for my Ph.D thesis in the Netherlands. Unfortunately the book is out of print, but I have permission to send copies to interested researchers. I can send it as pdf-files to you if you are interested. (my home page is still under construction, so I have to e-mail these). I think especially the first chapters on the theoretical background and a meta-analysis of published comparisons may be of interest to you.

Let me know if you would like it.

Good luck with the project and keep us informed!

Edith

At 06:09 PM 1/3/02 -0500, you wrote:

>I'm moving forward with a demonstration project on how data collection
>methods affect response rates--and more importantly, the quality of the
>data. More on all that another time.

>

>I thought I'd pose this to the list. We'll have time/space in these
>surveys to ask about attitudes toward surveys, how frequently the
>respondent cooperates/opt's out, whether their attitudes toward cooperating
>with surveys would differ if there were no such thing as telemarketing . .
>. and so on. At this stage, I'm collecting suggestions for questions
>gauging respondents' attitudes toward data collection. I'd welcome your
>input. JAS

>

>J. Ann Selzer, Ph.D.

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>Des Moines

>JAnnSelzer@aol.com, for purposes of this list; otherwise,

>JASelzer@SelzerCo.com
>Visit our website at www.SelzerCo.com

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eudora="autourl">www.SelzerCo.com

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Date: Mon, 7 Jan 2002 09:50:09 EST

From: JAnnSelzer@aol.com

Received: from JAnnSelzer@aol.com

by imo-d08.mx.aol.com (mail_out_v31_r1.9.) id 5.33.206f2dc6 (4331)

for <aapornet@usc.edu>; Mon, 7 Jan 2002 09:50:09 -0500 (EST)

Subject: Re: Opinions about research

To: aapornet@usc.edu

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This sounds very interesting and timely. I'd welcome it. Thanks for your offer. JAS

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Visit our website at www.SelzerCo.com

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<BR>J. Ann Selzer, Ph.D.<BR>Selzer & Company, Inc.<BR>Des Moines<BR>JAnnSelzer@aol.com, for purposes of this list; otherwise,  
JASelzer@SelzerCo.com<BR>Visit our website at www.SelzerCo.com</FONT></HTML>
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Date: Mon, 7 Jan 2002 07:24:03 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Americans, Gradually, Feel Grip of Recession (L Uchitelle NYTimes)
```

Both Tom Smith, NORC, University of Chicago, and Humphrey Taylor, Louis Harris & Associates, are quoted on the front page of today's New York Times, in this report by Louis Uchitelle.

-- Jim

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<http://www.nytimes.com/2002/01/07/business/07COPE.html>

January 7, 2002

AMERICANS, GRADUALLY, FEEL GRIP OF RECESSION

By LOUIS UCHITELLE

The recession that started in March is gradually intruding on people's lives, forcing them to cut back in ways that contribute to the downturn.

Young people just out of college find themselves unable to land jobs in their chosen careers, or to afford rent for their first homes. Retirees try to get by on suddenly shrunken incomes. Immigrants send less money to relatives back home, or cut their own expenses. And a growing number of middle-income people, having lost jobs or bonuses or raises, squeeze luxury out of their lives.

But if the number of Americans untouched by recession is diminishing, optimism is not. The expectation of most forecasters -- that the economy will be rising by June -- is shared by many Americans who see their new hardship as temporary and therefore bearable. That mix of optimism and pain showed up in two dozen interviews with people in all walks of life across the country.

"People see this recession as a temporary adjustment after a long expansion that could not go on forever," said Tom W. Smith, a director at the University of Chicago's National Opinion Research Center. "The message we get is that people are hurting; they are finally beginning to experience the recession in their daily lives. But they view the economy as fundamentally sound."

Only a minority of the population, roughly 17 percent, feel directly affected by the recession, said Humphrey Taylor, chairman of Louis Harris & Associates, the polling firm. But that is up from 10 percent last summer and is growing rapidly, deepening the downturn as people are drawn in and spend less.

New college graduates are especially touched, people like Anne Turner Gunnison, who is unable to find a job in her chosen field. Andrew Mickish and Karen Griffin, a couple in their early 30's, had a solid foothold in the dot-com world, plummeted into unemployment, then made it only partway back, and shifted to a simpler lifestyle.

Daniel Mejia, an immigrant who worries that his job as a van driver is about to vanish, has stopped sending money to his grown children in El Salvador.

Preston S. Smith, a marketing executive at the wealthier end of the spectrum, is cutting back on vacations and other purchases, but is betting on a bull market soon. The Henkenius family of rural Iowa, earning well but feeling recession all around them, are trimming their already modest expenses. And Philip Colombo, a recent retiree hoping to move smoothly into a new job, is finding the road rather bumpy.

The poor, meanwhile, who suffer in good times as well as bad, seem less affected than higher-income people. Unemployment has barely risen in the past year among people who make less than \$20,000, the Labor Department reports. That is not much consolation for Tony Acevedo, who has many fewer customers for his \$10 boardwalk massages, although he shows up in the statistics as employed.

Through most of last fall, attention focused more on the terrorist attacks and the national response than on the economy. But now opinion polls show that the recession is surging back into public focus, along with an unexpected optimism.

"There is this tremendous sense of resiliency and resourcefulness," Mr. Smith, the pollster, said. "We will get the terrorists and we will work our way through the recession."

Challenges for the Class of 2001

No group appears to be experiencing the recession with more surprise, and pain, than the Class of 2001, caught off guard as they started careers. For Ms. Gunnison, 22, an art history major, the recession was under way when she graduated from Stanford in June. But she did not notice. She moved quickly into an ideal job: classifying early 20th-century Indonesian textiles at the Cantor Center for Visual Arts at Stanford. There was even a salary, \$10 an hour, for this opening burst in her career.

But when the textile project ended in October, Ms. Gunnison tried to move along. "I thought the next job was out there," she said, "and it wasn't."

With art sales shrinking, museums and galleries stopped hiring, and numerous applications for jobs in her field turned up no openings. The one she did find -- explaining contemporary art to gallery visitors at \$15 an hour -- drew 80 applicants. Ms. Gunnison was one of two finalists, but did not get the job.

Giving up plans to take an apartment in San Francisco, she soon moved back to her parents' home in Sacramento, lowering her sights as she retreated. "I am aware now of the recession, but I cannot understand why I cannot find any job," she said. In her latest attempt, she applied for an opening at a bakery, which did not bother to call her back.

Ms. Gunnison's pain is shared by young people a decade older, like Mr. Mickish and Ms. Griffin. Their income soared to \$143,000 last January as they swung from dot-com to dot-com in Pittsburgh's high-technology world, and then they slid into unemployment.

Fleeing the debacle, they moved in September to Miami, where they have put together \$90,000 in family income, he as a software engineer at a dot-com, she as a coordinator for a nonprofit organization that offers water sports for disabled vacationers and residents.

"We found in The South Florida Business Journal a little write-up about a software company that was running in the black; no venture capital, no lines of credit," said Ms. Griffin, who is 31, two years younger than her husband. "We decided that was the only sort of dot-com that could survive, so Andy applied and got a job."

He earns \$70,000. Gone now is the dining out in fine restaurants and the season tickets to jazz concerts, the symphony, the theater -- the life left behind in Pittsburgh. The second car is gone, and the \$20,000 in

credit card debt is nearly paid off, mostly by draining savings. The couple's biggest expense is \$1,200 a month rent on their bungalow, but most months they get a discount by doing work on the building.

"The recession is bringing us a different conception of life," Ms. Griffin said. "We worked our heads off for money and it ended up being an illusion. So we made the decision to live simpler lives."

Added Pressure on Immigrants

What brought the recession into the life of Mr. Mejia, an immigrant from El Salvador, was a letter that Massachusetts sent to state employees in December warning that because tax revenues were falling, 5,000 jobs would be cut, including jobs in the Department of Mental Health, where Mr. Mejia works as a minivan driver.

So like millions of Americans, the Mejia family is cutting expenses, which in turn threatens to deepen the recession.

Not that Mr. Mejia, 52, or his wife, Magnolia, 48, ever spent incautiously. Millions of immigrants do not earn even as much as he now does -- \$30,000 in the state job and \$9,000 as a night janitor at Harvard. Mrs. Mejia adds \$4,000 as a nanny.

What frightens the Mejias is that he could lose his state job, a post he moved up to in 1999 after working for years as a lower-paid orderly.

So Mr. Mejia is taking precautions. He has stopped sending \$200 a month to three grown children in El Salvador. The fourth child lives with the Mejias in their two-bedroom apartment near Boston University, which costs \$1,300 a month, up 30 percent in a year, Mr. Mejia complains.

The Mejias gave up a trip to Colombia, Mrs. Mejia's homeland, and the family has all but stopped buying clothing, even for the youngest, a son, 10. Mr. Mejia canceled a cellphone, and put their tax rebate toward paying down debt.

The money he sent south had been for three children from his first marriage, children raised by his mother after Mr. Mejia emigrated 18 years ago. He tried before to bring them north, he said, but they did not want to leave their grandmother. "Now they want to come and I can't get them visas," he said.

Changes for the Rich and Poor

At the upper end of the work force, Mr. Smith, 49, is also beginning to experience the recession. Relatively few Americans earn more than he does as an executive at Lowe, Brockenbrough & Company in Richmond, Va., which manages investments for wealthy clients.

But his income, which had been rising 10 percent a year, leveled off in 2001 at nearly \$140,000. And the bonus portion, \$20,000, is being paid more slowly -- in four installments over 12 months instead of the usual

two over six months.

"I had hoped to be earning at least \$160,000 by now, but the company's performance has obviously been affected," Mr. Smith said. So he is cutting expenses, planning just one vacation in 2002 -- and only with his wife -- instead of the three vacations the family took in 2001, two with all six children.

He has put off many optional purchases, like buying a new computer to replace the oldest of the three PC's scattered through the family's six-bedroom home in a Richmond suburb. When his father-in-law purchased a new printer, Mr. Smith offered to buy the old one, and finally accepted it as a gift. Still, he sees this austerity as temporary. The recovery cannot be far off, he said, and he is already putting money into what he calls underpriced stocks, betting on a bull market ahead.

Mr. Acevedo, at the poor end of the national income scale, is not sanguine. A sometime actor, he had gotten by for five years by giving impromptu \$10 massages at a boardwalk stand in Venice, Calif. Now, instead of 8 or 10 customers, a good day is 3 or 4, and Mr. Acevedo, 58, often discounts his price to get them.

"All the vendors are discounting," he said. "I guess people are afraid to spend."

Fears for Those Not Yet Affected

Some families suffer the symptoms of recession shock without yet being hurt by the recession. That is the story of the Henkenius family in Arcadia, Iowa, population 400.

Darrell Henkenius and his wife, Kerry, both 40, bring home \$65,000 a year, he as the manager of a grain elevator, she as a part-time truck dispatcher. That is high-end income in Arcadia, and Mr. Henkenius is still getting raises, putting them even further above the nation's median family income of just over \$50,000. Without hesitation, the couple added \$500 to annual school tuition, when their youngest, 8-year-old Hope, joined her two teen-age sisters at a Catholic school.

But farmers have been in recession for months, suffering from weak crop prices, and the Henkenius family is gradually embracing the mood around them. By refinancing debt, the family has cut mortgage and car payments to \$300 a month from \$600. Rather than hire a carpenter to rebuild their front porch, Mr. Henkenius did the work himself. And rather than drive two hours to shop in Omaha, the family uses the Internet more often, and buys less.

For Mr. Henkenius, Sept. 11 was yet another blow to rural America. "Things have got to rebound," he said.

Retirees Face Uneasy Times

Mr. Colombo, 59, retired on July 7, unaware that the downturn he read

about in his newspaper applied to him, too, and would soon upend his plans. His father, he notes, retired at 60 and never worked again, had not wanted to. Mr. Colombo had a different goal. He would roll quickly into a new job that employed the same media and public relations skills he had used as a service coordinator at the Tri-County Metropolitan Transit District of Oregon, the public transit authority in Portland.

"I did not sense a recession at all here in Portland until I looked for a job and started getting negative letters," Mr. Colombo said. He soon asked friends in the media what was happening. "I learned that people were being laid off behind the scenes," he said.

Mr. Colombo, who worked at Tri-Met for 20 years, earning \$51,000 when he retired, counts on another job, one that pays at least \$35,000, to supplement his pension. He took the pension as a lump sum of \$161,000, rather than in monthly installments of \$800 to \$900.

A financial adviser invested the \$161,000 in stocks, preferring that to interest-bearing deposits that are a problem now for many retirees because rates have fallen so low. But his portfolio today is worth \$4,000 less, Mr. Colombo reports.

As if that were not enough, his wife, Jacqueline, 52, has had her hours as a receptionist cut, shaving more than \$1,000 from her \$12,000-a-year income.

Still, Mr. Colombo is persistently optimistic. He will soon begin to draw \$1,200 a month from his pension fund, confident that rising stock prices will more than replace the outlay. His two children are grown and self-supporting. He and his wife have made the usual spending cuts: less eating out, no new clothing, and the biggest sacrifice of all, Mr. Colombo's decision to postpone for a semester the doctorate he is pursuing in public policy. "I could not right now take \$700 and invest it in tuition," he said.

Asked if he would have retired in July, knowing what he knows now, he hesitated. He probably would have waited, he finally acknowledged, but quickly added that he hated the job. "The conditions in the office were not the best," he said.

Once the recovery comes, Mr. Colombo said, he will find a job. And the recovery will come. This 10th recession since World War II is not yet, for the optimistic Colombo family, life-changing.

<http://www.nytimes.com/2002/01/07/business/07COPE.html>

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Date: Mon, 07 Jan 2002 12:06:41 -0500

Sometimes these contributions of a case to bias may be partially mutually offsetting, as in the case with young, black males.

Over-sampling design features often reduce the sample weight of each such case; but they can leverage in major ways many important variables and they can have attributes that are uncommon but often important in studies, such as of morbidity.

Clearly, to go after particular types of non-completions (by concentrating callbacks on certain geocodes, for instance) is biasing so that uniformly increasing the number of callbacks is indicated. There presumably are statistical quality control methods that would allow for a more selective approach but these are beyond me.

My own rule is to run for cover whenever I see an economic word like "productivity" for fear of being sandbagged by a bunch of hidden value assumptions. However, I do see a problem with "increments" also because of its unfortunate antonym.

Albert Biderman

abider@american.edu

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

From: "Robert D. Putnam" <robert_putnam@harvard.edu>

To: <aapornet@usc.edu>

Sent: Friday, January 04, 2002 3:32 PM

Subject: RE: Callbacks

> Several people have written privately to ask more about the study I reported early today on call-back productivity.

> Frankly, I was much more interested in the substantive results of the project (which profiled social capital, civic engagement, and similar issues). The call-back analysis was merely part of preliminary work I did to see whether response rate issues might affect our substantive findings. Bottom line was "probably not enough to worry about." Ironically, I tried to publish a paper on that same topic several years ago in POQ and was told that it was of insufficient general interest. I may eventually return to that general topic, because I believe

> that the modal view in the profession significantly over-estimates
the

> substantive impact of response rates and significantly
under-estimates the

> substantive impact of other error sources, like context
effects. But for

> now I'm afraid I don't have anything written that I can share, and
other

> writing is higher on my agenda.

>

> For more information about the basic study, see

>
<a href=3D"http://www.cfsv.org/communitysurvey/.%A0"
eudora=3D"autourl">http=
://www.cfsv.org/communitysurvey/.
 In an effort to encourage widespread

> research on social capital, civic engagement, and the like, we put
the

> entire data-set into the public domain within weeks of having it
reasonably

> clean. So if you are interested in these data and want to
replicate my

> call-back analysis, you can readily get the data at

>
<a href=3D"http://www.ropercenter.uconn.edu/scc_bench.html.%A0"
eudora=3D"au=
tourl">http://www.ropercenter.uconn.edu/scc_bench.html.
 The relevant variable is

> named CALL.

>

> Bob

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>

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> Robert D. Putnam

> Malkin Professor of Public Policy

> Kennedy School of Government

> Harvard University

> Cambridge, MA 02138

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Claire Durand

Claire.Durand@umontreal.ca

<a href=3D"http://www.fas.umontreal.ca/socio/durandc/"=
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Universit=E9 de Montr=E9al, dept. de sociologie,

C.P. 6128, succ. Centre-ville,

Montr=E9al, Qu=E9bec, Canada, H3C 3J7

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BM_1_}.umontreal.ca}{\plain \f1\lang1033 \par
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}{\plain \f1\lang1033 Studies on the causes and consequences of non-response
have, for the most part, been conducted
as part of government surveys where the response rate is relatively high
(more than 75%). The
study presented here has a twofold aim: to reproduce, in a different
context, prior research on the
determinants of non-response (notably, socio-demographic characteristics and
management of the
sampling frame\'97number of calls and callbacks) and to expand this research
to cover the impact

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of non-response on certain variables linked to socio-cultural behaviour (television viewing and cultural activities).\par

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}\plain \f1\lang1033 The data used are those from the Statmedia study (1994) which contains some 300 variables bearing on the cultural behaviour of the residents of Quebec (average interview time about 30 minutes). This study obtained an overall 59.5% response rate. Its final sample included 3007 respondents aged 15 and over. The results from all calls were entered in the data base. There were as many as twelve attempts to reach the numbers selected and up to three callbacks to convert refusals from households and individuals selected.\par

}\plain \f1\lang1033 \par

}\plain \f1\lang1033 Variables linked to sampling-frame management are treated in the following manner. The attempts needed to make initial contact with the selected household are grouped under three scenarios: four attempts, seven attempts, and 10 attempts. Refusals from the household or the person selected prior to completion of the questionnaire are grouped in three categories: never any refusal from the household or person selected, prior refusal of the household but no refusal from the person selected, refusal on the part of the person selected.\par

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}\pard

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{\plain \f1\lang1033 The response rate rises with the number of calls devoted to making the initial contact with the household and depending on the way refusals are handled. If the refusals converted are kept in the sample, the response rate climbs to 54.1% after four attempts, 58.2% after seven calls, and 58.9% after 10 calls. So making more than four attempts to reach numbers produced a 5.4% improvement in the response rate. If converted refusals are dropped from the sample, the response rate slides to 43.4% after four calls, 47.1% after seven calls, and 47.6% after 10 calls. The final response rate would be 48.3 % without conversion of refusals. Converting refusals thus allowed for an 11.2% improvement in the response rate. This practice, when combined with more than four calls to establish a first contact, results in a 16.6% improvement for a final response rate of 59.5%. It should be noted that, in practical terms, improvement in the response rate reaches a plateau after seven calls.\par

}\plain \f1\lang1033 \par

}\plain \f1\lang1033 The extra effort invested in calls makes it possible to reach more respondents in the 25 to 34 age bracket, more employed and unemployed respondents, and more respondents on the island of

Montreal. The number of calls required to establish a first contact with the household is as strongly linked to watching TV (measured in hours per week) as to cultural outings during the three months preceding the interview. There is a significant difference in TV viewing between those reached before and after four attempts (an average of 26.8 hours as compared with 21.3 hours) and this difference is even greater for those in households reached after seven attempts (an average of 16.5 hours as compared with 26.5 hours). There is a marked but not significant difference for respondents reached after 10 attempts. As concerns cultural activities, we note a significant difference between respondents reached with four calls or less and the others (3.4 cultural outings for the first compared with 4.6 for the others). This difference becomes non-significant after seven attempts. In contrast with what happens for TV viewing, the difference fades with an increased number of attempts.

Conversion of household refusals makes it possible to increase the proportion of 15 to 24 years olds;

students; respondents with a secondary or CEGEP (Junior college) education; households of two to four people living in a single family dwelling with income in the \$40,000 to \$60,000 bracket; anglophone or allophone households living in Montreal's west end. The typical profile of the household refusing to cooperate would thus be the one where parents, usually in English-speaking suburbs, block access to the young respondent selected.

Conversion of refusals from the respondent selected gives access to respondents with an entirely different profile: older respondents living in a household composed of one or two low-income people (less than \$20,000) with no high school diploma, and who are usually French-speaking residents of a Montreal suburb.

The data show that respondents for households where there are no refusals watch less TV (25.6 hours

per week on average) than respondents from a household having refused at least once (31.1 hours on average). There is no significant difference between selected respondents who refuse and the two other groups. So, the practice of converting refusals raises the estimate of hours spent watching TV to 26.3 for the final sample. As concerns cultural outings, members of households where there was no refusal generally go out for cultural activities more often (3.64 in three months on average) compared with respondents having personally refused to collaborate at least once (2,34). There is no

difference between the converted refusals of households and the two other groups in this respect. The number of outings estimated for the complete sample is 3.46.

Research has shown that the hardest-to-reach people and those in households which refuse to collaborate present specific but often opposite socio-demographic characteristics. We may ask to what extent these biases cancel each other out and if it is possible to correct them by weighting or adjustment. A first quick analysis has shown that the relations presented still hold after weighting. But, we would need to check whether the differences seen in the cultural behaviours selected would apply to other types of behaviour and whether these differences would still hold after other differences linked to socio-demographic characteristics had been taken into consideration.

}}
-----_8430302==_--

=====
Date: Mon, 7 Jan 2002 14:40:13 -0500
From: "Kathleen Tobin-Flusser" <Kathleen.Tobin-Flusser@marist.edu>

Hello all,

After my post on the Low Incidence Omnibus, I received quite a few inquiries about regular omnibus studies, so I thought I would just put out a bit of information about the omnibus studies we regularly run.

Our first this year will start next week, a national study of Americans (48 states), aged 18 or older, with a sample size of 1000. The cost for closed end questions starts at \$1000 per question.

We also run omnibus in New York State and New York City. If you would like more information visit please www.maristpoll.marist.edu or call me at the number below.

Happy New Year, KT

Kathleen Tobin Flusser
Director, Survey Center
Marist College Institute for Public Opinion
www.maristpoll.marist.edu
845.575.5050

=====
Date: Mon, 07 Jan 2002 16:25:39 -0500
From: Kim Genger <kgenger@themyersgroup.net>
Subject: Please post: Director of Analytic Department - Survey Research Company

To: aapornet@usc.edu
Content-class: urn:content-classes:message
X-MS-Has-Attach:
X-MS-TNEF-Correlator:
<F00F935F62593E4588BF14FB1D4694DE013DE9@exchange.themyersgroup.net>

This is a multi-part message in MIME format.

--Boundary_(ID_aC26TqJTV3T/cy91Z+7Ylw)
Content-transfer-encoding: 7BIT

Please post

The Myers Group is seeking a Director of Analytics to oversee analytic and reporting functions. Qualified candidates can email cover letter and resume to Kim Genger at kgenger@themyersgroup.net..

Founded in 1993, The Myers Group (TMG) is an Atlanta-based, full-service, national survey research firm; \$5 MM firm growing 50%/yr. Our investments in Computer Assisted Telephone Interviewing (CATI), Telephone Audio Computer Assisted Self Interviewing (IVR/T-ACASI), Internet, and scanning, combined with our automated, high speed mailing equipment, allow us to offer clients efficient and effective ways to survey their target audiences.

Job Title: Director of Analytics

Job Description:

The position will manage the Analytics Department and will also work as the lead analyst within the department. Primary responsibility will be to integrate analytic reporting into an automated process by working with the company's IT Department. Also responsible for developing and implementing a strategy for moving the company forward in the survey research and market research industry.

This position must serve as a statistical resource to employees with Masters Degrees. Must have at least 2 years of management experience and 5-plus years of statistical/research experience. Preference given to those candidates whose statistical/research experience was gained in a survey research or market research setting. Strong SPSS background will set you apart, as will relevant programming experience.

Resume must be accompanied with a cover letter which includes an outline of experience in the following manner:

- 1) survey research/market research experience
- 2) report writing and report automation experience
- 3) analytic/statistical/other research experience
- 4) SPSS/other statistical software experience and
- 5) years of management experience and how many personnel managed.

Kim Genger
Market Research Analyst

The Myers Group
2351 Henry Clower Boulevard

Suite D
Snellville, GA 30078
(770) 978-3173 x 314

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error, please notify the system administrator.

Date: Tue, 08 Jan 2002 12:10:58 -0500
From: "Colleen Porter" <cporter@hp.ufl.edu>
To: <aapornet@usc.edu>
Subject: Medicaid disenrollment surveys

This is a MIME message. If you are reading this text, you may want to consider changing to a mail reader or gateway that understands how to properly handle MIME multipart messages.

--=_9EC394D9.3E5F385F

Hi, folks, and best of the New Year to all.

I am wondering if anyone out there has experience with surveys of Medicaid recipients who voluntarily change plans within Medicaid. That is, they change from a fee-for-service enrollment to a Medicaid HMO, switch Medicaid HMOs, or voluntarily enroll in one of the new programs designed to provide intensive case management for those with chronic illness.

The basic idea is to ask them about possible reasons why they switched programs, which may range from the quality of the care they received, to the safety of the neighborhood in which that clinic is located, to wanting all family members enrolled in the same plan.

I have a copy of the instrument that the state of Minnesota has used, and also the CAHPS Medicare disenrollee study. But both of those are designed as self-administered mail instruments, and I have some concerns about translating it into a telephone format for the CATI study that we are planning.

I'd appreciate hearing from anyone with expertise in this kind of project.

And if you haven't done this exactly, but are interested in this area and would like to volunteer to review my instrument next week, that would be great as well.

Thanks much,

Colleen

Colleen K. Porter
Project Coordinator

cporter@hp.ufl.edu
phone: 352/392-6919, fax: 352/392-7109
University of Florida,
Department of Health Services Administration
Location: 1600 SW Archer Road, Rm. G1-015
Mailing Address: P.O. Box 100195, Gainesville, FL 32610-0195

--= 9EC394D9.3E5F385F
Content-Description: HTML

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<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">
<HTML><HEAD>
<META content="text/html; charset=iso-8859-1" http-equiv=Content-Type>
<META content="MSHTML 5.00.3314.2100" name=GENERATOR></HEAD>
<BODY style="FONT: 8pt MS Sans Serif; MARGIN-LEFT: 2px; MARGIN-TOP: 2px">
<DIV><FONT size=2>Hi, folks, and best of the New Year to all.&nbsp;
</FONT></DIV>
<DIV>&nbsp;</DIV>
<DIV><FONT size=2>I am wondering if anyone out there has experience with
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<DIV>&nbsp;</DIV>
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that
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<DIV>&nbsp;</DIV>
<DIV><FONT size=2>Thanks much,</FONT></DIV>
<DIV>&nbsp;</DIV>
```

<DIV>Colleen</DIV>
<DIV> </DIV>
<DIV>Colleen K. Porter
Project Coordinator
cporter@hp.ufl.edu
phone: 352/392-6919, fax: 352/392-7109
University of Florida,
Department of Health Services Administration
Location:
1600 SW SW Archer Road, Rm. G1-015
Mailing Address:
P.O. Box 100195, Gainesville, FL
32610-0195
</DIV></BODY></HTML>

--=_9EC394D9.3E5F385F--

=====
Date: Tue, 08 Jan 2002 15:37:33 -0800
From: Jeanne Anderson Research <ande271@attglobal.net>
Reply-To: ande271@attglobal.net
To: aapornet@usc.edu
Subject: Re: Medicaid disenrollment surveys
References: <sc3ae279.007@fuji.hp.ufl.edu>
boundary="-----104E271EE8E83924F839DD5D"

-----104E271EE8E83924F839DD5D

Colleen,
We did a customer satisfaction survey of Medicaid clients, and I also followed closely the development of the CAHPS instruments.

If you'd like me to, I'd be happy to review your draft questionnaire. No charge for this.

Jeanne

Colleen Porter wrote:

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> out there has experience with surveys of Medicaid recipients who
> voluntarily change plans within Medicaid. That is, they change from a
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> planning. I'd appreciate hearing from anyone with expertise in this
> kind of project. And if you haven't done this exactly, but are
> interested in this area and would like to volunteer to review my
> instrument next week, that would be great as well. Thanks
> much, Colleen Colleen K. Porter
> Project Coordinator

> cporter@hp.ufl.edu
> phone: 352/392-6919, fax: 352/392-7109
> University of Florida,
> Department of Health Services Administration
> Location: 1600 SW SW Archer Road, Rm. G1-015
> Mailing Address: P.O. Box 100195, Gainesville, FL 32610-0195

-----104E271EE8E83924F839DD5D

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<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
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<body style="FONT: 8pt MS Sans Serif; MARGIN-LEFT: 2px; MARGIN-TOP: 2px">
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No charge for this.
<p>Jeanne
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<blockquote TYPE=CITE>&nbsp;<font size=-1>Hi, folks, and best of the New
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for those with chronic illness.</font>&nbsp;<font size=-1>The basic idea
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size=-1>Colleen</font>&nbsp;<font size=-1>Colleen
K. Porter</font>
<br><font size=-1>Project Coordinator</font>
<br><font size=-1><a
href="mailto:cporter@hp.ufl.edu">cporter@hp.ufl.edu</a></font>
<br><font size=-1>phone: 352/392-6919, fax: 352/392-7109</font>
<br><font size=-1>University of Florida,</font>
<br><font size=-1>Department of Health Services Administration</font>
<br><font size=-1>Location:&nbsp; 1600 SW SW Archer Road, Rm. G1-015</font>
<br><font size=-1>Mailing Address:&nbsp; P.O. Box 100195, Gainesville,
FL&nbsp; 32610-0195</font></blockquote>

</body>
</html>
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-----104E271EE8E83924F839DD5D--

=====
Date: Tue, 08 Jan 2002 22:42:16 -0800
From: Jeanne Anderson Research <ande271@attglobal.net>
Reply-To: ande271@attglobal.net
To: aapornet@usc.edu
Subject: Re: Medicaid disenrollment surveys
References: <sc3ae279.007@fuji.hp.ufl.edu>
boundary="-----2FC1F14600B78862A71CB9F5"

-----2FC1F14600B78862A71CB9F5

> Fellow AAPORNET members,

Once more I must apologize for having replied to the entire net when I meant to address only one member.

Jeanne Anderson

-----2FC1F14600B78862A71CB9F5

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<body style="FONT: 8pt MS Sans Serif; MARGIN-LEFT: 2px; MARGIN-TOP: 2px">

<blockquote TYPE=CITE><font size=-1>Fellow AAPORNET
members,</font></blockquote>
Once more I must apologize for having replied to the entire net when I
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<p>Jeanne Anderson
</body>
</html>
```

-----2FC1F14600B78862A71CB9F5--

=====
Date: Wed, 9 Jan 2002 15:55:10 +0200
From: "Vladimir I. Paniotto" <paniotto@kmis.kiev.ua>
Reply-To: "Vladimir I. Paniotto" <paniotto@kmis.kiev.ua>
To: AAPOR Network <aapornet@usc.edu>
Cc: WAPOR NET <wapornet@listserv.oit.unc.edu>
Subject: KIIS January Ukraine omnibus survey

Dear Colleagues,

If you are member both AAPOR and WAPOR - sorry for cross-posting of that information.

Kiev International Institute of Sociology is glad to inform you that, besides its regular surveys, it conducts additional Omnibus survey of the adult population of Ukraine (18+) between January 18 and 27 2002. A large part of the questionnaire is reserved for potential clients. We are inviting you to take part in this survey.

The deadline to provide questions is January 14, 2002
Results Available: January 31, 2002
See details: <http://www.kiis.com.ua>

For more information, write or call

Olena Popova, Deputy Director of KIIS
Office phone / fax: (380-44)-463-5868, 238-2567, 238-2568,
<http://www.kiis.com.ua>
E-mail: office@kiis.com.ua
Copy to: olenap@kiis.com.ua
paniotto@kmis.kiev.ua
omnlist@kiis.com.ua

Report problems to: omnibus@kiis.com.ua
Check the Omnibus web page: <http://kiis.com.ua/?omnibus>

To unsubscribe, click here:
omnlist@kiis.com.ua?subject=Unsubscribe_Omnlist

Volodimir Paniotto, Director of KIIS
(Kiev International Institute of Sociology)
Milchakova 1/18, kv.11, Kiev-02002, UKRAINE
Phone (380-44)-463-5868,238-2567,238-2568 (office)
Phone (380-44)-517-3949 (home)
Fax (380-44)-263-3458, phone-fax 463-5868
E-mail: paniotto@kmis.kiev.ua
<http://www.kiis.com.ua>

Date: Wed, 09 Jan 2002 09:52:39 -0600
From: "Molly Andolina" mandoli@wpo.it.luc.edu
To: aapornet@usc.edu
Subject: unsubscribe
Content-Disposition: inline

Please take me off this lisserv.

Thanks.

Molly Andolina

mandoli@luc.edu

Date: Wed, 9 Jan 2002 10:45:23 -0800 (PST)
From: James Beniger beniger@rcf.usc.edu
To: AAPORNET aapornet@usc.edu
Subject: Kaiser FF: How Young People Use Internet for Health Information
(kff.org)

Copyright 2002 The Henry J. Kaiser Family Foundation

<http://www.kff.org/content/2001/20011211a/GenerationRx.pdf>

Generation Rx.com: How Young People Use the Internet
for Health Information

The Internet has become a daily part of life -- especially for younger Americans. Teens as well as adults are now going online to look for health information. What exactly are young people looking for? Do they trust what they find? Is it influencing what they talk about with their peers, parents, or physicians? Are they worried about privacy... pornography... parental controls?

A panel featuring Lee Rainie, Director, Pew Internet & American Life Project; Gretchen Berland, MD, Assistant Professor, Yale University Department of Internal Medicine; Esther Drill, Co-Founder and Editor-in-Chief, gURL.com; and Robert Johnson, MD, Director of Adolescent and Young Adult Medicine, New Jersey Medical School discussed all these issues and more at an Emerging Issues in Reproductive Health Briefing. New findings from a national survey of teens and young adults' experiences with and attitudes toward online health information were presented.

The Henry J. Kaiser Family Foundation

And more interesting filtering facts from a Kaiser Foundation Study:

Pornography and Internet Filtering

Among all 15-24 year-olds:

- * Two-thirds (67%) support the law requiring Internet filters at schools and libraries.
- * Two out of three (65%) say being exposed to online pornography could have a serious impact on those under 18.
- * A majority (59%) think seeing pornography on the Internet encourages young people to have sex before they're ready. Among the 95% of all 15-17 year-olds who have ever gone online:
- * Seventy percent have accidentally stumbled across pornography online, 23% "very" or "somewhat" often.
- * A majority (55%) of those who were exposed to pornography say they were

"not too" or "not at all" upset by it, while 45% were "very" or "somewhat" upset.

* A third (33%) of those with home Internet access have a filtering technology in place there.

<http://www.kff.org/content/2001/20011211a/GenerationRx.pdf>

Copyright 2002 The Henry J. Kaiser Family Foundation

=====
Date: Wed, 9 Jan 2002 14:48:26 -0500
From: Leo Simonetta <Simonetta@ARTSCI.com>
To: "Aapornet (E-mail)" <aapornet@usc.edu>
Subject: Gallup looks at the Race gap in presidential approval

I though this was an interesting piece of analysis on Presidential approval ratings, a topic which has garnered some attention here since September.

Despite Sharp Increase in Bush Approval Since 9/11, Race Gap Persists
White/black approval gap shrank more during Persian Gulf War
by Frank Newport and Joseph Carroll

PRINCETON, NJ -- A special Gallup analysis shows that, while job approval for President George W. Bush increased substantially among both whites and blacks after 9/11, the gap between these two groups has remained roughly constant. The same general pattern occurred in the aftermath of the Gulf War, although President George H.W. Bush got a slightly higher proportionate increase in support among blacks in 1991 than his son has now.

In the seven months before the terrorist attacks, the current President Bush averaged a job approval rating of 57% among all adults in the country. In 10 polls conducted since 9/11, Bush's average has increased to 87% -- an extraordinary upsurge of 30 percentage points.

<http://www.gallup.com/poll/releases/pr020108.asp#rm>

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

=====
Date: Wed, 9 Jan 2002 15:52:07 -0500
From: "Caspar, Rachel A." <caspar@rti.org>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>

Cc: "Boynton, Jeffrey" <jboynton@rti.org>
Subject: FW: AAPORnet posting

Job opening at RTI.....

If you are interested or would like additional information please contact Jeff Boynton at the email address provided at the end of this message or visit RTI's website (also provided at the end of the message). Thanks.

The Research Triangle Institute is conducting a national search for a Research Director - Survey Research Division

The Survey Research Division at RTI provides a wide scope of capabilities, enabling the group to meet any data collection need, to maintain total control over the quality of the work, and to assemble efficient and effective project teams. The Research Director will lead the division to be a significant contributor to the Institute's short and long-range objectives

by establishing the division's goals and objectives consistent with the Institute's total business and financial plans, and implementing the actions

necessary to attain these goals. The Director will also develop an innovative operational plan that identifies the areas in which the division will concentrate its research efforts, extending the boundaries of existing knowledge. This position requires a Master's or Ph.D. degree and extensive related experience; or any equivalent combination of education, training, and experience. More than 175 staff report to the Research Director, including survey directors and managers, epidemiologists, cognitive psychologists, survey methodologists, telephone survey staff, a national field staff, and survey editors. Compensation for this position will be highly competitive. Interested applicants should send resume to Jeffrey Boynton at RTI, PO Box 12194, Research Triangle Park, NC 27709 (or send e-mail to <mailto:jboynton@rti.org> jboynton@rti.org). To learn more about

RTI, please visit our web site at <http://www.rti.org>.

Date: Wed, 9 Jan 2002 21:07:49 -0800 (PST)
From: Eleanor Hall <eleahall@yahoo.com>
Subject: Re: Personality test
To: aapornet@usc.edu
In-Reply-To: <NEBBJNECELDEFCLBMELLKEPBCJAA.pd@kerr-downs.com>

Ten items is not enough to measure personality. You might try questions relating to goals. The Higher Education Research Institute at UCLA has done a survey of American freshmen for many years. They ask what is very important to the student: being very well off financially, becoming an authority in a chosen field, helping others in difficulty, etc. I think the survey asks about roughly 15 goals. See information on this survey at http://www.gseis.ucla.edu/heri/00_exec_summary.htm, especially the section, "Freshmen Less Driven by Status."

You might ask whether the students felt they were

moving towards achieving the goals, as well, as an indicator of success.

Also, you might check out Alexander Astin's work on student involvement, etc.

Eleanor Hall

--- Phillip Downs <pd@kerr-downs.com> wrote:
> Can someone recommend a short (<10 items)
> personality inventory that can be
> used to categorize adults. The inventory will be
> used in conjunction with
> items regarding college activities and
> success/happiness in college.
>
> -----
> Phillip E. Downs, PhD
> Kerr & Downs Research
> 2992 Habersham Drive
> Tallahassee, FL 32309
> Phone: 850.906.3111
> Fax: 850.906.3112
> www.kerr-downs.com
>

Do You Yahoo!?

Send FREE video emails in Yahoo! Mail!
<http://promo.yahoo.com/videomail/>

=====
Date: Thu, 10 Jan 2002 09:00:09 -0500
From: "Phillip Downs" <pd@kerr-downs.com>
To: <aapornet@usc.edu>
Subject: RE: Personality test
In-Reply-To: <20020110050749.70728.qmail@web9204.mail.yahoo.com>

Thank you very much

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

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of Eleanor Hall
Sent: Thursday, January 10, 2002 12:08 AM
To: aapornet@usc.edu
Subject: Re: Personality test

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> Phillip E. Downs, PhD
> Kerr & Downs Research
> 2992 Habersham Drive
> Tallahassee, FL 32309
> Phone: 850.906.3111
> Fax: 850.906.3112
> www.kerr-downs.com
>

Do You Yahoo!?
Send FREE video emails in Yahoo! Mail!
<http://promo.yahoo.com/videomail/>

Date: Thu, 10 Jan 2002 10:24:55 -0500
From: "Colleen Porter" <cporter@hp.ufl.edu>
To: <aapornet@usc.edu>
Subject: cross-cultural measures of education

This is a MIME message. If you are reading this text, you may want to consider changing to a mail reader or gateway that understands how to properly handle MIME multipart messages.

---_A3FEAF78.8EEF88CE

Does anyone have experience or advice about asking the "highest grade or level of schol that you have completed" when many of the respondents are likely to have been to school in other countries? How do we figure out the equivalency? Or is there a better approach?

Would appreciate any insights.

Colleen

Colleen K. Porter
Project Coordinator
cporter@hp.ufl.edu
phone: 352/392-6919, fax: 352/392-7109
University of Florida,
Department of Health Services Administration
Location: 1600 SW Archer Road, Rm. G1-015
Mailing Address: P.O. Box 100195, Gainesville, FL 32610-0195

--=_A3FEAF78.8EEF88CE
Content-Description: HTML

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">
<HTML><HEAD>
<META content="text/html; charset=iso-8859-1" http-equiv=Content-Type>
<META content="MSHTML 5.00.3314.2100" name=GENERATOR></HEAD>
<BODY style="FONT: 8pt MS Sans Serif; MARGIN-LEFT: 2px; MARGIN-TOP: 2px">
<DIV><FONT size=2>Does anyone have experience or advice about asking the
"highest grade or level of schol that you have completed" when many of the
respondents are likely to have been to school in other countries?&nbsp; How
do
we figure out the equivalency?&nbsp; Or is there a better
approach?</FONT></DIV>
<DIV>&nbsp;</DIV>
<DIV><FONT size=2>Would appreciate any insights.&nbsp; </FONT></DIV>
<DIV>&nbsp;</DIV>
<DIV><FONT size=2>Colleen</FONT></DIV>
<DIV>&nbsp;</DIV>
<DIV><FONT size=2>Colleen K. Porter<BR>Project Coordinator<BR><A
href="mailto:cporter@hp.ufl.edu">cporter@hp.ufl.edu</A><BR>phone:
352/392-6919,
fax: 352/392-7109<BR>University of Florida,<BR>Department of Health Services
Administration<BR>Location:&nbsp; 1600 SW SW Archer Road, Rm.
G1-015<BR>Mailing
Address:&nbsp; P.O. Box 100195, Gainesville, FL&nbsp;
32610-0195<BR></FONT></DIV></BODY></HTML>
```

--=_A3FEAF78.8EEF88CE--

=====
Date: Thu, 10 Jan 2002 09:35:55 -0600
From: "Karen Retzer" <Karenr@srl.uic.edu>
To: aapornet@usc.edu
Subject: Re: cross-cultural measures of education
Content-Disposition: inline

Colleen,

I used to be in the field of International Education. The professional organization, NAFSA: Association of International Educators, may be able to be of some assistance to you in determining equivalencies, if you need to start from scratch.

Also, most university admissions offices need to deal with equivalency issues at least through our undergraduate level because they are evaluating applications for graduate students. Therefore, you might check with the Admissions Office at the University of Florida.

Karen Retzer

>>> "Colleen Porter" <cporter@hp.ufl.edu> 01/10 9:24 AM >>>
Does anyone have experience or advice about asking the "highest grade or level of schol that you have completed" when many of the respondents are likely to have been to school in other countries? How do we figure out the equivalency? Or is there a better approach?

Would appreciate any insights.

Colleen

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Project Coordinator
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University of Florida,
Department of Health Services Administration
Location: 1600 SW SW Archer Road, Rm. G1-015
Mailing Address: P.O. Box 100195, Gainesville, FL 32610-0195

=====
Date: Thu, 10 Jan 2002 10:37:36 -0500 (EST)
To: aapornet@usc.edu
Subject: Re: Kaiser FF: How Young People Use Internet for Health Information

From: "ROBERT E O'CONNOR" <Equipoise@psu.edu>

How does one "accidentally" stumble across pornography on the net "very" or "somewhat" often?

On Wed, 9 Jan 2002 10:45:23, James Beniger wrote:

>
>
>
>

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>

> <http://www.kff.org/content/2001/20011211a/GenerationRx.pdf>
>

> Generation Rx.com: How Young People Use the Internet
> for Health Information
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> The Internet has become a daily part of life -- especially for younger
> Americans. Teens as well as adults are now going online to look for

> health information. What exactly are young people looking for? Do they
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> The Henry J. Kaiser Family Foundation

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> <http://www.kff.org/content/2001/20011211a/GenerationRx.pdf>

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> *****

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>

=====
Date: Thu, 10 Jan 2002 10:01:06 -0600
From: "Linda Owens" <lindao@srl.uic.edu>
To: aapornet@usc.edu
Subject: Re: Kaiser FF: How Young People Use Internet for Health
Information
Content-Disposition: inline

I think sometimes people who operate these sites create names for them that are very similar to something more popular. A friend of mine went to census.com instead of census.gov and found pornography on that site. In another case, I typed an innocuous term into a search engine (don't remember what it was) and it returned several pornography sites.

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> *****
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Date: Thu, 10 Jan 2002 11:03:07 -0500
From: "Zapolsky, Sarah E." <SZapolsky@aarp.org>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Kaiser FF: How Young People Use Internet for Health Informati

on

Try searching repeatedly on 'sex' instead of 'gender' for demographic statistics and you'll get an eyeful. Or worse, if you are a kayaker in search of a new paddle, you would not believe the results. My favorite accidental site though was www.mortgage.com which is now a mortgage site but was a porn site last year. Chances are if you rely on searches rather than book-marks to known sites, you will encounter unwanted sites more often than you thought possible.

I personally like the idea that all porn sites should just use the suffix ".xxx" instead of .com. That way, you could know what you were dealing with and just skip it or filter it that way.
-Sarah Zapolsky

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

From: ROBERT E O'CONNOR [mailto:Equipoise@psu.edu]
Sent: Thursday, January 10, 2002 10:38 AM
To: aapornet@usc.edu
Subject: Re: Kaiser FF: How Young People Use Internet for Health Information

How does one "accidentally" stumble across pornography on the net "very" or "somewhat" often?

On Wed, 9 Jan 2002 10:45:23, James Beniger wrote:

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=====
Date: Thu, 10 Jan 2002 08:10:56 -0800
To: aapornet@usc.edu

From: Richard Rands <rrands@cfmc.com>
Subject: Re: Kaiser FF: How Young People Use Internet for Health
Information
In-Reply-To: <sc3d6678.041@srl.uic.edu>

I recommend you don't try it because it will trigger a flood of invitations, but a couple years back I was looking for telephone penetration figures in Latin American countries. I entered the words telephone and penetration into a couple popular search engines, and was linked to at least a dozen porno sites.

Richard Rands

>I think sometimes people who operate these sites create names for them
>that are very similar to something more popular. A friend of mine went to
>census.com instead of census.gov and found pornography on that site. In
>another case, I typed an innocuous term into a search engine (don't
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>
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To: aapornet@usc.edu
From: Richard Rands <rrands@cfmc.com>
Subject: Re: Kaiser FF: How Young People Use Internet for Health Information
In-Reply-To: <5.1.0.14.2.20020110080754.0238c8f0@pop.cfmc.com>
References: <sc3d6678.041@srl.uic.edu>

Several years ago my son-in-law went to work for a dot.com start up called Icarian. In my mind I thought he had said Icarius. I wanted to check out their web site and typed in Icarius in the search engine and was startled by a porno site.

It turned out to be a funny situation, but once your email address has been captured by the site operators, they pass them around and there is a never ending flood of invitations.

Richard

Date: Thu, 10 Jan 2002 11:40:06 -0500 (EST)
From: Philip Meyer <pmeyer@email.unc.edu>
To: aapornet@usc.edu
Subject: Re: Kaiser FF: How Young People Use Internet for Health Information
In-Reply-To: <sc3d6678.041@srl.uic.edu>

I have no personal experience with this, of course, but one of my degenerate students warns that www.whitehouse.com is a porn site.

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 Thu, 10 Jan 2002, Linda Owens wrote:

> Date: Thu, 10 Jan 2002 10:01:06 -0600
> From: Linda Owens <lindao@srl.uic.edu>
> Reply-To: aapornet@usc.edu
> To: aapornet@usc.edu
> Subject: Re: Kaiser FF: How Young People Use Internet for Health Information
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Date: Thu, 10 Jan 2002 09:04:04 -0800
From: JCatania@psg.ucsf.edu
Received: by psg.ucsf.edu with Internet Mail Service (5.0.1460.8)
id <CKW4F0HG>; Thu, 10 Jan 2002 09:04:06 -0800
To: aapornet@usc.edu
Subject: RE: cross-cultural measures of education

With Asian and Latino populations educated in other countries mixed in
samples with US educated respondents we have used years of education and
type of degree earned as methods for making things comparable...has some
imprecision but works for us...j

> -----
> From: Colleen Porter
> Reply To: aapornet@usc.edu
> Sent: Thursday, January 10, 2002 7:24 AM
> To: aapornet@usc.edu
> Subject: cross-cultural measures of education
>

> Does anyone have experience or advice about asking the "highest grade or
> level of schol that you have completed" when many of the respondents are
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> Project Coordinator
> cporter@hp.ufl.edu
> phone: 352/392-6919, fax: 352/392-7109
> University of Florida,
> Department of Health Services Administration
> Location: 1600 SW Archer Road, Rm. G1-015
> Mailing Address: P.O. Box 100195, Gainesville, FL 32610-0195
>
>

Date: Thu, 10 Jan 2002 12:07:23 -0500
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
To: AAPORNET <aapornet@usc.edu>
Subject: Vote rigging online

The following appears today on The Register, a usually well-informed computer industry electronic news site with a decidedly tabloid flavor based in the UK.

While the shenanigans reported will come as no surprise to AAPORNET members, the language used to describe them is quite funny. I particularly like the line "the innocent poll was swiftly corrupted."

Jan Werner
jwerner@jwdp.com

Date: Thu, 10 Jan 2002 09:59:10 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Sexy men at CNN: What about Aaron Brown? (AtlantaConstitutn)

We all know that this is hardly a legitimate poll, but it does happen to be the single most talked about "poll" in America today, I believe, and possibly in many other countries as well, considering the global reach of CNN.

-- Jim

<http://www.accessatlanta.com/ajc/living/tv/0110brown.html>

01.10.2002

The Atlanta Journal-Constitution

Aaron Brown faces off with ajc.com editor who kept him off 'sexy' poll

Is Aaron Brown the sexiest man at CNN?

Yes.	85%	23311
No.	11%	3051
Who?	4%	1165

Total Votes		27527

Jay Croft, the ajc.com Living editor who was described by CNN anchor Aaron Brown as "the man who left me out of the poll," appeared as a surprise mystery guest on "NewsNight" Friday.

After trading barbs about who had the most nerve, Croft offered Brown a peace offering of a special front page of the Atlanta Journal-Constitution proclaiming the anchor to be "the sexiest man not on ajc.com."

A truce was reached when Croft said ajc.com would consider including Brown in next year's poll. Brown thanked Croft for having a great sense of humor over the e-mail campaign, which ajc.com hopes will end. Now.

We mean it.

CNN also showed a tape, purportedly showing Bill Hemmer voting for himself on ajc.com's sexiest man poll. (Hemmer has led the voting since the poll went up last month.) The authenticity of the tape could not be independently verified by ajc.com. But we'll take CNN's word for it.

THURSDAY STORY

Aaron Brown mentions 'sexiest man at CNN' poll on air; his fans want to vote!

By RICHARD L. ELDREDGE
Atlanta Journal-Constitution Staff Writer

OK, OK, we'll admit it: CNN anchor Aaron Brown is sorta, well, sexy. So stop e-mailing already!

It seems that the new CNN hire is a little peeved with us since he was

omitted from our ajc.com "Sexiest Man at CNN" poll. It was created after we wrote a Peach Buzz item on Nic Robertson snagging People magazine's "Sexiest correspondent" nod last month.

On Wednesday, Terry Baker, a senior producer on Brown's "NewsNight" program e-mailed us to inquire why Brown wasn't listed on the poll, along with CNN hotties like Kris Osborn and Bill Hemmer. We informed him that it never really dawned on us to include him.

During his broadcast Wednesday night, Brown mentioned the poll and his lack of votes, hence, the deluge of e-mails in our system. In just the first hour after the broadcast, nearly 100 Brown fans had voiced their opinions on Brown's comeliness.

Wrote Brown fan Kristin de Galard: "He is by far the sexiest man at CNN. His smirk and 'Let's have some soup and talk at the kitchen table' presence is so nice to come home to -- that's sexy to me!"

In a postscript on Thursday night's show, Brown complained he still wasn't represented on the original poll. Brown joked that Hemmer was voting for himself, then admitted his assistant voted 47 times since a new poll on Brown went up Thursday.

Brown said he wasn't sure whether he should ask fans to stop sending their e-mails. "We report, you decide," he dead-panned at the close of his broadcast.

What Brown said Wednesday night

Here's a transcript of what Aaron Brown said Wednesday night, taken from cnn.com:

Finally tonight, I just want to say that it is not about me. Well, actually, it is about me, but it is not about my feelings. It is about your feelings about me. You with me? Here we go. One of our beloved staff members here at NEWSNIGHT discovered that the "Atlanta Journal Constitution," which is sort of CNN's home town paper, by the way, is running an on-line poll to find out which CNN anchor is the sexiest. I'm not kidding about this.

There is Bill Hemmer, you can see him there, Nic Roberston, John King, Larry is there, for goodness sakes. But little old me, the guy featured in "People" and "TV Guide," guest on "The Daily Show," soon to be sitting next to Rosie, where am I? Nowhere, that's where -- not even listed. Couldn't vote for me if you wanted to.

Now I don't mind losing, well actually, I do mind losing, but this is unfair. And I hope you'll agree, not because I am desperate to be considered the sexiest anchor at CNN, Larry wins that, it's just a matter of principle.

What Brown said Thursday night

Here's a transcript of what Aaron Brown said Thursday night, taken from cnn.com:

Finally tonight, further proof if any were needed that this program will beat any good idea to death -- actually, any bad idea, for that matter.

Last night, you may recall, I mentioned the online poll being done by the "Atlanta Journal-Constitution" web site which asked readers to vote for the sexiest CNN anchor. I was a little miffed, OK? Because my name was not included even as a possible choice. Larry was. I wasn't. Now in mentioning this, some of you thought that perhaps I was suggesting that you take it upon yourselves to right this wrong and e-mail these guys.

Now, you know me. Would I do that? OK, I would. So today when we looked at the web site we found a couple of things of interest. First, on the home page, over on the right, there I am. You can see me there. And then you jump to a page where you can cast your vote. This is yes or no vote on me. Essentially, it's me against the entire field. Not really fair, but the results are encouraging.

There's also a link to your comments. And I tell you now, they did not do that with Bill Hemmer, OK? So we were pretty -- feeling pretty swell until we found the big poll page. The official page. And I'm still not there.

Hemmer is killing everybody in this. John King is losing to Larry, however. Now there is some evidence -- I've got to be honest here -- that Hemmer is voting for himself. A lot. I can assure you that no one on the NEWSNIGHT staff would do such a thing. Well, no one except for Molly Levinson, my assistant. She's voted 47 times. But that's part of her job.

Now, here's the problem. The reporter on this, Richard Eldredge, called us today begging you to stop flooding his e-mail. I don't know. We report, you decide. You guys are wonderful, and it was fun here today.

<http://www.accessatlanta.com/ajc/living/tv/0110brown.html>

(C) 2001 The Atlanta Journal-Constitution

=====
Date: Thu, 10 Jan 2002 13:30:23 -0500
From: jfleishm@AHRQ.gov
Subject: Request for Information (RFI) from the Agency for Healthcare
Research and Quality
boundary="----=_NextPart_001_01C19A04.DDC386D0"

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_01C19A04.DDC386D0

TO: Members of AAPOR

The following message pertains to a Request for Information that has been issued by the Agency for Healthcare Research and Quality, a federal agency that conducts an annual, nationally representative survey of health care utilization and costs:

The Agency for Healthcare Quality and Research (AHRQ) is currently seeking information on the possibility of re-programming the Medical Expenditure Panel Survey (MEPS) instrument, currently in a DOS operating system, into a Windows operating system. Responses are welcome from and open to any member of an agency or organization who could directly or indirectly support this effort. Responses are also welcome from the general public.

This Request for Information (RFI) is for planning purposes only. Responses to this RFI are not offers and cannot be accepted by the Government to form a binding contract. The AHRQ intends to issue a subsequent solicitation for the purpose of reprogramming the MEPS Computer Assisted Personal Interviewing (CAPI) instrument.

The RFI describes the background of the MEPS and its current computerized interview schedule. Your input is invited for information purposes in the areas of systems design and selection, promoting industry competition, time frames for feasible completion and the overall concept of the design. Specific questions and instructions for responding are provided in the RFI, which is available at the following URL: <http://www.ahrq.gov/data/mepsix.htm>

John A. Fleishman
Center for Cost and Financing Studies
Agency for Healthcare Research and Quality
Rockville, MD 20852
e-mail: jfleishm@ahrq.gov

-----_=_NextPart_001_01C19A04.DDC386D0

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 3.2//EN">
<HTML>
<HEAD>
<META HTTP-EQUIV=3D"Content-Type" CONTENT=3D"text/html; =
charset=3Diso-8859-1">
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5.5.2653.12">
<TITLE>Request for Information (RFI) from the Agency for Healthcare =
Research and Quality</TITLE>
</HEAD>
<BODY>

<P><FONT SIZE=3D2>TO:&nbsp; Members of AAPOR</FONT>
```

</P>

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TARGET=3D"_blank">http://www.ahrq.gov/data/mepsix.htm</P>

<P>John A. Fleishman

Center for Cost and Financing Studies

Agency for Healthcare Research and Quality

Rockville, MD 20852

e-mail: jfleishm@ahrq.gov
</P>

</BODY>
</HTML>

----- _NextPart_001_01C19A04.DDC386D0--

=====
Date: Thu, 10 Jan 2002 15:34:16 -0500
To: aapornet@usc.edu
From: Susan Losh <slosh@garnet.acns.fsu.edu>
Subject: Us too?

Wait a second, folks. If memory serves me right, weren't *we" somehow linked
in accidentally as part of a porn site a couple of years ago?

Jim will know!

Also, when the Adrianna Huffington stuff came up a few years back, I entered

her in a search engine to see what I could find...and guess what?

Susan
Susan Carol Losh, PhD
slosh@garnet.acns.fsu.edu

visit the site at:
<http://garnet.acns.fsu.edu/~slosh//Index.htm>

The Department of Educational Research
307L Stone Building
Florida State University
Tallahassee FL 32306-4453

850-644-8778 (Voice Mail available)
Educational Research Office 850-644-4592
FAX 850-644-8776

=====
Date: Thu, 10 Jan 2002 15:30:31 -0500
From: "Mark David Richards" <mark@bisconti.com>
To: <aapornet@usc.edu>
Subject: FW: SPSSI Conference

This group of psychologists concerned with social issues might be of interest. Mark Richards

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

From: Hugh Nees [mailto:spss2@qwest.net]
Sent: Thursday, January 10, 2002 3:25 PM
To: spssi@spssi.org
Subject: SPSSI Conference

Dear SPSSI members:

The Society for the Psychological Study of Social Issues (SPSSI) will be holding its fourth stand-alone conference in Toronto, Canada on June 28-30, 2002. This conference will focus on "Understanding and Addressing Disparities: International Approaches." Proposals for symposia, posters, and

roundtable discussions are invited. Both basic and applied researchers will be an important part of the program, as well as social service providers and

policy experts, social and political advocates, and individuals and groups who disseminate scientific knowledge to the general public. More information

and the call for proposals are available at the conference website:

<http://www.spssi.org/2002.html>. The deadline for submissions has been extended to January 31, 2002.

Thank you.

Hugh Nees
SPSSI Central Office
1444 Eye St. NW, Suite 900
Washington, DC 20005
(202) 216-9332
(202) 216-9390 (FAX)
Membership@spssi.org
www.spssi.org

Date: Thu, 10 Jan 2002 17:10:58 -0800
From: Ellis Godard <godard@virginia.edu>
To: aapornet@usc.edu
Subject: RE: Kaiser FF: How Young People Use Internet for Health Information (kff.org)
In-Reply-To: <Pine.GSO.4.33.0201091028360.23944-100000@almaak.usc.edu>

> * A majority (59%) think seeing pornography on the Internet encourages
> young people to have sex before they're ready.

Inversely, the accessibility of pornography on the Internet may encourage some young people to learn about computers before they're otherwise ready.

> * A third (33%) of those with home Internet access have a filtering
> technology in place there.

This seems to imply that many respondents filter web surfing to reduce encounters with pornography. But that implication may be misplaced, unless question was more specific, since "filtering technology" might include email filters, virus checks, firewalls, or Usenet "kill files".

Regards,
Ellis

Date: Fri, 11 Jan 2002 07:40:23 -0500
From: "C. Anthony Broh" <broh@Princeton.EDU>
Reply-To: broh@mit.edu
To: aapornet@usc.edu
Subject: Re: Us too?
References: <200201102034.PAA65624@garnet.acns.fsu.edu>
boundary="-----4154074F2F794FCAB22728D9"

This is a multi-part message in MIME format.
-----4154074F2F794FCAB22728D9
boundary="-----095CC599FD0BAECAAF05E5C5B"

-----095CC599FD0BAECAAF05E5C5B

As I recall, the problem was with our e-mail address name: aaPORNet. Some search engines would bring up this list when searching on "porn."

Tony Broh

Susan Losh wrote:

> Wait a second, folks. If memory serves me right, weren't *we" somehow
linked
> in accidentally as part of a porn site a couple of years ago?
>
> Jim will know!
>
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> Susan
> Susan Carol Losh, PhD
> slosh@garnet.acns.fsu.edu
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> visit the site at:
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>
> The Department of Educational Research
> 307L Stone Building
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>
> 850-644-8778 (Voice Mail available)
> Educational Research Office 850-644-4592
> FAX 850-644-8776

-----095CC599FD0BAECAAF05E5C5B

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">
<html>
<font color="#990000">As I recall, the problem was with our e-mail address
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<p><font color="#990000">Tony Broh</font>
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<blockquote TYPE=CITE>Wait a second, folks. If memory serves me right,
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<br>in accidentally as part of a porn site a couple of years ago?
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<p>visit the site at:
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Tallahassee FL 32306-4453
<p>850-644-8778 (Voice Mail available)

Educational Research Office 850-644-4592

FAX 850-644-8776</blockquote>
</html>

-----095CC599FD0BAECAAF05E5C5B--

-----4154074F2F794FCAB22728D9
name="broh.vcf"
Content-Description: Card for C. Anthony Broh
Content-Disposition: attachment;
filename="broh.vcf"

begin:vcard
n:Broh;C. Anthony
tel;fax:(617) 258-8280
tel;home:(617) 264-2040
tel;work:(617) 253-5026
x-mozilla-html:FALSE
org:Consortium on Financing Higher Education
adr:;;;;;
version:2.1
email;internet:broh@mit.edu
title:Director of Research
fn:C. Anthony Broh
end:vcard

-----4154074F2F794FCAB22728D9--

=====
Date: Fri, 11 Jan 2002 13:01:20 +0000
From: "Worc" <Worc@mori.com>
To: <aapornet@usc.edu>
Subject: Re: Sexy men at CNN: What about Aaron Brown?
(AtlantaConstitutn)
Content-Disposition: inline

What I call a voodoo poll!

Robert M. Worcester
Chairman, MORI
32 Old Queen Street
London SW1H 9HP
(44)207 222 0232 Tel
(44)207 227 0404 Fax
worc@mori.com

>>> beniger@rcf.usc.edu 10/01/02 17:59:10 >>>

We all know that this is hardly a legitimate poll, but it does happen to be the single most talked about "poll" in America today, I believe, and possibly in many other countries as well, considering the global reach of CNN.

-- Jim

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<http://www.accessatlanta.com/ajc/living/tv/0110brown.html>

01.10.2002

The Atlanta Journal-Constitution

Aaron Brown faces off with ajc.com editor who kept him off 'sexy' poll

Is Aaron Brown the sexiest man at CNN?

Yes.	85%	23311
No.	11%	3051
Who?	4%	1165

Total Votes		27527

Jay Croft, the ajc.com Living editor who was described by CNN anchor Aaron Brown as "the man who left me out of the poll," appeared as a surprise mystery guest on "NewsNight" Friday.

After trading barbs about who had the most nerve, Croft offered Brown a peace offering of a special front page of the Atlanta Journal-Constitution proclaiming the anchor to be "the sexiest man not on ajc.com."

A truce was reached when Croft said ajc.com would consider including Brown in next year's poll. Brown thanked Croft for having a great sense of humor over the e-mail campaign, which ajc.com hopes will end. Now.

We mean it.

CNN also showed a tape, purportedly showing Bill Hemmer voting for himself on ajc.com's sexiest man poll. (Hemmer has led the voting since the poll went up last month.) The authenticity of the tape could not be independently verified by ajc.com. But we'll take CNN's word for it.

THURSDAY STORY

Aaron Brown mentions 'sexiest man at CNN' poll on air; his fans want to vote!

By RICHARD L. ELDREDGE
Atlanta Journal-Constitution Staff Writer

OK, OK, we'll admit it: CNN anchor Aaron Brown is sorta, well, sexy. So stop e-mailing already!

It seems that the new CNN hire is a little peeved with us since he was omitted from our ajc.com "Sexiest Man at CNN" poll. It was created after we wrote a Peach Buzz item on Nic Robertson snagging People magazine's "Sexiest correspondent" nod last month.

On Wednesday, Terry Baker, a senior producer on Brown's "NewsNight" program e-mailed us to inquire why Brown wasn't listed on the poll, along with CNN hotties like Kris Osborn and Bill Hemmer. We informed him that it never really dawned on us to include him.

During his broadcast Wednesday night, Brown mentioned the poll and his lack of votes, hence, the deluge of e-mails in our system. In just the first hour after the broadcast, nearly 100 Brown fans had voiced their opinions on Brown's comeliness.

Wrote Brown fan Kristin de Galard: "He is by far the sexiest man at CNN. His smirk and 'Let's have some soup and talk at the kitchen table' presence is so nice to come home to -- that's sexy to me!"

In a postscript on Thursday night's show, Brown complained he still wasn't represented on the original poll. Brown joked that Hemmer was voting for himself, then admitted his assistant voted 47 times since a new poll on Brown went up Thursday.

Brown said he wasn't sure whether he should ask fans to stop sending their e-mails. "We report, you decide," he dead-panned at the close of his broadcast.

What Brown said Wednesday night

Here's a transcript of what Aaron Brown said Wednesday night, taken from cnn.com:

Finally tonight, I just want to say that it is not about me. Well, actually, it is about me, but it is not about my feelings. It is about your feelings about me. You with me? Here we go. One of our beloved staff members here at NEWSNIGHT discovered that the "Atlanta Journal Constitution," which is sort of CNN's home town paper, by the way, is running an on-line poll to find out which CNN anchor is the sexiest. I'm not kidding about this.

There is Bill Hemmer, you can see him there, Nic Robertson, John King, Larry is there, for goodness sakes. But little old me, the guy featured in "People" and "TV Guide," guest on "The Daily Show," soon to be sitting

next to Rosie, where am I? Nowhere, that's where -- not even listed. Couldn't vote for me if you wanted to.

Now I don't mind losing, well actually, I do mind losing, but this is unfair. And I hope you'll agree, not because I am desperate to be considered the sexiest anchor at CNN, Larry wins that, it's just a matter of principle.

What Brown said Thursday night

Here's a transcript of what Aaron Brown said Thursday night, taken from cnn.com:

Finally tonight, further proof if any were needed that this program will beat any good idea to death -- actually, any bad idea, for that matter.

Last night, you may recall, I mentioned the online poll being done by the "Atlanta Journal-Constitution" web site which asked readers to vote for the sexiest CNN anchor. I was a little miffed, OK? Because my name was not included even as a possible choice. Larry was. I wasn't. Now in mentioning this, some of you thought that perhaps I was suggesting that you take it upon yourselves to right this wrong and e-mail these guys.

Now, you know me. Would I do that? OK, I would. So today when we looked at the web site we found a couple of things of interest. First, on the home page, over on the right, there I am. You can see me there. And then you jump to a page where you can cast your vote. This is yes or no vote on me. Essentially, it's me against the entire field. Not really fair, but the results are encouraging.

There's also a link to your comments. And I tell you now, they did not do that with Bill Hemmer, OK? So we were pretty -- feeling pretty swell until we found the big poll page. The official page. And I'm still not there.

Hemmer is killing everybody in this. John King is losing to Larry, however. Now there is some evidence -- I've got to be honest here -- that Hemmer is voting for himself. A lot. I can assure you that no one on the NEWSNIGHT staff would do such a thing. Well, no one except for Molly Levinson, my assistant. She's voted 47 times. But that's part of her job.

Now, here's the problem. The reporter on this, Richard Eldredge, called us today begging you to stop flooding his e-mail. I don't know. We report, you decide. You guys are wonderful, and it was fun here today.

<http://www.accessatlanta.com/ajc/living/tv/0110brown.html>

(C) 2001 The Atlanta Journal-Constitution

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Disclaimer

This e-mail is confidential and intended solely for the use of the individual to whom it is addressed. Any views or opinions presented are solely those of the author and do not necessarily represent those of MORI Limited.

If you are not the intended recipient, be advised that you have received this e-mail in error and that any use, dissemination, forwarding, printing, or copying of this e-mail is strictly prohibited. If you have received this e-mail in error please either notify the MORI Systems Helpdesk by telephone on 44 (0) 20 7347 3000 or respond to this e-mail with WRONG RECIPIENT in the title line.

=====

=====
Date: Fri, 11 Jan 2002 08:29:34 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: <aapornet@usc.edu>
Subject: Re: Us too?
In-Reply-To: <200201102034.PAA65624@garnet.acns.fsu.edu>

Fellow voyeurs,

Although I admit that my memory is indeed fading with old age, I'm pretty sure that--if I had in fact ever been part of a porn site-- I would still remember *that*!

And so I hate to say it, but I'm helpless to do anything about it: I'm afraid all eyes will now shift to Susan Losh, for more details about her own accidental appearance on that "porn site a couple of years ago," as she puts it.

If conservative Republicans of good breeding--and with prominent names--can participate in such activities, however, I don't see that appearing on a porn site can be all that disrespectful. Susan?

-- Jim

On Thu, 10 Jan 2002, Susan Losh wrote:

> Wait a second, folks. If memory serves me right, weren't *we" somehow linked
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> Educational Research Office 850-644-4592
> FAX 850-644-8776
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Date: Fri, 11 Jan 2002 23:01:44 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Library Journal survey sampling and methods, re: filtering survey

Date: Thu, 10 Jan 2002 10:24:41 -0600
From: "Deborah Caldwell-Stone" <dstone@ala.org>
Subject: Re: About 43 percent of public libraries filter Internet, survey
says

Previous message:
"About 43 percent of public libraries filter Internet, survey says"

Library Journal was careful to note its sampling numbers and
methodology in its article:

The Library Journal's survey is based on the responses of 355 libraries
who volunteered to respond to a questionnaire mailed to a sample of 2000
libraries - a response rate of 18%. Thus, the "43% of libraries" reported

to be filtering actually represents 152 of 355 libraries. To put these numbers in context, there are 15,994 public libraries (including branches) in the United States.

Cordially,

Deborah Caldwell-Stone
Deputy Director
Office for Intellectual Freedom
American Library Association
www.ala.org/alaorg/oif

Date: Wed, 09 Jan 2002 14:05:46 -0400
From: "Christopher D. Hunter" <chunter@asc.upenn.edu>
Subject: Re: About 43 percent of public libraries filter Internet, survey says

David Burt omits one important finding from the Kaiser survey:

DOES FILTERING IMPACT TEENS' SEARCHES FOR LEGITIMATE HEALTH INFORMATION?
One concern about Internet filters is whether this technology may block young people's access to health content. Indeed, among 15-17 year-olds who have sought health information online, nearly half (46%) say they have experienced being blocked from sites they say were non-pornographic. Among the topics they were researching when blocked were sexual health topics such as HIV, other STDs, or birth control (15% of all those who were blocked), cancer (8%), and web sites on sexual orientation (2%).

Full Report: <http://www.kff.org/content/2001/20011211a/GenerationRx.pdf>

Chris

SOURCE: Declan McCullagh's politics and technology mailing list,
Politech: <http://www.politechbot.com/info/subscribe.html>

Date: Sat, 12 Jan 2002 09:00:49 -0500
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
To: aapornet@usc.edu
Subject: Re: Library Journal survey sampling and methods, re: filtering survey
References: <Pine.GSO.4.33.0201112242480.19592-100000@almaak.usc.edu>

With all due respect, to put these numbers in context, the 355 libraries that responded to this survey account for a little over 2% of all libraries in the United States, whereas the respondents to high-quality

national probability polls conducted by the most reliable polling firms represent less than .001% of the adult population of the United States.

What is important is NOT the proportion of the total population, but whether or not the respondents constitute a true random sample of the population.

In this case, what is troubling is the 18% response rate, because it implies the possibility that the sample is not representative.

This would be equally so had the survey been sent to every library in the United States and some 2800 (~18%) had responded. Most readers, including presumably Ms. Caldwell-Stone, would be more impressed in this case, but statistically, the reliability of the results would not be much better than for the original survey.

Jan Werner
jwerner@jwdp.com

James Beniger wrote:

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> Date: Thu, 10 Jan 2002 10:24:41 -0600
> From: "Deborah Caldwell-Stone" <dstone@ala.org>
> Subject: Re: About 43 percent of public libraries filter Internet, survey says
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> www.ala.org/alaorg/oif
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>
> Chris
>
>

> SOURCE: Declan McCullagh's politics and technology mailing list,
> Politech: <http://www.politechbot.com/info/subscribe.html>
>

>
> *****

=====
Date: Sat, 12 Jan 2002 10:48:36 -0500
To: aapornet@usc.edu
From: Jim Wolf <Jim-Wolf@worldnet.att.net>
Subject: Re: Us too?
In-Reply-To: <Pine.GSO.4.33.0201110809300.3843-100000@almaak.usc.edu>
References: <200201102034.PAA65624@garnet.acns.fsu.edu>

I may be adding to the confusion by relying on my own fallible memory, but I believe the situation had to do with AAPORNet messages and AAPOR's website not being accessible by PC's where porn filter software had been installed. The "PORN" in "aaPORNet" would set off the morality alarms on the Net Nanny and prevent further access.

Then again, I sometimes have trouble remembering what I had for lunch the previous day, so I could be all wrong...

At 08:29 AM 1/11/02 -0800, James Beniger wrote:

> Fellow voyeurs,
>
> Although I admit that my memory is indeed fading with old age, I'm
> pretty sure that--if I had in fact ever been part of a porn site--
> I would still remember *that*!
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> And so I hate to say it, but I'm helpless to do anything about it:
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>

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>

> *****

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>>

>> Jim will know!

>>

>> Also, when the Adrianna Huffington stuff came up a few years back, I
entered

>> her in a search engine to see what I could find...and guess what?

>>

>> Susan

>> Susan Carol Losh, PhD

>> slosh@garnet.acns.fsu.edu

>>

>> visit the site at:

>> <http://garnet.acns.fsu.edu/~slosh//Index.htm>

>>

>> The Department of Educational Research

>> 307L Stone Building

>> Florida State University

>> Tallahassee FL 32306-4453

>>

>> 850-644-8778 (Voice Mail available)

>> Educational Research Office 850-644-4592

>> FAX 850-644-8776

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>

=====
Jim Wolf Jim-Wolf@worldnet.att.net
=====

Date: Sat, 12 Jan 2002 13:20:59 -0500
To: aapornet@usc.edu
From: Susan Losh <slosh@garnet.acns.fsu.edu>
Subject: Re: Us too?

No, no! Wasn't me.

While looking up material on Adrianna Huffington a couple of years ago, when we first became aware of her general attitude toward surveys, I stumbled across a very nasty site composed by someone I don't know, but obviously whose feelings about Adrianna Huffington must have been far stronger than mine. One of them face superimposed on body type sites (I gather, since I do not intentionally visit such sites myself.)

Alas, I never made a note of the url.

Perhaps others using search engines as I did may run across it too.

Susan

At 10:48 AM 1/12/2002 -0500, you wrote:

>I may be adding to the confusion by relying on my own fallible memory, but
>I believe the situation had to do with AAPORNet messages and AAPOR's
>website not being accessible by PC's where porn filter software had been
>installed. The "PORN" in "aaPORNet" would set off the morality alarms on
>the Net Nanny and prevent further access.

>

>Then again, I sometimes have trouble remembering what I had for lunch the
>previous day, so I could be all wrong...

>

>

>At 08:29 AM 1/11/02 -0800, James Beniger wrote:

>> Fellow voyeurs,

>>

>> Although I admit that my memory is indeed fading with old age, I'm
>> pretty sure that--if I had in fact ever been part of a porn site--
>> I would still remember *that*!

>>

>> And so I hate to say it, but I'm helpless to do anything about it:
>> I'm afraid all eyes will now shift to Susan Losh, for more details
>> about her own accidental appearance on that "porn site a couple of
>> years ago," as she puts it.

>>

>> If conservative Republicans of good breeding--and with prominent
>> names--can participate in such activities, however, I don't see that
>> appearing on a porn site can be all that disrespectful. Susan?

>>

>>

-- Jim

>>

>> *****

>>

>>On Thu, 10 Jan 2002, Susan Losh wrote:

>>

>>> Wait a second, folks. If memory serves me right, weren't *we" somehow
>linked

>>> in accidently as part of a porn site a couple of years ago?

>>>

>>> Jim will know!

>>>

>>> Also, when the Adrianna Huffington stuff came up a few years back, I
>entered

>>> her in a search engine to see what I could find...and guess what?

>>>

>>> Susan

>>> Susan Carol Losh, PhD

>>> slosh@garnet.acns.fsu.edu

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>>> visit the site at:

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>=====

>Jim Wolf Jim-Wolf@worldnet.att.net

>

>

Susan Carol Losh, PhD

slosh@garnet.acns.fsu.edu

visit the site at:

<http://garnet.acns.fsu.edu/~slosh//Index.htm>

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850-644-8778 (Voice Mail available)

Educational Research Office 850-644-4592

FAX 850-644-8776

Date: Sat, 12 Jan 2002 12:36:04 -0500
From: Nick Panagakis <mail@marketsharescorp.com>
To: aapornet@usc.edu
Subject: Web Site Polls/Self Selected Samples

Here is an item showing what can go wrong with those polls we see posted on web sites.

Unknown is the level of participation by the staff of third runner-up Corrine Wood who trails Jim Ryan by 40 points according to a Market Strategies poll taken last week.

Nick

Date: Sat, 12 Jan 2002 22:18:36 -0500
From: "Mark David Richards" <mark@bisconti.com>
To: <aapornet@usc.edu>
Subject: Census Data Generate Another Guiding Light
boundary="-----_NextPart_000_0025_01C19BB7.145F87D0"

This is a multi-part message in MIME format.

-----_NextPart_000_0025_01C19BB7.145F87D0

Census Data Generate Another Guiding Light
Churches Interpreting Statistics to Promote the Faith
<http://www.washingtonpost.com/wp-dyn/articles/A34638-2002Jan12.html>

By Rachel Zoll
Associated Press

Saturday, January 12, 2002; Page B09

The Rev. Richard Magnus looks at the mountain of data gleaned by the Census Bureau and thinks about churches -- where to build them, whether they need bilingual pastors, whether they should offer day care.

Magnus runs the national outreach office of the Evangelical Lutheran Church in America and is among many religious leaders who are using the 2000 Census to expand their denominations.

The bureau collects no information about religion. But the statistics the agency compiles on immigration, population shifts, income, and the age and ethnic makeup of state populations are critical to spreading the faith.

"It tells us where we ought to do some shifts in ministries," said Magnus, who works from the Lutheran church's headquarters in Chicago.

"It tells us if this is a good place to do a congregational start." Mainline Protestant churches that have been losing membership for years -- Lutheran, Presbyterian, Methodist, Episcopal and United Church of Christ -- are hoping to reverse the trend. Majority-white denominations are struggling to diversify. All see the census as helping them fulfill a mandate to identify spiritual needs and meet them.

Some denominations, such as the Presbyterian Church (USA), have their own demographers who break down census data for individual churches. Many more have contracts with companies that use the census to create neighborhood profiles, with information ranging from residents' buying patterns to reading habits to income in areas surrounding a church.

"It's the same type of approach as any business -- understanding who your customer is, what it is we can do to enhance our membership," said Diana Dean-Nau, a sales executive with Claritas Inc. The San Diego-based marketing company does work for churches, as well as corporations such as the Lowe's Cos. home-improvement chain. Using demographics to market faith makes some religious leaders uncomfortable, but most feel a sophisticated approach is necessary to draw nonbelievers and dropouts to church.

"We've got a deep commitment to doing this outreach," Magnus said. The nation's population increases in the West and South pose a particular challenge, since many denominations have their roots in the Northeast.

For example, Pennsylvania has historically been a stronghold for Lutherans. But the state's sluggish growth rate means Evangelical Lutherans have to look elsewhere for members. At the same time, the census found the Hispanic population in Pennsylvania has increased by 70 percent in a decade, creating a need for Spanish-language worship and other ministries.

The Roman Catholic Church faces similar pressure. Mary Gautier, a senior researcher with the Center for Applied Research in the Apostolate at Georgetown University, said the census confirmed that the church needs to put more resources in the South and West, where Catholics historically have not had a large presence.

"The places where the Catholic institutions are is not where the Catholic population is," Gautier said.

Sam Vinall, a demographer for the Baptist General Convention of Oklahoma, uses special software to develop the same kind of neighborhood reports that Claritas offers. But all his efforts are aimed at helping his state's 1,700 Southern Baptist churches.

In one study, he analyzed the lifestyles of the young families who were members of an Oklahoma City church, then identified other areas of the city where residents fit that profile. "The church used that as a basis for having block parties, home Bible studies and to start a satellite location," Vinall said.

Claritas even identifies how many churches are in a given area, to determine the level of competition among houses of worship. And some churches use census data in their hiring process, to match a pastor's skills to a community's needs.

"I feel that God gives us these tools to use and He allowed these tools to be developed, and not just for business use but for reaching people for Him also," Vinall said.

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Senior Associate, Bisconti Research, Inc.
2610 Woodley Place NW
Washington, District of Columbia 20008
202/ 347-8822
202/ 347-8825 FAX
mark@bisconti.com

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Data

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Generate Another Guiding Light<!--plsfield:stop-->

Churches =
Interpreting

Statistics to Promote the Faith<span =
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size=3D2 color=3Dblack face=3DArial><span =
style=3D'font-size:10.0pt;mso-bidi-font-size:
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a><o:p></o:p></p>

<p><i><span =
style=3D'font-size:10.0pt;
font-family:Arial;color:black;font-style:italic'>By Rachel =
Zoll</i><font
size=3D2 color=3Dblack face=3DArial><span =
style=3D'font-size:10.0pt;font-family:Arial;
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<!--plsfield:credit-->Associated Press

<!--plsfield:disp_date-->Saturday, January 12, 2002; Page B09 =
<font
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face=3DArial><span
style=3D'font-size:10.0pt;mso-bidi-font-size:12.0pt;font-family:Arial;col=
or:black'>The
Rev. Richard Magnus looks at the mountain of data gleaned by the Census =
Bureau
and thinks about churches -- where to build them, whether they need =
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color=3Dblack face=3DArial><span =
style=3D'font-size:10.0pt;mso-bidi-font-size:12.0pt;
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></p>

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style=3D'font-size:10.0pt;
mso-bidi-font-size:12.0pt;font-family:Arial;color:black'>Magnus runs the
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their
denominations.<font size=3D2 color=3Dblack =
face=3DArial><span
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or:black;
mso-color-alt:windowtext'><o:p></o:p></p>

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color=3Dbblack face=3DArial><o:p></o:p></p>

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></p>

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></p>

<p class=3DMsoNormal align=3Dcenter style=3D'text-align:center'></NITF>=A9 2002<!--plsfield:end--> The Washington = Post Company<o:p></o:p></p>

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<p class=3DMsoAutoSig>Senior Associate, Bisconti Research, = Inc.<o:p></o:p></p>

<p class=3DMsoAutoSig>2610 Woodley Place = NW<o:p></o:p></p>

<p class=3DMsoAutoSig>Washington, District of Columbia = 20008<o:p></o:p></p>

<p class=3DMsoAutoSig>202/ 347-8822<o:p></o:p></p>

<p class=3DMsoAutoSig>202/ 347-8825 = FAX<o:p></o:p></p>

<p class=3DMsoAutoSig>mark@bisconti.com<o:p></o:p></p>=

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-----=_NextPart_000_0025_01C19BB7.145F87D0--

=====
Date: Sat, 12 Jan 2002 21:24:08 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Speaking of Online Polls... (Jerusalem Post)

Speaking of Online Polls...

No need to bother--I've already emailed the editors of the Jerusalem Post, demanding a recount.

-- Jim

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<http://cgis.jpost.com/cgi-bin/Poll/poller.cgi?pollid=mainp&actn=rslt>

The Jerusalem Post Internet Edition

29 Tevet 5762 01:24 Sunday January 13, 2002

Current Poll

Are you satisfied with the performance of Israel's spokespeople in handling the international media in connection with the Karine-A affair?

Yes XX 50 %
No XXX 50 %

Total Votes: 5015

Please note that our online polls are not scientific but offer our site

users the chance to express their views about current issues in the news.

<http://cgis.jpost.com/cgi-bin/Poll/poller.cgi?pollid=mainp&actn=rslt>

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=====
Date: Sat, 12 Jan 2002 23:21:23 -0800 (PST)
From: James Beniger <beniger@rcf.usc.edu>
To: AAPORNET <aapornet@usc.edu>
Subject: Does money buy happiness? (NBC News)

Copyright © 2002 -- MSNBC.com NEWS <<http://www.msnbc.com/news/>>

<http://www.msnbc.com/news/685507.asp#BODY>

January 11, 2002

Does money buy happiness?

A look at how people view the role of money in their lives

TODAY SHOW CONTRIBUTOR

Jan. 11 -- Does money buy happiness? A new study unveiled at the annual meeting of the American Economics Association says yes. But before we get into the specific findings we thought we'd ask you the same question. This week, over 6,000 people took our Web survey on the subject. "Today" financial editor and Money magazine editor-at-large Jean Chatzky compares the results of our survey with what economic experts say on "Today." Read more on the subject below.

HERE'S A LOOK at our Web survey results, some of the "Today" show audience comments and what the experts say:

DOES MONEY BUY HAPPINESS?

Yes -- 38%
No -- 62%

It's interesting that viewers disagree with economists. But according to their comments, they think happiness is tied to money. Here is a typical comment:

From: Bean
Hometown: Vineland
"Money does not necessarily buy happiness, but it does buy things that can make you happy."

What do the experts say?

A 10-year study by a British economist named Andrew Oswald from the University of Warwick took a look at 9,000 families and the results say yes. In general, people with more money are happier than those with less. One study (from the National Opinion Research Center) found that 44 percent of people earning more than \$75,000 a year (per household) said that they were very happy, compared to 31 percent of those earning between \$30,000 and \$50,000 a year. That may be because money buys things that make life easier -- everything from household help to major appliances to vacations where you can unwind -- and that in turn can make you happy.

Oswald also found that there were more important things tied to happiness than money -- namely a stable marriage and good health. (Other factors that lead to happiness? Being retired, looking after a home, being in your 20s or younger or 40s or older -- but not in your 30s, the most unhappy decade, and being a woman (hooray!))

IF MONEY DOES BUY HAPPINESS, DOES THE CONTENTMENT LAST?

Yes -- 22%
No -- 78%

Our viewers say the contentment doesn't last. Here is one of their comments:

From: Deb
Hometown: Dixon, Illinois
"I want to make some major life changes, but I'm afraid to leave the security of a good paying job that I hate. Having more makes it harder to take a chance at finding happiness."

What do the experts say?

In general, it doesn't. Temporary unexpected hikes in income or windfalls tend to make people happier, explained Daniel Hamermesh, a professor at the University of Texas. But after a while people start to expect it. His research suggests that impact from a windfall is fully dissipated in 10 years. That's why the average happiness in countries

from the U.S. to Britain hasn't gone up over the past few decades, as measured by researchers, despite the fact that we earn more actual dollars than we used to. It's also why people in the United States, a wealthy nation, aren't on average, happier than people in poor (but stable) countries.

Other research has shown that having more simply causes you to want more. And that the more educated you are the less likely you are to be happy with your income because you expect more from yourself and your life.

DOES MONEY THAT YOU'VE EARNED GIVE YOU MORE
HAPPINESS THAN AN INHERITANCE OR WINDFALL?

Yes -- 52%
No -- 48%

Viewers were about split on this one.

What do the experts say?

In fact, it seems to be just the other way around. Everyone who has gotten a modest raise knows that in almost no time it feels as if you've been earning -- and spending -- that much forever. You probably can't imagine living without it. And therefore your happiness quotient doesn't rise. But a windfall can make a substantial difference.

IS THERE A PRECISE SUM THAT WILL MAKE YOU HAPPY?

Yes -- 38%
No -- 62%

About two-thirds of the viewers said no.
But of those that said yes, about half said over a million dollars would make them happy.

IF SO, HOW MUCH?

\$50,000 or less -- 9%
\$100,000 -- 11%
\$500,000 -- 12%
\$1,000,000 -- 21%
More than a million -- 47%

What do the experts say?

Andrew Olswald's study found that a windfall of about \$1,500 can produce some temporary happiness -- economists haven't measured just how temporary. But he says buying a lifetime of happiness costs more than \$1.5 million. (Invested conservatively, that'll yield an extra 100,000 a year, precisely the amount researchers said it takes to overcome negative life events like the loss of a spouse or a divorce.)

DO YOU GET AS MUCH ENJOYMENT FROM YOUR SPOUSE'S MONEY AS YOU DO FROM YOUR OWN MONEY?

Yes -- 63%
No -- 37%

In general, as long as your spouse shares the money, your general happiness will be temporarily higher. But when it's your own -- and it's earned, like a big bonus -- you also get the ego boost of knowing you're a superstar at your job.

DOES SEEING OTHERS WITH MORE MONEY THAN YOU HAVE MAKE YOU LESS HAPPY?

Yes -- 34%
No -- 66%

A third of our viewers said no, and many of them expressed this attitude:

From: Susan
Hometown: Cleveland, Ohio
"Happiness comes from within and grows as you share yourself with others. Accumulating wealth is not a bad thing, but relying on it as a measure of your self-worth is completely destructive.

What do the experts say?

This is the "keeping up with the Jones's" question -- and you bet it makes a difference, researchers say. How we believe we are doing financially relative to other people is key in determining how happy our wealth makes us. When our income falls relative to our friends, siblings, neighbors, co-workers we feel, deprived and less happy.

Jean Chatzky is the financial editor for "Today," editor-at-large at Money magazine and the author of "Talking Money: Everything You Need to Know About Your Finances and Your Future." Information provided courtesy of Jean Chatzky and Money magazine.

<http://www.msnbc.com/news/685507.asp#BODY>

=====
Date: Sun, 13 Jan 2002 19:05:00 -0500
From: Jan Werner <jwerner@jwdp.com>
Reply-To: jwerner@jwdp.com
Subject: Email virus warning
To: undisclosed-recipients:;

A very nasty worm called JS.Gigger.A@mm has started to pop up in the past few days, targetting Microsoft Outlook/Outlook Express users and particularly dangerous for Windows 95/98 users.

The Norton Anti Virus site describes it as follows:

JS.Gigger.A@mm is a worm written in JavaScript. It uses Microsoft Outlook and mIRC to spread. It attempts to delete all files on the computer and to format drive C if the computer is successfully restarted.

JS.Gigger.A@mm arrives as an email message that has the following characteristics:

Subject: Outlook Express Update
Message: MSNSoftware Co.
Attachement: Mmsn_offline.htm

For more information see:

<http://www.symantec.com/avcenter/venc/data/js.gigger.a@mm.html>

Anti-virus users are advised to update their virus definitions!

Jan Werner
jwerner@jwdp.com

=====
Date: Sun, 13 Jan 2002 20:19:19 -0800
From: Ellis Godard <godard@virginia.edu>
To: aapornet@usc.edu
Subject: FWD: Leader of Commons wants UK Voting Online
In-Reply-To: <NCEELGJNGFLOAJBFAFFOIEJMEBAA.ellisgodard@starband.net>

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

> From: DO-WIRE - Democracies Online Newswire
> [mailto:do-wire@tc.umn.edu]On Behalf Of Steven Clift
> Sent: Monday, January 07, 2002 9:22 AM
> To: do-wire@tc.umn.edu
> Subject: [DW] UK Leader of Commons Robin Cook on E-Democracy/Online
> Voting
>
>

>
> *** Democracies Online Newswire - <http://www.e-democracy.org/do> ***
>
>
> Big interview in the Guardian today:
> <http://www.guardian.co.uk/internetnews/story/0,7369,628776,00.html>
>
> Cook plans to make UK first to vote on internet
>
> Jackie Ashley
> Monday January 7, 2002
> The Guardian
>
> Britain will become the first country in the world to use the
> internet for voting, as part of radical changes to the political
> system, Robin Cook, the leader of the Commons, has told the Guardian.
>
> In an interview, Mr Cook is scathing about the culture of parliament,
> describing its procedures as antique, ludicrous, Dickensian and as
> ritualised as 18th-century duelling.
>
> Mr Cook intends to "enfranchise" those who want to vote online as a
> way of drawing back under-40s to the democratic process. Pilot
> schemes for local elections begin in the spring, with a chance that
> voting by internet could be in place for the next general election,
> though Mr Cook admits that that is a "tough call".
>
> Among his other plans is the use of the web for daily feedback to
> parliament on policy choices before MPs. He also confirms his
> determination to press ahead with increased powers and greater
> independence for select committees, despite the worries of Whitehall
> officials, the Speaker, Michael Martin, and some fellow cabinet
> ministers.
>
> - end clip -
>
>
> Follow-up:
> <http://politics.guardian.co.uk/commons/story/0,9061,629072,00.html>
>
> 3pm update
> Reformers sceptical of online voting
>
> Matthew Tempest, political correspondent
> Monday January 7, 2002
>
> Immediate concern was cast today over plans by the leader of the
> Commons, Robin Cook, to bring in voting on the internet in time for
> the next election.
> ...
>
>
> BBC coverage:
> [http://news.bbc.co.uk/hi/english/in_depth/sci_tech/2000/dot_life/](http://news.bbc.co.uk/hi/english/in_depth/sci_tech/2000/dot_life/newsid_1746000/1746902.stm)
> newsid_1746000/1746902.stm (paste on one line)
>
> E-voting: A load of old ballots?

>
> The UK should be the first country to hold its general elections
> online, says Robin Cook, leader of the Commons. But BBC News Online's
> technology correspondent Mark Ward says it is not going to be easy.

> ...
> ^ ^ ^ ^
> Steven L. Clift - W: <http://www.publicus.net>
> Minneapolis - - - E: clift@publicus.net
> Minnesota - - - - - T: +1.612.822.8667
> USA - - - - - ICQ: 13789183

>
> *** Please send submissions to: DO-WIRE@TC.UMN.EDU ***
> *** To subscribe, e-mail: listserv@tc.umn.edu ***
> *** Message body: SUB DO-WIRE ***
> *** To unsubscribe instead, write: UNSUB DO-WIRE ***
>
> *** Please forward this post to others and encourage ***
> *** them to subscribe to the free DO-WIRE service. ***
>

Subject: RE: Does money buy happiness? (NBC News)
From: Lydia_Saad@gallup.com
Received: by Exchng7.gallup.com with Internet Mail Service (5.5.2653.19)
id <C8621KRK>; Mon, 14 Jan 2002 09:46:41 -0600
To: aapornet@usc.edu
Date: Mon, 14 Jan 2002 09:46:40 -0600

Here's some analysis from a recent (Dec. 6-9) Gallup poll, to augment the
NBC finding:

Does Money Buy Happiness?

According to the new poll, one of the strongest connections to personal
happiness appears to be financial well being. Two-thirds of Americans who
describe their financial situations as "excellent" or "good" tell Gallup
they are "very satisfied" with their personal lives. By contrast, only 35%
of those whose financial situations are "only fair" or "poor" say they are
very satisfied with their lives. The same pattern is evident when looking at

respondents' overall household income, with those in high-income households
much more likely to be very satisfied than are those in low-income
households.

FULL STORY:

<http://www.gallup.com/poll/releases/pr011217.asp>

Lydia Saad
Senior Editor
The Gallup Poll

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

From: James Beniger [<mailto:beniger@rcf.usc.edu>]
Sent: Sunday, January 13, 2002 2:21 AM

To: AAPORNET
Subject: Does money buy happiness? (NBC News)

This message uses a character set that is not supported by the Internet Service. To view the original message content, open the attached message. If the text doesn't display correctly, save the attachment to disk, and then

open it using a viewer that can display the original character set.

=====
Date: Mon, 14 Jan 2002 11:03:29 -0500
From: Howard Fienberg <HFienberg@stats.org>
To: "'AAPORNET (E-mail)'" <aapornet@usc.edu>
Subject: WashTimes: Consent required for 'nosy' surveys

The Washington Times
<http://www.washingtontimes.com/national/20020114-78913568.htm>
Consent required for 'nosy' surveys
Cheryl Wetzstein
THE WASHINGTON TIMES
Published 1/14/2002

A law enacted this week in New Jersey has elated conservative advocates who oppose schools giving "nosy" surveys to students without their parents' consent.

On Wednesday, New Jersey's outgoing Gov. Donald DiFrancesco signed a bill requiring public schools to obtain written consent from parents before issuing personal surveys to students.

Federal law already requires written parental consent for personal student surveys conducted with federal funds; the New Jersey law expands that requirement to any public school survey, regardless of its funding source. The law stems from an outcry in Ridgewood, N.J., over a 1999 school survey that asked more than 2,000 middle- and high-school students about such things as their sex partners, suicide attempts, LSD use and shoplifting activities.

"It is reassuring to know that, as of today, no more students in New Jersey will have to endure being subjected to violations of their privacy rights simply because they go to public school," said Carole Nunn, mother of a Ridgewood student who took the survey in 1999.

"It's a great victory for parents," said Eagle Forum founder Phyllis Schlafly.

"Parents have been unhappy about these nosy questionnaires for many years, and there have been many attempts to stop them, most of them unsuccessful," she said.

"This time, we have a triple win," she added, referring to the new law and to recent favorable rulings by a federal appeals court and the Department of

Education (DOE).

The New Jersey law is "very important" and will likely be replicated soon in

other state legislatures, said Michael Schwartz, an official with Concerned Women for America.

Parents and school officials have been embroiled with the Ridgewood school survey since it was given in the fall of 1999.

School officials said the 156-question survey, developed by Search Institute, a respected research group, was voluntary, anonymous and able to

provide important information. School officials said they alerted parents to the survey on three occasions and made it available to parents two months before it was given. Many Ridgewood parents supported the survey, according to local news reports.

Other parents, however, said they were not properly informed about the contents of the survey and that the children were required to take it. Some children said they were even told they would be marked absent if they didn't

take the survey. One child, who was out sick the day of the survey, was instructed to take it the day he returned.

A group of parents filed a lawsuit against Ridgewood school officials and asked the DOE to investigate whether school officials violated the federal Protection of Pupil Rights Amendment (PPRA) when they gave the federally funded survey without written parental consent.

In February 2001, U.S. District Judge Nicholas H. Politan dismissed the parents' lawsuit, saying that the survey was voluntary. On Dec. 10, however,

the U.S. Court of Appeals for the 3rd Circuit reversed Judge Politan's ruling and sent the case back to the lower court.

A few days later, the DOE ruled that Ridgewood schools had violated the PPRA

and ordered school officials to inform their staff about the federal rules for written parental consent for student surveys.

On the heels of these two decisions, New Jersey senators revived a bill to require written parental consent for all student surveys in public schools.

After a vigorous debate on Monday, lawmakers passed the bill and Mr. DiFrancesco, a Republican who will be replaced tomorrow by Democratic Gov.-elect James McGreevey, signed it into law Wednesday.

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=====
Date: Mon, 14 Jan 2002 15:11:41 -0500
From: "Chun, Young" <YChun@air.org>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: Probability sample of the disabled?

Greetings,
I'm interested in obtaining a nationally representative probability sample of persons with disabilities. Can you help with any leads, resources?

Young Chun, Senior Research Scientist
American Institutes for Research
"More than 50 years of behavioral and social science research"
1000 Thomas Jefferson St. NW
Washington, DC 20007
(202) 944-5325

=====
Date: Mon, 14 Jan 2002 15:25:05 -0500
From: "Wang, Kevin" <KWang@ui.urban.org>
To: "'aapornet@usc.edu'" <aapornet@usc.edu>
Subject: RE: Probability sample of the disabled?

A paper titled - Inclusion of Disabled Populations in Social Surveys:

Review and Recommendations is available at

<http://www.srl.uic.edu/publist/study.htm>

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

>From: Chun, Young [mailto:YChun@air.org]

>Sent: Monday, January 14, 2002 3:12 PM

>To: 'aapornet@usc.edu'

>Subject: Probability sample of the disabled?

>

>

> Greetings,

> I'm interested in obtaining a nationally representative probability
>sample of

> persons with disabilities. Can you help with any leads, resources?

>

>

>Young Chun, Senior Research Scientist

>American Institutes for Research

>"More than 50 years of behavioral and social science research"

>1000 Thomas Jefferson St. NW

>Washington, DC 20007

>(202) 944-5325

>

>

>

Date: Mon, 14 Jan 2002 20:03:04 -0800

From: Ellis Godard <godard@virginia.edu>

To: aapornet@usc.edu

Subject: RE: WashTimes: Consent required for 'nosy' surveys

In-Reply-To: <F58FF1B42337D311813400C0F0304A1E5B15AA@CMPA01>

How are privacy rights violated? Are the surveys compulsory?

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

> "It is reassuring to know that, as of today, no more students in

> New Jersey

> will have to endure being subjected to violations of their privacy rights

> simply because they go to public school," said Carole Nunn, mother of a

> Ridgewood student who took the survey in 1999.

Date: Tue, 15 Jan 2002 07:35:03 -0400

From: "Colleen K. Porter" <cporter@hp.ufl.edu>

Reply-To: cporter@hp.ufl.edu

To: aapornet@usc.edu

Subject: Public perception: unions vs. professional organizations

Recently I had a discussion with a bright student who, knowing my work as a survey researcher, asked if I knew anything about public perceptions of unions vs. professional organizations.

Of course, I have no clue since my area is health care, so I can only turn to you all.

His theory is that professional organizations (such as educators, air traffic controllers and health care workers) are judged more harshly by the public when they use "blue-collar union tactics" such as strikes. Those tactics are seen by the public as inappropriate for professionals.

Of course, this is all very difficult to quantify, and complicated by the fact that public opinion, rather than an organization's title, determines whether the group is considered "professional" or not. For example, funeral workers consider themselves to be professionals, but many outsiders do not.

If anyone has some references or expertise in this area, I would be grateful for any information.

Thanks much.

Colleen K. Porter
Project Coordinator, University of Florida
cporter@hp.ufl.edu
phone: 352/392-6919, Fax: 352/392-7109
Department of Health Services Administration
P.O. Box 100195, Gainesville, FL 32610-0195

=====
Date: Tue, 15 Jan 2002 08:22:56 -0500
From: "David Smith" <dwsmith2@nycap.rr.com>
To: <aapornet@usc.edu>
References: <NCEELGJNGFLOAJBFAFFOEELKEBAA.godard@virginia.edu>
Subject: Re: WashTimes: Consent required for 'nosy' surveys

In general, minors can't give informed consent to participate in research for themselves, the consent must come from the parents. Minors can become emancipated, and give consent for many actions, including contracts. Emancipation is governed by state law. Some states do not permit emancipated minors to give consent to participate in research, the consent must be obtained from someone else. In other words, children can't give informed consent to participate in research, even when they are emancipated and given virtually all the rights and responsibilities of adults.

Much of school-based research requires only that the parents do not withhold consent, usually based on a form sent home by children.

Some topics of research are particularly sensitive and require further scrutiny by Institutional Review Boards (IRBs). These include research on anyone who has diminished capacity to give consent, eg, children and prisoners, or interviews or testing for illegal behavior.

The questionnaire used, from the SEARCH Institute, may contain questions about sexual activity, smoking, and drug use. These may all be illegal, in some states and depending on the age of the child.

Standards for research among school children differ by agency. I have heard

that the Department of Education has the most stringent standard, requiring written consent. Other federal agencies do not have such strong standards.

Virtually every telephone survey I have heard of has only interviewed adults. When I worked on a survey of teenagers we actually went to the houses and got consent forms signed by the parent.

Regards,
David Smith

David W. Smith, Ph.D., M.P.H.

45 The Crossway
Delmar, NY 12054

dwsmith2@nycap.rr.com

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

From: "Ellis Godard" <godard@virginia.edu>

To: <aapornet@usc.edu>

Sent: Monday, January 14, 2002 11:03 PM

Subject: RE: WashTimes: Consent required for 'nosy' surveys

> How are privacy rights violated? Are the surveys compulsory?

>

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

> > "It is reassuring to know that, as of today, no more students in

> > New Jersey

> > will have to endure being subjected to violations of their privacy rights

> > simply because they go to public school," said Carole Nunn, mother of a

> > Ridgewood student who took the survey in 1999.

>

>

>

=====
Date: Tue, 15 Jan 2002 10:37:17 -0500

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

To: <aapornet@usc.edu>

Subject: Two Studies About Government: Achievements and State of Public Service

boundary="-----_NextPart_000_0012_01C19DB0.9A8D9720"

This is a multi-part message in MIME format.

-----=_NextPart_000_0012_01C19DB0.9A8D9720

These studies may be of interest... mark

Brookings Forum

Government's Greatest Achievements of the Past Half Century

What the Federal Government Tried to Accomplish, Where it Succeeded and Failed, and Why

Paul Light, vice president and director of the governmental studies program at The Brookings Institution

Home page: http://www.brook.edu/GS/CPS/50ge/50GE_hp.htm
<http://www.brook.edu/GS/CPS/50ge/50GE_hp.htm>

Event transcript: <http://www.brook.edu/comm/transcripts/20001220.htm>
Top 10 achievements: <http://www.brook.edu/GS/CPS/50ge/topten.htm>
Report: <http://www.brook.edu/comm/reformwatch/rw02/rw2.htm>
Methodology: <http://www.brook.edu/GS/CPS/50ge/methodology.htm>
Take the survey: <http://www.brook.edu/GS/CPS/50ge/survey/gov50.htm>

A Brookings Press Briefing

To Restore and Renew: A New Report on the State of the Federal Public Service

Paul C. Light <<http://www.brook.edu/scholars/plight.htm>> , Senior Fellow, Governmental Studies

<http://www.brook.edu/views/articles/light/200111ge.htm>

<<http://www.brook.edu/views/articles/light/200111ge.htm>> The challenges facing the public service are evident in a first-of-its-kind telephone survey of 1,051 federal employees contacted at home by Princeton Survey Research Associates on behalf of the Brookings Institution's Center for Public Service, which the author directs. Given a rare chance to talk candidly about their work without a supervisor looking over their shoulders, these federal employees describe a civil service with both strengths and vulnerabilities.

Event transcript:

<http://www.brook.edu/comm/transcripts/20011030cps.htm>

Report:

<http://www.brook.edu/views/articles/light/PaulLightMagazine.pdf>

Questionnaire and results:

<http://www.brook.edu/views/articles/light/toplines.pdf>

Supplemental data:

<http://www.brook.edu/Views/Articles/Light/200111GEchartsgraphs.htm>

Mark David RICHARDS, Ph.D., Sociologist
Senior Associate, Bisconti Research, Inc.
2610 Woodley Place NW
Washington, District of Columbia 20008
202/ 347-8822
202/ 347-8825 FAX
mark@bisconti.com

-----=_NextPart_000_0012_01C19DB0.9A8D9720

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<p class=3DMsoNormal>Brookings = Forum
Government's Greatest Achievements of = the Past Half Century
<i>What the Federal Government Tried to = Accomplish, Where it Succeeded and Failed, and = Why<o:p></o:p></i></p>

<p class=3DMsoNormal>Paul Light, vice president and director of the governmental studies program at The Brookings Institution<i><o:p></o:p></i></= span></p>

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<p class=3DMsoNormal>Home = page: http://www=. .brook.edu/GS/CPS/50ge/50GE_hp.htm=<o:p></o:p></p>

** **

Event = transcript: <http://www.brook.edu/comm/transcripts/20001220.htm>

Top 10 achievements: <http://www.brook.edu/GS/CPS/50ge/topten.htm>

Report: <http://www.brook.edu/comm/reformwatch/rw02/rw2.htm>

Methodology: <http://www.brook.edu/GS/CPS/50ge/methodology.htm> <http://www.brook.edu/comm/reformwatch/rw02/rw2.htm>

Take the survey: <http://www.brook.edu/GS/CPS/50ge/survey/gov50.htm>

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<p class=3DMsoNormal>A =
Brookings Press
Briefing

To Restore and Renew: A New Report on =
the
State of the Federal Public Service

<a = href=3D"http://www.brook.edu/scholars/plight.htm">Paul C. Light, <i>Senior = Fellow</i>,
Governmental Studies<o:p></o:p></p>

<p><a=

href=3D"http://www.brook.edu/views/articles/light/200111ge.htm">http://www.brook.edu/views/articles/light/200111ge.htm
The challenges = facing
the public service are evident in a first-of-its-kind telephone survey = of 1,051

federal employees contacted at home by Princeton Survey Research Associates on behalf of the Brookings Institution's Center for Public Service, which the author directs. Given a rare chance to talk candidly about their work without a supervisor looking over their shoulders, these federal employees describe a civil service with both strengths and vulnerabilities.

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Supplementa=

l data: http://www.brook.edu/Views/Articles/Light/200111GEchartsgraphs.htm=<o:p></o:p></p>

<p class=3DMsoNormal><![if = !supportEmptyParas]> <![endif]><o:p></o:p></p>

<p class=3DMsoNormal><![if = !supportEmptyParas]> <![endif]><o:p></o:p></p>

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<p class=3DMsoNormal><![if = !supportEmptyParas]> <![endif]><o:p></o:p></p>

<p class=3DMsoNormal>-----<o:p></o:p></p>

<p class=3DMsoAutoSig><!--[if supportFields]><span=20 style=3D"mso-spacerun: yes"> AUTOTEXTLIST \s "E-mail=20 Signature" <![endif]-->Mark David RICHARDS, Ph.D., Sociologist<o:p></o:p></p>

<p class=3DMsoAutoSig><font size=3D3 color=3Dblack face=3D"Book =
Antiqua"><span
style=3D'font-size:12.0pt'>Senior Associate, Bisconti Research, =
Inc.</o:p></o:p></p>

<p class=3DMsoAutoSig><font size=3D3 color=3Dblack face=3D"Book =
Antiqua"><span
style=3D'font-size:12.0pt'>2610 Woodley Place =
NW</o:p></o:p></p>

<p class=3DMsoAutoSig><font size=3D3 color=3Dblack face=3D"Book =
Antiqua"><span
style=3D'font-size:12.0pt'>Washington, District of Columbia =
20008</o:p></o:p></p>

<p class=3DMsoAutoSig><font size=3D3 color=3Dblack face=3D"Book =
Antiqua"><span
style=3D'font-size:12.0pt'>202/ 347-8822</o:p></o:p></p>

<p class=3DMsoAutoSig><font size=3D3 color=3Dblack face=3D"Book =
Antiqua"><span
style=3D'font-size:12.0pt'>202/ 347-8825 =
FAX</o:p></o:p></p>

<p class=3DMsoAutoSig><font size=3D3 color=3Dblack face=3D"Book =
Antiqua"><span
style=3D'font-size:12.0pt'>mark@bisconti.com</o:p></o:p></p>=

<p class=3DMsoNormal><!--[if supportFields]><span =
style=3D'mso-element:field-end'><![endif]--><![if =
!supportEmptyParas]> <![endif]></p></p>

</div>

</body>

</html>

-----=_NextPart_000_0012_01C19DB0.9A8D9720--

=====
Date: Tue, 15 Jan 2002 11:02:17 -0800
Subject: Fw: Re: Fw: Probability sample of the disabled?
From: Jack Elinson <jelinson@juno.com>

----- Forwarded message -----
From: Donald Patrick <donauld@u.washington.edu>
To: Jack Elinson <jelinson@juno.com>
Cc: LRElinson@aol.com, <ck12@columbia.edu>
Date: Tue, 15 Jan 2002 07:49:34 -0800 (PST)
Subject: Re: Fw: Probability sample of the disabled?
Message-ID:

<Pine.A41.4.43.0201150745490.38490-100000@homer08.u.washington.edu>

Most likely the NHIS-D conducted by NCHS. The new NSHA (National Study of Health and Activity) now in formation is also supposed to do this.

REgrettably, these are the first since the the studies of the 70s and 80s.

Probably the only continuous sources of disability data are the NHIS questions based on work disability or social role disability.

The census has had every 10years for a long time.

The SIPP has some questions --

IOM will be publishing a book with papers that review all these --

DOrothy Rice and Gooloo wunderlich (eds) from our committee, the longest running committee ever at the IOM, which completed its 12th meeting recently and finished the

___ elephant

___ mouse

___ both

___ neither

one of our recommendations is that this kind of disability surveillance is needed on an on-going basis.

Hope this is helpful

donald

p.s. aapor might also look at the two Harris polls on disabilities -- these are among the most useful pieces of empirical work

all indicate a prevalence of between 15-20 percent of adult population

donald

On Mon, 14 Jan 2002, Jack Elinson wrote:

>

> ----- Forwarded message -----

> From: "Chun, Young" <YChun@air.org>

> To: "'aapornet@usc.edu'" <aapornet@usc.edu>
> Date: Mon, 14 Jan 2002 15:11:41 -0500
> Subject: Probability sample of the disabled?
> Message-ID: <1D09884C7BCAD211A82F00902730151B04E16B96@dc2.air.org>
>
> Greetings,
> I'm interested in obtaining a nationally representative probability
> sample of
> persons with disabilities. Can you help with any leads, resources?
>
>
> Young Chun, Senior Research Scientist
> American Institutes for Research
> "More than 50 years of behavioral and social science research"
> 1000 Thomas Jefferson St. NW
> Washington, DC 20007
> (202) 944-5325
>

Donald L. Patrick, PhD, MSPH, Professor Tel: 206 616 2981
Box 357660 University of Washington Fax: 206 543 3964
1959 NE Pacific, Seattle, Washington 98195-7660
On Tuesdays and Thursdays, Canal Street Research Office Tel: 206 685 7252
Fax: 206 616 3135
Assistant: Michael Buenafe michab@u.washington.edu Tel: 206 616 2979

=====
Date: Wed, 16 Jan 2002 11:44:22 -0500
To: aapornet@usc.edu
From: Eric Plutzer <expl2@psu.edu>
Subject: Consent of minors: what about HS students over 18?
In-Reply-To: <200201160804.g0G841e15433@listproc.usc.edu>

Thanks to David Smith for his detailed observations about surveys of minors.

Here's a related question: suppose one wished to survey high school students who are all 18 years old, or older? Does anyone know if some states and school districts will still insist on parental consent, even though the respondents are no longer minors in a strict, legal sense?

Does anybody have any experiences to share, or speculations about the best way achieve adequate human subjects protection for such a population?

-- Eric

At 03:04 AM 1/16/2002, David Smith wrote:
>Date: Tue, 15 Jan 2002 08:22:56 -0500
>From: "David Smith" <dwsmith2@nycap.rr.com>
>Subject: Re: WashTimes: Consent required for 'nosy' surveys
>
>In general, minors can't give informed consent to participate in research

>for themselves, the consent must come from the parents. Minors can become
>emancipated, and give consent for many actions, including contracts.
>Emancipation is governed by state law. Some states do not permit
>emancipated minors to give consent to participate in research, the consent
>must be obtained from someone else. In other words, children can't give
>informed consent to participate in research, even when they are
>emancipated and given virtually all the rights and responsibilities of
adults.
>
>Much of school-based research requires only that the parents do not
>withhold consent, usually based on a form sent home by children.
>Some topics of research are particularly sensitive and require further
>scrutiny by Institutional Review Boards (IRBs). These include research on
>anyone who has diminished capacity to give consent, eg, children and
>prisoners, or interviews or testing for illegal behavior.
>
>The questionnaire used, from the SEARCH Institute, may contain questions
>about sexual activity, smoking, and drug use. These may all be illegal,
>in some states and depending on the age of the child.
>
>Standards for research among school children differ by agency. I have
>heard that the Department of Education has the most stringent standard,
>requiring written consent. Other federal agencies do not have such strong
>standards.
>
>Virtually every telephone survey I have heard of has only interviewed
>adults. When I worked on a survey of teenagers we actually went to the
>houses and got consent forms signed by the parent.
>
>Regards,
>David Smith

~~~~~  
Eric Plutzer  
Associate Professor of Political Science & Sociology  
Penn State University  
<http://polisci.la.psu.edu/faculty/plutzer/>  
Some pictures from our recent adoption trip to China are at:  
<http://polisci.la.psu.edu/faculty/plutzer/ClaraTrek.htm>

=====  
Date: Wed, 16 Jan 2002 13:32:42 -0500  
From: "Featherston, Fran A." <[ffeather@nsf.gov](mailto:ffeather@nsf.gov)>  
To: "'aapornet@usc.edu'" <[aapornet@usc.edu](mailto:aapornet@usc.edu)>  
Subject: Fran Featherston is now at the National Science Foundation

Started at NSF this week and just wanted to let everyone know my new  
information:  
Fran Featherston  
E-mail: [ffeather@nsf.gov](mailto:ffeather@nsf.gov)  
National Science Foundation  
4201 Wilson Boulevard  
Arlington, Virginia 22230  
My phone: 703-292-4221

Please remember NOT to reply to this message or it goes to everyone on AAPORNET.

=====  
Date: Fri, 18 Jan 2002 15:12:29 -0500  
From: "David Smith" <dwsmith2@nycap.rr.com>  
To: <aapornet@usc.edu>  
Subject: Initial Summary of Surveys on effects of WTC and Pentagon attacks

Greetings,

I originally made the following request for information about surveys in the wake of the attacks on the World Trade Center and the Pentagon. Responses I received have been recapped, summarized, or whatever, below. This is a preliminary listing. I expect to continue to chase down some of these sources a little better

Special thanks to Eleanor Hall, eleahall@yahoo.com who provided three leads to 1) Gallup (no surprise), 2) Harvard School of Public Health/New York Times, and 3) Quinnipiac University Polling Institute.

Regards,  
David Smith

David W. Smith, Ph.D., M.P.H.

45 The Crosway  
Delmar, NY 12054

dwsmith2@nycap.rr.com

-----  
-----  
From: "David Smith" <dwsmith2@nycap.rr.com>  
To: <aapornet@usc.edu>  
Subject: Surveys on effects of WTC and Pentagon attacks  
Date: Sunday, January 06, 2002 3:08 AM

Greetings:

I want to compile a list of studies and resources, predominantly surveys, on the impact of the WTC and Pentagon attacks and the recent anthrax assaults on the public. I mention this to distinguish studies of the population from studies of victims or others involved in these events, such as public safety officers, per se.

Several of these have been mentioned in this list, but I have not kept systematic track of them. Moreover, aapornet members may be aware of other similar activities that have not been mentioned. I would appreciate

information about any and all such studies, sent to my address below. If there is sufficient interest, I will post a summary listing the items I receive.

Cordially,  
David Smith

---

---

NORC-National Tragedy Survey

Tom Smith cited the survey web site which has substantial information about their survey initiated within days of the WTC and Pentagon attacks.

Quoted from the web site: <http://www.norc.org/projects/reaction/topics.asp>

The study will have a nationally representative sample of 1,000 members of the U.S. civilian population, plus additional samples of 500 residents each in New York City; Washington, DC; and Chicago. Questionnaires are being administered over the telephone to respondents 18 years of age or older, who are randomly selected within households. The households are randomly selected from the U.S. population using random-digit dialing (RDD).

Interview Topics:

1. How did Americans learn about the terrorist attacks and how did they use mass and interpersonal communications (e.g. contacting and being contacted by others including friends, family, neighbors) in the aftermath of the attack?
2. What ... reactions did Americans have ... ? In what ways did individuals change their regular behavior?
3. What was the general psychological response of Americans ... ? Indicators include psychosomatic symptoms, psychological well-being, anomia, misanthropy, locus of control, anxiety and fear, and related dimensions.
4. How were basic beliefs and values affected by the events?

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MORI-Four Surveys of Great Britain

From Robert M. Worcester, MORI and the London School of Economics and Government,  
[worc@mori.com](mailto:worc@mori.com).

Reports the results of four polls taken by MORI in Great Britain after the WTC-Pentagon attacks. The polls were taken on the 14th of September, four, seven and ten (?) weeks later in a manuscript title:

'The World Will Never be the Same': British Hopes and Fears Following the Events of 11 September 2001 for the International Journal of Public Opinion Research

---

---

University of New Hampshire Survey Center-Granite State Poll

From Andy Smith, andrew.smith@unh.edu

Andrew E. Smith  
Director, UNH Survey Center  
Thompson Hall  
University of New Hampshire  
Durham, NH 03824  
603/862-2226  
603/862-1488 - FAX

The UNH Survey Center added three questions about the impact of the WTC-Pentagon attacks and the anthrax letters. They were asked of New Hampshire residents and got just over 500 responses.

1. "I'd like to ask you a few questions about the events that occurred on September 11th in New York City and Washington, D.C. How worried are you that you or someone in your family will become a victim of a terrorist attack: very worried ... somewhat worried ... not too worried ... or not worried at all?"

2. "Do you approve or disapprove of the current U.S. military action against terrorism?"

IF APPROVE: "Would you say you strongly approve or just somewhat?"  
IF DISAPPROVE: "Would you say you strongly disapprove or just somewhat?"

3. "There's been news lately about letters contaminated with the anthrax bacteria being distributed by mail. Is this situation something that worries you a great deal ... somewhat ... not too much or not at all?"

---

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Gallup has done several polls that included questions related to both the attacks and the subsequent anthrax mailings. See "Attack on America: Key Trends and Indicators" at [www.gallup.com/poll/SpecialReports/pollSummaries/aoa\\_index.asp](http://www.gallup.com/poll/SpecialReports/pollSummaries/aoa_index.asp).  
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Harvard School of Public Health and the New York Times

Two surveys were conducted. The reports are on the web. They appear to be predominantly about bioterrorism concerns.

[www.nytimes.com/2001/11/09/national/09SURV.html](http://www.nytimes.com/2001/11/09/national/09SURV.html)  
The telephone poll of 1,015 adults around the nation was conducted from Oct.

24 to 28.

T

November 9, 2001-New York Times

Americans Say Bioterrorism Has Not Made Them Panic

PHILIP J. HILTS

"Americans do not think it very likely that they will become victims of bioterrorism in the next year, but many are still taking precautions, like opening mail more carefully and stocking up on food and water, according to a new poll by the Harvard School of Public Health and the Robert Wood Johnson Foundation."

Harvard web site:

Survey 1, October 24-28, 1015 respondents, national sample, report at <http://www.hsph.harvard.edu/press/releases/blendon/report.pdf>

Survey 2, November 29-December 3, 1009 respondents in a national sample and three local

area samples: 509 respondents in Trenton, NJ, 504 respondents in Washington,

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respondents in Palm Beach/Boca Raton, FL,

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The Quinnipiac University Polling Institute poll of CT residents.  
[www.quinnipiac.edu/polls/ctpolls.html](http://www.quinnipiac.edu/polls/ctpolls.html).

From December 10 - 17, Quinnipiac University surveyed 1,194 Connecticut registered voters, with a margin of error of +/- 2.8 percent.

Three questions on worry regarding anthrax.

How worried are you that you or someone in your family will be exposed to anthrax through the mail -- very worried, somewhat worried, not too worried, or not worried at all?

Overall, do you think the mail you receive at home is safe or not safe? Has the anthrax situation made you more cautious in handling your mail or not?

Do you approve or disapprove of the way Governor Rowland has handled the anthrax situation in Connecticut?

-----  
-----

CDC Environmental Health

I believe that the Environmental Health division has asked several questions on PTSD symptoms as a supplement to a survey called ICARES. The survey has been done once before, several years ago, and no subsequent survey is planned.

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The New York Academy of Medicine has done at least two surveys in New York City. They are planning a survey of the metro area.

-----  
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I am involved in a supplement of about 15 questions to the Behavioral Risk Factor Surveillance Systems for October-December of last year in three states: New York, New Jersey, and Connecticut. These are statewide surveys.

These questions include exposure to the event or its sequelae, coping, and psychological distress.

-----  
-----

From: steve kull <skull@his.com>  
To: aapornet@usc.edu  
Subject: Re: Initial Summary of Surveys on effects of WTC and Pentagon attacks  
References: <002101c1a05c\$74a21820\$23c14242@mshome.net>

David,

On the Americans and the World website ([www.americans-world.org](http://www.americans-world.org)) you can find a comprehensive analysis of all publicly available polls on terrorism, most of it related to September 11. Also the Program on International Policy Attitudes

(see [www.pipa.org](http://www.pipa.org)) conducted its own study of US public attitudes on the war on terrorism.

Steven Kull  
Program on International Policy Attitudes

David Smith wrote:

> Greetings,  
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> I originally made the following request for information about surveys in the wake of the attacks on the World Trade Center and the Pentagon. Responses I received have been recapped, summarized, or whatever, below. This is a preliminary listing. I expect to continue to chase down some of these sources a little better  
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> Regards,  
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> David W. Smith, Ph.D., M.P.H.  
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> 45 The Crosway  
> Delmar, NY 12054  
>  
> [dwsmith2@nycap.rr.com](mailto:dwsmith2@nycap.rr.com)  
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> -----  
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> Date: Sunday, January 06, 2002 3:08 AM



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>

-----  
> -----

=====  
Date: Fri, 18 Jan 2002 16:10:34 -0500  
From: "David Smith" <dwsmith2@nycap.rr.com>  
To: <aapornet@usc.edu>  
References: <002101c1a05c\$74a21820\$23c14242@mshome.net>  
<3C48B4C3.348F0F55@his.com>  
Subject: Re: Initial Summary of Surveys on effects of WTC and Pentagon  
attacks

Thank you,  
David

David W. Smith, Ph.D., M.P.H.

(518) 439-6421

45 The Crosway  
Delmar, NY 12054

dwsmith2@nycap.rr.com  
----- Original Message -----

From: "steve kull" <skull@his.com>  
To: <aapornet@usc.edu>  
Sent: Friday, January 18, 2002 6:50 PM  
Subject: Re: Initial Summary of Surveys on effects of WTC and Pentagon attacks

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> comprehensive analysis of all publicly available polls on terrorism, most of it  
> related to September 11. Also the Program on International Policy Attitudes  
> (see [www.pipa.org](http://www.pipa.org)) conducted its own study of US public attitudes on the war on  
> terrorism.  
>  
> Steven Kull  
> Program on International Policy Attitudes

> David Smith wrote:  
>  
> > Greetings,  
> >  
> > I originally made the following request for information about surveys in

the  
> > wake of the attacks on the World Trade Center and the Pentagon.  
Responses I  
> > received have been recapped, summarized, or whatever, below. This is a  
> > preliminary listing. I expect to continue to chase down some of these  
> > sources a little better  
> >  
> > Special thanks to Eleanor Hall, [eleahall@yahoo.com](mailto:eleahall@yahoo.com) who provided three leads  
> > to 1) Gallup (no surprise), 2) Harvard School of Public Health/New York  
> > Times, and 3) Quinnipiac University Polling Institute.

> >  
> > Regards,  
> > David Smith  
> >  
> > David W. Smith, Ph.D., M.P.H.  
> >  
> > 45 The Crosway  
> > Delmar, NY 12054  
> >  
> > [dwsmith2@nycap.rr.com](mailto:dwsmith2@nycap.rr.com)  
> >

> -----

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> > -----  
> >

> > From: "David Smith" <dwsmith2@nycap.rr.com>  
> > To: <aapornet@usc.edu>  
> > Subject: Surveys on effects of WTC and Pentagon attacks  
> > Date: Sunday, January 06, 2002 3:08 AM  
> >  
> > Greetings:  
> >  
> > I want to compile a list of studies and resources, predominantly  
surveys, on  
> > the impact of the WTC and Pentagon attacks and the recent anthrax  
assaults  
> > on the public. I mention this to distinguish studies of the population  
from  
> > studies of victims or others involved in these events, such as public  
safety  
> > officers, per se.  
> >  
> > Several of these have been mentioned in this list, but I have not kept  
> > systematic track of them. Moreover, aapornet members may be aware of  
other  
> > similar activities that have not been mentioned. I would appreciate  
> > information about any and all such studies, sent to my address below.  
If  
> > there is sufficient interest, I will post a summary listing the items I  
> > receive.  
> >  
> > Cordially,  
> > David Smith  
> >  
>  
> -----  
  
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> > -----  
> >  
> > NORC-National Tragedy Survey  
> >  
> > Tom Smith cited the survey web site which has substantial information  
about  
> > their survey initiated  
> > within days of the WTC and Pentagon attacks.  
> >  
> > Quoted from the web site:  
<http://www.norc.org/projects/reaction/topics.asp>  
> >  
> > The study will have a nationally representative sample of 1,000 members  
of  
> > the U.S. civilian  
> > population, plus additional samples of 500 residents each in New York  
City;  
> > Washington, DC;  
> > and Chicago. Questionnaires are being administered over the telephone to  
  
> > respondents 18  
> > years of age or older, who are randomly selected within households. The  
> > households are  
> > randomly selected from the U.S. population using random-digit dialing

(RDD).  
> >  
> > Interview Topics:  
> >  
> > 1. How did Americans learn about the terrorist attacks and how did  
> > they use mass and  
> > interpersonal communications (e.g. contacting and being contacted  
> > by  
> > others including  
> > friends, family, neighbors) in the aftermath of the attack?  
> > 2. What ... reactions did Americans have ... ? In what ways did  
> > individuals change their  
> > regular behavior?  
> > 3. What was the general psychological response of Americans ... ?  
> > Indicators include  
> > psychosomatic symptoms, psychological well-being, anomia,  
> > misanthropy,  
> > locus of  
> > control, anxiety and fear, and related dimensions.  
> > 4. How were basic beliefs and values affected by the events?  
> >  
>  
> -----

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> > -----  
> >  
> > MORI-Four Surveys of Great Britain  
> >  
> > >From Robert M. Worcester, MORI and the London School of Economics and  
> > Government,  
> > worc@mori.com.  
> >  
> > Reports the results of four polls taken by MORI in Great Britain after  
> > the  
> > WTC-Pentagon attacks.  
> > The polls were taken on the 14th of September, four, seven and ten (?)  
> > weeks  
> > later in a  
> > manuscript title:  
> >  
> > 'The World Will Never be the Same': British Hopes and Fears  
> > Following  
> > the Events of 11  
> > September 2001 for the International Journal of Public Opinion  
> > Research  
> >  
>  
> -----

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> > -----  
> >  
> > University of New Hampshire Survey Center-Granite State Poll  
> >  
> > >From Andy Smith, andrew.smith@unh.edu



> >  
> > Andrew E. Smith  
> > Director, UNH Survey Center  
> > Thompson Hall  
> > University of New Hampshire  
> > Durham, NH 03824  
> > 603/862-2226  
> > 603/862-1488 - FAX  
> >  
> > The UNH Survey Center added three questions about the impact of the  
> > WTC-Pentagon attacks  
> > and the anthrax letters. They were asked of New Hampshire residents and

got

> > just over 500  
> > responses.  
> >  
> > 1. "I'd like to ask you a few questions about the events that occurred  
on  
> > September 11th in  
> > New York City and Washington, D.C. How worried are you that you or  
someone  
> > in your family  
> > will become a victim of a terrorist attack: very worried ... somewhat  
> > worried ... not too worried ...  
> > or not worried at all?"  
> >  
> > 2. "Do you approve or disapprove of the current U.S. military action  
> > against terrorism?"  
> >  
> > IF APPROVE: "Would you say you strongly approve or just somewhat?"  
> > IF DISAPPROVE: "Would you say you strongly disapprove or just somewhat?"

> >  
> > 3. "There's been news lately about letters contaminated with the  
anthrax  
> > bacteria being  
> > distributed by mail. Is this situation something that worries you a  
great  
> > deal ... somewhat ... not  
> > too much or not at all?"  
> >  
>  
>

> -----

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> > -----  
> >  
> > Gallup has done several polls that included questions related to both  
the  
> > attacks and the subsequent anthrax mailings. See "Attack on America:  
Key  
> > Trends and Indicators"  
> > at [www.gallup.com/poll/SpecialReports/pollSummaries/aoa\\_index.asp](http://www.gallup.com/poll/SpecialReports/pollSummaries/aoa_index.asp).  
> >  
>  
>

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> > -----

> >

> > Harvard School of Public Health and the New York Times

> >

> > Two surveys were conducted. The reports are on the web. They appear to

be

> > predominantly

> > about bioterrorism concerns.

> >

> > [www.nytimes.com/2001/11/09/national/09SURV.html](http://www.nytimes.com/2001/11/09/national/09SURV.html)

> > The telephone poll of 1,015 adults around the nation was conducted from Oct.

> > 24 to 28.

> > T

> > November 9, 2001-New York Times

> > Americans Say Bioterrorism Has Not Made Them Panic

> > PHILIP J. HILTS

> >

> > "Americans do not think it very likely that they will become victims of bioterrorism in the next

> > year, but many are still taking precautions, like opening mail more

> > carefully and stocking up on

> > food and water, according to a new poll by the Harvard School of Public Health and the Robert

> > Wood Johnson Foundation."

> >

> > Harvard web site:

> >

> > Survey 1, October 24-28, 1015 respondents, national sample, report at

> > <http://www.hsph.harvard.edu/press/releases/blendon/report.pdf>

> >

> > Survey 2, November 29-December 3, 1009 respondents in a national sample and

> > three local

> > area samples: 509 respondents in Trenton, NJ, 504 respondents in

Washington,

> > DC, and 516

> > respondents in Palm Beach/Boca Raton, FL,

> > <http://www.hsph.harvard.edu/press/releases/blendon/report2.pdf>

> >

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> > -----

> >

> > The Quinnipiac University Polling Institute poll of CT residents.

> > [www.quinnipiac.edu/polls/ctpolls.html](http://www.quinnipiac.edu/polls/ctpolls.html).

> >

> > >From December 10 - 17, Quinnipiac University surveyed 1,194 Connecticut

> > registered voters,

> > with a margin of error of +/- 2.8 percent.

> >

> > Three questions on worry regarding anthrax.  
> >  
> > How worried are you that you or someone in your family will be exposed  
to  
> > anthrax through  
> > the mail -- very worried, somewhat worried, not too worried, or not  
worried  
> > at all?  
> >  
> > Overall, do you think the mail you receive at home is safe or not safe?  
Has  
> > the anthrax situation  
> > made you more cautious in handling your mail or not?  
> >  
> > Do you approve or disapprove of the way Governor Rowland has handled the  
  
> > anthrax situation  
> > in Connecticut?  
> >  
>  
> -----

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> > -----  
> >  
> > CDC Environmental Health  
> >  
> > I believe that the Environmental Health division has asked several  
questions  
> > on PTSD symptoms as a supplement to a survey  
> > called ICARES. The survey has been done once before, several years ago,  
  
and  
> > no subsequent survey is planned.  
> >  
>  
> -----

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> > -----  
> >  
> > The New York Academy of Medicine has done at least two surveys in New  
York  
> > City. They are planning a survey of the metro area.  
> >  
>  
> -----

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> > -----  
> >  
> > I am involved in a supplement of about 15 questions to the Behavioral  
Risk  
> > Factor Surveillance Systems for October-December of last year in three  
> > states: New York, New Jersey, and Connecticut. These are statewide  
surveys.  
> > These questions include exposure to the event or its sequelae, coping,



Washington Post=20  
on Nov 28, 2001 but I do not find it.&nbsp;What do you suggest?</DIV>  
<DIV>&nbsp;</DIV>  
<DIV>Dennis</DIV>  
<DIV>&nbsp;</DIV>  
<DIV>P.S. TGIF</DIV></BODY></HTML>

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Date: Sat, 19 Jan 2002 08:33:12 -0500  
From: Howard Schuman <hschuman@umich.edu>  
To: aapor <aapornet@usc.edu>  
Subject: Urdu translation

I would like to locate someone fluent in Urdu who can check the translation of a short question into English. Howard

---

Date: Sat, 19 Jan 2002 09:28:58 -0800  
From: "Don Dillman" <dillman@wsu.edu>  
To: <aapornet@usc.edu>  
Subject: RE: Fran Featherston is now at the National Science Foundation  
In-Reply-To: <1362B6AB3C3FD411A2E6009027FC98FC012A2583@nsfmail106.nsf.gov>

Ordinarily, I'd say congratulations, but think I've already done that.

But, what the heck, congratulations, again.

I hope this position works out for you, Fran. I think its very helpful people to get into new positions and see new perspectives. I learned a LOT, when I stepped outside the University bounds and went to the Census Bureau.

Thanks for your help this week on the charger--I really appreciate it! Don

\*\*\*\*\*

Don A. Dillman, Social and Economic Sciences Research Center  
and Departments of Sociology and Rural Sociology  
Washington State University  
Pullman, WA 99164-4014  
Tel: 509-335-1511, Fax: 509-335-0116  
dillman@wsu.edu  
<http://survey.sesrc.wsu.edu/dillman/>  
\*\*\*\*\*

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

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of Featherston, Fran A.  
Sent: Wednesday, January 16, 2002 10:33 AM  
To: 'aapornet@usc.edu'  
Subject: Fran Featherston is now at the National Science Foundation

Started at NSF this week and just wanted to let everyone know my new information:  
Fran Featherston

E-mail: ffeather@nsf.gov  
National Science Foundation  
4201 Wilson Boulevard  
Arlington, Virginia 22230  
My phone: 703-292-4221

Please remember NOT to reply to this message or it goes to everyone on AAPORNET.

=====  
Date: Sat, 19 Jan 2002 15:40:12 -0500  
From: "Scott Keeter" <skeeter@gmu.edu>  
To: aapornet@usc.edu  
Subject: DRAFT scientific survey definition

Dear AAPOR colleagues:

Many of you will recall that Murray Edelman, as AAPOR president last year, proposed that AAPOR adopt a definition for a "scientific survey," in order to help journalists and other consumers make informed judgments about survey quality. Working with a group of volunteers, Murray developed a draft and distributed it at last May's annual meeting. Since that time, several people

(the Standards Committee, Murray, Don Dillman, and others) have been working to refine the draft.

We would like to have input from the membership. AAPOR Council will be meeting January 25-26, and will be considering the proposed definition. Below you will find the text of the definition pasted inline. If you prefer a Word document, you can download it from my web site at <http://mason.gmu.edu/~skeeter/AAPOR.scientific.htm>

We welcome your comments on the definition -- posted publicly to the list or privately to me.

=====  
What is a Scientific Sample Survey or Poll?  
Draft January 19, 2002  
Murray Edelman, Don Dillman, and the AAPOR Standards Committee  
Comments to: Scott Keeter, Standards Chair, [skeeter@gmu.edu](mailto:skeeter@gmu.edu)

Polls and surveys are an important means for us to learn about people's attitudes, behaviors, and characteristics. Every day, the results of polls and surveys are used by policy-makers, the media, and market researchers to describe the population, to make critical decisions, to analyze how various groups feel about a range of topics. But all surveys are not equal in quality. Polls and

surveys conducted by flawed methods are often described as "not scientific."

Sponsors of such surveys, for example, questions posted on web sites to be answered by any visitor who stops by, or telephone call-in polls, even accompany their reporting of results with disclaimers such as, "This is not a scientific survey."

But, what does it mean to declare a survey effort as not scientific? Seldom is the nature of this shortcoming explained. The best place to start is at the other end of the spectrum: to define what is a scientific poll. In this short statement we offer a definition of a scientific sample survey or poll. Specifically, we specify the criteria that a sample survey or poll must be evaluated against if it is claimed to be scientific or "scientifically conducted."

Our definition covers a very large number of survey efforts such as most political polls of voters, the monthly effort by the U.S. government to estimate unemployment rates, most surveys of organization members and community residents. It does not cover censuses, such as the U.S. Decennial census in which an attempt is made to survey all people living in the U.S., or any survey efforts in which the sponsor is not attempting to make valid statistical inferences beyond the specific individuals who were surveyed.

A Scientific Sample Survey or Poll will have these characteristics:

1. It samples members of the defined population in a way such that each member has a known nonzero probability of selection. Unless this criterion is adhered to, there exists no scientific basis for attempting to generalize results beyond those individuals who completed the survey.
2. It collects data from a sufficient number of sampled units in the population to allow conclusions to be drawn about the prevalence of the characteristic in the entire study population with desired precision (for example, + or - 5%) at a stated level of confidence (e.g. 95%).
3. It uses reasonable tested methods to reduce and account for unit and item nonresponse error (differences between characteristics of respondents and nonrespondents) by employing appropriate procedures for increasing unit and item response rates and /or making appropriate statistical adjustments.

4. It uses reasonable tested methods to reduce and account for errors of measurement that may arise from question wording, the order of questions and categories, the behavior of interviewers and of respondents, data entry, and the mode of administration of the survey.

In practice all sample surveys fall short of perfection in meeting one or more of the above criteria. Disclosure\* of the exact procedures by which a survey is conducted, including the sample size and sampling methods, coverage characteristics, the questionnaire itself, data collection methods, response rates, and information about the characteristics of respondents as well as nonrespondents, makes it possible for others to evaluate likely survey errors and reach an informed judgment on the resultant quality of the findings. Disclosure of this nature also makes it possible for others to conduct surveys using the same procedures. Facilitating this type of replication is an important element of the scientific method.

Our definition of a scientific sample survey does not cover all situations in which a surveyor collects data from people. We limit this definition to instances in which a surveyor has clearly identified a target population for which s/he wishes to estimate the existence of some characteristic (e.g. the percent of individuals in the target population who own the place where they live or who prefer a candidate for office) and proposes to do that by attempting to survey only a subset or portion of that population. We also assume that the topic about which the survey is being conducted is one that is appropriate and amenable to data collection through asking questions of individuals in the target population.

Many examples can be cited of surveys failing to meet the test of being scientific. If a sponsor encourages anyone who is interested in responding to a survey to complete a questionnaire, rather than a randomly chosen respondent, such a survey fails the test of coverage. There is no scientific means of generalizing results beyond the specific people who completed the survey, whoever they might be. If claims are made for the precision of a survey that are unwarranted by correct sampling error calculations then that survey analysis is not being done scientifically. In some surveys, a relatively small percentage of people selected in a sample actually complete a questionnaire, and the



respondents differ significantly from non-respondents on a characteristic of relevance to the survey. If this fact is ignored in the reporting of results, the survey fails to meet an important criterion of being scientific. If questions are worded and/or answers obtained using methods known to produce biased or invalid answers, then scientific criteria are not being observed. It is essential that all four sources of error outlined above—coverage, sampling, nonresponse and measurement—be taken into account in assessing the degree to which a survey meets the criteria of being a scientific survey.

\* See AAPOR's "Code of Professional Ethics and Practices," which may be found in the annual AAPOR membership directory and on the AAPOR web site at <http://www.aapor.org>. See also AAPOR's "Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for RDD Telephone Surveys and In-Person Household Surveys." Conformity with the AAPOR Code of Ethics and Professional Practices, including the Standard Definitions for the disposition of sampled cases, is an obligation of all AAPOR members.

A description of the terms used in this definition can be found in the AAPOR publication, Best Practices for Survey and Public Opinion Research and Survey Practices AAPOR Condemns). Other helpful information regarding the concepts found in this definition is provided in "20 Questions A Journalist Should Ask About Poll Results." <http://www.ncpp.org/qajsa.htm>.

--  
Scott Keeter  
Dept. of Public and International Affairs  
George Mason University MSN 3F4  
Fairfax, VA 22030-4444  
Voice 703 993 1412  
Department fax 703 993 1399  
Personal fax 703 832 0209  
E-mail [skeeter@gmu.edu](mailto:skeeter@gmu.edu)  
Web site <http://mason.gmu.edu/~skeeter>

=====  
Date: Sat, 19 Jan 2002 13:47:05 -0800 (PST)  
From: James Beniger <[beniger@rcf.usc.edu](mailto:beniger@rcf.usc.edu)>  
To: <[aapornet@usc.edu](mailto:aapornet@usc.edu)>  
Subject: Re: DRAFT scientific survey definition  
In-Reply-To: <[3C49D9AC.4A4AEB5D@gmu.edu](mailto:3C49D9AC.4A4AEB5D@gmu.edu)>

I find this draft generally well organized and clearly presented. It would be effective as a section of most civics textbooks, or as a handout in high school and college classes in civics, journalism, government, politics, marketing, and consumer behavior, among many other classroom subjects.

What I'm wondering is what precisely AAPOR intends to do with it, in the service of the obviously important goal which Scott Keeter mentions below: "to help journalists and other consumers make informed judgments about survey quality."

What I'm also wondering is how much we all know--either individually or collectively--about what journalists, consumers, and our fellow citizens do today \*already\* know, or still do \*not\* know about scientific sample surveys and polls.

It might possibly prove at least a wee bit embarrassing for AAPOR to attempt to educate all of the these various audiences about surveys and polls, after all, without first fielding a survey or poll of our own, to attempt to ascertain just what each group does or doesn't know, or else knows incorrectly.

If someone already does know this, which is certainly possible, I'd appreciate one or more of you sharing this information with me.

-- Jim

\*\*\*\*\*

On Sat, 19 Jan 2002, Scott Keeter wrote:

> Dear AAPOR colleagues:  
>  
> Many of you will recall that Murray Edelman, as AAPOR president last year,  
  
> proposed that AAPOR adopt a definition for a "scientific survey," in order  
to  
> help journalists and other consumers make informed judgments about survey  
> quality. Working with a group of volunteers, Murray developed a draft and  
> distributed it at last May's annual meeting. Since that time, several  
people  
> (the Standards Committee, Murray, Don Dillman, and others) have been  
working to  
> refine the draft.  
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> We would like to have input from the membership. AAPOR Council will be  
meeting  
> January 25-26, and will be considering the proposed definition. Below you  
will  
> find the text of the definition pasted inline. If you prefer a Word  
document,  
> you can download it from my web site at  
> <http://mason.gmu.edu/~skeeter/AAPOR.scientific.htm>  
>

> We welcome your comments on the definition -- posted publicly to the list  
> or  
> privately to me.  
>  
> =====  
> What is a Scientific Sample Survey or Poll?  
> Draft January 19, 2002  
> Murray Edelman, Don Dillman, and the AAPOR Standards Committee  
> Comments to: Scott Keeter, Standards Chair, skeeter@gmu.edu  
>  
>  
> Polls and surveys are an important means for us to learn about people's  
> attitudes, behaviors, and characteristics. Every day, the results of polls  
> and  
> surveys are used by policy-makers, the media, and market researchers to  
> describe  
> the population, to make critical decisions, to analyze how various groups  
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> about a range of topics. But all surveys are not equal in quality. Polls  
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> surveys conducted by flawed methods are often described as "not  
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> Sponsors of such surveys, for example, questions posted on web sites to be  
  
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> But, what does it mean to declare a survey effort as not scientific?  
> Seldom is  
> the nature of this shortcoming explained. The best place to start is at  
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> other end of the spectrum: to define what is a scientific poll. In this  
> short  
> statement we offer a definition of a scientific sample survey or poll.  
> Specifically, we specify the criteria that a sample survey or poll must be  
  
> evaluated against if it is claimed to be scientific or "scientifically  
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> Our definition covers a very large number of survey efforts such as most  
> political polls of voters, the monthly effort by the U.S. government to  
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> residents. It does not cover censuses, such as the U.S. Decennial census  
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> which an attempt is made to survey all people living in the U.S., or any  
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> inferences beyond the specific individuals who were surveyed.  
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>  
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member

> has a known nonzero probability of selection. Unless this criterion is adhered to, there exists no scientific basis for attempting to generalize results beyond those individuals who completed the survey.

>  
> 2. It collects data from a sufficient number of sampled units in the population to allow conclusions to be drawn about the prevalence of the characteristic in the entire study population with desired precision (for example, + or - 5%) at a stated level of confidence (e.g. 95%).

>  
> 3. It uses reasonable tested methods to reduce and account for unit and item nonresponse error (differences between characteristics of respondents and nonrespondents) by employing appropriate procedures for increasing unit and item response rates and /or making appropriate statistical adjustments.

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> In practice all sample surveys fall short of perfection in meeting one or more of the above criteria. Disclosure\* of the exact procedures by which a survey is conducted, including the sample size and sampling methods, coverage characteristics, the questionnaire itself, data collection methods, response rates, and information about the characteristics of respondents as well as

> nonrespondents, makes it possible for others to evaluate likely survey errors and reach an informed judgment on the resultant quality of the findings. Disclosure of this nature also makes it possible for others to conduct surveys using the same procedures. Facilitating this type of replication is an important element of the scientific method.

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> live or who prefer a candidate for office) and proposes to do that by attempting  
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>  
> Many examples can be cited of surveys failing to meet the test of being  
> scientific. If a sponsor encourages anyone who is interested in responding to a  
> survey to complete a questionnaire, rather than a randomly chosen respondent,  
> such a survey fails the test of coverage. There is no scientific means of  
> generalizing results beyond the specific people who completed the survey,  
> whoever they might be. If claims are made for the precision of a survey that are  
> unwarranted by correct sampling error calculations then that survey analysis is  
> not being done scientifically. In some surveys, a relatively small percentage  
> of people selected in a sample actually complete a questionnaire, and the  
> respondents differ significantly from non-respondents on a characteristic of  
> relevance to the survey. If this fact is ignored in the reporting of results,  
> the survey fails to meet an important criterion of being scientific. If  
> questions are worded and/or answers obtained using methods known to produce  
> biased or invalid answers, then scientific criteria are not being observed. It  
> is essential that all four sources of error outlined above-coverage, sampling,  
> nonresponse and measurement-be taken into account in assessing the degree to  
> which a survey meets the criteria of being a scientific survey.  
>  
>  
>  
> \* See AAPOR's "Code of Professional Ethics and Practices," which may be found in  
> the annual AAPOR membership directory and on the AAPOR web site at  
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> About Poll Results." <http://www.ncpp.org/qajsa.htm>.  
>  
>  
> --  
> Scott Keeter  
> Dept. of Public and International Affairs  
> George Mason University MSN 3F4  
> Fairfax, VA 22030-4444  
> Voice 703 993 1412  
> Department fax 703 993 1399  
> Personal fax 703 832 0209  
> E-mail [skeeter@gmu.edu](mailto:skeeter@gmu.edu)  
> Web site <http://mason.gmu.edu/~skeeter>  
>

---

Date: Sat, 19 Jan 2002 23:20:22 -0500  
From: "James P. Murphy" <[jpmurphy@jpmurphy.com](mailto:jpmurphy@jpmurphy.com)>  
To: <[aapornet@usc.edu](mailto:aapornet@usc.edu)>  
Subject: Definition of a Scientific Survey

The goal of improving comprehension of scientific surveys among journalists and the public is fine. I do not take issue with the content of the draft but would like to suggest that those working on this problem consider another approach in addition to the statement.

In the accounting profession (hard to use that example this month!), practitioners refer to generally accepted accounting standards. There is an

authority, the AICPA I believe, that is associated with these. (I don't know all the details but I read the papers and form impressions and impressions are what this is all about.) AICPA and other authorities promoting professional standards that have credibility and impact, do not, as we seem to be doing here, attempt to lay out the entire rationale of accounting for the man on the street. Even the most brilliant statement of

what is a scientific survey will provoke arguments over terms and concepts.

Coincidentally, today I presented the results of a survey among residents of

a township in Pennsylvania to its board of supervisors, township manager, and an audience containing advocates of various proposals examined in the survey. The township hired me and the statistician I work with because they

felt that they had to have a "scientific" survey. They couldn't begin to define that term technically, nor would they understand this draft statement without more study than is likely; they just wanted it done correctly.

In the presentation I stated, "The implementation of this survey conforms to the recommended practices of the American Association for Public Opinion Research and other recognized authorities in survey research." While there

were some questions about particular aspects of the procedure, the assertion seemed to have the intended effect. (The report will be at the township's web site shortly and anyone who is curious about anything behind that assertion is welcome to contact me for the address.)

The problem that the proposed statement is attempting to respond to may in fact represent an opportunity for AAPOR. That is, to increase public and journalistic awareness of the organization, its heritage of professional expertise, its technical publications and guidelines, and its commitment to the principles of scientific investigation.

Specifically, it may be more important and more feasible to inform the public that the question is not, "Is this a scientific survey?" but "Does this survey conform to the recommended practices of AAPOR?"

James P. Murphy, Ph.D.

Voice (610) 408-8800

Fax (610) 408-8802

jpmurphy@jpmurphy.com

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

From: Scott Keeter <skeeter@gmu.edu>

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

Date: Saturday, January 19, 2002 3:39 PM

Subject: DRAFT scientific survey definition

>Dear AAPOR colleagues:

>

>Many of you will recall that Murray Edelman, as AAPOR president last year, >proposed that AAPOR adopt a definition for a "scientific survey," in order to

>help journalists and other consumers make informed judgments about survey >quality. Working with a group of volunteers, Murray developed a draft and >distributed it at last May's annual meeting. Since that time, several people

>(the Standards Committee, Murray, Don Dillman, and others) have been working to

>refine the draft.

>

>We would like to have input from the membership. AAPOR Council will be meeting

>January 25-26, and will be considering the proposed definition. Below you will

>find the text of the definition pasted inline. If you prefer a Word document,

>you can download it from my web site at

><http://mason.gmu.edu/~skeeter/AAPOR.scientific.htm>

>

>We welcome your comments on the definition -- posted publicly to the list or

>privately to me.

>

>=====

>What is a Scientific Sample Survey or Poll?

>Draft January 19, 2002

>Murray Edelman, Don Dillman, and the AAPOR Standards Committee  
>Comments to: Scott Keeter, Standards Chair, skeeter@gmu.edu  
>  
>  
>Polls and surveys are an important means for us to learn about people's  
>attitudes, behaviors, and characteristics. Every day, the results of polls  
and  
>surveys are used by policy-makers, the media, and market researchers to  
describe  
>the population, to make critical decisions, to analyze how various groups  
feel  
>about a range of topics. But all surveys are not equal in quality. Polls  
and  
>surveys conducted by flawed methods are often described as "not  
scientific."  
>Sponsors of such surveys, for example, questions posted on web sites to be  
>answered by any visitor who stops by, or telephone call-in polls, even  
accompany  
>their reporting of results with disclaimers such as, "This is not a  
scientific  
>survey."  
>  
>But, what does it mean to declare a survey effort as not scientific? Seldom  
  
is  
>the nature of this shortcoming explained. The best place to start is at the  
  
>other end of the spectrum: to define what is a scientific poll. In this  
short  
>statement we offer a definition of a scientific sample survey or poll.  
>Specifically, we specify the criteria that a sample survey or poll must be  
>evaluated against if it is claimed to be scientific or "scientifically  
>conducted."  
>  
>Our definition covers a very large number of survey efforts such as most  
>political polls of voters, the monthly effort by the U.S. government to  
estimate  
>unemployment rates, most surveys of organization members and community  
>residents. It does not cover censuses, such as the U.S. Decennial census in  
  
>which an attempt is made to survey all people living in the U.S., or any  
survey  
>efforts in which the sponsor is not attempting to make valid statistical  
>inferences beyond the specific individuals who were surveyed.  
>  
>A Scientific Sample Survey or Poll will have these characteristics:  
>  
>  
>1. It samples members of the defined population in a way such that each  
member  
>has a known nonzero probability of selection. Unless this criterion is  
adhered  
>to, there exists no scientific basis for attempting to generalize results  
beyond  
>those individuals who completed the survey.  
>  
>2. It collects data from a sufficient number of sampled units in the



population

>to allow conclusions to be drawn about the prevalence of the characteristic

in

>the entire study population with desired precision (for example, + or - 5%)

at a

>stated level of confidence (e.g. 95%).

>

>3. It uses reasonable tested methods to reduce and account for unit and item

>nonresponse error (differences between characteristics of respondents and

>nonrespondents) by employing appropriate procedures for increasing unit and

item

>response rates and /or making appropriate statistical adjustments.

>

>4. It uses reasonable tested methods to reduce and account for errors of measurement that may arise from question wording, the order of questions and

>categories, the behavior of interviewers and of respondents, data entry, and the

>mode of administration of the survey.

>

>In practice all sample surveys fall short of perfection in meeting one or more

>of the above criteria. Disclosure\* of the exact procedures by which a survey is

>conducted, including the sample size and sampling methods, coverage

>characteristics, the questionnaire itself, data collection methods, response

>rates, and information about the characteristics of respondents as well as nonrespondents, makes it possible for others to evaluate likely survey errors

>and reach an informed judgment on the resultant quality of the findings.

>Disclosure of this nature also makes it possible for others to conduct surveys

>using the same procedures. Facilitating this type of replication is an important

>element of the scientific method.

>

>Our definition of a scientific sample survey does not cover all situations in

>which a surveyor collects data from people. We limit this definition to

>instances in which a surveyor has clearly identified a target population for

>which s/he wishes to estimate the existence of some characteristic (e.g. the

>percent of individuals in the target population who own the place where they

>live or who prefer a candidate for office) and proposes to do that by attempting

>to survey only a subset or portion of that population. We also assume that

the

>topic about which the survey is being conducted is one that is appropriate

and

>amenable to data collection through asking questions of individuals in the  
>target population.

>

>Many examples can be cited of surveys failing to meet the test of being  
>scientific. If a sponsor encourages anyone who is interested in responding

to a

>survey to complete a questionnaire, rather than a randomly chosen  
respondent,

>such a survey fails the test of coverage. There is no scientific means of  
>generalizing results beyond the specific people who completed the survey,  
>whoever they might be. If claims are made for the precision of a survey  
that are

>unwarranted by correct sampling error calculations then that survey  
analysis is

>not being done scientifically. In some surveys, a relatively small  
percentage

>of people selected in a sample actually complete a questionnaire, and the  
>respondents differ significantly from non-respondents on a characteristic  
of

>relevance to the survey. If this fact is ignored in the reporting of  
results,

>the survey fails to meet an important criterion of being scientific. If

>questions are worded and/or answers obtained using methods known to produce

>biased or invalid answers, then scientific criteria are not being observed.

It

>is essential that all four sources of error outlined above-coverage,  
sampling,

>nonresponse and measurement-be taken into account in assessing the degree  
to

>which a survey meets the criteria of being a scientific survey.

>

>

>

>\* See AAPOR's "Code of Professional Ethics and Practices," which may be  
found in

>the annual AAPOR membership directory and on the AAPOR web site at

><http://www.aapor.org>. See also AAPOR's "Standard Definitions: Final  
Dispositions

>of Case Codes and Outcome Rates for RDD Telephone Surveys and In-Person

>Household Surveys." Conformity with the AAPOR Code of Ethics and

Professional

>Practices, including the Standard Definitions for the disposition of  
sampled

>cases, is an obligation of all AAPOR members.

>

>A description of the terms used in this definition can be found in the  
AAPOR

>publication, Best Practices for Survey and Public Opinion Research and  
Survey

>Practices AAPOR Condemns). Other helpful information regarding the concepts

>found in this definition is provided in "20 Questions A Journalist Should  
Ask

>About Poll Results." <http://www.ncpp.org/qajsa.htm>.

>  
>  
>--  
>Scott Keeter  
>Dept. of Public and International Affairs  
>George Mason University MSN 3F4  
>Fairfax, VA 22030-4444  
>Voice 703 993 1412  
> Department fax 703 993 1399  
> Personal fax 703 832 0209  
>E-mail skeeter@gmu.edu  
>Web site <http://mason.gmu.edu/~skeeter>  
>

=====  
Date: Sat, 19 Jan 2002 22:38:38 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: AAPORNET <aapornet@usc.edu>  
Subject: Survey Shows Most Filipinos Oppose US Help in Fighting Abu Sayyaf  
(Xinhua)

-----  
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[http://news.xinhuanet.com/english/2002-01/20/content\\_245581.htm](http://news.xinhuanet.com/english/2002-01/20/content_245581.htm)

2002-01-20 10:25:40

Survey Shows Most Filipinos Oppose U.S. Help in Fighting Abu Sayyaf  
Xinhuanet

MANILA, January 20 (Xinhua) -- Most Filipinos oppose the participation of U.S. troops in wiping out the Abu Sayyaf bandit group, according to the results of a recent survey.

In the survey conducted by the Ibon Foundation Inc.'s Databank and Research Center for the period of November to December of last year, 1,136 respondents from various sectors were asked whether they approved of the direct participation of U.S. troops in the fight against the Abu Sayyaf.

Ibon said 52.73 percent of the respondents replied "no," and 40.32 percent, "yes." But of the 450 respondents from Metro Manila, 48.44 percent answered "yes," and 42.67 percent, "no."

More than 600 U.S. troops, including the elite Special Force soldiers, are arriving the Philippines for a war exercise which will feature "test missions" aimed at wiping out the Abu Sayyaf and rescuing its hostages,

American missionary couple Martin and Gracia Burnham and Filipino nurse Deborah Yap.

Critics say the presence of the U.S. troops violates the Constitution, and activist groups are demanding their pullout. But the Department of Justice has said the U.S. presence was consistent not only with the Constitution but also with the Philippines-U.S. Visiting Forces Agreement and Mutual Defense Treaty (MDT).

[http://news.xinhuanet.com/english/2002-01/20/content\\_245581.htm](http://news.xinhuanet.com/english/2002-01/20/content_245581.htm)

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Date: Sun, 20 Jan 2002 13:39:48 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: AAPORNET <aapornet@usc.edu>  
Subject: An old AAPOR nemesis, alive and well on the Web

An old friend of AAPOR, Marilyn vos Savant, who writes the "Ask Marilyn" column in Parade Magazine, and claims to be listed in the Guinness Book of World Records Hall of Fame for "highest IQ," is alive and well on the World Wide Web <<http://www.parade.com/marilyn/surveyresults.html>>, where she apparently posts the results of her readership "polls." Her current results are particularly pernicious, because she uses them to bolster her explanation of "why the widely-quoted statement 'women, on average, earn 77 cents on the dollar compared to men' is a misunderstanding and why she believes the wage gap between the sexes actually may be tiny.

You'll have to visit her site yourself to read her argument--I can't bring myself to pass it on to even one other person.

The results of her "poll about men and women in the workplace" follow...

Council?

-- Jim

---

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---

<http://www.parade.com/marilyn/surveyresults.html>

Survey Results

Here's how 7,758 readers felt about men and women in the workplace:

-----

Whom would you rather hire as a full-time babysitter while you work?

Of the men, 4% chose a man, 91% chose a woman, and 5% said it made no difference.

Of the women, 2% chose a man, 90% chose a woman, and 8% said it made no difference.

-----

Whose voice do you trust more when you call computer tech support?

Of the men, 57% chose a man, 4% chose a woman, and 39% said it made no difference.

Of the women, 44% chose a man, 7% chose a woman, and 49% said it made no difference.

-----

Whose voice do you prefer to hear when you call a complaint department?

Of the men, 18% chose a man, 43% chose a woman, and 39% said it made no difference.

Of the women, 14% chose a man, 27% chose a woman, and 59% said it made no difference.

-----

Whom would you prefer to pilot your airplane when you travel?

Of the men, 69% chose a man, 2% chose a woman, and 29% said it made no difference.

Of the women, 51% chose a man, 3% chose a woman, and 46% said it made no difference.

-----

When buying a home, with which owner would you prefer to negotiate on the price?

Of the men, 40% chose a man, 23% chose a woman, and 37% said it made no difference.

Of the women, 28% chose a man, 22% chose a woman, and 50% said it made no difference.

-----

Whom would you prefer to perform your heart surgery?

Of the men, 59% chose a man, 2% chose a woman, and 39% said it made no difference.

Of the women, 38% chose a man, 6% chose a woman, and 56% said it made no difference.

-----

If you could have an agent negotiate for your pay, whom would you prefer?

Of the men, 64% chose a man, 9% chose a woman, and 27% said it made no difference.

Of the women, 51% chose a man, 14% chose a woman, and 35% said it made no difference.

-----

If necessary, which could the workforce more readily do without?

Of the men, 3% chose the men, 77% chose the women, and 20% said it made no difference.

Of the women, 9% chose the men, 37% chose the women, and 54% said it made no difference.

-----

Should we teach our daughters that they have a choice between having a career and staying at home?

Of the men, 83% said "yes" and 17% said "no."

Of the women, 77% said "yes" and 23% said "no."

-----

Should we teach our sons that they have a choice between having a career and staying at home?

Of the men, 28% said "yes" and 72% said "no."

Of the women, 40% said "yes" and 60% said "no."

-----

Say that you're an employer hiring a new college graduate for a career position. Over the first few years, you will spend \$250,000 on this person as he or she gains experience. Which -- a man or a woman -- do you think is more likely to quit for personal reasons? (Say, to become a full-time parent, follow a spouse to a new location or stop work after marriage.)

Of the men, 11% chose a man, 83% chose a woman, and 6% said it made no difference.

Of the women, 7% chose a man, 82% chose a woman, and 11% said it made no difference.

###

<http://www.parade.com/marilyn/surveyresults.html>

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-----

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=====  
Date: Mon, 21 Jan 2002 06:01:23 -0500  
From: Benoît Gauthier <gauthier@circum.com>  
Reply-To: Benoît Gauthier <gauthier@circum.com>  
To: aapornet@usc.edu  
Subject: Re: Definition of a Scientific Survey  
In-Reply-To: <002001c1a169\$c7f450c0\$ccc7c3d1@default>  
References: <002001c1a169\$c7f450c0\$ccc7c3d1@default>

(2002.01.21, 05:56)

> In the accounting profession (hard to use that example this month!),  
> practitioners refer to generally accepted accounting standards.

I have no ambition to develop something equivalent to the generally  
accepted accounting standards. However, I have prepared, and presented  
a few time, a document entitled "Assessing Survey Research, a  
principled approach"

<http://circum.com/cgi/documents.cgi?lang=en&doc=T028>

This document presents an assessment framework for survey research. It  
is based on four fundamental principles: rigour, neutrality, balance  
and transparency from which a series of assessment criteria are  
derived.

Comments would be most welcome.

Benoît Gauthier, <mailto:gauthier@circum.com>  
Réseau Circum inc. / Circum Network Inc.

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+1 819.770.2423 téléc. fax: +1 819.770.5196

=====  
\* \* \* Essayez des options : courriel avec The Bat!, Web avec Opera

\* \* \* Try alternatives : e-mail with The Bat!, Web with Opera  
[http://www.ritlabs.com/the\\_bat/](http://www.ritlabs.com/the_bat/)  
<http://www.opera.com/>

=====  
Date: Mon, 21 Jan 2002 10:55:16 EST  
From: JAnnSelzer@aol.com  
Subject: Re: Definition of a Scientific Survey  
To: aapornet@usc.edu

--part1\_e6.21c459d1.297d93e4\_boundary

What I'm wishing for is a maybe a more straightforward message to news organizations who conduct "unscientific" polls. This document, though useful, asks them to wade through a fair amount of technical information before it gets to the part that might affect them. And, I'm not sure they walk away thinking there's anything wrong with what they have been doing, since they seem happy enough to label their online polls as "unscientific."

If they had to label them "unreliable," or "invalid" they might think twice about how this affects their reputation as a news organization. What they are presenting is not, in all likelihood, true for any meaningful population.

But they don't think about it in these terms. I just keep thinking if they recognized that they are sending out disinformation, they'd think again, and (I'm wishing wishing wishing) cease and desist. JAS

J. Ann Selzer, Ph.D.  
Selzer & Company, Inc.  
Des Moines  
JAnnSelzer@aol.com, for purposes of this list; otherwise,  
JASelzer@SelzerCo.com  
Visit our website at [www.SelzerCo.com](http://www.SelzerCo.com)

--part1\_e6.21c459d1.297d93e4\_boundary

<HTML><FONT FACE=arial,Helvetica><BODY BGCOLOR="#ffffff"><FONT style="BACKGROUND-COLOR: #ffffff" SIZE=3 FAMILY="SERIF" FACE="Perpetua" LANG="0">What I'm wishing for is a maybe a more straightforward message to news organizations who conduct "unscientific" polls.&nbsp; This document, though useful, asks them to wade through a fair amount of technical information before it gets to the part that might affect them.&nbsp; And, I'm not sure they walk away thinking there's anything wrong with what they have been doing, since they seem happy enough to label their online polls as "unscientific."&nbsp; If they had to label them "unreliable," or "invalid" they might think twice about how this affects their reputation as a news organization.&nbsp; What they are presenting is not, in all likelihood, true for any meaningful population.&nbsp; But they don't think about it in these terms.&nbsp; I just keep thinking if they recognized that they are sending out disinformation, they'd think aga!

!  
in, and (I'm wishing wishing wishing) cease and desist.&nbsp; JAS<BR>



<BR>

</FONT><FONT COLOR="#000000" style="BACKGROUND-COLOR: #ffffff" SIZE=2 FAMILY="SANSSERIF" FACE="Arial" LANG="0">J. Ann Selzer, Ph.D.<BR>

Selzer & Company, Inc.<BR>

Des Moines<BR>

JAnnSelzer@aol.com, for purposes of this list; otherwise,

JASelzer@SelzerCo.com<BR>

Visit our website at [www.SelzerCo.com](http://www.SelzerCo.com)</FONT></HTML>

--part1\_e6.21c459d1.297d93e4\_boundary--

=====  
Date: Mon, 21 Jan 2002 11:22:42 -0500

From: Karin\_Clissold@marketstrategies.com

Subject: GIS post doc needed. Please circulate. Send replies directly to:  
marans

@umich.edu

To: aapornet@usc.edu

Cc: marans@umich.edu

11:22:42 AM

11/21/01

Post-Doctoral Researcher ? Spatial Analysis and Community Design

Institute for Social Research and Taubman College of Architecture and Urban  
Planning

The University of Michigan, Ann Arbor Michigan

The University of Michigan has embarked on a multi-year, multi-disciplinary research program on socio-spatial analysis of society-environment interactions in Southeastern Michigan. As part of this effort, we seek a post-doctoral researcher with some combination of expertise in GIS, quantitative spatial analysis, survey research, and urban planning to work with the program. The person in this position is expected to collaborate with University of Michigan investigators and other post-doctoral researchers to compile spatial databases for the region, investigate metrics of human impacts on ecosystems and built environments, analyze health and behavioral implications of those interactions, and develop spatially explicit data sets and models. A Ph. D. in urban planning, geography, natural resources, sociology or related disciplines is required. The University of Michigan, a leader in undergraduate and graduate education and one of the world's premier research universities, offers rigorous academic programs, outstanding faculty and diverse cultural and social opportunities in a stimulating intellectual environment. Applicants should submit a resume, statement of research interests, a representative example of their scholarly work, and names, email addresses, and affiliations of three references to:

Dr. Robert W. Marans

Brown

Institute for Social Research

OR

Dr. Daniel G.

School of

Natural Resources and Environment  
University of Michigan  
of Michigan  
Ann Arbor MI 48109  
MI 48109  
marans @umich.edu  
danbrown@umich.edu

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\*\*\*\*\*  
\*\*\*\*

Karin M. Clissold  
Research Director  
Market Strategies, Inc.  
(734) 542-7600 -Voice  
(734) 542-7620-Fax  
karin\_clissold@MarketStrategies.com -Email

\*\*\*\*\*  
\*\*\*\*

=====  
Date: Mon, 21 Jan 2002 11:35:55 -0500  
From: "Mark David Richards" <mark@bisconti.com>  
To: <aapornet@usc.edu>  
Subject: The Martin Luther King, Jr. Papers Project  
boundary="-----\_NextPart\_000\_0047\_01C1A26F.CA05ECA0"

This is a multi-part message in MIME format.

-----\_NextPart\_000\_0047\_01C1A26F.CA05ECA0

The King Papers Project at Stanford - see  
<http://www.stanford.edu/group/King/>  
<<http://www.stanford.edu/group/King/>>

Is anyone aware of opinion research related to Martin Luther King,  
Jr.?

///

Recalling the Tragedy of the Assassination of Dr. Martin Luther King,  
Jr.  
by Mark Richards

In the years preceding the murder of Martin Luther King, Jr., riots  
had been breaking out in cities such as Newark and Detroit.  
Congressional reaction to urban riots was to stiffen crime laws.  
Marion Barry had moved to DC in 1961. By 1966, Barry turned to  
organizing the Free DC Movement in support of DC Home Rule. Also that  
year, Reverend Channing Phillips became leader of a civic group in  
support of an elected school board. In Congress, tensions ran high  
over urban unrest and civil rights. When President Lyndon Johnson

proposed a bill for urban rodent eradication and control, some in Congress promptly called it a "civil rats bill." In June 1967, Johnson submitted a plan to Congress to reorganize the DC government -- he thought that might reduce tensions in DC and prevent riots like those occurring in other cities. Johnson modified the structure from three Presidentially appointed commissioners to a Presidentially appointed mayor and City Council, a prelude to limited Home Rule (passed in 1973). The bill became law in August. Johnson appointed Walter Washington mayor and Thomas Fletcher deputy mayor, and announced City Council members on September 28. His choice for Council chair, Max Kampelman, was controversial in Congress, so Johnson asked him to withdraw his nomination and appointed John Heckinger chair on October 13.

Less than six months later, on April 3, 1968, Martin Luther King, Jr., delivered his last speech, "I've Been to the Mountaintop" (see <http://www.stanford.edu/group/King/> <<http://www.stanford.edu/group/King/>> ). He was assassinated in Memphis, Tennessee, the next day. Johnson sent Ramsey Clark, Roger Wilkins, and Cliff Alexander to Memphis. The worst riot in the nation broke out in DC, with 20,000 participants setting 30 new fires per hour. Mayor Walter Washington imposed a curfew and banned the sale of liquor and guns; Johnson sent 14,000 Army, Marine, and National Guard troops into DC to join DC's 2,800-member police force. Johnson instructed them to use minimal force -- he wanted no one killed. Twelve hundred building were burned and 7,600 were arrested. Joseph Califano, Jr., Johnson's top domestic adviser, reports that Stokeley Carmichael organized a group at 14th and U Streets, NW, to march on Georgetown, "the posh Washington enclave where many newspaper columnists, television reporters, and Washington Post editors live." Califano wrote that, "The President read the report aloud, smiled, and said, 'Goddamn! I've waited thirty-five years for this day!'" By Saturday, there were riots and looting in over one hundred cities. Senator Robert Byrd (W-VA) was so concerned that he demanded to know why marshal law had not been imposed. Robert Kennedy walked the burning Washington streets calling for calm. Because the Secret Service and FBI reported assassination threats on his life, Johnson did not attend Dr. King's funeral in Atlanta but sent a contingency, including Hubert Humphrey, Thurgood Marshall, Robert Weaver, and Walter Washington. Johnson determined to use the King tragedy to establish a national fair housing bill that had faced opposition in the House of Representatives. He to get the bill passed by Congress on April 10 and signed it on April 11. (Source for most information in this segment: *The Triumph and Tragedy of Lyndon Johnson: The White House Years*, by Joseph A. Califano, Jr.) Later in 1968, Congress granted DC its first locally elected body in nearly a century, a Board of Education. Seventy percent of DC voters turned out in the first local political competition since the 1870s.

---

-----  
-----  
Mark David RICHARDS, Ph.D., Sociologist  
Senior Associate, Bisconti Research, Inc.  
2610 Woodley Place NW  
Washington, District of Columbia 20008

202/ 347-8822  
202/ 347-8825 FAX  
mark@bisconti.com

-----=\_NextPart\_000\_0047\_01C1A26F.CA05ECA0

```
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    <o:DoNotRelyOnCSS/>  
  </o:OfficeDocumentSettings>  
</xml><![endif]--><!--[if gte mso 9]><xml>  
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p.MsoNormal, li.MsoNormal, div.MsoNormal  
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```

The King Papers Project at Stanford - see <http://www.stanford.edu/group/King/>

&nbsp;

Is anyone aware of opinion research related to Martin Luther King, Jr.?

&nbsp;

**&nbsp;**

**&nbsp;**

**Recalling the Tragedy of the Assassination of Dr. Martin Luther King, Jr.**  
<br>**by** Mark Richards

color=3Dnavy  
face=3DArial><span =  
style=3D'font-size:10.0pt;mso-bidi-font-size:12.0pt;font-family:  
Arial;color:navy'> </span></font><font size=3D2 color=3Dblack =  
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12.0pt;font-family:Arial;color:navy'><![if =  
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style=3D'font-size:10.0pt;mso-bidi-font-size:  
12.0pt;font-family:Arial;color:navy'>In the years preceding the murder =  
of  
Martin Luther King, Jr., riots had been breaking out in cities such as =  
Newark  
and Detroit. Congressional reaction to urban riots was to stiffen crime =  
laws.  
Marion Barry had moved to DC in 1961. By 1966, Barry turned to =  
organizing the  
Free DC Movement in support of DC Home Rule. Also that year, Reverend =  
Channing  
Phillips became leader of a civic group in support of an elected school =  
board.  
In Congress, tensions ran high over urban unrest and civil rights. When  
President Lyndon Johnson proposed a bill for urban rodent eradication =  
and  
control, some in Congress promptly called it a &quot;civil rats =  
bill.&quot; In  
June 1967, Johnson submitted a plan to Congress to reorganize the DC =  
government  
-- he thought that might reduce tensions in DC and prevent riots like =  
those  
occurring in other cities. Johnson modified the structure from three  
Presidentially appointed commissioners to a Presidentialy appointed =  
mayor and  
City Council, a prelude to limited Home Rule (passed in 1973). The bill =  
became  
law in August. Johnson appointed Walter Washington mayor and Thomas =  
Fletcher  
deputy mayor, and announced City Council members on September 28. His =  
choice  
for Council chair, Max Kampelman, was controversial in Congress, so =  
Johnson  
asked him to withdraw his nomination and appointed John Heckinger chair =  
on  
October 13. </span></font><font size=3D2 color=3Dblack =  
face=3DArial><span  
style=3D'font-size:10.0pt;mso-bidi-font-size:12.0pt;font-family:Arial;col=  
or:black;  
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style=3D'font-size:10.0pt;mso-bidi-font-size:12.0pt;font-family:Arial;color:navy'><![if = !supportEmptyParas]>&nbsp;<![endif]><o:p></o:p></font></p>

<p><font size=3D2 color=3Dnavy face=3DArial><span = style=3D'font-size:10.0pt;mso-bidi-font-size:12.0pt;font-family:Arial;color:navy'>Less than six months later, on = April 3, 1968, Martin Luther King, Jr., delivered his last speech, &quot;I've = Been to the Mountaintop&quot; (see </span></font><font size=3D1 color=3Dnavy = face=3DArial><span style=3D'font-size:8.0pt;mso-bidi-font-size:12.0pt;font-family:Arial;colo= r:navy'><a href=3D"http://www.stanford.edu/group/King/"><font face=3D"Arial Unicode = MS"><span style=3D'font-family:"Arial Unicode = MS"'>http://www.stanford.edu/group/King/</span></font></a> )</span></font><font size=3D2 color=3Dnavy face=3DArial><span = style=3D'font-size:10.0pt;mso-bidi-font-size:12.0pt;font-family:Arial;color:navy'> He was = assassinated in Memphis, Tennessee, the next day. Johnson sent Ramsey Clark, Roger = Wilkins, and Cliff Alexander to Memphis. The worst riot in the nation broke out in = DC, with 20,000 participants setting 30 new fires per hour. Mayor Walter = Washington imposed a curfew and banned the sale of liquor and guns; Johnson sent = 14,000 Army, Marine, and National Guard troops into DC to join DC's = 2,800-member police force. Johnson instructed them to use minimal force -- he wanted = no one killed. Twelve hundred building were burned and 7,600 were arrested. = Joseph Califano, Jr., Johnson's top domestic adviser, reports that Stokeley = Carmichael organized a group at 14th and U Streets, NW, to march on Georgetown, = &quot;the posh Washington enclave where many newspaper columnists, television = reporters, and <i><span style=3D'font-style:italic'>Washington Post</span></i> = editors live.&quot; Califano wrote that, &quot;The President read the report = aloud, smiled, and said, 'Goddamn! I've waited thirty-five years for this = day!&quot; By Saturday, there were riots and looting in over one hundred cities. = Senator Robert Byrd (W-VA) was so concerned that he demanded to know why marshal = law had not been imposed. Robert Kennedy walked the burning Washington = streets calling for calm. Because the Secret Service and FBI reported = assassination threats on his life, Johnson did not attend Dr. King's funeral in =



Atlanta but sent a contingency, including Hubert Humphrey, Thurgood Marshall, Robert Weaver, and Walter Washington. Johnson determined to use the King = tragedy to establish a national fair housing bill that had faced opposition in the = House of Representatives. He to get the bill passed by Congress on April 10 = and signed it on April 11. (Source for most information in this segment: = *The Triumph and Tragedy of Lyndon Johnson: The White House Years,* by Joseph A. Califano, Jr.) Later in 1968, = Congress granted DC its first locally elected body in nearly a century, a Board = of Education. Seventy percent of DC voters turned out in the first local = political competition since the 1870s.

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font size=3D3 color=3Dblack face=3D'Book Antiqua" style=3D'font-size:12.0pt' Senior Associate, Bisconti Research, Inc.

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Antiqua"><span  
style=3D'font-size:12.0pt'>2610 Woodley Place =  
NW<o:p></o:p></span></font></p>

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-----\_NextPart\_000\_0047\_01C1A26F.CA05ECA0--

=====  
Date: Mon, 21 Jan 2002 08:58:44 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: <aapornet@usc.edu>  
Subject: Re: Definition of a Scientific Survey  
In-Reply-To: <e6.21c459d1.297d93e4@aol.com>

On Mon, 21 Jan 2002 JAnnSelzer@aol.com wrote:

> What I'm wishing for is a maybe a more straightforward message to news  
> organizations who conduct "unscientific" polls. This document, though  
> useful, asks them to wade through a fair amount of technical information  
> before it gets to the part that might affect them. And, I'm not sure they  
  
> walk away thinking there's anything wrong with what they have been doing,  
> since they seem happy enough to label their online polls as  
"unscientific."

> If they had to label them "unreliable," or "invalid" they might think twice  
> about how this affects their reputation as a news organization. What they  
> are presenting is not, in all likelihood, true for any meaningful population.  
> But they don't think about it in these terms. I just keep thinking if they  
> recognized that they are sending out disinformation, they'd think again, and  
> (I'm wishing wishing wishing) cease and desist. JAS

Okay, allow me to take a first crack at this...

In surveys and polls in which respondents are *\*not\** selected randomly, or with *\*known\** probabilities of selection, the results simply *\*cannot\** be extended beyond those people actually responding to them. Such surveys and polls have--in this sense, at least--the same status as interviews by news reporters of news subjects, whether celebrities or witnesses to criminal acts (those interviewed being selected by the reporter, and those responding to the survey/poll being *\*self-selected\** as compliant volunteers agreeing to participate). Clearly, celebrities and witnesses to crime have news value in their own right, while people with enough free time to respond to mass-disseminated surveys have no news value whatsoever *\*as individuals\**. To report such surveys as describing any population beyond these non-newsworthy people self-selecting themselves to reply would be both erroneous and also intentionally false reporting.

For a disclaimer notice to attach to online polls, and all other surveys not meeting the criteria of scientific surveying...

Because the survey/poll results reported here do *\*not\** come from a randomly-selected sample of some larger known population, the probability of any particular response to the survey/poll from those who did respond cannot be compared to the probabilities of that same response from those who did not respond--because we have absolutely no way of knowing these probabilities among nonrespondents. In short, our survey/poll results describe only the opinions and behavior of those who chose to respond to it, and to *\*no\** other people, demographic categories, groups, or populations whatsoever.

-- Jim

\*\*\*\*\*

=====  
Date: Mon, 21 Jan 2002 10:52:26 -0800  
From: "Kurt Lang" <lang@u.washington.edu>  
To: <aapornet@usc.edu>  
References: <Pine.GSO.4.33.0201210801110.13329-100000@almaak.usc.edu>  
Subject: Re: Definition of a Scientific Survey

However noble the intent behind the draft statement, it seems to miss - or rather overshoot - its mark. I am not one to relish controversy and I am especially reluctant to be critical of a product that others have taken some care to draft. But some things in the statement can benefit from recasting, .

The wording in the third paragraph implies, surely not intentionally, that the U.S Census is not scientific ("not covered" by the definition). It implies the same thing for a whole variety of surveys whose objectives (e.g., constructing typologies, identifying patterns of relationships, documenting change) can certainly be met with samples less than fully representative of some universe, thereby invalidating much of Gladys's and my own work, which was approved by such dedicated proponents of random sampling as F. F. Stephan and Sam Stouffer.

I would also take issue with the statement (in the last paragraph) that under conditions of nonrandom selection "there are no scientific means of generalizing the results beyond the specific people who completed the survey." To cite just one example: Are the purchasers in a dozen stores coaxed into giving us their reasons for liking a particular product so unique that we can infer NOTHING about its general appeal? Of course not! Not valid would be to project the NUMERICAL findings, as we do in public opinion polls, to a population, whoever they might be. Nor would there be any way to estimate the range of probable error attributable to sampling. AAPOR is rightly concerned that the public should be alerted against the fallacy of misplaced concreteness that tempts people to give credence to numbers, no matter how they are obtained.

On a positive and constructive note, the first paragraph as it stands is a very fine and clear outline of a problem that the later commentary muddies somewhat. A lot of what follows can be left out. Why not open the second paragraph with a statement along the following lines:

"A survey or poll with figures that purport to represent the American public (or some target population) are 'unscientific' if they fail to measure up to the following criteria: [and skip everything up to the four well-stated points ]"

I also believe that the last two paragraphs would gain from cutting. Despite earlier disclaimers, "... limit[ing] this definition"(in the next two last paragraph) still carries the implication that certain methods AAPOR obviously accepts as valid are "unscientific." At least start that sentence with "Our criteria apply only to instances...." And, for the same reason, I would cut the first sentence in the last paragraph and edit the next two sentences so that they will state more clearly just what is meant by failing the test of "coverage" and what kind of generalization is inadmissible.

Respectfully,  
Kurt

---

Date: Mon, 21 Jan 2002 15:53:59 -0800  
From: Jeanne Anderson Research <ande271@attglobal.net>  
Reply-To: ande271@attglobal.net

To: aapornet@usc.edu  
Subject: Re: Definition of a Scientific Survey  
References: <Pine.GSO.4.33.0201210801110.13329-100000@almaak.usc.edu>

My experience with the term "scientific survey" is that it has a slight pejorative meaning when used by non-social scientists (non-professional researchers). It has the flavor of "unnecessarily persnickety" (can't think of the word I'm searching for). The implication is that if you are not a social scientist you do not have to do a scientific survey but can do an "unscientific" one.

I had some methodology students in Sweden who used the term "scientific" several times in a sentence on an exam if they had not studied very well. They knew that we social scientists like to think of ourselves as just as good scientists as all the others and they thought I'd be distracted and give them good grades even if they didn't know the subject matter.

Jeanne Anderson

> On Mon, 21 Jan 2002 JAnnSelzer@aol.com wrote:  
>  
> > What I'm wishing for is a maybe a more straightforward message to news  
> > organizations who conduct "unscientific" polls. This document, though  
> > useful, asks them to wade through a fair amount of technical information  
  
> > before it gets to the part that might affect them. And, I'm not sure  
> > they  
> > walk away thinking there's anything wrong with what they have been  
> > doing,  
> > since they seem happy enough to label their online polls as  
> > "unscientific."  
> > If they had to label them "unreliable," or "invalid" they might think  
> > twice  
> > about how this affects their reputation as a news organization. What  
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> > are presenting is not, in all likelihood, true for any meaningful  
> > population.  
> > But they don't think about it in these terms. I just keep thinking if  
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> Okay, allow me to take a first crack at this...  
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> In surveys and polls in which respondents are \*not\* selected randomly,  
> or with \*known\* probabilities of selection, the results simply \*cannot\*  
> be extended beyond those people actually responding to them. Such

> surveys and polls have--in this sense, at least--the same status as  
> interviews by news reporters of news subjects, whether celebrities or  
> witnesses to criminal acts (those interviewed being selected by the  
> reporter, and those responding to the survey/poll being \*self-selected\*  
> as compliant volunteers agreeing to participate). Clearly, celebrities  
> and witnesses to crime have news value in their own right, while people  
> with enough free time to respond to mass-disseminated surveys have no  
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self-selecting  
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>  
> Because the survey/poll results reported here do \*not\* come from a  
> randomly-selected sample of some larger known population, the  
probability  
> of any particular response to the survey/poll from those who did respond  
  
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> those who did not respond--because we have absolutely no way of knowing  
> these probabilities among nonrespondents. In short, our survey/poll  
> results describe only the opinions and behavior of those who chose to  
> respond to it, and to \*no\* other people, demographic categories, groups,  
  
> or populations whatsoever.  
>  
> -- Jim  
>  
> \*\*\*\*\*

---

Date: Mon, 21 Jan 2002 18:11:19 -0500  
From: Jan Werner <jwerner@jwdp.com>  
Reply-To: jwerner@jwdp.com  
To: Kurt Lang <lang@u.washington.edu>, aapornet@usc.edu  
Subject: Re: Definition of a Scientific Survey  
References: <Pine.GSO.4.33.0201210801110.13329-100000@almaak.usc.edu>  
<001b01c1a2ac5c5269800\$0452e40c@attbi.com>

I had begun to draw up a list of specific objections to the draft definition, but since Kurt Lang has already eloquently described many of them, I will merely note that, if you drop the word "Sample" from the title, the draft definition itself loses much of its validity. Should one really expect the average lay reader to understand that kind of subtlety?

The word "scientific" is used colloquially to lend credibility to research findings, but science is a systematic search for understanding pursued through whatever methods are judged best able to provide useful information about the topic under study. The credibility of research findings in the real scientific community depends on many factors,

including goals, methodology and the interpretation of results for each individual study.

Scientific methodology is complex and one generalizes scientific rigor at great risk. To be useful, the proposed definition will have to be framed with explicit disclaimers of limitations and scope that can mean little to those outside the field and thus will only undermine it in the eyes of less informed readers, the very target audience.

As the authors of the draft definition point out themselves, "in practice all sample surveys fall short of perfection." This means that it remains a judgment call as to whether or not any given survey is awarded the "scientific" label

I am all in favor of AAPOR establishing principles of good practice in survey research and publicizing these as widely as possible to educate the general public, but I would argue that any attempt to label surveys that meet some specific set of criteria as "scientific" will be seen as self-serving and is bound to be counterproductive.

Jan Werner  
jwerner@jwdp.com

---

Kurt Lang wrote:

>  
> However noble the intent behind the draft statement, it seems to miss - or  
> rather overshoot - its mark. I am not one to relish controversy and I am  
> especially reluctant to be critical of a product that others have taken  
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> care to draft. But some things in the statement can benefit from  
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>  
> The wording in the third paragraph implies, surely not intentionally, that  
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> documenting change) can certainly be met with samples less than fully  
> representative of some universe, thereby invalidating much of Gladys's and  
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> unique that we can infer NOTHING about its general appeal? Of course not!  
> Not valid would be to project the NUMERICAL findings, as we do in public  
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> AAPOR is rightly concerned that the public should be alerted against the  
> fallacy of misplaced concreteness that tempts people to give credence to  
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>  
> On a positive and constructive note, the first paragraph as it stands is a  
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> obviously accepts as valid are "unscientific." At least start that  
sentence  
> with "Our criteria apply only to instances...." And, for the same reason,  
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> would cut the first sentence in the last paragraph and edit the next two  
> sentences so that they will state more clearly just what is meant by  
failing  
> the test of "coverage" and what kind of generalization is inadmissible.  
>  
> Respectfully,  
> Kurt

=====  
Date: Tue, 22 Jan 2002 12:50:55 -0600  
From: "Linda Owens" <lindao@srl.uic.edu>  
To: aapornet@usc.edu  
Subject: question about post-stratification weights  
Content-Disposition: inline

Hello Everyone,  
I want to do post-stratification adjustments on a survey, using auxiliary  
data such as the census or CPS. I want to adjust my data so that the  
percent of the sample falling into race, gender, age, and education  
categories matches the percentages in the auxiliary data. It's a pretty  
straightforward adjustment, except for cases that are missing race, gender,  
age, or education data. How do I adjust the weights of those cases? Is  
there a standard methodology?

thank you,  
Linda

Linda Owens  
Asst. Director for Survey Operations  
University of Illinois Survey Research Lab



(217) 333-4422

=====  
Date: Tue, 22 Jan 2002 15:49:15 -0500  
From: Jan Werner <jwerner@jwdp.com>  
Reply-To: jwerner@jwdp.com  
To: aapornet@usc.edu, Linda Owens <lindao@srl.uic.edu>  
Subject: Re: question about post-stratification weights  
References: <sc4d6053.094@srl.uic.edu>

No matter how you compute it, a weight is a ratio of two proportions (desired/actual) and is not defined mathematically if one of these is zero and the other is not.

There are basically three ways to handle item non-response:

- 1) Drop any cases with non-response. Not usually a good idea, statistically, but easy.
- 2) Assign each non-response to a response based on some external criteria. This is called "imputation" and there is a whole statistical literature devoted to the subject. It is commonly used when there is a need to project from a sample back to a population, for example in media research surveys.
- 3) Recompute the proportions based on the total answering for each variable with item non-response, then weight the non-response category to reflect its proportion of the total sample for that variable. This keeps the marginal proportions correct for those cases that responded to each variable and minimizes the effect of non-response in the fitting process. This is the best method for most ad-hoc surveys and where imputation is not practical or even possible.

This subject arises frequently among users of the QBAL sample balancing program that I market, so I have put up a page on my web site (<http://www.jwdp.com/qbadjust.html>) discussing the problem in somewhat greater detail and also providing a script for the QTAB tabulation program to automatically adjust balancing proportions on each variable taking into account the item non-response. This script will run with the "demo" version of QTAB which is free for use in both commercial and non-commercial environments, so anyone can download it and use it.

Jan Werner  
jwerner@jwdp.com

---

Linda Owens wrote:

>  
> Hello Everyone,  
> I want to do post-stratification adjustments on a survey, using auxiliary data such as the census or CPS. I want to adjust my data so that the percent of the sample falling into race, gender, age, and education categories matches the percentages in the auxiliary data. It's a pretty straightforward adjustment, except for cases that are missing race, gender, age, or education data. How do I adjust the weights of those cases? Is there a standard methodology?

> thank you,  
> Linda  
>  
> Linda Owens  
> Asst. Director for Survey Operations  
> University of Illinois Survey Research Lab  
> (217) 333-4422

=====  
Date: Tue, 22 Jan 2002 17:45:40 -0500  
From: "Featherston, Fran A." <ffeather@nsf.gov>  
To: "'aapornet@usc.edu'" <aapornet@usc.edu>  
Subject: RE: Fran Featherston is now at the National Science Foundation

Hi, Don,

John forgot to bring in the charger(s) before he left, but he had a lot on his plate with the trip to Hungary.

I think this change will be good for me, too. There are so many directions that this job could go. I'm entertained simply by contemplating all the possibilities. Since I haven't done any WEB surveys yet, I know I'm

going to learn a lot in that area.

I'm trying to get myself invited to the meeting with you on Thursday, so maybe I'll get to see you then. Let me know if you're in town sometime and would like to do a restaurant with me and Erwin. We'd love to see you "outside" the workday.

(fran)

Fran Featherston  
ffeather@nsf.gov  
National Science Foundation  
4201 Wilson Boulevard  
Arlington, Virginia 22230  
Phone: 703-292-4221

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

From: Don Dillman [mailto:dillman@wsu.edu]  
Sent: Saturday, January 19, 2002 12:29 PM  
To: aapornet@usc.edu  
Subject: RE: Fran Featherston is now at the National Science Foundation

Ordinarily, I'd say congratulations, but think I've already done that.

But, what the heck, congratulations, again.

I hope this position works out for you, Fran. I think its very helpful people to get into new positions and see new perspectives. I learned a LOT, when I stepped outside the University bounds and went to the Census Bureau.

Thanks for your help this week on the charger--I really appreciate it! Don

\*\*\*\*\*

Don A. Dillman, Social and Economic Sciences Research Center  
and Departments of Sociology and Rural Sociology

Washington State University  
Pullman, WA 99164-4014  
Tel: 509-335-1511, Fax: 509-335-0116  
dillman@wsu.edu  
<http://survey.sesrc.wsu.edu/dillman/>  
\*\*\*\*\*

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

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of Featherston, Fran A.  
Sent: Wednesday, January 16, 2002 10:33 AM  
To: 'aapornet@usc.edu'  
Subject: Fran Featherston is now at the National Science Foundation

Started at NSF this week and just wanted to let everyone know my new information:

Fran Featherston  
E-mail: ffeather@nsf.gov  
National Science Foundation  
4201 Wilson Boulevard  
Arlington, Virginia 22230  
My phone: 703-292-4221

Please remember NOT to reply to this message or it goes to everyone on AAPORNET.

---

Date: Tue, 22 Jan 2002 17:59:38 -0500  
From: "Featherston, Fran A." <ffeather@nsf.gov>  
To: "'aapornet@usc.edu'" <aapornet@usc.edu>  
Subject: Please forgive the mistake of the previous message!

---

Date: Tue, 22 Jan 2002 21:25:46 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: AAPORNET <aapornet@usc.edu>  
Subject: USA TODAY/CNN/Gallup Poll: Enthusiasm for National ID Fades (USAToday)

---

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<http://www.usatoday.com/usatonline/20020122/3791932s.htm>

2002/01/22 Page 2A

National ID in development but enthusiasm

for the system appears to be fading, poll says

By Donna Leinwand  
USA TODAY

WASHINGTON -- With the nation's nerves still raw from the Sept. 11 terrorist attacks, some federal and state authorities are hoping the public is primed to accept a national identification card.

But the public's willingness to trade some privacy for the promise of increased security seems to be slipping.

A USA TODAY/CNN/Gallup Poll released last week says just more than half of all adults would support a national identification card that includes fingerprint information. Two months ago, several polls indicated that more than two-thirds of all adults would support a national ID card.

"Sept. 11 made the public more receptive to an idea that in calmer times they would not accept," says Charlotte Twight, a lawyer and economics professor at Boise State University. Her recent book, *Dependent on D.C.*, documents the rise of federal control over the lives of Americans.

"It has come up many times in the past, and over the years ordinary Americans have expressed considerable hostility to the idea of a national ID card," Twight says.

Government officials at the Justice Department and General Services Administration have said they are working on a nationally standardized ID system that could include such security features as digitized fingerprints or encoded magnetic strips. Both would be difficult to forge and easy to check against a national database.

President Bush has said he does not think a national ID is necessary.

Meanwhile, a group of state officials wants Congress to standardize which documents are acceptable as verification of identity when issuing a driver's license.

Sen. Dick Durbin, D-Ill., has proposed federal funding to develop such a national standard. Durbin's legislation would authorize a study on which biometric identification methods -- fingerprint, palm print, iris scan, face scan or DNA, among others -- should be used as the national standard.

Durbin's legislation would also give state motor vehicle authorities access to computer databases maintained by the Immigration and Naturalization Service (INS), the Social Security Administration and unspecified law enforcement agencies. Those databases could be used to verify an applicant's identity and legal status.

"This is not about creating a new national ID card, nor is it about developing one centralized megadatabase that houses everyone's personal data," Durbin told Congress last month. "My bill is about making the driver's license, which some consider a de facto national ID card, more reliable and verifiable as a form of personal identification than it is

today.'

Because each state has its own standard for issuing driver's licenses, unscrupulous people can shop around for the state with the weakest fraud protection, says Betty Serian, chairwoman of the ID security task force for the American Association of Motor Vehicle Administrators.

She says all states should use the same set of documents -- which can be checked against other government records -- as verification of identities.

'The driver's license has become the most requested form of identification in North America. But how can a bank teller in Maine be expected to know what a driver's license in California looks like?' Serian says.

Last week, the association asked Congress to pass legislation that would pay for an information-sharing network between the license agencies and federal agencies such as INS, Social Security and the Bureau of Vital Statistics, which maintains birth and death information.

'The systems should be able to talk to one another to verify data,' says Linda Lewis, association president. 'We need to be able to query the INS system in real time to determine if someone is a legal resident before we issue a license.'

Although Durbin and representatives of the motor vehicle association repeatedly invoked the Sept. 11 attacks as a reason for tightening standards, any new security features on licenses would be most effective in detecting underage drinkers and preventing identity theft.

Most of the hijackers implicated in the attacks obtained their driver's licenses legally in Florida.

Civil libertarians and privacy rights advocates say the public will eventually recognize that the dangers of a national identification system far outweigh any benefits.

'I think initially people thought it would solve the public safety problems,' says Mihir Kshirsagar, a policy fellow at the Electronic Privacy Information Center, a Washington group that focuses on civil liberties.

'Now people have thought about it and are less sure. There is a historical tradition in this country of preventing government access to certain areas of our lives until the government has a good reason to do so,' Kshirsagar says.

Privacy advocates say an overzealous bureaucrat or law enforcement officer could use an ID card to access personal information under inappropriate circumstances.

They also say a hacker could access the database and come away with enough information to create an entirely new identity.

'This new thing used on a national level would be just another tool to give more people access to data on every one of us,' author Twight says.

<http://www.usatoday.com/usatoday/20020122/3791932s.htm>

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\*\*\*\*\*

=====  
Date: Wed, 23 Jan 2002 06:27:42 -0500  
From: Benoît Gauthier <gauthier@circum.com>  
Reply-To: Benoît Gauthier <gauthier@circum.com>  
To: Linda Owens <aapornet@usc.edu>  
Subject: Re: question about post-stratification weights  
In-Reply-To: <sc4d6053.094@srl.uic.edu>  
References: <sc4d6053.094@srl.uic.edu>

(2002.01.23, 06:26)

> I want to do post-stratification adjustments on a survey, using  
> auxiliary data such as the census or CPS. I want to adjust my data  
> so that the percent of the sample falling into race, gender, age,  
> and education categories matches the percentages in the auxiliary  
> data. It's a pretty straightforward adjustment, except for cases  
> that are missing race, gender, age, or education data. How do I  
> adjust the weights of those cases? Is there a standard methodology?

I assign a weight equal to the average weight to cases with missing  
weighting data. This ensures that their data are maintained in the  
computations while keeping the overall weight average is left  
unchanged.

Benoît

=====  
Benoît Gauthier, <mailto:gauthier@circum.com>  
Réseau Circum inc. / Circum Network Inc.

Enregistrez votre adresse élec. pour être informé(e)  
des nouvelles de Circum à l'URL <http://circum.com>

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<http://circum.com>

74, rue du Val-Perché, Hull, Québec (Canada) J8Z 2A6  
+1 819.770.2423 téléc. fax: +1 819.770.5196

=====  
\* \* \* Essayez des options : courriel avec The Bat!, Web avec Opera

\* \* \* Try alternatives : e-mail with The Bat!, Web with Opera  
[http://www.ritlabs.com/the\\_bat/](http://www.ritlabs.com/the_bat/)  
<http://www.opera.com/>

=====  
Date: Wed, 23 Jan 2002 07:53:05 -0500  
From: Jan Werner <jwerner@jwdp.com>  
Reply-To: jwerner@jwdp.com  
To: AAPORNET <aapornet@usc.edu>  
Subject: US Supreme Court to rule on non-response methodology

The United States Supreme Court has agreed to hold hearings in a case that could lead to a ruling on the validity of hot deck imputation, a methodology for treating item non-response in surveys that has been widely used for nearly half a century.

Jan Werner  
jwerner@jwdp.com

---

#### High Court to Consider Census Suit

In Politically Charged Case, Utah Says Statistical Methods Cost It a House Seat

By Charles Lane  
Washington Post Staff Writer  
Wednesday, January 23, 2002; Page A02

The Supreme Court announced yesterday that it will hold hearings in a case that could affect the makeup of the Republican-controlled House of Representatives, whose membership will be up for grabs in elections this November.

At issue is Utah's claim that the 2000 Census used impermissible statistical methods to estimate a small portion of the population, thus shifting an additional House seat in the next Congress to North Carolina that Utah believes it should have gotten.

If Utah wins at the high court, the GOP-controlled state could pick up a seat, and North Carolina, whose legislature is controlled by the Democrats, would lose its new seat.

A Republican loss of just six seats in November could cost the party its majority. Utah has three House members now, two of them Republicans, one a Democrat. North Carolina has 12, five Democrats and seven Republicans. The current breakdown of the House as a whole is 222 Republicans, 211 Democrats and two independents, one of whom caucuses with the Democrats and one with the Republicans.

The case centers on "hot-deck imputation," a statistical method that has been used by the Census Bureau since 1960. When census-takers cannot determine, after repeated attempts, whether a particular household is occupied or not, they "impute" a number of

residents to it based on the characteristics of neighboring households.

Utah argues that this violates both the constitutional requirement for "an actual enumeration" of each U.S. resident every 10 years and a federal law banning statistical "sampling" by the Census for purposes of apportioning House seats.

The Bush administration, joined by North Carolina, argues that the method is not like sampling, in which a large population's characteristics are projected based on characteristics found in a randomly selected portion. Instead, they say, "hot-deck imputation" is a non-random means of filling in specific incomplete data. In the 2000 Census, imputation accounted for 0.4 percent of the population total of 281.4 million.

Last year, a three-judge panel in a Utah federal district court upheld the method. But Utah appealed to the Supreme Court under special rules permitting it to bypass a lower federal appeals court.

The court last dealt with the politically charged issue of Census methods in 1999, when the Republican-controlled House brought suit against the Clinton administration to block "sampling," which is thought to favor Democrats because it slightly raises the head count in inner cities and other pro-Democratic areas.

In that case, a five-member majority of the court ruled that sampling violated federal law, but did not decide the constitutional issue. However, only Justice Sandra Day O'Connor, a perennial swing vote, agreed entirely with that approach; dissenting and concurring opinions showed that the court's most conservative members doubted whether the Constitution permits any kind of statistical estimation, while the court's four most liberal members thought it might.

Because the Utah case came up as a direct appeal from the district court, the court must first agree to take jurisdiction over the case -- even before getting to the substance of it.

Yesterday's order, however, postponed a decision on the jurisdictional issue until after the hearing, meaning that the court has preserved the option of dismissing Utah's claim without necessarily having to write an opinion on "hot-deck imputation."

Also, the court's normal internal timetable would not allow enough time to dispose of this case before the justices go on a three-month summer recess at the end of June. But yesterday's order left it up to the parties to ask the court for an expedited hearing so that the case can be settled in time for elections to proceed.

Utah Chief Civil Deputy Attorney General Raymond A. Hintze said the state will file a motion to expedite the hearing immediately. "We believe they'll hear it in the current term," Hintze said. "They know that for Utah and North Carolina there would be a lot of problems if this were left in limbo."



The North Carolina attorney general, Roy Cooper, was dismissive of the Utah case. "In the hope that one would finally stick, Utah has continued to fling every possible legal theory against the wall," Cooper said. "So far, they've all slid to the floor and we believe the U.S. Supreme Court will not allow this theory to hold up either."

The case is Utah v. Evans, No. 01-714.

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=====  
Date: Wed, 23 Jan 2002 07:05:22 -0800  
From: Bill McCready <bmcCready@knowledgenetworks.com>  
To: "AAPORNET (E-mail)" <aapornet@usc.edu>  
Subject: Proposed FTC rule ...  
boundary="----\_=\_NextPart\_001\_01C1A41F.615338F0"

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\_01C1A41F.615338F0

There was a report in the paper (Chicago Tribune) this morning that the FTC proposed the establishment of an "national 'do not call' list of consumers".

You would call a toll-free number and place your phone number on the list and ... "telemarketers would be required to check the list monthly and ensure that they do not call those numbers." "Violators would be subject to fines of \$11,000 per violation." (No description of enforcement protocols was included.) This would seem an excellent opportunity to make the distinction between 'telemarketing' and 'survey research'. What is the best way to make this distinction to the FTC and are there any organized plans to

do so?

Bill McCready

Knowledge

N E T W O R K S

William C. McCready, Ph.D.  
Director, Client Development  
Government, Academic & Non-Profit Research  
<<http://www.knowledgenetworks.com/ganp>>  
10 South Riverside Plaza, 18th Floor, Chicago, IL 60606  
Phone 312.474.6464 Fax 708.524.1241 Cell 708.203.8941  
<<mailto:bmccready@knowledgenetworks.com>>

-----\_=\_NextPart\_001\_01C1A41F.615338F0

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 3.2//EN">  
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<HEAD>

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<TITLE>Proposed FTC rule ...</TITLE>  
</HEAD>  
<BODY>

<P><FONT COLOR=3D"#0000FF" SIZE=3D2 FACE=3D"Comic Sans MS">There was a report in the paper (Chicago Tribune) this morning that the FTC proposed the establishment of an &quot;national 'do not call' list of consumers&quot;. You would call a toll-free number and place your phone number on the list and ... &quot;telemarketers would be required to check the list monthly and ensure that they do not call those numbers.&quot; &quot;Violators would be subject to fines of \$11,000 per violation.&quot; (No description of enforcement protocols was included.)&nbsp; This would seem an excellent opportunity to make the distinction between 'telemarketing' and 'survey research'. What is the best way to make this distinction to the FTC and are their any organized plans to do so? </FONT></P>

<P><FONT COLOR=3D"#0000FF" SIZE=3D2 FACE=3D"Comic Sans MS">Bill McCready</FONT>  
</P>

<P ALIGN=3DCENTER><B><FONT COLOR=3D"#072F67" SIZE=3D5 FACE=3D"Bell MT">Knowledge</FONT></B></P>

<P ALIGN=3DCENTER><B><FONT COLOR=3D"#6FA399" SIZE=3D2 FACE=3D"Bell MT">&nbsp;N&nbsp;E&nbsp;T&nbsp;W&nbsp;O&nbsp;R&nbsp;K&nbsp;S</FONT></B></P>

<P ALIGN=3DCENTER><B><FONT COLOR=3D"#072F67" SIZE=3D2 FACE=3D"Century Gothic">&nbsp;William C. McCready, Ph.D.</FONT></B></P>

<P ALIGN=3DCENTER><FONT COLOR=3D"#3B7D74" SIZE=3D2 FACE=3D"Century Gothic">&nbsp;Director, Client Development</FONT></P>

<P ALIGN=3DCENTER><FONT COLOR=3D"#3B7D74" SIZE=3D2 FACE=3D"Century Gothic">Government, Academic & Non-Profit Research</FONT></P>

<P ALIGN=3DCENTER><U><FONT COLOR=3D"#0000FF" SIZE=3D2 FACE=3D"Century Gothic">&lt;<A HREF=3D"http://www.knowledgenetworks.com/ganp" TARGET=3D"\_blank">http://www.knowledgenetworks.com/ganp</A>&gt;</FONT></U></P>

<P ALIGN=3DCENTER><FONT COLOR=3D"#3B7D74" SIZE=3D2 FACE=3D"Century Gothic">10 South Riverside Plaza, 18th Floor, Chicago, IL&nbsp;60606</FONT></P>

<P ALIGN=3DCENTER><FONT COLOR=3D"#3B7D74" SIZE=3D2 FACE=3D"Century Gothic">&nbsp;&nbsp; Phone 312.474.6464&nbsp;&nbsp;&nbsp; Fax = 708.524.1241&nbsp;&nbsp;&nbsp; Cell 708.203.8941</FONT><U></U></P>

<P ALIGN=3DCENTER><U><FONT COLOR=3D"#0000FF" SIZE=3D2 FACE=3D"Century Gothic">&lt;<A HREF=3D"mailto:bmccready@knowledgenetworks.com">mailto:bmccready@knowled=

genetworks.com</A>&gt;</FONT></U></P>  
<BR>

</BODY>  
</HTML>

-----=\_NextPart\_001\_01C1A41F.615338F0--

=====  
Date: Wed, 23 Jan 2002 10:13:37 -0500  
From: Jan Werner <jwerner@jwdp.com>  
Reply-To: jwerner@jwdp.com  
To: AAPORNET <aapornet@usc.edu>  
Subject: CBS News poll on Enron

The following article from the CBS News web site describes a poll conducted by CBS News questioning Americans about their views on the Enron scandal. The poll was taken before the latest spate of revelations about shredding and other chicanery.

The actual poll results do not seem to be available online, which is too bad, since the quality of the analysis in this article leaves something to be desired.

Take, for example the two headline statements:

"By More Than 20 To 1, Americans Say Enron Execs Did Wrong" is misleading because only 47% of the sample actually answered that question, according to the first table in the article.

"44% Say Bush Administration Is Hiding Something" may or may not be an accurate description of the results of the second table in the article. We don't know if that includes the 9% who said that the administration was lying because we are not told whether the question allowed for multiple responses, or even whether this was a compilation of answers from several different questions. It could be that 53% think there is a cover-up. But 44% or 53% of what? The total sample or those who have been following the affair? Enquiring minds want to know.

The body of the article is a little better, but not by much.

CBS News does excellent polling work. It's too bad that they don't seem to trust their audience enough to make the full results available online.

Jan Werner  
jwerner@jwdp.com

---

This story may be read online on the CBS News web site at:  
<http://www.cbsnews.com/now/story/0,1597,324913-412,00.shtml>

Enron: Who's To Blame?  
By More Than 20 To 1, Americans Say Enron Execs Did Wrong  
44% Say Bush Administration Is Hiding Something  
CBS News Poll, Jan. 15-17, 2002  
NEW YORK, Jan. 18, 2002

(CBS) Americans believe there was wrongdoing at the Enron

Corporation, although few are concerned that what happened to Enron's employees is likely to happen to them. And while many speculate that the Bush administration may not be telling all it knows about its relationship with the now-bankrupt energy company, most Americans don't yet see wrongdoing in its response.

For many Americans, it is still early in the Enron story - in fact, one-third say they haven't heard much about the collapse of Enron so far. But for those with an opinion, the direction is clear. By more than 20 to one, Americans say senior Enron executives did something wrong in the collapse.

#### DID ENRON EXECUTIVES DO WRONG?

|     | Total | Those Paying Attention |
|-----|-------|------------------------|
| Yes | 45%   | 78%                    |
| No  | 2%    | 1%                     |

Just about half aren't sure. But among the one-third paying a lot of attention, the figures are even more dramatic: 78 percent think the executives did something wrong.

One wrong thing Enron executives did was to sell their own company stock while preventing most employees from selling theirs. By more than nine to one, the public thinks this should not have been allowed.

Another mistake was to approach the government to ask for assistance, which Enron executives did several times last fall. By 52 percent to 34 percent, the public thinks that was not appropriate. The negative margin is even higher among those more closely following the story.

On the other hand, by 54 percent to 28 percent, Americans say the Bush administration did the right thing by NOT intervening to help Enron.

#### CAN IT HAPPEN TO YOU?

Almost two-thirds of working Americans who are saving for retirement have a 401(K) plan - and many of them say part of that plan includes stock in their company. So far most of them are not worried that what happened to Enron employees could happen to them. Just 5 percent say they are very worried that they have too much of their retirement funds invested in their company's stock, 56 percent are not worried at all and 37 percent are somewhat worried.

Americans want the government to take action in some circumstances, but not in all. For example, by 69 percent to 21 percent, they say is it NOT the government's responsibility to make up people's pension losses if they are invested in the workers' company stock and the company goes bankrupt.

Even though Americans support the government's decision not to help Enron, they do think that there are times when the government should step in to help large companies whose bankruptcy could

seriously hurt the economy. Just 27 percent say the government should never intervene in those cases; 59 percent think it should. Younger adults are the most likely to support government intervention in both cases.

#### THE WHITE HOUSE: INSULATED FROM ENRON'S COLLAPSE?

The rise in President George W. Bush's overall approval rating since September 11 has insulated the president from some of the criticisms that were common earlier in his administration, and that may be particularly helpful in coping with the collapse of Enron - at least for the time being.

In August, two-thirds of the public believed the oil industry had too much influence in the Bush administration - now only 42 percent say that. A similar percentage, 35 percent, says the energy industry has too much influence.

And while the majority of Americans think many public officials make or change policy decisions based on campaign contributions, fewer think anyone in the Bush administration has done so, and even fewer think the president has. Perceptions of George W. Bush's freedom from campaign contributors' influence have improved since his campaign, and he scores better than former President Bill Clinton did when he was in office.

In each of the specific cases, however, at least a quarter of respondents admit they don't know if campaign contributions have ever affected a decision. More Democrats than Republicans think campaign contributions have influenced the policies of Mr. Bush and his administration.

#### ENRON'S POTENTIAL EFFECT ON THE BUSH ADMINISTRATION

Enron personnel's closeness to this administration, and its executives' meetings with Vice President Dick Cheney's task force on energy policy, takes on a negative connotation. By more than two to one, Americans think that Enron executives did have at least some influence on the administration's energy policy. Among those who did think Enron had influence, most say that influence was inappropriate.

Those paying a lot of attention to the story are more suspicious of the administration than those who are not. They also are more likely to think that members of the Bush administration have traded favors for contributions. Republicans are more likely than Democrats to perceive Enron's influence within the administration as appropriate, by 46 percent to 18 percent.

And while most Americans don't see wrongdoing in the administration, many think that some members are hiding information about their involvement. Although less than one in ten thinks members of the Bush administration have lied about their dealing with Enron executives, just under half think they are hiding something.

#### BUSH ADMINISTRATION STATEMENTS ABOUT ENRON

Telling entire truth 19%  
Hiding something 44%  
Lying 9%

Nevertheless, for now Americans have yet to make up their minds. Seventy-three percent say they don't know enough yet to say whether the Bush administration actually did something wrong in connection with Enron.

#### NATIONAL ECONOMIC WOES

Seventy percent of the public now sees the U.S. in a recession, the highest figure since 1991. This belief jumped up almost immediately after the attacks on the World Trade Center and the Pentagon on September 11, and has risen in the following months. And among those who think the country is in a recession, most don't think the recovery has begun yet.

The belief that the U.S. was in recession had been increasing throughout 2001. Thirty-five percent felt there was recession in February, a month before the economists marked this recession's start. As for now, just one in four Americans don't think there is a recession. Twenty-four percent say there is a recession but it will be over soon, and 40 percent say the recovery is not yet in sight.

More than three-quarters of the public say the Bush administration's policies bear some of the responsibility for the recession - but only one in four say those policies bear a lot of the responsibility. However, that number has grown since last April, when 18 percent placed a lot of blame on Mr. Bush's policies.

This poll was conducted among a nationwide random sample of 1,030 adults, interviewed by telephone January 15-17, 2002. The error due to sampling for results based on the entire sample could be plus or minus three percentage points.

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=====  
Date: Wed, 23 Jan 2002 10:31:25 -0500  
From: "David Smith" <dwsmith2@nycap.rr.com>  
To: <aapornet@usc.edu>  
References:  
<9CD3E27284EBD511BBE30008C733A7EE085DB8@nt-exchange.knowledgenetworks.com>  
Subject: Re: Proposed FTC rule ...  
boundary="-----\_NextPart\_000\_0059\_01C1A3F9.1C336900"

This is a multi-part message in MIME format.

-----\_NextPart\_000\_0059\_01C1A3F9.1C336900

Proposed FTC rule ...This same report was in the New York Times.=20

Any citizen can address proposed regulations of a Federal agency. Most =  
regs are of interest to professionals and are addressed by =

organizations. =20

The FTC does not have the most sterling history in dealing with =  
statistics and probability. The distinction between surveys and =  
telemarketers should be vigorously brought to their attention.

Write or fax comments, e-mail does not carry the same weight, either =  
figuratively or literally.

If you can't find out how to comment on proposed regulations from the =  
FTC web site then ask your Congressperson's office. They will be happy =  
to oblige.

Regards,  
David

David W. Smith, Ph.D., M.P.H.

(518) 439-6421

45 The Crossway  
Delmar, NY 12054

dwsmith2@nycap.rr.com

----- Original Message -----=20  
From: Bill McCready=20  
To: AAPORNET (E-mail)=20  
Sent: Wednesday, January 23, 2002 10:05 AM  
Subject: Proposed FTC rule ...

There was a report in the paper (Chicago Tribune) this morning that =  
the FTC proposed the establishment of an "national 'do not call' list of =  
consumers". You would call a toll-free number and place your phone =  
number on the list and ... "telemarketers would be required to check the =  
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research'. What is the best way to make this distinction to the FTC and =  
are their any organized plans to do so?=20

Bill McCready=20

Knowledge

N E T W O R K S

William C. McCready, Ph.D.

Director, Client Development

Government, Academic & Non-Profit Research

<<http://www.knowledgenetworks.com/ganp>>

10 South Riverside Plaza, 18th Floor, Chicago, IL 60606

Phone 312.474.6464 Fax 708.524.1241 Cell 708.203.8941

<<mailto:bmccready@knowledgenetworks.com>>

-----=\_NextPart\_000\_0059\_01C1A3F9.1C336900

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<BODY bgColor=3D#ffffff>
<DIV><FONT face=3DArial size=3D2>This same report was in the New York=20
Times.&nbsp;</FONT></DIV>
<DIV><FONT face=3DArial size=3D2></FONT>&nbsp;</DIV>
<DIV><FONT face=3DArial size=3D2>Any citizen can address proposed =
regulations of a=20
Federal agency.&nbsp;</FONT> Most regs are of interest to professionals and are =
addressed by organizations.&nbsp;</FONT></DIV>
<DIV><FONT face=3DArial size=3D2></FONT>&nbsp;</DIV>
<DIV><FONT face=3DArial size=3D2>The FTC does not have the most sterling =
history in=20
dealing with statistics and probability.&nbsp;</FONT> The distinction between =
surveys=20
and telemarketers should be vigorously brought to their =
attention.</FONT></DIV>
<DIV><FONT face=3DArial size=3D2></FONT>&nbsp;</DIV>
<DIV><FONT face=3DArial size=3D2>Write or fax comments, e-mail does not =
carry the=20
same weight, either figuratively or literally.</FONT></DIV>
<DIV><FONT face=3DArial size=3D2></FONT>&nbsp;</DIV>
<DIV><FONT face=3DArial size=3D2>If you can't find out how to comment on =
proposed=20
regulations from the FTC web site then ask your Congressperson's =
office.&nbsp;</FONT>=20
They will be happy to oblige.</FONT></DIV>
<DIV><FONT face=3DArial size=3D2></FONT>&nbsp;</DIV>
<DIV><FONT face=3DArial size=3D2>Regards,</FONT></DIV>
<DIV><FONT face=3DArial size=3D2>David</FONT></DIV>
<DIV><FONT face=3DArial size=3D2></FONT>&nbsp;</DIV>
<DIV><FONT face=3DArial size=3D2></FONT>&nbsp;</DIV>
<DIV>David W. Smith, Ph.D., M.P.H.</DIV>
<DIV>&nbsp;</DIV>
<DIV>(518) 439-6421</DIV>
<DIV>&nbsp;</DIV>
<DIV>45 The Crossway<BR>Delmar, NY 12054</DIV>
```







> Bill McCready

>

>

Knowledge

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>

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>

<<mailto:bmccready@knowledgenetworks.com>>

>

=====  
Date: Wed, 23 Jan 2002 09:48:36 -0600

From: "Richard Day" <[rday@rdresearch.com](mailto:rday@rdresearch.com)>

To: [aapornet@usc.edu](mailto:aapornet@usc.edu)

References:

<9CD3E27284EBD511BBE30008C733A7EE085DB8@nt-exchange.knowledgenetworks.com>

Subject: Re: Proposed FTC rule ...

boundary="-----\_NextPart\_000\_004B\_01C1A3F3.210A7B40"

This is a multi-part message in MIME format.

-----\_NextPart\_000\_004B\_01C1A3F3.210A7B40

Proposed FTC rule ...CASRO has worked on this for years, testifying =  
before the FTC and consistently making this distinction in state =  
legislatures. I recommend that AAPOR and CASRO deal with this jointly.=20

----- Original Message -----=20

From: Bill McCready=20

To: AAPORNET (E-mail)=20

Sent: Wednesday, January 23, 2002 9:05 AM

Subject: Proposed FTC rule ...

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the FTC proposed the establishment of an "national 'do not call' list of =  
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Knowledge

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-----=\_NextPart\_000\_004B\_01C1A3F3.210A7B40

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</HEAD>
<BODY bgColor=3D#ffffff>
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legislatures.&nbsp;I=20
recommend that AAPOR and CASRO deal with this jointly. </FONT></DIV>
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  title=3Dbmccready@knowledgenetworks.com>Bill McCready</A> </DIV>
  <DIV style=3D"FONT: 10pt arial"><B>To:</B> <A =
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2002 9:05=20
  AM</DIV>
  <DIV style=3D"FONT: 10pt arial"><B>Subject:</B> Proposed FTC rule =
...</DIV>
  <DIV><BR></DIV>
  <P><FONT color=3D#0000ff face=3D"Comic Sans MS" size=3D2>There was a =
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<P><FONT color=3D#0000ff face=3D"Comic Sans MS" size=3D2>Bill =  
McCready</FONT> </P>  
<P align=3Dcenter><B><FONT color=3D#072f67 face=3D"Bell MT"=20  
size=3D5>Knowledge</FONT></B></P>  
<P align=3Dcenter><B><FONT color=3D#6fa399 face=3D"Bell MT" =  
size=3D2>&nbsp;N&nbsp;=20  
E&nbsp;T&nbsp;W&nbsp;O&nbsp;R&nbsp;K&nbsp;S</FONT></B></P>  
<P align=3Dcenter><B><FONT color=3D#072f67 face=3D"Century Gothic"=20  
size=3D2>&nbsp;William C. McCready, Ph.D.</FONT></B></P>  
<P align=3Dcenter><FONT color=3D#3b7d74 face=3D"Century Gothic"=20  
size=3D2>&nbsp;Director, Client Development</FONT></P>  
<P align=3Dcenter><FONT color=3D#3b7d74 face=3D"Century Gothic" =  
size=3D2>Government,=20  
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</P>  
<P align=3Dcenter><FONT color=3D#3b7d74 face=3D"Century Gothic" =  
size=3D2>10 South=20  
Riverside Plaza, 18th Floor, Chicago, IL&nbsp;60606</FONT></P>  
<P align=3Dcenter><FONT color=3D#3b7d74 face=3D"Century Gothic" =  
size=3D2>&nbsp;&nbsp;=20  
Phone 312.474.6464&nbsp;&nbsp;&nbsp;Fax =  
708.524.1241&nbsp;&nbsp;&nbsp;Cell=20  
708.203.8941</FONT><U></U></P>  
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size=3D2>&lt;<A=20  
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href=3D"mailto:bmccready@knowledgenetworks.com">mailto:bmccready@knowledg=  
enetworks.com</A>&gt;</FONT></U></P><BR></BLOCKQUOTE></BODY></HTML>

-----\_NextPart\_000\_004B\_01C1A3F3.210A7B40--

Subject: Re: Proposed FTC rule ...  
From: "Jane Sheppard" <jsheppard@cmor.org>  
To: <jwerner@jwdp.com>, <aapornet@usc.edu>  
References:

<9CD3E27284EBD511BBE30008C733A7EE085DB8@nt-exchange.knowledgenetworks.com>  
<3C4ED726.197BD61@jwdp.com>  
Date: Wed, 23 Jan 2002 10:50:42 -0500

The announcement regarding the FTC's activities concerns the FTC's intention to amend the federal Telemarketing Sales Rule. Under the Telemarketing Sales Rule, telemarketers are currently required to comply with an individual's do-not-call request. Calls for research purposes are outside the scope of the law and are therefore implicitly exempt. CMOR was involved with amending the original bill before its enactment and successfully was able to include language to prohibit selling under the guise of research or so-called "sugging" via telephone in the law.

Since that time, CMOR has attended FTC workshops and forums on the law and has met with FTC staff regarding the clear distinction between sales calls and calls for research purposes. Late last year, the new Chairman of the FTC, Tim Muris, announced the privacy position of the FTC under his direction. He indicated that the FTC would not seek additional consumer privacy legislation, but instead would enforce existing laws and regulations. In addition, that although he would not seek any new legislation, that he will work to amend the Telemarketing Sales Rule to establish a national do-not-call list and will likely also recommend additional time of day restrictions in the law.

Since Muris's announcement, several federal lawmakers and FTC representatives have stated support of this endeavor. We do not yet know if the proposed amendment would pre-empt state law (i.e. whether the law would be controlling over state laws and/or preclude the state from enacting laws on the same subject), but by amending the existing law, calls for research purposes would continue to be exempt.

CMOR will continue our diligence in monitoring the review and amending of this important federal law. For further information regarding CMOR's effectors regarding the law, as well as the law itself, please visit the following sections of the CMOR website <http://www.cmor.org/whatsnewarch.htm>,

<http://www.cmor.org/govtarticles/082000.htm> ,  
<http://www.cmor.org/whataall.htm> ,  
or contact CMOR's Director of Government Affairs, Donna Gillin, at [dgillin@cmor.org](mailto:dgillin@cmor.org) .

----- Original Message -----  
From: "Jan Werner" <jwerner@jwdp.com>  
To: <aapornet@usc.edu>  
Sent: Wednesday, January 23, 2002 10:30 AM  
Subject: Re: Proposed FTC rule ...

> The "Do Not Call" rule is entering its public comment phase. Information  
> on the rule, including detailed instructions on how to submit comments,  
> is available from the FTC web site at:

> <http://www.ftc.gov/opa/2002/01/donotcall.htm>.  
>  
> I would suspect that CMOR will be getting involved on behalf of  
> marketing and opinion researchers, since they have posted information on  
> the rule on their web site. Unfortunately, it is only available to CMOR  
> members (which does not include me).  
>  
> Jan Werner  
> [jwerner@jwdp.com](mailto:jwerner@jwdp.com)  
> \_\_\_\_\_  
>  
> > Bill McCready wrote:  
> >  
> > There was a report in the paper (Chicago Tribune) this morning that  
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> >  
> > Bill McCready  
> >  
> > Knowledge  
> >  
> > N E T W O R K S  
> >  
> > William C. McCready, Ph.D.  
> >  
> > Director, Client Development  
> >  
> > Government, Academic & Non-Profit Research  
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> >  
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> >  
> > Phone 312.474.6464 Fax 708.524.1241 Cell 708.203.8941  
> >  
> > <<mailto:bmccready@knowledgenetworks.com>>  
>

=====  
Date: Wed, 23 Jan 2002 11:18:01 -0500  
From: "Frankovic, Kathleen" <[KAF@cbsnews.com](mailto:KAF@cbsnews.com)>  
To: "'aapornet@usc.edu'" <[aapornet@usc.edu](mailto:aapornet@usc.edu)>  
Subject: CBS News Enron Poll  
boundary="----=\_NextPart\_000\_01C1A429.876F7E90"

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\_000\_01C1A429.876F7E90

boundary="----\_=\_NextPart\_001\_01C1A429.876F7E90"

-----\_=\_NextPart\_001\_01C1A429.876F7E90

For the record (in response to Jan Werner's note), the CBS website is supposed to post a link to pdf files with question wording and results for all polls. This may sometimes not happen because of time and personnel constraints (and Jan found one example of that).

The problem has now been corrected on the site, and for those of you who might be interested, I am attaching the complete poll news release on Enron.

The poll was conducted last week -- January 15-17 -- before the most recent news reports.

-----\_=\_NextPart\_001\_01C1A429.876F7E90

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<META content="MSHTML 5.00.3314.2100" name=GENERATOR></HEAD>
<BODY>
<DIV><FONT face=Arial size=2><SPAN class=810423415-23012002>For the record
(in
response to Jan Werner's note), the CBS website is supposed to post a link
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class=810423415-23012002></SPAN></FONT>&nbsp;</DIV>
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-----\_=\_NextPart\_001\_01C1A429.876F7E90--

=====  
Date: Wed, 23 Jan 2002 12:12:50 -0500  
From: dbowers@casro.org ((CASRO) Diane Bowers)



To: <aapornet@usc.edu>

Subject: Re: Proposed FTC rule ...

boundary="-----\_NextPart\_000\_001A\_01C1A407.46DE88C0"

This is a multi-part message in MIME format.

-----\_NextPart\_000\_001A\_01C1A407.46DE88C0

Proposed FTC rule ...I agree with Richard that this is an opportunity =  
for CASRO and AAPOR to work together. It is also possible that the FTC =  
is attempting to be more vigorous in its enforcement of the existing =  
TCPA law ( in which research is distinguished from telemarketing and is =  
exempt from the do-not-call provisions ). =20

I am confident CMOR is checking into this FTC rule. The opportunity =  
for public comment is open to all of us, and the more voices expressing =  
the perspective of researchers in academia, companies, client =  
departments, service providers, etc. the better.

I have an interesting (and partly heretical) perspective: First and =  
foremost, I think the distinction between telemarketing and research =  
should be clear, and that the research industry should not be subsumed =  
under the umbrella word of telemarketing. Therefore, a telemarketing =  
do-not-call list does not apply to research.=20

However . . ., I think that do-not-call lists for research already =  
exist in many (if not most) research companies and organizations because =  
Irate Respondents and Die-hard Refusers (you may have a better name) =  
have complained about callbacks, refusal conversions, etc. From the =  
irate respondent's viewpoint such research calls are intrusive and =  
harassing. An Irate Respondent (or Die-hard Refuser) is (1) not =  
satisfied with explanations about why research is different,worthwhile, =  
etc.; (2) insists that the research company NOT call again and demands =  
placement on a do-not-call list; (3) rejects a priori any future =  
unsolicited research call from any other research company on any other =  
topic; (4) frequently threatens (often follows through with) legal =  
action against the research caller. I believe the research industry has =  
a responsibility to acknowledge and respond to this situation by =  
instituting an industry do-not-call list. This strong stand on =  
self-regulation would also help keep the regulatory wolf from our door. =  
Many of our CASRO members are wrestling with this issue and we have =  
talked about it at various Board and other meetings--what say you, =  
fellow AAPORites? Diane Bowers, CASRO

----- Original Message -----=20

From: Richard Day=20

To: aapornet@usc.edu=20

Sent: Wednesday, January 23, 2002 10:48 AM

Subject: Re: Proposed FTC rule ...

CASRO has worked on this for years, testifying before the FTC and =  
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----- Original Message -----=20

From: Bill McCready=20

To: AAPORNET (E-mail)=20

Sent: Wednesday, January 23, 2002 9:05 AM

Subject: Proposed FTC rule ...





<mailto:rday@rdresearch.com> =  
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<DIV style=3D"FONT: 10pt arial"><B>Subject:</B> Re: Proposed FTC rule =  
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<DIV><BR></DIV>  
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title=3DbmcCready@knowledgenetworks.com>Bill McCready</A> </DIV>  
<DIV style=3D"FONT: 10pt arial"><B>To:</B> <A =  
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<P align=3Dcenter><B><FONT color=3D#6fa399 face=3D"Bell MT" =  
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E&nbsp;T&nbsp;W&nbsp;O&nbsp;R&nbsp;K&nbsp;S</FONT></B></P>  
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Academic & Non-Profit Research</FONT></P>  
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Riverside Plaza, 18th Floor, Chicago, IL&nbsp;60606</FONT></P>  
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708.524.1241&nbsp;&nbsp;&nbsp;&nbsp; Cell 708.203.8941</FONT><U></U></P>  
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href=3D"mailto:bmccready@knowledgenetworks.com">mailto:bmccready@knowledg=  
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Date: Wed, 23 Jan 2002 11:55:10 -0500  
From: Frank Rusciano <rusciano@rider.edu>  
Subject: Question regarding health care information  
To: aapornet@usc.edu  
Content-transfer-encoding: 7bit  
References:  
<9CD3E27284EBD511BBE30008C733A7EE085DB8@nt-exchange.knowledgenetworks.com>

Dear Friends,

Does anyone know of any surveys that have been done concerning how and where do women seek health information? For instance, do they first go to a public library, the Web, their medical practitioner, their friends and family, etc.? Also, which sources are used most frequently in their search for information, and do they often get referred to other sources?

Please reply to me directly at rusciano@rider.edu, unless there are other people who are interested in the replies.

Thanks,

Frank Rusciano

=====

Date: Wed, 23 Jan 2002 11:26:49 -0800  
From: Ellis Godard <godard@virginia.edu>  
To: aapornet@usc.edu  
Subject: RE: Proposed FTC rule ...  
boundary="-----\_NextPart\_000\_001A\_01C1A400.D91E9560"  
In-Reply-To:  
<9CD3E27284EBD511BBE30008C733A7EE085DB8@nt-exchange.knowledgenetworks.com>

This is a multi-part message in MIME format.

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Proposed FTC rule ...As Richard Day implied in response, several states already have such a list and law.

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

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of Bill McCready  
Sent: Wednesday, January 23, 2002 7:05 AM  
To: AAPORNET (E-mail)  
Subject: Proposed FTC rule ...

There was a report in the paper (Chicago Tribune) this morning that the FTC proposed the establishment of an "national 'do not call' list of consumers". You would call a toll-free number and place your phone number on the list and ... "telemarketers would be required to check the list monthly and ensure that they do not call those numbers." "Violators would be subject to fines of \$11,000 per violation." (No description of enforcement protocols was included.) This would seem an excellent opportunity to make the distinction between 'telemarketing' and 'survey research'. What is the best way to make this distinction to the FTC and are there any organized plans to do so?

Bill McCready

Knowledge

N E T W O R K S

William C. McCready, Ph.D.

Director, Client Development

Government, Academic & Non-Profit Research

<<http://www.knowledgenetworks.com/ganp>>

10 South Riverside Plaza, 18th Floor, Chicago, IL 60606

Phone 312.474.6464 Fax 708.524.1241 Cell 708.203.8941

<<mailto:bmccready@knowledgenetworks.com>>

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Richard Day implied in response, several states already have such a list =
and=20
law.</FONT></SPAN></DIV>
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owner-aapornet@usc.edu=20
  [mailto:owner-aapornet@usc.edu]<B>On Behalf Of </B>Bill=20
  McCready<BR><B>Sent:</B> Wednesday, January 23, 2002 7:05 =
AM<BR><B>To:</B>=20
  AAPORNET (E-mail)<BR><B>Subject:</B> Proposed FTC rule=20
  ...<BR><BR></FONT></DIV>
  <P><FONT face=3D"Comic Sans MS" color=3D#0000ff size=3D2>There was a =
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  of an "national 'do not call' list of consumers". You would call a =
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  and are there any organized plans to do so? </FONT></P>
  <P><FONT face=3D"Comic Sans MS" color=3D#0000ff size=3D2>Bill =
McCready</FONT> </P>
  <P align=3Dcenter><B><FONT face=3D"Bell MT" color=3D#072f67=20
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  <P align=3Dcenter><B><FONT face=3D"Century Gothic" color=3D#072f67=20
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Administration for the able way in which has it has controlled the = framing of the issue by the media and politicians. I have just switched = to AAPORNET from MSN Slate, which has two items and several links on it = today and which has been full of such stuff since Enron II's Day One (I = call it Enron II because Enron I was the now generally ignored = involvement of the company in the California energy dereg crisis). My = guess is that much of the general public is highly aware of issue = framing as an issue and is interested in it, if only as reduced to fit = the simplistic and pejorative term, "spin." Is there is any relevant = polling (other than the knowledge of partisan respondents of what the = proper position is on specific questions as evident in consistent = party-line responses)? Isn't this more interesting and important than a = reduction by CBS of even the spin issue to the question in the poll on = the Administration's truthfulness? Would a wee bit of reflexivity be = all that arcane?

A second matter that should be of particular interest to us is one = aspect of how Enron used its money to influence policy and public = opinion. Early after the scandal broke, papers and zines I read ran = features showing Enron's elaborate network of Washington connections. = This included a major role in financing of the research organizations, = think tanks or what I term the Washington cant canning industry that = packaged and marketed market-based solutions to environmental problems = and just about any other problem that came along. The media, like the = CBS poll, have been reducing the influence of Enron money to "those = crass and crooked politicians swayed by campaign contributions." More = important, I believe, is the role this kind of money plays in allowing = politicians to advocate with righteous sincerity and appealing rhetoric = political policies that Enron favored. I see no difficulty in = formulating poll questions on this topic. I will admit that polls will = appeal more to editors and publishers when they are consistent with the = propositions (1) that all politicians are corrupted, (2) occasional bad = apples like Enron are encountered in business.

Albert Biderman

abider@american.edu

----- Original Message -----=20  
From: Frankovic, Kathleen=20  
To: 'aapornet@usc.edu'=20  
Sent: Wednesday, January 23, 2002 11:18 AM  
Subject: CBS News Enron Poll

For the record (in response to Jan Werner's note), the CBS website is = supposed to post a link to pdf files with question wording and results = for all polls. This may sometimes not happen because of time and = personnel constraints (and Jan found one example of that).

The problem has now been corrected on the site, and for those of you = who might be interested, I am attaching the complete poll news release = on Enron. The poll was conducted last week -- January 15-17 -- before =

the most recent news reports. =20

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<P>Among polls I have seen arising from the collapse of Enron, the CBS =
poll is=20
exemplary. It would have to be more than that, however, to satisfy =
me.</P>
<P>Recall the thread here several weeks ago about how national polls =
should pose=20
issues as they become saliently defined in public debate? Polling =
organizations,=20
we seemed to agree, can go beyond that to delineate major currents of =
opinion=20
that the national opinion leadership is not expressing, but the first =
duty was=20
to be fair in representing the major points in public contention. </P>
<P>I don't think the CBS poll has done this in two regards that =
should be of=20
particular interest to our profession.</P>
<P>First, the media to which I attend all give extravagant attention to =
the=20
issue of how political leaders are attempting to control how Enron =
issues get=20
defined. The usual commentary is full of admiration of the =
Administration for=20
the able way in which it has controlled the framing of the issue by =
the=20
media and politicians. I have just switched to AAPORNET from MSN Slate, =
which=20
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```

&nbsp;Isn&#8217;t=20  
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issue to the question in the poll on the Administration&#8217;s =  
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Would a wee bit of reflexivity be all that arcane?</P>  
<P>A second matter that should be of particular interest to us is one =  
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network of Washington connections. This included a major role in =  
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the research organizations, think tanks or what I term the Washington =  
cant=20  
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environmental problems and just about any other problem that came along. =  
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politicians are corrupted, (2) occasional bad apples like Enron are =  
encountered=20  
in business.</P>  
<P><FONT face=3D"Times New Roman">Albert Biderman</FONT></P>  
<P><FONT face=3D"Times New Roman"><A=20  
href=3D"mailto:abider@american.edu">abider@american.edu</A></FONT></P>  
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the record (in=20  
response to Jan Werner's note), the CBS website is supposed to post a =  
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pdf files&nbsp;with question wording and&nbsp;results for all =  
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This may sometimes not happen because of time and personnel =  
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Jan found one&nbsp;example of that).</SPAN></FONT></DIV>  
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those&nbsp;of=20  
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-- before&nbsp;the&nbsp;most recent news=20  
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Date: Thu, 24 Jan 2002 08:28:21 -0400  
From: "Colleen K. Porter" <cporter@hp.ufl.edu>  
Reply-To: cporter@hp.ufl.edu  
To: aapornet@usc.edu  
Subject: polls on 9/11 victim settlements

I'd be very interested in any poll data on public reaction to the government settlements and benefits for families of victims of 9/11.

Everyone in my town who has mentioned this issue has been strongly negative about it, for a wide variety of reasons: the government wasn't responsible, people will still sue, folks will no longer bother to buy life insurance, people will be less likely to donate to charity in the future, it sets a bad precedent, nothing had been done for victims of previous attacks.

I just thought my neighbors were particularly cynical or something, but I note that The Victims of Terrorism Tax Relief Act, which was signed yesterday, did address that last item by including victims of the Oklahoma City bombing....although not the previous World Trade Center attack.

I checked the usual sources to try to find some polling data on public reaction, but couldn't seem to find anything. Would appreciate any input.

Colleen  
(who will be very embarrassed if it turns out that I missed it

because I was just misspelling "settlement" in the search engines or something...)

Colleen K. Porter  
Project Coordinator, University of Florida  
cporter@hp.ufl.edu  
phone: 352/392-6919, Fax: 352/392-7109  
Department of Health Services Administration  
P.O. Box 100195, Gainesville, FL 32610-0195

=====  
Date: Thu, 24 Jan 2002 09:39:10 -0500  
From: "Dimitropoulos, Linda L." <lld@rti.org>  
To: "'cporter@hp.ufl.edu'" <cporter@hp.ufl.edu>  
Cc: "AAPORNET (aapornet@usc.edu)" <aapornet@usc.edu>  
Subject: RE: polls on 9/11 victim settlements  
boundary="----=\_NextPart\_001\_01C1A4E4.E260FBB0"

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\_01C1A4E4.E260FBB0

Colleen,

Check out the article that took center stage on the Chicago SunTimes today. It can be found on the web at:

<http://www.suntimes.com/output/news/cst-nws-backlash24.html>

Linda L. Dimitropoulos, Ph.D.  
Survey Director  
RTI International  
203 N. Wabash Suite #1900  
Chicago, IL 60601  
phone: 312/456-5246  
fax: 312/456-5250  
lld@rti.org

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

From: Colleen K. Porter [mailto:cporter@hp.ufl.edu]  
Sent: Thursday, January 24, 2002 6:28 AM  
To: aapornet@usc.edu  
Subject: polls on 9/11 victim settlements

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I checked the usual sources to try to find some polling data on public reaction, but couldn't seem to find anything. Would appreciate any input.

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Colleen K. Porter  
Project Coordinator, University of Florida  
cporter@hp.ufl.edu  
phone: 352/392-6919, Fax: 352/392-7109  
Department of Health Services Administration  
P.O. Box 100195, Gainesville, FL 32610-0195

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the</FONT> <FONT SIZE=3D2 FACE=3D"Courier New">article</FONT><FONT =
SIZE=3D2 FACE=3D"Courier New"> that took center stage on the Chicago =
SunTimes today</FONT><FONT SIZE=3D2 FACE=3D"Courier New">. &nbsp; It can =
be found on the web at:</FONT></P>

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To: <aapornet@usc.edu>  
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This is a multi-part message in MIME format.

-----\_NextPart\_000\_0225\_01C1A4C5.03A19C00

Wilson Research Strategies is seeking applicants for the position of Senior Vice President. Please share this employment opportunity with others you feel may be qualified.

Senior Vice President: Wilson Research Strategies ([www.W-R-S.com](http://www.W-R-S.com) <<http://www.w-r-s.com/>> ), a Republican research firm in Tyson's Corner, VA (with offices in Washington, DC and Oklahoma City, OK) that is an arm of Qorvis communications ([www.Qorvis.com](http://www.Qorvis.com) <<http://www.qorvis.com/>> ), invites applications for the position of Senior Vice President. WRS is four years old and growing very rapidly.

The responsibilities of this position include managing and directing junior staff, recruiting new business, providing support and direction in sampling design, survey construction, methodology design, analysis of research projects and direct client interaction.

While WRS is a Republican political research firm, 70% of the work is corporate (though usually with an emphasis on public affairs). Experience analyzing data from complex sample surveys using SPSS or a similar software package that accounts for sampling design in estimation of variance is required. Salary and benefits are very competitive and there is great opportunity for advancement, bonuses and commissions based on individual and company performance.

Applicants should have at least five years experience in the industry-preferably working on both political and corporate projects. Send CV, references & contact information to Chris Wilson, President, 8484 Westpark, Suite 800, McLean, VA 22102, 703-744-7990, fax: 703-744-7840, e-mail: [CWilson@W-R-S.com](mailto:CWilson@W-R-S.com).

Chris Wilson

Wilson Research Strategies, a Qorvis Company

8484 Westpark Drive, Suite 800

McLean, VA 22102

703-744-7990

fax: 202-318-3067

www.W-R-S.com

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span.EmailStyle21
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    color:blue;
    font-weight:normal;
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    text-decoration:none none;}
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div.Section1
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<p class=3DMsoNormal><font size=3D2 color=3Dblue face=3D"Franklin Gothic =
Book"><span
style=3D'font-size:10.0pt;color:blue'>Wilson Research Strategies is =
seeking
applicants for the position of Senior Vice President.&nbsp; Please share =
this
employment opportunity with others you feel may be =
qualified.</span></font></p>

```

<p class=3DMsoNormal><font size=3D2 color=3Dblue face=3D"Franklin Gothic = Book"><span style=3D'font-size:10.0pt;color:blue'>&nbsp;</span></font></p>

<p class=3DMsoNormal><font size=3D2 color=3Dblue face=3D"Franklin Gothic = Book"><span style=3D'font-size:10.0pt;color:blue'>Senior Vice President:&nbsp;</span> = Wilson Research Strategies (<a href=3D"http://www.w-r-s.com/">www.W-R-S.com</a>), a = Republican research firm in Tyson&#8217;s Corner, VA (with offices in Washington, DC and = Oklahoma City, OK) that is an arm of Qorvis communications (<a href=3D"http://www.qorvis.com/">www.Qorvis.com</a>), invites = applications for the position of Senior Vice President.&nbsp;</span></font></p>

<p class=3DMsoNormal><font size=3D2 color=3Dblue face=3D"Franklin Gothic = Book"><span style=3D'font-size:10.0pt;color:blue'>&nbsp;</span></font></p>

<p class=3DMsoNormal><font size=3D2 color=3Dblue face=3D"Franklin Gothic = Book"><span style=3D'font-size:10.0pt;color:blue'>The responsibilities of this = position include managing and directing junior staff, recruiting new business, = providing support and direction in sampling design, survey construction, = methodology design, analysis of research projects and direct client = interaction.</span></font></p>

<p class=3DMsoNormal><font size=3D2 color=3Dblue face=3D"Franklin Gothic = Book"><span style=3D'font-size:10.0pt;color:blue'>&nbsp;</span></font></p>

<p class=3DMsoNormal><font size=3D2 color=3Dblue face=3D"Franklin Gothic = Book"><span style=3D'font-size:10.0pt;color:blue'>While WRS is a Republican = political research firm, 70% of the work is corporate (though usually with an = emphasis on public affairs).&nbsp;</span></font></p><p class=3DMsoNormal><font size=3D2 color=3Dblue face=3D"Franklin Gothic = Book"><span style=3D'font-size:10.0pt;color:blue'>Experience analyzing data from complex sample = surveys using SPSS or a similar software package that accounts for sampling design in = estimation of variance is required.&nbsp;</span></font></p><p class=3DMsoNormal><font size=3D2 color=3Dblue face=3D"Franklin Gothic = Book"><span style=3D'font-size:10.0pt;color:blue'>Salary and benefits are very competitive = and there is great opportunity for advancement, bonuses and commissions based on = individual and company performance.</span></font></p>

<p class=3DMsoNormal><font size=3D2 color=3Dblue face=3D"Franklin Gothic = Book"><span style=3D'font-size:10.0pt;color:blue'>&nbsp;</span></font></p>

Applicants should have at least five years experience in the industry&#8212;preferably working on both political and corporate projects.&nbsp; Send CV, references & contact information to Chris Wilson, President, 8484 Westpark, Suite 800, McLean, VA 22102, = 703-744-7990, fax: 703-744-7840, e-mail: CWilson@W-R-S.com.</span></font></p>

&nbsp;</span></font></p>

&nbsp;</span></font></p>

Chris Wilson</span></font></p>

Wilson Research Strategies, a Qorvis Company</span></font></p>

8484 Westpark Drive, Suite 800</span></font></p>

McLean, VA 22102</span></font></p>

703-744-7990</span></font></p>

fax: 202-318-3067</span></font></p>

</span></font></p>

Gothic Book"><span style=3D'font-size:11.0pt;font-family:"Franklin Gothic = Book";color:blue'>www.W-R-S.com</span></font></p>

<p class=3DMsoNormal><font size=3D3 face=3D"Franklin Gothic Book"><span style=3D'font-size:12.0pt'>&nbsp;</span></font></p>

</div>

</body>

</html>

-----=\_NextPart\_000\_0225\_01C1A4C5.03A19C00--

=====  
Date: Thu, 24 Jan 2002 18:39:38 -0800  
To: por@vance.irss.unc.edu, aapornet@usc.edu  
From: Jerold Pearson <jpearson@stanford.edu>  
Subject: Explaining random sampling

I recall seeing (a while back) a wonderful little essay explaining how random samples can indeed reflect entire populations. Something to do with colored marbles in a jar, I think. Or jellybeans. I thought it was prepared by CBS News Polls, but I can't find it on their web site.

I have found articles by ABC News (the national blood test), an FAQ by the National Council on Public Polls, an FAQ by Gallup, and an article about other sources of error by Humphrey Taylor. But, unless I'm misremembering, there was some other piece with a simple, cogent, and concise explanation of random sampling. (Or am I losing my own marbles, colored or otherwise?)

Can anyone point me to it? Thanks.

Jerold Pearson, '75  
Director of Market Research  
Stanford Alumni Association  
650-723-9186  
jpearson@stanford.edu  
<http://www.stanford.edu/~jpearson/>

=====  
Date: Thu, 24 Jan 2002 22:32:08 -0500  
From: "Andrew A. Beveridge" <andy@troll.soc.qc.edu>  
Subject: RE: Explaining random sampling  
In-reply-to: <4.3.1.2.20020124173454.00b7e820@jpearson.pobox.stanford.edu>  
To: aapornet@usc.edu, por@vance.irss.unc.edu  
Content-transfer-encoding: 7BIT

Try any statistics text. E.G. Introduction to the Practice of Statistics by David Moore and McCabe.

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

> From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of  
> Jerold Pearson  
> Sent: Thursday, January 24, 2002 9:40 PM  
> To: por@vance.irss.unc.edu; aapornet@usc.edu

> Subject: Explaining random sampling  
>  
>  
> I recall seeing (a while back) a wonderful little essay explaining how  
> random samples can indeed reflect entire populations. Something to do  
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> colored marbles in a jar, I think. Or jellybeans. I thought it was  
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> Stanford Alumni Association  
> 650-723-9186  
> jpearson@stanford.edu  
> <http://www.stanford.edu/~jpearson/>  
>  
>

=====  
Date: Thu, 24 Jan 2002 22:52:47 -0500  
To: aapornet@usc.edu  
From: Warren Mitofsky <mitofsky@mindspring.com>  
Subject: Re: Explaining random sampling  
In-Reply-To: <4.3.1.2.20020124173454.00b7e820@jpearson.pobox.stanford.edu  
u>

The American Statistical Association [www.amstat.org](http://www.amstat.org) has a publication that I believe is entitled "what is a survey."

At 06:39 PM 1/24/02 -0800, you wrote:  
>I recall seeing (a while back) a wonderful little essay explaining how  
>random samples can indeed reflect entire populations. Something to do  
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>Director of Market Research  
>Stanford Alumni Association  
>650-723-9186  
>jpearson@stanford.edu  
><http://www.stanford.edu/~jpearson/>

Warren Mitofsky  
\*\*\*\*\*  
Mitofsky International  
1 East 53rd Street - 5th Floor  
New York, NY 10022

212 980-3031  
212 980-3107 FAX

---

Date: Fri, 25 Jan 2002 01:59:27 -0500  
From: "Albert Biderman" <[abider@american.edu](mailto:abider@american.edu)>  
To: "James Beniger" <[beniger@rcf.usc.edu](mailto:beniger@rcf.usc.edu)>  
Cc: <[aapornet@usc.edu](mailto:aapornet@usc.edu)>  
References: <[Pine.GSO.4.33.0201050948230.7228-100000@almaak.usc.edu](mailto:Pine.GSO.4.33.0201050948230.7228-100000@almaak.usc.edu)>  
Subject: Re: Assumed effects of respondent quotes in poll stories

AAPORnet's new year began with a busy thread spurred by a New Years Day release of data from a December WashingtonPost - ABCNews poll on "America at

War." On January 5, our moderator got some words of praise in for this "interesting, stimulating and memorable" discussion "before this particular thread unravels, fades into the sunset, or otherwise disappears in whatever way threads do. . . ."

With the new federal budget at the center of attention, we might look again

at that survey because it is often quoted in that context for the following conclusions stressed in the WP's front page report:

"An overwhelming majority of the public also believes that the cost of President Bush's ongoing war on terrorism will shortchange other needed programs -- but nearly all agree that the spending is worth it."

The point was elaborated later in the piece and then clinched by (you guessed it) a quote from a named person:

"The Post-ABC survey found that most Americans expect that the war on terrorism will drain resources from other pressing national needs. Nearly seven in 10 -- 68 percent -- said the cost of the war will "shortchange other needed programs," a view expressed by proportionally more Democrats (79 percent) than Republicans (57 percent) or political independents (67 percent).

"But more than half -- 53 percent -- said the anti-terrorism effort is worth the expense. Another 30 percent believe the government has enough money to support both the war and necessary programs.

"'When your house is on fire, the first thing you do is put out the fire and see what you can save,' said John Wilks, 51, a retired state trooper who

lives in Pawcatuck, Conn. 'Maybe down the road we have to look at some other

things that are going on to replenish the monies and resources we're spending on this.'"

"Fire" I'm not sure of, but my smoke alarm did go off. Let's look at the two items on which this prose is based:

. 30. Do you think the cost of the war on terrorism will shortchange other needed programs, or not?

|          | Yes | No | No opin. |
|----------|-----|----|----------|
| 12/19/01 | 68  | 30 | 2        |

31. Is it worth it, or not?

|          | ---Will shortchange--- |              |                   | No opin. |
|----------|------------------------|--------------|-------------------|----------|
|          | Worth it               | Not worth it | Won't shortchange |          |
| 12/19/01 | 53                     | 12           | 30                | 5        |

<<http://www.washingtonpost.com/wp-srv/politics/polls/vault/stories/data010102.htm>>

In Q 30, I can visualize Harry, for one, squirming at how the wording is stacked by the phrase "needed programs." Hold your horses, however, because

a much neater stacking is taking place. Q 30 is formulated as a non-normative prediction, not as a preference. No matter how upset by the prospect of "shortchanging," one can answer "Yes." Indeed, a much higher proportion of Democrats than Republicans agree that "needed programs" are going to be shortchanged. It's only at the next question that they are given a chance to express their preferences and they have been constrained by the prior question to choosing between shortchanging either the war or other needed programs. Well, maybe "choosing" isn't quite the right word. Nowhere in the poll did I see opportunity given to either predict or to prefer increasing (or not reducing, take your pick) tax revenues or chopping

off some great big unneeded programs.

It would have been very easy to predict who in Washington would be eager to cite the WP's report of this stacked deck. What I might not have predicted

is that none of the (roughly) 33 posts to the AAPORnet discussion of this poll and of the use of quotes from identified respondents would try to clear

away the smoke that may have affected ex-trooper John Wiks' vision.

Albert Biderman  
abider@american.edu

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

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

To: "Albert Biderman" <abider@american.edu>

Cc: <aapornet@usc.edu>

Sent: Saturday, January 05, 2002 1:24 PM

Subject: Re: Assumed effects of respondent quotes in poll stories

>  
>  
>

> Before this particular thread unravels, fades into the sunset,  
> or otherwise disappears in whatever way threads do, <SNIP>

---

Date: Fri, 25 Jan 2002 07:04:42 -0500  
From: Jan Werner <jwerner@jwdp.com>  
Reply-To: jwerner@jwdp.com  
To: aapornet@usc.edu  
Subject: Re: Explaining random sampling  
References: <4.3.1.2.20020124173454.00b7e820@jpearson.pobox.stanford.edu>

You may be thinking of "Polls--Their Use and Misuse in Politics" by Charles W. Roll, Jr. and Albert H. Cantril (1972, Basic Books), a wonderful little book which is sadly no longer in print.

Chapter 4, "Why is a Poll Reliable," contains a section titled "The Theory behind Probability Sampling" which builds on an example with a barrel containing 10,000 marbles, 5,000 of which are red and 5,000 of which are green.

Jan Werner  
jwerner@jwdp.com

---

Jerold Pearson wrote:

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> Director of Market Research  
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> 650-723-9186  
> jpearson@stanford.edu  
> <http://www.stanford.edu/~jpearson/>

---

Date: Thu, 24 Jan 2002 10:48:36 -0500  
From: "Nancy Belden" <nancybelden@brspoll.com>  
To: <aapornet@usc.edu>  
Cc: "Xenia Montenegro (E-mail)" <XMontenegro@AARP.org>  
Subject: Does money buy happiness?  
In-Reply-To: <Pine.GSO.4.33.0201122320120.11881-100000@almaak.usc.edu>

Those of you out there interested in the money and happiness polling could read our survey on this topic at [www.aarp.org/mmaturity/jul\\_aug00/allure](http://www.aarp.org/mmaturity/jul_aug00/allure) which is a magazine article or [www.aarp.org/econ/money](http://www.aarp.org/econ/money) where I think you can find your way to the executive summary of the poll. Or ask us for the full thing.

People say it doesn't buy them happiness -- but . . .

Nancy Belden  
[nancybelden@brspoll.com](mailto:nancybelden@brspoll.com)

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

From: owner-aapornet@usc.edu [mailto:[owner-aapornet@usc.edu](mailto:owner-aapornet@usc.edu)] On Behalf Of James Beniger  
Sent: Sunday, January 13, 2002 2:21 AM  
To: AAPORNET  
Subject: Does money buy happiness? (NBC News)

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<http://www.msnbc.com/news/685507.asp#BODY>

January 11, 2002

Does money buy happiness?

A look at how people view the role of money in their lives

TODAY SHOW CONTRIBUTOR

Jan. 11 -- Does money buy happiness? A new study unveiled at the annual meeting of the American Economics Association says yes. But before we get into the specific findings we thought we'd ask you the same question. This week, over 6,000 people took our Web survey on the subject. "Today" financial editor and Money magazine editor-at-large Jean Chatzky compares the results of our survey with what economic experts say on "Today." Read more on the subject below.

HERE'S A LOOK at our Web survey results, some of the "Today" show audience

comments and what the experts say:

#### DOES MONEY BUY HAPPINESS?

Yes -- 38%

No -- 62%

It's interesting that viewers disagree with economists. But according to their comments, they think happiness is tied to money. Here is a typical comment:

From: Bean

Hometown: Vineland

"Money does not necessarily buy happiness, but it does buy things that can make you happy."

What do the experts say?

A 10-year study by a British economist named Andrew Oswald from the University of Warwick took a look at 9,000 families and the results say yes. In general, people with more money are happier than those with less. One study (from the National Opinion Research Center) found that 44 percent of people earning more than \$75,000 a year (per household) said that they were very happy, compared to 31 percent of those earning between \$30,000 and \$50,000 a year. That may be because money buys things that make life easier -- everything from household help to major appliances to vacations where you can unwind -- and that in turn can make you happy.

Oswald also found that there were more important things tied to happiness than money -- namely a stable marriage and good health. (Other factors that lead to happiness? Being retired, looking after a home, being in your 20s or younger or 40s or older -- but not in your 30s, the most unhappy decade, and being a woman (hooray!))

#### IF MONEY DOES BUY HAPPINESS, DOES THE CONTENTMENT LAST?

Yes -- 22%

No -- 78%

Our viewers say the contentment doesn't last. Here is one of their comments:

From: Deb

Hometown: Dixon, Illinois

"I want to make some major life changes, but I'm afraid to leave the security of a good paying job that I hate. Having more makes it harder to take a chance at finding happiness."

What do the experts say?

In general, it doesn't. Temporary unexpected hikes in income or windfalls tend to make people happier, explained Daniel Hamermesh, a professor at the University of Texas. But after a while people start to expect it. His research suggests that impact from a windfall is fully dissipated in 10 years. That's why the average happiness in countries from the U.S. to Britain hasn't gone up over the past few decades, as measured by researchers, despite the fact that we earn more actual dollars than we used to. It's also why people in the United States, a wealthy nation, aren't on average, happier than people in poor (but stable) countries.

Other research has shown that having more simply causes you to want more. And that the more educated you are the less likely you are to be happy with your income because you expect more from yourself and your life.

DOES MONEY THAT YOU'VE EARNED GIVE YOU MORE  
HAPPINESS THAN AN INHERITANCE OR WINDFALL?

Yes -- 52%

No -- 48%

Viewers were about split on this one.

What do the experts say?

In fact, it seems to be just the other way around. Everyone who has gotten a modest raise knows that in almost no time it feels as if you've been earning -- and spending -- that much forever. You probably can't imagine living without it. And therefore your happiness quotient doesn't rise. But a windfall can make a substantial difference.

IS THERE A PRECISE SUM THAT WILL MAKE YOU HAPPY?

Yes -- 38%

No -- 62%

About two-thirds of the viewers said no.  
But of those that said yes, about half said over a million dollars would make them happy.

IF SO, HOW MUCH?

\$50,000 or less -- 9%

\$100,000 -- 11%

\$500,000 -- 12%  
\$1,000,000 -- 21%  
More than a million -- 47%

What do the experts say?

Andrew Oswald's study found that a windfall of about \$1,500 can produce some temporary happiness -- economists haven't measured just how temporary. But he says buying a lifetime of happiness costs more than \$1.5 million. (Invested conservatively, that'll yield an extra 100,000 a year, precisely the amount researchers said it takes to overcome negative life events like the loss of a spouse or a divorce.)

DO YOU GET AS MUCH ENJOYMENT FROM YOUR SPOUSE'S MONEY AS YOU DO FROM YOUR OWN MONEY?

Yes -- 63%  
No -- 37%

In general, as long as your spouse shares the money, your general happiness will be temporarily higher. But when it's your own -- and it's earned, like a big bonus -- you also get the ego boost of knowing you're a superstar at your job.

DOES SEEING OTHERS WITH MORE MONEY THAN YOU HAVE MAKE YOU LESS HAPPY?

Yes -- 34%  
No -- 66%

A third of our viewers said no, and many of them expressed this attitude:

From: Susan  
Hometown: Cleveland, Ohio  
"Happiness comes from within and grows as you share yourself with others. Accumulating wealth is not a bad thing, but relying on it as a measure of your self-worth is completely destructive.

What do the experts say?

This is the "keeping up with the Jones's" question -- and you bet it makes a difference, researchers say. How we believe we are doing financially relative to other people is key in determining how happy our wealth makes us. When our income falls relative to our friends, siblings, neighbors, co-workers we feel, deprived and less happy.

-----

Jean Chatzky is the financial editor for "Today," editor-at-large at Money

magazine and the author of "Talking Money: Everything You Need to Know About Your Finances and Your Future." Information provided courtesy of Jean Chatzky and Money magazine.

<http://www.msnbc.com/news/685507.asp#BODY>

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=====  
Date: Fri, 25 Jan 2002 09:45:46 -0500  
From: "Prisuta, Robert" <RPrisuta@aarp.org>  
To: "'jwerner'" <jwerner@jwdp.com>, aapornet <aapornet@usc.edu>  
Subject: RE: Explaining random sampling

when I taught intro to research methods, I used an exercise that never failed. A newspaper feature about M&M candy listed the percentage of each color manufactured. It also said that the colors were mixed randomly, so that the percentages were not uniform per bag. I recall that brown was the most common color at 30%. I had each student bring a bag of M&Ms to class, where we opened them and calculated the percentage for each bag. Most bags were very close to 30%, and we never failed to generate a normal curve with respect to the error for each individual bag.

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

From: Jan Werner [mailto:[jwerner@jwdp.com](mailto:jwerner@jwdp.com)]  
Sent: Friday, January 25, 2002 7:05 AM  
To: aapornet  
Subject: Re: Explaining random sampling

You may be thinking of "Polls--Their Use and Misuse in Politics" by Charles W. Roll, Jr. and Albert H. Cantril (1972, Basic Books), a wonderful little book which is sadly no longer in print.

Chapter 4, "Why is a Poll Reliable," contains a section titled "The Theory behind Probability Sampling" which builds on an example with a barrel containing 10,000 marbles, 5,000 of which are red and 5,000 of which are green.

Jan Werner  
[jwerner@jwdp.com](mailto:jwerner@jwdp.com)

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> 650-723-9186  
> jpearson@stanford.edu  
> <http://www.stanford.edu/~jpearson/>

---

Date: Fri, 25 Jan 2002 10:32:10 -0500 (EST)  
From: Philip Meyer <pmeyer@email.unc.edu>  
To: "Prisuta, Robert" <RPrisuta@aarp.org>  
cc: "'jwerner'" <jwerner@jwdp.com>, aapornet <aapornet@usc.edu>  
Subject: RE: Explaining random sampling  
In-Reply-To: <7EDC131491CBD411AE1200508BB01EFE01DBE7B0@mbs02dc.aarp.org>

I use M&Ms, too. The idea appeared in Chance Magazine about three years ago. You can find the distribution of colors at [www.m-ms.com](http://www.m-ms.com).

My procedure: pass out a "fun size" back to each student. Tell the class that each pack is a random sample of all the colors in the M&M universe. Have them open the pack and count the blue ones. Post the counts on a stem-and-leaf chart on the board. The distribution approaches normal very quickly.

(Blues are 10 percent of regular M&Ms, 20 percent of the peanut M&Ms.)

Invariably, one poor soul gets a pack with zero blues. I announce that this is due to a rare blue-repelling gene, but I have the cure. Then I pronounce some magic words, do a little dance, and issue the blue-deprived individual a fresh pack -- first having the pack inspected to ensure that the seal was not broken.

When the student opens the new pack and finds blues, the class breaks out into spontaneous applause. This is my cue to explain regression toward the mean.

At the end of the semester, I close with these words: "Wherever life's road takes you, when you buy a pack of M&Ms, count the blue ones and think of me." More applause. Bow. Exit stage left.

---

Philip Meyer, Knight Chair in Journalism Voice: 919 962-4085  
CB 3365 Carroll Hall Fax: 919 962-1549

University of North Carolina  
Chapel Hill NC 27599-3365

Cell: 919 906-3425  
<http://www.unc.edu/~pmeyer>

---

On Fri, 25 Jan 2002, Prisuta, Robert wrote:

> Date: Fri, 25 Jan 2002 09:45:46 -0500  
> From: "Prisuta, Robert" <RPrisuta@aarp.org>  
> Reply-To: aapornet@usc.edu  
> To: 'jwerner' <jwerner@jwdp.com>, aapornet <aapornet@usc.edu>  
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>  
>  
> -----Original Message-----  
> From: Jan Werner [mailto:jwerner@jwdp.com]  
> Sent: Friday, January 25, 2002 7:05 AM  
> To: aapornet  
> Subject: Re: Explaining random sampling  
>  
>  
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> Charles W. Roll, Jr. and Albert H. Cantril (1972, Basic Books), a  
> wonderful little book which is sadly no longer in print.  
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> barrel containing 10,000 marbles, 5,000 of which are red and 5,000 or  
> which are green.  
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> [jwerner@jwdp.com](mailto:jwerner@jwdp.com)  
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> > Stanford Alumni Association  
> > 650-723-9186  
> > jpearson@stanford.edu  
> > <http://www.stanford.edu/~jpearson/>  
>

---

Date: Fri, 25 Jan 2002 11:35:25 -0500  
From: Howard Fienberg <HFienberg@stats.org>  
To: "'AAPORNET (E-mail)'" <aapornet@usc.edu>  
Subject: CSM: Time Out for Dinner

Time Out for Dinner

The FTC wants to put an end to dinnertime telemarketers with a national "do not call" registry. Sounds great, but it should go farther.  
<http://www.csmonitor.com/2002/0125/p10s02-comv.html>

---

Howard Fienberg  
Senior Analyst  
The Statistical Assessment Service (STATS)  
2100 L. St., NW Suite 300  
Washington, DC 20037  
(ph) 202-223-3193  
(fax) 202-872-4014  
(e-mail) [hfienberg@stats.org](mailto:hfienberg@stats.org)

---

Date: Fri, 25 Jan 2002 08:49:08 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: Jan Werner <jwerner@jwdp.com>  
cc: <aapornet@usc.edu>  
Subject: Re: Explaining random sampling  
In-Reply-To: <3C5149DA.CC9A64BD@jwdp.com>

The problem with this example is that the sampling is hardly random--marbles at the top of the barrel have a much, much higher probability of selection than do the marbles at its bottom.

Have any of you ever attempted to tumble or stir (randomize) a barrel containing 10,000 marbles? Lots of luck!

Also, population samples have just the opposite problem--they tend to over-sample people in the middle of the (income) barrel, and under-sample those both near the top and at the bottom.

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>

---

Date: Fri, 25 Jan 2002 12:12:26 -0500 (EST)  
From: Philip Meyer <pmeyer@email.unc.edu>  
To: aapornet@usc.edu  
Subject: Re: Explaining random sampling with barrels  
In-Reply-To: <Pine.GSO.4.33.0201250835550.22530-100000@almaak.usc.edu>

Jim is picky but correct. Ted Gallup liked to use barrel metaphors, and I do the same. Choosing your sample from the top of the barrel is not a problem unless position in the barrel correlates with the variable you are trying to measure. That's why the Chicago Sun-Times can predict elections with intercept surveys in shopping malls. Problem is that you never know when the fatal correlation might appear.

---

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: Fri, 25 Jan 2002 09:14:41 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: Howard Fienberg <HFienberg@stats.org>  
cc: "'AAPORNET (E-mail)'" <aapornet@usc.edu>  
Subject: Re: CSM: Time Out for Dinner  
In-Reply-To: <F58FF1B42337D311813400C0F0304A1E5B16D8@CMPA01>

On Fri, 25 Jan 2002, Howard Fienberg wrote:

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> not call" registry. Sounds great, but it should go farther.  
> <http://www.csmonitor.com/2002/0125/p10s02-comv.html>

If so, we'll need at least a few well-designed national surveys to determine just when individuals and families have their dinners in their homes. Or do we have such data already?

My guess is that this distribution about its mean is much too flat for "dinnertime" to have much meaning for the country as a whole (not even considering the different time zones).

The problem also raises annoying philosophical issues. For example,

is it worse to interrupt a family which is both dining and watching television, at the same time, than it is to interrupt a family that has finished eating and is watching television?

How about deducting, say, a dollar for each unsolicited phone call each household receives, and billing the caller for the same amount. Certainly the technology is already available.

-- Jim

\*\*\*\*\*

---

Date: Fri, 25 Jan 2002 12:39:32 -0500  
From: "Albert Biderman" <abider@american.edu>  
To: <aapornet@usc.edu>  
References: <Pine.A41.4.21L1.0201251208320.58548-100000@login8.isis.unc.edu>

Subject: Re: Explaining random sampling with barrels

Phil

And here's some applause for the act from the gallery.  
Maybe Bob Wooster is applauding too since he had (has?) Mars as a client.

Al

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

From: "Philip Meyer" <pmeyer@email.unc.edu>  
To: <aapornet@usc.edu>  
Sent: Friday, January 25, 2002 12:12 PM  
Subject: Re: Explaining random sampling with barrels

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> =====

---

Date: Fri, 25 Jan 2002 12:42:32 -0500  
From: "Albert Biderman" <abider@american.edu>  
To: <aapornet@usc.edu>, "Howard Fienberg" <HFienberg@stats.org>

Cc: "'AAPORNET \ (E-mail\)' " <aapornet@usc.edu>  
References: <Pine.GSO.4.33.0201250855400.22530-100000@almaak.usc.edu>  
Subject: Re: CSM: Time Out for Dinner

Has Census updated lately its "Who's Home When" report?

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

From: "James Beniger" <beniger@rcf.usc.edu>  
To: "Howard Fienberg" <HFienberg@stats.org>  
Cc: "'AAPORNET (E-mail)' " <aapornet@usc.edu>  
Sent: Friday, January 25, 2002 12:14 PM  
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Date: Fri, 25 Jan 2002 12:38:17 -0500  
From: "James P. Murphy" <jpmurphy@jpmurphy.com>  
To: <aapornet@usc.edu>  
Subject: Re: Explaining random sampling

"The problem with this example is that the sampling is hardly random--

marbles at the top of the barrel have a much, much higher probability of selection than do the marbles at its bottom."

Beg to differ. Random (simple random) MEANS chosen without reference to location. The example says nothing about the method of extracting units.

James P. Murphy, Ph.D.  
Voice (610) 408-8800  
Fax (610) 408-8802  
jpmurphy@jpmurphy.com

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

From: James Beniger <beniger@rcf.usc.edu>  
To: Jan Werner <jwerner@jwdp.com>  
Cc: aapornet@usc.edu <aapornet@usc.edu>  
Date: Friday, January 25, 2002 11:49 AM  
Subject: Re: Explaining random sampling

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Date: Fri, 25 Jan 2002 10:19:23 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: <aapornet@usc.edu>  
Subject: Re: Explaining random sampling  
In-Reply-To: <003d01c1a5c7\$141ffc40\$d8c5c3d1@default>

James,

Yes, agreed--I did think of this: Drill one slightly-larger-than-marble-sized hole, say, every inch down the outside of the barrel, and take the same number of marbles--first ones out--from each hole. There remains a \*slight\* bias, of course, because a barrel is widest in its middle, where the marbles would therefore be undersampled, using my technique here. A second bias is that the holes-side marbles are strongly favored, but this is easily remedied by randomly locating the holes about the circles that are the two-dimensional "slices" of the barrel's contents. The marbles near the barrel's center remain out of this sample, however, a problem which humbles my approach, at the moment. The best I can suggest is to consider the barrel as a three-dimensional coordinate system, then randomly sample its points, and select the marble which occupies--or comes closest to--each point selected. This solves the problem, is elegant, but is virtually impossible to implement--the perfect academic solution, don't you think?

A good classroom exercise might be to ask students to repair the seriously-flawed example of the book by devising sampling schemes which overcome the shortcomings of a barrel filled with 10,000 marbles. Anyone have any other approaches, before all the answers wind up in the back of the book?

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> From: James Beniger <beniger@rcf.usc.edu>  
> To: Jan Werner <jwerner@jwdp.com>  
> Cc: aapornet@usc.edu <aapornet@usc.edu>  
> Date: Friday, January 25, 2002 11:49 AM  
> Subject: Re: Explaining random sampling  
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Date: Fri, 25 Jan 2002 13:41:34 -0500  
From: "James P. Murphy" <jpmurphy@jpmurphy.com>  
To: <aapornet@usc.edu>  
Subject: Re: Explaining random sampling

The important point is to tell the students that each marble has a unique number on it. Then we go to a table of random numbers and, having decided what size sample we want, pick out the marbles with the indicated numbers. All other means of drawing simple random samples are practical approximations of this -- some pretty good, some not.

James P. Murphy, Ph.D.  
Voice (610) 408-8800

Fax (610) 408-8802  
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-----Original Message-----

From: James Beniger <beniger@rcf.usc.edu>  
To: aapornet@usc.edu <aapornet@usc.edu>  
Date: Friday, January 25, 2002 1:19 PM  
Subject: Re: Explaining random sampling

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From: James Beniger <beniger@rcf.usc.edu>  
To: <aapornet@usc.edu>  
Subject: Re: Explaining random sampling  
In-Reply-To: <004c01c1a5cf\$ebf80d80\$d8c5c3d1@default>

James,

Agreed. But the book does not say that the marbles are numbered (all we know is that half are red and half are green), and we cannot number them without removing them from the barrel--I don't think you would favor hypothetical solutions to applied practical problems, would you?

-- Jim

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>>> James P. Murphy, Ph.D.  
>>> Voice (610) 408-8800  
>>> Fax (610) 408-8802  
>>> jpmurphy@jpmurphy.com  
>>> -----Original Message-----

> >> From: James Beniger <beniger@rcf.usc.edu>  
> >> To: Jan Werner <jwerner@jwdp.com>  
> >> Cc: aapornet@usc.edu <aapornet@usc.edu>  
> >> Date: Friday, January 25, 2002 11:49 AM  
> >> Subject: Re: Explaining random sampling  
> >>  
> >>  
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Date: Fri, 25 Jan 2002 12:56:07 -0600  
From: "Steen, Bob" <steenb@fleishman.com>  
To: "'aapornet@usc.edu'" <aapornet@usc.edu>  
Subject: RE: Explaining random sampling

I would just get a bigger barrel and roll it down the hallway. One could load the barrel with the black marbles (or M&Ms) at the bottom and the white ones at the top. After each 3 revolutions, take a sampling from the top until the mean stabilized at 50%. This would allow you to determine the number of rolls necessary to mix the sample.

About 13 years ago, when my daughter was in the 7th grade looking for a science fair project, we created a board with a "precise" grid of pins, each row offset a half space from the previous row. She dropped marbles down the center of the grid and recorded the column in which each marble landed (We had to replace the marbles with lead musket balls--the glass marbles bounced

too much). She did this with 100 marbles, about 30 times. I wrote a program for our Commodore 64 that created a graph, computed the mean position, SD, skewness, and kurtosis (or was it halitosis?). She entered the data, printed

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Bob Steen  
Vice President  
Fleishman-Hillard Knowledge Solutions  
200 North Broadway  
St. Louis, MO 63102

Phone: 314 982 1752  
Fax: 314 982 9105  
steenb@fleishman.com

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

From: James Beniger [mailto:beniger@rcf.usc.edu]  
Sent: Friday, January 25, 2002 12:19 PM  
To: aapornet@usc.edu  
Subject: Re: Explaining random sampling

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> Voice (610) 408-8800

> Fax (610) 408-8802

> jpmurphy@jpmurphy.com

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

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

> To: Jan Werner <jwerner@jwdp.com>

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

> Date: Friday, January 25, 2002 11:49 AM

> Subject: Re: Explaining random sampling

>

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Date: Fri, 25 Jan 2002 14:27:20 -0500  
From: Christine Horak <ChristineHorak@westat.com>  
To: "'aapornet@usc.edu'" <aapornet@usc.edu>  
Subject: RE: Explaining random sampling

As a long time "silent reader" of this list, I'd like to thank you all for

so much useful information over the years. I must say however, that the science fair project topped my list of "all time most useful information" from aapornet. How did you know I (that is my daughter) was in tears last night because she (read, me) could not come up with a science project idea?

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

From: Steen, Bob [mailto:steenb@fleishman.com]  
Sent: Friday, January 25, 2002 1:56 PM  
To: 'aapornet@usc.edu'  
Subject: RE: Explaining random sampling

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Phone: 314 982 1752

Fax: 314 982 9105  
steenb@fleishman.com

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

From: James Beniger [mailto:beniger@rcf.usc.edu]  
Sent: Friday, January 25, 2002 12:19 PM  
To: aapornet@usc.edu  
Subject: Re: Explaining random sampling

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> To: Jan Werner <jwerner@jwdp.com>  
> Cc: aapornet@usc.edu <aapornet@usc.edu>  
> Date: Friday, January 25, 2002 11:49 AM  
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>

---

Date: Fri, 25 Jan 2002 11:29:06 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: "'aapornet@usc.edu'" <aapornet@usc.edu>  
Subject: From a parent  
In-Reply-To: <951B30EE47A7D2118D4000A0C9EA357308B23B3A@stlexgsrv01>

I write merely to make certain that everyone on our list--over the past 13 years, which Bob mentions here--has been informed that it is not good for children to play with lead objects of any kind.

-- Jim

\*\*\*\*\*

On Fri, 25 Jan 2002, Steen, Bob wrote:

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> load the barrel with the black marbles (or M&Ms) at the bottom and the  
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> Bob Steen  
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> -----Original Message-----  
> From: James Beniger [mailto:beniger@rcf.usc.edu]  
> Sent: Friday, January 25, 2002 12:19 PM  
> To: aapornet@usc.edu  
> Subject: Re: Explaining random sampling  
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Date: Fri, 25 Jan 2002 17:16:46 -0500 (EST)  
From: Philip Meyer <pmeyer@email.unc.edu>  
To: aapornet@usc.edu  
Subject: Re: Explaining random sampling  
In-Reply-To: <004c01c1a5cf\$ebf80d80\$d8c5c3d1@default>

When AT&T was a monopoly and its service ethic was still paramount, its engineers had this goal: every citizen would be issued a phone number at birth. All adults would wear a picture phone on their wrists. Every time you punched a friend's number into the device, you would see his picture and hear his voice. If, having entered his number, you did not see his picture and hear his voice, you would know that your friend was dead.

Would have made sampling easier, wouldn't it?

---

Philip Meyer, Knight Chair in Journalism   Voice: 919 962-4085  
CB 3365 Carroll Hall                      Fax: 919 962-1549  
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Chapel Hill NC 27599-3365                http://www.unc.edu/~pmeyer

---

On Fri, 25 Jan 2002, James P. Murphy wrote:

> Date: Fri, 25 Jan 2002 13:41:34 -0500  
> From: James P. Murphy <jpmurphy@jpmurphy.com>  
> Reply-To: aapornet@usc.edu  
> To: aapornet@usc.edu  
> Subject: Re: Explaining random sampling  
>  
> The important point is to tell the students that each marble has a unique  
> number on it. Then we go to a table of random numbers and, having decided  
  
> what size sample we want, pick out the marbles with the indicated numbers.  
  
> All other means of drawing simple random samples are practical  
> approximations of this -- some pretty good, some not.  
>  
> James P. Murphy, Ph.D.  
> Voice (610) 408-8800  
> Fax (610) 408-8802  
> jpmurphy@jpmurphy.com

> -----Original Message-----  
> From: James Beniger <beniger@rcf.usc.edu>  
> To: aapornet@usc.edu <aapornet@usc.edu>  
> Date: Friday, January 25, 2002 1:19 PM  
> Subject: Re: Explaining random sampling  
>  
>  
>>  
>>  
>>  
>> James,  
>>  
>> Yes, agreed--I did think of this: Drill one slightly-larger-than-  
>> marble-sized hole, say, every inch down the outside of the barrel,  
>> and take the same number of marbles--first ones out--from each  
>> hole. There remains a \*slight\* bias, of course, because a barrel  
>> is widest in its middle, where the marbles would therefore be  
>> undersampled, using my technique here. A second bias is that  
>> the holes-side marbles are strongly favored, but this is easily  
>> remedied by randomly locating the holes about the circles that  
>> are the two-dimensional "slices" of the barrel's contents. The  
>> marbles near the barrel's center remain out of this sample,  
>> however, a problem which humbles my approach, at the moment. The  
>> best I can suggest is to consider the barrel as a three-  
>> dimensional coordinate system, then randomly sample its points,  
>> and select the marble which occupies--or comes closest to--each  
>> point selected. This solves the problem, is elegant, but is  
>> virtually impossible to implement--the perfect academic solution,  
>> don't you think?  
>>  
>> A good classroom exercise might be to ask students to repair the  
>> seriously-flawed example of the book by devising sampling schemes  
>> which overcome the shortcomings of a barrel filled with 10,000  
>> marbles. Anyone have any other approaches, before all the  
>> answers wind up in the back of the book?  
>> -- Jim  
>>  
>> \*\*\*\*\*  
>>  
>>On Fri, 25 Jan 2002, James P. Murphy wrote:  
>>  
>>> "The problem with this example is that the sampling is hardly random--  
>>> marbles at the top of the barrel have a much, much higher probability  
  
>>> of selection than do the marbles at its bottom."  
>>>  
>>> Beg to differ. Random (simple random) MEANS chosen without reference  
to  
>>> location. The example says nothing about the method of extracting  
units.  
>>>  
>>> James P. Murphy, Ph.D.  
>>> Voice (610) 408-8800  
>>> Fax (610) 408-8802  
>>> jpmurphy@jpmurphy.com  
>>> -----Original Message-----

> >> From: James Beniger <beniger@rcf.usc.edu>  
> >> To: Jan Werner <jwerner@jwdp.com>  
> >> Cc: aapornet@usc.edu <aapornet@usc.edu>  
> >> Date: Friday, January 25, 2002 11:49 AM  
> >> Subject: Re: Explaining random sampling  
> >>  
> >>  
> >> >  
> >> >  
> >> >  
> >> > The problem with this example is that the sampling is hardly  
random--  
> >> > marbles at the top of the barrel have a much, much higher  
probability  
> >> > of selection than do the marbles at its bottom.  
> >> >  
> >> > Have any of you ever attempted to tumble or stir (randomize) a  
barrel  
> >> > containing 10,000 marbles? Lots of luck!  
> >> >  
> >> > Also, population samples have just the opposite problem--they tend  
to  
> >> > over-sample people in the middle of the (income) barrel, and under-  
> >> > sample those both near the top and at the bottom.  
> >> > -- Jim

> >> >  
> >> > \*\*\*\*\*  
> >> >  
> >> >On Fri, 25 Jan 2002, Jan Werner wrote:  
> >> >  
> >> >> You may be thinking of "Polls--Their Use and Misuse in Politics" by  
> >> >> Charles W. Roll, Jr. and Albert H. Cantril (1972, Basic Books), a  
> >> >> wonderful little book which is sadly no longer in print.  
> >> >>  
> >> >> Chapter 4, "Why is a Poll Reliable," contains a section titled "The  
> >> >> Theory behind Probability Sampling" which builds on an example with  
a  
> >> >> barrel containing 10,000 marbles, 5,000 of which are red and 5,000  
or  
> >> >> which are green.  
> >> >>  
> >> >> Jan Werner  
> >> >> jwerner@jwdp.com  
> >> >> \_\_\_\_\_  
> >> >>  
> >> >> Jerold Pearson wrote:  
> >> >> >  
> >> >> > I recall seeing (a while back) a wonderful little essay explaining  
  
> how  
> >> >> > random samples can indeed reflect entire populations. Something  
to  
> do  
> >> with  
> >> >> > colored marbles in a jar, I think. Or jellybeans. I thought it  
was

> >> >> > prepared by CBS News Polls, but I can't find it on their web site.

> >> >> >  
> >> >> > I have found articles by ABC News (the national blood test), an FAQ  
> by  
> >> the  
> >> >> > National Council on Public Polls, an FAQ by Gallup, and an article  
  
> >> about  
> >> >> > other sources of error by Humphrey Taylor. But, unless I'm  
> >> misremembering,  
> >> >> > there was some other piece with a simple, cogent, and concise  
> >> explanation  
> >> >> > of random sampling. (Or am I losing my own marbles, colored or  
> >> otherwise?)  
> >> >> >  
> >> >> > Can anyone point me to it? Thanks.  
> >> >> >  
> >> >> > Jerold Pearson, '75  
> >> >> > Director of Market Research  
> >> >> > Stanford Alumni Association  
> >> >> > 650-723-9186  
> >> >> > jpearson@stanford.edu  
> >> >> > <http://www.stanford.edu/~jpearson/>  
> >> >>  
> >> >  
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>

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Date: Fri, 25 Jan 2002 18:24:55 -0500  
From: "Allen Barton" <allenbarton@mindspring.com>  
To: <aapornet@usc.edu>  
References: <Pine.GSO.4.33.0201210801110.13329-100000@almaak.usc.edu>  
Subject: Re: Definition of a Scientific Survey

If a scientific survey is one in which all members of the population studied have a known probability of being included, are telephone surveys with a final cooperation rate of less than 50% "scientific surveys?" No doubt they would like to be, and they try to be, but do they succeed?

The fact that they can be adjusted to correspond to the census data for the population studied helps reduce bias related to the variables adjusted for, but it does not meet the "known probability of inclusion" requirement.

The fact that such surveys work to closely correspond to certain population data -- e.g. election returns -- means that they are practically useful, and have a track record for predicting certain things, but that is a pragmatic criterion. It does not make them true probability samples -- just the

cooperative segment of a true probability sample. There should be some way of labeling this kind of survey.

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

From: "James Beniger" <beniger@rcf.usc.edu>  
To: <aapornet@usc.edu>  
Sent: Monday, January 21, 2002 11:58 AM  
Subject: Re: Definition of a Scientific Survey

>  
>  
> On Mon, 21 Jan 2002 JAnnSelzer@aol.com wrote:  
>  
>> What I'm wishing for is a maybe a more straightforward message to news  
>> organizations who conduct "unscientific" polls. This document, though  
>> useful, asks them to wade through a fair amount of technical information  
  
>> before it gets to the part that might affect them. And, I'm not sure  
they  
>> walk away thinking there's anything wrong with what they have been  
doing,  
>> since they seem happy enough to label their online polls as  
"unscientific."  
>> If they had to label them "unreliable," or "invalid" they might think  
twice  
>> about how this affects their reputation as a news organization. What  
they  
>> are presenting is not, in all likelihood, true for any meaningful  
population.  
>> But they don't think about it in these terms. I just keep thinking if  
they  
>> recognized that they are sending out disinformation, they'd think again,  
  
and  
>> (I'm wishing wishing wishing) cease and desist. JAS  
>  
>  
> Okay, allow me to take a first crack at this...  
>  
> In surveys and polls in which respondents are \*not\* selected randomly,  
> or with \*known\* probabilities of selection, the results simply \*cannot\*  
> be extended beyond those people actually responding to them. Such  
> surveys and polls have--in this sense, at least--the same status as  
> interviews by news reporters of news subjects, whether celebrities or  
> witnesses to criminal acts (those interviewed being selected by the  
> reporter, and those responding to the survey/poll being \*self-selected\*  
> as compliant volunteers agreeing to participate). Clearly, celebrities  
> and witnesses to crime have news value in their own right, while people  
> with enough free time to respond to mass-disseminated surveys have no  
> news value whatsoever \*as individuals\*. To report such surveys as  
> describing any population beyond these non-newsworthy people  
self-selecting  
> themselves to reply would be both erroneous and also intentionally false



> reporting.  
>  
>  
> For a disclaimer notice to attach to online polls, and all other surveys  
> not meeting the criteria of scientific surveying...  
>  
> Because the survey/poll results reported here do \*not\* come from a  
> randomly-selected sample of some larger known population, the  
probability  
> of any particular response to the survey/poll from those who did respond  
  
> cannot be compared to the probabilities of that same response from  
> those who did not respond--because we have absolutely no way of knowing  
> these probabilities among nonrespondents. In short, our survey/poll  
> results describe only the opinions and behavior of those who chose to  
> respond to it, and to \*no\* other people, demographic categories, groups,  
  
> or populations whatsoever.  
>  
> -- Jim  
>  
>  
> \*\*\*\*\*  
>

---

Date: Fri, 25 Jan 2002 18:59:16 EST  
From: BMFein@aol.com  
Subject: Re: Explaining random sampling  
To: aapornet@usc.edu

--part1\_55.217e3420.29834b54\_boundary

I've used the barrel example many times in classrooms - but without the barrel. I suppose you could worry about how to pull them out. But the real issue is whether students understand why and how random sampling works.

With the imaginary barrel, you can increase and decrease the number of colors, you can change the proportions of each, you can increase and decrease the number of times you sample from it, can increase and decrease the size of the samples, and increase and decrease the size of the population of marbles, you can even change the size of the marbles, layer them, not mix them, etc.

And students really get the point.

Of course, there is always the analogy, that when you go to the doctor for a blood test, the doctor doesn't have to drain all the blood out of your body to get a good sample of it. Students get the point here as well.

Barry Feinberg

--part1\_55.217e3420.29834b54\_boundary

<HTML><FONT FACE=arial,Helvetica><FONT SIZE=2 FAMILY="SANSERIF" FACE="Arial" LANG="0">I've used the barrel example many times in classrooms - but without the barrel.&nbsp; I suppose you could worry about how to pull them out.&nbsp; But the real issue is whether students understand why and how random sampling works.&nbsp;&nbsp;&nbsp; <BR>

<BR>

With the imaginary barrel, you can increase and decrease the number of colors, you can change the proportions of each, you can increase and decrease the number of times you sample from it, can increase and decrease the size of the samples, and increase and decrease the size of the population of marbles, you can even change the size of the marbles, layer them, not mix them, etc.&nbsp;&nbsp;&nbsp; And students really get the point.<BR>

<BR>

Of course, there is always the analogy, that when you go to the doctor for a blood test, the doctor doesn't have to drain all the blood out of your body to get a good sample of it.&nbsp; Students get the point here as well.<BR>

<BR>

Barry Feinberg&nbsp;&nbsp;  </FONT></HTML>

--part1\_55.217e3420.29834b54\_boundary--

=====  
Date: Fri, 25 Jan 2002 17:32:39 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: <aapornet@usc.edu>  
Subject: Re: Explaining random sampling  
In-Reply-To: <55.217e3420.29834b54@aol.com>

Barry,

I wouldn't get rid of the barrel, because I consider it the most crucial part of the entire model, it being the only determinate of the relative (implying different) probabilities of each marble being selected, in any given sampling scheme (the marbles on top have the greatest probability of selection, for example, while those on the bottom have the least).

Without the barrel, or some such analogous constraint on purely random chance, the only other option the teacher has--or so it seems to me-- is to assign, a priori, a probability of selection to each individual marble (by size, color, type, or whatever). This would make the entire exercise tautological, however, with the numbers put into it being the numbers we get back out. I can't see that such a model could teach anyone anything about random sampling, which is nothing at all, if not stochastic.

This is what I find to be the great disappointment of the Roll-Cantril model: Just as soon as we learn that there are an equal number of each of the two colors, red and green, for example, the only thing left for

a curious mind to be interested in, it seems to me, are features of the barrel qua container--which color is the more predominate, near the top of the barrel, for example, and also the barrel's shape--how much larger in area is its middle circle, for example, compared to the areas of its top and bottom circles.

Everything else but that barrel follows directly from the numbers put into the model, and nothing else. Why then do away with the barrel, when it is the single thing that keeps the example from being something other than probability theory and equations, which students would already know are going to work--why else have a book and a course about them? The real questions, then--how and why do they work?

In short: I do not think that we can convince students that reality verifies the equations derived from probability theory if that "reality" is nothing more than a set of numbers dreamed up by statisticians--in this case Roll and Cantril--and saved only by the constraints of an imaginary barrel that can nevertheless be studied using what we all do already know about real-life barrels.

Me, were I teaching using Roll and Cantril, I'd want to hold onto that barrel for dear life--without it, we are left with nothing but probability theory, and a cooked book which makes it triumph every time (as indeed it deserves to do, don't get me wrong), but for reasons that are patently obvious, even without knowing any theory at all.

-- Jim

\*\*\*\*\*

On Fri, 25 Jan 2002 BMFein@aol.com wrote:

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> barrel. I suppose you could worry about how to pull them out. But the real  
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> And students really get the point.  
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> a  
> blood test, the doctor doesn't have to drain all the blood out of your  
> body  
> to get a good sample of it. Students get the point here as well.  
>  
> Barry Feinberg  
>

=====  
Date: Fri, 25 Jan 2002 23:04:00 -0500  
From: "Albert Biderman" <abider@american.edu>  
To: <aapornet@usc.edu>  
Subject: Re: Explaining random sampling

Keeping the barrel means dodging what in practice is an extremely difficult first step in sampling: that is, defining and bounding the population to be sampled.

Albert Biderman  
abider@american.edu

----- Original Message -----  
From: "James Beniger" <beniger@rcf.usc.edu>  
To: <aapornet@usc.edu>  
Sent: Friday, January 25, 2002 8:32 PM  
Subject: Re: Explaining random sampling

>  
>  
>  
> Barry,  
>  
> I wouldn't get rid of the barrel, because I consider it the most crucial  
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> part of the entire model, it being the only determinate of the relative  
> (implying different) probabilities of each marble being selected, in any  
>  
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> of selection, for example, while those on the bottom have the least).  
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> Without the barrel, or some such analogous constraint on purely random  
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> is to assign, a priori, a probability of selection to each individual  
> marble (by size, color, type, or whatever). This would make the entire  
> exercise tautological, however, with the numbers put into it being the  
> numbers we get back out. I can't see that such a model could teach  
> anyone anything about random sampling, which is nothing at all, if not  
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>  
> This is what I find to be the great disappointment of the Roll-Cantril  
> model: Just as soon as we learn that there are an equal number of each  
> of the two colors, red and green, for example, the only thing left for  
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> of the barrel, for example, and also the barrel's shape--how much larger  
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> in area is its middle circle, for example, compared to the areas of its  
> top and bottom circles.  
>  
> Everything else but that barrel follows directly from the numbers put  
> into the model, and nothing else. Why then do away with the barrel,  
> when it is the single thing that keeps the example from being something

> other than probability theory and equations, which students would  
> already know are going to work--why else have a book and a course about  
> them? The real questions, then--how and why do they work?

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> In short: I do not think that we can convince students that reality  
> verifies the equations derived from probability theory if that  
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> Me, were I teaching using Roll and Cantril, I'd want to hold onto that  
> barrel for dear life--without it, we are left with nothing but  
> probability theory, and a cooked book which makes it triumph every time  
> (as indeed it deserves to do, don't get me wrong), but for reasons that  
> are patently obvious, even without knowing any theory at all.

>  
> -- Jim

> \*\*\*\*\*

> On Fri, 25 Jan 2002 BMFein@aol.com wrote:

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> > colors, you can change the proportions of each, you can increase and  
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> > the samples, and increase and decrease the size of the population of  
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> > Of course, there is always the analogy, that when you go to the doctor  
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> > blood test, the doctor doesn't have to drain all the blood out of your  
body

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> >

> > Barry Feinberg

> >

> >

> >

=====

Date: Fri, 25 Jan 2002 20:28:51 -0800 (PST)

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

To: Albert Biderman <abider@american.edu>

cc: <aapornet@usc.edu>

Subject: Re: Explaining random sampling

In-Reply-To: <002801c1a61e\$7d346520\$50b90304@oemcomputer>

Al: No, the population is the set of all things contained in the barrel, much as, say, the population of voters is the set of all people who are eligible to vote. Legal eligibility constrains who might vote, in any given election, in a way I find analogous to the way in which our now famous barrel constrains, say, which of its contents are most likely to be selected at random (which makes the selection no longer random, but modestly predictable).

-- Jim

\*\*\*\*\*

On Fri, 25 Jan 2002, Albert Biderman wrote:

> Keeping the barrel means dodging what in practice is an extremely difficult  
> first step in sampling: that is, defining and bounding the population to  
be  
> sampled.  
>  
> Albert Biderman  
> abider@american.edu  
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> To: <aapornet@usc.edu>  
> Sent: Friday, January 25, 2002 8:32 PM  
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> > >  
> > > Barry Feinberg  
> > >  
> >  
> >  
>  
>

---

Date: Fri, 25 Jan 2002 21:28:55 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: AAPORNET <aapornet@usc.edu>  
Subject: Television Addiction (R Kubey and M Csikszentmihalyi,  
ScientificAmer)

---

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<http://www.sciam.com/2002/0202issue/0202kubey.html>

February 2002

Scientific American Feature Article:

Television Addiction

By Robert Kubey and Mihaly Csikszentmihalyi



Perhaps the most ironic aspect of the struggle for survival is how easily organisms can be harmed by that which they desire. The trout is caught by the fisherman's lure, the mouse by cheese. But at least those creatures have the excuse that bait and cheese look like sustenance. Humans seldom have that consolation. The temptations that can disrupt their lives are often pure indulgences. No one has to drink alcohol, for example. Realizing when a diversion has gotten out of control is one of the great challenges of life.

Excessive cravings do not necessarily involve physical substances. Gambling can become compulsive; sex can become obsessive. One activity, however, stands out for its prominence and ubiquity--the world's most popular leisure pastime, television. Most people admit to having a love-hate relationship with it. They complain about the "boob tube" and "couch potatoes," then they settle into their sofas and grab the remote control. Parents commonly fret about their children's viewing (if not their own). Even researchers who study TV for a living marvel at the medium's hold on them personally. Percy Tannenbaum of the University of California at Berkeley has written: "Among life's more embarrassing moments have been countless occasions when I am engaged in conversation in a room while a TV set is on, and I cannot for the life of me stop from periodically glancing over to the screen. This occurs not only during dull conversations but during reasonably interesting ones just as well."

Scientists have been studying the effects of television for decades, generally focusing on whether watching violence on TV correlates with being violent in real life [see "The Effects of Observing Violence," by Leonard Berkowitz; *Scientific American*, February 1964; and "Communication and Social Environment," by George Gerbner; September 1972]. Less attention has been paid to the basic allure of the small screen--the medium, as opposed to the message.

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Most of the criteria of substance dependence can apply to people who watch a lot of TV.

---

The term "TV addiction" is imprecise and laden with value judgments, but it captures the essence of a very real phenomenon. Psychologists and psychiatrists formally define substance dependence as a disorder characterized by criteria that include spending a great deal of time using the substance; using it more often than one intends; thinking about reducing use or making repeated unsuccessful efforts to reduce use; giving up important social, family or occupational activities to use it; and reporting withdrawal symptoms when one stops using it.

All these criteria can apply to people who watch a lot of television. That does not mean that watching television, per se, is problematic. Television can teach and amuse; it can reach aesthetic heights; it can provide much needed distraction and escape. The difficulty arises when people strongly sense that they ought not to watch as much as they do and yet find themselves strangely unable to reduce their viewing. Some knowledge of how the medium exerts its pull may help heavy viewers gain better control over their lives.

## A Body at Rest Tends to Stay at Rest

The amount of time people spend watching television is astonishing. On average, individuals in the industrialized world devote three hours a day to the pursuit--fully half of their leisure time, and more than on any single activity save work and sleep. At this rate, someone who lives to 75 would spend nine years in front of the tube. To some commentators, this devotion means simply that people enjoy TV and make a conscious decision to watch it. But if that is the whole story, why do so many people experience misgivings about how much they view? In Gallup polls in 1992 and 1999, two out of five adult respondents and seven out of 10 teenagers said they spent too much time watching TV. Other surveys have consistently shown that roughly 10 percent of adults call themselves TV addicts.

To study people's reactions to TV, researchers have undertaken laboratory experiments in which they have monitored the brain waves (using an electroencephalograph, or EEG), skin resistance or heart rate of people watching television. To track behavior and emotion in the normal course of life, as opposed to the artificial conditions of the lab, we have used the Experience Sampling Method (ESM). Participants carried a beeper, and we signaled them six to eight times a day, at random, over the period of a week; whenever they heard the beep, they wrote down what they were doing and how they were feeling using a standardized scorecard.

As one might expect, people who were watching TV when we beeped them reported feeling relaxed and passive. The EEG studies similarly show less mental stimulation, as measured by alpha brain-wave production, during viewing than during reading.

What is more surprising is that the sense of relaxation ends when the set is turned off, but the feelings of passivity and lowered alertness continue. Survey participants commonly reflect that television has somehow absorbed or sucked out their energy, leaving them depleted. They say they have more difficulty concentrating after viewing than before. In contrast, they rarely indicate such difficulty after reading. After playing sports or engaging in hobbies, people report improvements in mood. After watching TV, people's moods are about the same or worse than before.

Within moments of sitting or lying down and pushing the "power" button, viewers report feeling more relaxed. Because the relaxation occurs quickly, people are conditioned to associate viewing with rest and lack of tension. The association is positively reinforced because viewers remain relaxed throughout viewing, and it is negatively reinforced via the stress and dysphoric rumination that occurs once the screen goes blank again.

---

Television's stylistic tricks--cuts, edits, zooms--can trigger involuntary responses.

---

Habit-forming drugs work in similar ways. A tranquilizer that leaves the body rapidly is much more likely to cause dependence than one that leaves the body slowly, precisely because the user is more aware that the drug's

effects are wearing off. Similarly, viewers' vague learned sense that they will feel less relaxed if they stop viewing may be a significant factor in not turning the set off. Viewing begets more viewing.

Thus, the irony of TV: people watch a great deal longer than they plan to, even though prolonged viewing is less rewarding. In our ESM studies the longer people sat in front of the set, the less satisfaction they said they derived from it. When signaled, heavy viewers (those who consistently watch more than four hours a day) tended to report on their ESM sheets that they enjoy TV less than light viewers did (less than two hours a day). For some, a twinge of unease or guilt that they aren't doing something more productive may also accompany and depreciate the enjoyment of prolonged viewing. Researchers in Japan, the U.K. and the U.S. have found that this guilt occurs much more among middle-class viewers than among less affluent ones.

### Grabbing Your Attention

What is it about TV that has such a hold on us? In part, the attraction seems to spring from our biological "orienting response." First described by Ivan Pavlov in 1927, the orienting response is our instinctive visual or auditory reaction to any sudden or novel stimulus. It is part of our evolutionary heritage, a built-in sensitivity to movement and potential predatory threats. Typical orienting reactions include dilation of the blood vessels to the brain, slowing of the heart, and constriction of blood vessels to major muscle groups. Alpha waves are blocked for a few seconds before returning to their baseline level, which is determined by the general level of mental arousal. The brain focuses its attention on gathering more information while the rest of the body quiets.

In 1986 Byron Reeves of Stanford University, Esther Thorson of the University of Missouri and their colleagues began to study whether the simple formal features of television--cuts, edits, zooms, pans, sudden noises--activate the orienting response, thereby keeping attention on the screen. By watching how brain waves were affected by formal features, the researchers concluded that these stylistic tricks can indeed trigger involuntary responses and "derive their attentional value through the evolutionary significance of detecting movement.... It is the form, not the content, of television that is unique."

The orienting response may partly explain common viewer remarks such as: "If a television is on, I just can't keep my eyes off it," "I don't want to watch as much as I do, but I can't help it," and "I feel hypnotized when I watch television." In the years since Reeves and Thorson published their pioneering work, researchers have delved deeper. Annie Lang's research team at Indiana University has shown that heart rate decreases for four to six seconds after an orienting stimulus. In ads, action sequences and music videos, formal features frequently come at a rate of one per second, thus activating the orienting response continuously.

Lang and her colleagues have also investigated whether formal features affect people's memory of what they have seen. In one of their studies, participants watched a program and then filled out a score sheet. Increasing the frequency of edits--defined here as a change from one camera angle to another in the same visual scene--improved memory

recognition, presumably because it focused attention on the screen. Increasing the frequency of cuts--changes to a new visual scene--had a similar effect but only up to a point. If the number of cuts exceeded 10 in two minutes, recognition dropped off sharply.

Producers of educational television for children have found that formal features can help learning. But increasing the rate of cuts and edits eventually overloads the brain. Music videos and commercials that use rapid intercutting of unrelated scenes are designed to hold attention more than they are to convey information. People may remember the name of the product or band, but the details of the ad itself float in one ear and out the other. The orienting response is overworked. Viewers still attend to the screen, but they feel tired and worn out, with little compensating psychological reward. Our ESM findings show much the same thing.

Sometimes the memory of the product is very subtle. Many ads today are deliberately oblique: they have an engaging story line, but it is hard to tell what they are trying to sell. Afterward you may not remember the product consciously. Yet advertisers believe that if they have gotten your attention, when you later go to the store you will feel better or more comfortable with a given product because you have a vague recollection of having heard of it.

The natural attraction to television's sound and light starts very early in life. Dafna Lemish of Tel Aviv University has described babies at six to eight weeks attending to television. We have observed slightly older infants who, when lying on their backs on the floor, crane their necks around 180 degrees to catch what light through yonder window breaks. This inclination suggests how deeply rooted the orienting response is.

#### "TV Is Part of Them"

That said, we need to be careful about overreacting. Little evidence suggests that adults or children should stop watching TV altogether. The problems come from heavy or prolonged viewing.

The Experience Sampling Method permitted us to look closely at most every domain of everyday life: working, eating, reading, talking to friends, playing a sport, and so on. We wondered whether heavy viewers might experience life differently than light viewers do. Do they dislike being with people more? Are they more alienated from work? What we found nearly leaped off the page at us. Heavy viewers report feeling significantly more anxious and less happy than light viewers do in unstructured situations, such as doing nothing, daydreaming or waiting in line. The difference widens when the viewer is alone.

Subsequently, Robert D. McIlwraith of the University of Manitoba extensively studied those who called themselves TV addicts on surveys. On a measure called the Short Imaginal Processes Inventory (SIPI), he found that the self-described addicts are more easily bored and distracted and have poorer attentional control than the nonaddicts. The addicts said they used TV to distract themselves from unpleasant thoughts and to fill time. Other studies over the years have shown that heavy viewers are less likely to participate in community activities and sports and are more

likely to be obese than moderate viewers or nonviewers.

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Heavy viewers report feeling significantly more anxious and less happy than light viewers do.

---

The question that naturally arises is: In which direction does the correlation go? Do people turn to TV because of boredom and loneliness, or does TV viewing make people more susceptible to boredom and loneliness? We and most other researchers argue that the former is generally the case, but it is not a simple case of either/or. Jerome L. and Dorothy Singer of Yale University, among others, have suggested that more viewing may contribute to a shorter attention span, diminished self-restraint and less patience with the normal delays of daily life. More than 25 years ago psychologist Tannis M. MacBeth Williams of the University of British Columbia studied a mountain community that had no television until cable finally arrived. Over time, both adults and children in the town became less creative in problem solving, less able to persevere at tasks, and less tolerant of unstructured time.

To some researchers, the most convincing parallel between TV and addictive drugs is that people experience withdrawal symptoms when they cut back on viewing. Nearly 40 years ago Gary A. Steiner of the University of Chicago collected fascinating individual accounts of families whose set had broken--this back in the days when households generally had only one set: "The family walked around like a chicken without a head." "It was terrible. We did nothing--my husband and I talked." "Screamed constantly. Children bothered me, and my nerves were on edge. Tried to interest them in games, but impossible. TV is part of them."

In experiments, families have volunteered or been paid to stop viewing, typically for a week or a month. Many could not complete the period of abstinence. Some fought, verbally and physically. Anecdotal reports from some families that have tried the annual "TV turn-off" week in the U.S. tell a similar story.

If a family has been spending the lion's share of its free time watching television, reconfiguring itself around a new set of activities is no easy task. Of course, that does not mean it cannot be done or that all families implode when deprived of their set. In a review of these cold-turkey studies, Charles Winick of the City University of New York concluded: "The first three or four days for most persons were the worst, even in many homes where viewing was minimal and where there were other ongoing activities. In over half of all the households, during these first few days of loss, the regular routines were disrupted, family members had difficulties in dealing with the newly available time, anxiety and aggressions were expressed.... People living alone tended to be bored and irritated.... By the second week, a move toward adaptation to the situation was common." Unfortunately, researchers have yet to flesh out these anecdotes; no one has systematically gathered statistics on the prevalence of these withdrawal symptoms.

Even though TV does seem to meet the criteria for substance dependence, not all researchers would go so far as to call TV addictive. McIlwraith said in 1998 that "displacement of other activities by television may be

socially significant but still fall short of the clinical requirement of significant impairment." He argued that a new category of "TV addiction" may not be necessary if heavy viewing stems from conditions such as depression and social phobia. Nevertheless, whether or not we formally diagnose someone as TV-dependent, millions of people sense that they cannot readily control the amount of television they watch.

#### Slave to the Computer Screen

Although much less research has been done on video games and computer use, the same principles often apply. The games offer escape and distraction; players quickly learn that they feel better when playing; and so a kind of reinforcement loop develops. The obvious difference from television, however, is the interactivity. Many video and computer games minutely increase in difficulty along with the increasing ability of the player. One can search for months to find another tennis or chess player of comparable ability, but programmed games can immediately provide a near-perfect match of challenge to skill. They offer the psychic pleasure--what one of us (Csikszentmihalyi) has called "flow"--that accompanies increased mastery of most any human endeavor. On the other hand, prolonged activation of the orienting response can wear players out. Kids report feeling tired, dizzy and nauseated after long sessions.

In 1997, in the most extreme medium-effects case on record, 700 Japanese children were rushed to the hospital, many suffering from "optically stimulated epileptic seizures" caused by viewing bright flashing lights in a Pokémon video game broadcast on Japanese TV. Seizures and other untoward effects of video games are significant enough that software companies and platform manufacturers now routinely include warnings in their instruction booklets. Parents have reported to us that rapid movement on the screen has caused motion sickness in their young children after just 15 minutes of play. Many youngsters, lacking self-control and experience (and often supervision), continue to play despite these symptoms.

Lang and Shyam Sundar of Pennsylvania State University have been studying how people respond to Web sites. Sundar has shown people multiple versions of the same Web page, identical except for the number of links. Users reported that more links conferred a greater sense of control and engagement. At some point, however, the number of links reached saturation, and adding more of them simply turned people off. As with video games, the ability of Web sites to hold the user's attention seems to depend less on formal features than on interactivity.

For growing numbers of people, the life they lead online may often seem more important, more immediate and more intense than the life they lead face-to-face. Maintaining control over one's media habits is more of a challenge today than it has ever been. TV sets and computers are everywhere. But the small screen and the Internet need not interfere with the quality of the rest of one's life. In its easy provision of relaxation and escape, television can be beneficial in limited doses. Yet when the habit interferes with the ability to grow, to learn new things, to lead an active life, then it does constitute a kind of dependence and should be taken seriously.

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Further Information:

Television and the Quality of Life: How Viewing Shapes Everyday Experience. Robert Kubey and Mihaly Csikszentmihalyi. Lawrence Erlbaum Associates, 1990.

Television Dependence, Diagnosis, and Prevention. Robert W. Kubey in Tuning in to Young Viewers: Social Science Perspectives on Television. Edited by Tannis M. MacBeth. Sage, 1995.

"I'm Addicted to Television": The Personality, Imagination, and TV Watching Patterns of Self-Identified TV Addicts. Robert D. McIlwraith in Journal of Broadcasting and Electronic Media, Vol. 42, No. 3, pages 371--386; Summer 1998.

The Limited Capacity Model of Mediated Message Processing. Annie Lang in Journal of Communication, Vol. 50, No. 1, pages 46--70; March 2000.

Internet Use and Collegiate Academic Performance Decrements: Early Findings. Robert Kubey, Michael J. Lavin and John R. Barrows in Journal of Communication, Vol. 51, No. 2, pages 366--382; June 2001.

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The Authors

ROBERT KUBEY and MIHALY CSIKSZENTMIHALYI met in the mid-1970s at the University of Chicago, where Kubey began his doctoral studies and where Csikszentmihalyi served on the faculty. Kubey is now a professor at Rutgers University and director of the Center for Media Studies ([www.mediastudies.rutgers.edu](http://www.mediastudies.rutgers.edu)). His work focuses on the development of media education around the world. He has been known to watch television and even to play video games with his sons, Ben and Daniel.

Csikszentmihalyi is the C. S. and D. J. Davidson Professor of Psychology at Claremont Graduate University. He is a fellow of the American Academy of Arts and Sciences. He spends summers writing in the Bitterroot Mountains of Montana, without newspapers or TV, hiking with grandchildren and other occasional visitors.

<http://www.sciam.com/2002/0202issue/0202kubey.html>

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Date: Sat, 26 Jan 2002 08:47:52 -0800 (PST)  
From: James Beniger <[beniger@rcf.usc.edu](mailto:beniger@rcf.usc.edu)>

To: AAPORNET <aapornet@usc.edu>  
Subject: Calif. state senator after "junk fax survey" (fwd)

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

Date: Sat, 26 Jan 2002 02:38:21 -0800 (PST)  
From: Declan McCullagh <declan@well.com>  
To: politech@politechbot.com  
Subject: FC: Calif. state senator asks for input in "junk fax survey"

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

Date: Fri, 25 Jan 2002 14:25:06 -0800  
From: Jim Warren <jwarren@well.com>  
Subject: Re: A Low-Tech Problem

Hot stuff! [blind-cc to many]

Just received this from Calif State Senator Debra Bowen's office!  
First step towards possibly curing this outrage. (I shut off my fax,  
years ago, exclusively because of this problem.)

--jim warren

===

ARE JUNK FAXES BURNING UP YOUR PAPER & TONER?  
SENATOR BOWEN POSTS NEW WEB SURVEY TO HEAR FROM YOU

SACRAMENTO - Getting input from Californians about their experiences  
with junk faxes is the goal of Senator Debra Bowen's (D-Redondo  
Beach) new website survey on unsolicited facsimile advertisements.

"I've had dozens of phone calls and letters from people who are tired  
of having direct marketers tie up their fax lines and burn up their  
paper and toner by sending what amounts to unsolicited junk mail,"  
said Bowen. "One small businesswoman actually sent me an inch-high  
stack of these sales pitches that poured into her insurance office  
over the course of several weeks."

Under federal law, it's illegal to send unsolicited faxes, but  
California law has an "opt-out" mechanism, which allows advertisers  
to send anyone with a fax machine non-stop sales pitches until the  
recipient calls the sender and asks to be taken off their marketing  
list.

"Junk faxes aren't just an annoying invasion of privacy, they also  
force people to foot the advertising costs of direct marketers trying  
to hock wireless phone services, office equipment, vacation packages,  
and more," concluded Bowen. "Marketers are a lot like ants in the  
sense that every time you block off one entry point, they seem to  
find another way to get inside your home and invade your privacy."

In 1991, the California Public Utilities Commission (PUC) reported



that receiving unsolicited faxes cost California consumers and businesses an estimated \$17 million a year. Since that time, the volume of junk faxes received at California homes and businesses has grown dramatically. (The 1991 publication is the last official report assembled on the issue.)

To participate in the survey, go to Senator Bowen's homepage at <http://www.senate.ca.gov/bowen> and click on "Junk Fax Survey" in the right-hand column. To share thoughts and opinions in a letter, write to: Senator Debra Bowen, State Capitol, Room 4040, Sacramento, CA 95814.

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POLITECH -- Declan McCullagh's politics and technology mailing list  
You may redistribute this message freely if you include this notice.  
Declan McCullagh's photographs are at <http://www.mccullagh.org/>  
To subscribe to Politech: <http://www.politechbot.com/info/subscribe.html>  
This message is archived at <http://www.politechbot.com/>

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Events: Congreso Nacional de Periodismo Digital in Huesca, Spain from Jan. 17-18 (<http://www.congresoperiodismo.com>) and the Second International Conference on Web-Management in Diplomacy in Malta from Feb. 1-3. (<http://www.diplomacy.edu/Web/conference2/>)

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Date: Sat, 26 Jan 2002 12:18:36 -0500  
From: "Mark David Richards" <[mark@bisconti.com](mailto:mark@bisconti.com)>  
To: <[aapornet@usc.edu](mailto:aapornet@usc.edu)>  
Subject: RE: Calif. state senator after "junk fax survey" (fwd)  
In-Reply-To: <[Pine.GSO.4.33.0201260845490.457-100000@almaak.usc.edu](mailto:Pine.GSO.4.33.0201260845490.457-100000@almaak.usc.edu)>

FYI-This was posted to a DC listserve:

Junk Faxes in Washington, DC  
Bill Adler, [billonline@adlerbooks.com](mailto:billonline@adlerbooks.com)  
District residents and businesses seem to be a magnet for junk faxes -- the spam of the fax world. From cell phones to satellite television, we get all sorts of advertising by fax. I thought I'd mention that sending fax advertising is illegal, and if you receive a junk fax you can sue in Small Claims Court for \$500 -- \$1,500 per fax. I've been to DC Small Claims Court a few times for junk faxes and won. For anyone who's interested in knowing more about how to stop junk faxes, you can visit <http://www.junkfaxes.org> and <http://www.tcpalaw.com>.

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

From: owner-aapornet@usc.edu [<mailto:owner-aapornet@usc.edu>] On Behalf Of James Beniger  
Sent: Saturday, January 26, 2002 11:48 AM  
To: AAPORNET  
Subject: Calif. state senator after "junk fax survey" (fwd)

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

Date: Sat, 26 Jan 2002 02:38:21 -0800 (PST)  
From: Declan McCullagh <declan@well.com>  
To: politech@politechbot.com  
Subject: FC: Calif. state senator asks for input in "junk fax survey"

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

Date: Fri, 25 Jan 2002 14:25:06 -0800  
From: Jim Warren <jwarren@well.com>  
Subject: Re: A Low-Tech Problem

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Date: Sat, 26 Jan 2002 11:29:04 -0800 (PST)  
From: James Beniger <[beniger@rcf.usc.edu](mailto:beniger@rcf.usc.edu)>  
To: AAPORNET <[aapornet@usc.edu](mailto:aapornet@usc.edu)>  
Subject: RE: Explaining random sampling

Fellow AAPORNETters,

Mark David Richards and I had this further exchange on probability last night, at his own initiative, and we both agree that it might be of some interest to at least a few people on our humble list-- and so, here it is.....

-- Jim

> Mark,  
>  
> Baseball, a sport I have loved since my first Topps bubblegum baseball  
> card, certainly exploits probability theory, which the sport knows  
> best as the "law of averages," a term which entered English in 1929  
> (a fact which to true baseball fans tells the entire story), I think  
> more than probability theory is exploited by any other sport--so much  
> so that even rookie radio announcers can predict everything that both  
> managers will do, often minutes before the managers actually do them.  
> In this sense, I think, the rules of a sport or game are much like my  
> "barrel," in that both generate the probabilities of what can happen,  
> and also what most likely--but hardly with certainty--will happen.  
>

> -- Jim  
> \*\*\*\*\*  
>  
> On Fri, 25 Jan 2002, Mark David Richards wrote:  
>  
> > Jim,  
> > AAPORites are developing a valuable teaching resource (teacher and  
> > parent)-how can AAPOR capture and develop this into a more permanent  
> > resource (like a brochure or page on AAPOR website)?  
> > PS--Is there an analogy between probability sampling and baseball? I  
> > wonder, isn't baseball a probability game? Maybe I'm confusing batting  
> > averages or something.  
> > Cheers from the east side, mark  
> > PS-DC elites are trying to get back a baseball team... they sold the  
> > Senators some years ago!  
> >  
> > -----Original Message-----  
> > From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu]On Behalf Of  
  
> > James Beniger  
> > Sent: Friday, January 25, 2002 8:33 PM  
> > To: aapornet@usc.edu  
> > Subject: Re: Explaining random sampling  
> >  
> > Barry,  
> >  
> > I wouldn't get rid of the barrel, because I consider it the most  
crucial  
> > part of the entire model, it being the only determinate of the  
relative  
> > (implying different) probabilities of each marble being selected, in  
any  
> > given sampling scheme (the marbles on top have the greatest  
probability  
> > of selection, for example, while those on the bottom have the least).  
> >  
> > Without the barrel, or some such analogous constraint on purely random  
  
> > chance, the only other option the teacher has--or so it seems to me--  
> > is to assign, a priori, a probability of selection to each individual  
> > marble (by size, color, type, or whatever). This would make the  
entire  
> > exercise tautological, however, with the numbers put into it being the  
  
> > numbers we get back out. I can't see that such a model could teach  
> > anyone anything about random sampling, which is nothing at all, if not  
  
> > stochastic.  
> >  
> > This is what I find to be the great disappointment of the Roll-Cantril  
  
> > model: Just as soon as we learn that there are an equal number of  
each  
> > of the two colors, red and green, for example, the only thing left for  
  
> > a curious mind to be interested in, it seems to me, are features of  
the

> > barrel qua container--which color is the more predominate, near the top  
> > of the barrel, for example, and also the barrel's shape--how much larger  
> > in area is its middle circle, for example, compared to the areas of its  
> > top and bottom circles.  
> >  
> > Everything else but that barrel follows directly from the numbers put  
> > into the model, and nothing else. Why then do away with the barrel,  
> > when it is the single thing that keeps the example from being something  
> > other than probability theory and equations, which students would  
> > already know are going to work--why else have a book and a course about  
> > them? The real questions, then--how and why do they work?  
> >  
> > In short: I do not think that we can convince students that reality  
> > verifies the equations derived from probability theory if that  
> > "reality" is nothing more than a set of numbers dreamed up by  
> > statisticians--in this case Roll and Cantril--and saved only by the  
> > constraints of an imaginary barrel that can nevertheless be studied  
> > using what we all do already know about real-life barrels.  
> >  
> > Me, were I teaching using Roll and Cantril, I'd want to hold onto that  
  
> > barrel for dear life--without it, we are left with nothing but  
> > probability theory, and a cooked book which makes it triumph every  
time  
> > (as indeed it deserves to do, don't get me wrong), but for reasons  
that  
> > are patently obvious, even without knowing any theory at all.  
> >  
> >  
-- Jim  
  
> > \*\*\*\*\*

---

Date: Sat, 26 Jan 2002 16:43:21 -0800  
From: Albert & Susan Cantril <ascantril@mindspring.com>  
To: aapornet@usc.edu  
Subject: Explaining random sampling

The example Charlie Roll and I used in "Polls: Their Use and Misuse in Politics" went further than just drawing marbles from a barrel. It tried to get across the ideas of probabilities of selection and sampling distribution in a straightforward way for those coming to these matters for the first time.

I take the liberty of passing along a few paragraphs from the book:

"Suppose one had a large barrel containing 10,000 marbles, 5,000 of which were red and 5,000 green and wanted to draw a probability sample of 400 marbles. Blindfolded, one would draw the first marble. To insure that all the remaining marbles had an equal chance of being

drawn, the barrel would be shaken after each subsequent drawing until the 400 marbles had been drawn.

"Conceivably, the sample drawn could consist of one red marble and 399 green (or vice versa). It is more likely, however, that it would be fairly close to the 50-50 division actually existing in the barrel -- that is, approximately 200 red marbles and 200 green.

"If one were to repeat this procedure, 100, 1,000, or an infinite number of times, the laws of probability tell us that the most frequently drawn combination we can expect in the sample of 400 marbles is 200 red and 200 green. The next most frequently drawn combination would be either 199 red and 201 green, or 199 green and 201 red, then either 198 red and 202 green, or vice versa, and so on down to the extremely rare draw of 400 of one color alone." (pp. 68-69)

Then a few pages later:

"In the example, it was imagined that the barrel contained 10,000 marbles. The most probable division of marbles that would be drawn was 50-50. Imagine, however, that the barrel contained 1,000,000 marbles, half red and half green. The most probable division of the 400 marbles drawn from the barrel is still 50-50, despite the fact that the total number of marbles has been increased.

"It will also be recalled that the larger the sample of marbles that was drawn, the surer one could be that the 50-50 split would be reflected in the marbles drawn. Thus, the degree of confidence one has in the sample depends upon how the sample is drawn and how large it is -- not the size of the population from which the sample is drawn." (p. 75)

Another way to get these ideas across worked well when I was drawing a sample while doing fieldwork in several villages of northern India. I would ask curious by-standers how to test if a pot of lentils is fully cooked. Their answer invariably was to STIR the pot and then take a taste. They quickly saw the parallel between stirring the pot and my efforts to ensure that all people in the village had an equal chance of falling into the sample.

While these illustrations deal with simple random samples, that is often a good starting point for any discussion of probability sampling.

Albert H. Cantril

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Date: Sat, 26 Jan 2002 19:05:37 -0500  
From: "Allen Barton" <allenbarton@mindspring.com>  
To: <aapornet@usc.edu>  
References: <3C534D29.7999@mindspring.com>  
Subject: Re: Explaining random sampling

Albert and Susan Cantril have a fine explanation of random sampling, but the statement that "the degree of confidence one has in the sample depends on how the sample is drawn and how large it is -- not the size of the population from which the sample is drawn" is not correct. To quote Wallis and Roberts, STATISTICS (Glencoe, IL: Free Press, 1956) on page 369:

"The fraction of the population included in the sample does have a mild effect on the standard error of the mean...." and they go on to give the finite population correction factor: the square root of  $N-n/N-1$ , or approximately  $1-n/2N$ . For the barrel with 10,000 marbles the standard error is .96 of what it would be for an infinite population. If we imagine a barrel of only 1000 marbles, this becomes more than a "mild effect" -- a sample of 400 would have a standard error only .77 as large as that from an infinite population.

In most surveys the correction is negligible, but if we are sampling from a small population -- say chief executive officers of the Fortune 500 -- we may want to consider it. If we want to educate the public, we should get it right: I would say "The degree of confidence one has in the sample depends almost entirely on how it is drawn and how large it is. If the sample size is a significant fraction of the population size -- say 10% or more of the population, our confidence is improved somewhat. But for most

surveys, where we take less than 1% of the total population, it is irrelevant whether the population is numbered in the thousands, the millions, or the billions -- our statistics are equally good and depend almost entirely on the sample size and the randomness of selection." When I had statistics with Mosteller, that was how he taught it.

Allen Barton Chapel Hill, NC

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

From: "Albert & Susan Cantril" <ascantril@mindspring.com>

To: <aapornet@usc.edu>

Sent: Saturday, January 26, 2002 7:43 PM

Subject: Explaining random sampling

> The example Charlie Roll and I used in "Polls: Their Use and Misuse in  
> Politics" went further than just drawing marbles from a barrel. It  
> tried to get across the ideas of probabilities of selection and sampling  
> distribution in a straightforward way for those coming to these matters  
> for the first time.

>

> I take the liberty of passing along a few paragraphs from the book:

>

> "Suppose one had a large barrel containing 10,000 marbles, 5,000 of  
> which were red and 5,000 green and wanted to draw a probability sample  
> of 400 marbles. Blindfolded, one would draw the first marble. To  
> insure that all the remaining marbles had an equal chance of being  
> drawn, the barrel would be shaken after each subsequent drawing until  
> the 400 marbles had been drawn.

>

> "Conceivably, the sample drawn could consist of one red marble and 399  
> green (or vice versa). It is more likely, however, that it would be  
> fairly close to the 50-50 division actually existing in the barrel --  
> that is, approximately 200 red marbles and 200 green.

>

> "If one were to repeat this procedure, 100, 1,000, or an infinite number  
> of times, the laws of probability tell us that the most frequently drawn  
> combination we can expect in the sample of 400 marbles is 200 red and

> 200 green. The next most frequently drawn combination would be either  
> 199 red and 201 green, or 199 green and 201 red, then either 198 red and  
> 202 green, or vice versa, and so on down to the extremely rare draw of  
> 400 of one color alone." (pp. 68-69)

>  
> Then a few pages later:

>  
> "In the example, it was imagined that the barrel contained 10,000  
> marbles. The most probable division of marbles that would be drawn was  
> 50-50. Imagine, however, that the barrel contained 1,000,000 marbles,  
> half red and half green. The most probable division of the 400 marbles  
> drawn from the barrel is still 50-50, despite the fact that the total  
> number of marbles has been increased.

>  
> "It will also be recalled that the larger the sample of marbles that was  
> drawn, the surer one could be that the 50-50 split would be reflected in  
> the marbles drawn. Thus, the degree of confidence one has in the sample  
> depends upon how the sample is drawn and how large it is -- not the size  
> of the population from which the sample is drawn." (p. 75)

>  
> Another way to get these ideas across worked well when I was drawing a  
> sample while doing fieldwork in several villages of northern India. I  
> would ask curious by-standers how to test if a pot of lentils is fully  
> cooked. Their answer invariably was to STIR the pot and then take a  
> taste. They quickly saw the parallel between stirring the pot and my  
> efforts to ensure that all people in the village had an equal chance of  
> falling into the sample.

>  
> While these illustrations deal with simple random samples, that is often  
> a good starting point for any discussion of probability sampling.

>  
> Albert H. Cantril

>

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Date: Sat, 26 Jan 2002 18:40:36 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: <aapornet@usc.edu>  
Subject: Re: Explaining random sampling  
In-Reply-To: <000801c1a6c6\$5d4198c0\$de85f7a5@default>

On Sat, 26 Jan 2002, Allen Barton wrote:

> Albert and Susan Cantril have a fine explanation of random sampling, but  
> the  
> statement that "the degree of confidence one has in the sample depends on  
> how the sample is drawn and how large it is -- not the size of the  
> population from which the sample is drawn" is not correct. To quote Wallis  
> and Roberts, STATISTICS (Glencoe, IL: Free Press, 1956) on page 369...

-----

I agree with Allen Barton entirely, but I don't think we need Wallis and



Roberts--an excellent book, in my opinion--to convince ourselves.

Just consider a question like this one:

Would you rather have a random sample of 95 for a population of 101, or a random sample of 95 for a population of 101 million?

Then go back and reconsider the Cantrils' statement:

"The degree of confidence one has in the sample depends on how the sample is drawn and how large it is -- not the size of the population from which the sample is drawn."

That said, really the same thing said by Allen, but made to appeal to common sense, which I wouldn't ever abandon, even in the face of probability theory and statistics, I like the way Allen proposes to make the same point to a general audience. I also admire Allen for bothering to give the credit for this to the teaching of Fred Mosteller.

-- Jim

\*\*\*\*\*

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Date: Sun, 27 Jan 2002 04:33:37 -0500  
From: allenbarton@mindspring.com  
To: <aapornet@usc.edu>  
Subject: Re: Explaining random sampling: correction

Regarding the Cantrils' barrel of 10,000 marbles with a sample of 400, the finite population correction factor is .98, not .96 as in my note yesterday.

Since the sample is .04 of the population, the factor is the square root of .96 which is approximately .98. This shows that the factor is negligible once the proportion of the population sampled gets under 5%, but it is not negligible if we are, say, taking a sample of 400 from a school of 1000 students (factor is .775), or a sample of 100 members of Congress (factor is .895).

("We should get it right," said my note, and then I didn't get it quite right in my first example.)

Mea culpa.

Allen Barton      Chapel Hill, NC

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Date: Mon, 28 Jan 2002 09:31:51 -0500  
From: "Kay, Ward (NIAAA)" <wkay@mail.nih.gov>  
To: "'aapornet@usc.edu'" <aapornet@usc.edu>  
Subject: RE: Explaining random sampling

There is another idea that would make our telephone work easier and might be palpable to the general public. Adding an extra digit to telephone numbers.

The extra digit would indicate the type of phone: example: 0,1, or 2 would indicate a residential line. 3 and 4 for mobile phones. 5, 6, and 7 for business lines with 8 for computers and 9 for Fax. This would greatly increase the number of lines available to phone companies without having to add new area codes. It would allow people to use the same basic number for all their lines (for example, Phil's numbers below would be: voice: 919-962-4085-5; fax: 919-962-4085-9; cell: 919-962-4085-3). The benefits for RDD are obvious.

Should we launch a campaign? The public is getting tired of new area codes and 10-digit dialing.

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

> From: Philip Meyer [SMTP:pmeyer@email.unc.edu]

> Sent: Friday, January 25, 2002 5:17 PM

> To: aapornet@usc.edu

> Subject: Re: Explaining random sampling

>

> When AT&T was a monopoly and its service ethic was still paramount, its

> engineers had this goal: every citizen would be issued a phone number at  
> birth. All adults would wear a picture phone on their wrists. Every time  
> you punched a friend's number into the device, you would see his picture  
> and hear his voice. If, having entered his number, you did not see his  
> picture and hear his voice, you would know that your friend was dead.

>

> Would have made sampling easier, wouldn't it?

>

> =====

> 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 Fri, 25 Jan 2002, James P. Murphy wrote:

>

> > Date: Fri, 25 Jan 2002 13:41:34 -0500

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

> > Reply-To: aapornet@usc.edu

> > To: aapornet@usc.edu

> > Subject: Re: Explaining random sampling

> >

> > The important point is to tell the students that each marble has a  
> > unique

> > number on it. Then we go to a table of random numbers and, having  
> > decided

> > what size sample we want, pick out the marbles with the indicated  
> > numbers.

> > All other means of drawing simple random samples are practical

> > approximations of this -- some pretty good, some not.

> >

> > James P. Murphy, Ph.D.

> > Voice (610) 408-8800

> > Fax (610) 408-8802

> > jpmurphy@jpmurphy.com  
> > -----Original Message-----  
> > From: James Beniger <beniger@rcf.usc.edu>  
> > To: aapornet@usc.edu <aapornet@usc.edu>  
> > Date: Friday, January 25, 2002 1:19 PM  
> > Subject: Re: Explaining random sampling  
> >  
> >  
> > >  
> > >  
> > > James,  
> > >  
> > > Yes, agreed--I did think of this: Drill one slightly-larger-than-marble-sized hole, say, every inch down the outside of the barrel, and take the same number of marbles--first ones out--from each hole. There remains a \*slight\* bias, of course, because a barrel is widest in its middle, where the marbles would therefore be undersampled, using my technique here. A second bias is that the holes-side marbles are strongly favored, but this is easily remedied by randomly locating the holes about the circles that are the two-dimensional "slices" of the barrel's contents. The marbles near the barrel's center remain out of this sample, however, a problem which humbles my approach, at the moment. The best I can suggest is to consider the barrel as a three-dimensional coordinate system, then randomly sample its points, and select the marble which occupies--or comes closest to--each point selected. This solves the problem, is elegant, but is virtually impossible to implement--the perfect academic solution, don't you think?  
> > >  
> > > A good classroom exercise might be to ask students to repair the seriously-flawed example of the book by devising sampling schemes which overcome the shortcomings of a barrel filled with 10,000 marbles. Anyone have any other approaches, before all the answers wind up in the back of the book?  
> > > -- Jim  
> > >  
> > > \*\*\*\*\*  
> > >  
> > > On Fri, 25 Jan 2002, James P. Murphy wrote:  
> > >  
> > > > "The problem with this example is that the sampling is hardly random--  
> > > > marbles at the top of the barrel have a much, much higher probability  
> > > > of selection than do the marbles at its bottom."  
> > > >  
> > > > Beg to differ. Random (simple random) MEANS chosen without reference  
> > > >  
> > > to  
> > > > location. The example says nothing about the method of extracting  
> > > > units.  
> > > >  
> > > >  
> > > > James P. Murphy, Ph.D.  
> > > > Voice (610) 408-8800

> > >> Fax (610) 408-8802  
> > >> jpmurphy@jpmurphy.com  
> > >> -----Original Message-----  
> > >> From: James Beniger <beniger@rcf.usc.edu>  
> > >> To: Jan Werner <jwerner@jwdp.com>  
> > >> Cc: aapornet@usc.edu <aapornet@usc.edu>  
> > >> Date: Friday, January 25, 2002 11:49 AM  
> > >> Subject: Re: Explaining random sampling  
> > >>  
> > >>  
> > >> >  
> > >> >  
> > >> >  
> > >> > The problem with this example is that the sampling is hardly  
> random--  
> > >> > marbles at the top of the barrel have a much, much higher  
> probability  
> > >> > of selection than do the marbles at its bottom.  
> > >> >  
> > >> > Have any of you ever attempted to tumble or stir (randomize) a  
> barrel  
> > >> > containing 10,000 marbles? Lots of luck!  
> > >> >  
> > >> > Also, population samples have just the opposite problem--they tend  
  
> to  
> > >> > over-sample people in the middle of the (income) barrel, and  
> under-  
> > >> > sample those both near the top and at the bottom.  
> > >> > --  
> Jim  
> > >> >  
> > >> > \*\*\*\*\*  
> > >> >  
> > >> >On Fri, 25 Jan 2002, Jan Werner wrote:  
> > >> >  
> > >> >> You may be thinking of "Polls--Their Use and Misuse in Politics"  
> by  
> > >> >> Charles W. Roll, Jr. and Albert H. Cantril (1972, Basic Books), a  
> > >> >> wonderful little book which is sadly no longer in print.  
> > >> >>  
> > >> >> Chapter 4, "Why is a Poll Reliable," contains a section titled  
> "The  
> > >> >> Theory behind Probability Sampling" which builds on an example  
> with a  
> > >> >> barrel containing 10,000 marbles, 5,000 of which are red and 5,000  
  
> or  
> > >> >> which are green.  
> > >> >>  
> > >> >> Jan Werner  
> > >> >> jwerner@jwdp.com  
> > >> >> \_\_\_\_\_  
> > >> >>  
> > >> >> Jerold Pearson wrote:  
> > >> >> >  
> > >> >> > I recall seeing (a while back) a wonderful little essay

> explaining  
> > how  
> > >> > random samples can indeed reflect entire populations. Something  
  
> to  
> > do  
> > >> with  
> > >> > colored marbles in a jar, I think. Or jellybeans. I thought it  
  
> was  
> > >> > prepared by CBS News Polls, but I can't find it on their web  
> site.  
> > >> >> >  
> > >> >> > I have found articles by ABC News (the national blood test), an  
> FAQ  
> > by  
> > >> the  
> > >> >> > National Council on Public Polls, an FAQ by Gallup, and an  
> article  
> > >> about  
> > >> >> > other sources of error by Humphrey Taylor. But, unless I'm  
> > >> misremembering,  
> > >> >> > there was some other piece with a simple, cogent, and concise  
> > >> explanation  
> > >> >> > of random sampling. (Or am I losing my own marbles, colored or  
> > >> otherwise?)  
> > >> >> >  
> > >> >> > Can anyone point me to it? Thanks.  
> > >> >> >  
> > >> >> > Jerold Pearson, '75  
> > >> >> > Director of Market Research  
> > >> >> > Stanford Alumni Association  
> > >> >> > 650-723-9186  
> > >> >> > jpearson@stanford.edu  
> > >> >> > http://www.stanford.edu/~jpearson/  
> > >> >>  
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Date: Mon, 28 Jan 2002 07:08:16 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: AAPORNET <aapornet@usc.edu>  
Subject: Poll Says College Freshmen Lean Left (R Trounson LATimes)

<http://latimes.com/news/local/la-000007099jan28.story>

January 28, 2002

### Poll Says College Freshmen Lean Left

Attitudes: UCLA survey finds highest percentage of politically liberal students since early '70s.

By REBECCA TROUNSON

TIMES EDUCATION WRITER

More college freshmen today describe themselves as politically liberal than at any time since the Vietnam War, a nationwide survey by UCLA researchers has found.

A resurgence of liberalism among U.S. freshmen also is reflected in their shifting attitudes on a range of hot-button political and social issues, according to survey results released today.

"It's a real change, a broad-based trend toward greater liberalism on almost every issue we look at," said Alexander W. Astin, a UCLA education professor who started the survey, the nation's largest, in 1966. The researchers measured "liberalism" by asking students to describe their political views and to take positions on certain benchmark issues.

For instance, a record proportion--57.9%--believe that gay couples should have the legal right to marry. The highest portion in two decades--32.2%--say the death penalty should be abolished. And more than a third--the highest rate since 1980--say marijuana should be legalized, although 75% also say employers should be allowed to require drug testing of workers and applicants.

Still, about half of the class of 2005, in line with their recent predecessors, view themselves as "middle of the road" politically. And 20.7% consider themselves conservative or "far right," while 29.9%--the highest figure since 1975--say they are liberal or "far left."

The latter figure has risen steadily since 1996, said Linda Sax, an education professor and director of the 36th annual survey. But it pales compared with the peak year in 1971, at the height of the anti-Vietnam War fervor, when 40.9% of those polled called themselves liberal.

The American Freshman Survey, based this year on responses from 281,064 students at 421 four-year colleges and universities, is the nation's oldest and most comprehensive assessment of student attitudes. It is a joint project of UCLA's Higher Education Research Institute and the American Council on Education, based in Washington.

Freshmen usually fill out questionnaires during orientation or the first week of classes, so their answers often reflect more on their high school experiences than on those in college.

Almost all of this year's forms were completed before Sept. 11, so any changes in student attitudes as a result of the terrorist attacks on the World Trade Center and the Pentagon would be reflected in next year's results, survey directors said.

Among the more striking findings of this year's poll was a reversal in a long slide toward political apathy on college campuses, probably attributable to the dramatic 2000 presidential contest, Sax said.

A growing, though still small, percentage of students now say they frequently discuss politics and that it is important to them to keep up to date with political affairs. And a record 47.5%--three times greater than when the question was first asked in 1966--said they participated in organized demonstrations in the previous year.

Contrary to common perception, Astin said, there are more demonstrations now--albeit smaller protests--than during the era best known for student activism.

"They feel freer [to protest], and there's an environment that's acceptable," he said.

UCLA freshman Ricardo Gutierrez, who took part in a recent campus rally to support lower tuition for illegal immigrants, explained that students "need to be involved if we want laws passed that we agree with."

"It's important to show people what we think," said Gutierrez, 18, who is from Lamont, near Bakersfield. He said he tries to keep up with political issues.

Not all agreed. UCLA freshman Nate Skrzypczak said he paid close attention during the presidential race, then quickly returned to what he called his "usual disinterested self."

"I don't see that [politics] really directly affects anyone," said the 18-year-old from San Diego. "It just doesn't have that big an impact on my life."

Whether or not they are politically involved, many college freshmen are anything but disengaged when it comes to community service. This year's class reported record levels of volunteerism, with 82.6% saying they had done some volunteer work in the last year.

Although many high schools require community service for graduation, and it can boost the prospects for a college applicant, Astin said the desire to help appears to go well beyond that.

Despite continuing evidence that today's students are relatively materialistic--73.6% said they want to be very well off financially--they also seem to want to find an outlet for what Astin called their "higher selves."

"They're much more inclined to express their concerns about other people," he said, in contrast to previous generations of students.

Volunteering "helps get your mind off yourself," said Christie Tedmon, a

UCLA freshman and a member of its top-ranked gymnastics team. During high school in Sacramento, Tedmon joined many of her classmates in helping repair the homes of elderly people and also volunteered at a local hospital.

"We owe it to the community to help out a little," she said.

Patrick Hamo, 18, spent many hours in high school tutoring disadvantaged children in a Glendale program started by his older brother. "It really opens your eyes," the UCLA freshman said. "It makes you realize how much you can do."

Other trends emerged in this year's survey:

\* Of this year's freshmen, 70% said they had socialized with someone of another racial or ethnic group in the last year--the highest rate since the survey began.

\* Fewer students than before--19.5%--said they believed racial discrimination was "no longer a major problem" in the United States, and fewer thought affirmative action in college admissions should be abolished.

\* A record 15.8% of freshmen said they have no religious preference, up slightly from last year and more than double the figure in 1966.

\* More students than ever appear to be academically disengaged. A record 41.1% said they were frequently bored in class, and only 34.9% reported spending at least six hours a week hitting the books as high school seniors. In 1987, when the question was first asked, 47% said they studied at least six hours each week.

\* This year's students continue to show signs of stress, worrying about completing all the tasks confronting them. A gender gap persists, with more than twice as many young women--36.6%--as young men--17.4%--reporting feeling "frequently overwhelmed by all I have to do."

"These students never really get a chance to calm down," Sax said, especially in the final, frenzied years of high school. "They're multi-tasking on everything at once, trying to build these strong resumes before they even get into college."

<http://latimes.com/news/local/la-000007099jan28.story>

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Date: Sun, 27 Jan 2002 21:22:29 -0800  
From: Albert & Susan Cantril <[ascantril@mindspring.com](mailto:ascantril@mindspring.com)>



To: aapornet@usc.edu  
Subject: Explaining random sampling

Allen Barton is right regarding correcting for a finite population. It was precisely to avoid this problem in our example that Charlie Roll and I used 10,000 marbles rather than, say, 1,000.

Perhaps we should have included language along the lines Allen proposes. But we did deal with the matter briefly on page 74 (between the two excerpts in my earlier note) in an effort to address the widespread impression that one needs a larger sample to gauge the opinions of a larger population:

"Another misconception about survey sampling is that the larger the population to be sampled, the larger the sample that is needed. This, however, is not the case, since expected sampling error depends ONLY SLIGHTLY upon the size of the population under study if it is a large population."

To demonstrate the point for surveys of public opinion we calculated the proportions that a 1,500-case sample would be of the populations of a county in Oregon, the state as a whole, and the entire U.S. In all three instances the size of the sample was infinitesimal compared to the population from which it was drawn, yet it achieved basically the same degree of reliability even though the sizes of the populations differed substantially.

While Susan is my colleague now, she should not be implicated in what the 1972 text said -- or didn't say. It did not have the benefit of her good counsel.

Albert H. Cantril

=====  
Date: Mon, 28 Jan 2002 11:30:21 -0500  
From: "Mark David Richards" <mark@bisconti.com>  
To: <aapornet@usc.edu>  
Subject: RE: Poll Says College Freshmen Lean Left (R Trounson LATimes)  
In-Reply-To: <Pine.GSO.4.33.0201280707291.16923-100000@almaak.usc.edu>

I wonder if there has been any shifting of attitudes about free markets and regulation of corporations that would support a "leftward lean" thesis.

The latest CBS News/NYTimes Polls (Jan. 21-24) show striking partisan differences related to Enron and on some questions about the State of the Union.

Mark Richards

-----Original Message-----  
From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of James Beniger  
Sent: Monday, January 28, 2002 10:08 AM  
To: AAPORNET  
Subject: Poll Says College Freshmen Lean Left (R Trounson LATimes)

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<http://latimes.com/news/local/la-000007099jan28.story>

January 28, 2002

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Almost all of this year's forms were completed before Sept. 11, so any changes in student attitudes as a result of the terrorist attacks on the World Trade Center and the Pentagon would be reflected in next year's results, survey directors said.

Among the more striking findings of this year's poll was a reversal in a long slide toward political apathy on college campuses, probably attributable to the dramatic 2000 presidential contest, Sax said.

A growing, though still small, percentage of students now say they frequently discuss politics and that it is important to them to keep up to date with political affairs. And a record 47.5%--three times greater than when the question was first asked in 1966--said they participated in organized demonstrations in the previous year.

Contrary to common perception, Astin said, there are more demonstrations now--albeit smaller protests--than during the era best known for student activism.

"They feel freer [to protest], and there's an environment that's acceptable," he said.

UCLA freshman Ricardo Gutierrez, who took part in a recent campus rally to support lower tuition for illegal immigrants, explained that students "need to be involved if we want laws passed that we agree with."

"It's important to show people what we think," said Gutierrez, 18, who is from Lamont, near Bakersfield. He said he tries to keep up with political issues.

Not all agreed. UCLA freshman Nate Skrzypczak said he paid close attention during the presidential race, then quickly returned to what he called his "usual disinterested self."

"I don't see that [politics] really directly affects anyone," said the 18-year-old from San Diego. "It just doesn't have that big an impact on my life."

Whether or not they are politically involved, many college freshmen are anything but disengaged when it comes to community service. This year's class reported record levels of volunteerism, with 82.6% saying they had done some volunteer work in the last year.

Although many high schools require community service for graduation, and it can boost the prospects for a college applicant, Astin said the desire to help appears to go well beyond that.

Despite continuing evidence that today's students are relatively materialistic--73.6% said they want to be very well off financially--they also seem to want to find an outlet for what Astin called their "higher selves."

"They're much more inclined to express their concerns about other people," he said, in contrast to previous generations of students.

Volunteering "helps get your mind off yourself," said Christie Tedmon, a UCLA freshman and a member of its top-ranked gymnastics team. During high school in Sacramento, Tedmon joined many of her classmates in helping repair the homes of elderly people and also volunteered at a local hospital.

"We owe it to the community to help out a little," she said.

Patrick Hamo, 18, spent many hours in high school tutoring disadvantaged children in a Glendale program started by his older brother. "It really opens your eyes," the UCLA freshman said. "It makes you realize how much you can do."

Other trends emerged in this year's survey:

\* Of this year's freshmen, 70% said they had socialized with someone of another racial or ethnic group in the last year--the highest rate since the survey began.

\* Fewer students than before--19.5%--said they believed racial discrimination was "no longer a major problem" in the United States, and fewer thought affirmative action in college admissions should be abolished.

\* A record 15.8% of freshmen said they have no religious preference, up slightly from last year and more than double the figure in 1966.

\* More students than ever appear to be academically disengaged. A record 41.1% said they were frequently bored in class, and only 34.9% reported spending at least six hours a week hitting the books as high school seniors. In 1987, when the question was first asked, 47% said they studied at least six hours each week.

\* This year's students continue to show signs of stress, worrying about completing all the tasks confronting them. A gender gap persists, with more than twice as many young women--36.6%--as young men--17.4%--reporting feeling "frequently overwhelmed by all I have to do."

"These students never really get a chance to calm down," Sax said, especially in the final, frenzied years of high school. "They're multi-tasking on everything at once, trying to build these strong resumes before they even get into college."

<http://latimes.com/news/local/la-000007099jan28.story>

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Copyright 2002 Los Angeles Times

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Date: Mon, 28 Jan 2002 13:30:32 -0600  
From: Lydia\_Saad@gallup.com  
To: aapornet@usc.edu  
Cc: acannon@usnews.com  
Subject: Question from a reporter

Dear AAPORites:

Angie Cannon, a writer with US News and World Report contacted me last week with this question:

"Have you seen any data about people switching careers post 9/11 to find more meaningful work that makes a difference in society? Not just people pursuing their passions."

I don't know of any data on this subject, but I told the reporter I would post her message here.

You can reach her at [acannon@usnews.com](mailto:acannon@usnews.com), or 202.955.2381

Thank you.

Lydia Saad

---

Date: Mon, 28 Jan 2002 15:46:21 -0500  
From: Lawrence T McGill <[lmcgill@Princeton.EDU](mailto:lmcgill@Princeton.EDU)>  
To: aapornet@usc.edu  
Subject: Re: Question from a reporter  
References: <[BFC17A2EB27CD411A9E30000D1ECEFE40DA38213@Exchng7.gallup.com](mailto:BFC17A2EB27CD411A9E30000D1ECEFE40DA38213@Exchng7.gallup.com)>  
boundary="-----F4A2599525B7DF83F68428CC"

-----F4A2599525B7DF83F68428CC

An interesting variant on this question is, "How many people considered switching careers post 9/11 (and how seriously did they consider it)?" I suspect that the number of people who actually have switched careers since 9/11 would be quite low and hard to gauge with any degree of accuracy. But I'll bet that lots of people fantasized about alternative careers for a period of time after 9/11 and a fair number may have taken some steps toward changing careers since then or augmenting skills (e.g., brushing up on a foreign language, or learning a new one) that might allow them to make more meaningful contributions to society outside of their careers.

Larry McGill

Lydia\_Saad@gallup.com wrote:

> Dear AAPORites:  
>  
> Angie Cannon, a writer with US News and World Report contacted me last  
week  
> with this question:  
>  
> "Have you seen any data about people switching careers post 9/11 to find  
> more meaningful work that makes a difference in society? Not just people  
> pursuing their passions."  
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> post her message here.  
>  
> You can reach her at acannon@usnews.com, or 202.955.2381  
>  
> Thank you.  
>  
> Lydia Saad

-----F4A2599525B7DF83F68428CC

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

An interesting variant on this question is, "How many people  
<u>considered</u>  
switching careers post 9/11 (and how seriously did they consider it)?"&nbsp;

I suspect that the number of people who actually have switched careers  
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But I'll bet that lots of people fantasized about alternative careers for  
a period of time after 9/11 and a fair number may have taken some steps  
toward changing careers since then or augmenting skills (e.g., brushing  
up on a foreign language, or learning a new one) that might allow them  
to make more meaningful contributions to society outside of their careers.

<p>Larry McGill

<p>Lydia\_Saad@gallup.com wrote:

<blockquote TYPE=CITE>Dear AAPORites:

<p>Angie Cannon, a writer with US News and World Report contacted me last  
week

<br>with this question:

<p>"Have you seen any data about people switching careers post 9/11 to  
find

<br>more meaningful work that makes a difference in society? Not just people  
  
<br>pursuing their passions."

<p>I don't know of any data on this subject, but I told the reporter I  
would

<br>post her message here.

<p>You can reach her at acannon@usnews.com, or 202.955.2381

<p>Thank you.

<p>Lydia Saad</blockquote>

</html>

-----F4A2599525B7DF83F68428CC--

=====  
Date: Mon, 28 Jan 2002 16:59:08 -0500  
From: Teresa Hottle <teresa.hottle@wright.edu>  
Subject: secondary databases  
To: aapornet@usc.edu  
Content-transfer-encoding: 7bit

Does anyone have any knowledge of secondary databases that asks for religious affiliation, particularly Jewish?

Thanks,  
Terrie

=====  
Date: 28 Jan 2002 16:04:03 -0600  
From: Patricia McEvoy <patm@zmf.com>  
Subject: Re: Question from a reporter  
To: <aapornet@usc.edu>, John Claussen <jclaussen@zmf.com>  
Reply-To: Patricia McEvoy <patm@zmf.com>

NORC has completed the first phase of a longer study on the effects of 9-11. Includes both a national and a New York-specific study. There is a 23 page preliminary report on findings. Includes measures of psychological well being as well as physical/emotional symptoms. Used some of the same measures used after the Kennedy assassination with comparisons.

In addition to these preliminary results, there is question about how people have reacted since 9-11. Maybe researchers could answer the question more specifically. They are Tom Smith, Ken Rasinski and Marianna Toce.

Project web site is <http://www.norc.org/projects/reaction/index.asp>

--  
Patricia J. McEvoy, Ph.D.  
Zagnoli McEvoy Foley  
401 N. Michigan Suite 1100  
Chicago IL 60611  
patm@zmf.com  
www.zmf.com  
We empower others to extraordinary communication

On Monday, January 28, 2002 1:30 PM, Lydia\_Saad@gallup.com wrote:  
Dear AAPORites:

Angie Cannon, a writer with US News and World Report contacted me last week with this question:

"Have you seen any data about people switching careers post 9/11 to find more meaningful work that makes a difference in society? Not just people pursuing their passions."

I don't know of any data on this subject, but I told the reporter I would

post her message here.

You can reach her at [acannon@usnews.com](mailto:acannon@usnews.com), or 202.955.2381

Thank you.

Lydia Saad

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Date: Mon, 28 Jan 2002 16:05:47 -0600  
From: [smitht@norcmail.uchicago.edu](mailto:smitht@norcmail.uchicago.edu)  
To: <[aapornet@usc.edu](mailto:aapornet@usc.edu)>  
Subject: Re: secondary databases  
Content-Description: "cc:Mail Note Part"

1. The General Social Surveys, 1972-2000 (which also ask tradition Jews follow)
2. The 1990 and 2001 American Religious Identity Surveys by Kosmin at CUNY

---

Reply Separator

---

Subject: secondary databases  
Author: <[aapornet@usc.edu](mailto:aapornet@usc.edu)> at INTERNET  
Date: 1/28/02 4:59 PM

Does anyone have any knowledge of secondary databases that asks for religious affiliation, particularly Jewish?

Thanks,  
Terrie

---

Date: Mon, 28 Jan 2002 14:04:56 -0800  
From: Leora Lawton <[llawton@informative.com](mailto:llawton@informative.com)>  
To: "'[aapornet@usc.edu](mailto:aapornet@usc.edu)'" <[aapornet@usc.edu](mailto:aapornet@usc.edu)>  
Subject: RE: secondary databases

The National Survey of Families and Households has religion. There is a 1987 version and a 1992 round as well. The 1987 version only had 242 Jewish primary respondents out of over 13,000 respondents. I published a paper about switching religious identity and divorce and had to exclude Jews from the analysis due to small sample size. Perhaps the 1992 has more. Here's the website: <http://www.ssc.wisc.edu/nsfh/home.htm>





living on or off campus. </FONT></P>

<P><FONT SIZE=3D2>Anyone have a suggestion where I could find such =  
data?</FONT>  
</P>

</BODY>

</HTML>

----- =\_NextPart\_001\_01C1A84D.65E83730--

---

Date: Mon, 28 Jan 2002 17:59:21 -0500  
From: "Cralley, Marla" <Marla.Cralley@arbitron.com>  
To: aapornet@usc.edu  
Subject: Software for Automatic Coding of Occupation

Can anyone help me to identify and locate a software package that can be used off-the-shelf to code occupations from verbatim responses? I know some

work has been done on this at the Census bureau; however, I am unaware of any software earmarked for this use.

If anyone has any experience using such software, your thoughts would be appreciated.

Thanks,

Marla Cralley  
The Arbitron Company  
marla.cralley@arbitron.com

---

Date: Mon, 28 Jan 2002 16:01:34 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: AAPORNET <aapornet@usc.edu>  
Subject: Web Poll on Right to Strike

Here's Exhibit 1 for the case that Web polls have methodological problems all their own...

-- Jim

\*\*\*\*\*

----- Forwarded message -----  
Date: Mon, 28 Jan 2002 13:39:32 -0600  
From: Miles MacFarlane <macfarla@mts.net>  
Reply-To: canadian-teachers@lists.teachers.net  
To: undisclosed-recipients: ;  
Subject: FW: Right to Strike

Miles R. MacFarlane

Winnipeg, Manitoba  
Canada

-----  
From: Diane Beresford <DBeresford@mbteach.org>  
Date: Mon, 28 Jan 2002 13:10:24 -0600  
To: McMaster <McMaster@mbteach.org>, Prov Executive <ProvExec@mbteach.org>  
Subject: FW: Right to Strike

Subject: Right to Strike

Globe on its web site is running poll on should teachers have the right to strike. It is running 49 - 51 against teachers at 1:30 PM Please log on and vote at [www.globeandmail.com](http://www.globeandmail.com) You have to access the story to get to the poll.

Cheers

-----  
Canadian Teachers.Net -----> <http://canadian.teachers.net>  
Canadian Teachers Chatboard -> <http://canadian.teachers.net/chatboard>  
Unsubscribe Module -----> <http://canadian.teachers.net/mailrings>  
HAVE YOU SEEN IT?? -----> <http://teachers.net/gazette/> \*THE GAZETTE\*

-----  
Private responses to: Miles MacFarlane <macfarla@mts.net>  
-----

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-----  
Date: Mon, 28 Jan 2002 16:38:17 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: AAPORNET <aapornet@usc.edu>  
Subject: Pew Study: Fewer Facts in Media Coverage (J Loven WashPost)

-----  
(C) 2002 The Washington Post Company  
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<http://www.washingtonpost.com/ac2/wp-dyn/A48468-2002Jan28?>

Monday, January 28, 2002; 8:50 AM

Study: Fewer Facts in Media Coverage

By Jennifer Loven

Associated Press Writer

WASHINGTON -- News coverage immediately after the Sept. 11 attacks was based on solid sources and "just the facts," but media standards have since slipped, a journalism think tank says.

Researchers for the Project for Excellence in Journalism examined 2,496 television, magazine and newspaper stories from mid-September, mid-November and mid-December.

Every assertion in the stories was categorized as either fact, analysis that could be attributed to reporting, or unattributed opinion or speculation.

The researchers analyzed stories from four newspapers -- The New York Times, The Washington Post, the Cleveland Plain Dealer and the Fresno Bee -- as well as Time and Newsweek. The survey also covered a variety of national TV programs.

"The news media reacted to the terrorist attacks of September 11 with great care about not getting ahead of the facts," the report said. Three-fourths of the coverage was strictly factual and just 25 percent was involved some level of interpretation.

By December, however, when the war in Afghanistan was well under way, the share of factual coverage overall had fallen to 63 percent -- a level "lower than those seen in the middle of the Clinton-Lewinsky scandal," according to the study. Analysis, speculation and outright opinion picked up the slack.

The researchers identified a stark difference between newspaper and magazine stories and television reports: 82 percent of print accounts were factual, compared to 57 percent of what was on TV.

The study said government restrictions imposed on journalists could be a cause for the decline in factual reporting. Researchers also cited newsroom cutbacks and the competitive, 24-hour pace of journalism.

The study also concluded that coverage has heavily favored U.S. positions. About half of the relevant stories contained only viewpoints in line with American or Bush administration policy. Television news was measurably less likely than print stories to include criticism of the administration, the study found.

The report was funded by the Pew Charitable Trusts.

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On the Net:

Project for Excellence in Journalism: <http://www.journalism.org>

<http://www.washingtonpost.com/ac2/wp-dyn/A48468-2002Jan28?>

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Date: Mon, 28 Jan 2002 21:01:58 -0800  
From: fisherll@home.com  
To: aapornet@usc.edu  
Subject: new photos from my party!  
Message-Id: <20020129050156.DIKI28203.femail1.sdc1.sfba.home.com@HOST>

Hello!

My party... It was absolutely amazing!  
I have attached my web page with new photos!  
If you can please make color prints of my photos. Thanks!

<virus attachment removed> sw

---

Date: Tue, 29 Jan 2002 06:17:09 -0500  
From: Benoît Gauthier <gauthier@circum.com>  
X-Mailer: The Bat! (v1.53d) Business  
Reply-To: Benoît Gauthier <gauthier@circum.com>  
X-Priority: 3 (Normal)  
Message-ID: <18870693879.20020129061709@circum.com>  
To: fisherll@home.com  
CC: aapornet@usc.edu  
Subject: Re: new photos from my party!  
In-Reply-To: <20020129050156.DIKI28203.femail1.sdc1.sfba.home.com@HOST>  
References: <20020129050156.DIKI28203.femail1.sdc1.sfba.home.com@HOST>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1  
Content-Transfer-Encoding: 8bit  
X-MIME-Autoconverted: from quoted-printable to 8bit by listproc.usc.edu id  
g0TBGxe01380

(2002.01.29, 06:14)

Attention! The latest "Outlook" e-mail virus is out on the AAPORNET list. Any message with the title "new photos from my party!" and the attachment "www.myparty.yahoo.com" must be discarded without executing (opening) the attachment (which isn't a URL, as the message suggests, but rather a .COM executable).

See more info at  
<http://securityresponse.symantec.com/avcenter/venc/data/w32.myparty.b@mm.htm>  
1

Benoît Gauthier, <mailto:gauthier@circum.com>  
Réseau Circum inc. / Circum Network Inc.

Enregistrez votre adresse élec. pour être informé(e)  
des nouvelles de Circum à l'URL <http://circum.com>

Register your e-mail to be informed of Circum news at  
<http://circum.com>

74, rue du Val-Perché, Hull, Québec (Canada) J8Z 2A6  
+1 819.770.2423 téléc. fax: +1 819.770.5196

=====  
\* \* \* Essayez des options : courriel avec The Bat!, Web avec Opera  
\* \* \* Try alternatives : e-mail with The Bat!, Web with Opera  
[http://www.ritlabs.com/the\\_bat/](http://www.ritlabs.com/the_bat/)  
<http://www.opera.com/>

=====  
Date: Tue, 29 Jan 2002 07:38:59 -0400  
From: "Colleen K. Porter" <cporter@hp.ufl.edu>  
Reply-To: cporter@hp.ufl.edu  
X-Mailer: Mozilla 4.61 (Macintosh; I; PPC)  
X-Accept-Language: en  
MIME-Version: 1.0  
To: "Colleen K. Porter" <cporter@hp.ufl.edu>, aapornet@usc.edu  
Subject: career advice  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 7bit

Well, speaking of changing jobs...

So folks, I would really like some straightforward advice  
about (1) Whether I would be crazy to start a Ph.D. program  
in my mid-40s and (2) Whether anyone has ever seen a  
situation where a colleague became a graduate student  
successfully, without causing all kinds of grief to  
themselves and other students.

My situation is that I have two part-time jobs, which I  
think complement each other. For the last three years, I  
have managed health-related research projects at the  
University for about 30 hours a week. I'm the local  
"survey person," so I sometimes get called on to design a  
questionnaire or advise on a project in addition to  
whatever study is officially "mine." That's how I spend  
my mornings.

Then in the afternoon or whenever I find time, I write for  
the local newspaper, about 2-4 editorials per month and a  
monthly signed column. My editorials are generally about  
health care and education. I specialize in the nerdy  
"issues" pieces that take lots of research and precise  
writing. I also write holiday pieces; I am usually able to  
be warm-and-fuzzy without being corny. It still amazes me  
that I can splash black lines and dots on a sheet of white  
paper, and make people feel a certain way, but it happens.  
It's great fun to be able to serve the community, and place

issues out on the public agenda that otherwise would have been missed. When other people get mad about something, they are lucky if they can get a letter to the editor published. When I see something that needs fixing, I get to write an official editorial and get paid money (providing it doesn't conflict with editorial board policy, of course.)

These jobs are interesting, and allow me flexibility for other interests like raising five children, being an involved faculty wife, serving as president of my church's women's auxillary and traveling. I confess that in March, I take off a week to go somewhere with the college kids on their spring break (Paris) and then a few weeks later take a week for the public school kids' break (Washington, D.C. this year).

The faculty I work with treat me very well. I get to go to AAPOR and whatever other conferences I want. They are supportive of me spending some time on methodological research. And they compensate me well--I'm paid a bit over what an instructor with a Ph.D. usually makes around here. We all get along pretty well, and it's been a very happy season of my life. We have funding on our current project through October of 2003.

So a few weeks ago, this comfortable balance was shattered by my boss, who is also the director of the Ph.D. program in Health Services Research. He told me that he thought I would make a strong graduate student and there was a very good fellowship available this year. (And it is, too--four years of funding, tuition plus a decent stipend.)

The reasons to do it would be that (1) there are a lot of research faculty jobs around here, jobs for people who can do research and write reports. (2) at least 80% of the classes I'd have to take are things that I have said, "Hmmm, I should audit that class some semester when I get a chance." (3) it might make it easier to get a book contract for some books I would like to write someday (4) I could initiate research that interests me instead of following through on other people's visions.

The reasons not to do it are (1) at my age, I have a hard time paying attention and remembering things. I go to seminars fairly often, and learn stuff, but I am so tired by the end of the hour, and can't remember the details later unless I took good notes (2) I really could flunk the two required courses that involve health economics (3) the opportunity costs of not contributing to my 40(b) for five years, having less time for anything else (4) it might destroy my friendships with the folks who are faculty, if we can't figure out how to comfortably make the transition from "trusted colleague and confidante" to student.

That last could be an incredibly awkward thing. My boss and I have both watched people attempt it--and in our

experience, it turned out badly every time.

And I can see me committing all kinds of academic dishonesty violations, because I'm just so used to working as a team with other people, relying on a proofreader, etc.

All in all, it's hard to tell whether this might be a great opportunity, or an ordeal with little payoff. Nobody has a crystal ball.

But then, I really don't have any guarantee that I can continue with my current life, either. The newspaper might get bought out, or decide that they can't afford another editorial writer. Something might happen to my husband, and I want to relocate and be glad to have that extra degree. Sigh.

Anyway, I would appreciate any input.

Colleen K. Porter  
Project Coordinator, University of Florida  
cporter@hp.ufl.edu  
phone: 352/392-6919, Fax: 352/392-7109  
Department of Health Services Administration  
P.O. Box 100195, Gainesville, FL 32610-0195

---

Date: Tue, 29 Jan 2002 08:12:27 -0500  
From: "James P. Murphy" <jpmurphy@jpmurphy.com>  
To: <aapornet@usc.edu>  
Subject: Re: Housing Status of College Students  
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

If you could confirm it was of adequate reliability, go to one of the larger compendia of college profiles (Barron's, Peterson's, College Board, etc.) where the schools actually report this information, usually in percentages. You'd have to weight for school size and consider coverage but it would be easy to do.

James P. Murphy, Ph.D.  
Voice (610) 408-8800  
Fax (610) 408-8802  
jpmurphy@jpmurphy.com

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

From: Dan Hagan <dhagan@partnersinc.com>  
To: aapornet@usc.edu <aapornet@usc.edu>  
Date: Tuesday, January 29, 2002 3:06 AM  
Subject: Housing Status of College Students



> I'm looking for the distribution of full time college students with regard  
>to housing status. I looked all over the NCES site but I couldn't find any  
>data on how many students are living on or off campus.  
>  
>Anyone have a suggestion where I could find such data?  
>

---

Date: Tue, 29 Jan 2002 09:01:28 EST  
From: RobertH877@aol.com  
Subject: Re: Software for Automatic Coding of Occupation  
To: <aapornet@usc.edu>  
Mime-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1  
Content-Transfer-Encoding: 7bit  
X-Mailer: Unknown (No Version)  
Message-ID: <169.7e9b881.29880538@aol.com>

I can give you one to stay away from. SPSS has a product called TextSmart which is horrible. It has not been updated in a few years and I don't think they intend to do so. The summary tables have bugs and come out with wildly inaccurate category counts. Not all that easy to work with either.

---

Date: Tue, 29 Jan 2002 09:24:23 -0500  
From: "Stephen Dienstfrey" <S.DIENSTFREY@srbi.com>  
To: aapornet@usc.edu  
Subject: My Party virus  
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 listproc.usc.edu id g0TELEe09602

Be advised that the virus described below came across the AAPOR listserv.

Delete any e-mails with the subject "new photos from my party!" even if it is from someone you know.

Subject: new photos from my party!  
Body:  
Hello!

My party... It was absolutely amazing!  
I have attached my web page with new photos!  
If you can please make color prints of my photos. Thanks!

Attachment name: www.myparty.yahoo.com

Below is a link of the detail of this new virus.

<http://www.sarc.com/avcenter/venc/data/w32.myparty@mm.html>

Stephen Dienstfrey  
Schulman, Ronca, & Bucuvalas, Inc.

=====  
Date: Tue, 29 Jan 2002 07:19:52 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: AAPORNET <aapornet@usc.edu>  
Subject: Calif. Gubernatorial Races: Dem. Gov. Davis, Foe Close in Poll  
(LATimes)  
Message-ID: <Pine.GSO.4.33.0201290705570.10057-100000@almaak.usc.edu>  
MIME-Version: 1.0  
Content-Type: TEXT/PLAIN; charset=US-ASCII

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Copyright 2002 Los Angeles Times  
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<http://latimes.com/news/local/politics/cal/la-012902poll.story>

January 29 2002

TIMES POLL

Davis and Foe Close in Poll

RICHARD RIORDAN IS NECK AND NECK IN A MATCHUP WITH GOVERNOR,  
A TIMES SURVEY FINDS. INCUMBENT'S IMAGE HAS TAKEN A BEATING  
FROM ENERGY CRISIS, ECONOMY.

By MARK Z. BARABAK  
Times Political Writer

Five weeks before election day, former Los Angeles Mayor Richard Riordan holds a double-digit lead over his top rivals in the GOP gubernatorial primary and runs even with Democratic Gov. Gray Davis in a prospective fall matchup, according to a Los Angeles Times poll.

Republican Bill Simon Jr. seems poised to emerge as the conservative alternative to the centrist Riordan, running ahead of Secretary of State Bill Jones, and could do particularly well if voter turnout is low.

But Simon and Jones lose handily to Davis in trial heats, and Republicans overwhelmingly believe that Riordan--with his edge in name recognition and fund-raising--is the strongest candidate the party could put up against Davis in November.

The survey, conducted Wednesday through Sunday, offered little good news for the incumbent.

Fewer than half of Davis' fellow Democrats are committed to supporting

his reelection. The governor received poor marks among registered voters for his leadership abilities and just about 8 in 10 of those surveyed opposed Davis' solution to the state's \$12-billion budget shortfall.

On education, the signature issue of the governor's 1998 campaign, just about half of the electorate said that schools have failed to improve over the three years Davis has been in office; nearly 1 in 5 believe public education has actually gotten worse.

That said, Davis ran even with Riordan among registered voters, 44% to 43%, in a trial contest for November. He handily defeated Simon and Jones, 51% to 33%.

Overall, too, Californians remain upbeat--a helpful environment for an incumbent seeking reelection.

Nearly 6 in 10 registered voters believe the state is doing well economically and just over 2 in 5 believe California will be doing even better six months from now.

Californians will vote in primary elections March 5, a departure from the traditional June primary date. Only Republicans and independents can vote in the GOP primary. Several initiatives are also to be decided, though none at this point looks to generate the heat of some of the state's measures.

After hearing the ballot descriptions, nearly two-thirds of likely voters said they support Proposition 40, a \$2.6-billion bond measure to improve the environment and protect open space.

Opinions were more closely divided on Proposition 45, a measure to amend the state's legislative term limits, with 48% of likely voters supporting the proposal and 39% opposed.

In the governor's race, Riordan's lead over Simon and Jones was sizable but hardly impenetrable. When a moderate turnout of likely GOP voters was assumed, the former mayor leads the Republican field with 34% support, followed by Pacific Palisades businessman Simon with 20% and Secretary of State Jones with 13%.

Riordan is hoping to expand the primary electorate by emphasizing his centrist stand on abortion and other social issues, appealing to independents eligible to vote in the GOP contest. Under a high turnout, Riordan's lead widens to 37%, with Simon at 18% and Jones at 14%.

Simon and Jones, in turn, are appealing to the party's conservative core, convinced they are more apt to come out to vote in the state's unusually early primary. In a low turnout election, Riordan's lead slips to 26% to 21% for Simon and 14% for Jones.

Riordan appears to be benefiting the most from his wide name recognition, as well as the eight years he spent as Los Angeles mayor. When asked why they were supporting their candidate, nearly 4 in 10 registered Republicans said they would vote for Riordan in the primary because of his experience in City Hall.

His support had a definite geographic tilt. Of Riordan's Republican

backers, nearly 3 in 4 came from Southern California.

"He seemed to do a pretty good job," Jim St. Denis, a 58-year-old San Diego retiree and self-described "liberal Republican", said in a follow-up interview. "What he did in L.A., he'd do for the state, I hope."

Among GOP hopefuls, Riordan received the highest marks among likely Republican voters on the issues of public education, crime, the economy and who is best equipped to handle the state's energy situation, followed by Simon.

Jones, the poorest of the candidates, hopes to begin advertising in the final stretch of the campaign, and he is not out of contention despite his third-place standing. Close to half the likely Republican voters who are leaning toward a candidate at this point said they may end up changing their minds before March 5.

But at this point, Riordan is seen as by far the most formidable candidate to face Davis in November. Nearly half of likely Republican voters said the former mayor would be strongest, 12% cited Jones and 11% said Simon.

Riordan does face one unique hurdle: A quarter of likely voters said he was too old to be governor. Sixty-nine percent, however, disagreed. Riordan would be 72 by inauguration day, while Jones is 52, Simon 50 and Davis 59.

The former mayor's centrist message appears to be getting through to voters. He is seen as the Republican candidate furthest to the left, with nearly 4 in 10 GOP voters saying Riordan is more liberal than themselves.

More than 2 of 5 of those Republicans who favor abortion rights supported Riordan's candidacy; among opponents of legalized abortion, Riordan and Simon were essentially tied.

Similarly, about 4 in 10 Republicans who advocate tougher gun controls favored Riordan; GOP opponents of stricter gun laws backed Simon, 37% to 25% over the former mayor. Jones was favored by 16%.

Doug Stolhand, a 27-year-old gun owner in the Westchester area of Los Angeles, criticized Riordan's support for gun control while mayor. "You've got to protect your family and your interests," said Stolhand, who said he could never back Riordan because of his position on guns. He is supporting Simon instead.

Although the son of the late U.S. Treasury secretary is making his first run for political office, Simon appears to have benefited from the modest TV advertising he began last week, starring former New York City Mayor Rudolph W. Giuliani.

On the Democratic side, Gov. Davis is running essentially unopposed in his party's primary, giving him about nine months to rehabilitate his image--time he can evidently use.

Just 47% of registered voters approved of Davis' job performance; 45% disapproved. And while the governor won stronger support for his tough

stance on crime, with 51% approving, he received negative marks on his handling of the economy and, in particular, the state's energy crisis.

Just about half of registered voters said Davis has failed to show decisive leadership as governor and his handling of the electricity crunch made them less likely to back his reelection. Among the latter were 43% of his fellow Democrats.

About 1 in 3 registered voters said things have gotten worse in California since he became governor; only 17% said things had gotten better.

"I pictured him being more forceful," said Shirley Reeder, a lifelong Democrat who backed Davis when he ran for governor in 1998 but now wishes she had another choice in the party primary. "It seems like he always acts after the fact. . . . I see him doing things that will get him votes, not always what's right."

Davis won little support for his promise not to "advocate" new taxes as a way of closing the state's \$12.4-billion budget gap. Nearly 6 in 10 registered voters said Davis' position made no difference in how they would vote; two-thirds said they expect the Legislature and Davis would end up raising taxes anyway.

Given various alternatives, 24% favored cuts in programs to close the budget hole, 15% favored higher taxes and 52% supported some combination of the two.

An overwhelming 79% of registered voters rejected Davis' proposed solution, which involves borrowing against anticipated revenues at a potential cost of higher interest payments down the road.

But few--only 18%--blamed Davis for the state's fiscal problems. The biggest factor cited was the slowing economy, named by almost 3 in 10 voters. Another group, about 13%, also blamed the bursting of the high-tech bubble and the Sept. 11 terrorist attacks.

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Times Data Management Supervisor Claudia Vaughn contributed to this report.

<http://latimes.com/news/local/politics/cal/la-012902poll.story>

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=====  
Date: Tue, 29 Jan 2002 07:46:59 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: AAPORNET <aapornet@usc.edu>  
Subject: Polling Becomes a Recognized Art Form: "How Do You Feel?"  
Message-ID: <Pine.GSO.4.33.0201290740490.10915-100000@almaak.usc.edu>

MIME-Version: 1.0  
Content-Type: TEXT/PLAIN; charset=X-UNKNOWN  
Content-Transfer-Encoding: 8BIT

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RHIZOME.ORG -> NET ART NEWS

January 29, 2002

How Do You Feel?

The duo of Dellbrügge & de Moll want to feel your pain...and your joy. Their recent net art work "How Do You Feel?" measures a collective mood by polling site visitors' emotions. It's a rather simple, streamlined piece...an efficient way to try to chart the otherwise complex world of feelings. Log on and enter whether or not you're happy or sad, comfortable or anxious. A program checks the amount of positive and negative responses, respectively, and tabulates a "global feeling of the day." You can also track the emotional curve of the year.

<http://www.howdoyoufeel.de>

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Date: Tue, 29 Jan 2002 10:52:02 EST  
From: JAnnSelzer@aol.com  
Subject: Re: My Party virus  
To: aapornet@usc.edu  
MIME-Version: 1.0  
Content-Type: multipart/alternative;  
boundary="part1\_42.21498d5d.29881f22\_boundary"  
X-Mailer: AOL 7.0 for Windows US sub 118

--part1\_42.21498d5d.29881f22\_boundary  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

I received about three of these thought AAPOR list, which I assume means that three people on this list became infected with this virus. AAPORNET seems to be the one place where I have vulnerability to these viruses and I'm just wondering if there is anything at the server level that can be done to keep these from moving through our list. Of course, if the answer were yes, it would likely be moot because it would already be happening. But these viruses seem a threat to lists like this. JAS

J. Ann Selzer, Ph.D.  
Selzer & Company, Inc.  
Des Moines

JAnnSelzer@aol.com, for purposes of this list; otherwise,  
JASelzer@SelzerCo.com  
Visit our website at www.SelzerCo.com

--part1\_42.21498d5d.29881f22\_boundary  
Content-Type: text/html; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

```
<HTML><FONT FACE=arial,Helvetica><BODY BGCOLOR="#ffffff"><FONT
style="BACKGROUND-COLOR: #ffffff" SIZE=3 FAMILY="SERIF" FACE="Perpetua"
LANG="0">I received about three of these through AAPOR list, which I
assume means that three people on this list became infected with this
virus.&nbsp; AAPORNET seems to be the one place where I have vulnerability
to these viruses and I'm just wondering if there is anything at the server
level that can be done to keep these from moving through our list.&nbsp; Of
course, if the answer were yes, it would likely be moot because it would
already be happening.&nbsp; But these viruses seem a threat to lists like
this.&nbsp; JAS<BR> <BR> </FONT><FONT COLOR="#000000"
style="BACKGROUND-COLOR: #ffffff" SIZE=2 FAMILY="SANSERIF" FACE="Arial"
LANG="0">J. Ann Selzer, Ph.D.<BR> Selzer & Company, Inc.<BR> Des
Moines<BR> JAnnSelzer@aol.com, for purposes of this list; otherwise,
JASelzer@SelzerCo.com<BR> Visit our website at
www.SelzerCo.com</FONT></HTML>
```

--part1\_42.21498d5d.29881f22\_boundary--

=====  
Date: Tue, 29 Jan 2002 11:05:54 -0500 (EST)  
From: Alice Robbin <arobbin@indiana.edu>  
X-Sender: arobbin@ariel.ucs.indiana.edu  
To: aapornet@usc.edu  
Subject: Re: My Party virus  
In-Reply-To: <42.21498d5d.29881f22@aol.com>  
Message-ID: <Pine.GSO.3.96.1020129110455.4465C-100000@ariel.ucs.indiana.edu>  
MIME-Version: 1.0  
Content-Type: TEXT/PLAIN; charset=US-ASCII

I haven't received any of these viruses through the AAPOR list. I suspect it is because my institution is vigilant in keeping most of the stuff outside through various security measures.

On Tue, 29 Jan 2002 JAnnSelzer@aol.com wrote:

```
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> Des Moines
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\*

Alice Robbin, Associate Professor  
SLIS, The Information Science School  
Indiana University  
021 Main Library  
1320 East 10th Street  
Bloomington, IN 47405-3907  
Office: (812) 855-5389 Fax: (812) 855-6166  
Email: arobbin@indiana.edu

---

Date: Tue, 29 Jan 2002 11:07:05 -0500  
From: Frank Rusciano <rusciano@rider.edu>  
Subject: Re: Pew Study: Fewer Facts in Media Coverage (J Loven WashPost)  
To: aapornet@usc.edu  
Message-id: <3C56C8A9.2E578BE5@rider.edu>  
MIME-version: 1.0  
X-Mailer: Mozilla 4.78 [en]C-CCK-MCD {RIDER} (Win95; U)  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7bit  
X-Accept-Language: en  
References: <Pine.GSO.4.33.0201281622350.23773-100000@almaak.usc.edu>

There was an editorial in the New York Times to this effect also, noting that the opinions stated varied very little from the administration line. My question is how does this affect the review of such as book as "Bias" which now tops the New York Times bestseller list, and which claims there is a liberal bias in the media. It would seem to refute this point, but I haven't seen hard data on the content of the editorial opinions yet.

James Beniger wrote:

> -----  
>  
> (C) 2002 The Washington Post Company  
> -----  
>  
> <http://www.washingtonpost.com/ac2/wp-dyn/A48468-2002Jan28?>  
>  
> Monday, January 28, 2002; 8:50 AM  
>  
> Study: Fewer Facts in Media Coverage  
>  
> By Jennifer Loven  
> Associated Press Writer  
>  
> WASHINGTON -- News coverage immediately after the Sept. 11 attacks



> was based on solid sources and "just the facts," but media standards  
> have since slipped, a journalism think tank says.  
>  
> Researchers for the Project for Excellence in Journalism examined 2,496  
> television, magazine and newspaper stories from mid-September,  
> mid-November and mid-December.  
>  
> Every assertion in the stories was categorized as either fact, analysis  
> that could be attributed to reporting, or unattributed opinion or  
> speculation.  
>  
> The researchers analyzed stories from four newspapers -- The New York  
> Times, The Washington Post, the Cleveland Plain Dealer and the Fresno  
> Bee -- as well as Time and Newsweek. The survey also covered a variety of  
> national TV programs.  
>  
> "The news media reacted to the terrorist attacks of September 11 with  
> great care about not getting ahead of the facts," the report said.  
> Three-fourths of the coverage was strictly factual and just 25 percent  
> was involved some level of interpretation.  
>  
> By December, however, when the war in Afghanistan was well under way, the  
> share of factual coverage overall had fallen to 63 percent -- a level  
> "lower than those seen in the middle of the Clinton-Lewinsky scandal,"  
> according to the study. Analysis, speculation and outright opinion picked  
> up the slack.  
>  
> The researchers identified a stark difference between newspaper and  
> magazine stories and television reports: 82 percent of print accounts  
> were factual, compared to 57 percent of what was on TV.  
>  
> The study said government restrictions imposed on journalists could be a  
> cause for the decline in factual reporting. Researchers also cited  
> newsroom cutbacks and the competitive, 24-hour pace of journalism.  
>  
> The study also concluded that coverage has heavily favored U.S.  
> positions. About half of the relevant stories contained only viewpoints  
> in line with American or Bush administration policy. Television news was  
> measurably less likely than print stories to include criticism of the  
> administration, the study found.  
>  
> The report was funded by the Pew Charitable Trusts.

> -----

> On the Net:

> Project for Excellence in Journalism: <http://www.journalism.org>

> <http://www.washingtonpost.com/ac2/wp-dyn/A48468-2002Jan28?>

-----  
> (C) 2002 The Washington Post Company  
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> \*\*\*\*\*

=====  
Date: Tue, 29 Jan 2002 11:03:26 -0500  
From: Michael McLaen <Michael.McLaen@intersearch.tnsofres.com>  
To: "'aapornet@usc.edu'" <aapornet@usc.edu>  
Subject: RE:  
MIME-Version: 1.0  
X-Mailer: Internet Mail Service (5.5.2653.19)  
Content-Type: text/plain

EVERYONE PLEASE STOP SENDING E-MAIL WITH THE SUBJECT LINE "MY PARTY VIRUS".

-----Original Message-----  
From: Alice Robbin [SMTP:arobbin@indiana.edu]  
Sent: Tuesday, January 29, 2002 11:06 AM  
To: aapornet@usc.edu  
Subject: Re: My Party virus

I haven't received any of these viruses through the APPOR list. I suspect it is because my institution is vigilant in keeping most of the stuff outside through various security measures.

On Tue, 29 Jan 2002 JAnnSelzer@aol.com wrote:

> I received about three of these through AAPOR list, which I assume means  
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AAPORNET  
> seems to be the one place where I have vulnerability to these viruses and I'm  
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> keep these from moving through our list. Of course, if the answer were yes,  
> it would likely be moot because it would already be happening.  
But these  
> viruses seem a threat to lists like this. JAS  
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> Des Moines  
> JAnnSelzer@aol.com, for purposes of this list; otherwise,  
> JASelzer@SelzerCo.com  
> Visit our website at www.SelzerCo.com  
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021 Main Library  
1320 East 10th Street

Bloomington, IN 47405-3907  
Office: (812) 855-5389 Fax: (812) 855-6166  
Email: arobbin@indiana.edu

=====  
Date: Tue, 29 Jan 2002 08:36:03 -0800  
From: Ellis Godard <godard@virginia.edu>  
To: aapornet@usc.edu  
Subject: RE: My Party virus  
Message-ID: <NCEELGJNGFLOAJBFAFFOCELOEDAA.godard@virginia.edu>  
MIME-Version: 1.0  
Content-Type: multipart/alternative;  
    boundary="-----\_NextPart\_000\_0003\_01C1A89F.FC661720"  
X-Priority: 3 (Normal)  
X-MSMail-Priority: Normal  
X-Mailer: Microsoft Outlook IMO, Build 9.0.2416 (9.0.2910.0)  
In-Reply-To: <42.21498d5d.29881f22@aol.com>  
X-MimeOLE: Produced By Microsoft MimeOLE V5.50.4133.2400

This is a multi-part message in MIME format.

-----\_NextPart\_000\_0003\_01C1A89F.FC661720  
Content-Type: text/plain;  
    charset="us-ascii"  
Content-Transfer-Encoding: 7bit

I think the answer is yes. The list-serving software can probably be adjusted to that no attachments are allowed. (Listserv or Majordomo allow this; I'm not sure about ListProc, which this list's host appears to use.)

Ellis

-----Original Message-----  
From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of JAnnSelzer@aol.com  
Sent: Tuesday, January 29, 2002 7:52 AM  
To: aapornet@usc.edu  
Subject: Re: My Party virus

I received about three of these throught AAPOR list, which I assume means that three people on this list became infected with this virus. AAPORNET seems to be the one place where I have vulnerability to these viruses and I'm just wondering if there is anything at the server level that can be done to keep these from moving through our list. Of course, if the answer were yes, it would likely be moot because it would already be happening. But these viruses seem a threat to lists like this. JAS

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Visit our website at [www.SelzerCo.com](http://www.SelzerCo.com)

-----\_NextPart\_000\_0003\_01C1A89F.FC661720  
Content-Type: text/html;

charset="us-ascii"  
Content-Transfer-Encoding: quoted-printable

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<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">
<HTML><HEAD>
<META http-equiv=3DContent-Type content=3D"text/html; =
charset=3Dus-ascii">
<META content=3D"MSHTML 5.50.4207.2601" name=3DGENERATOR></HEAD>
<BODY bgColor=3D#ffffff>
<DIV><FONT face=3DArial color=3D#0000ff size=3D2><SPAN =
class=3D840053316-29012002>I=20
think the answer is yes. The list-serving software can probably be =
adjusted to=20
that no attachments are allowed. (Listserv or Majordomo allow this; I'm =
not sure=20
about ListProc, which this list's host appears to use.) =
</SPAN></FONT></DIV>
<DIV><FONT face=3DArial color=3D#0000ff size=3D2><SPAN=20
class=3D840053316-29012002></SPAN></FONT>&nbsp;</DIV>
<DIV><FONT face=3DArial color=3D#0000ff size=3D2><SPAN=20
class=3D840053316-29012002>Ellis</SPAN></FONT></DIV>
<BLOCKQUOTE=20
style=3D"PADDING-LEFT: 5px; MARGIN-LEFT: 5px; BORDER-LEFT: #0000ff 2px =
solid">
  <DIV class=3DOutlookMessageHeader dir=3Dltr align=3Dleft><FONT =
face=3DTahoma=20
size=3D2>-----Original Message-----<BR><B>From:</B> =
owner-aapornet@usc.edu=20
[mailto:owner-aapornet@usc.edu]<B>On Behalf Of=20
</B>JAnnSelzer@aol.com<BR><B>Sent:</B> Tuesday, January 29, 2002 7:52=20
AM<BR><B>To:</B> aapornet@usc.edu<BR><B>Subject:</B> Re: My Party=20
virus<BR><BR></FONT></DIV><FONT face=3DArial,Helvetica><FONT lang=3D0=20
style=3D"BACKGROUND-COLOR: #ffffff" face=3DPerpetua size=3D3 =
FAMILY=3D"SERIF">I=20
received about three of these thought AAPOR list, which I assume =
means that=20
three people on this list became infected with this virus.&nbsp;<BR> =
AAPORNET=20
seems to be the one place where I have vulnerability to these viruses =
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JAS<BR><BR></FONT><FONT=20
lang=3D0 style=3D"BACKGROUND-COLOR: #ffffff" face=3DArial =
color=3D#000000 size=3D2=20
FAMILY=3D"SANSERIF">J. Ann Selzer, Ph.D.<BR>Selzer & Company, =
Inc.<BR>Des=20
Moines<BR>JAnnSelzer@aol.com, for purposes of this list; otherwise,=20
JASelzer@SelzerCo.com<BR>Visit our website at www.SelzerCo.com</FONT>=20
</FONT></BLOCKQUOTE></BODY></HTML>
```

-----\_NextPart\_000\_0003\_01C1A89F.FC661720--

=====  
Date: Tue, 29 Jan 2002 08:41:00 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: AAPORNET <aapornet@usc.edu>  
Subject: Re: My Party virus  
In-Reply-To: <42.21498d5d.29881f22@aol.com>  
Message-ID: <Pine.GSO.4.33.0201290805410.12866-100000@almaak.usc.edu>  
MIME-Version: 1.0  
Content-Type: TEXT/PLAIN; charset=US-ASCII

AAPORNETters,

AAPORNET is currently on the computing system for the entire University of Southern California (USC), which is both run and overseen by people with advanced degrees in computer science and related fields. I judge this to be roughly as secure as the computing systems for any large American university with considerable resources to concentrate on its single, campus-wide computing system. I know that it has various filters for viruses, because I am continually being notified that one of the messages I am about to read was been cleansed of one thing or another (I hope not of your useful ideas, but of course).

If you wish to have every last message you receive--from *any* source--similarly cleansed, you will have to check with your *own* computing system or provider--USC staff can help you here at the sending end, but not much at your own receiving end.

Viruses cannot be spread by email messages themselves, but only by attachments. If you never open an attachment, you will not very likely suffer from a computer virus. And never forget: even an attachment from your best friend can give you a virus (writing this always makes me recall the public service slogan of Boston radio station WBZ during the late '60s: "Even nice people can have VD")

That said, I'd still really need considerable evidence that AAPORNET gave you a virus--I don't think that's technically possible.

For those of you who may not know much about viruses, the key fact is that you really do not want to acquire one--do whatever might be necessary to prevent that from ever happening to you, believe me. Keeping the WBZ slogan in mind would serve you well, no matter what you might be doing.

-- Jim

\*\*\*\*\*

On Tue, 29 Jan 2002 JAnnSelzer@aol.com wrote:

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> Visit our website at www.SelzerCo.com  
>

---

Date: Tue, 29 Jan 2002 12:26:00 -0500  
To: aapornet@usc.edu  
From: dick halpern <dhalpern@bellsouth.net>  
Subject: Re: My Party virus  
In-Reply-To: <Pine.GSO.3.96.1020129110455.4465C-100000@ariel.ucs.indiana.edu>  
References: <42.21498d5d.29881f22@aol.com>  
Mime-Version: 1.0  
Content-Type: multipart/alternative;  
          boundary="====\_10767212==\_ALT"

-----\_10767212==\_ALT  
Content-Type: text/plain; charset="us-ascii"; format=flowed

By last count I've received 7 copies of My party virus from people other than AAPOR! And each time my Norton anti-virus program got rid of it. Moral is to have one's anti virus program updated regularly....Norton provides automatic updates whenever some new source of fun and games is detected.

Dick Halpern  
-----\_10767212==\_ALT  
Content-Type: text/html; charset="us-ascii"

<html>  
<font size=3>By last count I've received 7 copies of My party virus from people other than AAPOR! And each time my Norton anti-virus program got rid of it. Moral is to have one's anti virus program updated regularly....Norton provides automatic updates whenever some new source of fun and games is detected.<br><br>  
Dick Halpern</font></html>

-----\_10767212==\_ALT--

---

Date: Tue, 29 Jan 2002 12:39:50 -0500  
From: Dave Howell <dahowell@isr.umich.edu>  
To: "'aapornet@usc.edu'" <aapornet@usc.edu>  
Subject: RE: secondary databases

MIME-Version: 1.0  
X-Mailer: Internet Mail Service (5.5.2653.19)  
Content-Type: text/plain;  
charset="iso-8859-1"

Hi Theresa -

In addition to the data previously mentioned, you will also find religious affiliation (including Jewish) variables in The National Election Studies (<http://www.umich.edu/~nes>); some of the questions are:

..."Do you mostly attend a place of worship that is Protestant, Roman Catholic, Jewish, or something else?"

..."Do you consider yourself Protestant, Roman Catholic, Jewish, or something else?"

..."[IF R ATTENDS RELIGIOUS SERVICES AND IS JEWISH:] Do you usually attend a synagogue or temple that is Orthodox, Conservative, Reform or what?"

..."[IF R DOES NOT ATTEND RELIGIOUS SERVICES BUT THINKS OF SELF AS PART OF CHURCH OR DENOMINATION AND CONSIDERS SELF JEWISH:] Do you consider yourself Orthodox, Conservative, Reform, or what?"

...Jewish is also a response in the racial/ethnic group self-description.

...There are additional questions throughout the datasets that may be of interest; for instance, questions as to perception of racial/ethnic groups, what religion respondents associate with specific candidates, etc.

I also know that religious affiliation is captured in the Health and Retirement Study (<http://www.umich.edu/~hrswww>) and other ISR surveys (<http://www.isr.umich.edu>).

Good luck in your work;  
-David Howell  
Director of Studies  
National Election Studies  
Institute for Social Research  
University of Michigan

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

From: Teresa Hottle [mailto:[teresa.hottle@wright.edu](mailto:teresa.hottle@wright.edu)]  
Sent: Monday, January 28, 2002 4:59 PM  
To: [aapornet@usc.edu](mailto:aapornet@usc.edu)  
Subject: secondary databases

Does anyone have any knowledge of secondary databases that asks for religious affiliation, particularly Jewish?

Thanks,  
Terrie

---

Date: Tue, 29 Jan 2002 12:04:07 -0500  
From: Nick Panagakis <[mail@marketsharescorp.com](mailto:mail@marketsharescorp.com)>

X-Mailer: Mozilla 4.5 (Macintosh; I; PPC)  
X-Accept-Language: en,pdf  
MIME-Version: 1.0  
To: aapornet@usc.edu  
Subject: Re: My Party virus  
References: <42.21498d5d.29881f22@aol.com>  
<5.1.0.14.2.20020129122337.023b50e0@pop3.norton.antivirus>  
Content-Type: multipart/alternative;  
boundary="-----4D1F6A20B6D2D1433988428D"

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Content-Type: text/plain; charset=us-ascii; x-mac-type="54455854";  
x-mac-creator="4D4F5353"  
Content-Transfer-Encoding: 7bit

Isn't also true that if you use Outlook, or as some one on this list  
serve said "Look Out!", do not set it to also automatically open  
attachments?

dick halpern wrote:

> By last count I've received 7 copies of My party virus from people  
> other than AAPOR! And each time my Norton anti-virus program got rid  
> of it. Moral is to have one's anti virus program updated  
> regularly....Norton provides automatic updates whenever some new  
> source of fun and games is detected.  
>  
> Dick Halpern

-----4D1F6A20B6D2D1433988428D  
Content-Type: text/html; charset=us-ascii  
Content-Transfer-Encoding: 7bit

```
<!doctype html public "-//w3c//dtd html 4.0 transitional//en">  
<html>  
Isn't also true that if you use Outlook, or as some one on this list serve  
said "Look Out!", do not set it to also automatically open attachments?  
<p>dick halpern wrote:  
<blockquote TYPE=CITE><font size=+0>By last count I've received 7 copies  
of My party virus from people other than AAPOR! And each time my Norton  
anti-virus program got rid of it. Moral is to have one's anti virus program  
updated regularly....Norton provides automatic updates whenever some new  
source of fun and games is detected.</font>  
<p><font size=+0>Dick Halpern</font></blockquote>  
</html>
```

-----4D1F6A20B6D2D1433988428D--

=====  
Date: Tue, 29 Jan 2002 10:12:36 -0800 (PST)  
From: Paolo Gardinali <paolo@survey.ucsb.edu>  
Sender: <paolo@isber.ucsb.edu>  
To: <aapornet@usc.edu>  
Subject: Avoiding viruses  
In-Reply-To: <3C56D5FB.2D581F6A@marketsharescorp.com>



Message-ID: <Pine.BSF.4.33.0201291007050.45231-100000@isber.ucsb.edu>  
MIME-Version: 1.0  
Content-Type: TEXT/PLAIN; charset=US-ASCII

On Tue, 29 Jan 2002, Nick Panagakis wrote:

> Isn't also true that if you use Outlook, or as some one on this list  
> serve said "Look Out!", do not set it to also automatically open  
> attachments?

Exactly, beware of MS Lookout. There are better mailers out there, some of them cheap or free (Mulberry for instance. It is however a very reasonable request to make to your system administrator to filter for this kind of stuff. No expensive antivirus software is required on the server: simply filter for all the VBS attachments, files with double extensions, unquoted files. Any competent sysadmin will know how to do that.

If somebody really needs to send you a VBS file, they can easily zip it. There is no real reason to use double extensions. These simple precautions can save lots of time and pain. As in many institutions the system administrator is also in charge of computer support (or works alongside the support people) they should be definitely thinking of ways to prevent this from happening.

Cheers,

--

Paolo A. Gardinali  
Associate Director  
UCSB Social Science Survey Center  
<http://www.survey.ucsb.edu>

---

Date: Tue, 29 Jan 2002 13:33:47 -0500  
From: Howard Schuman <hschuman@umich.edu>  
X-Mailer: Mozilla 4.77 [en] (Windows NT 5.0; U)  
X-Accept-Language: en  
MIME-Version: 1.0  
To: aapor <aapornet@usc.edu>  
Subject: Open & closed questions  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 7bit

I am looking for experimental (or at least systematic) comparisons of open and closed survey questions, and would be glad to learn of any published or useful unpublished work. I've checked the POQ bibliography but there is not much there, at least by title.  
Howard

---

Date: Tue, 29 Jan 2002 13:47:03 -0500  
From: Jan Werner <jwerner@jwdp.com>  
Reply-To: jwerner@jwdp.com  
X-Mailer: Mozilla 4.78 [en] (Windows NT 5.0; U)

X-Accept-Language: en  
MIME-Version: 1.0  
To: aapornet@usc.edu  
Subject: Re: My Party virus  
References: <Pine.GSO.4.33.0201290805410.12866-100000@almaak.usc.edu>  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 7bit

James Beniger wrote:

>  
> Viruses cannot be spread by email messages themselves, but only by  
> attachments. If you never open an attachment, you will not very  
> likely suffer from a computer virus.

This is not entirely true if you use Microsoft Outlook (or Outlook Express).

Some of the newer viruses use HTML scripting to start their nefarious work. Outlook does not provide options to completely disable HTML, and Outlook is explicitly designed to run ActiveX Controls which allow it to be operated under program control and to be customized for various corporate environments.

You can reduce the likelihood of successful virus attacks in Outlook by setting your Windows security options to the highest levels in Internet Explorer and by keeping up to date on the latest security patches from Microsoft, but doing so will also disable many of the fancy features Outlook users tend to rely upon.

If you use Outlook, it is critical to have good virus protection software, to always keep it up to date, and to hope that you aren't unlucky enough to be one of those whose misfortune brings the latest virus to the attention of the virus hunters.

Jan Werner  
jwerner@jwdp.com

=====  
Date: Tue, 29 Jan 2002 14:05:17 -0500  
From: "Mark David Richards" <mark@bisconti.com>  
To: <aapornet@usc.edu>  
Subject: All that schools survey; and... Spirit of Justice now covered in blue drapes  
Message-ID: <JAEPJNNBGDEENLLCIIIBKEDGDOAA.mark@bisconti.com>  
MIME-Version: 1.0  
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X-Priority: 3 (Normal)  
X-MSMail-Priority: Normal  
X-Mailer: Microsoft Outlook IMO, Build 9.0.2416 (9.0.2911.0)  
X-MimeOLE: Produced By Microsoft MimeOLE V6.00.2600.0000  
X-Rcpt-To: <aapornet@usc.edu>

This is a multi-part message in MIME format.

-----\_NextPart\_000\_0044\_01C1A8CD.FB038B00  
Content-Type: text/plain;

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

All that schools survey

By Cheryl Wetzstein

THE WASHINGTON TIMES

<http://www.washingtontimes.com/culture/20020129-10862833.htm>

"Have you ever had sexual intercourse ('gone all the way, made love')"? As of this month, students in New Jersey public schools can't be asked this kind of personal question on a survey without their parents' prior written consent." .

Justice curtains naked statues

By Jennifer Harper

THE WASHINGTON TIMES

<http://www.washingtontimes.com/national/20020129-99705044.htm>

"It is a true undercover operation. The bane of the big and the buxom has come to an end at the Department of Justice. The monumental, bare-breasted Spirit of Justice statue that towers over the official speaker's dais is now safely behind a set of no-nonsense blue drapes." .

-----  
-----  
Mark David RICHARDS, Ph.D., Sociologist  
Senior Associate, Bisconti Research, Inc.  
2610 Woodley Place NW  
Washington, District of Columbia 20008  
202/ 347-8822  
202/ 347-8825 FAX  
mark@bisconti.com

-----= NextPart\_000\_0044\_01C1A8CD.FB038B00

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charset="iso-8859-1"

Content-Transfer-Encoding: quoted-printable

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xmlns=3D"http://www.w3.org/TR/REC-html40">

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<meta name=3DOriginator content=3D"Microsoft Word 9">

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<o:DoNotRelyOnCSS/>

</o:OfficeDocumentSettings>

</xml><![endif]--><!--[if gte mso 9]><xml>

<w:WordDocument>

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<w:Zoom>0</w:Zoom>
<w:DocumentKind>DocumentEmail</w:DocumentKind>
<w:EnvelopeVis/>
</w:WordDocument>
</xml><![endif]-->
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    mso-font-charset:0;
    mso-generic-font-family:roman;
    mso-font-pitch:variable;
    mso-font-signature:647 0 0 0 159 0;}
/* Style Definitions */
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    mso-pagination:widow-orphan;
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    color:black;}
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    text-underline:single;}
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    text-decoration:underline;
    text-underline:single;}
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    mso-bidi-font-family:Arial;
    color:black;}
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    mso-ascii-font-family:Arial;
    mso-hansi-font-family:Arial;
    mso-bidi-font-family:Arial;
    color:black;}
@page Section1
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    mso-footer-margin:.5in;
    mso-paper-source:0;}

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{page:Section1;}

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<p class=3DMsoNormal><font size=3D2 color=3Dblack face=3DArial><span = style=3D'font-size: 10.0pt;font-family:Arial'>By Cheryl Wetzstein</span></font><br> <font size=3D1 face=3DArial><span = style=3D'font-size:7.5pt;font-family:Arial'>THE WASHINGTON TIMES</span></font></p>

<p class=3DMsoNormal><span class=3DEmailStyle15><font size=3D2 = color=3Dblack face=3DArial><span = style=3D'font-size:10.0pt;mso-bidi-font-size:12.0pt;font-family: Arial'><a = href=3D'http://www.washingtontimes.com/culture/20020129-10862833.htm'>htt= p://www.washingtontimes.com/culture/20020129-10862833.htm</a></span></font></p>

<p class=3DMsoNormal><font size=3D3 color=3Dblack face=3D'Book = Antiqua'><span style=3D'font-size:12.0pt'>&#8220;Have you ever had sexual intercourse = ('gone all the way, made love')&quot;? As of this month, students in New Jersey public = schools can't be asked this kind of personal question on a survey without their parents' prior written consent.&#8221;<span style=3D'mso-spacerun: = yes'>&nbsp; </span>&#8230;</span></font></p>

<p class=3DMsoNormal><b><font size=3D3 color=3Dblack face=3DArial><span style=3D'font-size:12.0pt;mso-bidi-font-size:18.0pt;font-family:Arial;font-weight:bold'><![if = !supportEmptyParas]>&nbsp;<![endif]></span></font></b></p>

<p class=3DMsoNormal><b><font size=3D5 color=3Dblack face=3DArial><span style=3D'font-size:18.0pt;font-family:Arial;font-weight:bold'>Justice = curtains naked statues</span></font></b></p>

<p class=3DMsoNormal><font size=3D2 color=3Dblack face=3DArial><span = style=3D'font-size: 10.0pt;font-family:Arial'>By Jennifer Harper</span></font><br> <font size=3D1 face=3DArial><span =

style=3D'font-size:7.5pt;font-family:Arial'>THE  
WASHINGTON TIMES</span></font><span class=3DEmailStyle15><font size=3D2  
color=3Dblack face=3DArial><span =  
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<p class=3DMsoNormal><span class=3DEmailStyle15><font size=3D2 =  
color=3Dblack  
face=3DArial><span =  
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ont></span><span  
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10.0pt;mso-bidi-font-size:12.0pt;font-family:Arial;color:black;mso-color==  
alt:  
windowtext'><o:p></o:p></span></font></span></p>

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style=3D'font-size:10.0pt;mso-bidi-font-size:12.0pt;font-family:  
Arial'>&#8220;</span></font></span>It is a true undercover operation. =  
The bane of the  
big and the buxom has come to an end at the Department of Justice.<span  
style=3D"mso-spacerun: yes">&nbsp; </span>The monumental, bare-breasted =  
Spirit of  
Justice statue that towers over the official speaker's dais is now =  
safely  
behind a set of no-nonsense blue drapes.&#8221; &#8230;<span =  
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size=3D2 color=3Dblack face=3DArial><span =  
style=3D'font-size:10.0pt;mso-bidi-font-size:  
12.0pt;font-family:Arial'><o:p></o:p></span></font></span></p>

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David RICHARDS, Ph.D., Sociologist<o:p></o:p></p>

<p class=3DMsoAutoSig><font size=3D3 color=3Dblack face=3D"Book =  
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style=3D'font-size:12.0pt'>2610 Woodley Place =  
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<p class=3DMsoAutoSig><font size=3D3 color=3Dblack face=3D"Book =  
Antiqua"><span  
style=3D'font-size:12.0pt'>mark@bisconti.com<o:p></o:p></span></font></p>=

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</html>

-----\_NextPart\_000\_0044\_01C1A8CD.FB038B00--

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Date: Tue, 29 Jan 2002 14:36:06 -0500  
To: aapornet@usc.edu  
From: "Richard Clark" <clark@cviog.uga.edu>  
Subject: Immigration attitudes  
In-Reply-To: <3C56D5FB.2D581F6A@marketsharescorp.com>  
References: <42.21498d5d.29881f22@aol.com>  
<5.1.0.14.2.20020129122337.023b50e0@pop3.norton.antivirus>  
Mime-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"

I am hoping that someone could steer me to a source which may have some data on public attitudes about immigration broken down by party identification. In a recent state poll in Georgia, I have been surprised by how much difference exists between those who identify with the Democratic Party and those who identify with the Republican party. When asked to assess the impact of immigration on the country, Democrats are far more likely to say its been a bad for the country. This strikes me as different from what I would expect from a national survey.

--Rich Clark

---

Richard L. Clark, Ph.D.  
Manager of Survey Research / Data Services Unit  
Director, Peach State Poll  
Carl Vinson Institute of Government  
University of Georgia  
Athens, GA 30677

(706) 542-2736 (main desk)  
(706) 542-9301 (fax)  
[http://www.cviog.uga.edu/organiza/research\\_support\\_unit.htm](http://www.cviog.uga.edu/organiza/research_support_unit.htm)

---

Date: Tue, 29 Jan 2002 12:43:39 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: AAPORNET <aapornet@usc.edu>  
Subject: <toc>--Pro-US tendency is seen in survey (M Jurkowitz BostonGlobe)  
Message-ID: <Pine.GSO.4.33.0201291239250.1097-100000@almaak.usc.edu>  
MIME-Version: 1.0  
Content-Type: TEXT/PLAIN; charset=US-ASCII

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[www.boston.com/dailyglobe2/028/nation/Pro\\_US\\_tendency\\_is\\_seen\\_in\\_surveyP.shtml](http://www.boston.com/dailyglobe2/028/nation/Pro_US_tendency_is_seen_in_surveyP.shtml)

1/28/2002

The media



## Pro-US tendency is seen in survey

By Mark Jurkowitz  
Globe Staff

In November, a survey by the Pew Research Center indicated that the public's traditionally jaundiced view of the news media had warmed significantly. Compared with just a few months earlier, the proportion of people who felt journalists "'stand up for America'" grew from 43 percent to 69 percent while those inclined to believe the press "'protects democracy'" rose from 46 percent to 60 percent.

Now, a new Project for Excellence in Journalism survey examining coverage of the post-Sept. 11 war on terrorism offers a possible reason for this refurbished patriotic image. Despite the media's reputation for naysaying and adversarial relationships with the government, the stories monitored were much more likely - by nearly an 8-to-1 ratio - to reflect support for US actions than to give voice to critics and dissenters.

"The coverage has been demonstrably pro-administration or pro-US policy in the viewpoints it has reflected," the report concludes. "Overall, any suggestion that the media are by nature anti-administration or anti-American is simply not borne out."

"What's surprising here is not that the coverage is pro-US, but that as citizens there is a lot of information we're not getting because we're getting such a limited range of points of view," says project director Tom Rosenstiel. "The press may be cheating us."

The survey examined almost 2,500 print and television stories for three different periods: Sept. 13-15, in the immediate aftermath of the attacks; Nov. 13-15, when the Northern Alliance was taking Kabul from the Taliban; and Dec. 10-12, when US forces were hunting Al Qaeda fighters. It evaluated The New York Times, Washington Post, Cleveland Plain Dealer, and Fresno Bee, as well as Time and Newsweek. The study looked at nightly newscasts on ABC, CBS, NBC, and PBS as well as nightly Fox News Channel and CNN news shows. It examined the three major network morning shows, four Sunday talk shows, three weeknight talk shows, three network news magazines, and ABC's "'Nightline.'"

The project evaluated "'statements'" and "'assertions'" in each story to determine to what degree they supported or diverged from the official US view. Sixty-two percent of all the stories examined were either completely or predominantly pro-US while less than 10 percent were mostly or completely at odds with US policy. Thirty percent provided a mix.

In a related finding, the survey concluded that television was consistently more pro-American than print. In December, for example, 40 percent of newspaper stories were mostly or completely supportive of the government while 51 percent provided a mix of views. In the same period, 63 percent of television stories favored the US perspective while 31 percent offered a mixed bag. The project did cite one program, "'Nightline,'" that offered an unusually diverse range of views.

Rosenstiel said several factors may contribute to coverage that admirers might call patriotic, and detractors might call jingoistic. "We're

Americans ... we're winning the war, and there isn't much of a policy debate," he says. "On the other hand, why is there such a difference between media here?"

Marvin Kalb, director of the Washington office of Harvard's Shorenstein Center, said, "I've always said that when the US goes off to war, so does the press."

S. Robert Lichter, president of the Center for Media and Public Affairs, has one concern with project's methodology, stating that "the sample of dates is too small to be considered a reliable indicator of the whole period." Despite that, he says, "their findings seem dead on."

Since Sept. 11, Lichter adds, the question isn't whether opposing views should get an equal hearing, "but whether the critics should get a hearing at all."

[www.boston.com/dailyglobe2/028/nation/Pro\\_US\\_tendency\\_is\\_seen\\_in\\_surveyP.shtml](http://www.boston.com/dailyglobe2/028/nation/Pro_US_tendency_is_seen_in_surveyP.shtml)

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=====  
Date: Tue, 29 Jan 2002 15:20:25 -0600  
To: aapornet@usc.edu  
From: Al Gunther <[agunther@facstaff.wisc.edu](mailto:agunther@facstaff.wisc.edu)>  
Subject: matching anonymous respondents  
In-Reply-To: <[3C56C8A9.2E578BE5@rider.edu](mailto:3C56C8A9.2E578BE5@rider.edu)>  
References: <[Pine.GSO.4.33.0201281622350.23773-100000@almaak.usc.edu](mailto:Pine.GSO.4.33.0201281622350.23773-100000@almaak.usc.edu)>  
Mime-Version: 1.0  
Content-Type: multipart/alternative;  
          boundary="=====\_111759061==\_ .ALT"

-----=\_111759061==\_ .ALT  
Content-Type: text/plain; charset="us-ascii"

Dear Colleagues,

I wish to conduct a two-wave survey of students -- 7th and, a year later, 8th graders (age range 11-14). The survey data, which will concern smoking attitudes and behaviors, must be confidential and anonymous. Thus the students will not be asked their names or any other information with which they might ordinarily be identified. But after the second wave I would like to match their two sets of responses.

I'm looking for ideas, from your imagination or from any literature or data

you  
may know about, for items that would allow matching.

For example, I might ask them the name of their first pet. That's not information that will allow identification of individuals, but I expect many (although certainly not all) of them who have had a pet could give the same answer the next year. Note desirable items would ask for relatively stable information (probably not "your favorite color") and also produce useful variance (not "are you right handed or left handed?")

Asking two or three such items might allow me to triangulate, and hopefully match many of them. Any suggestions gratefully appreciated.

Albert C. Gunther, Professor,  
Dept. of Life Sciences Communication  
and Center for Southeast Asian Studies,  
University of Wisconsin-Madison  
440 Henry Mall  
Madison, WI 53706

phone: 608 262-1506  
fax: 608 265-3042

----- 111759061== .ALT  
Content-Type: text/html; charset="us-ascii"

```
<html>
<font face="Arial, Helvetica">Dear Colleagues,<br>
<br>
I wish to conduct a two-wave survey of students&nbsp; --&nbsp;
7</font><font face="Arial, Helvetica" size=1<sup>th</font></sup><font
face="Arial, Helvetica">
and, a year later,
8</font><font face="Arial, Helvetica" size=1<sup>th</font></sup><font
face="Arial, Helvetica">
graders (age range 11-14). The survey data, which will concern smoking
attitudes and behaviors, must be confidential and anonymous. Thus the
students will not be asked their names or any other information with
which they might ordinarily be identified. But after the second wave I
would like to match their two sets of responses. <br>
<br>
I'm looking for ideas, from your imagination or from any literature or
data you may know about, for items that would allow matching.<br>
<br>
For example, I might ask them the name of their first pet. That's not
information that will allow identification of individuals, but I expect
many (although certainly not all) of them who have had a pet could give
the same answer the next year. Note desirable items would ask for
relatively stable information (probably not &quot;your favorite
color&quot;;) and also produce useful variance (not &quot;are you right
handed or left handed?)<br>
<br>
Asking two or three such items might allow me to triangulate, and
hopefully match many of them. Any suggestions gratefully
appreciated.<br>
```

</font><br>  
<br>  
<br>  
<div>Albert C. Gunther, Professor,</div>  
<div>Dept. of Life Sciences Communication</div>  
<div>and Center for Southeast Asian Studies,</div>  
<div>University of Wisconsin-Madison</div>  
<div>440 Henry Mall</div>  
<div>Madison, WI  53706</div>  
<br>  
<div>phone: 608 262-1506</div>  
<div>fax: 608 265-3042</div>  
</html>

-----\_111759061==\_.ALT--

---

Date: Tue, 29 Jan 2002 13:38:42 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: AAPORNET <aapornet@usc.edu>  
Subject: Information at risk (Greg Kline, Champaign News-Gazette)  
Message-ID: <Pine.GSO.4.33.0201291306270.1097-100000@almaak.usc.edu>  
MIME-Version: 1.0  
Content-Type: TEXT/PLAIN; charset=US-ASCII

This report--by Greg Kline, of the Champaign News-Gazette--  
ought to be of interest to anyone who conducts research,  
uses government data, depends on a major university research  
library for information, or is a student on an American  
college campus.

-- Jim

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<http://www.news-gazette.com/ngsearch/story.cfm?number=10892>

Published Online January 20, 2002

Information at risk

By GREG KLINE

The News-Gazette

When federal officials told Mary Mallory to destroy a CD of  
information about the nation's largest water supplies, it was the  
antithesis of what she believes in professionally and personally.

"It's really hard," the head librarian of the Government Documents  
Library at the University of Illinois said recently. "We're librarians.

We don't want to prevent access to information. We feel very strongly about that. That's why we're in the business."

Mallory reluctantly destroyed the CD, a publication of the U.S. Geological Survey, which ordered its destruction after the Sept. 11 terrorist attacks. Not doing so was likely to have negative ramifications for the UI library, potentially even loss of its federal depository status.

The same thing happened at federal depository libraries around the country, most of them at academic institutions, although not at Eastern Illinois University in Charleston, which didn't have the water works CD, said Jocelyn Tipton, the librarian there.

The federal depository library program is nearly as old as the nation. Established in 1813, the system is supposed to guarantee public access to government information by making it available free of charge at nearly 1,350 designated depository libraries nationwide.

Mallory and Tipton haven't been ordered to pull any other materials from their collections, at the UI a vast storehouse of federal, state and other records, publications, statistics and data ranging from a CD titled "Cooking for Groups: A Volunteer's Guide to Food Safety" to the president's annual economic report.

But they and other area library officials are worried about the possibility.

They're also concerned about the mass removal of government information from the Internet since Sept. 11 and about the potential for law enforcement officials to demand their normally private patron records in investigating and monitoring terrorism.

"There is a great concern in the library community," said Sally Duchow, librarian at Danville Area Community College.

The issues are prominent on the agenda of the Chicago-based American Library Association's annual winter meeting this weekend.

Among other things, library association officials say the USA PATRIOT Act, the anti-terrorism bill passed last year, requires libraries to surrender patron records with no notification of the people affected.

"There was a recognition in this country that what you read should be protected," said Emily Sheketoff, director of the library association's Washington office. "Forty-eight states passed privacy laws protecting those records," including Illinois.

Sheketoff said law enforcement officials could get a warrant for the records previously, but "there was a pretty high bar they had to pass." That bar is lower with the new anti-terrorism law.

"It's much easier for law enforcement to get a court order," Sheketoff said.

Champaign Library Director George Sheetz said librarians understand there are legitimate security concerns, but it still disturbs him that an

environment now exists where libraries have to think about culling their collections and monitoring card holder reading habits.

The Champaign library hasn't removed any materials, nor have the Urbana and Danville public libraries or the Parkland College library, officials said. None of them had the water works CD.

Danville library director Barb Nolan characterized the removal of items because they might be remotely useful to a terrorist as a slippery slope.

"If they can blow up things with fertilizer," she said, referring to Oklahoma City bomber Timothy McVeigh, "then where do you stop with pulling things they might use?"

Critics contend that the federal government, and some state governments, may have gone too far already.

The CD covering the largest 437 public water supplies in the nation, for example, could be of use to a terrorist looking to contaminate drinking water. But its intent is just the opposite -- to help avoid pollution from development and agricultural runoff, for instance -- and its big users have been local planners and environmental watchdog groups. The data was generated as a result of the 1996 Safe Drinking Water Act and had been readily available for more than two years.

The users of the UI documents library include students and professors doing re-search, and the general public.

"We're mandated because we're a depository to serve the public," Mallory said. "We do a big business in helping people find data." The UI library gets calls from as far away as California and New York "because the university is well-known, and it's a large, old collection," she said.

Mallory said one call she received recently was typical, someone with a tourism-related business looking for information on tourism grants.

She estimated that the UI depository has generally received 95 percent of the information the government publishes in a year, but that percentage began shrinking with the rise of the Internet. In part because of congressional prodding, many agencies have switched to distributing information on the Web instead of in a tangible form through the Government Printing Office and the documents libraries.

After Sept. 11, a lot of those Web sites vanished. Data on security violations by airports, reports on chemical hazards at manufacturing facilities and the threat to adjacent neighborhoods, some detailed topographic maps of the United States and materials on nuclear power plants, gas pipelines and dams are among the public information citizens no longer can get on the Web, if at all. Likewise, Illinois took down information on community wells.

"There is no system," Sheketoff said. "There is no criteria. It's not clear the government is keeping any sort of record on what they're taking down."

Some of the information is still available through a Freedom of Information Act request, and in tangible form at federal documents libraries like the UI's and Eastern's. But not all.

The documents libraries themselves, and libraries in general, now rely a lot on the Web to get patrons certain information, because a lot of that information is only published electronically now.

Local library officials said that points out a need for tangible materials held in libraries even in the Internet age. A few key strokes are all it takes to purge a Web site, they noted.

"If it's only electronic, then it's even easier to take down," said Jan Ison, director of the Lincoln Trail Libraries System in Champaign, a nine-county library consortium serving East Central Illinois.

Federal agencies retain ownership of the material distributed to the documents libraries and can order its removal, as in the case of the water works CD. But the process discourages that.

"There's a formal procedure," Sheketoff said. "There needs to be a written letter. Frivolous things, embarrassing things aren't going to be re-moved."

#### UI Government Documents Library

What it is: Federally designated depository for government records, reports, legislation, regulations, statistics, scientific and technical studies, informational publications, data collections and the like in paper, microfiche, audio, video and digital forms.

Who can use it: Everybody. The library has a mandate to provide information, and help to find it, to the public as well as the university community.

Where it is: Second floor of the UI's main library, 1408 W. Gregory Drive, U. Phone, 244-6445. Web, [www.library.uiuc.edu/doc](http://www.library.uiuc.edu/doc).

What's there: Government-generated material from A to Z, from basic to very technical information.

Includes, for example, Census reports (the entire 2000 Census on DVD); current bills in Congress and legislative histories; tax forms; the U.S. Department of Agriculture 'Agriculture Fact Book;' the 'Sourcebook of Criminal Justice Statistics 2000' from the Bureau of Justice Statistics; the journal Emerging Infectious Diseases from the Centers for Disease Control and Prevention, which recently included an article about anthrax.

Other examples, a 'Water Treatment Primer for Communities in Need;' a CD 'Cooking for Groups: A Volunteer's Guide to Food Safety' (one of more than 4,000 CDs in the collection); the annual 'Economic Report of the President;' a video 'U.S.A. v. Microsoft. Deposition: Bill Gates;' a report '101 Common Mosses, Liverworts & Lichens of the Olympic Peninsula' by the U.S. Geological Survey.

The UI documents library also holds smaller collections from state and

local governments, the university, the United Nations and the Canadian government.

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<http://www.news-gazette.com/ngsearch/story.cfm?number=10892>

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=====  
Date: Tue, 29 Jan 2002 16:43:37 EST  
From: RFunk787@aol.com  
Subject: Wash Post Bush Poll  
To: aapornet@usc.edu  
MIME-Version: 1.0  
Content-Type: text/plain; charset="ISO-8859-1"  
X-Mailer: AOL 5.0 for Windows sub 138  
Content-Transfer-Encoding: 8bit  
X-MIME-Autoconverted: from quoted-printable to 8bit by listproc.usc.edu id  
g0TLjNe07794

Bush and GOP Enjoy Record Popularity  
Poll Finds Broad Support Despite Doubts on Economy  
\_\_\_\_\_Post-ABC Poll\_\_\_\_\_

- o Poll Results
- o Post Poll Vault

By Richard Morin and Dana Milbank  
Washington Post Staff Writers  
Tuesday, January 29, 2002; Page A01

President Bush delivers his State of the Union address tonight enjoying a historic level of public support for his leadership and for his Republican allies in Congress, according to a new Washington Post-ABC News poll. Bush's extraordinary level of popularity -- higher and more protracted than any modern president -- is all the more noteworthy because it comes at a time

when the American public has significant doubts about the economy and other domestic matters. Only three in 10 Americans think the economy is healthy, and significant majorities believe that the administration is too close to big business and that it should provide more information about its dealings with the disgraced Enron Corp.

Despite this, the survey found that 83 percent of the public approve of the job Bush is doing. His job approval rating of 83 percent is down nine points from its peak of 92 percent in October, the highest ever recorded by a president, but the durability of his popularity has surprised even Bush's advisers. By a 2-1 ratio, Americans say they trust Bush more than Democrats in Congress to deal with the country's biggest problems.

The president's continuing popularity has lifted his party's prospects for the midterm elections, which are less than 10 months away. Fifty percent of all registered voters say they plan to vote for the Republican candidate for



Congress in November, while 43 percent support the Democrat. That's the biggest GOP advantage ever recorded since the Post and ABC News first asked the question in 1981.

Bush advisers and public opinion experts believe the president's enduring popularity has withstood doses of bad news because of a fundamental revision of voters' attitudes following the Sept. 11 terrorist attacks. The support for his handling of the war on terrorism -- 88 percent approve of his performance -- also appears to influence Americans' views of Bush's domestic efforts because they feel more secure at home.

One area of potential danger for Bush is the unfolding Enron bankruptcy scandal, because of the company's close ties to the administration. Poll findings suggest the public is alarmed by growing reports of mismanagement and accounting fraud at Enron -- suggesting the full political impact of the scandal may be weeks or months away.

An overwhelming majority of Americans -- 75 percent -- believe the federal government should mount a full-scale investigation into the burgeoning Enron bankruptcy scandal. Two-thirds believe the mismanagement and questionable accounting practices that led to Enron's collapse are widespread.

The survey also found that seven in 10 Americans believe that members of the Bush administration should disclose any meetings or correspondence they had with officials of Enron. Bush said yesterday that he will not release details

of meetings between energy executives and the administration's energy policy task force, which makes a lawsuit by Congress likely.

But the survey indicated voters trust Bush. Just over half -- 52 percent -- of those interviewed said the Bush administration acted properly in its dealings with Enron. Another 24 percent said it acted improperly, while the same proportion were not sure. And while Americans want the administration's dealings with Enron disclosed, a higher number, 75 percent, said members of Congress who have received political contributions from Enron should disclose

Enron contacts.

Bush begins his second year in office with two significant advantages: Both he and congressional Republicans are more popular than the Democrats.

When asked if they trusted Bush or congressional Democrats to do a better job

dealing with the country's biggest problems, a lopsided 62 percent said Bush,

while 31 percent preferred the Democrats -- an advantage that extended across

virtually every key demographic group. At the same time, 44 percent of those interviewed said they trusted Republicans in Congress more than congressional

Democrats to handle the big problems, while 40 percent preferred the Democrats.

Despite the recession, 62 percent of Americans support Bush's handling of the

economy, and six in 10 approve of the way he is dealing with federal spending. More than half say Bush has little responsibility for the return of

budget deficits. But a majority favor scaling back Bush's tax cut if needed to balance the budget.

Part of the vast support for Bush comes from an underlying sense of optimism.

Sixty-nine percent of Americans believe the current economic recession will last a year or less, far more than held a similar view in 1992, when the economy was beginning to improve.

The optimism boosts Bush on many issues. Six in 10 Americans say they believe Bush understands the problems of average Americans. More than half approve of the way he is handling Social Security and the environment. Seven in 10 say he's doing a good job with education. Such support puts the president in uncharted territory. "He's already obliterated all the historical records" for popularity, said GOP pollster Whit Ayres. "I never thought he could go on this long at this level, so I can't venture a guess as to how long it could be sustained." A total of 1,507 randomly selected adults were interviewed Jan. 24-27 for this survey. The margin of sampling error for the overall results is plus or minus three percentage points. Assistant director of polling Claudia Deane contributed to this report.  
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Date: Tue, 29 Jan 2002 16:52:53 -0500  
From: Lawrence T McGill <lmcgill@Princeton.EDU>  
X-Mailer: Mozilla 4.77 [en] (Windows NT 5.0; U)  
X-Accept-Language: en  
MIME-Version: 1.0  
To: aapornet@usc.edu  
Subject: effects of survey intros  
References: <Pine.GSO.4.33.0201290740490.10915-100000@almaak.usc.edu>  
Content-Type: text/plain; charset=us-ascii  
Content-Transfer-Encoding: 7bit

Can someone point me to some actual studies that document the possible biasing effects of different types of survey introductions? By survey introductions, I'm referring to the scripts used by interviewers at the beginning of surveys to orient respondents to the nature of the topic being explored in the questionnaire. I'm particularly interested in understanding the extent to which people may screen themselves out of surveys on topics in which they have little or no interest, as a result of being tipped off to the subject matter of a survey by its intro.

Thanks,  
Larry McGill

---

Date: Tue, 29 Jan 2002 18:00:34 -0500  
Message-Id: <200201292300.SAA53646@garnet.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: A last (?) note on My Party virus

Dick is absolutely right. Update your Virus software often. Plus I not only don't automatically open attachments, I have my email set so that I don't automatically open the next email when I delete one.

And I got one from AAPOR too. (OK Alice, we know this isn't the North!!!)

And my students wonder why I do not take email attachments for assignments.

Susan

At 12:26 PM 1/29/2002 -0500, you wrote:

>By last count I've received 7 copies of My party virus from people other  
>than AAPOR! And each time my Norton anti-virus program got rid of it. Moral  
>is to have one's anti virus program updated regularly....Norton provides  
>automatic updates whenever some new source of fun and games is detected.  
Susan Carol Losh, PhD  
slosh@garnet.acns.fsu.edu

visit the site at:

<http://garnet.acns.fsu.edu/~slosh//Index.htm>

The Department of Educational Research  
307L Stone Building  
Florida State University  
Tallahassee FL 32306-4453

850-644-8778 (Voice Mail available)  
Educational Research Office 850-644-4592  
FAX 850-644-8776

=====  
Date: Wed, 30 Jan 2002 06:43:30 -0800  
From: "Laura Flicker" <lflicker@starpower.net>  
To: <aapornet@usc.edu>  
References: <Pine.GSO.4.33.0201281622350.23773-100000@almaak.usc.edu>  
<4.1.20020129144441.01bdf430@facstaff.wisc.edu>  
Subject: Re: matching anonymous respondents  
MIME-Version: 1.0  
Content-Type: multipart/alternative;  
    boundary="-----\_NextPart\_000\_001B\_01C1A959.6E35FD20"  
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

This is a multi-part message in MIME format.

-----\_NextPart\_000\_001B\_01C1A959.6E35FD20  
Content-Type: text/plain;  
charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

I once worked a psychology lab where survey waves were separated by just =  
2-3 weeks and college students were asked for a single nickname. The =  
rate of recall failure was less than 1 percent but over a year expect =  
much higher. That was 10 years ago. The memory burden for remembering =  
passwords and codes is much greater today. Maybe you can give =  
guidelines for a password composed of some private information, first =  
two characters from one source, next two from another, etc.

Laura Flicker

----- Original Message -----=20  
From: Al Gunther=20  
To: aapornet@usc.edu=20  
Sent: Tuesday, January 29, 2002 1:20 PM  
Subject: matching anonymous respondents

Dear Colleagues,

I wish to conduct a two-wave survey of students -- 7th and, a year =  
later, 8th graders (age range 11-14). The survey data, which will =  
concern smoking attitudes and behaviors, must be confidential and =  
anonymous. Thus the students will not be asked their names or any other =  
information with which they might ordinarily be identified. But after =  
the second wave I would like to match their two sets of responses.=20

I'm looking for ideas, from your imagination or from any literature or =  
data you may know about, for items that would allow matching.

For example, I might ask them the name of their first pet. That's not =  
information that will allow identification of individuals, but I expect =  
many (although certainly not all) of them who have had a pet could give =  
the same answer the next year. Note desirable items would ask for =  
relatively stable information (probably not "your favorite color") and =  
also produce useful variance (not "are you right handed or left handed?")

Asking two or three such items might allow me to triangulate, and =  
hopefully match many of them. Any suggestions gratefully appreciated.

Albert C. Gunther, Professor,  
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University of Wisconsin-Madison  
440 Henry Mall  
Madison, WI 53706

phone: 608 262-1506

fax: 608 265-3042

-----=\_NextPart\_000\_001B\_01C1A959.6E35FD20  
Content-Type: text/html;  
 charset="iso-8859-1"  
Content-Transfer-Encoding: quoted-printable

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<META content=3D"MSHTML 5.00.2614.3500" name=3DGENERATOR>
<STYLE></STYLE>
</HEAD>
<BODY bgColor=3D#ffffff>
<DIV><FONT face=3DArial size=3D2>I once worked a psychology lab where =
survey waves=20
were separated by just 2-3 weeks and college students were asked for a =
single=20
knickname.&nbsp; The rate of recall failure was less than 1 percent but =
over a=20
year expect much higher.&nbsp; That was 10 years ago.&nbsp; The memory =
burden=20
for remembering passwords and codes is much greater today.&nbsp; Maybe =
you can=20
give guidelines for a password composed of some private information, =
first two=20
characters from one source, next two from another, etc.</FONT></DIV>
<DIV>&nbsp;</DIV>
<DIV><FONT face=3DArial size=3D2>Laura Flicker</FONT></DIV>
<DIV>&nbsp;</DIV>
<DIV>----- Original Message ----- </DIV>
<BLOCKQUOTE=20
style=3D"BORDER-LEFT: #000000 2px solid; MARGIN-LEFT: 5px; MARGIN-RIGHT: =
0px; PADDING-LEFT: 5px; PADDING-RIGHT: 0px">
  <DIV=20
  style=3D"BACKGROUND: #e4e4e4; FONT: 10pt arial; font-color: =
black"><B>From:</B>=20
  <A href=3D"mailto:agunther@facstaff.wisc.edu"=20
  title=3Dagunther@facstaff.wisc.edu>Al Gunther</A> </DIV>
  <DIV style=3D"FONT: 10pt arial"><B>To:</B> <A =
href=3D"mailto:aapornet@usc.edu"=20
  title=3Daaapornet@usc.edu>aapornet@usc.edu</A> </DIV>
  <DIV style=3D"FONT: 10pt arial"><B>Sent:</B> Tuesday, January 29, 2002 =
1:20=20
  PM</DIV>
  <DIV style=3D"FONT: 10pt arial"><B>Subject:</B> matching anonymous=20
  respondents</DIV>
  <DIV><BR></DIV><FONT face=3D"Arial, Helvetica">Dear =
Colleagues,<BR><BR>I wish to=20
  conduct a two-wave survey of students&nbsp; --&nbsp; 7</FONT><FONT=20
  face=3D"Arial, Helvetica" size=3D1><SUP>th</FONT></SUP><FONT=20
  face=3D"Arial, Helvetica"> and, a year later, 8</FONT><FONT=20
  face=3D"Arial, Helvetica" size=3D1><SUP>th</FONT></SUP><FONT=20
  face=3D"Arial, Helvetica"> graders (age range 11-14). The survey data, =
which=20
  will concern smoking attitudes and behaviors, must be confidential and =
```

anonymous. Thus the students will not be asked their names or any other information with which they might ordinarily be identified. But after the second wave I would like to match their two sets of responses. I'm looking for ideas, from your imagination or from any literature or data you may know about, for items that would allow matching. For example, I might ask them the name of their first pet. That's not information that will allow identification of individuals, but I expect many (although certainly not all) of them who have had a pet could give the same answer the next year. Note desirable items would ask for relatively stable information (probably not "your favorite color") and also produce useful variance (not "are you handed or left handed?") Asking two or three such items might allow me to triangulate, and hopefully match many of them. Any suggestions are gratefully appreciated.

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440 Henry Mall  
Madison, WI 53706  
phone: 608 262-1506  
fax: 608 265-3042

-----\_NextPart\_000\_001B\_01C1A959.6E35FD20--

=====  
Date: Wed, 30 Jan 2002 08:00:18 -0500  
From: "Rademacher, Eric (RADEMAEW)" <RADEMAEW@UCMAIL.UC.EDU>  
To: aapornet@usc.edu  
Subject: Virus Found in message "AAPORNET digest 1969"  
X-MS-TNEF-Correlator: <1F5D8AF5F137D41195DF009027DE2E1D05D6E30F@UCMAIL3>  
MIME-Version: 1.0  
X-Mailer: Internet Mail Service (5.5.2653.19)  
Content-Type: multipart/mixed;  
boundary="-----\_NextPart\_000\_01C1A98E.113CC510"

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\_000\_01C1A98E.113CC510  
Content-Type: text/plain

Norton AntiVirus found a virus in an attachment you (aapornet@usc.edu) sent

to News and Discussion for members of AAPOR.

To ensure the recipient(s) are able to use the files you sent, perform a virus scan on your computer, clean any infected files, then resend this attachment.

Attachment: message.txt  
Virus name: Multiple viruses found. Please see individual log messages.  
Action taken: Clean failed : Quarantine succeeded :  
File status: Still contains 1 infected items

---

Date: Wed, 30 Jan 2002 09:04:24 -0500  
From: John Hall <JHall@mathematica-mpr.com>  
To: aapornet@usc.edu  
Subject: Virus Found in message "AAPORNET digest 1969"  
X-MS-TNEF-Correlator: <897E2332A97AD311AE8B00508B116D5404F82E8B@mpr1>  
X-Mailer: Internet Mail Service (5.5.2653.19)

Norton AntiVirus found a virus in an attachment you (aapornet@usc.edu) sent to News and Discussion for members of AAPOR.

To ensure the recipient(s) are able to use the files you sent, perform a virus scan on your computer, clean any infected files, then resend this attachment.

Attachment: message.txt  
Virus name: Multiple viruses found. Please see individual log messages.  
Action taken: Clean failed : Quarantine succeeded :  
File status: Still contains 1 infected items

---

Date: Wed, 30 Jan 2002 09:36:04 -0500  
From: Eleanor Singer <esinger@isr.umich.edu>  
To: "'aapornet@usc.edu'" <aapornet@usc.edu>  
Subject: RE: effects of survey intros  
MIME-Version: 1.0  
X-Mailer: Internet Mail Service (5.5.2653.19)  
Content-Type: text/plain;  
charset="iso-8859-1"

There's a recent paper by Groves, Presser and Dipko that demonstrates the biasing effect of mentioning topic on survey introductions (I'm not sure if it's been published). There's also a paper by Groves, Singer and Corning in the 2000 POQ, vol. 64, pp. 299 ff.

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

From: Lawrence T McGill [mailto:lmcgill@Princeton.EDU]  
Sent: Tuesday, January 29, 2002 4:53 PM

To: aapornet@usc.edu  
Subject: effects of survey intros

Can someone point me to some actual studies that document the possible biasing effects of different types of survey introductions? By survey introductions, I'm referring to the scripts used by interviewers at the beginning of surveys to orient respondents to the nature of the topic being explored in the questionnaire. I'm particularly interested in understanding the extent to which people may screen themselves out of surveys on topics in which they have little or no interest, as a result of being tipped off to the subject matter of a survey by its intro.

Thanks,  
Larry McGill

---

Date: Wed, 30 Jan 2002 10:01:48 -0500 (EST)  
Subject: Re: effects of survey intros  
Message-ID: <1012402908.3c580adcc8415@mslweb.hunter.cuny.edu>  
From: ptuckel@hunter.cuny.edu  
References: <Pine.GSO.4.33.0201290740490.10915-100000@almaak.usc.edu>  
<3C5719B5.A89626B@princeton.edu>  
In-Reply-To: <3C5719B5.A89626B@princeton.edu>  
MIME-Version: 1.0  
Content-Type: text/plain; charset=ISO-8859-1  
Content-Transfer-Encoding: 8bit  
X-Originating-IP: 172.172.60.92

Dear Dr. McGill:

Trish Shukers (Maritz Marketing Research) and I wrote an article entitled, "The Effect of Different Introductions and Answering Machine Messages on Response Rates," which was published in the 1997 American Statistical Association's Proceedings (Section on Survey Research Methods) pages 1047-1051.

Since that time, response rates to telephone surveys have continued to spiral downwards. My own opinion is that, in general, public opinion surveys have become a "low involvement" category. In that milieu, survey introductions probably don't have a pronounced effect. That is not to say that some introductions cannot be more persuasive than others but that their overall effect on response rates is probably not too great.

With that in mind, my research indicates that informing potential respondents that the call is not a sales solicitation does seem to be helpful. Also, based on other research findings and anecdotal evidence, it appears that highlighting a university sponsorship (obviously, if applicable) is also beneficial.



Please let me know if I can be of further assistance.

Peter Tuckel, Ph.D.

Quoting Lawrence T McGill <lmcgill@Princeton.EDU>:

> Can someone point me to some actual studies that document the possible  
> biasing  
> effects of different types of survey introductions? By survey  
> introductions,  
> I'm referring to the scripts used by interviewers at the beginning of  
> surveys  
> to orient respondents to the nature of the topic being explored in the  
> questionnaire. I'm particularly interested in understanding the extent  
> to  
> which people may screen themselves out of surveys on topics in which  
> they have  
> little or no interest, as a result of being tipped off to the subject  
> matter of  
> a survey by its intro.  
>  
> Thanks,  
> Larry McGill  
>  
>

---

Date: Wed, 30 Jan 2002 10:44:11 -0500  
From: "James P. Murphy" <jpmurphy@jpmurphy.com>  
To: <aapornet@usc.edu>  
Subject: Re: matching anonymous respondents  
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

Number the QRs in pairs (1001, 1001; 1002, 1002; etc.) Put one of each pair in a #9 envelope and seal. Put that and its sister in a #10 envelope. For Year 1 give each respondent a #10 envelope. Fill out the loose QR and give to the teacher. Write your name on the #9 envelope and give back to the teacher. For Year 2 distribute the sealed #9 envelopes according to name. Instruct students to remove the QR and then dispose of the envelope. Then complete and hand in the QR. Some students (and parents) will feel that a

survey with numbered QRs cannot be anonymous but this is. And tell the students not to write their names on QRs!

James P. Murphy, Ph.D.  
Voice (610) 408-8800  
Fax (610) 408-8802  
jpmurphy@jpmurphy.com

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

From: Al Gunther <agunther@facstaff.wisc.edu>  
To: aapornet@usc.edu <aapornet@usc.edu>  
Date: Wednesday, January 30, 2002 3:22 AM  
Subject: matching anonymous respondents

>Dear Colleagues,

>

>I wish to conduct a two-wave survey of students -- 7th and, a year later, 8th

>graders (age range 11-14). The survey data, which will concern smoking attitudes and behaviors, must be confidential and anonymous. Thus the students

>will not be asked their names or any other information with which they might

>ordinarily be identified. But after the second wave I would like to match their

>two sets of responses.

>

>I'm looking for ideas, from your imagination or from any literature or data you

>may know about, for items that would allow matching.

>

>For example, I might ask them the name of their first pet. That's not information that will allow identification of individuals, but I expect many

>(although certainly not all) of them who have had a pet could give the same answer the next year. Note desirable items would ask for relatively stable information (probably not "your favorite color") and also produce useful variance (not "are you right handed or left handed?")

>

>Asking two or three such items might allow me to triangulate, and hopefully match many of them. Any suggestions gratefully appreciated.

>

>

>

>Albert C. Gunther, Professor,  
>Dept. of Life Sciences Communication  
>and Center for Southeast Asian Studies,  
>University of Wisconsin-Madison  
>440 Henry Mall  
>Madison, WI 53706

>

>phone: 608 262-1506

>fax: 608 265-3042

>

=====

Date: Wed, 30 Jan 2002 10:44:14 EST  
From: JAnnSelzer@aol.com  
Subject: Re: Immigration attitudes  
To: aapornet@usc.edu  
MIME-Version: 1.0  
Content-Type: multipart/alternative;  
boundary="part1\_191.1beb97a.29896ece\_boundary"  
X-Mailer: AOL 7.0 for Windows US sub 118

--part1\_191.1beb97a.29896ece\_boundary  
Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

A recent Iowa Poll asked whether respondents (all adults) approve or disapprove of a state policy encouraging immigration (one of our governor's priorities. A majority (55%) oppose and that is true regardless of party identification (just modest variation by this variable). Hope that helps.  
JAS

J. Ann Selzer, Ph.D.  
Selzer & Company, Inc.  
Des Moines  
JAnnSelzer@aol.com, for purposes of this list; otherwise,  
JASelzer@SelzerCo.com  
Visit our website at [www.SelzerCo.com](http://www.SelzerCo.com)

--part1\_191.1beb97a.29896ece\_boundary  
Content-Type: text/html; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

```
<HTML><FONT FACE=arial,Helvetica><BODY BGCOLOR="#ffffff"><FONT style="BACKGROUND-COLOR: #ffffff" SIZE=3 FAMILY="SERIF" FACE="Perpetua" LANG="0">A recent Iowa Poll asked whether respondents (all adults) approve or disapprove of a state policy encouraging immigration (one of our governor's priorities.&nbsp; A majority (55%) oppose and that is true regardless of party identification (just modest variation by this variable).&nbsp; Hope that helps.&nbsp; JAS<BR><BR></FONT><FONT COLOR="#000000" style="BACKGROUND-COLOR: #ffffff" SIZE=2 FAMILY="SANSERIF" FACE="Arial" LANG="0">J. Ann Selzer, Ph.D.<BR>Selzer & Company, Inc.<BR>Des Moines<BR>JAnnSelzer@aol.com, for purposes of this list; otherwise, JASelzer@SelzerCo.com<BR>Visit our website at www.SelzerCo.com</FONT></HTML>
```

--part1\_191.1beb97a.29896ece\_boundary--

=====  
Date: Wed, 30 Jan 2002 11:08:58 -0500  
From: "Zou, Jinghua" <ZOU@cbsnews.com>  
To: "'aapornet@usc.edu'" <aapornet@usc.edu>  
Subject: RE: Immigration attitudes  
MIME-Version: 1.0  
X-Mailer: Internet Mail Service (5.5.2653.19)  
Content-Type: multipart/mixed;

boundary="----\_=\_NextPart\_000\_01C1A9A8.6CE129A0"

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\_000\_01C1A9A8.6CE129A0  
Content-Type: text/plain;  
charset="iso-8859-1"

Dear Dr. Clark,

The CBS News/New York Times poll have asked questions on attitudes toward immigration on a national level since September 11th. I'm enclosing a poll release from the last time when we asked those questions (December 2001).

Please go to the end of the text part for analysis on immigration attitudes. The exact questions with breakdowns by party id can be found after the text. Questions 14,15, 16, and 68 dealt with immigrations.

Please let me know if you have any questions.

Jinghua Zou

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

From: Richard Clark [mailto:clark@cviog.uga.edu]  
Sent: Tuesday, January 29, 2002 2:36 PM  
To: aapornet@usc.edu  
Subject: Immigration attitudes

I am hoping that someone could steer me to a source which may have some data on public attitudes about immigration broken down by party identification. In a recent state poll in Georgia, I have been surprised by how much difference exists between those who identify with the Democratic Party and those who identify with the Republican party. When asked to assess the impact of immigration on the country, Democrats are far more likely to say its been a bad for the country. This strikes me as different from what I would expect from a national survey.

--Rich Clark

---

Richard L. Clark, Ph.D.  
Manager of Survey Research / Data Services Unit  
Director, Peach State Poll  
Carl Vinson Institute of Government  
University of Georgia  
Athens, GA 30677

(706) 542-2736 (main desk)  
(706) 542-9301 (fax)  
[http://www.cviog.uga.edu/organiza/research\\_support\\_unit.htm](http://www.cviog.uga.edu/organiza/research_support_unit.htm)

<attachment snipped> sw

=====  
Date: Wed, 30 Jan 2002 11:10:16 -0500

From: "James P. Murphy" <jpmurphy@jpmurphy.com>  
To: <aapornet@usc.edu>  
Subject: Re: matching anonymous respondents  
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

Although effective in terms of matching, the method I suggested does, arguably, tell the students that another survey is coming. This would probably not be the case with an innocuous internal identifier like name of pet. Maybe you could go back to Campbell and Stanley and pick a design (i.e. controls) that would allow you to measure the effects of this. It could also be argued that even the "clean" procedure should be evaluated for impact of repeat administration with a one-time 8th grade control. Personally, I would prefer certainty on the matching.

James P. Murphy, Ph.D.  
Voice (610) 408-8800  
Fax (610) 408-8802  
jpmurphy@jpmurphy.com

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

From: Al Gunther <agunther@facstaff.wisc.edu>  
To: aapornet@usc.edu <aapornet@usc.edu>  
Date: Wednesday, January 30, 2002 3:22 AM  
Subject: matching anonymous respondents

>Dear Colleagues,

>

>I wish to conduct a two-wave survey of students -- 7th and, a year later, 8th

>graders (age range 11-14). The survey data, which will concern smoking attitudes and behaviors, must be confidential and anonymous. Thus the students

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>ordinarily be identified. But after the second wave I would like to match their

>two sets of responses.

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>may know about, for items that would allow matching.

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>(although certainly not all) of them who have had a pet could give the same answer the next year. Note desirable items would ask for relatively stable information (probably not "your favorite color") and also produce useful variance (not "are you right handed or left handed?")

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>Asking two or three such items might allow me to triangulate, and hopefully  
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>

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>Albert C. Gunther, Professor,  
>Dept. of Life Sciences Communication  
>and Center for Southeast Asian Studies,  
>University of Wisconsin-Madison  
>440 Henry Mall  
>Madison, WI 53706

>

>phone: 608 262-1506

>fax: 608 265-3042

>

---

Date: Wed, 30 Jan 2002 10:34:08 -0600  
From: Lydia\_Saad@gallup.com  
To: aapornet@usc.edu  
Subject: RE: Immigration attitudes  
MIME-Version: 1.0  
X-Mailer: Internet Mail Service (5.5.2653.19)  
Content-Type: text/plain;  
        charset="iso-8859-1"

Rich,

Gallup has plenty of data on that topic. If you, or anyone else on aapornet for that matter, is interested, you can contact our research librarian, Maura Strausberg, at 609-924-9600. She would be happy to send you the tabs.

In particular, Gallup has this series of questions, last asked as a complete set in May 2001. (Q. 15 has a trend dating back to 1965).

15. In your view, should immigration be kept at its present level, increased or decreased? (this was updated in Oct.)
16. On the whole, do you think immigration is a good thing or a bad thing for this country today?
17. On the whole, do you think immigration has been a good thing or a bad thing for the United States in the past?

Earlier this month we asked this question, with a trend back to Jan. 2001:

36. Would you like to see the level of immigration in this country increased, decreased, or remain about the same?

I just glanced at the results to Q. 36 above by Party ID, and contrary to your findings, Democrats are slightly more pro-immigration than Republicans.

Best,

Lydia Saad  
Gallup

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

From: Richard Clark [mailto:clark@cviog.uga.edu]  
Sent: Tuesday, January 29, 2002 2:36 PM  
To: aapornet@usc.edu  
Subject: Immigration attitudes

I am hoping that someone could steer me to a source which may have some data on public attitudes about immigration broken down by party identification. In a recent state poll in Georgia, I have been surprised by how much difference exists between those who identify with the Democratic Party and those who identify with the Republican party. When asked to assess the impact of immigration on the country, Democrats are far more likely to say its been a bad for the country. This strikes me as different from what I would expect from a national survey.

--Rich Clark

---

Richard L. Clark, Ph.D.  
Manager of Survey Research / Data Services Unit  
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[http://www.cviog.uga.edu/organiza/research\\_support\\_unit.htm](http://www.cviog.uga.edu/organiza/research_support_unit.htm)

---

Date: Wed, 30 Jan 2002 11:37:16 -0500  
From: "Marc Zwelling" <vector@sympatico.ca>  
To: <aapornet@usc.edu>  
Subject: Vector Research -Study Consumers go wireless at home  
MIME-Version: 1.0  
Content-Type: multipart/related;  
    type="multipart/alternative";  
    boundary="-----\_NextPart\_000\_0001\_01C1A982.782DE1C0"  
X-Priority: 3  
X-MSMail-Priority: Normal  
X-Mailer: Microsoft Outlook Express 6.00.2600.0000  
X-MimeOLE: Produced By Microsoft MimeOLE V6.00.2600.0000

This is a multi-part message in MIME format.

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Content-Type: multipart/alternative;  
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-----=\_NextPart\_001\_0002\_01C1A982.782DE1C0  
Content-Type: text/plain;  
    charset="Windows-1252"  
Content-Transfer-Encoding: quoted-printable

Study: Consumers go wireless at home - Tech News - CNET.comPossibly =

sampling suppliers and AAPOR have looked at the implications in a growing number of households without landlines.

Study: Consumers go wireless at home  
By Tiffany Kary  
Staff Writer, CNET News.com  
January 29, 2002, 7:45 AM PT  
<http://news.com.com/2100-1033-825104.html>

Consumers are pulling the plug on traditional phone lines at home as wireless service and broadband connections become cheaper, according to a recent survey from Forrester Research.  
New communication services, such as those offered by AT&T Wireless and Sprint's PCS business, have already replaced landline service in 1.7 percent of households.

By 2006, more than 5 million U.S. homes will start using mobile and high-speed broadband networks as their primary connection, according to Forrester. That would make wireless services the primary means of communications in 11 percent of households.

The migration away from landlines will cost the current telecom behemoths, such as SBC Communications and Verizon Communications, as much as \$8.8 billion overall. Both companies are already moving into DSL (digital subscriber line) and "third generation" enhanced services as interest in traditional phone service dwindles.

"Half of this loss--more than \$4.5 billion--will come out of lost revenue from highly profitable services such as voice mail and call waiting," said Charles Golvin, senior analyst at Forrester.

Golvin predicts that broadband providers' offering of voice over IP service in 2002 will also take voice business away from traditional telephone companies. By 2006, voice over IP is expected to displace more than 4 million traditional lines and around \$1.5 billion in revenue, he said.

[Go to Front Door](#) | [Communications](#) | [Search](#) | [One Week View](#)

-----=\_NextPart\_001\_0002\_01C1A982.782DE1C0  
Content-Type: text/html;  
 charset="Windows-1252"  
Content-Transfer-Encoding: quoted-printable

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```



rel=stylesheet"><LINK=20  
href=3D"/css/browser\_specific.css" type=3Dtext/css rel=3Dstylesheet>  
<META content=3D"MSHTML 6.00.2600.0" name=3DGENERATOR></HEAD>  
<BODY bgColor=3D#ffffff>  
<DIV>Possibly sampling suppliers and AAPOR have looked at the =  
implications in a=20  
growing number of households without landlines.</DIV>  
<DIV>&nbsp;</DIV>  
<DIV align=3Dcenter><!-- ERROR=3D"? " abv-sfo1-xw2 3004 12 =  
2002.01.30.08.36.31 \_QUERY\_STRING=3D"USESAVED=3DUNION\_2" --><!-- MAd MAC =  
Controller [pid 3004] abv-sfo1-xw2:3004:12 2002.01.30.08.36.31 --><!-- =  
CNET\_EDITION=3D PartnerId=3D1 Locale=3D Ad call=3Dusesaved=3Dunion\_1 =  
--><A=20  
href=3D"http://www.cnet.com/cgi-acc/clickthru.acc?clickid=3D0001fe99fa8e9=  
ea800000000&amp;adt=3D036:41:100&amp;edt=3Dcnet&amp;cat=3D1:1002:1004:&am=  
p;site=3DCN"=20  
target=3D\_top><IMG alt=3D"MSDN Subscriptions. Tools, Knowledge, NOW!"=20  
src=3D"http://a.r.tv.com/cnet.12h/Ads/Media/Images/11.20yellow\_468x60k.gi=  
f"=20  
border=3D0></A><!-- MAd MAC Controller [pid 3004] abv-sfo1-xw2:3004:12 =  
2002.01.30.08.36.31 --></DIV><SUB><BR=20  
clear=3Dall></SUB><B class=3Da5>Study: Consumers go wireless at =  
home</B><BR><SPAN=20  
class=3Da2>By <A href=3D"mailto:tiffany.kary@cnet.com">Tiffany Kary =  
</A><BR>Staff=20  
Writer, CNET News.com<BR>January 29, 2002, 7:45 AM PT<BR><A=20  
href=3D"/2100-1033-825104.html?tag=3Dprntfr">http://news.com.com/2100-103=  
3-825104.html</A>=20  
</SPAN><BR><BR><SPAN class=3Da2><B>Consumers are pulling the plug on =  
traditional=20  
phone lines at home as wireless service and broadband connections become =  
cheaper, according to a recent survey from Forrester Research.</B>=20  
<P>New communication services, such as those offered by AT&amp;T =  
Wireless and=20  
Sprint's PCS business, have already replaced landline service in 1.7 =  
percent of=20  
households.=20  
<P>By 2006, more than 5 million U.S. homes will start using mobile and=20  
high-speed broadband networks as their primary connection, according to=20  
Forrester. That would make wireless services the primary means of =  
communications=20  
in 11 percent of households.=20  
<P>The migration away from landlines will cost the current telecom =  
behemoths,=20  
such as SBC Communications and Verizon Communications, as much as \$8.8 =  
billion=20  
overall. Both companies are already <A =  
href=3D"/2100-1033-822009.html">moving</A>=20  
into DSL (digital subscriber line) and "third generation" enhanced =  
services as=20  
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<P>"Half of this loss--more than \$4.5 billion--will come out of lost =  
revenue=20  
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Charles Golvin, senior analyst at Forrester.=20

<P>Golvin predicts that broadband providers' offering of voice over IP = service=20 in 2002 will also take voice business away from traditional telephone = companies.=20 By 2006, voice over IP is expected to displace more than 4 million = traditional=20 lines and around \$1.5 billion in revenue, he said.=20 <DIV align=3Dcenter><!-- ERROR=3D"?" abv-sfo1-xw2 3004 12 = 2002.01.30.08.36.31 \_QUERY\_STRING=3D"USESAVED=3DUNION\_4" --><!-- Mad MAC = Controller [pid 3004] abv-sfo1-xw2:3004:12 2002.01.30.08.36.31 --><!-- = ERROR=3D"?" abv-sfo1-xw2 3004 12 2002.01.30.08.36.31 = \_QUERY\_STRING=3D"USESAVED=3DUNION\_5" --><!-- Mad MAC Controller [pid = 3004] abv-sfo1-xw2:3004:12 2002.01.30.08.36.31 = --></DIV></SPAN><BR><BR><SPAN=20 class=3Da2>&nbsp;Go to&nbsp;<A href=3D"/2001-12-0.html?tag=3Dprntfr"><B = class=3Ddr>Front=20 Door</B></A>&nbsp; | &nbsp;<A href=3D"/2001-1033-0.html?tag=3Dprntfr"><B = class=3Ddr>Communications</B></A>&nbsp; | &nbsp;<A=20 href=3D"/redir?destUrl=3Dhttp%3A%2F%2Fnews.search.com%2Fsearch&amp;edId=3D= 3&amp;siteId=3D3&amp;oId=3D2102-1033-825104&amp;ontId=3D1033&amp;lop=3Dpr= ntfr"><B=20 class=3Ddr>Search</B></A>&nbsp; | &nbsp;<A=20 href=3D"/2003-12-825104.html?tag=3Dprntfr"><B class=3Ddr>One Week = View</B></A> </SPAN><!-- cannot include file = '/news/presentation/components/cnetNewsOptions.jsp', resource not found = --> <TABLE cellSpacing=3D0 cellPadding=3D0 width=3D"100%" bgColor=3D#ffffff = border=3D0> <TBODY> <TR> <TD align=3Dmiddle height=3D90></TD></TR></TBODY></TABLE><!-- = util:info/ --> <DIV align=3Dcenter><!-- CNET\_EDITION=3D PartnerId=3D1 Locale=3D Ad = call=3Dusesaved=3Dunion\_1 --><A=20 href=3D"http://www.cnet.com/cgi-acc/clickthru.acc?clickid=3D0001fe99fa8e9= ea800000000&amp;adt=3D036:41:100&amp;edt=3Dcnet&amp;cat=3D1:1002:1004:&am= p;site=3DCN"=20 target=3D\_top><IMG alt=3D"MSDN Subscriptions. Tools, Knowledge, NOW!"=20 src=3D"http://a.r.tv.com/cnet.12h/Ads/Media/Images/11.20yellow\_468x60k.gi= f"=20 border=3D0></A><!-- Mad MAC Controller [pid 3004] abv-sfo1-xw2:3004:12 = 2002.01.30.08.36.31 --></DIV></BODY></HTML>

-----\_NextPart\_001\_0002\_01C1A982.782DE1C0--

=====  
Date: Wed, 30 Jan 2002 12:32:12 -0500  
From: "Charlotte G. Steeh" <ARCCGS@langate.gsu.edu>  
To: <aapornet@usc.edu>  
Subject: Re: Open & closed questions  
Mime-Version: 1.0  
Content-Type: multipart/alternative; boundary="=\_1A477338.CBAAC735"

--=\_1A477338.CBAAC735

Content-Type: text/plain; charset=US-ASCII  
Content-Transfer-Encoding: quoted-printable

Hi, Howard. I hope you're well. I have run a split-ballot experiment using the question, "what is the most important problem facing Georgia," for two quarterly RDD general population surveys. I wanted to see how the closed categories we had been using for a long time compared to the open responses. I haven't had a chance to analyze the data, and I don't know if you would be interested anyway. There would be approximately 1600 respondents overall in the state of Georgia with 800 per time period. However, the response rate on these surveys is just under 40%, strictly calculated by AAPOR standard definitions. However, since this is a general purpose survey, I have more confidence that these respondents are fairly representative than I would if the survey had been on a special topic. Let me know if you would like the data or like me to try and carry out a few analyses. I am extraordinarily busy right now, and I don't have a graduate student I can ask to work on it.

Charlotte

--=\_1A477338.CBAAC735  
Content-Type: text/html; charset=ISO-8859-1  
Content-Transfer-Encoding: quoted-printable

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">
<HTML><HEAD>
<META content="text/html; charset=ISO-8859-1" http-equiv=Content-Type=
>
<META content="MSHTML 5.00.2314.1000" name=GENERATOR></HEAD>
<BODY style="FONT: 8pt MS Sans Serif; MARGIN-LEFT: 2px; MARGIN-TOP: =
2px">
<DIV><FONT size=1>Hi, Howard.&nbsp; I hope you're well.&nbsp; I have run =
a=20
split-ballot experiment using the question, "what is the most important =
problem=20
facing Georgia," for two quarterly RDD general population surveys.&nbsp; =
I=20
wanted to see how the closed categories we had been using for a long =
time=20
compared to the open responses.&nbsp; I haven't had a chance to analyze =
the=20
data, and I don't know if you would be interested anyway.&nbsp; There =
would be=20
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per time=20
period.&nbsp; However, the response rate on these surveys is just under =
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topic.&nbsp; Let me know if you would like the data or like me to try and =
carry=20
out a few analyses.&nbsp; I am extraordinarily busy right now, and I don't =
have=20
a graduate student I can ask to work on it.</FONT></DIV>
```

<DIV>&nbsp;</DIV>  
<DIV><FONT size=3D1>Charlotte</FONT></DIV></BODY></HTML>

--=\_1A477338.CBAAC735--

=====  
Date: Wed, 30 Jan 2002 11:57:20 -0600  
From: Kent Tedin <Kent.Tedin@mail.uh.edu>  
Subject: RE: Open & closed questions  
In-reply-to: <3C56EB0B.F2ADC51D@umich.edu>  
To: aapornet@usc.edu  
Message-id: <LNEDJMNOKJLBCAOFFBEFGEBDCDCAA.pols2c@mail.uh.edu>  
MIME-version: 1.0  
X-MIMEOLE: Produced By Microsoft MimeOLE V5.00.2919.6700  
X-Mailer: Microsoft Outlook IMO, Build 9.0.2416 (9.0.2911.0)  
Content-type: text/plain; charset=us-ascii  
Content-transfer-encoding: 7BIT  
X-Priority: 3 (Normal)  
X-MSMail-priority: Normal

I have a piece published some 20 years ago in the American Politics Quarterly (October 1979) that compares the recognition of Members of Congress using closed-ended and open-ended items.

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

From: owner-aapornet@usc.edu [mailto:owner-aapornet@usc.edu] On Behalf Of Howard Schuman  
Sent: Tuesday, January 29, 2002 12:34 PM  
To: aapor  
Subject: Open & closed questions

I am looking for experimental (or at least systematic) comparisons of open and closed survey questions, and would be glad to learn of any published or useful unpublished work. I've checked the POQ bibliography but there is not much there, at least by title.  
Howard

=====  
Date: Wed, 30 Jan 2002 13:50:54 -0500  
To: aapornet@usc.edu  
From: "Robert D. Putnam" <robert\_putnam@harvard.edu>  
Subject: Re: Immigration attitudes  
In-Reply-To: <4.1.20020129140715.01c446c0@mail.cviog.uga.edu>  
References: <3C56D5FB.2D581F6A@marketsharescorp.com>  
<42.21498d5d.29881f22@aol.com>  
Mime-Version: 1.0  
Content-Type: text/plain; charset="us-ascii"; format=flowed

This is not a perfect answer, but in a national RDD sample conducted last October and November, we found faintly the opposite pattern on a vaguely similar question. A year earlier on the same question we had found Dems much less critical of immigrants. In other words, the modest recent increase in anti-immigrant feeling appears to have been concentrated among Democrats. One possible interpretation is that the recession may have increased perceived economic competition with immigrants more among

Democrats.

"Immigrants are getting too demanding in their push for equal rights." Percent agree: Reps: 49% (47% one year earlier), Dems: 44% (34% one year earlier), Indep/other: 46% (38% one year earlier).

At 02:36 PM 1/29/2002 -0500, you wrote:

>I am hoping that someone could steer me to a source which may have some  
>data on public attitudes about immigration broken down by party  
>identification. In a recent state poll in Georgia, I have been surprised  
>by how much difference exists between those who identify with the  
>Democratic Party and those who identify with the Republican party. When  
>asked to assess the impact of immigration on the country, Democrats are far  
>more likely to say its been a bad for the country. This strikes me as  
>different from what I would expect from a national survey.

>  
>--Rich Clark

>  
>  
>\_\_\_\_\_

---

>Richard L. Clark, Ph.D.  
>Manager of Survey Research / Data Services Unit  
>Director, Peach State Poll  
>Carl Vinson Institute of Government  
>University of Georgia  
>Athens, GA 30677  
>  
>(706) 542-2736 (main desk)  
>(706) 542-9301 (fax)  
>[http://www.cviog.uga.edu/organiza/research\\_support\\_unit.htm](http://www.cviog.uga.edu/organiza/research_support_unit.htm)

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

=====  
Date: Wed, 30 Jan 2002 14:53:09 +0100  
To: aapornet@usc.edu  
From: Edith de Leeuw <edithl@xs4all.nl>  
Subject: Re: effects of survey intros  
In-Reply-To: <3C5719B5.A89626B@princeton.edu>  
References: <Pine.GSO.4.33.0201290740490.10915-100000@almaak.usc.edu>  
Mime-Version: 1.0  
Content-Type: multipart/alternative;  
    boundary="====\_32866227==\_ .ALT"

-----\_32866227==\_ .ALT  
Content-Type: text/plain; charset="us-ascii"; format=flowed

We did a number of experiments with a simple 'we are not selling' added to the introduction. We presented this at the International Conference on Survey Nonresponse in Portland 1999. Below is the abstract. If you like I can send the full paper text.

Good luck, Edith

I AM NOT SELLING ANYTHING: EXPERIMENTS IN TELEPHONE INTRODUCTIONS

Edith de Leeuw

Mail address: Edith de Leeuw, Plantage Doklaan 40, NL-1018 CN AMSTERDAM,  
The Netherlands.

E-mail: EDITHL@XS4ALL.NL

Abstract:

A series of split-run experiments was conducted in the Netherlands to test the efficacy of a "we are not selling" message in telephone survey introductions. Data were collected at 10 market research firms, all members of the Netherlands Association for Market Research. The topics varied in saliency and are a fair representative of the studies undertaken by the research institutes. In total 101625 persons were contacted, of which a random half heard the experimental introduction and the other half the firms' standard introductions. On average, the 'not selling'-introduction reduced the refusals with 2%. This is a small, but significant effect. As the 'not selling'-argument is very easy to implement and not costly, we strongly advice to use it when introducing a telephone survey.

Key-words: Telephone survey, introduction, experiment, non-response, refusal rate

At 04:52 PM 1/29/02 -0500, you wrote:

>Can someone point me to some actual studies that document the possible  
>biasing  
>effects of different types of survey introductions? By survey  
>introductions,  
>I'm referring to the scripts used by interviewers at the beginning of  
>surveys  
>to orient respondents to the nature of the topic being explored in the  
>questionnaire. I'm particularly interested in understanding the extent to  
>which people may screen themselves out of surveys on topics in which they  
>have  
>little or no interest, as a result of being tipped off to the subject  
>matter of  
>a survey by its intro.  
>  
>Thanks,  
>Larry McGill

====\_32866227==\_.ALT  
Content-Type: text/html; charset="us-ascii"

<html>

We did a number of experiments with a simple 'we are not selling' added to the introduction. We presented this at the International Conference on Survey Nonresponse in Portland 1999. Below is the abstract. If you like I can send the full paper text.<br>

<br>

Good luck, Edith<br>

<br>

<font face="Arial, Helvetica" size=4><b>I AM NOT SELLING ANYTHING:  
EXPERIMENTS IN TELEPHONE INTRODUCTIONS <br>

<br>

</b></font><font face="Arial, Helvetica">&nbsp;&nbsp;&nbsp;Edith de Leeuw <br>

<br>

Mail address: Edith de Leeuw, Plantage Doklaan 40, NL-1018 CN AMSTERDAM,  
The Netherlands.&nbsp;&nbsp;&nbsp;<br>

&nbsp;&nbsp;&nbsp;E-mail: EDITHL@XS4ALL.NL&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;<br>

<br>

<b>Abstract:<br>

</b></font><font face="Arial, Helvetica">A series of split-run experiments was conducted in the Netherlands to test the efficacy of a &quot;we are not selling&quot; message in telephone survey introductions. Data were collected at 10 market research firms, all members of the Netherlands Association for Market Research.&nbsp;&nbsp;&nbsp;The topics varied in saliency and are a fair representative of the studies undertaken by the research institutes. In total 101625 persons were contacted, of which a random half heard the experimental introduction and the other half the firms' standard introductions. On average, the 'not selling'-introduction reduced the refusals with 2%.&nbsp;&nbsp;&nbsp;This is a small, but significant effect. As the 'not selling'-argument is very easy to implement and not costly, we strongly advice to use it when introducing a telephone survey.<br>

<br>

<b>Key-words:</b>&nbsp;&nbsp;&nbsp;Telephone survey, introduction, experiment, non-response, refusal rate<br>

<br>

<br>

</font>At 04:52 PM 1/29/02 -0500, you wrote:<br>

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to orient respondents to the nature of the topic being explored in the<br>

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which people may screen themselves out of surveys on topics in which they have<br>

little or no interest, as a result of being tipped off to the subject matter of<br>

a survey by its intro.<br>

<br>

Thanks,<br>

Larry McGill</blockquote></html>

-----\_32866227==\_.ALT--

=====  
Date: Wed, 30 Jan 2002 11:52:42 -0800  
From: Leora Lawton <llawton@informative.com>  
To: aapornet@usc.edu  
Subject: evaluating pricing?  
MIME-Version: 1.0  
X-Mailer: Internet Mail Service (5.5.2653.19)

Content-Type: text/plain

I've been asked to calculate a price point for a new product. There were two questions on the survey,  
At which price would a product such as this seem too expensive?  
At which price would a product such as this seem too low priced?

There were four prices for each question, some of them overlapping...

I have two questions...

How do I evaluate the answers and decide on the price the company should release the new product with?

Is this the best way to go about this decision, and if not, what is?

thanks

Leora Lawton, Ph.D.  
Director of Research  
Informative, Inc.  
2000 Sierra Point Parkway, Suite 300  
Brisbane, CA 94005  
(650) 534-1080, fax: (650) 534-1010  
www.informative.com

---

Date: Wed, 30 Jan 2002 15:14:27 -0500  
From: Angela\_Zaffaroni@abtassoc.com  
Subject: Angela Zaffaroni/cam/Abtassoc is out of the office.  
To: aapornet@usc.edu  
X-MIMETrack: Serialize by Router on camdom1/Servers/Abtassoc(Release 5.0.8 |June 18, 2001) at  
01/30/2002 03:14:30 PM  
MIME-Version: 1.0  
Content-type: text/plain; charset=us-ascii

I will be out of the office starting 01/30/2002 and will not return until 02/11/2002.

I will respond to your message when I return. If you have any questions on the Reading Excellence Act Evaluation please contact  
diane\_greene@abtassoc.com

---

Date: Thu, 31 Jan 2002 09:20:09 +1300  
From: "Gendall, Philip" <P.Gendall@massey.ac.nz>  
To: "'aapornet@usc.edu'" <aapornet@usc.edu>  
Subject: RE: Open & closed questions  
MIME-Version: 1.0  
X-Mailer: Internet Mail Service (5.5.2655.55)  
Content-Type: text/plain;  
charset="iso-8859-1"

Howard

In Gendall, Philip & Hoek, Janet (1990). "A Question of Wording." Marketing



Bulletin, 1:25-36, we report a comparison of the responses to the same question in open and closed formats. It's just one question but you might be interested in it. The marketing bulletin is on-line at <http://marketing-bulletin.massey.ac.nz>

(The marketing Bulletin also has three articles on response to open-ended questions.)

Phil Gendall

---

Date: Wed, 30 Jan 2002 17:09:08 -0500  
From: jennifer.m.rothgeb@census.gov  
Subject: Re: Fran Featherston is now at the National Science Foundation  
To: aapornet@usc.edu  
Cc: esinger@isr.umich.edu  
X-Mailer: Lotus Notes Release 5.0.7 March 21, 2001  
Message-ID: <OFDCF162A6.E64A616C-ON85256B51.007990E0@tco.census.gov>  
X-MIMETrack: Serialize by Router on LNHQ08MTA/HQ/BOC (Release 5.0.8 | June 18, 2001) at 01/30/2002  
05:13:54 PM  
MIME-Version: 1.0  
Content-type: text/plain; charset=us-ascii

Hi Fran,  
I hope you're enjoying your new environment!

Can you tell me who I should direct a letter to at GAO soliciting financial support for the QDET conference? GAO has supported some of the other conferences in the past, but I don't know who the appropriate contact is.

Thanks for you help.  
Jennifer

Jennifer M. Rothgeb  
U.S. Census Bureau  
Center for Survey Methods Research/SRD  
FB 4, Rm. 3125  
Washington, D.C. 20233  
PH: 301-457-4968  
FAX: 301-457-4931

---

Date: Wed, 30 Jan 2002 17:41:48 -0500  
To: aapornet@usc.edu  
From: dick halpern <dhalpern@bellsouth.net>  
Subject: Re: A last (?) note on My Party virus  
In-Reply-To: <200201292300.SAA53646@garnet.acns.fsu.edu>  
Mime-Version: 1.0  
Content-Type: multipart/alternative;

boundary="====\_2650579==\_ .ALT"

-----\_2650579==\_ .ALT  
Content-Type: text/plain; charset="us-ascii"; format=flowed

Just a last final, final note re attachments and viruses.....Norton anti virus program will scan any file/attachment before it is opened to make sure it's ok. You just have to ask it to do it! Also, too, I probably run less of a risk re viruses since I use Netscape and Eudora rather than Microsoft products. Most virus creators aim for Microsoft stuff since, like good marketers, it's a much broader audience.

Dick

At 06:00 PM 1/29/02, you wrote:

>Dick is absolutely right. Update your Virus software often. Plus I not only  
>don't automatically open attachments, I have my email set so that I don't  
>automatically open the next email when I delete one.

>

>And I got one from AAPOR too. (OK Alice, we know this isn't the North!!!)

>

>And my students wonder why I do not take email attachments for assignments.

>

>Susan

>

>At 12:26 PM 1/29/2002 -0500, you wrote:

>>By last count I've received 7 copies of My party virus from people other  
>>than AAPOR! And each time my Norton anti-virus program got rid of it.

Moral

>>is to have one's anti virus program updated regularly....Norton provides  
>>automatic updates whenever some new source of fun and games is detected.

>Susan Carol Losh, PhD

>slosh@garnet.acns.fsu.edu

>

>visit the site at:

><http://garnet.acns.fsu.edu/~slosh//Index.htm>

>

>The Department of Educational Research

>307L Stone Building

>Florida State University

>Tallahassee FL 32306-4453

>

>850-644-8778 (Voice Mail available)

>Educational Research Office 850-644-4592

>FAX 850-644-8776

-----\_2650579== .ALT

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

<html>

<font size=3>Just a last final, final note re attachments and viruses.....Norton anti virus program will scan any file/attachment before it is opened to make sure it's ok. You just have to ask it to do it! Also, too, I probably run less of a risk re viruses since I use Netscape and Eudora rather than Microsoft products. Most virus creators aim for Microsoft stuff since, like good marketers, it's a much broader audience. <br><br>

Dick<br><br>

<br><br>

At 06:00 PM 1/29/02, you wrote:<br>  
<blockquote type=cite class=cite cite>Dick is absolutely right. Update  
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don't automatically open attachments, I have my email set so that I  
don't<br>  
automatically open the next email when I delete one.<br><br>  
And I got one from AAPOR too. (OK Alice, we know this isn't the  
North!!!)<br><br>  
And my students wonder why I do not take email attachments for  
assignments. <br><br>  
Susan<br><br>  
At 12:26 PM 1/29/2002 -0500, you wrote:<br>  
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Moral <br>  
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&gt;automatic updates whenever some new source of fun and games is  
detected.<br>  
Susan Carol Losh, PhD<br>  
slosh@garnet.acns.fsu.edu<br><br>  
visit the site at:<br>  
<a href="http://garnet.acns.fsu.edu/~slosh//Index.htm"  
eudora="autourl">http://garnet.acns.fsu.edu/~slosh//Index.htm</a><br><br>  
The Department of Educational Research<br>  
307L Stone Building<br>  
Florida State University<br>  
Tallahassee FL 32306-4453<br><br>  
850-644-8778 (Voice Mail available)<br>  
Educational Research Office 850-644-4592 <br>  
FAX 850-644-8776</font></blockquote></html>

-----\_2650579==\_.ALT--

=====  
Date: Thu, 31 Jan 2002 09:26:58 -0500  
From: "Phillip Downs" <pd@kerr-downs.com>  
To: "AAPORNET" <aapornet@usc.edu>  
Subject: Ethnic/race/cultural description  
Message-ID: <NEBBJNECELDEFCLBMELLAEJHCKAA.pd@kerr-downs.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 (9.0.2911.0)  
X-MimeOLE: Produced By Microsoft MimeOLE V6.00.2600.0000

For a survey to be conducted across several campuses, we want a term(s) that would include students from the middle east and countries such as India and Pakistan, etc. We are trying to keep our list short. We have African American/Black, Asian, Caucasian/White, Hispanic/Latino, American Indian and Other. Any suggestions? Thanks

-----  
Phillip E. Downs, PhD  
Kerr & Downs Research  
2992 Habersham Drive  
Tallahassee, FL 32309  
Phone: 850.906.3111  
Fax: 850.906.3112  
www.kerr-downs.com

=====  
Date: Thu, 31 Jan 2002 10:08:58 -0500 (Eastern Standard Time)  
From: tmglp@cms.mail.virginia.edu  
To: AAPORnet List server <aapornet@usc.edu>  
Subject: Re: Ethnic/race/cultural description  
In-Reply-To: <NEBBJNECELDEFCLBMELLAEJHCKAA.pd@kerr-downs.com>  
Message-ID: <SIMEON.10201311058.C@gj9k20b.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

Suggestion:

Eliminate the 'Asian' category--too broad.

Substitute:

South Asian  
East Asian  
Central Asian  
Near Eastern/Middle Eastern

Of course, some who check these categories might also be classified as 'Caucasian' by older racial categorization. But, since you have "Hispanic" in there, you weren't using mutually exclusive categories, anyway. Intro: "Which of the following ethnic or racial categories best describes you?"

Your choice: forced choice or M/R format.

Perhaps combining Central Asian with South Asian would be worthwhile, if you feel it's important to have few categories.

My 2 cents.

Tom

On Thu, 31 Jan 2002 09:26:58 -0500 Phillip Downs <pd@kerr-downs.com> wrote:

> For a survey to be conducted across several campuses, we want a term(s)  
> that  
> would include students from the middle east and countries such as India  
> and  
> Pakistan, etc. We are trying to keep our list short. We have African  
> American/Black, Asian, Caucasian/White, Hispanic/Latino, American Indian  
> and  
> Other. Any suggestions? Thanks  
>  
> -----  
> Phillip E. Downs, PhD  
> Kerr & Downs Research  
> 2992 Habersham Drive



Subject: scale items for use with children  
MIME-Version: 1.0  
X-Mailer: Internet Mail Service (5.5.2653.19)  
Content-Type: text/plain;  
charset="iso-8859-1"

A colleague is constructing a questionnaire (telephone administration) to be used with children (ages 9-13). Could anyone refer literature that focuses on scales appropriate for this age. Thanks.

=====  
Date: Thu, 31 Jan 2002 07:45:38 -0800 (PST)  
From: James Beniger <beniger@rcf.usc.edu>  
To: AAPORNET <aapornet@usc.edu>  
Subject: NYTimes/CBS News Poll: Trends in Approval of President GW Bush  
Message-ID: <Pine.GSO.4.33.0201310735340.29710-100000@almaak.usc.edu>  
MIME-Version: 1.0  
Content-Type: TEXT/PLAIN; charset=US-ASCII

-----  
Copyright 2002 The New York Times Company  
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<http://www.nytimes.com/images/2002/01/27/national/020127poll-results2.html>

#### How the Poll Was Conducted

The latest New York Times/CBS News Poll is based on telephone interviews conducted Monday through Thursday with 1,034 adults throughout the United States.

#### Complete Results

1. Do you approve or disapprove of the way George W. Bush is handling his job as President?

|                | Approve | Disapprove | DK/NA |
|----------------|---------|------------|-------|
| 2/10-12/01 CBS | 53      | 21         | 26    |
| 3/8-12/01      | 60      | 22         | 18    |
| 4/4-5/01 CBS   | 53      | 35         | 12    |
| 4/23-25/01 CBS | 56      | 29         | 15    |
| 5/10-12/01 CBS | 57      | 30         | 13    |
| 6/14-18/01     | 53      | 34         | 13    |
| 8/28-31/01 CBS | 50      | 38         | 12    |
| 9/11-12/01 CBS | 72      | 15         | 13    |
| 9/13-14/01     | 84      | 9          | 8     |
| 9/20-23/01     | 89      | 7          | 5     |
| 10/25-28/01    | 87      | 8          | 5     |
| 12/7-10/01     | 86      | 9          | 4     |
| 1/5-6/02 CBS   | 84      | 10         | 6     |
| 1/15-17/02 CBS | 82      | 11         | 7     |
| 1/21-24/02     | 82      | 12         | 6     |

<http://www.nytimes.com/images/2002/01/27/national/020127poll-results2.html>

-----  
Copyright 2002 The New York Times Company  
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\*\*\*\*\*

=====  
Date: Thu, 31 Jan 2002 10:59:25 -0500  
From: "Blumberg, Stephen J." <swb5@cdc.gov>  
To: aapornet@usc.edu  
Subject: RE: Vector Research -Study Consumers go wireless at home  
MIME-Version: 1.0  
X-Mailer: Internet Mail Service (5.5.2653.19)  
Content-Type: multipart/alternative;  
    boundary="----\_=\_NextPart\_001\_01C1AA70.4156A120"

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\_01C1AA70.4156A120  
Content-Type: text/plain;  
    charset="iso-8859-1"

This reporter needs to reread her source. Forrester Research reports that 1.7% of households have replaced their landline phones with wireless phones. In the next 5 years, 2.3 million more households are expected to drop their primary phone line. The "11 percent" figure is the increase in the share of consumer telecom spending that wireless services can expect.

The original source is available at:  
<http://www.forrester.com/ER/Press/Release/0,1769,682,00.html>  
<<http://www.forrester.com/ER/Press/Release/0,1769,682,00.html>>

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

From: Marc Zwelling [mailto:vector@sympatico.ca]  
Sent: Wednesday, January 30, 2002 11:37 AM  
To: aapornet@usc.edu  
Subject: Vector Research -Study Consumers go wireless at home

Possibly sampling suppliers and AAPOR have looked at the implications in a growing number of households without landlines.

<<http://www.cnet.com/cgi-acc/clickthru.acc?clickid=0001fe99fa8e9ea800000000&adt=036:41:100&edt=cnet&cat=1:1002:1004:&site=CN>> MSDN Subscriptions. Tools, Knowledge, NOW!

Study: Consumers go wireless at home  
By Tiffany Kary <mailto:tiffany.kary@cnet.com>  
Staff Writer, CNET News.com  
January 29, 2002, 7:45 AM PT

<http://news.com.com/2100-1033-825104.html>  
<<http://news.com.com/2100-1033-825104.html?tag=prntfr>>

Consumers are pulling the plug on traditional phone lines at home as wireless service and broadband connections become cheaper, according to a recent survey from Forrester Research.

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By 2006, more than 5 million U.S. homes will start using mobile and high-speed broadband networks as their primary connection, according to Forrester. That would make wireless services the primary means of communications in 11 percent of households.

The migration away from landlines will cost the current telecom behemoths, such as SBC Communications and Verizon Communications, as much as \$8.8 billion overall. Both companies are already moving  
<<http://news.com.com/2100-1033-822009.html>> into DSL (digital subscriber line) and "third generation" enhanced services as interest in traditional phone service dwindles.

"Half of this loss--more than \$4.5 billion--will come out of lost revenue from highly profitable services such as voice mail and call waiting," said Charles Golvin, senior analyst at Forrester.

Golvin predicts that broadband providers' offering of voice over IP service in 2002 will also take voice business away from traditional telephone companies. By 2006, voice over IP is expected to displace more than 4 million traditional lines and around \$1.5 billion in revenue, he said.

Go to <<http://news.com.com/2001-12-0.html?tag=prntfr>> Front Door |  
<<http://news.com.com/2001-1033-0.html?tag=prntfr>> Communications |  
<<http://news.com.com/redir?destUrl=http%3A%2F%2Fnews.search.com%2Fsearch&edId=3&siteId=3&oId=2102-1033-825104&ontId=1033&lop=prntfr>> Search |  
<<http://news.com.com/2003-12-825104.html?tag=prntfr>> One Week View

<<http://www.cnet.com/cgi-acc/clickthru.acc?clickid=0001fe99fa8e9ea800000000&adt=036:41:100&edt=cnet&cat=1:1002:1004:&site=CN>> MSDN Subscriptions. Tools, Knowledge, NOW!

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source.&nbsp; Forrester Research reports that 1.7% of households have =
replaced=20
their landline phones with wireless phones.&nbsp;&nbsp;&nbsp;In the next 5 =
years, 2.3=20
million more households&nbsp;are expected to drop their primary phone=20
line.&nbsp; The "11 percent" figure is the increase in the share=20
of&nbsp;consumer telecom spending that wireless services can=20
expect.</SPAN></DIV>
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  [mailto:vector@sympatico.ca]<BR><B>Sent: /> Wednesday, January 30, =
2002 11:37=20
  AM<BR><B>To: /> aapornet@usc.edu<BR><B>Subject: /> Vector Research =
-Study=20
  Consumers go wireless at home<BR><BR></DIV></FONT>
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implications in=20
  a growing number of households without landlines.</DIV>
  <DIV>&nbsp;</DIV>
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2002.01.30.08.36.31 --></DIV><SUB><BR=20
  clear=3Dall></SUB><B class=3Da5>Study: Consumers go wireless at =
```

home

By [Tiffany Kary](mailto:tiffany.kary@cnet.com) =  
Staff  
Writer, CNET News.com  
January 29, 2002, 7:45 AM PT

[http://news.com.com/2100-10-33-825104.html?tag=prntfr](#)

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Date: Thu, 31 Jan 2002 11:47:14 EST  
From: JAnnSelzer@aol.com  
Message-ID: <e5.1306fcf5.298acf12@aol.com>  
Subject: Re: scale items for use with children  
To: aapornet@usc.edu  
MIME-Version: 1.0  
Content-Type: multipart/alternative;  
boundary="part1\_e5.1306fcf5.298acf12\_boundary"  
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Content-Type: text/plain; charset="US-ASCII"  
Content-Transfer-Encoding: 7bit

In a message dated 1/31/02 9:24:20 AM Central Standard Time,  
ChristineHorak@westat.com writes:

> A colleague is constructing a questionnaire (telephone administration) to  
> be used with children (ages 9-13). Could anyone refer literature that  
> focuses on scales appropriate for this age. Thanks.  
>

Just a word of warning. Four years is a large difference in age among children. So, you'll want to be sure questions are accessible at the youngest age and don't sound goofy to those at the older age. I always say count the teen years (and this goes really for all ages under 30, probably) in dog years. JAS

J. Ann Selzer, Ph.D.  
Selzer & Company, Inc.  
Des Moines  
JAnnSelzer@aol.com, for purposes of this list; otherwise,  
JASelzer@SelzerCo.com  
Visit our website at [www.SelzerCo.com](http://www.SelzerCo.com)

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Content-Type: text/html; charset="US-ASCII"  
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style="BACKGROUND-COLOR: #ffffff" SIZE=3 FAMILY="SERIF" FACE="Perpetua"
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ChristineHorak@westat.com writes:<BR>
<BR>
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questionnaire (telephone administration)&nbsp;to<BR>
be used with children (ages 9-13). Could anyone refer literature that<BR>
focuses on scales appropriate for this age.&nbsp;Thanks.<BR>
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FAMILY="SERIF" FACE="Perpetua" LANG="0"><BR>
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say count the teen years (and this goes really for all ages under 30,
probably) in dog years.&nbsp;JAS<BR>
<BR>
</FONT><FONT COLOR="#000000" style="BACKGROUND-COLOR: #ffffff" SIZE=2
FAMILY="SANSSERIF" FACE="Arial" LANG="0">J. Ann Selzer, Ph.D.<BR>
Selzer & Company, Inc.<BR>
Des Moines<BR>
JAnnSelzer@aol.com, for purposes of this list; otherwise,
JASelzer@SelzerCo.com<BR>
Visit our website at www.SelzerCo.com</FONT></HTML>
```

--part1\_e5.1306fcf5.298acf12\_boundary--

---

Date: Thu, 31 Jan 2002 11:59:32 -0800  
To: aapornet@usc.edu  
From: Joel Moskowitz <jmm@uclink4.berkeley.edu>  
Subject: Re: matching anonymous respondents  
In-Reply-To: <4.1.20020129144441.01bdf430@facstaff.wisc.edu>  
References: <3C56C8A9.2E578BE5@rider.edu>  
<Pine.GSO.4.33.0201281622350.23773-100000@almaak.usc.edu>  
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In the 1970's some drug use epidemiology/prevention studies with adolescents used anonymous, respondent-generated codes on self-administered questionnaires that enabled researchers to link data over time. Such codes were based on pieces of personal information that should remain stable over time. With properly-constructed algorithms for respondent-generated codes, this method provides anonymity as well as confidentiality to respondents. A major shortcoming of this approach, however, is that researchers found they could not match approximately 30 - 35% of the questionnaires from youth who completed both a pretest and posttest over a 6 - 12 month period (Groves, 1974; Kandel et al, 1978). Apparently, some respondents who do not trust the procedure may alter elements of the self-generated codes at one or both survey administrations to prevent the researchers from identifying them. Others may complete the self-generated code incorrectly on one or both occasions. As a result, most longitudinal research in this area has employed researcher-generated identifiers which can be kept confidential but do not provide anonymity to respondents.

In 1979, Jan Malvin and I conducted an experimental study contrasting a researcher-generated identifiable survey administration procedure with a truly anonymous survey (i.e., no identifiers) in a drug use survey with eighth and ninth graders. We found some evidence for under-reporting of current use of some drugs with the identifiable survey (as compared to the survey with no identifiers); however, we did not find survey modality differences on cigarette smoking (use in last four weeks, use in lifetime). No survey modality differences were found on self-reported drug attitudes or intentions. The results may not be generalizable to a longitudinal (i.e., panel) study. [For more detail, see Malvin, J. and Moskowitz, J. (1983). Anonymous versus identifiable self-reports of adolescent drug attitudes, intentions and use. *Public Opinion Quarterly*, 47: 557-566.]

In sum, respondent-generated codes are likely to result in substantial data loss when used with adolescents. Although researcher-generated codes may produce some response bias, we did not find this to be a problem with regard to cigarette smoking.

Another caveat is that our survey assessed not only use of cigarettes, but use of substances that are more stigmatized. Questionnaire content may affect response validity. Respondents may be more likely to under-report cigarette smoking in a survey that assesses only smoking as compared to one that assesses use of many substances. I don't know if there is any research testing this hypothesis.

A literature search should turn up more recent research on these issues. A few early studies that used respondent-generated codes ...

Carifio, J., Biron, R. (1978). Collecting sensitive data anonymously: the CDGRP technique. *Journal of Alcohol and Drug Education*, 23: 47-66.

Groves, W. (1974). Patterns of college student drug use and lifestyles. In E. Josephson, E. Carroll (eds.) *Drug use: epidemiological and sociological approaches*. Washington, DC: Hemisphere.

Kandel, D., Kessler, R., Margulies, R. (1978). Antecedents of adolescent initiation into stages of drug use: a developmental analysis. In D. Kandel

(ed.) Longitudinal research on drug use: Empirical findings and methodological issues. Washington, DC: Hemisphere.

At 1/29/2002 01:20 PM, you wrote:

>Dear Colleagues,

>

>I wish to conduct a two-wave survey of students -- 7th and, a year  
>later, 8th graders (age range 11-14). The survey data, which will concern  
>smoking attitudes and behaviors, must be confidential and anonymous. Thus  
>the students will not be asked their names or any other information with  
>which they might ordinarily be identified. But after the second wave I  
>would like to match their two sets of responses.

>

>I'm looking for ideas, from your imagination or from any literature or  
>data you may know about, for items that would allow matching.

>

>For example, I might ask them the name of their first pet. That's not  
>information that will allow identification of individuals, but I expect  
>many (although certainly not all) of them who have had a pet could give  
>the same answer the next year. Note desirable items would ask for  
>relatively stable information (probably not "your favorite color") and  
>also produce useful variance (not "are you right handed or left handed?")

>

>Asking two or three such items might allow me to triangulate, and  
>hopefully match many of them. Any suggestions gratefully appreciated.

>

>

>

>Albert C. Gunther, Professor,  
>Dept. of Life Sciences Communication  
>and Center for Southeast Asian Studies,  
>University of Wisconsin-Madison  
>440 Henry Mall  
>Madison, WI 53706  
>  
>phone: 608 262-1506  
>fax: 608 265-3042

=====  
Joel M. Moskowitz, Ph.D.  
Director  
Center for Family and Community Health  
School of Public Health  
University of California, Berkeley  
WWW: <http://socrates.berkeley.edu/~sph/CFCH>  
=====

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>and Center for Southeast Asian Studies,  
>University of Wisconsin-Madison  
>440 Henry Mall  
>Madison, WI 53706  
>  
>phone: 608 262-1506  
>fax: 608 265-3042

---

Date: Thu, 31 Jan 2002 20:52:40 -0800  
Subject: Fw: Fw: Re: Fw: Dirty Politics and Close Elections  
Message-ID: <20020131.205614.-440035.6.jelinson@juno.com>  
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X-Juno-Line-Breaks:  
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32-140,142-148,150-153,155-163  
From: Jack Elinson <jelinson@juno.com>

----- Forwarded message -----  
From: Jack Elinson <jelinson@juno.com>  
To: andy@troll.soc.qc.edu  
Date: Tue, 29 Jan 2002 20:16:34 -0800  
Subject: Fw: Re: Fw: Dirty Politics and Close Elections

----- Forwarded message -----  
From: Bruce Levin <bl6@columbia.edu>  
To: Jack Elinson <jelinson@juno.com>  
Cc: aapornet@usc.edu, Michael Finkelstein <mofinkelstein@hotmail.com>  
Date: Tue, 29 Jan 2002 18:07:54 -0500 (EST)  
Subject: Re: Fw: Dirty Politics and Close Elections  
Message-ID:  
<Pine.GSO.4.44.0201291744220.20418-100000@konichiwa.cc.columbia.edu>

Jack,

Thanks for forwarding Andy Beveridge's message. I agree with all of his political conclusions, but I disagree with his first factual assertion, that the news consortium's study showed that "a statewide recount ignoring overvotes would have resulted in a Gore Victory (albeit narrow) based upon any scenario."

Actually, the opposite is true: ignoring overvotes and looking only at undervotes, the consortium's results showed that Bush's lead persisted (more or less narrowly, depending on the rules for recovering the intent of the voter in undervotes, but persisted nevertheless over a range of rules). In the actual court cases, only the undervotes were considered potentially remediable. It is only when overvotes are included in the recount that Gore begins to lead (by a very wide margin).

Based on our own statistical analysis of public data at the county level, Michael O. Finkelstein and I came to the same conclusion (well in advance of the consortium's publication -- in fact, we recognized this immediately after the Florida Supreme Court ordered a statewide recount of the undervotes). We published that result in "Statistics for Lawyers" 2nd edition (Springer-Verlag, 2000) in Section 4.5.3, page 128ff.

On the larger question of the role of statistics, a fact of overwhelming importance was uncovered by statistical analysis, but completely ignored in the haste of the litigation. That was that the "standards" for recovering the intent of the voter among undervotes, so highly valued by the U.S. Supreme Court as one of the underpinnings for their decision, didn't actually make a whit of difference to the likely outcome in a recount. Only extremely biased recovery rules would have gone in favor of Gore. (Again, we're ignoring where all the "bodies are buried"--the overvotes.)

So once again, haste and ignorance of statistics resulted in questionable decisionmaking.

Regards,  
Bruce

---

Bruce Levin, Ph.D.  
Professor and Chair  
Department of Biostatistics

The Joseph L. Mailman School of Public Health  
Columbia University  
630 W. 168th Street  
New York, NY 10032

(212) 305-9401 voice  
(212) 305-9408 fax



bruce.levin@columbia.edu  
http://www.columbia.edu/~bl6

---

On Mon, 28 Jan 2002, Jack Elinson wrote:

>  
> ----- Forwarded Message -----  
> From: "Andrew A. Beveridge" <andy@troll.soc.qc.edu>  
> To: aapornet@usc.edu  
> Date: Tue, 25 Dec 2001 08:17:46 -0500  
> Subject: Dirty Politics and Close Elections  
> Message-ID: <KLEOLNOOPOCIGAODMGHKEJICJAA.andy@troll.soc.qc.edu>  
>  
> Dear Warren, Jan and Jim:  
>  
> As an ex-political activist/operative in Westchester and as someone who  
> has tried to explain statistical  
> results in court cases to judges, as well as an "official" observer in  
> recounts  
> I think that some of you are missing the point. The study that was  
> done for the Newspaper consortium (which I looked at carefully and  
> consulted with the Times people  
> about when the analysis was being done) showed the following thing:  
>  
> 1) A statewide recount ignoring Overvotes would have resulted in  
> a  
> Gore Victory (albeit narrow)  
> based upon any scenario.  
>  
> 2) The mis-ballotting by voters in Palm Beach (based upon the  
> butterfly ballot) meant that a large number  
> of votes were accidentally cast for Buchanan.  
>  
> 3) Taking into account the overvotes (some of these also were the  
> result of Ballot design) including those  
> in Palm Beach, but also Jacksonville (a two card punch card  
> ballot) thousands intended to vote for  
> Gore rather than Bush, but had their ballots spoiled.  
>  
> 4) Though the average error rate was higher on the punch card  
> ballot, than on optical scan it was exactly  
> somewhat higher on another system that made marks  
> mechanically.  
> But the error rate went to as high  
> as 30% in some precincts. Though there was strong association  
> with race in the precinct, first time voter,  
> older, low education, etc. with spoiled ballots, there was a  
> large unexplained variation that could have something  
> to do with how the election was administered.  
>  
> Putting it another way, what happened in Florida was that a flawed  
> system  
> controlled by the GOP (largely)

> denied many voters the chance to have their preference registered.  
Gore  
> challenged aspects of this.  
>  
> But it seems to me that if statistics has a use it is in attempting to  
> figure out voter intent "post-hoc," as in  
> Palm Beach, or in having the whole election voided.  
>  
> I think what should have happened in Fla is that Florida's electors  
> should have been thrown out because  
> either: 1) that there were enough spoiled ballots to make the result  
hard  
> to assess and there was not  
> time to re-run it; 2) the counting mechanism in FLA were not adequate  
> to declare a winner.  
>  
> We wouldn't need a coin toss, what we needed was a "fair election." I  
> truly believe that the  
> discussion of this has been undercut by the "War Against Terrorism."  
No  
> one is willing to say  
> out loud any more, the Bush's election was illegitimate, but it was.  
>  
> Banning everything but Optical Scan ballot systems (or other systems  
with  
> audit trails) that have  
> a method to "check the vote" before the voter leaves would be a start.  
> (By the way some precincts  
> had turned off the checking system because of turn out.)  
>  
> The counting of absentees is another issue!  
>  
> Andy  
>